SCHEME AND SYLLABUS (As Per NEP)

BTTM (Bachelor of Tourism and Travel Management)
Four-Year Under-Graduate (FYUG) Programme as per NEP

Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate and Post-graduate Degree Programmes

Programe Code: UG-059

(Academic Session 2025 onwards)

Department of Hotel Management
(UICM)

ABOUT THE DEPARTMENT

The Department of Management and Hotel Management was established in 2017 with two UG programmes. Over the years, this department has flourished and is now offering programmes and courses at the graduate and post-graduate levels. The highly qualified and dedicated faculty nurtures the department. The department is blessed to have specialized faculties in various fields of hotels, restaurants, travel agencies, and airports. The department offers Bachelors in Hotel Management and Catering Technology, Bachelors in Tourism and Travel Management and Master of Hotel Management and Catering Technology.

SALIENT FEATURES OF THE DEPARTMENT

- ❖ Industry-focused curriculum focusses on student career development.
- ❖ Blends theory, simulations, and internships.
- ❖ Experienced faculty with real-world insights provide guidance.
- ❖ Builds communication, teamwork, and leadership skills for hospitality success.
- ❖ Industry connections lead to internships and potential jobs.
- ❖ Equips students with skills and certifications for employability.
- ❖ Explores various travel departments to discover career interests.
- ❖ May offer international programs or courses on global hospitality.
- ❖ Develops a professional work ethic and service-oriented mind-set.
- ❖ Offers continuing education opportunities for career advancement.

ABOUT THE PROGRAMME

BTTM (Honours/ Honours with Research)

[Four-Year Under-Graduate (FYUG) Programme as per NEP]

TTM (Honours/ Honours with Research) is a 4-year Under-Graduate (FYUG) Programme as per NEP-2020, which is Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate Degree Programmes. The Bachelor of Tourism and Travel Management (TTM) equips students with the skills and knowledge necessary for a successful career in the hospitality industry. The BHMCT program curriculum covers a wide range of subjects, both theoretical and practical (Food Production, Food & Beverage Service, Front office and Housekeeping) that are essential for working in the hospitality industry.

VISION

To develop global leaders in hospitality and tourism who are ambassadors of social change, are intellectually sound, ethically sensitive, socially compassionate and personifying the Indian tradition of ' Athithi Devo Bhava'.

MISSION

To become a fountainhead of hospitality and tourism education in India to strengthen industry academic Interface and promote entrepreneurial development. To develop and inculcate generic thinking skills, understanding of contemporary management theory and the integration of theory and practice.

ELIGIBILITY CRITERIA
10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.

DURATION
4 Years

CAREER PATHWAYS

With a major Focus in Travel and Tourism Management, this degree provides specific information about the management of Travel agency and tour operations with their employees. Additionally, it familiarizes students with the duties of a tour Guide, Travel consultants, and receptionist, etc. As a result, the applicants may serve as:

- **Travel Consultant**
- **Tour Operator/Tour Manager**
- **Destination Management Professional**
- **Event Planner/Coordinator**
- **Airline or Cruise Line Representative**
- **Hospitality Industry Professional**

PROGRAMME EDUCATIONAL OBJECTIVE (PEO)

PEO1: Generating employment opportunities in Tourism Sector: To play a significant role in generating employment opportunities for tourism industry at all levels by providing expertise in itinerary preparation, Tour packaging design and trade practices in the hospitality and aviation industry.

PEO2: Core Competencies: Enabling the students to relate tourism with its core sectors. This knowledge will be helpful in shaping a future tourism professional in the product development and in product sales & marketing.

PEO3: Developing Leadership Qualities: To enhance students skills in the field of event operations, entrepreneurship, tourism research, diversity of special interest products and transportation management.

PEO4: Ethics: To develop a Holistic perspective among students towards life, profession and happiness.

PEO5: Communication Skills: To develop communication proficiency skills with greater emphasis on oral communication in the students in order to interact with the professional community and with society.

PROGRAMME OUTCOMES (PO)

Programme Outcomes, Programme Specific Outcomes and Course Outcomes

Program Outcomes (PO) for the Faculty of Commerce and Management

PO1: Soft skills and Working Skills: To comprehend, communicate, and execute effectively and efficiently in all of their dealings.

PO2: Leadership: To develop abilities to both lead and respect the views, positions, and beliefs of others and to plan and manage effectively.

PO3: Innovativeness and Entrepreneurship: To explore issues and problems that need solutions and entrepreneurial orientation.

PO4: Ethics and values: To recognize, appreciate and follow ethical standards in all lifestyles

PO5: Adaptability and Sociability: Ready to understand and adapt to the changing environment

PO6: Research and Analytical Abilities: To explore, analysis and provide solutions on emerging issues concerning various fields including public policy

PO7: Practical Exposure and Employability: Exposure to the actual working environment leading to employability

PO8: Environmental Consciousness: In every action, dealing, service and manifestation

PO9: Tourism and Allied Sector Knowledge: Apply the knowledge of tourism and allied Sectors to the solution of complex Tourism management problems.

