**LESSON PLAN 2023-24 BTM (EVEN SEMESTER)**

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

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| **Subject/Month** | **BTTM 2ND SEMESTER: TRAVEL AGENCY & TOUR OPERATIONS BUSINESS (Major)** |
| **February** | Travel Agency and Tour Operations: concept, meaning, definition, types, significance and growth over the years. Emerging terminology in Travel Agency and Tour Operation. |
| **March** | Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business. |
| **April** | Travel Agency: Organization Structure and significance and types. Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India. |
| **May** | Travel Trade Associations-TAAI, IATO , IATA, WATA , PATA Role, functions and activities in travel trade business. |

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| **Subject/Month** | **BTTM 2ND SEMESTER: INTERNATIONAL TOURISM (MAJOR)** |
| **February** | Concept of International tourism. Global tourism statistics in terms of international tourist arrivals and international tourism receipts in UNWTO regions (Africa, Americas, Asia and the Pacific, Europe, Middle east). Factors affecting growth of tourism in each region. |
| **March** | Destinations in North America - United States of America: New York, Washington DC, Canada: Montreal, Toronto, South America: Peru, Argentina, Brazil. |
| **April** | Europe: England, France, Italy, Switzerland Asia-Pacific: Thailand, Singapore, Australia |
| **May** | Middle-East: Saudi Arabia, UAE, Egypt Africa: South Africa, Kenya , Mauritius, |

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| **Subject/Month** | **AN INTRODUCTION TO TRAVEL AGENCY & TOUR OPERATIONS BUSINESS IN INDIA BTM-405** |
| **January** | Travel Agency/Tour Operations – meaning, definition, types, significance and growth over the years. |
| **February** | Functions of Travel Agencies and tour operators. Linkages and integrations in tour operation business. |
| **March** | Travel Agency Organization Structure – Meaning and significance, Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India. |
| **April** | Tour Packaging – Concept, meaning, types. Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business |

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| **Subject/Month** | **TOURISM ADMINISTRATION IN INDIA BTM 602** |
| **January** | Role of Government in tourism Regulation and Management Role of Ministry of Tourism, Government of India in terms of its Organization, Role and Functions |
| **February** | State Tourism Development Corporations and their organization and role in tourism development and promotion with special reference to: Haryana Tourism Corporation Rajasthan Tourism Development Corporation Kerala Tourism Development Corporation Goa Tourism Development Corporation |
| **March** | India Tourism Development Corporation (ITDC): organization, role and functions: Divisions of ITDC Hospitality Development and Promotion Board (HDPB): Role and Functions Role of Tourism Finance Corporation of India in tourism growth |
| **April** | Tourism Planning in India: Growth and Performance National Tourism Policy – 2002: Objectives and main features Problems and challenges of Tourism Administration in India |

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| **Subject/Month** | **TOURIST GUIDING BTM-605** |
| **January** | Personal grooming, smartness, proper dress sense, hygiene, pleasing personality, hard working. Etiquettes- how to welcome a visitor, the traditional style of welcoming in north India. Knowledge of geography, history, art & culture of the place, latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc. |
| **February** | Principles of communications, Verbal and non-verbal, personal and organizational, effective communications, communication gaps and barriers. Audio- visual aids. Body language |
| **March** | Pre tour preparation; Pre tour research about place, monuments and itinerary, timings of flights& railways. Bus and cars arrangement at hotels, airports and railway stations. Reconfirmation of ground arrangement. Group arrival and departure. Welcome at airports/ railway station or hotels. |
| **April** | Role and responsibility; Escort/ guide is the first and last contact with destination. Image maker, His responsibilities. Ethics, helpful attitude. Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks etc |