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 2024-25 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

INDEX

21	TTM273	Food and Beverage Service Foundation (Practical)	3	53-54
22	MDC009	Basics of Accounting	3	55-56
23	SEC041	Grooming skills for Hospitality Industry	3	57
24	AEC0012	Communication Skills in English –III	3	58
25	TTM260	Itinerary Preparations and Coasting	4	60
26	TTM262	Tourism Policy in India	4	61
27	TTM264	Introduction to Event Management(Theory)	4	62
28	TTM266	Introduction to Event Management(Practical)	4	63
29	Department Elective-II	Departmental Elective-II	4	64-67
30	Department Elective-III	Departmental Elective-III	4	67-71
31	SEC038	Leadership and Management Skills	4	72-73
32	AEC0013	Communication Skills in English -IV	4	74
33	MDC006	Principals of Management	4	75
34	Department Elective-II	Departmental Elective-II	4	67-71
35	VOC12 VOC13	VOC/Summer Internship /Industrial Training	4	 76

NEP for FYUGP(BTTM Honours/BTTM Honours with Research)	
First Year of New Scheme (Multidisciplinary & Discipline Specific)	
Batch-2024-25	
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 in India	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	VAC032	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)

First Year of New Scheme (Multidisciplinary & Discipline Specific)
Batch-2024-25
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-II

S. No.	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-VI	TTM160	Natural Tourism Resources and products in India (Theory)	4:0:0	4:0:0	4	**4**
2	Major	DSC-VII	TTM162	Travel agency & Tour operations business	4:0:0	4:0:0	4	**4**
3	Major	DSC-VIII	TTM164	Geography of Tourism in world -II (Theory)	4:0:0	4:0:0	4	**4**
4	Minor	DSC-IX	TTM166	Aircraft Familiarization	4:0:0	4:0:0	4	**4**
5	SEC-1	SEC-I	SEC028	Skill Enhancement Course-I (Personality Development for Hospitality)	3:0:0	3:0:0	3	**3**
6	AEC-2	AEC-II	AEC0011	Ability Enhancement Course-II (Communication Skills in English-II)	2:0:0	2:0:0	2	**2**
7	VAC-2	VAC-II	VAC023	Value Added Course-II (Health & Hygiene)	3:0:0	3:0:0	3	**3**
8	Physical Training-2	PT-II	PT161/ PT163/ PT165/ PT167	NSO/ NCC/ NSS/ Cultural & Literary Activities	2:0:0	Non-credit	2	**NC**
Total							**26**	**24**

Total Contact Hours: 26
Total Credit Hours: 24

DSC: Discipline Specific Core Course
AEC-Ability Enhancement Compulsory Courses
SEC: Skill Enhancement Course
MDC: Multidisciplinary/Interdisciplinary
VAC: Value added Course
VOC: *Vocational course/summer internship is mandatory for students who are willing to exit after 2nd sem

1.	VOC/Summer Internship	VOC 14 VOC 15	Summer Internship in Travel And Tourism Management Industrial Training in Travel And Tourism Management	4 weeks	4:0:0	4 weeks	4

	NEP for FYUGP(BTTM Honours/BTTM Honours with Research)							
	Second Year of New Scheme (Multidisciplinary & Discipline Specific)							
	Batch-2024-25							
	NHEQF Level 5.0							
	Assessment stage and equivalence under graduate Certificate(2 Year or 4 Semester) or UG 2nd Year							
	Academic Grade/Level: UG 2nd Year(Third and Fourth Semester)							
S. No.	**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-X	TTM261	Tourism Impacts(Theory)	4:0:0	4:0:0	4	**4**
2	Major	DSC-XI	TTM263	Front office Foundation (Theory)	2:0:0	2:0:0	2	**2**
3	Major	DSC-XII	TTM265	Front office Foundation (Practical)	0:0:2	0:0:1	2	**1**
4	Major	DSE-XIII	Department Elective-I	Departmental Elective-I	4:0:0	4:0:0	4	**4**
5	Minor	DSE-XIV	TTM271	Food and Beverage Service Foundation (Theory)	2:0:0	2:0:0	2	**2**
6	Minor	DSE-XV	TTM273	Food and Beverage Service Foundation (Practical)	0:0:2	0:0:1	2	**1**
7	MDC-II	MDC-II	MDC009	Basics of Accounting	3:0:0	3:0:0	3	**3**
8	SEC-II	SEC-II	SEC041	Grooming skills for Hospitality Industry	3:0:0	3:0:0	3	**3**
9	AEC-III	AEC-III	AEC0012	Communication Skills in English –III	2:0:0	2:0:0	2	2
10	Physical Training-3	PT-III	PT261/ PT263/ PT265/ PT267	NSO/NCC/ NSS/Cultural & Literary Activities	2:0:0	Non-credit	2	**NC**
	Total						**26**	**22**

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

Second Year of New Scheme (Multidisciplinary & Discipline Specific)

Batch-2024-25

NHEQF Level 5.0

Assessment stage and equivalence under graduate Certificate(2 Year or 4 Semester) or UG 2nd Year

Academic Grade/Level: UG 2nd Year(Third and Fourth Semester)

S. No.	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-XVI	TTM260	Itinerary Preparations and Coasting	4:0:0	4:0:0	4	**4**
2	Major	DSC-XVII	TTM262	Tourism Policy in India	4:0:0	4:0:0	4	**4**
3	Major	DSC-XVIII	TTM264	Introduction to Event Management(Theory)	3:0:0	3:0:0	3	**3**
4	Major	DSC-XIX	TTM266	Introduction to Event Management(Practical)	0:0:2	0:0:2	2	**1**
5	Minor	DSE-XXII	Department Elective-II	Departmental Elective-II	3:0:0	3:0:0	3	**3**
6	Minor	DSE-XXIII	Department Elective-III	Departmental Elective-III	3:0:0	3:0:0	3	**3**
7	MDC	MDC-III	MDC006	Principals of Management	3:0:0	3:0:0	3	**3**
8	AEC	AEC-IV	AEC0013	Communication Skills in English -IV	2:0:0	2:0:0	2	2
9	SEC	SEC-III	SEC038	Leadership and Management Skills	3:0:0	3:0:0	3	**3**
9	Physical Training-4	PT-IV	PT260/ PT260/ PT260/ PT260	NSO/NCC/NSS/ Cultural & Literary Activities	2:0:0	Non-credit	2	**NC**
				Total			22	21

<div align="right">

Total Contact Hours: 22
Total Credit Hours: 21

</div>

Basket – 2
Departmental Elective-II: 1. Punjab Tourism (TTM268)

2. Sustainable Tourism (TTM270)

Departmental Elective-III: 1. Cargo Operations (TTM272)

2. Airport Facility Management (TTM274)

1.		VOC12	VOC14	Summer Internship in Hotel Management and Catering technology	4 weeks	4:0:0	4 weeks	
	VOC/Summer Internship /Industrial Training	VOC13	VOC15	Industrial Training in Hotel Management and Catering technology				4

Student has to choose the subject for this semester.