PO10: Destination Knowledge: Students become familiar with the techniques and approaches and apply the knowledge in the preparation of itineraries, travel blogs and travel consultations.

Program Specific Objectives (PSO) of TTM Program:

PSO 1: To prepare students with professional and academic inputs to adapt the changing requirements of tourism industry.

PSO 2: To demonstrate knowledge and skills required to work in different departments of tourism industry.

PSO 3: Apply the concepts and skills necessary for different job functions.

PSO 4: To demonstrate respect of host culture

PSO 5: Use knowledge of best practices

NOMENCLATURE USED:

A. Graduate Core Courses

Discipline Specific Core (DSC)

Discipline Specific Elective (DSE)

Theory subject (T)

Practical (P)

Minor

i. Ability Enhancement Courses (AEC)

ii. Skill Enhancement Courses (SEC)

iii. Value added Courses (VAC)

iv. Multi-disciplinary Courses (MDC)

v. Generic Elective (GE)

National Higher Education Qualifications Framework (NHEQF)

The National Education Policy (NEP) 2020 emphasizes the importance of higher education in promoting human and societal well-being, sustainable livelihoods, and economic development. It proposes the formulation of expected learning outcomes for all higher education programs, a National Higher Education Qualifications Framework (NHEQF) to integrate vocational education, and facilitative norms for issues like credit transfer and equivalence.

The NHEQF levels represent a series of sequential stages expressed in terms of a range of learning outcomes against which typical qualifications are positioned/located. NHEQF level 4.5 represents learning outcomes appropriate to the first year (first two semesters) of the undergraduate programme of study, while Level 8 represents learning outcomes appropriate to the doctoral-level programme of study.

Higher education qualifications at different levels on the NHEQF

NHEQF level	Examples of higher education qualifications located within each level
Level 4.5	Undergraduate Certificate. Programme duration: First year (first two semesters) of the undergraduate programme, followed by an exit 4-credit skills enhancement course(s).
Level 5	Undergraduate Diploma. Programme duration: First two years (first four semesters) of the undergraduate programme, followed by an exit 4-credit skills enhancement course(s) lasting two months.
Level 5.5	Bachelor's Degree. Programme duration: First three years (Six semesters) of the four-year undergraduate programme.
Level 6	Bachelor's Degree (Honours/ Honours with Research). Programme duration: Four years (eight semesters). Level 6 Post-Graduate Diploma. Programme duration: One year (two semesters) for those who exit after successful completion of the first year (two semesters) of the 2-year master's programme.
Level 6.5	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: Two years (four semesters) after obtaining a 3- year Bachelor's degree (e.g. B.A., B.Sc., B.Com. etc.).
Level 6.5	Master's degree. (e.g. M.A., M.Com., M.Sc., etc.) Programme duration: One year (two semesters) after obtaining a 4 -year Bachelor's degree (Honours/ Honours with Research) (e.g. B.A., B.Sc., B.Com. etc.).
Level 7	Master's degree.(e.g. M.E./M.Tech. etc.) Programme duration: Two years (four semesters) after obtaining a 4-year Bachelor's degree. (e.g. B.E./B.Tech. etc.)
Level 8	Doctoral Degree

Sant Baba Bhag Singh University

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NEP for FYUGP(BTTM Honours/BTTM Honours with Research)
First Year of New Scheme (Multidisciplinary & Discipline Specific)
Batch-2025-26
NHEQF Level 4.5
Assessment stage and equivalence under graduate Certificate(1 Year or 2 Semester) or UG 1st Year
Academic Grade/Level: UG First Year(First and Second Semester)

Semester-1ˢᵗ

S. No.	Course Type	Course Category	Course Sub Category	Course Code	Course Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit
1	Major	DSC	DSC-I	TTM163	Tourism Business Environment	4:0:0	4:0:0	4	**4**
2	Major	DSC	DSC-II	TTM169	Customer Care &Interpersonal Skills (Theory)	4:0:0	4:0:0	4	**4**
3	Major	DSC	DSC-III	TTM171	Introduction to Tourism Industry	4:0:0	4:0:0	4	**4**
4	Major	DSC	DSC(IKS)-IV	TTM173	Cultural Tourism Resources in India	4:0:0	4:0:0	4	**4**
5	Minor	DSC	DSC-V	TTM175	Geography of Tourism	4:0:0	4:0:0	4	**4**
6	MDC	MDC	MDC-I	MDC003	Computer Fundamentals & Basics of OS	3:00:00	3:00:00	3	3
7	AEC/JK(LS)	AEC/JK(LS)	AEC/JK(LS)-I	AEC0010	Communication Skills in English –I	2:00:00	2:00:00	2	2
8	VAC	VAC	VAC-I	EVS100	Environment Education	4:00:00	4:00:00	4	4
9	PT	PT	PT-I	PT161/ PT163/ PT165/ PT167	NSO/NCC/NSS/Cultural & Literary Activities	0:00:02	0:00:00	2	0
							Total	**29**	**26**

