FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

Bachelor of Tourism & Travel Management
(Four Years Course)
(Semester I - IV)
(Credit Based Evaluation and Grading System)

(Semester V - VIII)
(Under Credit Based Continuous Evaluation Grading System)

Session: 2019-20

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(ii) Subject to change in the syllabi at any time. Please visit the University website time to time.
# Bachelor of Tourism & Travel Management
(Credit Based Evaluation and Grading System)

## Semester I

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**Total Credits** 20 -- 2 22
Semester II

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**Total Credits:** 26 * 1 27

Note.
1. *Special Paper in lieu of Punjabi Compulsory, for those students who are not domicile of Punjab
2. **Credits will not be included in SGPA, Student can opt this paper whether in 1st or 2nd Semester.
3. PSL-053 ID Course Human Rights &Constitutional Duties (Compulsory Paper). Students can opt. in any Semester except Semester 1st. This ID Paper is one of the total ID Papers of this course.
5. Semester III

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* Note: Credits will be not included in the Grand Credits

Semester IV

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BACHELOR OF TOURISM & TRAVEL MANAGEMENT  
(UNDER CREDIT BASED CONTINUOUS EVALUATION GRADING SYSTEM)

**Semester V**

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*Note: In this semester students will undertake a trip to any popular Destination in India and during the semester they would be submitting a report of the same.*
# BACHELOR OF TOURISM & TRAVEL MANAGEMENT
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

## Semester VII

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## Semester VIII

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COMMUNICATIVE ENGLISH–I

Subject Code- ENL-101  
Credits: 02 (L= 2, T=0, U=0)  
Total Marks: 100  
Mid Semester Marks: 20  
End Semester Marks: 80

Mid Semester Examination: 20% weightage  
End Semester Examination: 80% weightage

Objective: To introduce students to the skills and strategies of reading and writing by identifying organizational patterns, spotting classification systems and understanding associations between ideas. This course will prepare students to read a variety of texts and also to communicate more effectively through writing. The course will also pay special attention to vocabulary building.

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Prescribed Text books:


SECTION–A


SECTION–B


SECTION–C


SECTION–D

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

PBL 121 भौगोलिक रुढ़ी-I (Credit Based)

Credits: 2-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

I. त्रित्रिस (स्थान: उत्तरी सिक्किम, धूपगढ़, सिलिबू, बांसवदळ, लम्बोड़र, बांसवदळ)

1. त्रित्रिस (स्थान: उत्तरी सिक्किम, धूपगढ़, सिलिबू, बांसवदळ)

II. सिक्किम भौगोलिक चित्र (प्रेक्षक, भूगोली, दिशी, दिशी के आधार, लम्बोड़र, बांसवदळ, लम्बोड़र, बांसवदळ)

III. सिक्किम भौगोलिक चित्र (प्रेक्षक, भूगोली, दिशी, दिशी के आधार, लम्बोड़र, बांसवदळ, लम्बोड़र, बांसवदळ)

IV. सिक्किम भौगोलिक चित्र (प्रेक्षक, भूगोली, दिशी, दिशी के आधार, लम्बोड़र, बांसवदळ, लम्बोड़र, बांसवदळ)

V. भौगोलिक चित्र (प्रेक्षक, भूगोली, दिशी, दिशी के आधार, लम्बोड़र, बांसवदळ, लम्बोड़र, बांसवदळ)

VI. सिक्किम भौगोलिक चित्र (प्रेक्षक, भूगोली, दिशी, दिशी के आधार, लम्बोड़र, बांसवदळ, लम्बोड़र, बांसवदळ)

VII. सिक्किम भौगोलिक चित्र (प्रेक्षक, भूगोली, दिशी, दिशी के आधार, लम्बोड़र, बांसवदळ, लम्बोड़र, बांसवदळ)

VIII. सिक्किम भौगोलिक चित्र (प्रेक्षक, भूगोली, दिशी, दिशी के आधार, लम्बोड़र, बांसवदळ, लम्बोड़र, बांसवदळ)
नैवम्य-ढी

I. दे ऑज (मैण. उपलब्धि-वर्ग विषय, भूमि विषय सज्जनां)
बुध तरह देने पुरीवर्तीगत, आयुमान दिन ठेठ किये जाएँ :
(ई) मिल बुधन घटकरी
(अ) नाती धातु
(बि) ग्री-पीपुल, विदित-बाल, दिमा-देव, बड़ि-दरन)

II. अध्यायी टिमा: चिन्नी, रहूली तक महत्व आवश्यकता अध्यायर

आव-ठेड़ अदे भौतिकता नरी उपाधियां

1. पृथु परों दे चत्र बजन देंअग। उत जगा दिनों दे पृथु पूँढ़े सतो।
2. दिक्कतजी दे बुंद धी पृथु बजन उठन। उत जगा दिनें दिवं पृथु समय है।
3. पृथु पृथु दे घटनाव भौं उठ।
4. भेषज मैंं चत्र बजन देवत सेवत करो उ। पृथुं दी ठेड़ ऑं थंप उ। ठेड़ जानन्य-पृथुं दिन तव मवर उ।
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

PBL-122: ਪ੍ਰਕਾਸ਼ ਪ੍ਰਸ਼ਾਂਤੀ  
(In lieu of Punjabi Compulsory)

Credits: 2-0-0  
Total Marks: 100  
Mid Semester Marks: 20  
End Semester Marks: 80

Mid Semester Examination: 20% weightage  
End Semester Examination: 80% weightage

ਪ੍ਰਕਾਸ਼-ਪ੍ਰਸ਼ਾਂਤੀ

ਐਕਤ ਅੱਕਲ, ਐਕਤ ਲੰਘ,  
ਭਾਵਾਂ (ਭਾਵਾਂ ਸਾਹਰਾਵਰ)
ਰਜਾਤਨ (ਰਿਹਾਟ, ਰਿਹਾਤ, ਰੋਪਣ) : ਪਹਾਣ ਦੇ ਪੱਛਮ

ਐਕਤ-ਪ੍ਰਸ਼ਾਂਤੀ

ਪ੍ਰੀਤੀ ਮਾਤਰ ਚਲਣਾ : ਪ੍ਰੀਤੀ ਸਾਹਰਾਵਰ  
ਸਾਹਰਾਵਰ ਸਾਹਰਾਵਰ, ਮੰਦਰਾਵਰ ਮੰਦਰਾਵਰ, ਭਾਵਾਂ ਮੰਦਰਾਵਰ  
ਮੂਲ ਮੰਦਰਾਵਰ, ਅਲੋਝਾਤ ਫ੍ਰੀਦੀਅਲ