Exit Option with Diploma in BTTM (with the completion of courses equal to 97 Credits) Students opting to quit after 2 Years with a Diploma in Travel and Tourism Management must undergo Internship for 6 weeks and submit the certificate of the same so as to be eligible for the award of Diploma in Travel and Tourism Management which is equivalent to Level 5 of NHEQF. Students opting for an award of Bachelor Degree in Travel and Tourism Management must continue with internship in fifth SEM, Theory and Practical classes in the 6th Semester.

FIRST

SEMESTER

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	TTM 165
Course Title	**Geography of Tourism 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)	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.

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 Publications

Course Code	TTM169
Course Title	**Customer Care & Interpersonal Skills**
Type Of Course	Theory
L T P	4 0 0
Credits	4
Course Prerequisites	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: Make students aware of different types of customers and the role of service provider. CO2: Describe how good communication with other can influence our working relationships with customers. CO3: Teach students how to interact and handle various queries of customers in service industry. CO4: Teach them how to satisfy your customers with efficient services

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

Semester -1

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 Travel Agencies & Tour Operators: Types and their significance for tourism, Tourist Information Centers, Tourist guide services and other related services, 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 Tourism Chain: Vertical and Horizontal Integration, The power and potential of 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	MDC074
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	DhanpatRai.

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.

SYLLABUS

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 environemntal assetsriver/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 READINGS
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 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	**TTM164**
Course Title	**Geography of Tourism in world**
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 geographical concept of world CO 2 : Enabling to identify functions and linkages in climate and weather CO 3 :Knowledge about significance of nature in tourism system CO 4: Understanding the activities of Travel Trade Associations.

UNIT-I
Geography of travel and tourism
Definitions and concepts
The tourism system
Tourism Generating areas, destination areas, transit zones

UNIT-II
The multiple forms tourism
Destinations, characteristics, types of tourists, Distance
Travelled, the determinants of demand for tourism
Travel propensity and Frequency,
Influence of the economic, demographic, political environment, personal
Variables, barriers to travel.

UNIT-III
The importance of climate Climatic variables affecting tourism, the Distribution of
World climates (zones, regions) and their significance for tourism

UNIT-IV
The importance of transport in tourism
Spatial interaction between
Components of the tourist system, transport elements, costs, modes, routes, networks, air and
Surface transport, Future geography of travel and tourism some prospects

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	**TTM166**
Course Title	AIRCRAFT FAMILIARIZATION
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 : - Recognize the types of aircraft fleet used in the aviation industry. - Learn the various sections in the aircraft. - Teach students about various emergencies equipment's and types of medical emergencies on-board.

Syllabus

UNIT-I

Aircraft: Introduction to Airplanes and How They Fly- Parts of an Airplane (interiors and exteriors), How Planes Fly, Gravity and Lift, Drag and Thrust.
Types of aircrafts
Airbus and Boeing companies

UNIT II

Cabin familiarization:
First class
Business class
Economy class
Lavatories
Galleys
Doors

UNIT III

Duty free sales on-board the aircraft
Cabin crew documents to be carried whilst on duty
Emergency equipment on board
Types of medical emergencies on board

UNIT IV

Understanding various types of customers and how to resolve problems on-board the aircraft
Dealing with VIP'S and CIP'S on-board
How to handle disruptive passengers
Hijacking and how to handle it

Case study of **9/11** and Indian **Airlines Flight 81**

RECOMMENDED BOOKS

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	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

Programme Code: UG059   **BTTM (4 year as per NEP)**

Course Code	**AEC0011**
Course Title	**Communication Skills in English-II**
Type of Course	**Theory**
L T P	**2 0 0**
Credits	**2**
Course pre-requisite	**NA**
Course Objectives	**To enhance employability skills of the learners by enabling them to write an effective resume and face the interview with confidence.**

UNIT I

PUBLIC SPEAKING: Introduction to Public Speaking, Business Conversation, Effective Public Speaking Art of Persuasion

UNIT II

INTERVIEW SKILLS: Types of Interview, Styles of Interview, Facing Interviews-Fundamentals and Practice Session ,Conducting Interviews- Fundamentals and Practice Session, Mock interview sessions

UNIT III

Writing Skills: Resume Writing, Covering Letters, Interview Follow Up Letters, Email, Fax, Assessment through employability score card

UNIT IV

ETIQUETTES: Business Etiquette, Dressing up Sense, Exchanging Business card, Shaking hands, Dining etiquette

Recommended Books:

Sr No	Author(s)	Title	Publisher
1.	Jeremy Comfort	Speaking Effectively	CUP
2.	N.Krishnaswamy	Creative English for Communication	Macmillan
3	Raman Prakash	Business Communication	CUP
4	Anjanee Sethi & Bhavana Adhikari	Business Communication	Tata McGraw Hill

Course Title	**Health and Hygiene**
Course Code	**VAC023**
Type of course	**Value Added Course**
Credits	**3**
Duration	**Minimum 30 contact hours**
Course prerequisite	**All inter department UG and PG students**
Course Objective	The course is designed to provide a broad-based approach to public health nutrition drawing upon a range of disciplines and staff expertise, which aims to expose you to a novel amalgamation of nutrition, public health, research, commercial and media insight.
Course Outcomes	• Knows the importance of hygiene and sanitation • Understands the importance of personal hygiene • To define terms of food safety risk • To define terms of food safety risk • The hygiene graduate will demonstrate competent knowledge and self-assessment skills necessary for life-long learning.

