

Lesson Plan

Course – BTTM 1st SEM

Teacher Name- Keshav Kumar Vaishnav

15 BTTM 104 – Geography of Tourism

August – Sept

Unit I: Fundamentals of geography, climatic regions of the world, study of maps, Latitude, longitude, International Date Line.

October

Unit II: Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

November

Unit III: Political and Physical features of World Geography: America, South America, Europe, Asia, Africa and Australia.

Nov – Dec

Unit IV: Indian Geography: Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

Revision

Lesson Plan

Course – BTTM 3rd SEM

Teacher Name- Keshav Kumar Vaishnav

15 BTTM 305 - Airlines Ticketing

August – Sept

Unit I Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, Calculator of elapsed time, flying time and ground time, Aviation Organization: IATA and ICAO

October

Familiarization with OAG- 3 letters city code and airport code, airline Designated code, minimum connecting time, global indicator, Familiarization with air tariff: currency regulations, NUC conversion Factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing Special attention

November

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, EMA, EMS, One Way journey, Round trip and circle journey, HIP, Back Haul minimum Check (BHC) Add –ons. General limitations on Indirect Travel, Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Nov – Dec

Airlines Reservation System – CRS- Comparative study of different CRS System

Revision

Lesson Plan

Course – BTTM 4th SEM

Teacher Name- Keshav Kumar Vaishnav

15 BTTM 505 – MARKETING FOR HOSPITALITY & TOURISM

August – Sept

Introduction to Marketing Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

October

Marketing Environment, Consumer Markets and Consumer Buyer Behavior Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

November

Distribution Channels, Product Pricing and Services Strategy Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Nov – Dec

Public Relations, Sales Promotions and Integrated Marketing Communication The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Revision

Lesson Plan

Course – BTTM 7th SEM

Teacher Name- Keshav Kumar Vaishnav

15 BTTM 702- Tourism Economics

August – Sept

Concept of Economics and their relevance to tourism, visible and Invisible trade, opportunity cost, prime and supplementary costs, tourism and economic development

October

Demand for tourism – Concept, types and definition of demand for Tourism, consumer behavior and tourism demand, determinants of tourism Demand, measurement of tourism demand

November

Supply of Tourism: Patterns and Characteristics, pricing of tourism Product, concept, objectives and policies

Nov – Dec

The economic impacts of tourism – Direct, Indirect, Induced and negative, the measurement of economic impact – Meaning and types (Investment, Employment and tourism multiplier), Leakages.

Revision

Lesson Plan

Course – BTTM 2nd SEM

Teacher Name- Keshav Kumar Vaishnav

21 BTTM 206 – Communication Skills in Tourism

JAN

Communication – Types & Process: Introduction, definitions, Process of communication, types of Communication, upward, downward, horizontal, vertical and diagonal, verbal

Feb

Nonverbal and oral and written Interpersonal communication – one way/ two way, Mediums of communication, Listening, Barriers to Communication, Paragraphs and creative writing, Extempore, Introducing yourself

March

Written Communication: Business report, business representation, formal letter Drafting effective letter, formats, style of writing, Use of jargons, Speeches: Drafting, a speech, presentation, Personal grooming

April

Right to Information Act: Introduction, Right to Information and obligations of Public Authorities, Central and State Information commissions- powers and functions, Writing an RTI Application, Submitting and RTI Application, Appeal and penalties

Revision

Lesson Plan

Course – BTTM 4th SEM

Teacher Name- Keshav Kumar Vaishnav

21 BTTM 402 – Tourism Marketing

JAN

Introduction to Marketing: Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

Feb

Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

March

Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

April

Public Relations, Sales Promotions and Integrated Marketing Communication: The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Revision

Lesson Plan

Course – BTTM 6th SEM

Teacher Name- Keshav Kumar Vaishnav

21 BTTM 602 Itinerary Planning & Tour Packaging Management

JAN

Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation

Feb

Developing Package Tour: Tour Formulation and Designing Process, Importance of tour Packaging, Classifications of Tour Packages on the basis of operation, Components of Package Tours, Pre Tour Management, Tour Operation, and Post Tour Management.

March

Concept of Costing - Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price, Costing of tour packages of FIT, GIT and Inbound Tours.

April

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel.

Revision

Lesson Plan

Course – BTTM 4th SEM

Teacher Name- Keshav Kumar Vaishnav

21 BTTM 404 - Adventure Tourism -II (Water Based)

JAN

Definition, Scope and Nature of Water Based adventure tourism; popular tourist destinations for Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving)

Feb

Basic minimum standards for water based adventure tourism related activities like river running, rapids etc. Knowledge of Tools and equipments used in water based adventure tourism, Water Based Adventure Tourism in India-Facilities offered; issues and considerations. Water Based Adventure tourism. Organisations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna

March

Water Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

April

Water Based adventure tourism-products and infrastructure. . Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

Revision