



# **BENGALURU CITY UNIVERSITY**

**CHOICE BASED CREDIT SYSTEM**

**(Semester Scheme with Multiple Entry and Exit Options for  
Under Graduate Course)**

**Syllabus for V & VI Semester  
BTTM**

**2024-25**

## **INTRODUCTION**

The curriculum framework for B.T.T.M.- TOURISM AND TRAVEL MANAGEMENT degree is structured to offer a broad outline that helps in understanding the creative potential of new career growth opportunities based on changing industrial and societal needs. The course is upgraded keeping in mind the aspirations of students, changing nature of the subject as well as the learning environment. The core concepts within subject have been updated to incorporate the recent advancements, techniques to upgrade the skills of learners to create a focus on various functional areas of business. Problem Based learning has been integrated into the curriculum for a better understanding of various concepts in business and commerce. The syllabus under NEP-2020 is expected to enhance the level of understanding among students and maintain the high standards of graduate program offered in the country. Effort has been made to integrate the use of recent technology and MOOCs to assist teaching-learning process among students. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors. In a nutshell, the course serves as plethora of opportunities in different fields' right from Accounting, Taxation, marketing and human resource management.

## **AIMS AND OBJECTIVES OF UG PROGRAMS IN B.T.T.M. (TOURISM AND TRAVEL MANAGEMENT)**

- To develop ready to be employed skilled professionals in the Tourism & Travel sectors.
- To develop researchers and consultants in the area of Tourism Management.
- To develop Entrepreneurs in the field of tourism.
- To develop administrators with an all-round vision of tourism planning and development who can act as potential think tank.
- To develop Holistic managers with inter disciplinary knowledge.
- To develop Business Philosophers to propagate social responsibility and accountability.
- To provide knowledge regarding the basic concepts, principles and Practices of Tourism and Travel Management
- To develop business skills and entrepreneurial skills among the students in the field of Tourism and Travel Management.
- To provide knowledge and requisite skills in different areas of Tourism and Travel Management like Tourism Business, Travel Agency, Tour Operations, Tourism finance,

Hospitality operations and marketing to give a holistic understanding of Tourism as a business system.

- To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.

### **SCOPE OR OPPORTUNITIES OR CAREER OPTIONS FOR STUDENTS**

The Graduates of TTM are placed in different Sectors of Tourism & Travel Industry such as:

- |   |                             |
|---|-----------------------------|
| ❖ Travel agencies                           | ❖ Hospitality / Star Hotels |
| ❖ Tour operator                             | ❖ Banking                   |
| ❖ Airlines/Airport                          | ❖ Cruise liners             |
| ❖ Travel Desk in star hotels                | ❖ Entrepreneurship          |
| ❖ IT Companies as Travel Coordinator        | ❖ Retail sector             |
| ❖ Hospitals as Customer relation executives | ❖ Allied service sector.    |
| ❖ Event Management Companies.               | ❖ ITDC/STDC's               |

### **PROGRAM OUTCOMES**

- ✓ **PO1:** Graduates will have adequate Knowledge and Skills so they are work ready at each exit point of the programme.
- ✓ **PO2:** Graduates will be able to work in Tourism and Travel industry and contribute to economic development of the country.
- ✓ **PO3:** Graduates will be successful in pursuing higher studies in their respective domain.
- ✓ **PO4:** Graduates will have adequate entrepreneurial skills to start their own enterprise in the field of Tourism and Travel or allied Sectors
- ✓ **PO5:** Graduates will pursue career path in teaching or research of Tourism and Travel Management Sector

**DEPARTMENT OF COMMERCE**  
**(TOURISM AND TRAVEL MANAGEMENT)**

**1. TITLE AND COMMENCEMENT**

- a. These regulations shall be called –The Regulations Governing the Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate, and Postgraduate Degree Programmes in the Faculty of Commerce & Management Program.i.e.

B.T.T.M. (Tourism and Travel Management) – BASIC DEGREE – 3 YEARS

B.T.T.M. (Tourism and Travel Management) – HONORS DEGREE – 4 YEARS

- b. Regulations shall come into force from the Academic Year 2022-23.

**2. SALIENT FEATURES OF THE FOUR YEARS MULTIDISCIPLINARY UNDERGRADUATE PROGRAMME WITH MULTIPLE ENTRY AND EXIT OPTIONS**

- a. The program shall be structured in a semester mode with multiple exit options with Certification, Diploma and Basic Bachelor Degree at the completion of first, second and third years, respectively. The candidate who completes the four years Undergraduate Program, either in one stretch or through multiple exits and re-entries would get a Bachelor's degree with Honours.
- b. The four year undergraduate Honours degree holders with research component and a suitable grade are eligible to enter the 'Doctoral (Ph.D.) Program in a relevant discipline or to enter 'Two Semester Master's Degree programme with project work.
- c. Candidates who wish to enter the Masters/Doctoral programme in a discipline other than the major discipline studied at the undergraduate programmes; have to take additional courses in the new discipline to meet the requirement or to make up the gap between the requirement and the courses already studied.
- d. There may be parallel five year integrated Master's degree programmes with exit options at the completion of third and fourth years, with the undergraduate basic degree and post-graduate diploma in a discipline, respectively.
- e. There may also be an integrated doctoral programme with exit option at the end of the first year with the Master's degree.
- f. The students who exit with Certification, Diploma and Basic Bachelor Degree shall be eligible to re-enter the programme at the exit level to complete the programme or to complete the next level.
- g. The Multidisciplinary Undergraduate Programme may help in the improvement of all the educational outcomes, with a flexible and imaginative curricular approach. The program provides for both breadth and depth in diverse areas of knowledge. A range of courses are offered with rigorous exposure to multiple disciplines and areas, while specializing in one or two areas. The programme

fulfils knowledge, vocational, professional and skill requirements along-side humanities and arts, social, physical and life sciences, mathematics, sports etc.