UNIT-1 Introduction and Scope: Scope of health and hygiene, Nutrition and health, Classification of foods, Nutritional deficiencies, Vitamin deficiencies,
Nutrients: Carbohydrates, Fiber, Fat, Essential fatty acids, Protein, Minerals, Macro minerals, Trace minerals, Vitamins. Role of fiber and water in diet.

UNIT 2 Antioxidants, Phytochemicals, Intestinal bacterial flora, Advice and guidance
Sports nutrition: Malnutrition, Mental disorders.

UNIT-3 Hygiene: Concept of hygiene, Home and everyday life hygiene.
Personal Hygiene: Personal hygiene, History of hygienic practices, Importance of hygiene, Diseases associated with hygiene. Excessive body hygiene, Culinary (food) hygiene, Personal service hygiene.

 Unit-4
Communicable diseases and their control measures such as Measles, polio, Influenza, Chikungunya, Rabies and AIDS.
Non-Communicable diseases and their preventive measures.

Course Code: VOC12

Course Title: 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

Course Code: VOC13

Course Title: 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.

THIRD SEMESTER

Course Code	TTM261
Course Title	Tourism Impacts
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)	• A thorough knowledge about the various impacts of tourism is necessary for the tourism professionals. This knowledge is necessary while planning for tourism development. In this course, learners will try to understand positive as well as negative impacts of tourism.

UNIT-1-
Introduction to Tourism Impacts, Tourism development at global level, cost – Benefit analysis of tourism, important global organisations in tourism, and various stakeholders in tourism development and their role in development

UNIT-2
Social and Cultural Impacts of Tourism: Positive and Negative socio--cultural impacts of Tourism, Inherent issues and concepts.

UNIT-3
Economic impacts of tourism, positive and negative impacts, Multiplier effect.

UNIT-4
Environmental Impact of Tourism, Environmental Impact Assessment. Environmental and Social Accounting and Auditing. Tourism, Community, and Stakeholders
The role of local communities in tourism development

REFERENCES:

Tourism Dimensions- S.P. Tewari.
• Development of Tourism in India-Lajipathi Rai
• Dynamics of Modern Tourism-Ratan Deep Singh.
• Tourism Management: Bijendra Punia.
• Dynamics of Modern Tourism-Pushpiner Gill
• Tourism Dimensions in India-Chopra. • Basic of Tourism: Theory, Operation and Practice:

• K. Kamra and Mohinder Chand

Course Code	**TTM263**
Course Title	**Front Office Foundation-I**
Type of course	Theory
L T P	2:0:0
Credits	2
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)	• Students will learn about the basics of Hospitality and front office's different sections along with category of Hotels. • Students will be able to classify hotels in various categories • Will learn about the functions of different personnel in Front office. • Enable the students to the process of luggage handling and different equipment's.

Syllabus

UNIT –I
INTRODUCTION TO HOSPITALITY INDUSTRY Hospitality and its origin, Tourism and hotel Industry, its importance, and scope, FRONT OFFICE ORGANIZATION Introduction to Front Office in Hotels, Sub-sections/Function areas in Front Office Department and their functions in Front Office and hotel in details, Types of Rooms

UNIT –II
CLASSIFICATION OF HOTELS: A brief introduction to hotel core areas. Classification of Hotels STAR CLASSIFICATION OF HOTELS Government's Classification Committee, Star ratings and Heritage Classifications adopted in India. OVERVIEW of other concepts Spa, Boutique hotels, All Suite, Budget Hotels, Green Hotels, Ecotels etc., Supplementary/Alternative Accommodations, examples of National and International Hotels with its type, category and classification.

UNIT – III

FRONT OFFICE PERSONNEL Personality traits, Duties and Responsibilities, Hierarchy/ Organizational chart of Front Office Department – Large, Medium and Small Hotels/Resorts/Spa. Co-ordination of Front office with other departments of hotel.

UNIT–IV
Front Office layout and Equipment:- Layout of Front Office Department, Automated, semi-automated, non-automated Hospitality Distribution Channels: Meaning and definition, Functions and Levels of Distribution Channels, Major Hospitality Distribution Channels Travel Agents, tour Operators, Reservation System

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1	Front office training manual	Sudheer Andrews	Tata McGraw Hills
2	Front office operation managem	S.K Bhatnagar	Frank brothers
3	Front office operations	Colin Dix and Chris baird	Person publications
4	Hotel front office operations	Jatashankar Tiwari	Oxford university press
5	Managing front office operation	Kasavana& Brooks	Edu.Inst.

Course Code	**TTM265**
Course Title	**Front Office Foundation-I (Practical)**
Type of course	Practical
L T P	0 0 2
Credits	1
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)	• Students are able to get the knowledge of grooming standard. • Students will get the basic knowledge of furniture used and Telephonic skills in Front office. • Students will get versed with the attitude and attributes of front office staffs used in front of the guest. • Provide knowledge of various country, capital and their currencies.

List of Practical:

SR.NO	TOPIC
1	Grooming and Hospitality etiquettes. Personality traits of front office personnel
2	Identification of equipment's and furniture used in Front Office Department Front Desk Counter and Bell Desk
3	Role Play :- · Reservations: FIT, Corporate guest and group. Luggage Handling: FIT, Walk-in, Scanty Baggage, regular, crew and group
4	Great Personalities of Hotel Industry (min 3 personalities to be given as assignment)
5	Countries, their capitals, currencies, airlines and their flags

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1	Front office training manual	Sudheer Andrews	Tata McGraw Hills
2	Front office operation management	S.K Bhatnagar	Frank brothers
3	Front office operations	Colin Dix and Chris Baird	Person publications
4	Hotel front office operations and management	Jatashankar Tiwari	Oxford university press
5	Managing front office operations	Kasavana& Brooks	Edu.Inst.

Course Code	**TTM267**
Course Title	**Major Tourism Destinations of India**
Type of course	Theory
L T P	400
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

Syllabus

UNIT –I: INTRODUCTION TO DOMESTIC TOURISM: Definition to domestic Tourism. Types of Domestic Tourism. Scope of domestic tourism in India. Importance and Impact of Domestic Tourism. Tourism System**:** Understanding the basic concepts and elements of a tourism system, including demand and supply.

