

**Study Scheme & Syllabus of  
Bachelor of Tourism and Travel Management  
(BTTM)**

**Batch 2018 onwards**



**By**

**Board of Study HMCT**

**Department of Academics**

**IK Gujral Punjab Technical University**

**IK Gujral Punjab Technical University**  
**BTTM Batch 2018 onwards**

**Bachelors of Tourism and Travel Management (BTTM):**

It is an Under Graduate (UG) Programme of 4 years duration (8 semesters)

**Eligibility for Admission:**10+2 Pass in any Stream.

**Courses & Examination Scheme:**

**First Semester**

Hrs. 28

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM101-18	CORE	Tourism: Concept, Status and Trends	3	1	0	40	60	100	4
BTTM102-18	CORE	Geography for Tourism	3	1	0	40	60	100	4
BTTM103-18	CORE	Indian Society and Culture	3	1	0	40	60	100	4
BTTM104-18	CORE	Computer Operations	3	1	0	40	60	100	4
BTTM105-18	CORE	Introduction to Hospitality Industry	3	1	0	40	60	100	4
BTHU103-18	Ability Enhancement Compulsory Course (AECC)-I	English	1	0	0	40	60	100	1
BTHU104-18	Ability Enhancement Compulsory Course (AECC)	English Practical/Laboratory	0	0	2	30	20	50	1
HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules	3	0	0	40	60	100	3
HVPE102-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	0	0	1	25	--**	25	1
BMPD102-18		Mentoring and Professional Development	0	0	1	25	--**	25	1
	<b>TOTAL</b>		<b>19</b>	<b>5</b>	<b>4</b>	<b>360</b>	<b>440</b>	<b>800</b>	<b>27</b>

\*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

\*\*The Human Values, De-addiction and Traffic Rules (Lab/ Seminar) and Mentoring and Professional Development course will have internal evaluation only.

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**Second Semester**

Hrs. 23

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM201-18	CORE	Components of Tourism	3	1	0	40	60	100	4
BTTM202-18	CORE	Tourism Products of India : Punjab and Chandigarh Region	3	1	0	40	60	100	4
BTTM203-18	CORE	Tourism Products of India : Art and Architecture	3	1	0	40	60	100	4
BTTM204-18	CORE	Tourism Product of India : Nature Based	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-I	3	1	0	40	60	100	4
EVS102-18	Ability Enhancement Compulsory Course (AECC) -III	Environmental Science	2	0	0	40	60	100	2
BMPD202-18		Mentoring and Professional Development	0	0	1	25	--	25	1
<b>TOTAL</b>			<b>17</b>	<b>5</b>	<b>1</b>	<b>265</b>	<b>360</b>	<b>625</b>	<b>23</b>

\*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

**Third Semester**

Hrs. 27

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM301-18	CORE	Travel Agency and Tour Operations	3	1	0	40	60	100	4
BTTM302-18	CORE	Principles of Management	3	1	0	40	60	100	4
BTTM303-18	CORE	Essential of Tour Guiding	3	1	0	40	60	100	4
BTTM304-18	CORE	Introduction to Event Management	3	0	0	40	60	100	3
BTTM305-18	CORE	Tourism Impacts	3	1	0	40	60	100	4
BTTM306-18	CORE	Tourism Product of India : Cultural Heritage	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-II	2	1	0	40	60	100	3
BMPD302-18		Mentoring and Professional Development	0	0	1	25	--	25	1
<b>TOTAL</b>			<b>20</b>	<b>6</b>	<b>1</b>	<b>305</b>	<b>420</b>	<b>725</b>	<b>27</b>

\*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

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**Fourth Semester**

Hrs. 23

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM401-18	CORE	Introduction to Statistics	3	1	0	40	60	100	4
BTTM402-18	CORE	Policy and Planning for Tourism Development	3	1	0	40	60	100	4
BTTM403-18	CORE	Itinerary Preparation	3	1	0	40	60	100	4
BTTM404-18	CORE	Tour Packaging Design	3	1	0	40	60	100	4
BTTM405-18	CORE	Basics of Entrepreneurship	3	0	0	40	60	100	3
BTTM406-18	PRACTICAL	Summer Internship	0	0	0	00	100	100	2
BTTM-XXX	Elective	Elective-III	2	1	0	40	60	100	3
BMPD402-18		Mentoring and Professional Development	0	0	1	25	--	25	1
<b>TOTAL</b>			<b>17</b>	<b>5</b>	<b>1</b>	<b>265</b>	<b>460</b>	<b>725</b>	<b>25</b>

\*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

**Fifth Semester**

Hrs. 20

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L*	T*	P	Internal	External		
BTTM501-18	CORE	Introduction to Tourism Research	3	1	0	40	60	100	4
BTTM502-18	CORE	Tourism Marketing	3	1	0	40	60	100	4
BTTM503-18	CORE	Tourism Business Environment	3	1	0	40	60	100	4
BTTM504-18	CORE	Human Resource Management	3	1	0	40	60	100	4
BTTM505-18	PRACTICAL	Event Operations (Practical)	0	0	4	100	00	100	2
BTTM-XXX	Elective	Elective-IV	3	0	0	40	60	100	3
BMPD502-18		Mentoring and Professional Development	0	0	1	25	--	25	1
<b>TOTAL</b>			<b>15</b>	<b>4</b>	<b>1</b>	<b>325</b>	<b>300</b>	<b>625</b>	<b>22</b>

\*A course can either have four Hrs Lecture or Three Hrs Lecture + One Hrs Tutorial as per requirement

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**Sixth Semester**

Hrs. 28

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BTTM601-18	CORE	Tourism Business Economics	3	1	0	40	60	100	4
BTTM602-18	CORE	Airline Service and In-Flight Facilities	3	1	0	40	60	100	4
BTTM603-18	CORE	Travel Ticketing & Transportation	3	1	0	40	60	100	4
BTTM604-18	CORE	Travel Documentation	3	1	0	40	60	100	4
BTTM605-18	CORE	Adventure Tourism	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-V	0	4	0	100	00	100	4
BTTM-XXX	Elective	Elective-VI	3	0	0	40	60	100	3
BMPD602-18		Mentoring and Professional Development	0	0	1	25	--	25	1
		<b>TOTAL</b>	<b>18</b>	<b>9</b>	<b>1</b>	<b>365</b>	<b>360</b>	<b>725</b>	<b>28</b>

**Seventh Semester**

Hrs. 29

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BTTM701-18	CORE	Accounting for Managers	3	1	0	40	60	100	4
BTTM702-18	CORE	Tourism Promotion	3	1	0	40	60	100	4
BTTM703-18	CORE	Research Project Report	3	1	0	40	60	100	4
BTTM704-18	CORE	Outbound Tour Operations	3	1	0	40	60	100	4
BTTM705-18	CORE	Service Marketing	3	1	0	40	60	100	4
BTTM706-18	CORE	Safety & Security Management	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-VII	3	1	0	40	60	100	4
BMPD702-18		Mentoring and Professional Development	0	0	1	25	--	25	1
		<b>TOTAL</b>	<b>21</b>	<b>7</b>	<b>1</b>	<b>305</b>	<b>420</b>	<b>725</b>	<b>29</b>

**Eighth Semester**

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BTTM801-18	PRACTICAL	On the Job Training Viva Voce (20 Weeks)	0	0	0	00	100	100	8
BTTM802-18	PRACTICAL	Internship Report	0	0	0	00	200	200	12
		<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>00</b>	<b>300</b>	<b>300</b>	<b>20</b>

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**Elective-I** (Choose any one)

BTTM205-18 Air Travel Management

BTTM206-18 Hotel & Resort Management

**Elective-II** (Choose any one)

BTTM307-18 Special Interest Tourism

BTTM308-18 Environment and Tourism

**Elective-III** (Choose any one)

BTTM407-18 Disaster Management

BTTM408-18 Tourism Transportation

**Elective-IV** (Choose any one)

BTTM506-18 Retail Management

BTTM507-18 Business Tourism

**Elective-V** (Choose any one)

BTTM606-18 Foreign Language (German)

BTTM607-18 Foreign Language (French)

BTTM608-18 Foreign Language (Spanish)

**Elective-VI** (Choose any one)

BTTM609-18 Rural and Community Based Tourism

BTTM610-18 Regional Dimensions of International Tourism

**Elective-VII** (Choose any one)

BTTM707-18 Tourism Product: Europe and America

BTTM708-18 Tourism Product: Asia, Middle East and Pacific Area

**Total Marks of BTTMProgram:5250**

**Total Credit of BTTMProgram:201**



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	<ul style="list-style-type: none"><li>• McIntosh, Robert, W Goeldner, R Charles, <i>Tourism: Principles, Practices and Philosophies</i>. John Wiley and Sons Inc. New York 1990</li><li>• Seth P.N., <i>Successful Tourism Management</i>, Sterling Publisher: New Delhi</li></ul>
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<b>COURSE CODE:</b>	<b>BTTM 102</b>
<b>COURSE TITLE:</b>	<b>GEOGRAPHY FOR TOURISM</b>
<b>COURSE OBJECTIVES:</b>	Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers, suggesting various destinations to the clients for their travel etc.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Importance of Geography in Tourism: Geography and Tourism Interface, Geography- Locational Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones. Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, Transportation & Communication.
<b>UNIT-2</b>	Hill Stations, Plains, Island, Deserts and Coastal areas of India.
<b>UNIT-3</b>	Mountain Ranges in India (Himalaya, Aravali, Vindya, Satpura, Karakoram, Eastern and Western Ghats, Purvanchal), Major Passes, Mountain Peaks.
<b>UNIT-4</b>	River system of India: Indus, Ganges and Peninsular rivers. Major Wetlands and Water Bodies of India. Ramsar sites in India.
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Boniface, B.G. and Chris Cooper, <i>The Geography of travel and Tourism</i> Oxford: Butterworth Heinemann.</li> <li>• Hall C.M. and Stephen, J. Page, <i>The Geography of tourism and recreation. Environment, place &amp; space</i>, London: Routledge.</li> <li>• Pearce Douglas, <i>Tourism Today: A Geographical Analysis</i>; New York: Longman.</li> <li>• Singh R.L., <i>India- A Regional Geography</i>, Varanasi: National Geographical Society of India</li> <li>• Seth P.N., <i>Successful Tourism Management</i>, Sterling Publisher: New Delhi</li> <li>• Sarina Singh et. al., <i>India</i>, Lonely Planet Publications</li> </ul>

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<b>COURSE CODE:</b>	<b>BTTM 103</b>
<b>COURSE TITLE:</b>	<b>INDIAN SOCIETY AND CULTURE</b>
<b>COURSE OBJECTIVES:</b>	The Indian society and culture is the main tourist product of India. Its thorough knowledge is essential for any tourism professional to showcase this element for the satisfaction of the tourists visiting various parts of India. This course will brief learner about the core understanding of Indian society, culture and various religions in India.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules.
<b>UNIT-1</b>	Culture and its components, Structure of Indian Society, Varnashrama, Caste system in India, Karma and Dharma Philosophy, Rites and Rituals, Main characteristics of Indian culture.
<b>UNIT-2</b>	Major religions of India - Foundations, Major centres in India: Hinduism, Buddhism, Jainism, Islam, Christianity and Sikhism.
<b>UNIT-3</b>	Festivals of India - Background, importance and popular places: Ganapati- <i>puja</i> , Diwali, Holi, Dussehara, <i>Puja</i> -Navaratra, Janmashtami, Pongal, Onam, Id, Muharram, Gurpurab, Christmas,
<b>UNIT-4</b>	Popular Fairs of India - Background, importance and popular places: Kullu- Dussehara, Maghi Mela, Hola Mohalla, Pushkar, Kumbh Melas, Kurukshetra- Solar Eclipse.  1. Popular Indian Cuisines 2. Traditional Dresses and Ornaments 3. Dances of India (Classical)
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Agrawal V.S.: <i>The Heritage of Indian Art</i>, Govt. of India Publication. Basham A L: <i>The wonder that was India</i>, Tapling Publishing Co., New York</li> <li>• Christopher Tadgell : <i>The History of Architecture in India</i>, Penguin, New Delh Daljeet and PC Jain: <i>Indian Miniature Paintings</i>, Brijwasi ArtPress</li> <li>• Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai</li> <li>• Jagannathan Shankutala : <i>Hinduism – an introduction</i> , Vakils Feffer and Simon, Mumbai</li> <li>• Keay John: <i>India: A History</i>, Harper Collins</li> <li>• Luniya B.N.:<i>Ancient Indian Culture</i>, Laxmi Narain Educational Publisher, Agra</li> </ul>