- h. The curriculum combines conceptual knowledge with practical engagement and understanding that has relevant real world application through practical laboratory work, field work, internships, workshops and research projects.
- i. A few courses are common to all students which contribute to the breadth of study and two areas of specialization in disciplinary areas provides for depth of study.
- j. The areas of specialization which the students are required to choose are either two disciplines/ subjects or a discipline called 'major' (e.g. History or Economics or Physics or Mathematics) and an area of additional discipline called 'minor' (e.g. Music or Sports or Geography). Students gain deep disciplinary knowledge through theory and practical experiences in their area of specialization (major). They gain a reasonable understanding of the area of additional study (minor) that they choose. Students can choose subject combinations across 'streams' (e.g. a student can choose a 'major' in physics and combine it with a 'minor' in history or Music or Sports). One of the disciplines can also be a vocational subject or Teacher Education.
- k. The students may study two disciplines at the same level or breadth up to the sixth semester and choose one of them for study in the fourth year to obtain the Honours degree in that discipline. A student who wishes to get dual honours degrees may repeat the fourth year of the program in the second discipline.
- l. The students may choose one discipline and vocational subject or Teacher Education for their study in the undergraduate program. This will enable them to get an Honours degree either in the discipline or in the vocational subject/ Teacher Education or both, in the discipline and in the vocational subject/ Teacher Education.
- m. Skills shall be explicitly integrated, highly visible, taught in context, and have explicit assessment. The skills shall include abilities in language and communication, working in diverse teams, critical thinking, problem solving, data analysis and life skills.
- n. Students shall be given options to choose courses from a basket of courses which the institution is offering. There shall be no rigidity of combination of subjects.

The Four-Year Choice Based Credit System Semester Scheme makes the product of a University at par with the global practices in terms of academic standards and evaluation strategies. In the emerging scenario of Internationalization of Indian Higher Education, it is imperative that the Universities in India should follow this system so that the mobility of their products both within and across the geographical jurisdiction becomes possible.

### **The Salient Features of the Credit Based Semester Scheme**

Each course shall carry certain number of credits. Credits normally represent the weightage of a course and are a function of teaching, learning and evaluation strategies such as the number of contact hours, the course content, teaching methodology, learning expectations, maximum marks etc. In the proposed programs, generally one hour of instructions per week in a semester is assigned one credit. In terms of evaluation, one credit is generally equivalent to 25 marks in a semester. Thus a 3 or 4 credits course will be assessed for 100 marks, 2 credits courses are assessed for 50 marks and one credit course will be assessed for 25 marks. What matters for the calculation of Semester Grade Point Average (SGPA) or the Cumulative Grade Point Average (CGPA) is the percentage of marks secured in a course and the credits assigned to that course.

On this basis, generally, a three-year six-semester undergraduate program will have around 140 credits, and a four-year eight-semester honours degree program will have around 180 credits and a five-year ten-semester master's degree programme will have 220 credits.

#### **The general features of the Credit Based Semester Scheme are,**

- a) The relative importance of subjects of study is quantified in terms of credits.
  - b) The subjects of study include core, elective, ability/skill enhancement courses
  - c) The programme permits horizontal mobility in course selections.
  - d) The students shall take part in co-curricular and extension activities.
  - e) The declaration of result is based on Semester Grade Point Average (SGPA) or Cumulative Grade Point Average (CGPA) earned.
- 3. PROGRAMME:** · Bachelor of Tourism and Travel Management (3 Years) , Bachelor of Tourism and Travel Management (Honors) 4 Years and Master of Tourism and Travel Management.(MTTM) - 1 Year or 2 Years
- 4. DURATION OF PROGRAMMES, CREDITS REQUIREMENTS AND OPTIONS:** The undergraduate degree should be of either a three- or four-year duration, with multiple entry and exit options within this period, The four year multidisciplinary Bachelor's programme is the preferred option as it allows the opportunity to experience the full range of holistic and multidisciplinary education with a focus on major and minor subjects as per the student's preference. The four-year programme may also lead to a degree with Research, if the student completes a rigorous research project in the major area(s) of study. Thus the undergraduate programmes shall extend over four academic years (Eight Semesters) with multiple entry and exit options. The students can exit after the completion of one academic year (Two semesters) with the Certificate in a discipline or a field; Diploma after the study of two academic years (Four Semesters) and Regular Bachelor Degree after the completion of three academic years (Six Semesters).The successful completion of Four Years undergraduate Programme would lead to Bachelor Degrees with Honours in a discipline/subject. Each semester shall consist of at least 16 weeks of study with a minimum of 90 working days (excluding the time spent for the conduct of final examination of each semester).

## THE CREDIT REQUIREMENTS ARE AS FOLLOWS

EXIT WITH	Min. Credits Requirement *	NSQF Level
<b>Certificate</b> at the Successful Completion of First Year (Two Semesters) of Four Years Multidisciplinary UG Degree Programme	48	5
<b>A Diploma</b> at the Successful Completion of the Second Year (Four Semesters) of Four Years Multidisciplinary UG Degree Programme	96	6
<b>Basic Bachelor Degree</b> at the Successful Completion of the Third Year (Six Semesters) of Four Years Multidisciplinary Undergraduate Degree Programme	140	7
<b>Bachelor Degree with Honors in a Discipline</b> at the Successful Completion of the Four Years (Eight Semesters) Multidisciplinary Undergraduate Degree Programme	180	8

\*Details of credits are described later in this report.

The students shall be required to earn at least fifty per cent of the credits from the Higher Education Institution (HEI) awarding the degree or diploma or certificate. Provided further that, the student shall be required to earn the required number of credits in the core subject area necessary for the award of the degree or Diploma or Certificate, as specified by the degree awarding HEI, in which the student is enrolled.

### 5. National Skills Qualifications Framework (NSQF)

The progressive curriculum proposed shall position knowledge and skills required on the continuum of novice problem solvers (at entry level of the program) to expert problem solvers (by the time of graduation):

At the end of first year	Ability to solve well defined problem
At the end of second year	Ability to solve broadly defined problems
At the end of third year	Ability to solve complex problems that are ill structured requiring multi-disciplinary skills to solve them
During fourth year	Experience of workplace problem solving in the form of Internship or Research Experience preparing for Higher Education or Entrepreneurship Experience At the end of first year At the end of second year At the end of third year During fourth year

The Integrated Master's Degree Programmes shall extend over five academic years (Ten Semesters) with exit options with Regular Bachelor Degree after successful completion of three academic years (Six Semesters) of study and Bachelor Degree with Honours in a discipline/ subject at the end of four academic years (Eight Semesters). Completion of five years of integrated Master's Degree Programme would lead to Master's degree in a subject.

**NOTE : THERE IS NO EXIT OPTION FOR BTM COURSE, AFTER FIRST YEAR OR SECOND YEAR. HOWEVER, STUDENT CAN EXIT AFTER 3 YEARS AS BASIC DEGREE – BTM OR AFTER 4 YEARS AS HONORS DEGREE- BTM (HONORS).**

**Credit Requirements:** The candidates shall complete courses equivalent to a minimum of,

- 140 credits to become eligible for the Regular Bachelor Degree,
- 180 credits to become eligible for the Bachelor Degree with Honours
- 220 credits to become eligible for the Integrated Master's Degree.