UNIT –I1 Tourism Destinations in India: Popular Cultural Destinations: Rajasthan: Jaipur, Udaipur, Jodhpur, Jaisalmer. Ujjain, Madurai, Varanasi: Important pilgrimage and cultural centers. Ajanta, Ellora, Elephanta. **Pilgrimage Tourism:** Rameshwaram, Tirupati, Shirdi, Somnath. Pushkar and its camel fair, Jain circuits, Buddhist circuits. Kedarnath, Badrinath, Haridwar, Rishikesh: Popular Himalayan pilgrimage destinations.

UNIT –I11: Tourism Products and Circuits: Defining and analyzing the various components of a tourism product, including attractions, services, and facilities. Exploring the concept of tourism circuits and their role in promoting specific destinations or themes (e.g., heritage circuits, adventure circuits). Heritage Tourism: Focusing on the preservation and promotion of India's rich heritage and cultural sites.

UNIT-IV. Emerging Trends in Tourism: Medical and MICE Tourism: Exploring the growth of these niche tourism sectors. Pilgrimage Tourism and Sustainability: Addressing the challenges and opportunities of sustainable tourism practices in religious destinations

REFERENCE:

Philip Kotler, Kevin Keller, Abraham Koshey and Mithileshwar Jha. Marketing Management: South Asian Perspective, 12th Edition. New Delhi: Pearson Education. Ramaswamy, V.S. and Namakumari, S. Marketing Management: Planning, Control. New Delhi: MacMillian. Enis, B M. Marketing Classics: A Selection of Influential Articles. New York: McGraw Hill. William D. Perreault, Jr. & E. Jerome McCarthy, Basic Marketing: A Global Managerial Approach, New Delhi: Tata Mc Graw-Hill.

Course Code	**TTM269**
Course Title	**Transport management**
Type of course	Theory
L T P	400
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 transport system. CO 2 Describe the Transportation planning and management CO 3 To understand the Transportation policies and regulations CO4: To know about major Railways of India and the World

Syllabus

UNIT-1. **Introduction to Transport**

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.

UNIT-2 Air and Water Transport

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..

UNIT-3 Road Transport
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.
 Rail Transport
Rail Transport: Major Railway Systems of World, (Euro Rail and AMTrak). General information about Indian Railways. Tourist trains of India and Indrail Pass service.

UNIT-4 Introduction to air fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS), Practices of Passenger Ticket (issuance of ticket with itineraries) One Way (OW) and Return (RT) on EMA, EMS, HIP, CTM, BHC, mixed class, BSP procedures

References:

Manoj Dixit (2002), TOURISM PRODUCTS, New Royal Book Co. Lucknow. Norman Douglas, SPECIAL INTEREST TOURISM,

John Wiley, Australia. Robinet Jacob (2007), INDIAN TOURISM PRODUCTS,

Abhijeet Pub, Delhi. Sarina Singh (2008),

LONELY PLANET INDIA. Stephen Ball (2007), ENCYCLOPEDEA OF TOURISM RESOURCES IN INDIA

Course Code	TTM271
Course Title	**Food and Beverage Service Foundation**
Type of course	Theory
L T P	2 0 0
Credits	2
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 course will introduce learner to get a comprehensive knowledge and understanding of food and beverage service in hotel and catering industry. • Students will get knowledge about various food and beverage service personnel and attributes to become a good waiter. • Students will get versed with F&B service tools, side station, cutlery, crockery, glassware, fire safety and emergency procedures. • Provide knowledge of napkin folding, menu presentation, Mise-en-scene, Mise-en-place and emerging trends in food & beverage service.

Syllabus

UNIT – I
INTRODUCTION TO FOOD AND BEVERAGE INDUSTRY:- Introduction to Food & Beverage Service Industry, Types of catering operations– commercial, welfare, transport, others. Role of catering establishment in the hospitality industry

UNIT – II FOOD SERVICE AREAS (F & B OUTLETS) Restaurants, Coffee Shop, Bar, Banquet, Cafeteria, Fast Food (Quick Service Restaurants), Grill Room, Vending Machines, Discothèque ANCILLIARY DEPARTMENTS:- Pantry, Food pick-up area, Store, Linen room, Kitchen stewarding

UNIT – III ALCOHOLIC and NON-ALCOHOLIC BEVERAGES Classification (Nourishing, Stimulating and Refreshing beverages) A. Tea - Origin & Manufacture - Types & Brands B. Coffee - Origin & Manufacture - Types & Brands C. Juices and Soft Drinks D. Cocoa & Malted Beverages - Origin & Manufacture

UNIT – IV
F&B SERVICE EQUIPMENT:-Familiarization & Selection factors of:- Cutlery, Crockery, Glassware, Flatware, Hollowware, All other equipment used in F&B Service, French terms related to the above PREPARATION FOR SERVICE: Organising Mise-en-scene, Organising Mise- enplace NON-

RECOMMENDED BOOKS

S.	Name	Author(S)	Publisher
1	Food and beverage service	Dennis R Lillicrap &	ELBS
2	Professional Food and	Brian Varghese	Macmillan publications
3	Food and beverage service	Vijay Dhawan	Frank brother
4	Food and beverage service	S.N Baghchi& Anita	Aman publications
5	Food and beverage service	Sudheer Andrews	Tata Mc Graw Hills

Course Code	TTM273
Course Title	**Food and Beverage Service Foundation (Practical)**
Type of course	Practical
L T P	0 0 2
Credits	1
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 students will identify and use different F & B equipment has and learn the techniques of guest handling. • The course will help teach the students about upselling, holding service gear, order taking and types of service. • Familiarising the students with cleaning of restaurant, arranging tables, laying and changing of table cloth. • Students are able to understand the service procedure for Tea & Coffee.