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	<ul style="list-style-type: none"><li>• Pattanaik Devdutt: <i>A Handbook of Hindu Mythology</i> , Penguin Global Venkataraman Leela: <i>Indian Classical Dance</i>, Roli Books</li><li>• Thapar Romila and Percival Spear: <i>History of India</i>, Orient Longman, New Delhi</li><li>• Sarina Singh et. al., <i>India</i>, Lonely Planet Publications, Australia</li></ul>
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<b>COURSE CODE:</b>	<b>BTTM 104</b>
<b>COURSE TITLE:</b>	<b>COMPUTER OPERATIONS</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students acquaint with the information technology by developing their contemporary skills.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules..
<b>UNIT-1</b>	Computer Fundamentals: Information Concepts and Processing: Definitions, Need, Quality and Value of Information, Data Processing Concepts, Role of IT in Tourism Industry. Elements of a Computer System: Definitions, Characteristics of Computers, Classification of Computers, Limitations.
<b>UNIT-2</b>	Hardware Features and Uses: Components of a Computer, Generations of Computers, Primary and Secondary Storage Concepts, Data Entry Devices, Data Output Devices. Software Concepts: System Software, Application Software, Language Classification, Compilers and Interpreters.
<b>UNIT-3</b>	Operating Systems and Software: Introduction to Windows: GUI /Features, Latest version of Windows, Parts of a Typical Window and their Functions. Basics of MS Office: Internal commands, External commands.
<b>UNIT-4</b>	Network Topology-Bus, Star, Ring, Network Applications. Types of Network-LAN, MAN, WAN, Network Configuration Hardware- Server, Nodes, Channel- optic, Twisted Co- Hubs, Fibre , axial, Network Interface Card-Arcnet, Ethernet.
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Taxali R.K., <i>PC Software Made Simple</i>: Tata McGraw Hill</li> <li>• Raganeman V. <i>Fundamental of Computers</i> : Prentice Hall India Raganeman V.: <i>Analysis &amp; Designing Information System</i>, PrenticeHall India</li> </ul>

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<b>COURSE CODE:</b>	<b>BTTM 105</b>
<b>COURSE TITLE:</b>	<b>INTRODUCTION TO HOSPITALITY INDUSTRY</b>
<b>COURSE OBJECTIVES:</b>	The main aim of this course is to make students aware about the trade practices in the hospitality industry. Hospitality is the soul of the tourism industry. Thus this course will enable student to have overall knowledge of the local tourism attractions and destinations.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Hospitality Industry and Tourism: Components of Hospitality Industry, Brief History, Growth of Hospitality Industry, The concept of trinity (food, drink and accommodation),
<b>UNIT-2</b>	Lodging Perspectives: The evolution of the Lodging Industry, The Dimensions of Lodging, Lodging Facilities, and Lodging Operations. Types of Hotels, Hotel Grading System, Changing profile of Hotel Industry.
<b>UNIT-3</b>	Food and Beverage Perspectives: The Dimensions of Food and Beverage, Food and Beverage Facilities, Food and Beverage Operations. Restaurant Business: Restaurants and types of restaurants, Restaurant Operations.
<b>UNIT-4</b>	Food service & Catering industry, Issues facing food service, Institutions and institutional food service, cruise and inflight service operations, Changing trends of Hospitality Industry, forces for the growth and change in the hospitality industry,
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Powers. Tom and W. B. Clayton.: <i>Introduction to the Hospitality Industry</i>, John Wiley &amp; Sons, INC.</li> <li>• Powers. Tom and W. B. Clayton.: <i>Management in the Hospitality Industry</i>, John Wiley &amp; Sons, INC.</li> <li>• Sharma. K. Yogendra.: <i>Hotel Management-Educational and Environmental Aspects</i>. Kanishka Delhi.</li> </ul>

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**AECC BTHU103/18**

**English:**

**1L 0T 0P 1Credit**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Detailed Contents:**

**Unit1- 1 (Introduction)**

- Theory of Communication
- Types and modes of Communication

**Unit- 2 (Language of Communication)**

- Verbal and Non-verbal
- (Spoken and Written)
- Personal, Social and Business
- Barriers and Strategies
- Intra-personal, Inter-personal and Group communication

**Unit-3 (Reading and Understanding)**

- Close Reading
- Comprehension
- Summary Paraphrasing
- Analysis and Interpretation
- Translation(from Hindi/Punjabi to English and vice-versa)

**OR**

- **Precis writing /Paraphrasing (for International Students)**
- Literary/Knowledge Texts

**Unit-4 (Writing Skills)**

- Documenting
- Report Writing
- Making notes
- Letter writing

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**Recommended Readings:**

1. *Fluency in English - Part II*, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul,  
DrBrati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press. 2006.

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**AECC  
BTHU104/18 English Practical/Laboratory  
: 0L 0T 2P 1 Credit**

**Course Outcomes:**

- The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- To help the students become the independent users of English language.
- To develop in them vital communication skills which are integral to personal, social and professional interactions.
- The syllabus shall address the issues relating to the Language of communication.
- Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

**Interactive practice sessions in Language Lab on Oral Communication**

- Listening Comprehension
- Self Introduction, Group Discussion and Role Play
- Common Everyday Situations: Conversations and Dialogues
- Communication at Workplace
- Interviews
- Formal Presentations
- Monologue
- Effective Communication/ Mis- Communication
- Public Speaking

**Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press



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HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules
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**Course Objective**

This introductory course input is intended

- a. To help the students appreciate the essential complementarity between ‘VALUES’ and ‘SKILLS’ to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b. To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c. To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

**Course Methodology**

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.
- It is free from any dogma or value prescriptions.
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.

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HVPE101-18	Ability Enhancement Compulsory Course (AECC)	Human Values, De-addiction and Traffic Rules
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**Total no. of Lectures:**

**28**

**[L-T-P: 3-0-0]**

**Content for Lectures:**

**Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education**

**[6]**

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

**Module 2: Understanding Harmony in the Human Being - Harmony in Myself!**

**[6]**

7. Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’
8. Understanding the needs of Self (‘I’) and ‘Body’ - *Sukh* and *Suvidha*
9. Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of ‘I’ and harmony in ‘I’
11. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure *Sanyam* and *Swasthya*  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

**Module 3: Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship**

**[6]**

13. Understanding harmony in the Family- the basic unit of human interaction
14. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;  
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
15. Understanding the meaning of *Vishwas*; Difference between intention and competence
16. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship

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17. Understanding the harmony in the society (society being an extension of family): *Samadhan, Samridhi, Abhay, Sah-astitva* as comprehensive Human Goals
18. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha* )- from family to world family!  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

**Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence**

[4]

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
21. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
22. Holistic perception of harmony at all levels of existence  
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

**Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics**

[6]

23. Natural acceptance of human values
24. Definitiveness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
  - a) Ability to utilize the professional competence for augmenting universal human order,
  - b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
  - c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
27. Case studies of typical holistic technologies, management models and production systems
28. Strategy for transition from the present state to Universal Human Order:
  - a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
  - b) At the level of society: as mutually enriching institutions and organizations

**Text Book**

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

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**Reference Books**

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers* , Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

**Relevant CDs, Movies, Documentaries & Other Literature:**

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the Untold Story*

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<b>HVPE102-18</b>	<b>Ability Enhancement Compulsory Course (AECC)</b>	<b>Human Values, De-addiction and Traffic Rules (Lab/ Seminar)</b>
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One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

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**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

**Part – A (Class  
Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B (Outdoor  
Activities)**

1. Sports/NSS/NCC
2. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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**2<sup>nd</sup> Semester**

<b>COURSE CODE:</b>	<b>BTTM 201</b>
<b>COURSE TITLE:</b>	<b>COMPONENTS OF TOURISM</b>
<b>COURSE OBJECTIVES:</b>	This course will brief learners about the various components of tourism, enabling them to understand the concept of tourism in detail. In this course learner will try to relate tourism with its core sectors. This knowledge will be helpful in shaping a future tourism professional.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks.
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Approaches to study tourism: Product, Institutional, Managerial, Geographical and Economic Approach; Concept of interdisciplinary approach to study tourism; Travel Motivation: Categorization of tourists according to their motive of travel; S.C. Plog's Psychographic classification of tourist Motivations. Components of the tourism System.
<b>UNIT-2</b>	Tourism Product; Tourism market- a basket of goods and services; Various types of Tourism Attractions; Linkages between the major components of Tourism Industry.
<b>UNIT-3</b>	Transport as a Component of Tourism, Different types of transportations (Rail, Road, Water and Air); Travel Business through the ages.
<b>UNIT-4</b>	Accommodations Industry: Meaning of Accommodation, Types of Accommodation; Accommodation industry through the ages.
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Cook, R.A., L.J. Yale, and J.J. Marqua, <i>Tourism: The business of Travel</i>, New Jercey: Prantice Hall.</li> <li>• Medlik, S., <i>Managing tourism</i>, Oxford: Butterworth Heinemann. Mill, R.C. and A.M. Morrison, <i>The Tourism System</i>, New Jersey: Prentice Hall.</li> <li>• Walker, J.R., <i>Introduction to Hospitality</i>. New Jersey: Prentice Hall. Seth P.N., <i>Successful Tourism Management</i>, Sterling Publisher: New Delhi</li> </ul>

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<b>COURSE CODE:</b>	<b>BTTM 202</b>
<b>COURSE TITLE:</b>	<b>TOURISM PRODUCTS OF INDIA: PUNJAB AND CHANDIGARH REGION</b>
<b>COURSE OBJECTIVES:</b>	The main aim of this course to make student aware about the local region. The knowledge of the local area is very important for the tourism professionals thus this course will enable student to have overall knowledge of the local tourism attractions and destinations.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Chandigarh as Tourist Destination: History, Geography & Ecology, Demography, Places of interest, Gardens of Chandigarh. Case studies of CITCO and Rock Garden.
<b>UNIT-2</b>	Chandigarh Architecture: Important features of Le Corbusier's Master Plan, Capitol Complex (Assembly, Secretariat, High Court), Museums in Chandigarh, Edict of Chandigarh.
<b>UNIT-3</b>	Features of Punjabi culture: Dresses, Cuisine, Dances, Literature, Language & Sikhism.
<b>UNIT-4</b>	Popular tourist itineraries of region, Case studies of Anandpur Sahib, Amritsar, Patiala, Dharmshala, Haridwar, Rishikesh, Kurukshetra.