- **Master's Degree Programmes will be of One Academic Year (Two Semesters) for the Four Years Honours Degree holders and**
- **Master's Degree Programmes will be of Two Academic Years (Four Semesters) for the three years basic or three years Honours Degree holders.**
- **Two Years Master's Degree Programmes will have exit option at the end of One Academic Year (Two Semesters) with the Post-graduate Diplomas in the respective disciplines/ subjects, provided they earn a minimum of 44 credits as follows:**
  - 44 Credits after the Bachelor Degree to become eligible for the PG Diploma
  - 88 Credits after the Bachelor Degree to become eligible for the Master's Degree

It is optional to the candidate to exit or not, after two, four and six semesters of the undergraduate programme with Certificate, Diploma and with Regular Bachelor Degree, respectively. He/she will be eligible to re-join the programme at the exit level to complete either the diploma, degree or the honours degree. Further, all the candidates will be awarded Bachelor degrees on successful completion of three academic years (Six Semesters) of the undergraduate programmes.

A student will be allowed to enter/re-enter only at the Odd Semester and can only exit after the Even Semester. Re-entry at various levels as lateral entrants in academic programmes should be based on the earned credits and proficiency test records.

## **6. ACADEMIC BANK OF CREDITS (ABC)**

The Academic Bank of Credits (ABC), a national-level facility will promote the flexibility of the curriculum framework and interdisciplinary/multidisciplinary academic mobility of students across the Higher Education Institutions (HEIs) in the country with appropriate –credit transfer mechanism. It is a mechanism to facilitate the students to choose their own learning path to attain a Degree/



Diploma/Certificate, working on the principle of multiple entry and exit as well as anytime, anywhere, and any level of learning. ABC will enable the integration of multiple disciplines of higher learning leading to the desired learning outcomes including increased creativity, innovation, higher order thinking skills and critical analysis. ABC will provide significant autonomy to the students by providing an extensive choice of courses for a programme of study, flexibility in curriculum, novel and engaging course options across a number of higher education disciplines/ institutions.

## **7. ELIGIBILITY FOR ADMISSIONS**

A candidate who has passed two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto shall be eligible for admission to these programmes.

## **8. ELIGIBILITY FOR ADMISSION TO POST-GRADUATE PROGRAMMES**

- a) **GENERAL:** Candidates who have passed the three year Bachelor's degree examination of the University or any other University considered as equivalent thereto, with the respective subject as optional / major / special / main subject, are eligible for admission to the two years Master's Degree programmes provided they have secured a minimum of CGPA of 4.0 or 40% marks in the aggregate of all the subjects and CGPA of 5 or 50% marks (CGPA of 4.5 or 45% marks for SC/ST/Category I/Differently abled candidates/) marks in the major/cognate subject.
- b) Candidates who have passed the four year Bachelor's honours degree examination of the University or any other University considered as equivalent thereto, with the respective subject as optional / major / special / main subject, are eligible for admission to the one year Master's Degree programmes provided they have secured a minimum CGPA of 5 or 50% marks (CGPA of 4.5 or 45% marks for SC/ST/Category I/Differently abled candidates/) marks in the subject.

The specific requirements and relaxations admissible for specific Master's Degree Programmes shall be as prescribed by the respective Boards of Studies, approved by the Academic Council and notified by the University.

## **9. MEDIUM OF INSTRUCTION**

The medium of instruction and examination shall be English Only.

## **10. SUBJECTS OF STUDY**

The Components of Curriculum for Four Years Multidisciplinary Undergraduate Programme:  
The Category of Courses and their Descriptions are given in the following Table:

SL.NO	CATEGORY OF COURSES	OBJECTIVE/OUTCOME
1	Languages	Languages provide the medium of fresh and free thinking, expression and clarity in thought and speech. It forms as a foundation for learning other courses. Helps fluent communication. In addition to English, a candidate shall opt for any of the languages studied at the Pre-University or equivalent level.
2	Ability Enhancement Courses	Ability enhancement courses are the generic skill courses which are basic and needed for all to pursue any career. These courses ensure progressions across careers. They enable students to develop a deeper sense of commitment to oneself and to the society and nation largely.
3	Skill Enhancement/Development Courses /Vocational courses	Skill Enhancement courses are to promote skills pertaining to a particular field of study. The purpose of these courses is to provide students life-skills in hands on mode so as to increase their employability/ Self-employment. The objective is to integrate discipline related skills in a holistic manner with general education. These courses may be chosen from a pool of courses designed to provide value-based and/or skill based knowledge. The University can suggest its own courses under this category based on its expertise, specialization, requirements, scope and need.
	Foundation/ Discipline based Introductory Courses	Foundation /Introductory courses bridge the gap for a student if he/she has not got a basic groundwork in a specific area of discipline. These courses will supplement in better understanding of how to integrate knowledge to application into a society.
4	Major Discipline Core Courses	A Major discipline is the field in which a student focuses during the course of his/her degree. A course in a discipline, which a candidate should compulsorily study as a core requirement is termed as a Core course. The core courses aim to cover the basics that a student is expected to imbibe in that particular discipline. They provide fundamental knowledge and expertise to produce competent, creative graduates with a strong scientific, technical and academic acumen. These

		<p>courses are to be taught uniformly across all universities with minimum deviation. The purpose of fixing core courses is to ensure that all the institutions follow a minimum common curriculum so that each institution adheres to a common minimum standard which makes credit transfer and mobility of students easier.</p>
	Major Discipline Elective Courses	<p>Elective Course is a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or enables an exposure to some other discipline/ subject/domain or which nurtures the candidate's proficiency/skill.</p> <p>Elective courses offered under the main discipline are referred to as Discipline Specific Electives. These courses provide more depth within the discipline itself or within a component of the discipline and provide advanced knowledge and expertise in an area of the discipline.</p> <p>The institutions have freedom to have their own courses based on their expertise, specialization, requirements, scope and need. The elective courses may be of interdisciplinary nature</p>
	Minor Discipline Courses	<p>A Minor Discipline is a secondary specialization that one may choose to pursue in addition to a Major Discipline. They may be related areas of studies or two distinct areas of studies which are not interrelated at all.</p>
5	Open or Generic Elective Courses	<p>Open or Generic Elective Courses are courses chosen from an unrelated discipline/ subject, with an intention to seek exposure beyond discipline/s of choice. The purpose of these is to offer the students the option to explore disciplines of interest beyond the choices they make in core and discipline specific elective courses.</p> <p><b>Note:</b> A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Open or Generic Electives.</p>