					NEP for FYUGP(BTTM Honours/BTTM Honours with Research)				

NEP for FYUGP(BTTM Honours/BTTM Honours with Research)

First Year of New Scheme (Multidisciplinary & Discipline Specific)

Batch-2025-26

NHEQF Level 4.5

Assessment stage and equivalence under graduate Certificate(1 Year or 2 Semester) or UG 1ˢᵗ Year

Academic Grade/Level: UG First Year(First and Second Semester)

Semester-2nd

S. No.	Course Type	Course Category	Course Sub Category	Course Code	Course Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit
1	Major	DSC	DSC-VI	TTM160	Natural Tourism Resources and products in India (Theory)	4:0:0	4:0:0	4	**4**
2	Major	DSC	DSC-VII	TTM162	Travel agency & Tour operations business	4:0:0	4:0:0	4	**4**
3	Major	DSC	DSC-VIII	TTM168	Airlines and Airport Operations	4:0:0	4:0:0	4	**4**
4	Major	DSC	DSC(IKS)-IV	TTM174	Adventure tourism	4:0:0	4:0:0	4	**4**
5	Minor	DSC	DSC-V	SEC028	Personality Development for Hospitality	3:00:00	3:00:00	3	3
6	MDC	MDC	MDC-I	AEC0011	Communication Skills in English –II	2:00:00	2:00:00	2	2
7	AEC/JK(LS)	AEC/JK(LS)	AEC/JK(LS)-I	JKM001	Human Values & Professional Ethics	2:00:00	2:00:00	2	2
8	VAC	VAC	VAC-I	PT162/ PT164/ PT166/ PT168	NSO/NCC/NSS/Cultural & Literary Activities	0:00:02	0:00:00	2	0
9	PT	PT	PT-I				Total	25	23
				VOC012 VOC13	Summer Internship in Hotel Management and Catering technology Industrial Training in Hotel	4 weeks	4:0:0	4 weeks	4

					Management and Catering technology				

Exit Option with certificate in BTTM (with the completion of courses equal to 55 Credits). Students opting to quit after 1 Year with a Certificate of Tourism and Travel Management must undergo Internship for 6 weeks and submit the certificate of the same to be Eligible for the award of Certificate in Tourism and Travel Management which is equivalent to Level 4.5 of NHEQF.

FIRST

SEMESTER

Semester -1

Course Code	TTM 163
Course Title	**Tourism Business Environment**
Type of course	**Theory**
L T P	4 0 0
Credits	**4**
Course prerequisite	**10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.**
Course Outcomes (CO)	This course will assist you to develop your ability to : CO1: To understand the concept of business environment -CO2: To describe the economic environment for tourism -CO3: To analyses the industrial policies concerning the tourism -CO4: To explain different tourism reforms in India

Syllabus
UNIT-I An Overview of Business Environment Tourism Business Environment- Nature,

Concept, scope, characteristics, components and determinants. Assessing business environment risk-country risk and political risk and limitations.

UNIT-II
Economic Environment
Assessing current state of tourism business environment in India: Economic Reforms, Liberalization, Privatization and globalization. Small Scale tourism Enterprises: Meaning, Significance to the Indian economy, problems and various incentives given to these.

UNIT-III
Industrial Policy concerning Tourism: Various Industrial Policies of India with special emphasis
on new industrial policy with various amendments related with tourism business, Competition Act, Consumer protection act and its impact on Indian
Tourism business.

UNIT-IV
Tourism Reforms 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, future
Prospects.

SUGGESTED READINGS/REFERECES

Suggested reading:
1. Daniel, John D and Radebangh, Lee H : International Business, 5th ed., New York, Addison Weley, 2007
2. Charles W. Hill, International Business, fourth edition, Tata McGraw Hill Publications Companies.2010.
3. AK. Sundaram J. StemartBlock : The International Business Environment PHI,2008
4. Rangarajan, C.A.; Perspective in Economics, S.Chand& Sons, New Delhi
5. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.

Course Code	TTM169
Course Title	**Customer Care and Interpersonal Skills**
Type of course	**THEORY**
L T P	**4 0 0**
Credits	**4**
Course prerequisite	**+2 with any stream**
Course Outcomes (CO)	This course will assist you to develop your ability to : CO1: To explain different aspects of customer's satisfactions CO2: How good communication with other can influence our working relationships with customers.

UNIT-I

Customer service provider: customer meaning, types of customer: Internal customer, External customer, others meaning service provider, types of service provider, satisfied customer dissatisfied customer.

UNIT-II Definition of Quality satisfaction, types of customer delight, Customer care in airlines, Customer care in hotels, Transactional Analysis in Customer Care.