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<b>REFERENCES:</b>	<ul style="list-style-type: none"><li>• Le Corbusier/(Fondation Le Corbusier) (1983), Chandigarh—Capitole, Garland Pub., New York : Paris</li><li>• Grewal.J. S (2004). Social and Cultural History of the Punjab: Prehistoric, Ancient and Early Medieval, Manohar: New Delhi</li><li>• J. C. Aggarwal and S. P. Agrawal, eds. (1992). Modern History of Punjab: Relevant Select Documents</li><li>• Ahluwalia, M.S. (1998). Social, Cultural and Economic History of Himachal Pradesh.</li><li>• Indus Publishing.</li><li>• Singh, Mian Goverdhan (2000). C.L. Gupta &amp; Kulbhushan Chandel, ed. Himachal Pradesh: History, Culture &amp; Economy. Shimla.: Minerva Publishers &amp; Distributors.</li><li>• Fonia, K. S. (1987). Uttarakhand, the land of jungles, temples, and snows. New Delhi, India: Lancer Books.</li><li>• Thapliyal Uma Prasad (2005). Uttaranchal: Historical and cultural perspectives. B.R. Pub. Corp.,</li><li>• Sharma, Suresh K (2006). Haryana: Past and Present. New Delhi: Mittal Publications.</li><li>• Sarbjit Bahga, Surinder Bahga (2014) Le Corbusier and Pierre Jeanneret: The Indian Architecture, CreateSpace, ISBN 978-1495906251</li><li>• Kalia, Ravi. Chandigarh: The Making of an Indian City. New Delhi: Oxford University Press, 1999.</li><li>• Sarin, Madhu. Urban Planning in the Third World: The Chandigarh Experience.</li><li>• London: Mansell Publishing, 1982.</li></ul>
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<b>COURSE CODE:</b>	<b>BTTM 203</b>
<b>COURSE TITLE:</b>	<b>TOURISM PRODUCT OF INDIA: ART AND ARCHITECTURE</b>
<b>COURSE OBJECTIVES:</b>	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the product development and in product sales & marketing.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules.
<b>UNIT-1</b>	Elements of Indian Art: Dance, Music, Literature, Cinema, Handicrafts.
<b>UNIT-2</b>	Indian Sculptures- Ancient, Medieval and Modern; Evolution through the ages; Main tourist centers in India.
<b>UNIT-3</b>	Indian Architecture- Ancient, Medieval and Modern; growth and development through the ages; Different style of architecture in India - Hindu, Buddhist and Islamic.
<b>UNIT-4</b>	Indian Paintings - Ancient, Medieval and Modern; Various schools of Paintings; Important Museums, Art Galleries and Libraries of India.
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Agrawal V.S.: <i>The Heritage of Indian Art</i>, Govt. of India Publication.</li> <li>• Basham A L: <i>The wonder that was India</i>, Tapling Publishing Co., New York</li> <li>• Christopher Tadgell : <i>The History of Architecture in India</i>,</li> <li>• Penguin, New Delhi</li> <li>• Daljeet and PC Jain: <i>Indian Miniature Paintings</i>, Brijwasi Art Press</li> <li>• Dalmia Yashodhra: <i>Contemporary Indian Art: Other Remedies</i> , Marg Publisher, Mumbai</li> <li>• Luniya B.N.:<i>Ancient Indian Culture</i>, Laxmi Narain Educational Publisher, Agra</li> <li>• Venkataraman Leela: <i>Indian Classical Dance</i>, Roli Books</li> <li>• Thapar Romila and Percival Spear: <i>History of India</i>, Orient Longman, New Delhi.</li> <li>• Sarina Singh et. al., <i>India</i>, Lonely Planet Publications, Australia</li> <li>• Acharya Ram: <i>Tourism and Culture heritage of India</i>, RBSA Pub, Jaipur</li> <li>• Goswami O.: <i>Story of Indian music: Its growth and Synthesis</i>,</li> <li>• Asia Pub House, Mumbai</li> <li>• Bhavani, Enakshi: <i>Dance in India</i>, DB Taraporevala Sons &amp; Co.</li> </ul>

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COURSE CODE:	BTTM 204
COURSE TITLE:	TOURISM PRODUCT OF INDIA: NATURE BASED
COURSE OBJECTIVES:	Nature is the basic component of tourism. The knowledge of natural places shall give an extra edge to the students in designing the itineraries for the travellers, suggesting them various destinations to the clients for their travel etc.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Nature as a tourism attraction, concept of ecotourism and responsible tourism, do's and don'ts for tourists and stakeholders, Special requirements for visiting natural areas in India.
UNIT-2	Mountain and Highland Tourism in India (Major tourist places, activities): Case studies of following tourist places: Ladakh, Srinagar (J&K), Shimla, Manali, Nainital, Mount Abu, Darjeeling, Gangtok, Ooty, Kodaikanal,
UNIT-3	Rivers as tourist attractions (Activities and places): Beas, Ganga, Brahmaputra, Periyar. Backwater Tourism, Cruise Tourism in India.
UNIT-4	Important Wildlife Sanctuaries and National Parks of India (Major features, access, facilities, history, procedural aspects for visiting): Great Himalayan National Park, Corbett National Park, Keoladeo Ghana National Park, Ranthambor National Park, Gir National Park, Bhandhavgarh, Kanha National Park, Nanda Devi, Kaziranga, Sunderbans, Nagarhole, Periyar.
REFERENCES:	<ul style="list-style-type: none"> <li>• Hannam Kevin, Anya Diekmann, Tourism and India: A Critical Introduction, Routledge: Oxon</li> <li>• Newsome David, and Susan A. Moore, Natural Area Tourism: Ecology, Impacts and Management, Chanel View Publication</li> <li>• Singh R.L., India- A Regional Geography, Varanasi: National Geographical Society of India</li> <li>• Seth P.N., Successful Tourism Management, Sterling Publisher: New Delhi</li> <li>• Singh Sarina et. al., India, Lonely Planet Publications.</li> </ul>

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<b>COURSE CODE:</b>	<b>BTTM 205</b>
<b>COURSE TITLE:</b>	<b>AIR TRAVEL MANAGEMENT</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students understand the Air travel, which is important component of Tourism.
<b>COURSE EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules.
<b>UNIT- 1</b>	<b>History of Air Transport:</b> History and Evolution of Aviation Sector in India and World; Major Airlines in India; Airline Ticket Types and its structure.
<b>UNIT- 2</b>	<b>Airport Facilities and Infrastructures:</b> setup of an Airport, terminology of aviation; Airport ownership and operation; Airport operations; Traffic pattern; Major airports in India and World; navigational Aids; Airport safety management.
<b>UNIT- 3</b>	<b>Aviation Organisations:</b> International air transport regulations including freedoms of air; ICAO, IATA, DGCA, AAI and Open Sky Policy in India.
<b>UNIT- 4</b>	<b>Indian aviation</b> - case studies of Air India, Jet Airways, Indigo airlines, GoAir, Spicejet, and Vistara; Legal environment for air taxi operations; air charters in India; LCC's; Forces likely to affect the future of air transport industry etc.
<b>REFERENCES:</b>	John G. Wensveen, <i>Air Transportation: A Management Perspective</i> ; Ashgate Publishing, Ltd. Anne Graham, <i>Managing Airports: An international perspective</i> ; Routledge. Stephen Page; <i>Transport for Tourism</i> ; Prentice Hall College Div.

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<b>COURSE CODE:</b>	<b>BTTM 206</b>
<b>COURSE TITLE:</b>	<b>Hotel &amp; Resort Management</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students understand the Air travel, which is important component of Tourism.
<b>COURSE EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules.
<b>UNIT- 1</b>	Definition,size and scope of Hotel Industry,Principles and concepts of Hotel and its objectives,organization,departments and classification of Hotels,star categorization,types of rooms and types of plan-License,Permits and regulatory condition and guidelines for hotel
<b>UNIT- 2</b>	Front Office Techniques-Front office layout and activities,guest Activities in hotel reservation,role of reception-Forecasting room Availability,registration procedure,handling guests on arrival, Food and Beverages,Billing and departure activities,Group Handling,Role of Front Office Manager and Personnel
<b>UNIT- 3</b>	Banquet Function,Convention Halls,Meeting room-Arrangement for General and business meetings,organizations and procedure for Arrangement of conferences,exhibitions,and outdoor catering.National and International Hotel Associations and their operation,incentives and subsidies extended to Hotel in tourist areas
<b>UNIT- 4</b>	Resort Management-Historical perspective, Indian scenario, basic Characteristics, phases of resort planning and development,trends and Factors in development, Trends and factors in developed tourist markets Leading to growth to resort concept, basic element of a resort complex-Lodging facilities,landscaping,Dining and Drinkingfacilities,Family Oriented services,shops and entertainment services
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• BoardmanR.D.Hotel,cateringcosting,andBudgets,1975,Heinem ent,London.</li> <li>• BursteenHarnery,ManagementofHotelsandMotels1980Marcil DekherInc.</li> <li>• NegiJagmohan– TourismandHoteliering1982GitanjaliPublishing House,NewDelhi.</li> <li>• Negi Jagmohan, Principles of Grading and Classification of Hotels.</li> </ul>

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Ability Enhancement Compulsory Course

EVS102-18 Environmental Studies

<u>Course Code</u>	<u>Course Type</u>	<u>Course Title</u>	<u>Load Allocations</u>			<u>Marks Distribution</u>		<u>Total Marks</u>	<u>Credits</u>
						<u>Internal</u>	<u>External</u>		
<u>EVS 102-18</u>	<u>Ability Enhancement Compulsory Course (AECC)-III</u>	<u>Environmental Studies</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>40</u>	<u>60</u>	<u>100</u>	<u>2</u>

**Course Outcomes:**

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

**UNIT-1: Introduction to Environmental Studies**

Multidisciplinary nature of Environmental Studies: Scope & Importance

Need for Public Awareness

**UNIT-2: Ecosystems**

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

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**UNIT-3: Natural Resources**

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

**UNIT-4: Biodiversity & its conservation**

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

**UNIT-5: Environmental Pollution & Social Issues**

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

**UNIT-6: Field Work**

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village



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Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Weston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

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**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

**Part – A (Class  
Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B (Outdoor  
Activities)**

3. Sports/NSS/NCC
4. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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**3<sup>rd</sup> Semester**

<b>COURSE CODE:</b>	<b>BTTM 301</b>
<b>COURSE TITLE:</b>	<b>Travel Agency and Tour Operations</b>
<b>COURSE OBJECTIVES:</b>	This course shall introduce learners to travel agency and tour operations. The course also highlights the procedural aspects of setting up a travel agency.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	History and growth of travel agency business and case study of emergence of Thomas Cook, Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview, Upcoming trends in travel agency business.
<b>UNIT-2</b>	Definition of travel agent and tour operator; differentiation between travel agent and tour operator, interrelationship of Travel Agency/Tour Operator and principles of present business trends and future prospects, problems and issues related with travel agency business. Types of Travel Agencies, Various departments in a travel agency and their roles in travel agency operations, Organizational chart of a standard travel agency.
<b>UNIT-3</b>	Setting up travel agency/tour operation business (a) Government rules for getting approval (b) IATA rules, regulation for accreditation (c) Documentation (d) Practical exercise in setting up a TA/TO (e) Sources of earning: commissions, service charges etc
<b>UNIT-4</b>	Concept of Destination Management Companies. Case Study of Kuoni India Ltd., Thomas Cook India Ltd., TUI and Cox and Kings. Role of IATO and TAAI in the development of travel agency business in India.

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**REFERENCES:**

- Mohinder Chand, Travel Agency Management, Anmol: Delhi
- Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication
- Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.
- Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.

