**LESSON PLAN 2022-23 BTM (ODD SEMESTER)**

**Name of Teacher : Dr. Rajeev Sharma**

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| **Subject/Month** | **Business Environment for Tourism BTM -103** |
| **September** | Tourism Business Environment- Nature, components and determinants. Assessing business environment risk- country risk and political risk. Assessing current state of tourism business environment in India: Economic Reforms, Liberalization, Privatization and globalization. |
| **October** | Small Scale tourism Enterprises: Meaning, Significance to the Indian economy, problems and various incentives given to them. Competition Act and its impact on Indian tourism business. |
| **November** | Various Industrial Policies of India with special emphasis on new industrial policy with various amendments related with tourism business |
| **December** | Various tourism & travel Trade Reforms announced in India in recent times. Trends in tourism business in India.Foreign Direct Investment in tourism - significance, policy and current position of India. |

**Name of Teacher : Dr. Daleep Kumar**

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| **Subject/Month** | **Introduction to Tourism BTM-104** |
| **September** | Meaning and Nature of Tourism. Concept and terminology in Tourism viz Tourism, Tourist; Tourism Market. Tourism Resources; Tourism Product; Destination; Recreation; Pleasure and relaxation. Types and Characteristics of Tourism. |
| **October** | Motivations in Tourism - Push and Pull factors.Transportation: Types and their significance for tourism. Accommodation: Types and their significance for tourism |
| **November** | Travel Agencies & Tour Operators: Types and their significance for tourism.Tangible and intangible services in tourism sector |
| **December** | Tangible and Intangible services in Hotel sector. Tourism Chain: Vertical and Horizontal Integration. |

**Name of Teacher : Dr. Shikha Bhatt**

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| **Subject/Month** | **TOURISM PRODUCTS OF INDIA (NATURAL) BTM-105** |
| **September** | India: General introduction, physiographic units. The Northern Mountains: General introduction of the Himalayas & other ranges. Importance of Himalayas for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok. |
| **October** | The Central Plains: General introduction of deserts & central plains. Their importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata |
| **November** | The Peninsula: General features of Indian peninsula with their tourism significance. A case study of Bhopal, Khajuraho, Hyderabad, Banglore, Ooty |
| **December** | The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar. |

**Name of Teacher : Dr. Shikha Bhatt**

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| **Subject/Month** | **TOURISM PRODUCT OF INDIA (CULTURAL) BTM – 106** |
| **September** | Introduction to Culture**.** Culture: Concept and its essen􀆟al Features. Indian Culture. Fundamentals of Indian Culture; Indian culture through the ages. Culture and tourism relationship with special reference to India |
| **October** | Buddhist Architecture: Ajanta, Ellora and Sanchi. Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore temple of Mamallpuram and Brihadisvara temple at Thanjavur. |
| **November** | Medieval Architecture: TajMahal, Red Fort of Delhi, FatehpurSikri and QutubMinar.Modern Architecture: Gate Way of India, parliament house,New Delhi. Bahai’s Lotus temple in Delhi. |
| **December** | Classical Dances and Music of India. Major Fairs and festivals of India and their significance for tourism. Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi, |

**Name of Teacher : Dr. Daleep Kumar**

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| **Subject/Month** | **TOURISM IN INDIA BTM – 302** |
| **September** | Trends in inbound and outbound tourism in India. Trends in domestic tourism in India. Major types of tourism in India mainly cultural, pilgrimage, Wildlife and MICE tourism. |
| **October** | Tourism Policy and Planning in India: A historical viewTourism in the Five-Year Plan. National Tourism Policy – 2002.Role of Ministry of Tourism, Government of India in tourism administration |
| **November** | Role of State Tourism Corporations.Role of India Tourism Development Corporation (ITDC)Tourism Infrastructure in India: Transportation sector : Airlines and Railways |
| **December** | Tourism Infrastructure in IndiaAccommodation sector: Major hotel groups & Chains; Challenges before Indian Hotel Industry. Tourism Marketing in India mainly the ‘Incredible India’ Marketing Campaign |

**Name of Teacher : Dr. Daleep Kumar**

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| **Subject/Month** | **HOTEL BUSINESS BTM-303** |
| **September** | Introduction – Tourism and Hotel, their relationship, Tourism Accommodation sector. Types of Tourist Accommodation: Different basis of categorization of accommodation sector. Main features of different basis of categorization of accommodation sector. |
| **October** | Growth and development of Hotel Industry in India. Major personalities associated with hotel growth in India and their contribution. Study of major hotel chains in India. Hotel Accommodation and its various activities. Organisation structure and role of various departments of hotels. |
| **November** | Front Office, Housekeeping, Food & Beverage (Service & Production),Engineering & Maintenance, Security, Human Resource, Sales & Marketing, Purchase, Stores and Accounts. Ownership and forms of hotel ownership. |
| **December** | Sole – Proprietorship, Partnership. Joint stock companies. Referral Organizations, hotel chain, Lease Agreements, Management contracts,Franchise Organizations. Role of government in developing hotel Industry. Recent developments and challenges in hotel industry. Future of hotel industry in India. |