List of Practical:

SR. NO	TOPIC
1	Familiarization of F&B Service equipment
2	Basic Technical Skills Task-01: Holding Service Spoon & Fork Task-02: Carrying a Tray / Salver Task-03: Laying a Table Cloth Task-04: Changing a Table Cloth during service Task-05: Placing meal plates &Clearing soiled plates Task-06: Stocking Sideboard Task-07: Service of Water Task-08: Using Service Plate & Crumbing Down Task-09: Napkin Folds Task-10: Changing dirty ashtray Task-11: Wiping of Tableware, Chinaware, Glassware
3	PREPARATION FOR SERVICE (RESTAURANT) A. Organizing Mise-en-scene B. Organizing Mise-en-Place C. Opening, Operating & Closing duties
4	Briefing/debriefing
5	Tea & Coffee Service

RECOMMENDED BOOKS

S. No	Name	Author(S)	Publisher
1	Food and beverage service	Dennis R Lillicrap& John A Cousins	ELBS
2	Professional Food and Beverage Service	Brian Varghese	Macmillan publications
3	Food and beverage service	Vijay Dhawan	Frank brother
4	Food and beverage service	S.N Baghchi& Anita Sharma	Aman publications
5	Food and beverage service training manual	Sudheer Andrews	Tata McGraw Hills
6	The waiter handbook	Graham brown	Global books

Course Code	**MDC009**
Course Title	**Basics of Accounting**
Type of Course	MDC
L T P	3:0:0
Credits	3:0:0
Course Prerequisites	+2 Commerce
Course Objectives	To familiarize the students with the fundamentals of the accounting and understand the Accounting mechanism necessary for the preparation of the financial statements.
Course Outcomes	The students will be able to: 1. To understand the basic fundamentals of the accounting and Accounting mechanism necessary for the preparation of the financial statements. 2. To Develop the ability to use a basic accounting system to create, record, classify, and summarize the data in order to solve a variety of business problems. 3. To use accounting information to solve a variety of business problems.

UNIT-I

Accounting, Accountancy and Book-Keeping. Nature of accounting, Branches of Accounting, Objectives, features and limitation of accounting, Accounting Terminology, Users of accounting information, System of Accounting.

UNIT-II

Accounting Concepts and Conventions. Accounting Equations. Types of Account. Golden rules of accounting, Journal, Ledger and Trial Balance, Subsidiary books.

UNIT-III

Bank Reconciliation Statement. Depreciation- Meaning, Reasons of Depreciation, Accounting for Depreciation, Methods of Depreciation: Fixed Instalment Method and Diminishing Balance Method.

UNIT –IV

Bills of Exchange. Trial Balance. Final Accounts with adjustments. Self-Balancing ledgers.

Suggested Readings:

S. No.	Name	Author(s)	Publisher
1	Financial Accounting	Tulsian, P. C.	Pearson Publications, New Delhi.
2	Financial Accounting	Maheshwari, S. N.	Vikas Publishing House, New Delhi.
3	Financial Accounting	Tulsian P C, Tulsian Bharat, Tulsian Tushar	S Chand Publications
4	Financial Accounting : A Managerial Perspective	R. Narayanaswamy	Phi Learning

Course Code	SEC041
Course Title	**Grooming Skills for Hospitality Industry**
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)	This course will assist you to develop your ability to : **CO1**: Understand and apply grooming standards relevant to various roles in the hospitality industry. **CO2**: Develop professional presentation and appearance for optimal guest interactions. **CO3**: Apply communication and etiquette skills that enhance guest satisfaction and professional reputation.**CO4**: Understand the importance of body language, posture, and non-verbal cues in hospitality settings.

Syllabus

UNIT-1. I**ntroduction to Grooming in the Hospitality Industry,** Importance of grooming and professionalism in hospitality. Industry standards: Hotels, restaurants, resorts, and event management. Personal appearance as a reflection of the company's brand. Personal Hygiene and Grooming Basics

UNIT-2 Dress Code and Uniform Etiquette, Uniform standards for various hospitality roles. Grooming and attire requirements for front-line and back-office employees. Accessories, shoes, and jewelry: Professional guidelines.

UNIT-3 Customer Service Etiquette for Hospitality Professionals, Greeting guests: Professional and welcoming ways to initiate service. Attending to guest needs with courtesy and efficiency.Handling guest complaints and providing solutions. Grooming for front desk, housekeeping, restaurant, and managerial roles. The different expectations for luxury vs. budget hospitality establishment's .Cultural considerations in grooming and etiquette.

UNIT-4 Dining Etiquette and Service Excellence, Dining etiquette for servers and guests. Table setting standards and understanding different service styles. The role of servers in creating a memorable dining experience. The Power of Body Language and Posture, How body language affects communication and guest interaction. Importance of posture and facial expressions in creating positive impressions. Non-verbal communication in hospitality.

Reading Materials:*"The Art of Hospitality"* by J. Robert Parnell

- *"Professionalism in the Hospitality Industry"* by Tim Knowles
- Hospitality industry blogs, articles, and case studies

Programme Code: UG059   **BTTM (4 year as per NEP)**

Course Code	**AEC0012**
Course Title	**Communication Skills in English-III**
Type of Course	Theory
LTP	2 0 0
Credits	2
Course pre-requisite	NA
Course Objectives(CO)	After completion of this course students will be able to: 1. Formulate an effective communication strategy for any message, in any medium, and in any situation. 2. Write clearly, concisely, and convincingly. 3. Develop skills of effective communication - both written and oral. Acquaint themselves with application of these skills in outside world.

UNIT-I

Grammar: Parts of Speech, Clause, Phrase Use of appropriate tense, Voice , Reported Speech,

Sentence Structure; Simple, Compound, Complex, Vocabulary-One word substitution.

UNIT-II

Writing Skills: Application for employment , Resume Writing ,Paragraph Writing

Construction- Kinds of Paragraphs, Preparing of Matter for meeting : Notice, agenda,

Conference

UNIT-III

Speaking Skills: Effective oral Presentation, Slide making, Use of audio-visual aids.

UNIT-IV

Oral Communication and its Application:

Group Discussion, Customer Care Relations (PR Skills), Interview Skills (Conducting and

appearing for interviews), and Telephone handling manners.

Recommended Books

S.no	Name	Author(s)	Publisher
1	Business Communication	K. K. Sinha	Galgotia Publishing Company,
2	Media and Communication Management	C. S. Rayudu	Himalaya PublishingHouse,

FOURTH SEMESTER

Course Code	**TTM260**
Course Title	**Itinerary Preparations and Coasting**
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)	This course will assist you to develop your ability to : To develop skills in designing domestic and international travel itineraries. • To understand cost components involved in travel and tour packages. • To train students in budget preparation and quotation for clients. • To introduce students to global travel trends and package customization.

Syllabus

UNIT-1. Introduction to Travel Itinerary, Definitions and importance, Types: Fixed vs. Customized, Independent vs. Group, Components of an itinerary, Difference between itinerary and tour package. Understanding Tour Components, Types of Itineraries.