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<b>COURSE CODE:</b>	<b>BTTM 302-18</b>
<b>COURSE TITLE:</b>	<b>Principles of Management</b>
<b>COURSE OBJECTIVES:</b>	This is the basic introductory course for learners of business management. This course helps learners to use management skills and techniques in all routine managerial activities in all aspects of businesses effectively and efficiently. Besides, the awareness about manager's role in handling the individuals in an organization will also be the focus of course.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Introduction: Concept of Management, Scope, Functions and Principles of Management. Evolution of Management Thought(Basic concepts of F.W.Taylor, Henri Fayol ,Elton Mayo, Chester Barnard & Peter Drucker to the management thought)
<b>UNIT-2</b>	Planning:-Meaning, Need & Importance, types, levels, advantages & limitations, Process of Planning, Objectives, Policy & Procedures. Forecasting – Meaning, Need & Techniques. Decision Making - Meaning, Types &Process
<b>UNIT-3</b>	Organizing: Meaning, Importance, Patterns of Organization, Life & Staff relationship, Centralization & decentralization, Staffing Nature & scope of Staffing, Manpower planning, Selection & Training. Performance Appraisal: Meaning and importance Directing: Meaning, Nature& scope
<b>UNIT-4</b>	Motivation: Meaning, importance Leadership: Meaning, importance, qualities & functions of leaders Communication: Types & Importance ; Controlling: Need, Nature, importance, Process & Techniques
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Srinivasan, R. and S.A. Chunawalia, <i>Management Principles &amp; Practice</i>, Himalaya Publishing House, New Delhi.</li> <li>• Prasad, L.M., <i>Principles &amp; Practice of Management</i> SultanChand &amp; Sons, New Delhi.</li> <li>• Koontz Harold and Heinz Wehrich, <i>Management</i>, Mc Grwa Hill</li> <li>• Burton and Thakur, <i>Management Today- Principles and Practices</i>, Tata Mc Graw Hill</li> </ul>

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<b>COURSE CODE:</b>	<b>BTTM 303-18</b>
<b>COURSE TITLE:</b>	<b>Essential of Tour Guiding</b>
<b>COURSE OBJECTIVES:</b>	The purpose of this course is to acquire an in-depth knowledge about the profession of tour guiding and escorting and to become familiar with the techniques and approaches for successful presentations of the destinations to the tourists.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Tour Guiding: Concept-History-Dimensions and Present Status, Role and Responsibilities of Tour Guide, Code of Conduct for tour guides, Personal hygiene and grooming checklist for tour guides, Principles of Tour Guiding, Occupational Skill Standards -How to develop tour guiding skills.
<b>UNIT-2</b>	Dealing with tourist arrivals and departures, Communication for tour guiding-Language –Posture and Presentation, Roadblocks in Communication, Speaking faults, Body language.
<b>UNIT-3</b>	Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing, Linking commentary with what to be seen, Managing difficult situations, Handling Complaints, First Aid: Importance and General procedures.
<b>UNIT-4</b>	Visitor interpretation: Concept-Principles and Types, How to develop good interpretation skills-Popular understanding of a place, Nature interpretation.
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Negi Jagmohan, <i>Tourist Guide and Tour Operations: Planning and Organizing</i>. Kanishka New Delhi</li> <li>• Mohinder Chand, <i>Travel Agency Management</i>, Anmol: Delhi</li> <li>• Ernie Health &amp; Geoffrey Wall, <i>Marketing Tourism Destinations</i>.John Wiley &amp; Sons. Inc.</li> </ul>

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**BTTM Batch 2018 onwards**

<b>COURSE CODE:</b>	<b>BTTM 304-18</b>
<b>COURSE TITLE:</b>	<b>Introduction to Event Management</b>
<b>COURSE OBJECTIVES:</b>	A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the product development. Event management is one of the integral parts of tourism industry and a basic knowledge is also required for the professionals.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff
<b>UNIT-2</b>	Developing Record-Keeping Systems, Establishing Policies & Procedures  Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly The Budget, Overall Planning tips, Checklists, Expert Resources Computer Software Required
<b>UNIT-3</b>	People involved on the Event, Locating People, Clarifying Roles Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums Expense Reimbursement, Travel arrangements.
<b>UNIT-4</b>	Types of Events, Roles & Responsibilities of Event management in Different Events, Scope of the Work, Approach towards Events
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Devesh Kishore, Ganga Sagar Singh, Event Management: A B looming Industry and an Eventful Career, Haranand Publications Pvt. Ltd.</li> <li>• Swarup K. Goyal, Event Management Adhyayan Publisher- 2009</li> <li>• Savita Mohan, Event Management &amp; Public Relations, Enkay Publishing House.</li> </ul>

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**BTTM Batch 2018 onwards**

<b>COURSE CODE:</b>	<b>BTTM 305-18</b>
<b>COURSE TITLE:</b>	<b>Tourism Impacts</b>
<b>COURSE OBJECTIVES:</b>	A thorough knowledge about the various impacts of tourism is necessary for the tourism professionals. This knowledge is necessary while planning for tourism development. In this course learners will try to understand positive as well as negative impacts of tourism.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Tourism development at global level, cost – benefit analysis of tourism, Important global organisations in tourism, Various stakeholders in tourism development and their role in development
<b>UNIT-2</b>	<b>UNIT-2</b> Social and Cultural Impacts of Tourism: Positive and Negative socio-cultural impacts of Tourism, Inherent issues and concepts. <b>UNIT-3</b> Economic impacts of tourism, positive and negative impacts, Multiplier effect.
<b>UNIT-3</b>	<b>UNIT-4</b> Environmental Impact of Tourism, Environmental Impact Assessment. Environmental and Social Accounting and Auditing.
<b>UNIT-4</b>	
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Tourism Dimensions- S.P. Tewari.</li> <li>• Development of Tourism in India-Lajipathi Rai</li> <li>• Dynamics of Modern Tourism-Ratan Deep Singh.</li> <li>• Tourism Management: Bijendra Punia.</li> <li>• Dynamics of Modern Tourism-Pushpiner Gill</li> <li>• Tourism Dimensions in India-Chopra.</li> <li>• Basic of Tourism: Theory, Operation and Practice:</li> <li>• K. Kamra and Mohinder Chand</li> <li>• Tourism Impact Assessment; P.C. Sinha</li> <li>• Tourism Development and its Impacts: S.P. Bansal</li> </ul>



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**BTTM Batch 2018 onwards**

<b>COURSE CODE:</b>	<b>BTTM 306-18</b>
<b>COURSE TITLE:</b>	<b>Tourism Product of India: Cultural Heritage</b>
<b>COURSE OBJECTIVES:</b>	The purpose of this course is to acquire an in-depth knowledge rich Indian culture and heritage. The knowledge of Indian architecture, paintings, dances and music is very important for tourism students.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Culture of India, Characteristics of Indian Culture, Components of Indian Culture, Understanding Indian Ethos
<b>UNIT-2</b>	A study of the popular Indian tangible cultural heritage w.r.t. tourist importance (buildings including religious buildings, monuments, landscapes, books, works of art, and artifacts), World Heritage Sites in India (Cultural).
<b>UNIT-3</b>	A study of the popular Indian intangible cultural heritage w.r.t. tourist importance (such as folklore, traditions, language, and knowledge).
<b>UNIT-4</b>	Natural heritage of India (including culturally significant landscapes, and biodiversity). World Heritage Sites in India (Natural).
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Basham, A.L. , The Wonder That Was India. Rupa &amp; Co. New Delhi</li> <li>• Thapar, Romila , A History of India: Volume 1. Penguin Book, New Delhi,</li> <li>• Basham, A.L. , A Cultural History of India. Oxford University Press, USA.</li> <li>• Singh, Upinder , .A History Of Ancient and Early Medieval India: From The Stone Age To The 12Th Century, Pearson Education India, New Delhi.</li> <li>• Chandra, B. , History of Modern India. Orient Blackswan New Delhi</li> <li>• Brown, P. , Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York</li> <li>• Brown, P. , Indian Architecture (the Islamic Period), Palmer Press, New York</li> <li>• Allchin, B., Allchin, F.R. et al. Conservation of Indian Heritage, Cosmo Publishers, New Delhi.</li> </ul>

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<b>COURSE CODE:</b>	<b>BTTM 307-18</b>
<b>COURSE TITLE:</b>	<b>SPECIAL INTEREST TOURISM</b>
<b>COURSE OBJECTIVES:</b>	This course aims to provide students with an appreciation of the growth and development of the tourism industry as a whole while developing an awareness of the diversity of special interest products that are available to consumers and the context in which they are managed. Students will have the opportunity to explore a particular sector that is of interest to them and analyse the key developments in their chosen market.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Typologies of Tourism, Introduction of Alternate tourism to the market, Defining and Conceptual Base of Special Interest Tourism (SIT), Special interest tourism demand, Image creation/media for SIT products, Special Interest Tourism Interest Cycle and Leisure-Tourism Interest Cycle, Resources for Special Interest Tourism Development
<b>UNIT-2</b>	UNIT-2 Theme and introductory Ideas of following tourism types Educational Tourism, Dark Tourism, Slum Tourism, Community Based Tourism, Aboriginal Cultures and Indigenous Tourism, Ayurveda, Health & Wellness Tourism, Spiritual Tourism, Gastronomic Tourism, Wine and Food Tourism, Film Tourism, Senior Tourism, Urban Tourism.
<b>UNIT-3</b>	Celebrating Special Interest Events in India, Case Studies related to Entrepreneurship and Small Business in SIT w.r.t. India, Exploring possibilities of Special Interest Travel in India. Profiling major players in Special Interest tours in India.
<b>UNIT-4</b>	Popular travel itineraries of Special Interest tourism in India. (Educational, Dark, Slum, CBT, Indigenous Tourism, Health Tourism, Food and Wine Tourism, Film Tourism, Senior Tourism, Urban Tourism, Ayurveda and Spiritual Tourism)

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**REFERENCES:**

- Bob Brotherton & Bulent Himetoglu, Beyond Destinations – Special Interest Tourism. Anatolia, Volume 8, Issue 3, 1997
- Tourism Management, 4th Edition Weaver & Lawton (2010)
- Sharpley R. And Philip R Stone, The Darker Side of Travel, Channel View Publications.
- Hannam K & Ateljevic, Backpacker Tourism: Concepts and Profiles. Channel View Publications.
- Swarbrooke et al, Adventure Tourism: The New Frontier, Butterworth Heinemann
- Smith & Putzko, Health & Wellness Tourism, Butterworth Heinemann
- Hall Et. Al, Food Tourism Around the World, Butterworth Heinemann
- Beeton S., Film Induced Tourism. Channel View Publications.

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<b>COURSE CODE:</b>	<b>BTTM 308-18</b>
<b>COURSE TITLE:</b>	<b>Environment and Tourism</b>
<b>COURSE OBJECTIVES:</b>	The purpose of this course is to provide an in-depth knowledge about the synergy and conflict between tourism & environment and to make students familiar with the techniques and approaches for sustainable development of tourism.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Environment & tourism – areas of conflict, symbiosis & synergy. Tourism in various bio-geographic realms of India, specific situation of environmental concern in each realm.
<b>UNIT-2</b>	Quality recreating & environmental compatibility, concept of tourism carrying capacity (bio-physical-sociocultural, infrastructural), relevance & limitation of carrying capacity concept, new forms of tourism like Ecotourism, Geo-tourism, Volunteer tourism and Backpacker tourism.
<b>UNIT-3</b>	State of India's environment- major problems and issues. Tourism as a saviour of environment (with reference to mountain, desert, forest, beach & Island ecosystems.)
<b>UNIT-4</b>	Sustainable Tourism: Meaning, Definition, Global Significance of Sustainable Tourism- Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 - benefit and issues of Sustainable Tourism Development.
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Middleton, V.T.C. and Rebecca Hawkins, Sustainable Tourism, Butterworth Heinemann Edword</li> <li>• Inskeep, Tourism Planning: An Integrated and Sustainable Development Approach, London: Routledge</li> </ul>

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**BTTM 4<sup>TH</sup> SEMESTER**

<b>COURSE CODE:</b>	<b>BTTM 401-18</b>
<b>COURSE TITLE:</b>	<b>INTRODUCTION TO STATISTICS</b>
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• To develop students' basic understanding of statistics.</li> <li>• To develop students capabilities for applying various techniques used in statistics.</li> </ul>
<b>COURSE OUTCOMES:</b>	The course will make the students aware with the basic knowledge of statistics, enabling them to appreciate and implement this knowledge in developing business strategies. This will also acquaint students with concepts and techniques used in statistics.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	<p>The paper will be divided into three parts.</p> <p><b>Part A:</b> There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part B:</b> There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part C:</b> There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
<b>UNIT-1</b>	Statistics – Definitions, Importance, Uses in Business, Conducting Statistical Enquiry, Classification & Tabulation, Graphical Presentations, Frequency Distribution; Measures of Central Tendency.
<b>UNIT-2</b>	Measures of Dispersion: Range, Quartile Deviation, Mean Deviation Standard Deviation, Coefficient of Variation and Skewness.
<b>UNIT-3</b>	Correlation Analysis & Regression Analysis
<b>UNIT-4</b>	Theory of Index Numbers – Meaning & Uses, Methods of Construction, Test of Consistency, Fixed & Chain Base. Time Series Analysis – Components Methods of Measuring Trend Values (Least Square Methods and Moving Average).
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• Operational Research and Statistical Analysis by P.K. Gupta &amp; Manmohan.</li> <li>• Statistic by D.C. Sancheti &amp; V.K. Kapoor.</li> <li>• Quantative Method for Management Decision by C.R. Reddy.</li> <li>• Business Statisticas by S.P. Gupta.</li> <li>• Basic mathematics &amp; Statistics by B.M. Aggarwal.</li> <li>• Statistics for Management by Rubin &amp; Lebin.</li> </ul>