UNIT-III Key areas of customer care in airlines, Sales meaning promotion, types of promotion, After sales support to the customer, Organizational chart.

UNIT-IV Customer Feedback, feedback tools, Converting Customer care philosophy into everyday action,

Developing customer trust and loyalty ,online Grooming and Etiquette, Telephone Handling Skills Complaint Management definition / Meaning, Need for public relations, The concept of public internal / external publics, Comparison between advertising, promotion, publicity and PR tools media / non-media, PR Campaign, PR in Tourism

Recommended Books S.no	Name	Author
1	Customer Relationship Management	R.K. Sugandhi
2	Exceptional Customer Service	Lisa Ford, David McNair, William Perry
3	Interpersonal Skills	Bob Wright

Course Code	TTM171
Course Title	**Introduction to Tourism Industry**
Type of course	**Theory**
L T P	**4 0 0**
Credits	**4**
Course prerequisite	**10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.**
Course Outcomes (CO)	This course will assist you to develop your ability to : CO 1 : To familiarize with the basic concepts and terminology used in Tourism CO 2 : To gain knowledge of various types of tourism and factors responsible for the development of tourism CO 3 : To be able to identify different components of tourism CO 4 : To be able to work with and for tourism services in tourism chain

Syllabus

UNIT –I Basic Concept and Terminology used in Tourism: Meaning and Nature of Tourism, Concepts of tourist and tourism as per UNWTO classification. International Tourist, Domestic Tourist, Typologies of Tourist Tourism Market; Tourism Resources; Tourism Product; Destination; Recreation; Pleasure and relaxation

UNIT –II Types of Tourism and Factors of Development of Tourism: Tourism as an Industry, Types and Characteristics of Tourism, Linkages of Tourism, Impacts of Tourism Motivations in Tourism - Push and Pull factors Problems and Prospects of Tourism, Factors affecting the future of tourism business

UNIT-III   Components of Tourism Transportation: Types and their significance for tourism Accommodation: Types and their significance for tourism Various Travel Documents: Passport, VISA, Insurance

UNIT-IV
Tourism Services and Tourism Chain
Characteristics of tourism and hospitality services- Perishability, Variability, Investment and Immobility, Inseparability, Intangibility, Imitability, Seasonality Travel Behavior & Motivations Travel Behavior& Motivations: Origin of Travel Motivation, Meaning of Motivation & Behavior, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist

Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism

TEXTBOOKS:

1. Burton, R. (1995). Travel Geography. Pitman Publishing, Marlow Essex.

2. Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.

3. Goh Chong Leong,'An Economic Atlas of India, Oxford University Press, Singapore.

4. Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi.

Course Code	TTM173
Course Title	**Cultural Tourism Resources In India**
Type of course	**Theory**
L T P	**4 0 0**
Credits	**4**
Course prerequisite	**10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.**
Course Outcomes (CO)	This course will assist you to develop your ability to : CO 1: To understand the basics of Indian culture CO 2 To describe the general features of Indian culture CO3 To analyses the tourism potential Indian culture CO4 To explain and connect with the different cultural attractions in India

UNIT-I Introduction to Culture

Culture: Concept and its essential features, elements of   Indian   Culture geographical variations of Indian culture. Cultural as tourist attraction special reference to India.

UNIT-II
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)

UNIT-III
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.

UNIT-IV
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.

Recommended Books

Sr. no.	Name	Author(s)	Publisher
1.	Coastal Tourism & Environment	Kumar, Ravi Bhushan:	AOH Publishing Corporation, New Delhi
2.	A Regional Geography National Geographical Society of India	Singh, R.L.(ed) India:	Varanasi, 1989.
3.	An Economics Atlas of India	Goh Cheong Long:	Oxford University
4.	General Geography of India	Ahmad, Aizaz:	NCERT, New Delhi
5.	Mountaineering in India	Kohli, M.S.	Vikas Publishing House, and New Delhi.

Course Code	TTM 175
Course Title	Geography of Tourism
Type of course	Theory
L T P	4 0 0
Credits	4
Course prerequisite	10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.
Course Outcomes (CO)	The objective of this course is to : -CO1: To understand the geographical aspects CO2: Helps students to learn geographical features of India CO3: Explain the relationship between geography and Tourism CO4: Learn about the Northern Mountains, the Central Plains, and the Peninsulas

Syllabus

UNIT-1 Importance of Geography in Tourism: Introduction of Geography in Tourism and Tourism Interface, Geography-Location Aspects: Latitude, Longitude, And Location of Places, Map Reading, And International Date Line

UNIT-2 Geographical areas of India: Mountains, Plains, Island, Peninsula, Deserts and Coastal areas of India. The importance of climate Climatic variables affecting tourism, the Distribution of World climates (zones, regions) and their significance for tourism

UNIT-3 Map work of Geographical Areas and Tourist Destinations of World , Time Zones; Time calculations, flying time Calculations, Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, Transportation and Communication