Project work/ Dissertation/ Internship/ Entrepreneurship	Project work is a special course involving application of knowledge in solving / analysing / exploring a real life situation / difficult problem/ data analysis. Project Work has the intention to provide research competencies at undergraduate level. It enables to acquire special/ advanced knowledge through support study/a project work. Candidates shall carry out project work on his/her own with an advisory support by a faculty member to produce a dissertation/ project report. Internship/ Entrepreneurship shall be an integral part of the Curriculum
Co-curricular and Extension Activities	These activities help in character building, spiritual growth, physical growth, etc. They facilitate development of various domains of mind and personality such as intellectual, emotional, social, moral and aesthetic developments. Creativity, Enthusiasm, and Positive thinking are some of the facets of personality development and the outcomes of these Activities

### 10.1 ABILITY ENHANCEMENT COURSES:

Ability Enhancement (AE) Courses can be divided into two categories:

- a) AE Compulsory Courses (AECC): The universities may have common curriculum for these papers. There may be one paper each at least in the first four semesters viz.
  - Environmental Studies and
  - Constitution of India and Human Rights

In addition to these, two languages shall be studied in the first four semesters of the Undergraduate Programmes.

- b) Skill Enhancement Courses (SEC): The universities may offer from a common pool of papers listed by KSHEC/ National Regulatory Bodies such as UGC or GEC/ NHERC or the universities may frame some papers, in addition to the list suggested.

### 10.2 LANGUAGES:

Two languages are to be studied out of which one shall be Kannada and the other shall be either English or an Indian Language or other Foreign language: English, Sanskrit, Hindi, Tamil, Telugu, Malayalam, Marathi, Konkani, Urdu, Persian, Arabic, German, French, Latin, Russian, Japanese and any other language prescribed/ approved by the university

- a) The Candidates shall study two languages in the first four semesters of the programs. The students who have studied Kannada at the school and/or Pre University or equivalent level, shall opt Kannada as one of the languages and study it in the first four semesters of the programmes. In addition to Kannada, the students shall opt for another language from the languages offered in the university/college and study it in the first two semesters of the programmes. They may continue to study the same language in the second year or may choose different language in the second year. A candidate may opt for any language listed above even if the candidate has not studied that language at PUC or equivalent level.
- b) Students who have not studied Kannada at any level from school to Pre University shall study Kannada as functional language in one of the first two semesters along with another language of their choice. They shall study any two languages of their choice in the remaining three semesters. They may change the languages every year. With the permission of the University, a candidate may opt for any other language listed above even if the candidate has not studied that language at PUC or equivalent level
- c) Speech/hearing/visually impaired/mentally challenged and study disabled students are exempted from studying one of the languages prescribed under para 8.2 above.

**10.3 A) SKILL ENHANCEMENT COURSES (COMMON FOR ALL PROGRAMMES):**

- i. Any four skill enhancement/development courses are to be studied in the first six semesters, one per semester as prescribed by the concerned faculty and approved by the Academic Council. The courses may include the following ( ARE SUGGESTIVE ONLY)

SEM	B.COM./BBA/BMS/BHM/B.VOC/BTTM
I/II	Digital Fluency/ Creativity and Innovation
III/IV	Artificial Intelligence/ Financial Education and Investment Awareness
V	Cyber Security/ Entrepreneurship
VI	Professional Communication - German

- ii. The core course or allied subject each in the seventh and eight semesters of the honours programme and the integrated Master's degree programme or in the first and second semesters of the post-graduate programmes, and one open elective in the ninth semester of the integrated master's programmes are to be studied as prescribed by the respective Board of studies and approved by the Academic council. The soft core courses may include research methodology course, one of the foreign languages such as German, French etc. or any other course prescribed by the university from time to time.

#### **10.4 VOCATIONAL SUBJECTS:**

Advertising, Computer Applications, Electronic Equipment Maintenance, Entrepreneurship Development, Instrumentation, Office/Home Management and Secretarial Practice, Sales Promotion and Management, Tax Procedure and Practice, Tourism and Travel Management and any other subjects introduced from time to time.

#### **10.5 CO-CURRICULAR AND EXTENSION ACTIVITIES**

A student shall opt for two of the following activities offered in the college, in each of the first six semesters of the undergraduate programmes. The activity carries a credit each for each of the activities and will be internally assessed for 50 marks.

- a. Physical Education or Activities related to Yoga/ Sports and Games
- b. N.S.S. / N.C.C / Ranger and Rovers/Red cross
- c. Field studies / Industry Implant Training
- d. Involvement in campus publication or other publications
- e. Publication of articles in newspapers, magazines
- f. Community work such as promotion of values of National Integration, Environment, Human rights and duties, Peace, Civic sense etc.
- g. A Small project work concerning the achievements of India in different fields
- h. Evolution of study groups/seminar circles on Indian thoughts and ideas
- i. Activity exploring different aspects of Indian civilizations
- j. Involvement in popularization programmes such as scientific temper
- k. Innovative compositions and creations in music, performing and visual arts etc.
- l. Any other activities such as Cultural Activities as prescribed by the University.
- m. Evaluation of Co-curricular and Extension Activities shall be as per the procedure evolved by the college from time to time.

#### **11. ATTENDANCE AND CHANGE OF SUBJECTS**

11.1 A candidate shall be considered to have satisfied the requirement of attendance for a semester if he/she attends not less than 75% of the number of classes actually held up to the end of the semester in each of the subjects. There shall be no minimum attendance requirement for the Co-curricular and extension activities.

11.2 An option to change a language/subject may be exercised only once within four weeks from the date of commencement of the/III Semester on payment of fee prescribed.

11.3 Whenever a change in a subject is permitted, the attendance in the changed subject shall be calculated by taking into consideration the attendance in the previous subject studied

11.4 If a candidate represents his/her institution / University/ Karnataka State/ Nation in Sports /NCC / NSS / Cultural or any officially sponsored activities he/she may be permitted to claim attendance for actual number of days participated, based on the recommendation of the Head of the Institution concerned. If a candidate is selected to participate in national level events such as Republic Day Parade etc., he/she may be permitted to claim attendance for actual number of days participated based on the recommendation of the head of the Institution concerned.