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<b>COURSE CODE:</b>	<b>BTTM 402-18</b>
<b>COURSE TITLE:</b>	<b>POLICY AND PLANNING FOR TOURISM DEVELOPMENT</b>
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development and community participation.</li> <li>• To explore the interrelationships between resource management and tourism planning and development.</li> <li>• To understand the tourism policy initiative taken in India.</li> </ul>
<b>COURSE OUTCOMES:</b>	The course will develop an understanding of concepts of tourism planning for public and private sector community and regional tourism development and community participation. This will enhance the understanding of interrelationships between resource management and tourism planning and development for tourism policy initiative taken in India.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	<p>The paper will be divided into three parts.</p> <p><b>Part A:</b> There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part B:</b> There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part C:</b> There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
<b>UNIT-1</b>	Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels. Involvement of local community in tourism development.
<b>UNIT-2</b>	An outline of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest policy document on tourism. Tourism Planning at International, national, regional state and local level. Tourism and Five-Year Plans in India with special reference to 11th Five-Year Plan.
<b>UNIT-3</b>	Background & process of tourism planning. Techniques of plan formulation Planning for tourism destinations - objectives, methods and factors influencing planning. Destination life cycle concept. Incentives & concessions extended for tourism projects and sources of funding
<b>UNIT-4</b>	

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<b>REFERENCES:</b>	<ul style="list-style-type: none"><li>• Chib, Som Nath, Essays on Tourism, New Delhi: Cross Section Publication.</li><li>• Gee, Chunk Y., James C. &amp; Dexter J.L. Choy, Travel Industry: New York: Van Nostrand Reinhold.</li><li>• Peter E. Murphy, Tourism: A Community Approach, New York: Methuen.</li><li>• Inskip E., Tourism Planning: An integrated and Sustainable Approach. London: Routledge</li><li>• Inskip E., National &amp; Regional Tourism Planning : London: Routledge</li></ul>
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<b>COURSE CODE:</b>	<b>BTTM 403-18</b>
<b>COURSE TITLE:</b>	<b>ITINERARY PREPARATION</b>
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• To develop an understanding of the basic concepts of itinerary preparation.</li> <li>• To impart practical knowledge and skills about the itinerary planning among learners.</li> <li>• To make students familiar with the techniques and approaches for successful conduction of tour programme.</li> </ul>
<b>COURSE OUTCOMES:</b>	This course will develop an understanding of the basic concepts of itinerary preparation. This will further impart practical knowledge and skills about the itinerary planning among learners and to make them familiar with the techniques and approaches for successful conduction of tour programme.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	<p>The paper will be divided into three parts.</p> <p><b>Part A:</b> There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part B:</b> There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part C:</b> There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
<b>UNIT-1</b>	Itinerary Preparation: Concept, Typology, Duration, GIT, FIT, Do's and don'ts of itinerary preparation - limitations and constraints.
<b>UNIT-2</b>	Custom made itinerary and readymade itinerary, Factors to be considered while preparing an itinerary – Seasonal itinerary-Product based itinerary All inclusive itinerary.
<b>UNIT-3</b>	Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari.
<b>UNIT-4</b>	Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.



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**REFERENCES:**

- Mohinder Chand, Travel Agency Management, Anmol: Delhi
  - Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall
  - D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill.
  - Fay Betsy, Essentials of Tour Management New Jersey: Prentice Hall.
  - Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.
  - Sarina Singh et. al, India, Lonely Planet Publication
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<b>COURSE CODE:</b>	<b>BTTM 404-18</b>
<b>COURSE TITLE:</b>	<b>TOUR PACKAGING DESIGN</b>
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• To provide students in-depth knowledge about the Tour Packaging.</li> <li>• To acquaint students with the tour packaging techniques.</li> <li>• To learn to develop strategies required for successful handling of tours.</li> </ul>
<b>COURSE OUTCOMES:</b>	The course will provide in-depth knowledge about the tour packaging and will make students familiar with the tour packaging techniques and strategies required for successful handling of tours.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	<p>The paper will be divided into three parts.</p> <p><b>Part A:</b> There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part B:</b> There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part C:</b> There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
<b>UNIT-1</b>	Tour Packaging – Definition – Types - Forms and Components of Package Tour, Advantages and Disadvantages of Package Tour, Laisoning and Negotiation of Package Tour.
<b>UNIT-2</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.
<b>UNIT-3</b>	Costing a Tour: Components, Considerations- Types of Costs- Cost sheet, FIT Costing and Group Costing, Differential Tariff Plan-Accommodation Cost Transportation Cost-Meals Plan etc., Pricing Strategies and Distribution Mechanism
<b>UNIT-4</b>	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.

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<b>REFERENCES:</b>	<ul style="list-style-type: none"><li>• Mohinder Chand, Travel Agency Management, Anmol: Delhi</li><li>• Chunk, James, Dexter &amp; Boberg, Professional Travel Agency Management. Prentice Hall</li><li>• D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill.</li><li>• Fay Betsy, Essentials of Tour Management New Jersey: Prentice Hall.</li><li>• Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers &amp; Distributors.</li><li>• Sarina Singh et. al, India, Lonely Planet Publication</li></ul>
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<b>COURSE CODE:</b>	<b>BTTM 405-18</b>
<b>COURSE TITLE:</b>	<b>BASICS OF ENTREPRENEURSHIP</b>
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• To develop basic understanding of entrepreneurship development among students.</li> <li>• To make students familiar with the techniques and approaches required for a successful entrepreneur.</li> </ul>
<b>COURSE OUTCOMES:</b>	This course will help students to acquire in depth knowledge about the entrepreneurship development and to become familiar with the techniques and approaches required for a successful entrepreneur.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	<p>The paper will be divided into three parts.</p> <p><b>Part A:</b> There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part B:</b> There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part C:</b> There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
<b>UNIT-1</b>	Tourism industry and business ideas; business strategy understanding customers and analysing competition
<b>UNIT-2</b>	Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations
<b>UNIT-3</b>	Form of organisation and legal considerations; networking and collaboration; good business practices
<b>UNIT-4</b>	Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Planning, Setting up a tourism business
<b>REFERENCES:</b>	<ul style="list-style-type: none"> <li>• IGNOU MTM-8, Managing Entrepreneurship and Small Business in Tourism.</li> <li>• Mohanty, Sangram Keshari, Fundamentals of entrepreneurship, New Delhi: Prentice Hall of India.</li> <li>• Sido-online. Portal of MSME, Government of India (<a href="http://www.smallindustryindia.com">www.smallindustryindia.com</a>)</li> <li>• Scarborough, N.M. and Zimmerer, T.W. , Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.</li> </ul>

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<b>COURSE CODE:</b>	<b>BTTM 406-18</b>
<b>COURSE TITLE:</b>	<b>SUMMER INTERNSHIP</b>
<b>COURSE OBJECTIVES:</b>	<p>To help students to relate theory to practice</p> <ul style="list-style-type: none"> <li>• To help students to make career choice after exposure to the actual work environment</li> <li>• To observe the systems, processes, interactions and human relations in the organization</li> <li>• To provide students an opportunity to understand the expectations of industry</li> <li>• To prepare themselves for final placements</li> </ul>
<b>COURSE OUTCOMES:</b>	<p>After completion of On The Job Training, students will able to develop and relate theory to practice. It will help themselves in making an informed career choice after exposure to the actual work environment. They will also observing the systems, processes, interactions and human relations in the organization. They will also get an opportunity to understand the expectations of industry.</p>
<b>EVALUATION:</b>	<p>Students will go for Summer Internship during the months of June and July after completing examinations of 4<sup>th</sup> semester. Students will have to go for compulsory 8 weeks training/internship in Tourism, Travel and hospitality related organizations like travel agencies, Tour Operators, Department of Tourism, Tourism Development Corporations, Airlines, Airports, Theme Parks, Hotels, Transport Companies etc. After completion of training, student presentations would be organized based on their on-the-job training 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 training reports. Based on feedback, students would submit a final report which would be evaluated by an external examiner, out of 100 marks.</p>

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<b>COURSE CODE:</b>	<b>BTTM 407-18</b>
<b>COURSE TITLE:</b>	<b>DISASTER MANAGEMENT</b>
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• To give students the basic understanding of Disaster Management.</li> <li>• To make students aware with various concept and dimensions of disasters.</li> <li>• To make students prepared for handling the disasters and recovery.</li> </ul>
<b>COURSE OUTCOMES:</b>	This course will provide students a general concept in the dimensions of disasters caused by nature beyond the human control as well as the disasters and environmental hazards induced by human activities and will emphasise on disaster preparedness, response and recovery.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	<p>The paper will be divided into three parts.</p> <p><b>Part A:</b> There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part B:</b> There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part C:</b> There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
<b>UNIT-1</b>	Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc Causes, effects and practical examples for all disasters.
<b>UNIT-2</b>	Risk and Vulnerability Analysis ,Risk : Its concept and analysis , Risk Reduction, Vulnerability : Its concept and analysis, Strategic Development for Vulnerability Reduction
<b>UNIT-3</b>	Disaster Preparedness and Response Preparedness, Disaster Preparedness Concept and Nature , Disaster Preparedness Plan , Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management. Disaster Response , Disaster Response Plan , Role of Government, International and NGO Bodies, Psychological Response and Management, Relief and Recovery , Medical Health Response to Different Disasters
<b>UNIT-4</b>	Rehabilitation, Reconstruction and Recovery, Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures, Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction, Sanitation and Hygiene, Education and Awareness, Dealing with Victims' Psychology, Long-term Counter Disaster Planning , Role of Educational Institute.

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<b>REFERENCES:</b>	<ul style="list-style-type: none"><li>• Coppola D P, 2007. Introduction to International Disaster Management, Elsevier Science (B/H), London.</li><li>• Manual on natural disaster management in India, M C Gupta, NIDM, New Delhi</li><li>• An overview on natural &amp; man-made disasters and their reduction, R K Bhandani, CSIR, New Delhi</li><li>• World Disasters Report, 2009. International Federation of Red Cross and Red Crescent, Switzerland</li><li>• Encyclopaedia of disaster management, Vol I, II and III. Disaster management policy and administration, S L Goyal, Deep &amp; Deep, New Delhi, 2006</li><li>• Encyclopedia of Disasters – Environmental Catastrophes and Human Tragedies, Vol. 1 &amp; 2,</li><li>• Management of Natural Disasters in developing countries, H.N. Srivastava &amp; G.D. Gupta, Daya Publishers, Delhi, 2006, 201 pages</li><li>• Natural Disasters, David Alexander, Kluwer Academic London, 1999, 632 pages</li><li>• Disaster Management Act 2005, Publisher by Govt. of India</li></ul>
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<b>COURSE CODE:</b>	<b>BTTM 408-18</b>
<b>COURSE TITLE:</b>	<b>TOURISM TRANSPORTATION</b>
<b>COURSE OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• To provide students basic knowledge about various modes of transportation and their significance in tourism.</li> <li>• To make students aware about various emerging trends transportation sector.</li> </ul>
<b>COURSE OUTCOMES:</b>	The course will provide an in-depth knowledge about various modes of transportation and their significance in tourism. This course will also make learners to know about various emerging trends transportation sector.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	<p>The paper will be divided into three parts.</p> <p><b>Part A:</b> There will be ten short answer questions (2 marks each) covering whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part B:</b> There will be Five questions. The student has to be attempt any 4 (5 marks each) covering the whole Syllabus. The total marks for this part will be of 20.</p> <p><b>Part C:</b> There will be Three questions. The student has to be attempt any 2 (10 marks each). The total marks for this part will be of 20.</p>
<b>UNIT-1</b>	Evolution of tourist transport system Importance of transport in tourism. Marketing of passenger transportation. Patterns of demand for tourist transportation, characteristics of supply and marketing strategies Different Transport mode selection methods.
<b>UNIT-2</b>	Functions ICAO, IATA, DGCA, AAI and Open Sky Policy, Freedoms of air and other policies in Indian aviation sector – Role of airlines in tourism promotion: recent policies regarding airlines, case studies of Air India, Jet Airlines, Sahara airlines, Go-airways, Indigo, and Air Deccan
<b>UNIT-3</b>	Surface Transport System Approved tourist transport operators, car hire companies including Rent-a-car and tour coach companies, Rail transport system Major Railway System of World (British Rail, Euro Rail, Japanese Rail and Amtrak Orient Express). Special trains & packages for tourists in India, Indrail pass, special schemes and packages available major tourist trains (Palace on Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and toy trains).
<b>UNIT-4</b>	Water Transport System: Overview, Cruise ships, ferries, hovercraft and boats. Terms used in water transport, operational and marketing strategies of Star Cruise, Ocean Odyssey, Queens Mary, Major water based leisure practices and their future in India.