UNIT-4 River System of India: Indus, Ganges and Peninsular Rivers; Major Wetlands and Water Bodies of India; Ramsar Sites in India

REFERENCES:

Boniface, B.G. and Chris Cooper, *The Geography of travel and Tourism* Oxford*:* Butterworth Heinemann.
Hall C.M. and Stephen, J. Page, *The Geography of tourism and recreation. Environment, place & space,* London: Routledge.
Pearce Douglas, *Tourism Today: A Geographical Analysis;* New York: Longman.
Singh R.L., *India- A Regional Geography*, Varanasi: National Geographical Society of India
Seth P.N., *Successful Tourism Management*, Sterling Publisher: New Delhi
Sarina Singh et. al., *India*, Lonely Planet Publication

Course Code	**MDC003**
Course Title	**Computer Fundamentals & Basic of OS**
Type of Course	MDC
L T P	3 0 0
Credits	3
Course Prerequisites	Basic knowledge of computers
Course Outcome (CO)	The objective of the study is to provide insight knowledge of computer organization and techniques 1. Student will get information about basics of Computer. 2. Student will get information about Input and Output Devices. 3. Student will get information about data communication computer networks. 4. Student will get information about Operating System.

SYLLABUS

UNIT I: Introduction To Computer System: Introduction, Characteristics of Computers, And Evolution of Computers and Applications of computer. The computer Generation Basic Computer Organization: Classification Of Computers: Notebook Computers, Personal Computers, Workstation, Mainframe Systems, Supercomputer, Minicomputer, Microcomputer, Clients and servers

Processor and Memory: The Central Processing Unit. The Main Memory, Memory Buses, I/O Buses. Secondary Storage Devices, Cache Memory, Virtual Memory

UNIT II: Input Output Devices: Input Devices: Keyboard, Point and Draw Devices, Data Scanning Devices, Digitizer, Video Input Devices, Audio Input Devices. **Output Devices:** Monitors, Printer, Plotter, Screen Image Projector, and Voice Response System.

UNIT III: Data Communication and Computer Networks: What is computer Network, Network types, Network Topologies, OSI Model **The Internet**: Definition, Brief history, Basic services, Email, File Transfer Protocol, Telnet, Usenet News, Internet Search Tools, World Wide Web, Web Browser, Internet and its applications.

UNIT IV: Introduction: Definition of software, Types of software, Compilers, Interpreters, Assemblers, Linkers, Loaders. Software developing Steps.

Operating Systems: Introduction to Windows and its features, Main functions of operating system, Types of operating system, booting features, Installation of Windows.

RECOMMENDED BOOKS			
Sr. no.	**Name**	**AUTHOR(S)**	**PUBLISHER**
1.	Fundamentals Of Computers	V. Rajaraman.	Prentice Hall India Pvt., Limited.
2.	Microprocessor	B.Ram	Dhanpat Rai.

Course Code	**AEC0010**
Course Title	**Communication Skills in English-I**
Type of course	Theory
L T P	2 0 0
Credits	2
Course prerequisite	+2 with any stream
Course Objective (CO)	The course will introduce learners to the role and importance of effective communication at work. It presents theories and principles of communication responsible for good interpersonal interaction. Students will be prepared to communicate effectively in a variety of contexts and different mediums. The Units are structured around the communication tasks of managers.

UNIT-I

Basics of Communication Skills: Communication, Process of Communication, Types of Communication Verbal and Non-verbal communication, Channels of Communication- Upward, Downward, Horizontal, Barriers to Communication, Role of Communication in society.

UNIT-II

Listening Skills: Listening Process, Hearing and Listening, Types of Listening, Effective Listening, and Barriers to Effective Listening, Note Taking. **Reading Skills:** Purpose of reading, Process of reading, Reading skills Models and strategies, scanning, skimming, SQ3R, Approaches of Reading, Comprehension passages for practice.

UNIT III

Writing Skills: Purpose of writing, Effective writing, Types of writing, Business Correspondence, Precis writing, Memo writing, Minutes of meeting.

UNIT-IV

Speaking Skills: Speech Mechanism, Sounds System, Articulation, Vowels & Consonants, Skills for effective speaking, Role of audience, Feedback Skill, Oral Presentation.

Recommended Books:

Sr No	Author(s)	Title	Publisher
1	R. Datta Roy and K.K. Dheer	Communications Skills	Vishal Publishing Company
2	The Essence of Effective Communication	Ludlow and Panton	Prentice Hall of India
3.	Bhupender Kaur	Effectual Communication Skills	S.K. Kataria and Sons

Course Code	**VAC032**
Course Name	**Environmental Studies**
Course Category	Value Added Course (VAC)
Course Type	Lecture
Contact Hours (L:T:P)	3:0:0
Credits (L:T:P)	3:0:0
Course Objective (CO)	1. To sensitize the students about the scope and importance of environmental studies, different natural resources and their utilization as well as conservation methods 2. Awareness of the consequences of population explosion; diseases such as HIV/AIDS and various family welfare programs. 3. To inculcate the awareness and responsibility about environment and need of maintaining it with best possible knowledge. 4. Develop an attitude of concern for the environment.
Course Outcomes (CO)	1. Students will gain knowledge about the environment, ecosystem and effects of environmental pollution and remediation. 2. Students will be able to learn and understand the role of individual in conservation of environment. 3. Students will gain knowledge on environmental protection Acts and Rule, which will acquaint them with the legal aspects towards conservation of environment. 4. Students will understand the impact of human population, and study social issues related to environment.