**Name of Teacher : Dr. Shikha Bhatt**

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| **Subject/Month** | **HRM IN TOURISM BTM -304** |
| **September** | Introduction of Human Resource: Human Resource- Concept, meaning and definition. Importance of HR in tourism industry. Concept of employee life cycle; approaches to managing HRs in hotels: emerging role of HR manager in tourism sector. |
| **October** | Human Resource planning- meaning, process, factors and need for HRs planning. Job analysis- meaning, types, proposes and uses; job description of major positions in a travel agency and tour operation. Employee promotion, transfer and separation- meaning, purpose, and types. |
| **November** | Recruitment -meaning, process, methods of Recruitment in tourism industry;Selection procedure-essentials and steps in selection process; Interview- meaning, and types. |
| **December** | Employee Training and development- need, importance, and methods of in tourism industry. Performance appraisal- need & importance and techniques. |

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| **Subject/Month** | **COMPUTER APPLICATIONS IN TOURISM BTM – 305** |
| **September** | Components and Units of a computer system, Characteristics, Features and Uses of computers, data entry devices. Data output devices and storage devices. Introduction to Windows. Basics of MS Office and Uses in Travel Agency. |
| **October** | Introduction to Information and communication Technologies (ICT). Definition, Meaning, Role and Importance of ICT in Tourism sector, Future of ICT in Tourism Industry. Web Portal and Websites. |
| **November** | E-Commerce Meaning, Definition, Features, Functions of E-Commerce, Limitations of E Commerce, Introduction to E-Tourism, Meaning and Definition, Case study of online Travel Agencies Selling E-Tourism: Yatra.com and Makemytrip.com. |
| **December** | Introduction to Internet; Its uses and applications of Internet in Tourism and Searching on internet using various search engines. Introduction to CRS; Need and history of CRS systems, Benefits and importance of the CRS system to the Travel trade. |

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| **Subject/Month** | **COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT****BTM 306** |
| **September** | Understanding Communication- Concept, Process and Barriers to Communication. Qualities of Effective Communication. Ways of making communication effective and overcoming barriers. Types of Communication-Verbal & Non-verbal communication – its importance, types & use in business communication; Upward, Downward, Internal and External. Written – various principles of effective writing. |
| **October** | Letter - Types, Format and features of a good letter; Email writing, Curriculum Vitae & covering letter; General guidelines for Preparing Personal Profile. Oral communication - Group Discussions -Effective Conduct in Group Discussions, Group Discussion in Induction, Group Discussion Process, Topics in Group Discussion, Tips for Group Discussion, Clarity of Thoughts and Expression; Interviews-Purpose, Types & Preparation; Public Speaking- Need,, Planning Presentation, Delivering Presentation, Basic Qualities in a Public Speaker |
| **November** | Personality Development- Concept of Personality, Elements of Personality, Determinants of Personality, Personality Analysis-Myers-Briggs Type Indicator (MBTI) Assessment. Grooming and Personal Hygiene. |
| **December** | Basic Concepts of Grooming, Personal Grooming and Corporate Grooming, Dining Etiquettes, Corporate Etiquettes for Dining, Cross-Cultural Dining Etiquettes, Interpersonal Skills: Developing Interpersonal Skills, Role Playing for Interpersonal Relations, Importance of Role Playing, Process of Role Playing. |

**Name of Teacher : Dr. Daleep Kumar**

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| **Subject/Month** | **FIELD TRIP REPORT** |
| **September** | Report Writing – Briefing, Preface Writing, Various parts of Field Trip Report. Introduction about the destinations visited by students, Route Map, Itinerary Preparation. Objectives of Field Trip report |
| **October** | History & Geography of the destinations visited, How to reach there, Climate, Attractions, Where to stay etc. |
| **November** | Report Checking, Submission. |