ਐਕਤ-ਪ੍ਰਸ਼ਾਂਤੀ

ਸਾਹਰਾਵਰ ਅੱਕਲ : ਹੱਡੇ ਪੱਛਮ ਅੱਕਲ ਮਾਤਰ ਖੁੱਲ ਬਾਰਾਂ  
ਸਫ਼ਾਟਾਵਲ ਦੇ ਹਿੰਦੂਤਰਾਵਲ ਸਾਹਰਾਵਰ

ਐਕਤ-ਪ੍ਰਸ਼ਾਂਤੀ

ਚਲਨੇ ਦੇ ਮੰਦਰ ਦੀ ਸ੍ਰੋਤੀ ਦੀਆਂ, ਬਾਰਾਂ ਭਾਵਾਂ ਦੀਆਂ ਦੀਆਂ, ਦੁਆਰਾਂ ਦੇ ਮਾਤਰ, ਵੰਡ ਦੇ ਵੰਡ ਭਾਵਾਂ ਅਤੇ ਹਾਵਾਂ ਅਤੇ ਹਾਵਾਂ ਮਾਤਰਾਂ ਹਿੰਦੀਆਂ।

ਭਾਵ-ਕਲੀ ਅੱਕਲ ਭਾਵਾਂਵਾਲ ਸਰਵਿ ਉੱਧਾਟਾਂ

1. ਪ੍ਰੁਸ਼ਾਲ ਪ੍ਰਤਕ ਦੇ ਸਚ ਜਨਾ ਉੱਧਾਟੀ। ਉਤ ਜਨਾ ਦੀਆਂ ਦੇ ਪ੍ਰੁਸ਼ਾਲ ਪ੍ਰਤਕ ਦੇ ਸਚ ਉੱਧਾਟੀ।
2. ਹਿੰਦੂਤੀਆਂ ਦੇ ਦੁਆਰਾ ਦੀਆਂ ਪ੍ਰੁਸ਼ਾਲ ਵਲੱਖਾ ਉੱਧਾਟੀ। ਉਤ ਜਨਾ ਦੀਆਂ ਦੀਆਂ ਹਿੰਦੂਤੀ ਵਲੱਖਾ ਸਾਲ ਮਾਤਰਾਂ ਦੇ।
3. ਪ੍ਰੁਸ਼ਾਲ ਦੇ ਘਰਾਵਲ ਮਾਤਰ ਉੱਧਾਟੀ।
4. ਪ੍ਰੁਸ਼ਾਲ ਮੇਨਟ ਚਲਾ ਦੇ਼ ਕੇ ਸੀ ਰੋਜ਼ ਦੀ ਰੂਝ ਅਤੇ ਦੋਪ ਦੇ ਦੋਪ ਸਚ ਪ੍ਰਤਕ ਦੀਆਂ ਹਿੰਦੀਆਂ ਉੱਧਾਟ ਮਾਤਰਾਂ ਦੇ।
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

Punjab History & Culture (1450-1716)
(Special paper in lieu of Punjabi Compulsory)
(For those students who are not domicile of Punjab)
HSL:101

Credits: 2-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
1. Land and the People.
2. Bhakti Movement

SECTION-B
3. Life and Teaching of Guru Nanak Dev.

SECTION-C
5. Guru Hargobind.
6. Martyrdom of Guru Teg Bahadur

SECTION-D

Suggested Reading

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-101: FUNDAMENTALS OF TOURISM

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION - A
Historical Development of Tourism, Advances in Transportation, The concept of Tourism, Definition and meaning of tourist, traveler, visitor, excursionist & transit visitor.
Classification of Tourism: Destination Visited, Purpose of visit, Mode of Travel arrangement- Inclusive travel and Independent travel.

SECTION – B
Various Travel Motivations, Maslow’s hierarchy of needs model & travel Motivations, Plog’s Psychographic classification of tourists and Travel motivations, cultural motivation, Interpersonal motivation, Status and prestige motivation, Physical motivations.

SECTION – C
Tourism Product, Features of Tourism Product, Types of Tourism Product, Difference of Tourism product from other consumer products.
Tourism paradigms-Eco tourism, Green Tourism, Alternate Tourism, Heritage Tourism, Sustainable Tourism, Cultural Tourism, demand & supply in Tourism.

SECTION - D
Factors inhibiting growth of Tourism, Travel industry in the 21st century
Future tourism scenario, Factors influencing growth of Tourism
Domestic and International tourism.

Suggested Readings:
6. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
TTL-102: PRINCIPLES OF MANAGEMENT

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**
- **Management**: Functions, Roles and Skills, Universality of Management, Rewards and Challenges of being a Manager.

**SECTION B**
- **Planning and Performance**: Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing Plans, MBO concepts and steps in MBO, Criticism of Planning, Effective Planning in Dynamic Environments.
- **Designing Organisational Structure**: Work Specializations, Departmentalization and types, Chain of Command, Span of Control, Centralization and Decentralization, Delegation of Authority, Formalization, Mechanistic and Organic Structure; Contingency Factors, Common Organisational Designs.

**SECTION C**
- **Communication**: Functions, Methods and Barriers to Communication. Formal Versus Informal communication.
- **Motivation**: Concept and theories of Motivation: Maslow’s Hierarchy of Needs Theory, McGregor’s Theory X and Theory Y, Herzberg’s Two-Factor Theory, McClelland’s Three-Needs Theory, Vroom’s Expectancy Theory; Contemporary Issues in Motivation; Cross Cultural Challenges, Dynamics and Motivation Groups of Workers,
SECTION D

**Leadership:** Concept and various theories of Leadership: Behavioural Theories of Leadership-The Michigan Studies, The Ohio State Studies, University of Iowa studies, The Managerial Grid; Fiedler’s Contingency Model, Path-Goal Model; Contemporary Views of Leadership-Transformational - Transactional Leadership, Charismatic- Visionary Leadership, Team Leadership.


Suggested Readings:


BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-103: GEOGRAPHY OF TOURISM IN INDIAN CONTEXT

Credits:4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION - A
Fundamentals of geography, Geographical realms of India, flora and fauna of India, states & capitals, seasons of India, climatic regions & their impacts on tourism.
Natural Vegetation, Different Types of Tourism in India: Cultural, Adventure, rural and farm Tourism, Wild life Tourism.

SECTION – B
River system of India, Major Wetlands of India.
The Northern Mountains: General Introduction of Himalayas & other ranges, their Importance for religious & Adventure Tourism. Tourist attractions of Shimla, Nainital, Darjeeling.

SECTION - C

SECTION – D
General Features of India Peninsula plateau with their tourism significance. Tourist attractions of Bhopal, Banglore, Ooty.
General features of Coastal Regions, Its Significance and Various tourism attraction in the Coastal areas, importance of beach tourism. Important Beaches of Cochin, Chennai, Andaman & Nicobar.

Suggested Readings:
5. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
6. Sarina Singh et. al., India, Lonely Planet Publications
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-104: BASIC STATISTICS FOR DECISION MAKING

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A

Measures of Central Tendency: Mean, Median, Mode and Quartiles.
Measures of Dispersion: Range, Quartile deviation, Mean deviation and Standard deviation.