UNIT-I

Introduction to Environment and Ecosystem: Definition and scope and importance of multidisciplinary nature of environment. Need for public awareness, Concept of Ecosystem, Structure, interrelationship, producers, Consumers and decomposers, ecological pyramids. Biodiversity, its importance and conservation: Introduction – Definition: genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values. Biodiversity at global, national and local levels. India as a mega-diversity nation and Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India. Conservation of Biodiversity.

UNIT-II

Environmental Pollution & Natural Resources: Definition, Causes, effects and control measures of air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards. Solid waste Management: Causes, effects and control measure of urban and industrial wastes..Role of an individual in prevention of pollution. Pollution case studies. Disaster Management: Floods, earthquake, cyclone and landslides. **Natural Resources: Renewable and non-renewable resources**: Natural Resources and associated problems, use and over exploitation, case studies of forest

resources and water resources.

UNIT-III

Social Issues and the Environment: From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation ofpeople; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of pollution) Act. Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation

UNIT-IV

Human Population and the Environment & Field Work: Population growth, variation among nations. Population explosion –Family Welfare Programme. Environment and human health, Human Rights, Value Education, HIV/AIDS. Women and child Welfare. Role of Information Technology in Environment and human health. Case studies

Visit to a local area to document environmental assets river/forest/grassland/hill/mountain; Visit to a local polluted site-Urban/Rural/Industrial/Agricultural; Study of common plants, insects, birds; Study of simple ecosystems-pond, river, hill slopes, etc.

Text and reference books:

S. No	Title	Author(S)	Publisher
1	A Textbook for Environmental Studies	Erach Bharucha	Universities Press, Hyderabad
2	Environmental Biology	Agarwal, K.C. 2001	Nidi Publ. Ltd. Bikaner.
3	Environmental Science	Miller T.G. Jr.	Wadsworth
4	A Text Book in Environmental Sciences	Subramanian, V.	Narosa Publishing House, New Delhi
5	Global Biodiversity Assessment	Heywood, V.H. &Waston, R.T.	Cambridge House, Delhi
6	Essentials of Environmental Studies	Joseph, K. & Nagendran, R	Pearson Education (Singapore) Pvt. Ltd., Delhi
7	Perspective in Environmental Studies	Kaushik, A. & Kaushik, C.P.	New Age International (P) Ltd, New Delhi
8	Environmental Studies from Crisis to Cure	Rajagopalan, R.	Oxford University Press, New Delhi
9	Comprehensive Environmental Studies	Sharma, J. P., Sharma. N.K. & Yadav, N.S.	Laxmi Publications, New Delhi
10	Ecology and Environment	. Sharma, P. D.	Rastogi Publications, Meerut

SECOND

SEMESTER

SEMESTER –2

Course Code	TTM160
Course Title	**Natural tourism resources and products of India**
Type of course	**Theory**
L T P	**4 0 0**
Credits	**4**
Course prerequisite	**10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.**
Course Outcomes (CO)	This course will assist you to develop your ability to : -CO1: To understand the basics of the geography of tourism -CO2: To describe the general geography of India -CO3: To analyses the natural tourism potential in India -CO4: To explain and connect with the nature based tourism attractions in India

UNIT-I
 Introduction to Natural Tourism Resource of India India: Physiographic regions, Northern
 Mountains, Northern Plains, Peninsula Plateau, Coastal Regions, Great Indian Dessert, Islands.
Touristic significance of various Physiographic regions.
UNIT-II
 Major Natural Tourism Resources of India
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.
UNIT-III
 Nature Based Tourism Products of India
Major Hill Stations and Adventure Tourism in India: Case Study from Jammu & Kashmir, Himachal
Pradesh, Uttarakhand and Sikkim.
UNIT-IV
 Nature Based Tourism Products of India
Coastal and Beach Tourism Potential in India: Case Study from Goa, Kerala, Karnataka and Tamil Nadu

SUGGESTED READINGSTEXTBOOKS:
1. Burton, R. (1995). *Travel Geography*. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. (2009). *Worldwide Destinations: The Geography of Travel & Tourism*. Oxford Butterworth Heinemann, London. 3. Goh Chong Leong,'An Eco- nomic Atlas of India, Oxford University Press, Singapore.
4. Husain, M (2013) - Geography of India, Tata McGraw Hill, New Delhi.
5. Singh Gopal, 'Geography of India', Atma Ram and sons, New Delhi, 1994

REFERENCE BOOKS:

1. Hall, M (1999), *Geography of Travel and Tourism*, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006). *The Geography of Tourism and Recreation-Environment, Place and Space*. Third Edition, Routledge, London.
3. Robinson H.A. (1976), *Geography of Tourism*. Mac Donald & Evans Ltd
4. Travel Information Manual, IATA, Netherlands, 2012.
5. World Atlas.