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<b>REFERENCES:</b>	<ul style="list-style-type: none"><li>• Chuck Y. Gee, James C. Makens, Dexter J. L. Choy, The Travel Industry, 3rd Edition, Wiley</li><li>• Les M. Lumsdon and Stephen, Tourism and Transport (Advances in Tourism Research), Routledge</li><li>• Mill Robert C, Morrison Alastair M, Tourism System, Kendall Hunt Publishing</li><li>• Pran Nath Seth, Sushma S. Bhat, Successful Tourism Management. Sterling Publishers Private Limited.</li><li>• David Timothy Duval, Tourism and Transport: Modes, Networks and flows. Channel view Publications.</li></ul>
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**Guidelines regarding Mentoring and Professional Development**

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.  
For achieving the above, suggestive list of activities to be conducted are:

**Part – A (Class  
Activities)**

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

**Part – B (Outdoor  
Activities)**

5. Sports/NSS/NCC
6. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Evaluation shall be based on rubrics for Part – A & B

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

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**FIFTH SEMESTER**

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**Fifth Semester**

<b>COURSE CODE:</b>	<b>BTTM 501-18</b>
<b>COURSE TITLE:</b>	<b>INTRODUCTION TO TOURISM RESEARCH</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make the student acquaint with the techniques of research for tourism which will help in developing business strategies.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Introduction:</b> 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.
<b>UNIT-2</b>	<b>Research Design:</b> Meaning, need and important features, types of research design, selection and formulation of research problem. Hypothesis formulation and its importance in research; hypothesis testing; Measurement and scaling techniques and their importance..
<b>UNIT-3</b>	<b>Types and sources of data:</b> Collection techniques, Difference between case study and survey methods; Questionnaire design considerations; Sampling-definition, types and their importance, type of sampling designs.
<b>UNIT-4</b>	<b>Major techniques for interpretation of data.</b> Using IT in research, Report writing and presentation: substance of reports, formats of reports, presentation of reports.
<b>REFERENCES:</b>	<p><i>Research Methodology</i> – C.R.Kothari; New age international.</p> <p>Krishnaswami, O.R. and Ranganatham, M. <i>Methodology of research in social sciences, 2/e</i>, Mumbai: Himalaya Publishing House.</p> <p>Punch, Keith, F., <i>Survey research – the basics</i>, New Delhi: Sage Publications.</p> <p>Walliman, Nicholas. <i>Social research methods</i>, New Delhi: Sage Publications.</p> <p>Chandan, J.S. <i>Statistics for business and economics</i>, New Delhi: Vikas Publishing House Pvt. Ltd.</p>

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<b>COURSE CODE:</b>	<b>BTTM 502-18</b>
<b>COURSE TITLE:</b>	<b>TOURISM MARKETING</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students understand the concept of Tourism Marketing and its application in Tourism.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Introduction to Marketing:</b> Evolution of Marketing; Marketing for Tourism; The Tourism Product; Features of Tourism Marketing; Marketing Functions; Market Research ; Tourism Marketing Mix; Marketing Environment; Consumer Behaviour; Buyer Decision Process; Demand Forecasting; Market Segmentation; Targeting; Market Positioning.
<b>UNIT-2</b>	<b>The 4 P's of Marketing :</b> Product Designing-Branding and Packaging, New Product Development; Product Life Cycle; Price-Strategies and Approaches; Place- Channels of Distribution; Promotion-Advertising, Sales Promotion, Publicity, Personal Selling; Other P's- People, Physical Evidence and Process.
<b>UNIT-3</b>	<b>Marketing of Tourism &amp; Related Activities:</b> Trends in Tourism Marketing; Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub –sectors and products.
<b>UNIT-4</b>	<b>Marketing Skills:</b> Developing Marketing Skills for Tourism; Self Motivation; Team Building; Personality Development; Creativity & Innovation; Innovative Products in Tourism; International Perspective and Contemporary Trends.
<b>REFERENCES:</b>	<i>Chaudhary Manjula, Tourism Marketing, Oxford University Press, New Delhi.</i> Kotler, Philip; Bowen, John T.; Makens Ph.D., James, <i>Marketing for Hospitality and Tourism</i> Publisher: Prentice Hall.

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<b>COURSE CODE:</b>	<b>BTTM 503-18</b>
<b>COURSE TITLE:</b>	<b>TOURISM BUSINESS ENVIRONMENT</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students understand the Tourism Business Environment.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Tourism Business Environment:</b> Nature, components and determinants. Types of environment. Environmental scanning.
<b>UNIT-2</b>	<b>Assessing current state of tourism business environment in India:</b> Economic Reforms, Liberalization, Privatization and globalization. Small Scale tourism Enterprises: Meaning, Significance to the Indian economy, problems and various incentives given to these.
<b>UNIT-3</b>	<b>Industrial Policies of India:</b> Various Industrial Policies of India with special emphasis on new industrial policy with various amendments related with tourism business, Competition Act and its impact on Indian tourism business.
<b>UNIT-4</b>	<b>Various tourism &amp; travel Trade Reforms:</b> Various tourism & travel Trade Reforms announced in India in recent times. Trends in tourism business in India; Foreign Direct Investment in tourism - significance, policy and current position of India.
<b>REFERENCES:</b>	Daniel, John D and Radebangh, Lee H, <i>International Business</i> , New York, Addison Wiley. Charles W. Hill, <i>International Business</i> , Tata McGraw Hill Publications Companies. AK. Sundaram J. Stemart Block: <i>The International Business Environment</i> , PHI.

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<b>COURSE CODE:</b>	<b>BTTM 504-18</b>
<b>COURSE TITLE:</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students understand the various concepts and principles of Human Resource Management
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Basics of HRM:</b> Meaning, nature and scope of HRM; Nature, Functions, Importance and Limitations of HRM; Challenges faced by Modern HR Managers; The Evolving Role of HRM in the tourism industry: the Changing Emphasis.
<b>UNIT-2</b>	<b>Human Resource Planning:</b> Introduction, Definitions, Features, Need for HR Planning; Objectives, Process, Factors affecting HR planning; Types, Benefits, Problems in HR planning and Suggestions for making HR Planning Effective; Succession planning.
<b>UNIT-3</b>	<b>Job Analysis, Job Design &amp; Compensation management:</b> Introduction, Objectives, Benefits, Process, Techniques and Problems in Job Analysis. Job Design-Meaning, Objectives and Techniques of Job Design. Compensation Management: Concept, policies and Administration, Methods of Wage payments and incentive plans, Fringe Benefits.
<b>UNIT-4</b>	<b>Recruitment and Selection:</b> Meaning and Definitions, Importance and Purpose, Process, Factors affecting Recruitment, Sources of Recruitment, Methods, Constraints and Challenges of Recruitment. Recent Trends in recruitment. Selection: Meaning and definition, procedure, selection Process.
<b>REFERENCES:</b>	<p>Pramod Verma, <i>Personnel Management in Indian Organisations</i>, Oxford &amp; IBM Publishing Co. Ltd, New Delhi.</p> <p>Venkata Ratnam CS &amp; Srivatsava B K, <i>Personnel Management and Human Resources</i>, Tata McGraw Hill, New Delhi.</p> <p>S. K. Chakravarthy, <i>Managerial Effectiveness and Quality and Work Life</i>, TMH, New Delhi.</p> <p>Robert L. Mathis &amp; John. H. Jackson, <i>HRM</i>, South Western Pub. Saiyadain S.Mirza, <i>HRM</i>, TMH, New Delhi.</p> <p>Dessler, <i>A Framework for HR Management</i>, Pearson Edn India.</p>

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<b>COURSE CODE:</b>	<b>BTTM 505-18</b>
<b>COURSE TITLE:</b>	<b>EVENT OPERATIONS (PRACTICAL)</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students understand the concept of event management and its application in Tourism. The students will be able to manage a state/national level event independently.
<b>EVALUATION:</b>	The performance of the students will be evaluated on the basis of their participation in national level events organised by the Institute/Panjab University/ event approved by Academic Committee. The student will submit a report to be evaluated by a panel of teacher (internal) followed by a presentation. The marks would be given out of 100 marks.
<b>REFERENCES:</b>	Leonard H. Hoyle, Event Marketing, John Wiley and Sons, New York. Lynn Van Der Wagen, Event Management, Pearson, New Delhi. Anton Shone and Bryn Parry, Successful Event Management, Cengage Learning.



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<b>COURSE CODE:</b>	<b>BTTM 506-18</b>
<b>COURSE TITLE:</b>	<b>Retail Management</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to introduce, discuss various concepts, issues and trends in retail management.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Introduction to Retailing:</b> Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing. Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume
<b>UNIT-2</b>	<b>Retail Market Segmentation and Strategies:</b> Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain. <i>Retail Location Selection:</i>
<b>UNIT-3</b>	
<b>UNIT-4</b>	<b>Retail Operations and Retail Pricing:</b> Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices Pricing strategies, Controlling costs  <b>Emerging trends in retailing:</b> Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector

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**REFERENCES:**

Bajaj, Tuli and Srivastava, Retail Management, New Delhi: Oxford University Press

Gibson G. Vedamani, Retail Management, Mumbai: Jaico Publishing House

Lewison, D. M. and Delozier, W. M., Retailing, Columbus: Merrill Publishing Co. Gronroos, *Service Management and Marketing* – Wiley India.

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<b>COURSE CODE:</b>	<b>BTTM 507-18</b>
<b>COURSE TITLE:</b>	<b>BUSINESS TOURISM</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students aware about the business tourism and how it has evolved over the years.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Introduction:</b> The historical development of business travel and tourism; The demand side of business travel and tourism; The supply side of business travel and tourism; The role of destinations in business travel and tourism; The macro-environment of business travel and tourism; The impacts of business travel and tourism.
<b>UNIT-2</b>	<b>The Development and Management of Business Travel and Tourism:</b> The physical infrastructure of business travel and tourism; The human resource infrastructure of business travel and tourism; Marketing the business travel and tourism product.
<b>UNIT-3</b>	
<b>UNIT-4</b>	<b>The Practice:</b> The organization of business tourism events; Examples of good practice; Major interactive exercises, challenges in the management of business travel and tourism.  <b>Business Tourism in India</b> – statistics of business tourism; Accommodation & conference facilities in India; MICE facilities in Delhi, Mumbai, Kolkata, Bangalore, Hyderabad, Chennai, Goa, Kochi, Bhubaneswar; Role of outbound in Business Tourism in India; Government initiatives in support of Business Tourism.

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**REFERENCES:**

J. Christopher Holloway, Claire Humphreys, The Business of Tourism, Pearson.

John Swarbrooke and Susan Horner, Business Travel and Tourism; Routledge.