SECTION – B

Moments, Skewness and Kurtosis: Introduction, Moments about the mean, Skewness, Kurtosis.
Correlation Analysis: Introduction, types of correlation, measurement of correlation: Karl Pearson’s Coefficient of correlation, Spearman’s rank correlation.

SECTION – C

Index Numbers: Introduction, Price index numbers, Quantity index numbers, Choice of base for computing index numbers.

SECTION – D

Intrapolation and Extrapolation: Introduction, Utility, Assumptions, Methods of Intrapolation, Extrapolation (formulae used).

Suggested Readings:
5. Ajay Goel and Alka Goel – Mathematics and Statistics (Taxmann’s).
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-I)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTS-105: SEMINAR

Credits: 0-0-2
Total Marks: 100
Meaning of Drug Abuse:

2) Consequences of Drug Abuse for:
   - Family: Violence.
   - Society: Crime.
   - Nation: Law and Order problem.

Management of Drug Abuse:

(i) Medical Management: Medication for treatment and to reduce withdrawal effects.
(ii) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
(iii) Social Management: Family, Group therapy and Environmental Intervention.

Prevention of Drug Abuse:

(i) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
(ii) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

Controlling Drug Abuse:

(i) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program.
References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

COMMUNICATIVE ENGLISH–II

Subject Code- ENL-151
Credits: 02 (L= 2, T=0, U=0)

Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Objective: To introduce students to the skills and strategies of reading and writing by identifying organizational patterns, spotting classification systems and understanding associations between ideas. This course will prepare students to read a variety of texts and also to communicate more effectively through writing. The course will also pay special attention to vocabulary building.

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Prescribed Text books:

SECTION–A
Practical question on Note Making, Summarizing and Abstracting as given in The Written Word by Vandana R. Singh

SECTION–B
Practical question on Paragraph writing as prescribed in The Written Word by Vandana R. Singh

SECTION–C
Theoretical questions based on ABC of Good Notes as prescribed in The Written Word by Vandana R. Singh.


SECTION–D
Practical question on Essay writing from The Written Word by Vandana R. Singh
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

PBL 131 : पैसी रुपांतरी - II (Credit Based)

Credits: 2-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

मैत्रमन-दे

I. दे गेज (मंच. उनमित सिंग्ह हिंदू, पी.एम. सिंग्ह मराठी)
बृज खुशबु दे जुलिएहरूम, अभिव्यक्ति हिंदू रेत लिखे वर्गीयत: :
(ए) सागर सिरिया : बुधना
(अ) सागर सिरिया भुयानिया : बुधना जी बी
(ब) शहीद सिरिया : पैठे दे फिंशान्दे
(बराबरीति रा सीता, वारिता मात, हिमा-राम, वारिता बेला)

II. भैरवी मराठा घटना : याबु-भाल, चेपर (भजोह, बिहारह, हिंदीउत्तर अर्धे जूनुज़ती) मराठमा।

मैत्रमन-वी

I. दे गेज (मंच. उनमित सिंग्ह हिंदू, पी.एम. सिंग्ह मराठी)
बृज खुशबु दे जुलिएहरूम, अभिव्यक्ति हिंदू रेत लिखे वर्गीयत: :
(ए) सागर सिरिया : खाड़ी रा उपकार
(अ) सागर सिरिया दुःखात : दे नी राजर रा अभिव्यक्ति
(बराबरीति रा सीता, वारिता मात, हिमा-राम, वारिता बेला)

II. गेजुल घटना : वसाम दिल 10 भिंगिया (भजनमान, वक्तमान अर्दे संगीतीवर) 'दे गेजुल घटना दे अभिव्यक्त बनवा'।

मैत्रमन-भी

I. दे गेज (मंच. उनमित सिंग्ह हिंदू, पी.एम. सिंग्ह मराठी)
बृज खुशबु दे जुलिएहरूम, अभिव्यक्ति हिंदू रेत लिखे वर्गीयत: :
(ए) जलाश्य लेख दिवस : यवदी देखु वेद्वन
(अ) जलाश्य लेख : ज्ञानी राज शेष बंदी लाटी
(ब) शेष शुल्क : एंड्रेरी
(बराबरीति रा सीता, वारिता मात, हिमा-राम, वारिता बेला)

II. मुंगेरे दे मराठ (भजन दे मुंगेर बंदी दिख) 200 मुंगेरहिन्दीमा अर्थे 100 मराठों रा दिल्ली दिल्ली दे अभिव्यक्त जुलिएहरू (वसाम दिल दे अर्थ रैस)।
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)  
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

मैथिली जी

I. दो क्षेत्र (भूमन, उदयमंदिर, मिश्र रिसेल, पूर्व मिश्र सवारीवाहन)  
प्रथम सरोवर एवं पूर्व जीवनसाधनी. अभ्यासकार हिचे घेंठ सिम्ये चलतीसंग :  
(ए) अभ्यासकार हिचे : पूर्व विभाग  
(ब) उदयमंदिर हिचे टिकट : पौध विभाग  
(च) प्रथम सरोवर एवं पूर्व जीवनसाधनी  
(बारकाह एवं पूर्व मिश्र सवारीवाहन, पूर्व मिश्र रिसेल)

II. मध्ये मूल्यांकन : रांग, पंजाबांग, विशेषकर, विशेषकर, विशेषकर, विशेषकर, विशेषकर, मध्ये पंजाबांग

भूमन-रिसेल अशै शारीरिक रूपे पुरुषोत्तम

1. भूमन भूमन दे चन्द्र ज्योति तिथो। उद ज्योति हिचे दे चन्द्र ज्योति तिथो।  
2. विशेषकर अंत दे चन्द्र भूमन चन्द्र ज्योति तिथो। उद ज्योति हिचे देव भूमन ज्योति तिथो।  
3. उद ज्योति भूमन दे शनिवार भूमन तिथो।  
4. रांग भूमन दे चन्द्र ज्योति तिथो उं भूमन ची टिकट भूमन दे चंग चन्द्रिका-भूमन हिचे बचन दे भूमन
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

PBL-132: ਪੰਜਾਬੀ ਪੌਢਾਣ
(In lieu of Punjabi Compulsory)

Credits: 2-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

ਪਹੁੰਚ
ਐਮਜੀਐਵੀ

ਸਾਬਚੀ ਮੂਲਾਣਾ : ਪੰਜਾਬ ਅਵਾਜ ਲਾਂਚ
(ਤਂਦੂਰ, ਪੰਜਾਬੀ ਸਰੀਸਰਕਾਰ, ਟੇਲੀਭੁਸਨ, ਟੇਲੀਭੁਸਨ ਰਾਸ਼ਟਰੀ)

ਐਮਜੀਐਵੀ

ਸਾਬਚੀ ਦਰਜਾਦਰ ਦਵਸ਼ਵਾਨ
ਸਾਬਚੀ ਦਰਜਾਦਰ (ਪੰਜਾਬ ਅਵਾਜ ਲਾਂਚ)
ਸਾਬਚੀ ਦਰਜਾਦਰ (ਪੰਜਾਬੀ ਸਰੀਸਰਕਾਰ)
ਸਾਬਚੀ ਦਰਜਾਦਰ (ਪੰਜਾਬ ਅਵਾਜ ਲਾਂਚ)

