

LESSON PLAN 2023-24 BTM/BTTM

(EVEN SEMESTER)

Name of Teacher : Dr. Daleep Kumar

Subject/Month	BTTM 2 ND SEMESTER: CULTURAL TOURISM RESOURCES OF INDIA
February	Introduction to Culture Culture: Concept and its essential features, elements of Indian culture, Geographical variations of Indian culture. Cultural as tourist attraction with special reference to India
March	Religions and Pilgrimage Places in India. Major Religions of India and their salient features. Major Pilgrimage Places related to Hinduism, Buddhism, Jainism, Islam and Sikhism (Any four places for each religion)
April	Indian Architecture and Monuments Buddhist Architecture: main features of Ajanta, Ellora and Sanchi. Hindu Architecture: main features of Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram. Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri.
May	Dances, Music and Fairs of India Classical Dances of India, Major tourism oriented fairs and festivals of India and their significance for tourism: Kullu-Dussehra, Pongal, Bihu, and Desert festivals.

Subject/Month	BTM Fourth Semester-Pilgrimage Tourism-402
January	Major religions in India: - Hinduism: Salient features - Buddhism & Jainism : Main Teachings and Philosophy - Islam and Sikhism: Basic features
February	Major pilgrimage centers of India – I: - Hinduism: Four Dham – Badrinath, Rameshwaram, Puri and Dwaraka - Varanasi, Mathura-Vrindavan, Haridwar, Vaishno Devi, Allahabad, Kurukshetra & Tirupati
March	Major pilgrimage Centres of India – II: - Buddhism and Jainism: Bodh Gaya, Sarnath, Mount Abu, Palitana - Islam, Christianity and Sikhism: Ajmer, Goa and Amritsar
April	Trends and Patterns in pilgrimage tourism in India Strategies to promote pilgrimage tourism in India Problems and prospects of pilgrimage tourism in India

Subject/Month	BTM Fourth Semester -Principles of Management 403
January	Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.
February	Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, ration, process of decision making, limitations.
March	Organizing- meaning process of organizing, levels of organizing, span of management, forms -line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization.
April	Motivation and theories of motivation, Leadership traits and styles, Communication process and barriers, Controlling process, need, feedback and feed forward control.

Subject/Month	BTM Sixth Semester -Economics of Tourism-603
January	Introduction to Tourism Economics: Concepts of economics and their relevance to tourism, Tourism development and national economy contribution to GDP, Globalization, Liberalization, Privatization and their impacts on Tourism, FDI in Tourism-Trends and Implications
February	Economics of Tourism Demand: Nature of demand, Factor influencing tourism demand, economic determinants of Tourism demand, price and income elasticity of tourism demand, trends in tourism demand.
March	Economics of Tourism supply: Market Structure and Tourism supply, elasticity of supply, Integration in tourism supply, supply trends
April	Economic impacts of Tourism: Employment and income creation, Tourism Multiplier, Balance of payment, Foreign exchange. <i>Visible and invisible trade</i> , Cost concept, types of costs, Tourism Taxation

Subject/Month	BTM Sixth Semester -Adventure Tourism-604
January	Definition, nature and scope of Adventure tourism. Geographical diversities and opportunities for adventure tourism in India.
February	Land based Adventure activities; Mountaineering, trekking in Himalayan states. Necessary equipment, techniques and problems.
March	Water based activities- water resources of India; river- lakes and sea water. Rafting, kayaking boating, SCUBA diving and coastal activities.
April	Air based activities, hang gliding, ballooning and sky diving. Places, organizations and equipment's associated with above activities.