Course Code	TTM162
Course Title	**TRAVEL AGENCY & TOUR OPERATIONS BUSINESS**
Type of course	**Theory**
L T P	**4 0 0**
Credits	**4**
Course prerequisite	10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.
Course Outcomes (CO)	This course will assist you to develop your ability to : CO 1: Introducing about the concept of travel agency and tour operation CO 2 : Enabling to identify functions and linkages in travel agencies and tour operators CO 3 :Knowledge about significance of travel agency and procedure to follow for government approval CO 4: Understanding the activities of Travel Trade Associations.

Syllabus
UNIT-I

Introduction to Travel Agency and Tour Operation
Travel Agency and Tour Operations: concept, meaning, definition, types, significance and growth over the years. Emerging terminology in Travel Agency and Tour Operation.

UNIT-II

Functions and Linkages in Travel Agencies and Tour Operators
Functions of Travel Agencies and tour operators.
Linkages and integrations in tour operation business.

UNIT-III

Significance of Travel agency and Procedure for Government Approval
Travel Agency: Organization Structure, significance, and types.
Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.

UNIT-IV

Travel Trade Associations-TAAI, IATO, IATA, WATA, PATA Role, functions and activities in travel trade business

Reference:

1. Foster, d., the business of travel agency, pitman, 1990.
2. Aggarwal, surrender, travel agency management (communication India, 1983).
3. Geo, chack, professional travel agency management: (prentice hall, London, 1990).
4. Mohinder chand , travel agency management – an introductory text, anmol publications, new Delhi, 2006
5. Iata, iato, taai manual./
6. **Jag Mohan, negi, travel agency and tour operation, kanishka publication New Delhi, 1990.**

Course Code	
	TTM168
Course Title	**Airlines and Airport Operations**
Type of course	**Theory**
L T P	**4:0:0**
Credits	**4**
Course prerequisite	**10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.**
Course Outcomes (CO)	This course will assist you to develop your ability to : -CO1: Recognize the types of aircraft fleet used in the aviation industry. CO2: Learn the various sections in the aircraft. CO3: Teach students about various emergencies Equipment has and types of medical emergencies on-board. -CO4: To explain different aircraft positions reforms in India

Unit-I

. **Introduction to Aviation Industry:** History and development of aviation, Overview of airline and airport operations, ICAO, IATA, DGCA roles. Introduction to Airline Operations, Airline structure and functions, Flight scheduling and planning, Crew scheduling and aircraft routing, In-flight services and cabin crew coordination

Unit-II **Introduction to Immigration and Customs**: Meaning and Definition of Immigration, Importance, Difference between Immigration, migration, and Emigration, Practices in Immigration, Meaning and Concept of Customs, Import duty, Custom duty, and Custom officer types, Types of Immigration, Types of custom duty, History of customs in India

Unit-III Airport Operations, Terminal management, Ground handling services, Airport infrastructure and layout, Airport security and safety, Airport Emergency planning, Aviation Safety and Security , Aviation security standards , Passenger and baggage screening , Emergency procedures , Safety audits and regulations

Unit-IV: Air Cargo and Logistics, Cargo handling procedures, Dangerous goods regulations (DGR)

Freight forwarding and documentation Customer Service and Passenger Handling, Check-in and boarding procedures, Baggage handling and lost luggage protocols, VIP and special assistance service.

References/ Textbooks:

Sr No	Author(s)	Title	Publisher
1	Airline and Airport Operations	Edissa Uwayo	Notion Press
2	Air Transport System	Hirst Mike	Woodhead Publishing Ltd.
3	Handbook of Global Aviation industry & Hospitality services	Ratandeep Singh	Kanishka

Course Code	TTM174
Course Title	**Adventure Tourism**
Type of course	**Theory**
L T P	**4 0 0**
Credits	**4**
Course prerequisite	**10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.**
Course Outcomes (CO)	**This course will assist you to develop your ability to:** Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of adventure tourism's technicalities and an understanding of various organisations working in the related field.

UNIT-I Introduction of Adventure Tourism: Definition and history of adventure tourism, various components of adventure tourism and newer dimensions of adventure tourism. Popular global adventure destinations

UNIT-2 Types of adventure tourism (land, air and water), various adventure tourism activities and popular adventure destinations in India. Demand and Supply side of Adventure tourism in India.

