

Teaching Plan 2024-25 (Odd Semester)

(22 July 2024- November 2024)

23 BTM 401 DS01

FOUNDATIONS OF TOURISM & HOSPITALITY

Name: Dr. Preeti Raina

Department:- Travel & Tourism MGT

22 July to August

Unit I : Introduction to Tourism

Meaning, definition, characteristics and Types of Tourism, History of Tourism through ages, components of Tourism, Tourism as an industry. **Assignments and Essay competition**

August to September

Unit II : Tourism Dynamics: Motivation and Infrastructure

Travel Motivation, Pull and Push Forces in Tourism, Transportation: types and relevance in tourism, Accommodation: types and relevance in Tourism, Concept of Tourism Chain: Vertical and Horizontal integration in Tourism chain. **Class Test, and Haryana tourism day celebration**

September to October

Unit III : Tourism Organizations

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations **Class Test, and world tourism day celebration**

October to November

Unit IV : Various Terms related to Tourism

Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

Presentations, and role play of tour guide

Revision of the syllabus

Teaching Plan 2024-25 (Odd Semester)

(22 July 2024- November 2024)

23 HTM 401 M101

FUNDAMENTALS OF TOURISM

(MINOR)

Name: Dr. Preeti Raina

Department:- Travel & Tourism MGT

22 JULY-AUGUST

Unit I : Introduction to Tourism and various terms related to Tourism

Meaning, definition, characteristics and Types of Tourism, Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance .Assignments and essay competition

AUG-SEPTEMBER

Unit II : History of Tourism & An Overview of Tourism Industry

History of Tourism through ages, components of Tourism, Tourism as an industry.
Travel Motivation- Pull and Push Forces in Tourism, Concept of Tourism Chain: Vertical and Horizontal integration in Tourism chain.. Class test and Haryana Tourism Day celebration

SEP-OCTOBER

Unit III : Tourism Organizations

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations.
class test and World Tourism Day

OCTOBER-NOVEMBER

Unit IV : Tourism Infrastructure and Intermediaries

Transportation sector and its relevance in Tourism industry, Accommodation sector and its relevance in tourism industry, Role of Travel Intermediaries in Tourism Industry.

Class test and presentations

Revision of syllabus

Teaching Plan 2024-25 (Odd Semester)

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21 BTTM 302 – Tourism Organizations and Associations

Name: Dr. Preeti Raina

Department:- Travel & Tourism MGT

22 July-August

Unit I

Tourism Organizations and their significance in tourism growth Role and Functions of State, national and International tourism organizations Major functions of tourism organizations. Assignments and essay competition

August-September

Unit II

United Nations World Tourism Organization (UNWTO): History, Objectives, Structure and programmes of UNWTO; World Travel & Tourism Council (WTTC): History; Programmes and functions like tourism research and tourism initiatives, members. Class test and Haryana Tourism Day celebration

September-October

Unit III

Pacific Asia Travel Association (PATA): History, Chapters, Members and Events International Air Transport Association (IATA): History, membership, Areas of Activity, Events, Working Groups & Committees. Class test and World Tourism Day celebration

October-November

Unit IV

Travel Agents Association of India (TAADI): History, Charter, Indian Association of Tour Operators (IATO): Agenda, Committees, Programmes, members Federation of Hotel & Restaurant Associations of India (FHRAI): History, Events, membership, publications. Class test and presentation

Revision of syllabus

Teaching Plan 2024-25 (Odd Semester)

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21 BTTM 303- Tourism Products of India (Religious)

Name: Dr. Preeti Raina

Department:- Travel & Tourism MGT

22 July-Aug

Unit-I

Religious Tourism: An Overview, Religious Tourism: Concept, Definition and Significance
Trends and Pattern in Religious tourism in India Problems and Prospects of Religious
Tourism in India. Assignments and essay competition

August-September

Unit-II

Major Religions in India – I: Hinduism (Vedic, Bhagvatism and Shaivism streams) basic
features. Buddhism and Jainism: Their teachings and Philosophy. Class test and Haryana
tourism day celebration

September-October

Unit III

Major Religions in India – II: Islam and Christianity in India: Basic Features and geographical
Extent. Sikhism: Basic Features. Class test and world tourism day celebration

October-November

Unit-IV

Major Religious Destinations of India: Hinduism: Four Dhams i.e. Badrinath, Rameshwaram,
Puri and Dwarka, Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and
Tirupati, Buddhism & Jainism : Bodh Gaya, Sarnath, Mount Abu, Palitana Islam, Christianity
and Sikhism: Ajmer, Goa and Amritsar. Class test and presentation

Revision of syllabus

Teaching Plan 2024-25 (Odd Semester)

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21 BTTM 702 – Event Management

Name: Dr. Preeti Raina

Department:- Travel & Tourism MGT

22 July-August

Unit I

Events- Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners. Assignment and essay competition

August-September

Unit II

Concept and Design of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media. Class test and Haryana tourism day celebration

September-October

Unit III

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation. Class test and world tourism day celebration

October-November

Unit IV

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation. Class test and presentation

Revision of syllabus

Teaching Plan 2024-25 (Odd Semester)

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21 BTTM 703- Travel Documentation

Name: Dr. Preeti Raina

Department:- Travel & Tourism MGT

22 July-August

Unit I

Passport, requirements, checklists, types, changes, procedure, tatkal scheme And fees, passport act and penalties under section 12 (1) B. assignments and essay competition

August-September

Unit II

Rules and regulations about eligibility, quantum and documentation required for Travel out of India Foreign Exchange Management Act, Basic Travel Quota, and Foreign Exchange for Business Visits Travel into India Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency. class test and Haryana tourism day celebration

September-October

Unit III

Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, Refused or Pending Visas, Destination Departure Records. Class test and world tourism day celebration

October-November

Unit IV

Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada. class test and presentation

Revision of syllabus

Teaching Plan 2024-25 (Odd Semester)

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21 BTTM 705 - International Tourist Destinations

Name: Dr. Preeti Raina

Department:- Travel & Tourism MGT

22 July-August

Unit I

Tourist Attractions of Singapore, Malaysia, Thailand, Australia and China.
Assignments and essay competition

August-September

Unit II

Tourist Attractions of Dubai, Mauritius, South Africa, Kenya and Tanzania.
class test and Haryana tourism day

September-October

Unit III

Tourist Attractions of Switzerland, France, United Kingdom, Germany and Italy.
class test and world tourism day celebrations

October-November

Unit IV

Tourist Attractions of Eastern Part of USA, Western Part of USA, Canada and Brazil
Class test and presentations.