ਐਮਜੀਐਵੀ

ਪੰਜਾਬੀ ਲਚਾਰ
ਸਕੋਚ ੫੫੫

ਅਧਿਆਤਮੀ ਅਦਾਕਾਰ ਪੰਜਾਬੀ ਸਾਹਿਤ ਉਤਪਦਿਆਂ

1. ਪੰਜਾਬੀ ਲਚਾਰ ਦੇ ਬਾਲ ਕਥਾ ਤੋਂ ਸਕੋਚ 555 ਉਪਦੀਆਂ।
2. ਲੋਕ ਲੌਕ ਦੇ ਬੰਦ ਪੰਜਾਬੀ ਲਚਾਰ ਦੇ ਪਤਰਕਾ ਤੋਂ ਸਕੋਚ 555 ਉਪਦੀਆਂ।
3. ਦਿੱਲੀ ਪੰਜਾਬੀ ਦੇ ਹੋਰ ਵੰਡ ਤੋਂ।
4. ਦੇਸਕ ਮੇਂਟ ਵਿਚ ਲਚਾਰ ਤੋਂ ਸਕੋਚ 555 ਉਪਦੀਆਂ।
HSL:102 Punjab History & Culture (1717-1947) (Special paper in lieu of Punjabi Compulsory) (For those students who are not domicile of Punjab)

Credits: 2-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
1. Sikh Struggle for Sovereignty.
2. Ranjit Singh: Conquests, Administration and the Anglo-Sikh Relations.

SECTION-B
3. Anglo-Sikh Wars and the Annexation.

SECTION-C
5. Economic Changes: Agricultural

SECTION-D
8. Fairs and Festivals.

Suggested Reading
TTL-111: TOURISM MANAGEMENT

Credits:4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Management of tourism-components of tourism, accommodations- accessibility- management of environment.
Managing tourism businesses: Key principles, Managing operations in tourism Businesses. Tourism and Innovation: challenges for tourism managers.

SECTION -B
Management of tourism marketing- Segmentation, marketing mix, tour pricing, demand and supply.
Marketing research: Meaning, Scope, Importance and Process.

SECTION -C
Planning and Tourism: Need of tourism planning, Essentials of planning, Eight point planning process, Aims of tourism planning, Government & tourism, Government Tourist Strategies.

SECTION -D
Infrastructure of tourism Management: Structural components, important tourist Services, The seasonal character of tourism, Suggestions for improvement of tourism.
Tourism organization set up in India- Structure of department of Tourism, NTO & its functions, Crisis and disasters in tourism, Technology and Tourism, The future of Tourism.
Suggested Readings:

6. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-112: GEOGRAPHY OF TOURISM IN GLOBAL CONTEXT

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION –A
Importance of Geography in Tourism, Brief introductions of continents and oceans, study of maps, Latitude, longitude, Greenwich mean Time, International Date Line, Time Zones, Climatic Zones of the world, Elements of weather and climate, Natural vegetation of the world.

SECTION -B
Asia: General geographic features; Physiography, climate, vegetation, main countries and capitals, tourist attractions of Japan, Singapore, Saudi Arabia.
Europe: General features; Physiography, climate, vegetation, main countries and capitals, tourist attractions of France, United Kingdom, Switzerland, Netherlands.

SECTION - C
America: General Geographic features of North & South America, Physiography, climate, Vegetation, main countries and capitals, tourist attractions of U.S.A (only 5 destinations), Canada, Brazil, Cuba.

SECTION -D
General geographic features of Africa with information about Physiography, climate, vegetation & tourist attractions.
General geographic features of given countries with information about Physiography, climate, vegetation & tourist attractions of Australia, New Zealand.
Suggested Readings:

5. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
6. Darshan Singh Manku: A Regional Geography of the World
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BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-113: DESTINATIONS OF INDIAN TOURISM

Credits:4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Definition of tourist destination, tourism product and tour package. The various components of a destination.
Popular cultural destinations of India, Study of Rajasthan, Sikkim, Ladakh, Ujjain, Rishikesh, Madhurai.

SECTION - B
Historical and Architectural Destinations: Delhi, Agra, Importance of pilgrim tourism and popular sites of religious tourism in India. Uttarakhand Char Dham Yatra, Pushkar and its camel fair.
Buddhist circuits, a trekking tour of Kedarnath and Badrinath.
Pilgrim centres of Himachal Pardesh, Pilgrim centres of Punjab.

SECTION - C
Beach Tourism and backwater tourism, popular beaches of India, beaches of Goa- Calangute, Colava, Miramar, Anjuna and Bagatur.
Beaches of Kerala- Charai Beach in Ernakulam, Kovalam in Trivendrum, backwaters of Kerala, a backwater tour from Alleppy to Kumarkom.

SECTION - D
Wildlife circuits of India, Jim Corbett Park, Sariska, Bandhavgarh, Kaziranga, Bandipur and Madhumalai. Great Himalayan national park of Kullu.
Suggested Readings:

2. Newsome David, and Susan A. Moore, Natural Area Tourism: Ecology, Impacts and Management, Chanel View Publication
4. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
5. Singh Sarina et. al., India, Lonely Planet Publications.
TTL-114: HUMAN RESOURCE MANAGEMENT

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A

Human Resource Management: An Overview

SECTION –B

Selection: Concept, Process, Tests, Interviews and Barriers to effective Selection.

SECTION –C


SECTION- D

Incentives: Concept, Importance and Process of Incentives.
Fringe Benefits: Concept, Forms and Administration of Benefits.
Managing Diversity: Concept, Approaches to Managing Diversity, Challenges in managing employee diversity, Diversity Training.

Suggested Readings:

BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-II)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-115: COMPUTER APPLICATIONS IN TOURISM

Credits: 3-0-1
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION- A
Evolution of computers, Simple model of computer, concept of Hardware and Software.

SECTION – B

SECTION- C
Computer Based Reservations Systems (CRS) Global Distribution System (GDS), Uses of AMEDEUS in tourism operations, Making Travel and Tourism Reservations through Internet.

SECTION- D
Ticketing Process: Components of an Electronic ticket, types of tickets, Ticket coupons.
Billing and Settelment Plan (BSP): Meaning, advantages and stages of BSP operations.

Suggested Readings:
2. Raganeman V. Fundamental of Computers : Prentice Hall India
3. Raganeman V.: Analysis & Designing Information System, Prentice Hall India
SOA : 101 - PROBLEM OF DRUG ABUSE

Time: 3 Hours

Credit 3-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A

Meaning of Drug Abuse:
4) Consequences of Drug Abuse for:
   Individual  :  Education, Employment, Income.
   Family     :  Violence.
   Society    :  Crime.
   Nation     :  Law and Order problem.