UNIT-2 Designing an Itinerary, Destination research, Route planning and logical sequencing, Time management and travel durations, Costing Basics in Tourism, Introduction to cost and pricing strategies, Cost components: direct, indirect, fixed, variable, Margin and mark-up concepts

UNIT-3 Tour Package Costing , Transportation costing, Accommodation costing (EP, CP, MAP, AP),Guide charges, permits, entry fees, Miscellaneous costs, Budgeting and Quotation Preparation, Tour budgeting formats, Quotation methods and pricing templates, Early bird discounts, seasonal rates, commissions

UNIT-4 Designing Domestic and International Itineraries, India-focused packages: Golden Triangle, Kerala, Northeast, Goa, etc. Short-haul vs. long-haul packages, Schengen countries, Southeast Asia, UAE, USA sample itineraries, Visa and travel insurance considerations, Software Tools for Itinerary & Costing, Legal, Ethical, and Sustainable Practices, Group Project & Presentation.

Reading Materials: ☐ Tour Operations and Travel Management by J.M.S. Negi

☐ International Travel and Tourism by Rob Davidson

☐ Amadeus or Galileo manuals

☐ IATA Guidelines and Tariff Booklets

Programme Code: UG059   **BTTM (4 year as per NEP)**

Course Code	**TTM262**
Course Title	**TOURISM POLICY IN INDIA (IKS)**
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)	• To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development and community participation. • To explore the interrelationships between resource management and tourism planning and development. • To understand the tourism policy initiative taken in India. • To understanding interrelationships between resource management and tourism planning

UNIT-1. Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels. Involvement of local community in tourism development.

UNIT-2 An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest policy document on tourism. Tourism Planning at International, national, regional state and local level. Tourism and Five-Year Plans in India with special reference to 11th Five-Year Plan. Institutional framework: Ministry of Tourism, NITI Aayog, Draft Tourism Policy 2015 & Recent Initiatives, Core themes: Swadesh Darshan, PRASAD, Incredible India 2.0, Tourism Policy and Crisis Management, Tourism policy during pandemics (COVID-19)

UNIT-3 Background & process of tourism planning. Techniques of plan formulation planning for tourism destinations - objectives, methods and factors influencing planning. Destination life cycle concept. Incentives & concessions extended fo tourism projects and sources of funding

UNIT-4 International Agreements   an Introduction Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement, TFCI: Tourism finance corporation of India (TFCI) aims, objectives, organization, and functions.
CASE STUDY:
Rajasthan Tourism Development Corporation Tourism Planning and Policy, Dekho Apna Desh,

Reading Materials: ☐ Tour Operations and Travel Management by J.M.S. Negi
☐ International Travel and Tourism by Rob Davidson
☐ Amadeus or Galileo manuals
☐ IATA Guidelines and Tariff Booklets

Course Code	TTM264
Course Title	**Introduction to Event Management(Theory)**
Type of course	THEORY
L T P	2 0 0
Credits	2
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)	• To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development and community participation. • To explore the interrelationships between resource management and tourism planning and development. • To understand the tourism policy initiative taken in India. • To understanding interrelationships between resource management and tourism planning

Syllabus

UNIT-1. Unit-I Introducing Events: • Definition, Scope of Event Management. Characteristics and complexities of events • Growth and development of event industry, Trade fairs and their roles • Typology of planned events, • Varieties & importance of events - • Key steps to successful events, Organizing & Designing of Events, Event planning , Concept, Process and Design, Pre- Event Research, Studying Event feasibility, legal compliances, Event Venue Finding Logistics and Ambience

UNIT-2 Marketing Events – Marketing mix, segmentation, event tourism packaging • Crisis management & Public Relation in Events • Short study of ICPB, ICCA • International event markets --- Germany, London, Hong Kong, Singapore etc.

UNIT-3 MICE Tourism , Components of MICE Tourism –Meeting, Incentive, Conference & Exposition/ exhibition definition , Nature and demand of Conference market: A brief study of MICE market in India, Event planning, Checklist for different events, planning schedule & actions agenda, Conference program designing, Pre & Post event responsibility , Sponsorship, sponsors, organizers, customers & guests. , Risk Management, Safety and Global Issues in Event Management

UNIT-4
Event Catering, Events Decorations, Entertainment planning for events and Speaker selection, Various Protocols during Events, Time Management Events,
Financial Management of Events.
Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

Reading Materials:1. Advertising Management by Aaker, Myers Batra, New Delhi, 1999.
 2. Technology & Communication Behaviour by Belmout C.A. Wadsworth, London 2003.

Course Code	**TTM266**
Course Title	**Introduction to Event Management(Practical)**
Type of course	THEORY
L T P	0 0 2
Credits	1
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)	At the end of the course students are able to: 1. To Define an overview on events and concept 2. To classify events and its typologies and understand their importance in Destination marketing and branding. 3. To Identify different marketing strategies for events, including social media marketing 4. To familiarize the students with the basics and foundations of event management

Practical list:

- Classify Size and Typologies of events, Develop SMART Approach for Events.
- Estimate the budget of collage fresher's or farewells party for 60 students,
- Planning and design a sport event 'Football Match Tournament' in your city.
- Formation of event team for conducting Mega Events.
- Estimation of cost for decoration for the big convention hall in your city.
- Prepare budget high tea and refreshment for 100 visitors in Trade Expo.

    Analysis of the event list and select any two events and Students can participate in real-world event planning projects, such as organizing a small festival, conference, or cultural event.

 NOTE: After completion of Event, the students shall submit a report for about 50 pages.

Programme Code: UG059   **BTTM (4 year as per NEP)**

Course Code	**TTM268**
Course Title	**Punjab Tourism**
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)	At the end of the course students are able to: 1. To identify the history of Punjab. 2. Describe tourism destinations of Punjab in various aspects. 3. To classify the culture and religions of Punjab. 4. To Elaborate the Handicrafts and Handlooms of Punjab.