11.5 A candidate who does not satisfy the requirement of attendance in one or more courses/ subjects shall not be permitted to take the University examination of these courses/ subjects and the candidate shall seek re-admission to those courses/ subjects in a subsequent year.

## **12. ELIGIBILITY TO TEACH**

12.1 M.Com/M.B.A/M.Com(F&A)/M.Com(I.B)/MBS/MMS Graduates with B.Com/BBM/ BBA/BBS as basic degree from a recognized university are only eligible to teach and evaluate the Commerce and Management Subjects (except languages, compulsory additional subjects) mentioned in this regulations.

12.2 MTM/ MTA/MTTM/MBA Tourism /MBA Tourism & Travel Management is only eligible to teach and evaluate the Tourism and Travel Management Subjects.

12.3 BHM with any Master Degree /M.Sc Hotel Management/ MHM/MBA Hospitality Management is only eligible to teach and evaluate the Hotel Management and Hospitality related subjects.

12.4 Foreign Languages like French and Spanish with Minimum Qualification Any Post Graduation Degree with Diploma in Relevant Languages from recognized university or Any Post Graduation Degree with B1 of CEFR is only eligible to teach relevant languages

12.5 English & Indian Languages shall be taught by the Post Graduates or faculty with higher qualification as recognized by the respective Board of Studies.

## **13. COURSE PATTERNS AND SCHEMES OF EXAMINATIONS**

The details of the Course Patterns (hours of instructions per week) and the Schemes of Examinations of the different degree programmes are given in the program matrix. The Syllabi of the courses shall be as prescribed by the College.

## **14. PEDAGOGY ACROSS ALL PROGRAMMES**

Effective learning requires appropriate curriculum, an apt pedagogy, continuous formative assessment and adequate student support. The intention is to contextualize curriculum through meaningful pedagogical practices, which determine learning experiences directly influencing learning outcomes. Active, cooperative, collaborative and experiential learning pedagogies are some of the examples. Use of technology in creating learning environment that connects learners with content, peers and instructors all through the learning process respecting the pace of learners is need of the hour

a. Classroom processes must encourage rigorous thinking, reading and writing, debate, discussion,

peer learning and self-learning.

- b. The emphasis is on critical thinking and challenge to current subject orthodoxy and develop innovative solutions. Curricular content must be presented in ways that invite questioning and not as a body of ready knowledge to be assimilated or reproduced. Faculty should be facilitators of questioning and not authorities on knowledge.
- c. Classroom pedagogy should focus on the 'how' of things i.e. the application of theory and ideas. All courses including social sciences and humanities should design projects and practicums to enable students get relevant hands-on experiences.
- d. Learning must be situated in the Indian context to ensure that there is no sense of alienation from their context, country and culture.
- e. Classroom processes must address issues of inclusion and diversity since students are likely to be from diverse cultural, linguistic, socio-economic and intellectual backgrounds.
- f. Cooperative and peer-supported activities must be part of empowering students to take charge of their own learning.
- g. Faculty will have the freedom to identify and use the pedagogical approach that is best suited to a particular course and student.
- h. Pedagogies like PBL(Problem / Project Based Learning), Service Learning be brought into practice as part of curriculum. Experiential learning in the form of internship with a specified number of credits is to be made mandatory.
- i. Blended learning (BL) mode is to be used to help learners develop 21st century skills along with the effective learning and skill development related to the subject-domains. BL should be carefully implemented and should not be replacing classroom time as a privilege. Every institute should strive to be a model institute to demonstrate a successful implementation of BL in the higher education of our country.

#### **15. CONTINUOUS FORMATIVE EVALUATION/ INTERNAL ASSESSMENT**

Total marks for each course shall be based on continuous assessments and semester end examinations. As per the decision taken at the Karnataka State Higher Education Council, it is necessary to have uniform pattern of 40 : 60 for CIA and Semester End theory examinations respectively and 50 : 50 for IA and Semester End practical examinations respectively, in all the Universities, their Affiliated and Autonomous Colleges.

TOTAL MARKS FOR EACH COURSE	100%
Continuous assessment (C1) :	20% marks
Continuous assessment (C2):	20% marks
Semester End Examination (C3):	60% marks.



## 16. EVALUATION PROCESS OF CIA MARKS SHALL BE AS FOLLOWS.

- ✚ The first component (C1) of assessment is for 20% marks. This shall be based on test, assignment, seminar, case study, field work, project work etc. This assessment and score process should be completed after completing 50% of syllabus of the course/s and within 45 working days of semester program.
- ✚ The second component (C2) of assessment is for 20% marks. This shall be based on test, assignment, seminar, case study, field work, internship / industrial practicum / project work etc. This assessment and score process should be based on completion of remaining 50 percent of syllabus of the courses of the semester.
- ✚ During the 17th – 19th week of the semester, a semester end examination shall be conducted by the University for each course. This forms the third and final component of assessment (C3) and the maximum marks for the final component will be 60%.
- ✚ In case of a student who has failed to attend the C1 or C2 on a scheduled date, it shall be deemed that the student has dropped the test. However, in case of a student who could not take the test on scheduled date due to genuine reasons, such a candidate may appeal to the Program Coordinator / Principal. The Program Coordinator / Principal in consultation with the concerned teacher shall decide about the genuineness of the case and decide to conduct special test to such candidate on the date fixed by the concerned teacher but before commencement of the concerned semester end examinations.
- ✚ For assignments, tests, case study analysis etc., of C1 and C2, the students should bring their own answer scripts (A4 size), graph sheets etc., required for such tests/assignments and these be stamped by the concerned department using their department seal at the time of conducting tests / assignment / work etc.
- ✚ The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) of a course shall be as under.

### a. Outline for continuous assessment activities for C1 and C2 Activities

Activities	C1	C2	Total Marks
Session Test	10% marks	10% marks	20
Seminars/Presentations/Activity	10% marks	Nil	10
Case study /Assignment / Fieldwork / Project work etc.	Nil	10% marks	10
Total	20% marks	20% marks	40

- b. For practical course of full credits, Seminar shall not be compulsory. In its place, marks shall be awarded for Practical Record Maintenance.(the ratio is 50% : 50%).
- c. Conduct of Seminar, Case study / Assignment, etc. can be either in C1 or in C2 component at the convenience of the concerned teacher.
- d. The teachers concerned shall conduct test / seminar / case study, etc. The students should be informed about the modalities well in advance. The evaluated courses / assignments during component I (C1) and component II (C2) of assessment are immediately provided to the candidates after obtaining acknowledgement in the register by the concerned teachers(s) and maintained by the Chairman in the case of a University Post-Graduate Department and the Principal / Director in the case of affiliated institutions. Before commencement of the semester end examination, the evaluated test, assignment etc. of C1 and C2 shall be obtained back to maintain them till the announcement of the results of the examination of the concerned semester.
- e. The marks of the internal assessment shall be published on the notice board of the department / college for information of the students.
- f. The Internal assessment marks shall be communicated to the Registrar Evaluation atleast 10 days before the commencement of the Semester End examinations and the Registrar Evaluation shall have access to the records of such periodical assessments.
- g. There shall be no minimum in respect of internal assessment marks.
- h. Internal assessment marks may be recorded separately. A candidate, who has failed or rejected the result, shall retain the internal assessment marks.

