

LESSON PLAN

Tourism Product of India III (Cultural) –BTTM 2ND Sem

Name: Dr. Preeti Raina

Department:- Travel & Tourism MGT

Session: 2023-24

January-february

Unit 1

Introduction to Culture: Culture: Concept and its essential Features, Indian Culture: Fundamentals of Indian Culture; Indian culture through the Ages, Culture and tourism relationship with special reference to India. Assignments

February-March

Unit 2

Indian Architecture – I: Buddhist Architecture: Ajanta, Ellora and Sanchi, Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram and Brihadisvara temple at Thanjavur, Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar. Class Test

March-April

Unit 3

Dances and Music of India: Classical Dances of India, Classical Music of India. Class test

April-May

Unit 4

Major Fairs and festivals of India and their significance for tourism Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi, Presentations

Revision of the syllabus

LESSON PLAN

SUB-TRAVEL AGENCY

Name of teacher- Dr. PREETI RAINA

Semester -2nd BTM

Session–2023-24

January-February

Unit 1

Travel Agency- History, growth, definition, types and present status of Travel agency, Organizational structure and working of travel agency, Differentiation between travel agency and tour operation business, Process for approval of travel agency in India

February-March

Unit 2

Travel Agents- Definition, types, rights and duties of travel agent, Functions: understanding the function of travel agency, travel Information and counselling of the tourist, itinerary preparation, travel Retailing and operations, preparation of tour packages, source of Income- commission, service charges and mark up on tours

March-April

Unit 3

Tour Operators- Types of tour operators, rules for recognition of tour Operators, role of tour operators, Functions- market research and tour Package formulation, assembling, processing and disseminating Information on destinations. Liaison with principles, preparation of Itineraries, tour operations and post tour management. Practical Exercise and basic requirements in setting up a travel agency and tour Operation unit

April-May

Unit 4

Tour Package Management- Concept, nature, features and methods. Types of tours, tour package pricing – Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Tour Package strategy, Inbound and Out Bound Tourism- Definition, Operations, Handling booking techniques and procedures, maintenance of different registers, planning package tours, Itinerary Planning and Their costing and communicating with clients and principles.

REVISION

OF

SYLLABUS

Lesson plan - Transport services in tourism

Name of teacher- Dr. Preeti Raina

Semester 4th BTTM

Session: 2023-24

January –February

Unit-I History of different modes of transportation Landmarks in the development of transport sector and factors affecting the development of different modes of transport. assignment

February-March

Unit-II Airlines & tourism: history of airlines' in India. Role of airlines in tourism promotion: recent policies regarding airlines, Problems of airlines business.. class test

March-April

Unit-III Growth and development of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport ... class test

April-May

Unit-IV Railway & tourism: history & present status of Indian railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway. presentation

Revision of syllabus

LESSON PLAN

TOURISM PRODUCTS OF INDIA IV (MEDICAL)

NAME OF TEACHER- DR. PREETI RAINA

SEMESTER -4TH BTTM

Session: 2023-24

January-february

Unit 1

NATURE AND SCOPE OF MEDICAL TOURISM, RISE OF MEDICAL TOURISM IN ASIA, HOSPITALITY INDUSTRY AND MEDICAL TOURISM, INTERNATIONAL HEALTHCARE ACCREDITATION.

assignment

February-march

Unit 2

REGULATORY LAWS, ETHICAL ISSUES FOR MEDICAL TOURISM, TRAVEL FORMALITIES, MARKETING MEDICAL TOURISM. TEST

March-april

Unit 3

INDIAN HEALTH CARE THERAPY AND MEDICINE - DRUG TREATMENTS AYURVEDA, YOGA, NATUROPATHY, HOMOEOPATHY AND SPA.

Class test

April-may

Unit 4

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.

Presentation

REVISION OF SYLLABUS

Lesson plan

15 BTTM 401 - Emerging Trends in Tourism

Name of teacher- Dr. Preeti Raina

Semester 6th

Session: 2023-24

January-Feb

Concepts of emerging trends and dimensions, importance of study and Major emerging types of tourism in India and assignments

February-March

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 and class test

March-April

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 and class test

April-May

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, presentation and revision of syllabus

LESSON PLAN

Sub:- ENVIRONMENTAL PRACTICES IN HOSPITALITY & TOURISM BTTM 6th Sem

Session: 2023-24

Name: Dr. Preeti Raina

Department: - Travel & Tourism MGT

Jan-Feb

Unit I Understanding Environment, Impacts - Meaning and Types, Global Impacts Economic Impacts: National and, Local, Carrying Capacity **Assignments**

Feb-March

Unit II Social Impact of Tourism Cultural Impact, Artisans and Craft production **Class Test, essay competition and Haryana tourism day**

March-April

Unit III Environmental Impacts- Wild life, Islands and Beaches, Hills and Mountains **Class test and world tourism day**

April-May

Unit IV Political Impacts- Ethics and Legislation, Sustainable Development- EIA Analysis **Presentation, role play of hotel booking**

Revision of the syllabus