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**Sixth semester**

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<b>COURSE CODE:</b>	<b>BTTM 601-18</b>
<b>COURSE TITLE:</b>	<b>TOURISM BUSINESS ECONOMICS</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to acquaint students with concepts and techniques used in economics both at micro and macro levels.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Concepts of Economics:</b> Wealth Oriented View, Welfare View, Scarcity View, Development View, Nature, Scope and Application of Managerial Economics. Economy and tourism economics, tourism economic functions.
<b>UNIT-2</b>	<b>Demand for tourism:</b> Concepts and definitions of demand for tourism Consumer behaviour and tourism demand, determinants Measuring the demand for tourism.
<b>UNIT-3</b>	<b>Economics of Production Analysis:</b> Return to scale, Law of Returns and Production Function, Concept of Profit and Breakeven Analysis. Characteristics of the tourism supply Economic, Types and gauges of the tourism supply.
<b>UNIT-4</b>	<b>Concept of Price determination:</b> Price determination under perfect, imperfect, monopoly & oligopoly.
<b>REFERENCES:</b>	Chopra O.P., <i>Managerial Economics</i> , Tata MC Graw Hill. Mehta P.L., <i>Managerial Economics</i> , Sultan Chand New Delhi. Aggarwal H.S., <i>Micro Economics</i> , Ane Books. Jeoldean, <i>Managerial Economics</i> : Prentice Hall of India.

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<b>COURSE CODE:</b>	<b>BTTM 602-18</b>
<b>COURSE TITLE:</b>	<b>AIRLINE SERVICE AND IN-FLIGHT FACILITIES</b>
<b>COURSE OBJECTIVES:</b>	The objective of these courses is to introduce and acquaint the students with airline services area of In-flight facilities. This course also makes students aware about role and responsibilities of airline staff for efficient delivery of services. The integrated and wide range of subject in the courses will enable the students to acquire the necessary job knowledge and prepare them for their industry responsibilities.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>The Airline Industry:</b> Trends, Challenges and Strategies. Past, present and future trends, Regional Analysis of trends. Airlines Types: Scheduled and non scheduled, Air taxis, domestic and international, commuter, short haul and long haul, low cost carriers, cabin crew.
<b>UNIT-2</b>	<b>In-flight services:</b> Types of class-up grading and down grading. Introduction to civil aviation hospitality. The Cabin Crew profession: Origin, Duties and responsibilities, Benefits and challenges of the profession, Cabin Crew Basic Service, Business Class Service, First Class Service.
<b>UNIT-3</b>	<b>Roles and responsibilities of airline staff:</b> Preparing to undertake a flight, Pre-flight briefing, Prior to passenger boarding, Boarding of passengers, Special handling of passengers, Public announcements, Safety demonstration, During taxiing, Preparing for take- off, Preparing for landing, After landing.
<b>UNIT-4</b>	Aircraft galleys and equipment, Proper handling techniques of galley equipment, Pre-flight galley checks, Airline catering and delivery of catering on board , Food Service and Hygiene, Types of meals and special meals, Special meal codes , Meal service, types and service levels.

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**REFERENCES:**

*Introduction to Airline Industry: IATA Study KIT.*

Jagmohan Negi: *Air Travel and Fare Construction*. - Kanishka Pub, Delhi. Dennis. L. Foster: *The Business of Travel Agency Operations and Administration* (Mc. Graw Hill).

Study Kit for IATA/UFTAA, Stephen Shaw, *Airline Marketing and Management*, Ashgate.

Kenneth Moore, *Airport, aircraft and airline security*, Butterworth Heinemann.



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BTTM Batch 2018 onwards**

<b>COURSE CODE:</b>	<b>BTTM 603-18</b>
<b>COURSE TITLE:</b>	<b>TRAVEL TICKETING &amp; TRANSPORTATION</b>
<b>COURSE OBJECTIVES:</b>	The purpose of this course is to impart practical knowledge and skills required for ticketing and to make learners familiar with the concept of tourism transportation.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Introduction to tourism transportation as an essential feature of tourism infrastructure. Growth and development of transport industry. Types of transport, Air, Water and Surface.
<b>UNIT-2</b>	Organization of the air transport industry in the international context. Scheduled and non scheduled airline services. Rail transport network, Popular tourists trains, Water transport system in Indian history including case study of Kerala Backwaters. 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.
<b>UNIT-3</b>	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.
<b>UNIT-4</b>	Introduction to air fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS), Practices of Passenger Ticket (issuance of ticket with itineraries) One Way (OW) and Return (RT) on EMA, EMS, HIP, CTM, BHC, mixed class, BSP procedures

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<b>REFERENCES:</b>	ABC (red and blue) by IATA <i>Travel Information Manual (TIM)</i> by IATA Mohinder Chand, <i>Travel Agency Management</i> , Anmol: Delhi Chunk, James, Dexter & Boberg, <i>Professional Travel</i> D.L. Foster, <i>The Business of Travel Agency Operations and Management</i> . Singapore: McGraw Hill. Fay Betsy, <i>Essentials of Tour Management</i> New Jersey: Prentice Hall. Negi J.M., <i>Travel Agency and Tour Operation: Concepts and Principles</i> , New Delhi: Kanishka Publishers & Distributors.
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**BTTM Batch 2018 onwards**

<b>COURSE CODE:</b>	<b>BTTM 604-18</b>
<b>COURSE TITLE:</b>	<b>TRAVEL DOCUMENTATION</b>
<b>COURSE OBJECTIVES:</b>	The purpose of this course is to impart practical knowledge and skills required for ticketing and to make learners familiar with the concept of tourism transportation.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Travel Documentation:</b> Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA , Difference between Passport and Visa Types of Passport & Visa.
<b>UNIT-2</b>	<b>Form for Issuance:</b> Health Certificates, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information.
<b>UNIT-3</b>	<b>Immigration related functions of Travel Agency:</b> Custom clearance procedure.
<b>UNIT-4</b>	<b>Basic overview of FOREX:</b> Forex Terminology- TCs, Cash currency, BTQ, LERMS, Arranging liquor permits, obtaining permission for special/Restricted Areas, Exchange related arrangements, Landing permit & Landing certificate.
<b>REFERENCES:</b>	<p>Sajnani M. <i>Indian Tourism Business – A Legal Perspective</i>, Delhi: Gyan Books.</p> <p>Chunk, James, Dexter &amp; Boberg, <i>Professional Travel Agency: Management</i>. Prentice Hall.</p> <p>Bramwell: <i>Aspects of Tourism-Tourism Collaboration and partners</i>, Delhi: Viva Books Pvt Ltd.</p> <p>Fay Betsy, <i>Essentials of Tour Management</i> New Jersey: Prentice Hall. Lundberg, D.E., <i>The Tourist Business</i>. New York: Van Nostrand Reinhold.</p>

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<b>COURSE CODE:</b>	<b>BTTM 605-18</b>
<b>COURSE TITLE:</b>	<b>ADVENTURE TOURISM</b>
<b>COURSE OBJECTIVES:</b>	Adventure tourism is considered as an essential part of tourism and an understanding of this type of tourism is required for any tourism professional. This course would provide a basic knowledge of adventure tourism's technicalities and an understanding of various organisations working in the related field.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Introduction of Adventure Tourism: Definition and history of adventure tourism, various components of adventure tourism and newer dimensions of adventure tourism. Popular global adventure destinations
<b>UNIT-2</b>	Types of adventure tourism (land, air and water), various adventure tourism activities and popular adventure destinations in India. Demand and Supply side of Adventure tourism in India.
<b>UNIT-3</b>	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).
<b>UNIT-4</b>	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, details of courses offered by ABVIMAS Manali, NIM Uttarkashi, HMI Darjeeling
<b>REFERENCES:</b>	Ralf Buckley, <i>Adventure Tourism Management</i> : Routledge Negi Jagmohan, <i>Adventure Tourism and Sports: Risks and Challenges</i> (a set of 2 volumes), Delhi: Kanishka Malik, S.S., <i>Adventure Tourism</i> , Delhi: Rahul <a href="http://www.adventuretravelnews.com/">http://www.adventuretravelnews.com/</a>

**BTTM606-18**

**FOREIGN LANGUAGE - GERMAN**

**Objectives:** The aim is to develop effective communication skill of the students with greater emphasis on oral communication so they will be able to understand and speak German in a effective manner.

**Unit I**

1. Recognise and write the letters of the alphabet
  - Recognise words,
  - Icons,
  - Signs,
  - Numbers
  - Match pictures to words and words to pictures
  - Numbers 1-30
2. Use basic forms of politeness
  - Please
  - Thank you
  - Hello,
  - Good morning/Afternoon,
  - Goodbye

**Unit II**

3. Months of the year
4. Days of the week

**Unit III**

5. Introduce self
6. Basic terms
  - Fruits name
  - Vegetables name
  - Names of fish, meat , cuts of meat ,
  - Names of poultry , cheese

**Unit IV**

7. Understanding of and following simple directions
  - Recognise rhyming words in poems (ANY 2 ) – E.G. Alle Meine Enten, Hoopa Hoppa Reiter
8. Short, structured interactions between 2 people on their first meeting

**German**

1. <https://www.germanpod101.com/german-alphabet/>
2. The Everything Learning German Book Speak, Write, and Understand Basic German in No Time. By [Edward Swick](#) · 2011
3. [“German Made Simple: Learn to Speak and Understand German Quickly and Easily”](#) by Eugene Jackson and Adolph Geiger
4. The German Alphabet: Write & Wipe Flashcards (English, French, German and Spanish Edition) by [Word United](#)
5. <https://grammar.collinsdictionary.com/german-easy-learning>
6. [Thinking German Translation Michael Loughridge, Sándor Hervey, Ian Higgins](#) · 2006

**BTTM607-18**

**FOREIGN LANGUAGE - FRENCH**

**Objectives:** The aim is to develop effective communication skill of the students with greater emphasis on oral communication so they will be able to understand and speak French in an effective manner.

**Unit I**

1. Recognise and write the letters of the alphabet
  - Recognise words,
  - Icons,
  - Signs,
  - Numbers
  - Match pictures to words and words to pictures
  - Numbers 1-30
2. Use basic forms of politeness
  - Please
  - Thank you
  - Hello,
  - Good morning/Afternoon,
  - Goodbye

**Unit II**

3. Months of the year
4. Days of the week

**Unit III**

5. Introduce self
6. Basic terms
  - Fruits name
  - Vegetables name
  - Names of fish, meat, cuts of meat,
  - Names of poultry, cheese

**Unit IV**

7. Understanding of and following simple directions
  - Recognise rhyming words in poems (ANY 2) – E.G. Alouette, Frère Jacques
8. Short, structured interactions between 2 people on their first meeting

**Recommended Books;**

1. Learn French: Must-Know French Slang Words & Phrases By [Innovative Language Learning](#).
2. [FrenchPod101.com](#)
3. First French Picture Dictionary, By [Dorling Kindersley](#) · 2005
4. The French Alphabet: Write & Wipe Flashcards (English, French, German and Spanish Edition) by [Word United](#)
5. <https://www.collinsdictionary.com/dictionary/english-french>
6. [English-French Translation: A Practical Manual Christophe Gagne, Emilia Wilton-Godberfforde](#) · 2020

**BTTM608-18**

**FOREIGN LANGUAGE- SPANISH**

**Objectives:** The aim is to develop effective communication skill of the students with greater emphasis on oral communication so they will be able to understand and speak Spanish Language in a effective manner.