SECTION – B

Management of Drug Abuse:
(iv) Medical Management: Medication for treatment and to reduce withdrawal effects.
(v) Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
(vi) Social Management: Family, Group therapy and Environmental Intervention.

SECTION – C

Prevention of Drug abuse:
(iii) Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.
(iv) School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

SECTION – D

Controlling Drug Abuse:
(iii) Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program
References:

TTL-301: HOSPITALITY INDUSTRY

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Hospitality - Services for those away from home, major sectors in service sector like travel, lodging, eating, entertainment and recreation.
Types of hotels and resorts, Classifications, Categorization of hotels.

SECTION -B
Front Office Operations: Main features of front office department: hierarchy, various divisions, roles, job description.
Front office Accounting: Meaning, Objectives, Types, Folios, Postings, Vouchers and their types.

SECTION -C
Information System: Introduction, Property Management System (PMS), Importance, Types, Examples, Common software options in PMS.
House Keeping Operations: Main features of housekeeping department: hierarchy, various divisions, roles, job description.

SECTION -D
Food Production: Main features of production and service department: hierarchy, various divisions, roles, job description.
F&B Operations: Main features of production and service department: hierarchy, various divisions, roles, job description.

Suggested Readings:

- Sudhir Andrews, Hotel Operation Manuals, Tata McGraw Hill
- Chon K.S. and Raymond, T. Sparrowe, Welcome to hospitality, Singapore: Thomson Asia
- Dennis R.Lillicrap. & John .A. Cousins, Food & Beverage Service, ELBS
- https://www.tutorialspoint.com/front_office_management/front_office_management_information_system.htm
- Raghubalan, Hotel Housekeeping Operations & Management, Oxford University Press.
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-302: EXECUTIVE COMMUNICATION
Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (specified in the syllabus) are to be set, two in each of the four
Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are
required to attempt five questions, selecting at least one question from each Section. The fifth
question may be attempted from any Section.

SECTION - A
Meaning, Importance and essentials of Communication in Business Organizations, Process of
Business Communication, Barriers to effective communication.

SECTION - B
Formal & Informal, Personal, Inter-personal, Group and Mass, Vertical & Horizontal, Upward &
Downward, One-way & Two-way, Verbal & Non-verbal.

SECTION - C
Office Correspondence: Note Taking, Different Forms of Written Communication: Memos,
Agenda, Minutes of a meeting, etc
Formal Letters – Invitations, Request, Complaints, Orders and Thanks, Questionnaires /
Comment Cards / Feedback forms.

SECTION - D
Professional use of telephone, interviews, group discussion and presentations.
Basic personality traits - dress, address, gestures and manners; self evaluation and development -
identification of strength & weaknesses; overcoming hesitation & fear of facing public;
corrective & developmental exercises - confidence building, mock interviews, role plays.

Suggested Readings:
  Ltd.
- Jitendra, M.D., Organizational Communication, Rajat Publications.
- Rayon, V.Lesikar, John D.Petit, JR Richard D. Irwin, Business Communication, INC
- Dr. Indrajit Bhattacharya, An Approach to Communication Skills, Dhanpat Rai & Co.(P)
  LTD.
TTL-303: TOURISM ORGANIZATIONS

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Tourism Organizations and their significance in tourism growth
Role and Functions of State, national and International tourism organizations Major functions of tourism organizations.

SECTION -B
World Tourism Day: Background Concept, Themes, and Celebrations. UFTAA.
United Nations World Tourism Organization (UNWTO): History, Objectives, Structure and programmes of UNWTO

SECTION -C
World Travel & Tourism Council (WTTC): History; Programmes and functions like tourism research and tourism initiatives, members
Pacific Asia Travel Association (PATA): History, Chapters, Members and Events.
International Air Transport Association (IATA): History, membership, Areas of Activity, Events.

SECTION -D
Travel Agents Association of India (TAAI): History, Charter, Indian Association of Tour Operators (IATO): Agenda, Committees, Programmes, members Federation of Hotel & Restaurant Associations of India (FHRAI): History, Events, membership, publications.

Suggested URLs:
1. http://unwto.org
6. http://www.iato.in
7. http://www.tourism.gov.in
10. http://www.rtdc.in
TTL-304: COMPONENTS OF TOURISM

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Approaches to study tourism: Product, Institutional, Managerial, Geographical and Economic Approach; Concept of interdisciplinary approach to study tourism.
Components of the tourism System. Tourism market- a basket of goods and services.

SECTION -B
5 A’S of Tourism, Tourism Product.
Accommodations Industry: Meaning of Accommodation, Types of Accommodation; Accommodation industry through the ages.

SECTION -C
Accessibility: A Component of Tourism, Different types of transportations (Rail, Road, Water and Air); Travel Business through the ages.
Tourism Activities: Various types of Tourism Activities.

SECTION -D
Linkages between the major components of Tourism Industry.
Tourism Attractions: Various types of Tourism Attractions; Amenities, Affordability.

References:
- Seth P.N., *Successful Tourism Management*, Sterling Publisher: New Delhi
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-305: TOURISM PRODUCTS (PART-1)

Credits:4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Indian Paintings; Various schools of Paintings.

SECTION -B
Important Museums and Art Galleries of India.
Religious Tourism: An Overview, Religious Tourism: Concept, Definition and Significance

SECTION -C
Buddhism & Jainism : Bodh Gaya, Sarnath, Mount Abu, Palitan.
Islam, Christianity and Sikhism: Ajmer, Goa, Patna, Nanded and Amritsar.
Monuments- Qutub Minar, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur).

SECTION -D

Suggested Readings:

- Radhakrishnan, S. 1999 (Oxford India paperback)Indian Philosophy, 2 vols., Oxford University Press, New Delhi
ESL 220 ENVIRONMENTAL STUDIES (COMPULSORY PAPER)

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Teaching Methodologies
The Core Module Syllabus for Environmental Studies includes classroom teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2019.

Exam Pattern:
End Semester Examination- 75 marks
Project Report/Field Study- 25 marks [based on submitted report]
Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks
Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks
Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:

Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]
The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM$_{2.5}$ or PM$_{10}$) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I
The multidisciplinary nature of environmental studies
Definition, scope and importance, Need for public awareness
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-III)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

(2 lectures)

Unit-II

**Natural Resources: Renewable and non-renewable resources:**
Natural resources and associated problems.
(a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
(b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

(8 Lectures)

Unit-III

**Ecosystems**
- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)

Unit-IV

**Biodiversity and its 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
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)

Unit-V

**Environmental Pollution**
Definition
- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides
Unit-VI

Social Issues and the Environment
- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; 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
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

Unit-VII

Human Population and the Environment
- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- 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

Unit-VIII

Field Work
- 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

(Field work equal to 5 lecture hours)

References:
2. Down to Earth, Centre for Science and Environment, New Delhi.
9. State of India’s Environment 2018 by Centre for Sciences and Environment, New Delhi
TTL-401: CONFERENCE AND EVENT MANAGEMENT

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Event Management: Role of events for promotion of tourism, Types of Events- Cultural, festivals, religious, business etc. Need of event management, key factors for best event management.