Unit-1

Understanding Geography of Punjab: Topography, river system, climate, flora and fauna, Historical impact on the life of the people, Gardens, Wetlands and Wildlife Bara Dari Patiala, Aam Khas Bagh (Sir Hind), Harike wetland, Chhatbir Zoological Park (Zirakpur), Kansal Forest Reserve (Chandigarh)

Unit-2

Ancient Medieval Landscapes of Punjab Ropar as a Centre of Harappan Civilisation Stupa at Sanghol Golden Temple, Amritsar Medieval Series and Imperial Highways, Modern Landscapes of Punjab Amritsar of Ranjit Singh: Ram Bagh and Gobindgarh Fort Kapurthala Place Sheesh Mahal, Patiala Chandigarh as a Modern City

Unit-3

Fairs and Festivals Sikh, Hindu and Muslim Religious Fairs-Diwali, Holla Mohalla (Anandpur Sahib), Dusshera, Lohri, Maghi Mela (Muktsar), Baisakhi at Damdama Sahib (Talwandi Sabo), Urs of Sheikh Mujaddid-Alif-Saani (Sirhind), Religious and Secular Centres-Golden Temple and Akal Takth (Amritsar), Anandpur Sahib (Takth Keshgarh Sahib), Durgiana Temple (Amritsar), Devi Talab (Jalandhar).

Unit-4

Museums and Memorials Archaeological Museums at Ropar, Government Museum and Art Gallery and City Museum (Chandigarh), Panaroma of Ranjit Singh (Amritsar), Art Gallery at Sheesh Mahal (Patiala), Hussainwala Memorial (Ferozepur), Retreat ceremony at Wagah (Amritsar), Desh Bhagat Yadgaar Hall (Jalandhar), Sikh Museum (Golden Temple, Amritsar), Science City (Kapurthala), Jalianwala Bagh Martyr's Memorial (Amritsar),
Handicrafts and Handlooms Phulkari, Bagh, Shawla, durees (foor covering), Jutties and Blankets Performing Arts Dance: Bhangra, Gidda, Malwai Gidda, Jhummer, Sammi. Music-Folk and Classical Report Writing: Based on site Visit/Event organized (Compulsory).

Suggested Readings:

1. Anand, Mulk Raj, ed. 1981. Maharaja Ranjit Singh as the Patron of Arts (Mumbai: Marg Publications)

2. Arshi, P.S. 1986. Sikh Architecture (Delhi: Intellectual Publishing House).

3. Aryan, K.C. 1977, Punjab Murals (Delhi: Rekha Prakashan).

4. Aryan, K.C. 1983, and Cultural Heritage of Punjab (Delhi: Rekha Prakashan).

5. Daljeet, 2004. The Sikh Heritage: A Search for Totality (Delhi: Prakash Books)

Course Code	TTM270
Course Title	Sustainable Tourism
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)	At the end of the course students are able to: ☐ CO **1**: Evaluate principles and theories of sustainable development. ☐ CO **2**: Analyze alternative tourism types (eco-tourism, cultural, volunteer). ☐ CO **3**: Compare sustainability approaches and destination-centric strategies. ☐ CO **4**: Apply sustainability tools and techniques at tourism destinations.

UNIT-1

Introduction to Sustainable Tourism Definition, scope, and evolution of sustainable tourism, Principles of sustainable development in tourism, Global and national frameworks (UNWTO, Agenda 21, Earth Summits),Challenges and opportunities in sustainable tourism

Unit 2: **Concepts and Practices of Eco-tourism**, Definition and principles of eco-tourism, Differences between eco-tourism, green tourism, responsible tourism, Eco-tourism models and typologies (nature-based, community-based, adventure), Case studies of successful eco-tourism destinations (e.g., Kerala, Sikkim, Costa Rica)

Unit 3: **Environmental Impacts of Tourism,** Environmental degradation and conservation issues, Carrying capacity and visitor management, Biodiversity and habitat preservation, Environmental Impact Assessments (EIA) in tourism projects **Socio-Cultural and Economic Impacts ,** Socio-cultural changes and community involvement, Economic benefits and leakage, Tourism and cultural heritage conservation, Stakeholder roles: NGOs, government, private sector, local communities

Unit 4: Sustainable Tourism Planning and Policy, Sustainable tourism development strategies, Tools for sustainable tourism planning (carrying capacity, eco-labels, certification), Policy frameworks and institutional roles, Marketing sustainable tourism and responsible tourist behavior Future Trends and Challenges ,Climate change and tourism, Technology and sustainable tourism (GIS, remote sensing, smart tourism),Community empowerment and participatory approaches, Challenges in balancing development and conservation

REFERENCES:

1. Sustainable Tourism Management by John Swarbrooke,
2. Sustainable Tourism: A Marketing Perspective by Victor T.C. Middleton and Rebecca Hawkins.
3. Ecotourism and Sustainable Development by Martha Honey

Course Code	TTM272
Course Title	**CARGO OPERATIONS**
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)	At the end of the course students are able to: CO 1 – Explain Air Cargo Ecosystem CO 2 – Perform Cargo Rating & Tariff Calculations, Prepare & Handle Documentation CO 3 – Handle Special & Dangerous Goods, Understand Cargo Handling & Storage CO 4– Utilize Industry Standards & Tools

UNIT-1

Air Transport: Air transport, aviation history of India and world; concept of air lines, domestic and international airlines in India, types of aircraft and their configurations, Freedoms of air, Bermuda convention, Chicago convention, Warsaw convention, Roles and functions of DGCA, IATA and ICAO organization and administration: Airport organization and administration; airport history, aviation organisation, aviation terminology, airport terms, airport signs and markings, major airlines in India and world.

UNIT-2

Air Traffic Control: History, airport and ground control, process and function of Air Traffic Control, aircraft procedures, area control center.

UNIT-3

Cargo Ratings and Documentation: Familiarization of Cargo Tariffs, Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges, Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails.

UNIT-4

Air Cargo Growth and development of freight industry, relevance and importance of cargo industry, air craft cargo configuration, types of cargo, aircraft cargo terminology, types of containers, air cargo process, capacity familiarization, limitations of weight and special loads, live animal regulations, dangerous goods regulations.

REFERENCES:

- OAG and the Air Cargo Tariff (Red and Green)
- Travel Information Manual (TIM)
- IATA Dangerous goods regulations – Manual (IATA)

Course Code	TTM274
Course Title	**AIRPORT FACILITY MANAGEMENT**
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)	At the end of the course students are able to: CO 1 – Explain Airport Structure & Governance CO 2 – Plan & Design Facilities CO 3 – Manage Operational Services, Utilize IT & Systems CO 4 – Handle Cargo & Logistics, Ensure Safety & Security

UNIT-1

Airport organization and administration: Airport organization and administration; airport history, aviation organisation, aviation terminology, airport terms, airport signs and markings, major airlines in India and world.