UNIT-3 Training in adventure tourism, popular adventure programs in India, role of adventure tourism guides, tools and techniques of communication in adventure operations, different grades of adventure (trekking, rafting and climbing).

UNIT-4 Role and history of IMF in developing the adventure tourism in India, history and development of mountaineering institutes of India, Role of ATOAI in promoting adventure tourism in India, details of courses offered by ABVIMAS Manali, NIM Uttarkashi, HMI Darjeeling

Course Code	SEC028
Course Title	**Personality Development for Hospitality**
Type of course	**Theory**
L T P	**3 0 0**
Credits	**3**
Course prerequisite	**10+2 in any Stream passed with English as compulsory Subjects from recognized Board with minimum 50% of total marks. Reservation as per Govt. policy.**
Course Outcomes (CO)	- Understanding the process & functions of soft skills. - Students are able to understand the concept of body language. - Basic Concepts & Definitions Techniques of presentation skills. - Understanding about importance of group and team building.

Unit-I

SOFT SKILLS FOR HOSPITALITY INDUSTRY: Introduction, Defining Personality, Creating First Impression, Personality traits as antecedents of employees' performance**.**

Unit-II
BODY LANGUAGE: Introduction, Genetics and Cultural roots, why body language, leadership skills, motivational skills, self-confidence, Attitude, Self Esteem, Time management.
ESSENTIALS OF BODY LANGUAGE IN HOSPITALITY SECTOR: Importance of Body language for Hospitality Professionals.
Unit-III

COMMUNICATION AND LISTENING SKILLS: Introduction, guidelines for effective communications-voice modulation,
PRESENTATION SKILLS: Managing presentation nerves, six steps to conquering your presentation nerves, planning an effective presentation, delivering an effective presentation.
Unit-IV

GROUP DYNAMICS AND TEAM BUILDING: Importance of groups in organization, Interaction in-group. Team building, how to build a good team. Introduction to Motivation, relevance and types of Motivation, Motivate the sub-ordinates, Analysis of Motivation.

Syllabus Books:

Personality Development	Rajiv.K.Mishra	Rupa & co.
Soft Skills, 2015	Career Development Centre	Green Pearl Publication.
Personality and Body Language for Hospitality Professionals	Dr. Neeraj Aggarwal	Aman Publication, Delhi

Course Code	**JKM001**
Course Title	**Human Values and Professional Ethics**
Type of Course	HS
LTP	2:0:0
Credits	**2**
Course Prerequisite	NA
Course Outcome(CO)	The students will able to: 1. Understand the significance of value inputs in a classroom and startapplying them in their life and profession. 2. Distinguish between values and skills, happiness and accumulation ofphysical facilities, the Self and the Body etc. 3. Understand the value of harmonious relationship based on trust andrespect in their life and profession. 4. Distinguish between ethical and unethical practices, and start workingout the strategy to actualize a harmonious environment wherever the work.

UNIT-I:

Course Introduction-Need, Basic Guidelines, Content and Process for Value Education: Understanding the need, basic guidelines, content and process for Value Education, Understanding Happiness and Prosperity correctly.

Understanding Harmony in the Human Being: Understanding the harmony with self and the Body: Sanyam and Swasthya.

UNIT-II

Harmony in Human Relationship: Understanding harmony in the Family - the basic unit of human interaction, visualizing a universal harmonious order in society.

Understanding Harmony in the Nature and Existence: Understanding the harmony in the Nature, Holistic perception of harmony at all levels of existence

UNIT-III

Understanding of Harmony on Professional Ethics: Ability to utilize the professional competence for augmenting universal human order, Ability to identify the scope and characteristics of people- friendly and eco-friendly production systems.

UNIT-IV

Understanding of Harmony on Professional Ethics: Ability to utilize the professional competence for augmenting universal human order, Ability to identify the scope and characteristics of people- friendly and eco-friendly production systems

REFERENCEBOOKS:

S. No	Name	Author(S)	Publisher
1	A Foundation Course inValue Education	R R Gaur, R Sangal, G PBagaria	Excel Books Publishers
2	Human Values and Professional Ethics	Rishabh Anand	Satya Prakashan, New Delhi

<u>Course Code: VOC12</u>

<u>Course Title</u>: Summer Internship in Hotel Management and Catering technology

Duration of Internship: 8 weeks

Log book: on daily basis students are required to make entries in the log book as per the assigned duties and

Responsibilities carried out on daily basis.

Training Report: Students are required to make two copies of training report (Hard and Soft)

Internship Training Certificate.

Logbook

<u>Course Code: VOC13</u>

<u>Course Title</u>: Summer Internship in Hotel Management and Catering technology

Duration of Industrial Training: 4Weeks
Training Schedule: Recommended training schedule for 4 weeks in any department of the hotel.
Students have to submit the following on completion of Industrial Training to the
Department of Hotel Management.
Daily Log Book
Industrial Training Certificate
Industrial Training Project Report
Attendance Sheet
Presentation (PPT) on Industrial Training.