SECTION -B
Management of Conference at Site, Trade shows and exhibitions, types of shows, benefits, major participants, organization and membership, evaluation of attendees.
Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

SECTION -C
History and function of ICCA, Role of ICCA, Roles and function of ICIB.

SECTION -D

Suggested Readings:
- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
TTL-402: TRAVEL AGENCY AND TOUR OPERATION

Credits:4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Travel agency- meaning and history, development of travel agency business, popular travel agencies of India, tour operators, difference between tour operators and travel agents.

SECTION -B
Various departments in a travel agency and Functions of travel agency, Organizational chart of a standard travel agency. Need of a travel agency for the tourists.
Types of Travel Agencies.

SECTION -C
Setting up travel agency/tour operation business:- Government and IATA rules for getting approval, Documentation, Sources of earning: commissions, service charges etc.
Interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues related with travel agency business.

SECTION -D
Concept of Destination Management Companies. Case study of Kuoni India Ltd., Thomas Cook India Ltd., Cox and Kings. Role of IATO and TAAI in the development of travel agency business in India.

Suggested Readings:
- Chunk, James, Dexter & Boberg, *Professional Travel Agency Management*. Prentice Hall Publication
- Holloway, J. c., *The Business of Tourism* (1983), Mac Donald and Evants,
- Stevens Laurence, *Guide to Starting and Operating Successful Travel
BACHELOR OF TOURISM & TRAVEL MANAGEMENT (SEMESTER-IV)
(CREDIT BASED EVALUATION AND GRADING SYSTEM)

TTL-403: TOURISM PRODUCTS (PART-2)

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Festivals of India - Background, importance and popular places: Ganapati-puja, Diwali, Holi, Dussehara, Puja-Navaratra, Durga Puja, Baisakhi, Janmashtami, Pongal, Onam, Id, Muharram, Gurpurab, Christmas.

SECTION -B
Popular Fairs of India - Background, importance and popular places: Kullu-Dussehra, Maghi Mela, Hola Mohalla, Pushkar, Kumbh Melas, Taj Mahotsava

SECTION -C
Popular Indian Cuisines
Traditional Dresses and Ornaments, Dances of India.
Handicrafts of India

SECTION -D
World Heritage Sites of India
Medical Tourism in India, Major Destinations, Medical Tourism in Multi-Specialty Hospitals in India, Potential impact of Medical Tourism on the health workforce and health systems in India.

Suggested Readings:

- Agrawal V.S.: The Heritage of Indian Art, Govt. of India Publication.
- Basham A L: The wonder that was India, Tapling Publishing Co., New York
- Christopher Tadgell : The History of Architecture in India, Penguin, New Delhi
- Daljeet and PC Jain: Indian Miniature Paintings, Brijwasi Art Press
- Dalmia Yashodhra: Contemporary Indian Art: Other Remedies, Marg Publisher, Mumbai
- Luniya B.N.: Ancient Indian Culture, Laxmi Narain Educational Publisher, Agra
- Venkataraman Leela: Indian Classical Dance, Roli Books
- Thapar Romila and Percival Spear: History of India, Orient Longman, New Delhi.
- Sarina Singh et. al., India, Lonely Planet Publications, Australia
TTL-404: BASIC ECONOMICS

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A

SECTION -B

SECTION -C
Economics of Production Analysis: Return to scale, Law of Returns and Production Function, Concept of Profit and Break-even Analysis.

SECTION -D
Concept of Price determination: Price determination under perfect competition, monopolistic competition, monopoly and oligopoly.

Suggested Readings:

- Chopra O.P., Managerial Economics, Tata MC Graw Hill.
- Mehta P.L., Managerial Economics, Sultan Chand New Delhi.
- Agarwal H.S., Micro Economics, Ane Books.
- Jeoldean, Managerial Economics: Prentice Hall of India.
TTL-405: BUSINESS ENVIRONMENT

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Introduction and definition of business and its emergence in the 21st century. The concept of environment, components of environment: economic, political, legal, social, technological & international. Need to scan the business environment and techniques of scanning the business environment.

SECTION -B
Political Environment: Three political institutions- Legislature, Executive and Judiciary.
Economic Environment: Economic systems, economic planning in India.
Social Environment: Social responsibility of business, consumerism.

SECTION -C
Legal Environment: company regulatory legislations in India, Foreign Exchange regulations in light of liberalization policies.
Technological Environment: Impact of technology on business.

SECTION -D
International Environment: Emergence of globalisation. Control of foreign direct investment, benefits and problems from MNCs. WTO, its role and functions, implications for India.
Salient features of GST (Goods and Services Tax)

Suggested Readings:

TTL-406: TOUR PACKAGE DESIGNING

Credits: 4-0-0
Total Marks: 100
Mid Semester Marks: 20
End Semester Marks: 80

Mid Semester Examination: 20% weightage
End Semester Examination: 80% weightage

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION -A
Tour Packaging – Definition – Types - Forms and Components of Package Tour, Advantages and Disadvantages of Package Tour, Negotiation of Package Tour.

SECTION -B
Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria. Case study of promotion of popular tour packages by leading tour operators.

SECTION-C
Costing a Tour: Components, Considerations- Types of Costs, FIT Costing and Group Costing, Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc.

SECTION -D
Product Oriented Package Tours and Special Interest Tours: Adventure tours- MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours- Rural/Village tour.

Suggested Readings:
- Chunk, James, Dexter & Boberg, *Professional Travel Agency Management*. Prentice Hall
- Sarina Singh et. al, *India*, Lonely Planet Publication
TTL- 501: ITINERARY PREPARATION

Credits: 4-0-0

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do’s and don’ts of itinerary preparation - limitations and constraints.

Custom made itinerary and readymade itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.

First Minor Test: One Hour


Second Minor Test: One Hour

Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

Popular outbound Itineraries of Singapore, Malaysia, Thailand , Europe Tour, Australia Tour.

Final Examinations: Three Hours

Suggested Readings:

6. Sarina Singh et. al, *India*, Lonely Planet Publication
TTL- 502: TICKETING AND TRANSPORTATION

Credits:4-0-0

Introduction to tourism transportation as an essential feature of tourism infrastructure. Growth and development of transport industry. Types of transport, Air, Water and Surface. Organization of the air transport industry in the international context. Scheduled and non scheduled airline services.

First Minor Test: One Hour

CRS and GDS, Rail transport network, Popular tourists trains, Water transport system in Indian history, Road transport in India. IATA city code and airport code, airline designation code, minimum connecting time, global indicator, familiarization with Air tariff: currency regulation, NUC conversion factors, general rules.

Second Minor Test: One Hour

Introduction to air fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Familiarization with TIM: passport, visa, currency regulation, custom regulation, health regulation and airport tax. Passenger needing special attention, Credit Cards: concepts, benefits, eligibility criteria, validity, insurance cover, different types of credit card.