#### **17. MINIMUM FOR A PASS**

- a. No candidate shall be declared to have passed the Semester Examination as the case may be under each course/paper unless he/she obtains not less than 35% marks in written examination / practical examination and 40% marks in the aggregate of written / practical examination and internal assessment put together in each of the courses and 40% marks (including IA) in Project work and viva wherever prescribed.
- b. A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / field work / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the semester end examinations in each unit.
- c. The candidates who pass all the semester examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.00 (Alpha-Sign Grade B+).
- d. A candidate who passes the semester examinations in parts is eligible for only Class, CGPA and Alpha-Sign Grade but not for ranking.
- e. The results of the candidates who have passed the last semester examination but not passed the lower semester examinations shall be declared as NCL(Not Completed the Lower Semester

Examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.

- f. If a candidate fails in a subject, either in theory or in practical's, he/she shall appear for that subject only at any subsequent regular examination, as prescribed for completing the programme. He/she must obtain the minimum marks for a pass in that subject (theory and practical's, separately) as stated above.

## **18. CARRYOVER**

Candidates who fail in lower semester examinations may go to the higher semesters and take the lower semester examinations. (A candidate who fails in a lower semester examination may go to the higher semester. However, No candidate shall be permitted to take the a) fifth semester examination unless he/she passes all courses/papers of the first semester examination and b) no candidate shall be permitted to take the sixth semester examination unless he/she passes all courses/papers of the first and second semester examinations. Similarly, no candidate shall be permitted to take the c) seventh semester examination unless he/she passes all papers of the first three semester examinations, and d) no candidate shall be permitted to take the 8th semester examination unless he/she passes all papers of the first four semesters examinations).

## **19. CLASSIFICATION OF SUCCESSFUL CANDIDATES**

An alpha-sign grade, the eight point grading system, as described below may be adopted. The declaration of result is based on the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point Average (CGPA) earned towards the completion of all the eight semesters of the programme and the corresponding overall alpha-sign grades. If some candidates exit at the completion of first, second or third year of the four years Undergraduate Programmes, with Certificate, Diploma or the Basic Degree, respectively, then the results of successful candidates at the end of second, fourth or sixth semesters shall also be classified on the basis of the Cumulative Grade Point Average (CGPA) obtained in the two, four, six or eight semesters, respectively. For award of

- Certificate in Arts/ Science/ Commerce/TTM
- Diploma in Arts/ Science/ Commerce/TTM
- Bachelor's Degree in Arts/ Science/ Commerce/TTM
- Bachelor's Degree with Honours in a Discipline/Subject (TTM)

In addition to the above, successful candidates at the end of tenth semester of the integrated Master's Degree Programmes, shall also be classified on the basis of CGPA obtained in the ten semesters of the Programmes. Likewise, the successful candidates of one year or two semester's Master's Degree Programmes are also classified on the basis of CGPA of two semesters of the Master's Degree Programmes,

**TABLE II: FINAL RESULT / GRADES DESCRIPTION**

<b>Semester GPA/Program CGPA</b>	<b>Alpha-Sign /Letter Grade</b>	<b>Semester/Program % of Marks</b>	<b>Result / Class Description</b>
9.00-10.00	<b>O (Outstanding)</b>	90.0-100	Outstanding
8.00-<9.00	<b>A+ (Excellent)</b>	80.0-<90.0	First Class Exemplary
7.00-<8.00	<b>A (Very Good)</b>	70.0-<80.0	First Class Distinction
6.00-<7.00	<b>B+ (Good)</b>	60.0-<70.0	First Class
5.50-<6.00	<b>B (Above Average)</b>	55.0-<60.0	High Second Class
5.00-<5.50	<b>C (Average)</b>	50.0-<55.0	Second Class
4.00-<5.00	<b>P (Pass)</b>	40.0-<50.0	Pass Class
Below 4.00	<b>F (Fail)</b>	Below 40	Fail/Reappear
Ab(Absent)	-	Absent	-

The Semester Grade Point Average (SGPA) in a Semester and the CGPA at the end of each year may be calculated as described in Appendix C:

## **20. REJECTION OF RESULTS**

- a. A candidate may be permitted to reject result of the whole examination of any semester. Rejection of result course/paper wise or subject wise shall not be permitted.
- b. The candidate who has rejected the result shall appear for the immediately following examination.
- c. The rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.
- d. Application for rejection of results along with the payment of the prescribed fee shall be submitted to the COE with the original statement of marks within 30 days from the date of publication of the result.
- e. A candidate who rejects the result is eligible for only SGPA/CGPA or Class and not for ranking.

## **21. IMPROVEMENT OF RESULTS**

- a. A candidate who has passed in all the papers of a semester may be permitted to improve the result by reappearing for the whole examination of that semester.

- b. The reappearance may be permitted during the period N+2 years (where N refers to duration of the program) without restricting it to the subsequent examination only.
- c. The student may be permitted to apply for improvement examination 45 days in advance of the pertinent semester examination whenever held.
- d. If a candidate passes in all the subjects in reappearance, higher of the two aggregate marks secured by the candidate shall be awarded for that semester. In case the candidate fails in the reappearance, candidate shall retain the earlier result.
- e. A candidate who has appeared for improvement examination is eligible for class/CGPA only and not for ranking.
- f. Internal assessment (IA) marks shall be shown separately. A candidate who wants to improve the result or who, having failed, takes the examination again or who has appeared for improvement shall retain the IA marks already obtained.
- g. A candidate who fails in any of the semester examinations may be permitted to take the examinations again at a subsequent appearance as per the syllabus and scheme of examination in vogue at the time the candidate took the examination for the first time. This facility shall be limited to the following two years.