UNIT-2

Geography in travel planning and Time zones: Understanding and reading maps, important airports in India and the world, airport and city codes, planning travel itineraries, IATA time zones, air transport time calculation, aviation geography, local currencies around the world.

UNIT-3

Aircraft and airport familiarization Airport familiarizations, aircraft familiarization, airport security, airport stages of flight, customs and currencies.

UNIT-4

Airport Ground services: Check in procedures, travel documents, Landside facilities for departures, The Gate Area, Security Checks, Arrival Facilities, Control Tower, Baggage, Cargo Terms & Procedures, Cargo Abbreviations, Special Cargo, Dangerous Goods, Labelling, Cargo Manifest, Courier Mail, Post Office Mail and Customer Care.

REFERENCE:

Foundation course Textbook, IATA. Travel and information manual (TIM). C. Daniel Prather, Airport Management, Aviation Supplies and Academics, Inc. Seth B. Young, Alexander T. Wells, Airport Planning and Management 6/E, McGraw-Hill Education.

Course Code	SEC038
Course Title	**Leadership and Management Skills**
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)	At the end of the course students are able to: 1 – Generate social sensitization among youth of the nation. 2. Students will explore various leadership theories and their applications in real-world scenarios 3. Learner should develop effective communication skills for leading and motivating teams 4. Analyze the dynamics of teamwork and foster a collaborative work environment

Unit-1

Introduction to Leadership and Management, Difference between leadership and management, Importance in the hospitality industry, Roles and responsibilities of leaders and managers, Leadership Theories and Styles, Trait Theory, Behavioural Theory, Contingency Theory, Transformational vs. Transactional Leadership, Servant Leadership and Situational Leadership, Autocratic, Democratic, and Laissez-faire styles

Unit-2 Communication and Motivation, Effective communication skills for leaders, Barriers to communication and how to overcome them, Motivation theories (Maslow, Herzberg, McClelland) Practical application in the workplace

Unit-3 Team Building and Conflict Management, Stages of team development (Tuckman model),Characteristics of effective teams, Conflict resolution strategies, Role of emotional intelligence in managing teams, Decision-making models and tools (SWOT, Pareto, Fishbone),Creative problem solving and critical thinking, Case studies from hospitality scenarios.

Unit-4 Ethics and Corporate Social Responsibility (CSR), Ethical issues in hospitality, Building an ethical workplace, Importance of CSR in hospitality, Sustainable leadership practices

<u>Recommended Books & Resources</u>:

1. "Leadership in Organizations" by Gary Yukl
2. "Management: Tasks, Responsibilities, Practices" by Peter Drucker
3. "Organizational Behavior" by Stephen P. Robbins
4. Hospitality journals and case studies

Programme Code: UG059   **BTTM (4 year as per NEP)**

Course Code	**AEC0013**
Course Title	**Communication Skills in English-IV**
Type of Course	Theory
LTP	2 0 0
Credits	2
Course prerequisite	NA
Course Objectives(CO)	After completion of this course students will be able to: 1. Formulate an effective communication strategy for any message, in any medium, and in any situation. 2. Write clearly, concisely, and convincingly. 3. Develop skills of effective communication - both written and oral. 4. Acquaint themselves with application of these skills in outside world.

UNIT I

Social Communication Skills Conversational English, Appropriateness, Building rapport

UNIT II

Context Based Speaking In general situations, In specific professional situations, Discussion and associated vocabulary, Simulations/Role Play

UNIT III

Non Verbal Communication Relevance and effective usage, Paralanguage, Chronemics, Haptics, Proxemics, Body language, Object language

UNIT IV

Business Presentation Audience Analysis, Preparing effective Power Point presentation, delivering of presentation, Handling questions

Recommended Books

S.no	Name	Author(s)	Publisher
1	Business Communication	Anjanee Sethi & Bhavana Adhikari	Tata McGraw Hill
2	Speaking Effectively	Jeremy Comfort	CUP
3	Business Communication	Raman Prakash	OUP

Course Code	MDC006
Course Title	**Principals of Management**
Type of Course	**Theory**
LTP	**3 0 0**
Credits	**3**
Course Objectives(CO)	After completion of this course students will be able to: 1. The aims of the course are to understand the basic principles of management and the four major functions of managers Write clearly, concisely, and convincingly. 2. Students will be required to think critically and strategically about management theories and issues. 3. This enable them to develop their decision-making and analytical skills 4. They will be involved in application exercises and case studies which will assist them to develop graduate attributes

Unit –I

Management- Meaning, Nature and Importance, Functions and Principles of Management, Management V/S Administration. Development of Managerial Thought, Contribution by Taylor and Fayol Management by Exception and Management by objectives social responsibility of management.

Unit – II

Planning: Meaning-Nature and Importance, Elements, Concept, Process and Techniques, Barriers to effective planning, Forecasting, Decision Making, Concept and Process, Co-ordination

Unit III

Organisation – Concept, Nature, Principles and Significance. Centralization and Decentralization, Staffing, Man Power Planning, Selection and Training, Performance Appraisal, Delegation of Authority Motivation: Concept – Theories, Classification, and Characteristics of Motivation.

Unit IV

Leadership – Concept and Leadership styles, Theories. Direction – Concept, Nature, Process and Methods, Controlling – Concept, Nature, Process and Techniques.

Essential Reading:

1 Koontz, H., and Weihrich, H., Essentials of Management: An International, Innovation and Leadership Perspective, 10th ed., McGraw Hill, 2015.
 2. Robbins, SP, Bergman, R, Stagg, I, and Coulter, M, Management 7, Prentice Hall, 7th edition, 2015.
3. Richard I Levin, David S Rubin, Statistical management, 7th Edition, Prentice Hall India, 2011.
 4. Kotler, P., Keller, Kevin Lane Keller et al. Marketing Management, third Edition, 2016.

Course Code: VOC14

Course Title: Summer Internship in BTTM

- 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

Course Code: VOC15

Course Title: Industrial Training in BTTM

- 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.