Final Examinations: Three Hours

Suggested Readings:

1. ABC (red and blue) by IATA
2. Travel Information Manual (TIM ) by IATA
3. Mohinder Chand, Travel Agency Management, Anmol: Delhi
4. Chunk, James, Dexter & Boberg, Professional Travel Agency Management, Prentice Hall
INTRODUCTION: MEANING, OBJECTIVES AND SIGNIFICANCE OF RESEARCH, TYPES OF RESEARCH, RESEARCH PROCESS. ETHICS IN RESEARCH. TOURISM RESEARCH: MAJOR AREAS FOR RESEARCH IN TRAVEL AND TOURISM, CHALLENGES AND STATUS OF TOURISM RESEARCH IN INDIA. NEED FOR TOURISM MARKET RESEARCH.

FIRST MINOR TEST: ONE HOUR

RESEARCH DESIGN: MEANING, NEED AND FEATURES. TYPES OF RESEARCH DESIGN: EXPLORATORY, DESCRIPTIVE AND CAUSAL DESIGN (AFTER ONLY, BEFORE AFTER, BEFORE AFTER WITH CONTROL GROUP), SAMPLING TECHNIQUES.

SOURCES OF DATA COLLECTION, QUESTIONNAIRE AND QUESTIONNAIRE DESIGN PROCESS, MEASUREMENT CONCEPT AND LEVELS OF MEASUREMENTS – NOMINAL, ORDINAL, INTERVAL AND RATIO, COMPARATIVE AND NON-COMPARATIVE SCALING TECHNIQUES.

SECOND MINOR TEST: ONE HOUR

HYPOTHESIS FORMULATION, TYPE I AND TYPE II ERRORS, TESTING OF HYPOTHESIS: Z TEST, T TEST (ONE SAMPLE, TWO SAMPLE, PAIRED SAMPLE T TEST)

REPORT WRITING AND PRESENTATION: SUBSTANCE OF REPORTS, FORMAT OF REPORTS, PRESENTATION OF REPORTS.

FINAL EXAMINATIONS: THREE HOURS

SUGGESTED READINGS:

TTL- 504: PRINCIPLES OF MARKETING

Credits: 4-0-0

Marketing: meaning and nature, importance, scope of marketing.

Foundations of Marketing: Needs, Wants and Demands; Products and Services.


The Scanning and Analyzing of Marketing Environment.

First Minor Test: One Hour

Marketing Mix: 4 P’s of Marketing.

Marketing Research: Meaning, Importance, Scope, and Process.


Second Minor Test: One Hour

Distribution Decisions: Factors affecting channels of distribution, Types and Functions of Wholesalers and Retailers.

Promotion Decisions: The Marketing Communication Process, Promotion Mix and Its Components; Factor affecting Promotion Mix; Managing Mass Communications; Managing Personal Communications; Managing Integrated Marketing Communications.

Managing Brands and Brand Equity.

Final Examinations: Three Hours

Suggested Readings:

TTL- 505 : TOURISM IMPACTS

Credits: 4-0-0

Understanding Environment, Impacts - Meaning and Types, Tourism development at global level, cost – benefit analysis of tourism, Important global organisations in tourism, Carrying Capacity, Various stakeholders in tourism development and their role in development.

First Minor Test: One Hour

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

Economic impacts of tourism, positive and negative impacts, Multiplier effect.

Second Minor Test: One Hour

Environmental Impact of Tourism, Environmental Impact Assessment. Environmental and Social Accounting and Auditing.

Final Examinations: Three Hours

Suggested Readings:

TTL- 506: TOUR GUIDING

Credits: 4-0-0


First Minor Test: One Hour


Second Minor Test: One Hour

First Aid: Importance and General procedures.
Visitor interpretation: Concept-Principles and Types, How to develop good interpretation skills-Popular understanding of a place, Nature interpretation.

Final Examinations: Three Hours

Suggested Readings:

2. Mohinder Chand, Travel Agency Management, Anmol: Delhi
TTL-601: FOREIGN LANGUAGE (BASIC FRENCH)

Credits: 4-0-0

Adjectives, Prepositions, Articles, Verbs, Present Tense

First Minor Test: One Hour

Near Future Tense, Irregular Verbs, General Questions, Reflexive Verbs

Second Minor Test: One Hour

Dialogues, Essay, Translation, Introduction to Past and Future Tenses, Grammar, Vocabulary Specific to Tourism and Travel.

Final Examinations: Three Hours

Prescribed Book:
“CONNEXIONS-1” by Regine Merieux & Yves Loiseau Published by Didier( Unit 1-6).
TTL-602: FINANCIAL ACCOUNTING

Credits: 4-0-0

Introduction to Accounting: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP). Primary and Secondary Books.


First Minor Test: One Hour

Trial balance: Meaning, method, advantage, limitations (practicals).


Depreciation: Importance, Causes, Methods

Second Minor Test: One Hour

Capital and Revenue Expenditure: Meaning, Definition of Capital and Revenue Expenditure, Income and Expenditure Account, Receipt and Payment Account (no practicals).


Final Examinations: Three Hours

Suggested Readings:

4. Gupta, R.L., Booking keeping & Accounting, Sultan Chand, New Delhi
5. Grewal T.S., Introduction to Accounting, S. Chand
TTL-603: TOURISM PROMOTION

Credits: 4-0-0


First Minor Test: One Hour


Second Minor Test: One Hour

Public Relations – The concept of Public Relations, Significance, Methods & techniques of public relations, Role of various promotional units. Sales promotion – Meaning & Scope in tourism industry. Various sales promotional techniques.

Final Examinations: Three Hours

Suggested Readings:

TTL-604: ADVENTURE TOURISM

Credits:4-0-0

Introduction of Adventure Tourism, Definition and history of adventure tourism, various components of adventure tourism.

Types of adventure tourism (land, air and water), various adventure tourism activities and major centres in India.

First Minor Test: One Hour

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).

Second Minor Test: One Hour

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.

Final Examinations: Three Hours

Suggested Readings:

1. Negi Jagmohan, Adventure Tourism and Sports: Risks and Challenges (a set of 2 volumes), Delhi: Kanishka
2. Malik, S.S., Adventure Tourism, Delhi: Rahul
5. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
TTL-605: ECO TOURISM

Credits: 4-0-0

Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism. Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves.

First Minor Test: One Hour

Eco Tourism Resources in India: Biosphere reserves, wetlands, coral reefs, desert ecotourism. Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism- Agenda – 21 for Travel and Tourism Industry, benefit and issues of Sustainable Tourism Development.

Second Minor Test: One Hour

Green tourism, Alternate tourism, Heritage tourism.

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation.