**Name of Teacher : Dr. Shikha Bhatt**

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| **Subject/Month** | **IMPACTS OF TOURISM BTM – 502** |
| **September** | Economic significance of tourism. Direct, Indirect and Induced Economic Impacts of tourism. Negative Economic Impacts of Tourism. Economic Impact Analysis.  |
| **October** | Socio-cultural dimensions of tourism. Positive Social & cultural Impacts of Tourism. Negative Social &Cultural Impacts of Tourism. Social Change and growth of tourism. |
| **November** | Environmental significance of tourism. Major Impact Areas – Natural Resources, Pollution and Physical Impacts. Tourism development in relation to global warming. |
| **December** | Climate Change, natural resource exploitation & Biodiversity loss. Environmental Impact Assessment. |

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| **Subject/Month** | **ACCOUNTING FOR TOURISM BTM-503** |
| **September** | Introduction to accounting: Nature; Definition; accounting cycle and its uses. Functions and types of accounting. Accounting principles conventions and concepts. Double entry system of accounting. Cardinal rules of debit and credit. |
| **October** | Preparation of journals and other subsidiary books; preparation of ledger accounts and trail balance. |
| **November** | Final accounts: need and importance in tourism business, Preparation of Business Income Statement and Balance sheet. |
| **December** | Interpretation of Business Income Statement and Balance Sheet of Travel Agencies with the help of ratio Analysis. |

**Name of Teacher : Dr. Shikha Bhatt**

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| **Subject/Month** | **Sustainable Tourism BTM-504** |
| **September** | Sustainable Tourism- meaning, definition, scope, sustainable development components. Major issues in understanding sustainable development. Principles of sustainable tourism management, aspects of ethics and social responsibility Key Stake holders. Key issues of sustainable tourism development such as Ecotourism, carrying Capacity. |
| **October** | Demarketing, fair pricing, transportation, education, role of industry, Role of public and private sector, community involvement and local control and linkages therein. |
| **November** | Three dimensions of Sustainable tourism i.e. environment, economic life, social aspects. Environment-scope of the concept of environment, major potential impacts of tourism on environment, Economic Dimension-scope of the concept, and major impacts of tourism on it, Social Dimension-scope of the concept of socio -cultural environment and impacts of tourism on socio cultural issues. |
| **December** | Key actor in sustainable tourism- role of public sector, government bodies, local authorities, tourism industry, voluntary organizations host community, media, and tourists. |

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| **Subject/Month** | **Entrepreneurship in Tourism BTM-505** |
| **September** | Concept of Entrepreneur and entrepreneurship- its evolution, characteristics. Role of entrepreneurship on economic development. Entrepreneurship in lndia- Factors and lnstitutional framework. Theories of entrepreneurship. Relationship between small and large business. |
| **October** | Problems of small scale industries in lndian context, growth of SSI's and Entrepreneurial motivation, policy support to small scale industries and entrepreneurship. |
| **November** | Forms of ownership- structural patterns, entrepreneurial development and training, aspects involved in the growth of entrepreneurial environment. |
| **December** | lssues relating to small business, financial, marketing channels, technological challenges in small business. Problems and remedies of entrepreneurship in lndia. |

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| **Subject/Month** | **INTERNATIONAL TOURISM BTM – 506** |
| **September** | Tourism trends at international level: Tourist arrivals and tourism receipts. Factors affecting growth of international tourism Europe: Inbound tourism with special reference to France, Spain, United Kingdom and Italy and their major destinations i.e. Paris, Madrid, London and Rome |
| **October** | Americas: Inbound tourism with special reference to USA, Canada and their major destinations i.e. New York, Washington DC, Niagara Falls, Toronto. Mexico and their major destinations i.e Mexico City. |
| **November** | Africa: Inbound tourism with special reference to Egypt, South Africa and Kenya and their major destinations i.e. Giza, Johannesburg and Nairobi.East-Asia & Pacific: Inbound tourism with special reference to Australia, China, Japan and Thailand and their main destinations i.e. Sydney, Beijing, Tokyo and Bangkok. |
| **December** | Role of International organization like UNWTO, PATA, IATA in the development of tourism. Challenges before international tourism |

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| **Subject/Month** | **ON THE JOB TRAINING REPORT** |
| **September** | Report Writing – Briefing. Preface Writing, About Tourism and its Impcats, International and Domestic Data of Tourism, Travel Agency and Tour Operation Business. Types of Travel Agency and Tour/ Operator, Integration and Linkages of Travel Agency and Tour Operation Business, Functions of Travel Agency and Tour/ Operator |
| **October** | Introduction to On the Job Training and Objectives of On the Job Training, Importance/ Significance and Limitation of On the Job Training, How to write Company Profile and its parts, How to write Product Profile and its parts, Passport and Visa, Hotel Booking, Car Rental, Ticketing |
| **November** | Report Checking, Submission. |