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

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

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| **Subject/Month** | **HRM IN TOURISM BTM – 304** |
| **August** | 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. |
| **September** | 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. |
| **October** | Recruitment -meaning, process, methods of Recruitment in tourism industry; Selection procedure-essentials and steps in selection process; Interview- meaning, and types. Employee promotion, transfer and separation- meaning, purpose, and types |
| **November** | Employee Training and development- need, importance, and methods of in tourism industry. Performance appraisal- need & importance and techniques. |

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| **Subject/Month** | **IMPACTS OF TOURISM BTM 502** |
| **August** | Patterns of tourism development in the developed and the developing countries – a comparative analysis in terms of volume of tourist arrivals and earnings from tourism Tourism Development in the regions – Europe, Americas, Asia-Pacific region, Middle East and Africa in terms of volume of tourist arrivals and earnings from tourism Characteristics of mass tourism |
| **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, Climate Change, natural resource exploitation& Biodiversity loss Environmental Impact Assessment |

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| **Subject/Month** | **SUSTAINABLE TOURISM BTM-505** |
| **August** | 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. |
| **September** | Key issues of sustainable tourism development such as Ecotourism, carrying Capacity, demarketing, fair. pricing, transportation, education, role of industry, Role of public and private sector, community involvement and local control and linkages therein. |
| **October** | 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. |
| **November** | 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** | **INTERNATIONAL TOURISM BTM 506** |
| **August** | Africa: Inbound tourism with special reference to Egypt, South Africa and Kenya and their major destinations i.e. Giza, Johannesburg and Nairobi |
| **September** | 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 |
| **October** | Role of International organization like UNWTO, PATA, IATA in the development of tourism |
| **November** | Challenges before international tourism |

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| **Subject/Month** | **NATURAL TOURISM RESOURCES AND PRODUCTS OF INDIA BTTM- I (MAJOR)** |
| **August** | India: Physiographic regions, Northern Mountains, Northern Plains, Peninsula Plateau, Coastal Regions, Great Indian Dessert, Islands. Touristic significance of various Physiographic regions. |
| **September** | Wildlife Tourism Potential in India – Case studies of Ranthambore National Park, Great Himalayan National Park, Jim Corbett National Park, Gir National Park and Bhandhavgarh National Park, Kaziranga National park. |
| **October** | Major Hill Stations and Adventure Tourism in India: Case Study from Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Sikkim. |
| **November** | Major Hill Stations and Adventure Tourism in India: Case Study from Jammu & Kashmir, Himachal Pradesh, Uttarakhand and Sikkim. |
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| **Subject/Month** | **TRANSPORT MANAGEMENT BTTM-I (Minor)** |
| **August** | Transportation as important element of tourism industry. History of different modes of transportation. Advantages and Limitations of different modes of transport.  The factors affecting the selection of modes of transport by tourist. |
| **September** | History of air transport in India. IATA and DGCA: Organizational structures and functions. Major Airlines operating in India. Role of airlines in tourism promotion.  Water transport- Limitation & scope of water transport in India. Cruise ships and Cruise tourism. The role of water transport in tourism. |
| **October** | Road Transport: Major Highways and Expressways of India. Golden Quadrilateral Highway. Coach Bus, Inter State Bus Services, Tourist Taxi, Rent-a-car Scheme, OLA and UBER |
| **November** | Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak). General information about Indian Railways. Tourist trains of India and Indrail Pass service. |
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