LESSON PLAN 2023-24   BTM (ODD SEMESTER)

Name of Teacher   :   Dr. Daleep Kumar

Subject/Month	Introduction to Tourism – BTTM-TMG-101
August	**Basic Concept and Terminology used in Tourism** Tourism, tourist, visitors, traveler, excursionist as per UNWTO Classification and Ministry of Tourism, Govt. of India. Impacts of Tourism (Economic, Socio -cultural and Environmental)
September	**Types of Tourism and Factors of Development of Tourism** Approaches to study tourism, Travel Agency and Tour Operators – Meaning and Types. Linkages in Tourism Industry, Push and Pull factors in Tourism,
October	**Components of Tourism** Attractions: Types and their significance for tourism Transportation: Types and their significance for tourism Accommodation: Types and their significance for tourism
November	**Tourism Services and Tourism Chain** Characteristics of tourism and hospitality services - Perishability, Variability, Inseparability, Intangibility, Seasonality. Vertical, Horizontal and Diagonal Integration in Tourism

Subject/Month	Tourism in India – BTM-302
August	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
September	Tourism Policy and Planning in India: A historical view Tourism in the current Five-Year Plan National Tourism Policy – 2002
October	Administration of Tourism in India: - Role of Ministry of Tourism, Government of India - Role of State Tourism Corporations - Role of India Tourism Development Corporation (ITDC)
November	Tourism Infrastructure in India - Transportation sector : Airlines and Railways - Accommodation sector: Major hotel groups & Chains; Challenges before Indian Hotel Industry - Tourism Marketing in India mainly the 'Incredible India' Marketing Campaign

Subject/Month	Hotel Business BTM- 303
August	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.
September	Growth and development of Hotel Industry. Growth of hotel industry in India. Major personalities associated with hotel growth in India and their contribution. Study of major hotel chains in India.
October	Hotel Accommodation and its various activities. Organization structure and role of various departments of hotels : Front Office, Housekeeping, Food & Beverage (Service & Production), Engineering & Maintenance, Security, Human Resource, Sales & Marketing, Purchase, Stores and Accounts.
November	Ownership and forms of hotel ownership. 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.

Subject/Month	FIELD TRIP REPORT & VIVA VOCE
August	Report Writing – Briefing. Preface Writing, About Tourism and its Impacts, and Data of Tourism
September	Introduction, Objectives, Importance/ Significance and Limitation of field Trip Report. How to write different destinations profile and its parts, How to write/prepare ticket itinerary, rout map etc.
October	Allow students to Visit different tourist destination and prepare report.
November	Report Checking, Submission.

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