Final Examinations: Three Hours

Suggested Readings:

6. Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
TTL-606: FIELD TRIP (ACTIVITY BASED)

Credits: 4-0-0

In this semester students will undertake a trip to any popular Destination in India and during the semester they would be submitting a report of the same. Student presentations would be organised based on their reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. Panel will give students feedback on their reports. Students would submit a final report, which will be evaluated by an internal examiner, nominated by the University, out of 100 marks.
TTL-701: EMERGING TRENDS IN TOURISM

Concepts of emerging trends and dimensions in tourism, Major emerging types of tourism in India– Eco tourism, Green tourism, Alternate tourism, Heritage tourism, Sustainable tourism, Cultural tourism. Rural Tourism- concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden.

First Minor Test: One Hour

MICE- Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

Second Minor Test: One Hour

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism.

Final Examinations: Three Hours

Suggested Readings:
- Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi
TTL-702: AIR TRANSPORT & CARGO MANAGEMENT

Credits: 4-0-0

Air transport, concept of air lines, domestic and international airlines in India, freedoms of air, Bermuda convention, Chicago convention, Warsaw convention, Roles and functions of DGCA, IATA and ICAO.

First Minor Test: One Hour

Air Traffic Control: - Management, process and function of Air Traffic Control, air craft procedures. Growth and development of freight industry, relevance and importance of cargo industry, air craft cargo configuration, capacity familiarization, limitations of weight and special loads.

Second Minor Test: One Hour


Final Examinations: Three Hours

Suggested Readings:
- OAG and the Air Cargo Tariff (Red and Green)
- Travel Information Manual (TIM) – IATA
- Dangerous goods regulations – Manual (IATA)
- Live Animal Regulations – Manual (IATA)
- Dhar Prem Nath, Global Cargo Management: Concept, Typology, Law and Policy, Delhi: Kanishka
TTL-703: ORGANIZATIONAL BEHAVIOUR

Credits: 4-0-0

Foundations of Organisational Behaviour: - The nature and determinants of organisational behaviour, need for knowledge of OB, contributing disciplines to the field, OB Model,


First Minor Test: One Hour

Work Motivation: Early Theories (Mc. Gregory’s Theory X & Y, Abraham Maslow’s Need Hierarchy Theory Herzberg’s Two Factor Theory) & Contemporary Theories & Application of Motivation Theories.

Personality , Myers Briggs Type Indicator, Emotions, Perception.

Second Minor Test: One Hour

Leadership: Basic Approaches (Trait Theories, Behavioural Theories & Contingency Theories) & Contemporary Issues in Leadership.

Group Behaviour: Types of Groups, Stages of Group Development, Group Decision Making, Understanding Teamwork: Types of Teams, Creating Effective teams, Organisation culture:

Organisational Change & Stress Management.

Final Examinations: Three Hours

Suggested Readings:

• Stephen P. Robbins, *Organizational Behavior*. Pearson Education.
• Fred Luthans. *Organizational Behavior*. Mc Grawhill
• Steven Mc Shane & Radha R Sharma & Von Glinow. *Organizational Behavior*. Mc Grawhill
• Aswathapa, *Organizational Behavior*. Delhi: Himalaya Publishing House
TTL-704: ENTREPRENEURSHIP

- Entrepreneurship: Concepts, nature and functions.
- Characteristics and Roles of an Entrepreneur.
- Classification and types of Entrepreneurs.
- Social Responsibility of an Entrepreneur towards various Stakeholders.
- Role of Entrepreneurship in Economics Development.

First Minor Test: One Hour

- Entrepreneurship motivation.
- Developing Creativity and Understanding Innovation.
- Entrepreneurial Decision Process.
- Micro, small and medium Enterprises:- Meaning and process of Setting Up a Small Business Enterprise
- Generation and Screening of project ideas; Sources and methods.

Second Minor Test: One Hour

- Entrepreneurship Development Program: Meaning and objectives of EDPs, Role of EDP in Entrepreneurial Development.
- Environment Assessment: Macro and Micro view.
- Developing an Effective Business Plan.
- Identifying various sources of finance

Final Examinations: Three Hours

Suggested Readings:
- Sido-online. Portal of MSME, Government of India ([www.smallindustryindia.com](http://www.smallindustryindia.com))
TTL-705: CUSTOMER RELATIONSHIP MANAGEMENT

Credits: 4-0-0

Customer Relationship Management: Meaning, Emergence of CRM Practice, Factors Responsible for Growth of CRM, CRM Cycle, Stakeholders in CRM, Significance of CRM.


First Minor Test: One Hour

Employee Factor in Customer Relationship Management: Employee-Organization Relationship, Role of Employee Satisfaction on Customer Satisfaction, Implications of Employee Customer Linkage, Factors Effecting Employee Behavior Towards Customers, Essentials of Building Relationship with Employees through Employee Relationship Management, Model for Employee’s Customer Orientation


Second Minor Test: One Hour


Information Technology Implementation in CRM: Introduction, Customer Interaction Issues of Business, Database Management, Database Construction, Data Warehousing, Data Warehousing Architecture and Storage, Approaches in Data Warehousing, Data Mining, Characteristics of Data Mining, Data Mining Tools and Techniques.

Final Examinations: Three Hours
Suggested Readings:

TTL-706: GLOBAL TOURISM

Credits: 4-0-0

International scene of tourism. Top ranking countries in terms of tourist arrivals & receipt. Countries generating tourists. Regional tourism concentrations in terms of International tourism (WTO Regions), Reasons for such tourism concentrations and disparities. Major issues affecting global tourism.

First Minor Test: One Hour

Overview (tourism magnitude, important destinations and types of tourism) of tourism in selected European Countries: UK, France, Germany, Switzerland, Spain and Italy.
Overview (tourism magnitude, important destinations and types of tourism) of tourism in selected Asian Countries: China, Nepal, Sri Lanka, Singapore, Malaysia and Thailand.

Second Minor Test: One Hour

Overview (tourism magnitude, important destinations and types of tourism) of tourism in selected Countries: US, South Africa, Kenya, Australia and New Zealand.

Final Examinations: Three Hours

Suggested Readings:

- Seth P.N., Successful Tourism Management, (Vol.1), New Delhi: Sterling Publisher.
- Specific Country Guide Books of Lonely Planet Publication.
TTL- 801: ON THE JOB TRAINING REPORT

The objective of this course is to enable students to
• develop and relate theory to practice
• help themselves in making an informed career choice after exposure to the actual work environment
• observing the systems, processes, interactions and human relations in the organization
• get an opportunity to understand the expectations of industry

Evaluation: Student presentations would be organised based on their project reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their project reports. Based on feedback, students would submit a final project report which would be evaluated by an external examiner, nominated by the University, out of 100 points.

- PowerPoint presentation on a CD, based on the training report.
TTL- 802: VIVA-VOCE

There shall be a comprehensive oral examination at the end of the programme that will test student on his comprehension of the discipline as a whole.

**Evaluation:** This comprehensive oral examination would be evaluated by an external examiner, nominated by the University, out of 100 points. This viva would cover whole curriculum of Programme and general understanding of tourism business.