## **22. TRANSFER OF ADMISSION:**

Transfers of admissions are permissible only for odd semesters for students of other universities and within the University.

### **22.1 CONDITIONS FOR TRANSFER OF ADMISSION OF STUDENTS WITHIN THE UNIVERSITY.**

- a. His/her transfer admission shall be within the intake permitted to the college.
- b. Availability of same combination of subjects studied in the previous college.
- c. He/she shall fulfil the attendance requirements as per the College Regulation.
- d. He/she shall complete the programme as per the regulation governing the maximum duration of completing the programme.

### **22.2 CONDITIONS FOR TRANSFER ADMISSION OF STUDENTS OF OTHER UNIVERSITIES.**

- a. A Candidate migrating from any other University may be permitted to join odd semester of the degree programme provided he/she has passed all the subjects of previous semesters / years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of the University.

- b. His/her transfer admission shall be within the intake permitted to the college.
- c. He/she shall fulfil the attendance requirements as per the University Regulation.
- d. The candidate who is migrating from other Universities is eligible for overall SGPA/CGPA or Class and not for ranking.
- e. He/she shall complete the programme as per the regulation governing the maximum duration of completing the programme as per this regulation.

### **23. POWER TO REMOVE DIFFICULTIES**

If any difficulty arises in giving effect to the provisions of these regulations, the Principal may by order make such provisions not inconsistent with the Act, Statutes, Ordinances or other Regulations, as appears to be necessary or expedient to remove the difficulty. Every order made under this rule shall be subject to ratification by the Appropriate College Authorities.

### **24. REPEAL AND SAVINGS**

The existing Regulations governing three years Bachelor Degree Programme in the faculties of Arts, Science and Commerce shall stand repealed. However, the above Regulations shall continue to be in force for the students who have been admitted to the course before the enforcement of this regulation.

### **25. PATTERN FOR INTERNALASSESSMENT TEST**

#### **B.T.T.M.( TOURISM AND TRAVEL MANAGEMENT)**

Duration: 1 Hour

Total Marks: 20

#### **SECTION-A**

#### **(Based on the Remembering)**

1. Answer Any Two of the following questions. Each carries Two Marks. (2 x 2= 4)

a.

b.

c.

#### **SECTION- B**

#### **(Understanding and Applying)**

II. Answer Any Two of the following questions. Each carries Eight marks. (2 x 8= 16)

2.

3.

4.

**UNIVERSITY EXAMINATION**  
**B.T.T.M.(TOURISM AND TRAVEL MANAGEMENT)**

Course Code:  
Duration: 2.00 Hours

Name of the Course:  
Total Marks: 60

**SECTION-A**  
**(Conceptual Questions)**

1. Answer any **FIVE** of the following sub-questions. Each question carries Two Marks. (5x2= 10)

- a.
- b.
- c.
- d.
- e.
- f.
- g.

**SECTION- B**  
**(Application Based Questions)**

Answer any **FOUR** of the following question. Each question carries Five Marks. (4x5= 20)

- 2.
- 3.
- 4.
- 5.
- 6.

**SECTION- C**  
**(Analyse and Understanding Questions)**

Answer any **TWO** of the following question. Each question carries Ten Marks. (2x10=20)

- 7.
- 8.
- 9.

**SECTION- D**  
**(Skill Development Questions/Case Study Based )**

Answer Any One of the following question carries 10 Marks. (1 x10= 10)

- 10.
- 11.

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## Program Structure

### Scheme of Teaching & Evaluation for B.T.T.M.(Basic/Hons)

#### TOURISM AND TRAVEL MANAGEMENT

## BENGALURU CITY UNIVERSITY, BANGALORE

(UNDER NEP-2020 PATTERN)

V Semester – BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

Sl No	Course Code	Title of the Paper	Category	Teaching Hours Per Week (L+T+P)	University Exam Marks	CIA Marks	Total Marks	Credits
41	BTTM 5.1	Tourism Product - III	DSC-13	3+1+0	60	40	100	4
42	BTTM 5.2	F & B Management – I	DSC-14	3+1+0	60	40	100	4
43	BTTM 5.3	Medical, Health and Wellness Tourism – I	DSC-15	4+0+0	60	40	100	3
44	BTTM 5.4	<b>Practical :</b> Medical, Health and Wellness Tourism – I	DSCP5	0+0+4	30	20	50	2
45	BTTM 5.5	Tour Guiding	DSE-1	3+0+2	60	40	100	3
46	BTTM 5.6	Special Interest Tourism	DSE-2	3+0+2	60	40	100	3
47	BTTM 5.7	Adventure Tourism	Voc- 1	3+0+2	60	40	100	3
48	BTTM 5.8	Cyber Security <b>OR</b> Employability Skills	SEC-SB	2+0+2	60	40	100	3
<b>Sub Total (E)</b>					<b>450</b>	<b>300</b>	<b>750</b>	<b>25</b>

VI Semester – BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

Sl No	Course Code	Title of the Paper	Category	Teaching Hours Per Week (L+T+P)	University Exam Marks	CIA Marks	Total Marks	Credits
49	BTTM 6.1	Tourism Product - IV	DSC-16	3+1+0	60	40	100	4
50	BTTM 6.2	F & B Management – II	DSC-17	3+1+0	60	40	100	4
51	BTTM 6.3	Medical, Health and Wellness Tourism – II	DSC-18	4+0+0	60	40	100	3
52	BTTM 6.4	<b>Practical :</b> Medical, Health and Wellness Tourism – II	DSCP6	0+0+4	30	20	50	2
53	BTTM 6.5	MICE Tourism	DSE-3	3+0+2	60	40	100	3
54	BTTM 6.6	Itinerary Costing and Preparation	DSE-4	3+0+2	60	40	100	3
55	BTTM 6.7	Rural Tourism	Voc- 2	3+0+2	60	40	100	3
56	BTTM 6.8	Internship	SEC-SB	2+0+2	Report-60 Viva -40	--	100	3
<b>Sub Total (F)</b>					<b>490</b>	<b>260</b>	<b>750</b>	<b>25</b>



# BENGALURU CITY UNIVERSITY

## V SEMESTER – BTTM

### DSC-13, BTTM 5.1 Tourism Product – III(Karnataka History)

#### Objectives:

- To provide information on the history of Karnataka from the ancient period and role of the same in promoting tourism.
- To equip with historical happenings of the past with special reference to Karnataka .