**Unit I**

1. Recognise and write the letters of the alphabet
  - Recognise words,
  - Icons,
  - Signs,
  - Numbers
  - Match pictures to words and words to pictures
  - Numbers 1-30
2. Use basic forms of politeness
  - Please
  - Thank you
  - Hello,
  - Good morning/Afternoon,
  - Goodbye

**Unit II**

3. Months of the year
4. Days of the week

**Unit III**

5. Introduce self
6. Basic terms
  - Fruits name
  - Vegetables name
  - Names of fish, meat , cuts of meat ,
  - Names of poultry , cheese

**Unit IV**

7. Understanding of and following simple directions
  - Recognise rhyming words in poems (ANY 2 ) – E.G. Los Pollitos, Elefantitos
8. Short, structured interactions between 2 people on their first meeting

**Spanish**

1. The Everything Learning Spanish Book Speak, Write, and Understand Basic Spanish in No Time By [Julie Gutin](#) · 2007
2. <https://www.spanishpod101.com/>
3. Basic Spanish Phrases, Learn Beginner Spanish to English Book for Kids By [Bobby Basil](#) · 2018
4. The Spanish Alphabet: Write & Wipe Flashcards (English, French, German and Spanish Edition) by [Word United](#)
5. <https://grammar.collinsdictionary.com/spanish-easy-learning>
6. [Handbook of Spanish-English Translation Lucía V. Aranda](#) · 2007

<b>COURSE CODE:</b>	<b>BTTM 609-18</b>
<b>COURSE TITLE:</b>	<b>RURAL AND COMMUNITY BASED TOURISM</b> <b>IK Gujral Punjab Technical University</b>
<b>COURSE OBJECTIVES:</b>	<del>BTTM Batch 2018 onwards</del> Rural and community based approach of tourism development is considered as an essential part of tourism. This course would provide a basic knowledge of rural tourism concept and an understanding of tourism development process which is community centred.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<b>Conceptual Basis:</b> Concept of Rural Tourism, Growth in rural recreation and tourism, tourism and pro poor strategy, Relationship between community and tourism, relevance of tourism theories to communities, understanding cost and benefits of tourism for the community.
<b>UNIT-2</b>	<b>Practical implications:</b> From rural tourism resource to product, Community events and rural tourism, Concept of Community based approach for tourism planning, public private partnership (PPP), role of NGO's and Developmental sector in development of rural and community based tourism, Crisis in destination communities, Ethical concerns in rural tourism .
<b>UNIT-3</b>	<b>Rural and community tourism management:</b> and Profitability and pricing of rural tourism, Strategic tourism planning for communities; community wellbeing, empowerment, Community based tourism marketing and promoting communities through tourism.
<b>UNIT-4</b>	<b>Success stories:</b> Ministry of Tourism, Govt. of India Commissioned rural tourism sites in India; Case studies of popular rural and community based tourism practices like Hodka, Distt. Kachchh, Gujarat; Naggar, Distt. Kullu, Himachal Pradesh; ROSE Society Kanda, Uttarakhand; Thenmala, Kerala: TaraGram , Bundelkhand; etc.
<b>REFERENCES:</b>	Burkart A.J. and Medlik, <i>Tourism: Past Present &amp; Future</i> : London, Heinemann)  Derek Hall : <i>Rural Tourism and Sustainable Business Aspects</i> , Multilingual Publications.  Murphy, P.E.. <i>Tourism: A Community Approach</i> , Methuen & Co, Ltd, London, UK.



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<b>COURSE CODE:</b>	<b>BTTM 610-18</b>
<b>COURSE TITLE:</b>	<b>REGIONAL DIMENSIONS OF INTERNATIONAL TOURISM</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students acquainted with the various dimensions of International Tourism.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	<p><b>Contemporary Issues in Tourism Development:</b> Contemporary trends in international tourist movements, Issues affecting World Tourism, Political aspects of the international travel. Cultural exchange among nations and international understanding through tourism, Need for government support of tourism.</p> <p><b>Current Status of Global Tourism:</b> Global tourism statistics, Tourism in WTO regions (Africa, Americas, Asia and the Pacific, Europe, Middle east), Factors affecting growth of tourism in each region.</p> <p><b>Current Trends in Tourism:</b> Balancing global &amp; local perspectives in tourism, latest trends in International tourism sales &amp; marketing, Transportation developments, Technology &amp; automation, m-commerce in tourism industry, Global competition &amp; the future.</p> <p><b>International Organisations:</b> International Tourism Institutions and organizations, and their role in promoting international tourist movement- UNWTO, WTTC, PATA, IATA and ICAO.</p>
<b>UNIT-2</b>	
<b>UNIT-3</b>	
<b>UNIT-4</b>	

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**REFERENCES:**

Jagmohan Negi, *Regional Development, Tourism Hotels & Travel Trade* Himalaya Publishing House, New Delhi.  
Joseph Fridgen, *Dimensions of tourism*, Educational Institute, American Hotel & Motel Association.  
Chris Cooper, *Principles and Practice*, Pearson Education.  
S.P. Tiwari, *Tourism Dimensions*: Atma Ram and Sons, New Delhi.  
Pran Nath Seth, Sushma Seth, *An Introduction To Travel And Tourism*: Sterling Publishers Pvt. Ltd

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**SEVENTH SEMESTER**

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<b>COURSE CODE:</b>	<b>BTTM 701-18</b>
<b>COURSE TITLE:</b>	<b>ACCOUNTING FOR MANAGERS</b>
<b>COURSE OBJECTIVES:</b>	The course intends to give learners an understanding of the accounting procedures in an organization. It will help to students to understand and apply the concepts of accounting to solve business problems.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Introduction to Accounting: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP. Recording of transactions: Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.
<b>UNIT-2</b>	Final Accounts: Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Adjustments (Only four): Closing Stock, Pre-paid Income and Expenses, Outstanding Income and Expenses, Depreciation.
<b>UNIT-3</b>	Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.
<b>UNIT-4</b>	Financial Management – Meaning, aims, Nature, Scope, Objectives and functions of financial management. Sources of finance. Working Capital Management- Significance Classification, Factors
<b>REFERENCES:</b>	Pandey, I.M., <i>Financial Management</i> , Vikas Publishing, New Delhi. Khan, M.Y., <i>Financial Management</i> , Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi. Sharma, R.K. and Shashi K. Gupta, <i>Management Accounting</i> , Kalyani Publisher, Ludhiana. Gupta, R.L., <i>Booking keeping &amp; Accounting</i> , Sultan Chand, New Delhi Grewal T.S., <i>Introduction to Accounting</i> , S. Chand

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<b>COURSE CODE:</b>	<b>BTTM 702-18</b>
<b>COURSE TITLE:</b>	<b>TOURISM PROMOTION</b>
<b>COURSE OBJECTIVES:</b>	The objective of the course is to make students conversant with the challenges raised by the complexity of the marketing environment for managing tourism products for promotion and display an awareness of conceptual understanding and best practices in tourism promotion in managing marketing operations.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Tourism Attractions: Definition. Characteristics, Typology, Criteria for tourist attractiveness. Development and design of tourist attractions. Destination Life Cycle. Tourism Promotion Mix
<b>UNIT-2</b>	Advertising Decisions: Meaning and advertising process, Role of advertising in tourism, Advertising objectives and budgets, Copy formulations and advertising appeals and their execution, media alternatives and media selection.
<b>UNIT-3</b>	Personal Selling – Meaning and its role in tourism promotion, Tourist Information Centres & their management, Sales force decisions. Personal selling in tourism.
<b>UNIT-4</b>	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.
<b>REFERENCES:</b>	Philip Kotler, Kevin Keller, Abraham Koshey and Mithileshwar Jha. <i>Marketing Management: South Asian Perspective</i> , 12th Edition. New Delhi: Pearson Education.  Ramaswamy, V.S. and Namakumari, S. <i>Marketing Management: Planning, Control</i> . New Delhi: MacMillan. Enis, B M. <i>Marketing Classics: A Selection of Influential Articles</i> . New York: McGraw Hill.  William D. Perreault, Jr. & E. Jerome McCarthy, <i>Basic</i>

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	<p><i>Marketing: A Global Managerial Approach</i>, New Delhi: Tata Mc Graw-Hill.</p>
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<b>COURSE CODE:</b>	<b>BTTM 703-18</b>
<b>COURSE TITLE:</b>	<b>RESEARCH PROJECT REPORT</b>
<b>COURSE OBJECTIVES:</b>	<p>The objective of this course is to enable students to</p> <ul style="list-style-type: none"> <li>• develop and relate theory to practice</li> <li>• help themselves in making an informed career choice after exposure to the actual work environment</li> <li>• observing the systems, processes, interactions and human relations in the organization</li> <li>• get an opportunity to understand the expectations of industry</li> </ul> <p>prepare themselves for final placements.</p>
<b>EVALUATION:</b>	<p>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 marks.</p>

<b>COURSE CODE:</b>	<b>BTTM 704-18</b>
<b>COURSE TITLE:</b>	<b>OUTBOUND TOUR OPERATIONS</b>
<b>COURSE OBJECTIVES:</b>	<p>The objective of this course is to help students understand the concept of outbound tourism and its trends.</p>
<b>EVALUATION:</b>	<p>External-60 marks</p> <p>Internal-40 marks</p>







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<b>COURSE CODE:</b>	<b>BTTM 707-18</b>
<b>COURSE TITLE:</b>	<b>TOURISM PRODUCT: EUROPE &amp; AMERICA</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students detailed know about of tourism product of Europe & America.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	International Tourism (inbound and outbound tourism) trends, A Comparison of latest statistics of Europe vs Americas. SWOT analysis of the tourism development strategies of USA and UK.
<b>UNIT-2</b>	Destinations in North America - United States of America: New York, Washington DC, Florida, Los Angeles, Las Vegas, San Francisco. Canada: Ontario, Ottawa, Montreal, British Columbia. (Map Work)
<b>UNIT-3</b>	Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Chile, Brazil. (Map Work)
<b>UNIT-4</b>	Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine. (Map Work)
<b>REFERENCES:</b>	Tourism websites of the Individual nations. Lonely planet, Country editions. World Atlas- Oxford, Orient Longman etc.

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<b>COURSE CODE:</b>	<b>BTTM 708-18</b>
<b>COURSE TITLE:</b>	<b>TOURISM PRODUCT: ASIA, MIDDLE EAST AND PACIFIC AREA</b>
<b>COURSE OBJECTIVES:</b>	The objective of this course is to make students familiar about Tourism Product of Asia, Middle-East and Pacific Area.
<b>EVALUATION:</b>	External-60 marks Internal-40 marks
<b>INSTRUCTIONS FOR PAPER SETTING:</b>	As per university rules
<b>UNIT-1</b>	Importance of National Tourism Organizations, Statistical analysis and comparison of India with tourism in Malaysia, Thailand, Sri-Lanka, Maldives, Bhutan and Nepal. SWOT of official websites of NTO (National Tourism Organisation) of SAARC countries.
<b>UNIT-2</b>	<b>Detailed overview of tourism destinations in Asia:</b> China, Thailand, Hong Kong, Malaysia, Japan; Map work of key tourist destinations of this module.
<b>UNIT-3</b>	<b>Detailed overview of tourism destinations in Middle-East:</b> Saudi Arabia, UAE, Egypt, Iran, Jordan; Map work of key tourist destinations of this module.
<b>UNIT-4</b>	<b>Detailed overview of tourism destinations in Pacific Area:</b> Australia, New-Zealand, Hawaii; Map work of key tourist destinations of this module.
<b>REFERENCES:</b>	Tourism websites of the Individual Countries.  Lonely planet, Country editions.  World Atlas- Oxford, Orient Longman etc.

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**EIGHTH SEMESTER**

**IK Gujral Punjab Technical University  
BTTM Batch 2018 onwards**

<b>COURSE CODE:</b>	<b>BTTM 801-18</b>
<b>COURSE TITLE:</b>	<b>ON THE JOB TRAINING VIVA VOCE (20 WEEKS)</b>
<b>COURSE OBJECTIVES:</b>	<p>The objective of this course is:</p> <p>To assess the diverse knowledge gained during ON THE JOB TRAINING programme.</p> <p>To investigate the awareness of students with regard to tourism industry</p> <p>To understand student's readiness for industry or other field</p> <p>To investigate student's confidence, communication skills, attitude and aptitude.</p>
<b>EVALUATION:</b>	External examiner, nominated by the University will conduct the VIVA- VOCE examination out of 100 marks.

<b>COURSE CODE:</b>	<b>BTTM 802-18</b>
<b>COURSE TITLE:</b>	<b>INTERNSHIP REPORT</b>
<b>COURSE OBJECTIVES:</b>	<p>The objective of this course is to enable students to:</p> <ul style="list-style-type: none"> <li>• Develop and relate theory to practice</li> <li>• Help themselves in making an informed career choice after exposure to the actual work environment</li> <li>• Observing the systems, processes, interactions and human relations in the organization</li> <li>• Get an opportunity to understand the expectations of industry</li> <li>• Prepare themselves for final placements</li> </ul>
<b>EVALUATION:</b>	<p>Student presentations would be organised based on their internship 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 internship reports. Based on feedback, students would submit a final report which would be evaluated by an internal examiner, nominated by the UIHTM, out of 200 marks.</p>