#### **UNIT – I**

Geography of Karnataka – Major Sources of Karnataka History – Pre-Historic sites in Karnataka – Shatavahana of Paithan – Banvasi Kadambas

#### **UNIT – II**

Gangas of Talakadu – BadamiChalukyas- Rashtrakutas of Manyaketa- KalyaniChalukyas - Hoysalas of Dwarasamudra

#### **UNIT – III**

Kalachuris of Kalyana – Vijayanagara Empire - Krishnadevaraya – Bahamani Empire – AdilShahis of Bijapur – KeladiNayakas – Chitradurga Palegars

#### **UNIT – IV**

History of Mysore Wodeyars – Chikkadevaraya Wodeyar – Hyder and Tippu – Krishnaraja Wodeyar III – Commissioners of Mysore – Krishnaraja Wodeyar IV – Dewans of Mysore

#### **UNIT – V**

Freedom Movement in Karnataka – Role of Press and Literature – Unification Movement in Karnataka.

#### **Books for References**

1. P.R.Diwakar (Ed): Karnataka through the ages 1968
2. P.B.Desaietc: A History of Karnataka, 1970
3. SuryanathKamath: A concise History of Karnataka, 1997
4. H.V.Srinivas Murthy and R.Ramakrishna: History of Karnataka, 1978
5. K.R.Basavaraj:History and Culture of Karnataka 1984
6. A.V.Narasimha Murthy (Ed): Archeology of Karnataka, 1978

# **BENGALURU CITY UNIVERSITY**

## **V SEMESTER – BTM**

### **DSC-14, BTM 5.2 Food and Beverage Management - I**

#### **Objectives:**

- To provide the concept of Food and beverage section of a hotel industry.
- To equip with fundamental operations of Food and Beverage production department of a 5- star hotel.

#### **UNIT – I**

Introduction to Food & Beverage Production: Introduction – Definition of cooking – Origin of cooking – Aims & objectives of cooking – Role of F&B Production department in hotels.

#### **UNIT – II**

Kitchen & Production Management - Kitchen organization – Layout of the kitchen – Kitchen planning – Kitchen equipment: Use and maintenance. Kitchen hygiene.

#### **UNIT – III**

Methods of Cooking Food - Roasting – Boiling – Broiling – Frying – Baking – Steaming – Blanching – Grilling – Stewing – Braising – Infra-red cooking – Micro wave cooking – Solar cooking.

#### **UNIT – IV**

Important cuisines of the world - Characteristics of Chinese, French & Italian cuisine. Important Recipes – Chinese, French and Italian Cuisine.

#### **UNIT – V**

Bakery & Confectionary -Introduction to bakery & confectionary – Duties and responsibilities of a bakery chef – Latest machines and equipments used in the department – Important product produced in the bakery & confectionary department.

#### **Books for References:**

1. Modern Cookery – Thangam E Philip – Orient Longman Publications.
2. Theory of cookery – Krishna Arora – Frank Bros & Co publications.
3. The theory of catering – Ronald Kinton& Victor Ceserani - ELBS

# BENGALURU CITY UNIVERSITY

## V SEMESTER – BTM

### DSC-15, BTM 5.3 Medical, Health and Wellness Tourism - I

#### Objectives :

- To Understand the concept of Medical tourism
- To analyse the current trends in India and the world of Medical Tourism.
- To learn about the scope of Medical Tourism and Wellness Tourism.
- To Know various yoga and yogic practices as a part of Medical Tourism

**UNIT – I Introduction to Health Tourism:** Origin and development over ages, health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL) Concept. The scope of Health Measures, Forms of Health tourism. Health: Concept, Definitions and Importance of health to People, Business and Government.

**UNIT – II Medical Tourism :** Concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

**UNIT – III Indian Health Care Therapy and Medicine:** Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy . SPA- Different types of Spa and their role in promotion of Medical Tourism. Major Indian Destinations for medical tourism. Medical Tourism in Multi-Specialty Hospitals in India. Potential impact of Medical Tourism on the health workforce and health systems in India

**UNIT – IV Introduction to Yoga:** Definition of Yoga (According to Pathanjali, Bhagavadgeetha, Swami Vivekananda, Sri Aurobindo)- Aims and Objectives of Yoga – Yoga as a Science and Art – Streams of Yoga – Astanga Yoga (Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana & Samadhi) – Selected verses of Pathanjali’s Yoga sutras.

**UNIT – V Introduction to Asanas:** Meaning – Objectives – Classification- Applications of Asanas-Pranayama - Stages- Types of Pranayama , Shat Kriyas ( Kapalbathi, Trataka, Neti, Dhouthi, Nauli, Basti)- Mudras and Bandhas – Application of Yoga Therapy to various fields / diseases.

#### **Books for reference :**

1. Raj Pruthi (2006), “Medical Tourism in India”, Arise Publication, New Delhi.
2. Smith, M & L Puczko (2009), “Health and Wellness Tourism”, Publication: Routledge Taylors Francis Group, London, New York
3. Heinemann Sonali Kulkarni, B (2008), “Spa and Health Tourism”, Publication: Book Enclave, Jaipur.
4. S. Rajagopalan, Health Tourism – An Introduction, The ICFAI Press, Hyderabad, 2006.
5. Tourism Recreation Research, Wellness Tourism, Journal of Centre for Tourism Research and Development, Lucknow, Vol.31, No.1, 2006. Sivananda Yoga Vedanta Centre, The New Book Of Yoga, Ebury Press (2000)
6. Swami Vishnudevananda, The Complete Illustrated Book of yoga
7. Light on Yoga: The Classic Guide to Yoga by the World's Foremost Authority- BKS. Iyengar

# BENGALURU CITY UNIVERSITY

## V SEMESTER – BTTM

### DSCP5, BTTM 5.4 PRACTICAL :

#### Medical, Health and Wellness Tourism - I

##### Syllabus – Practicals

- Concept of First Aid and Various first aid for various situations.  
( First Aid Situations like -Cut/Scrape, Burn, Insect Bite/Sting, Splinter, Sunburn, Nosebleed, Sprains, Strains, and Fractures)
- Checking body height, weight, BMI and Measuring the BP
- Opening Prayer and Closing Prayer
- Practice of Surya Namaskara (12 Steps) with Mantras
- Asanas - Pranyama – Shat Kriyas – Mudras – Bandhas
- OM Meditation and Chanting
- Field Visit to any recognized Yoga centre (*Learning the Yogic practices*)
- Major Indian Destinations for Medical Tourism
- List / brief of Multispecialty Hospitals in India and their services – Medical Tourism

##### PATTERN FOR PRACTICAL EXAMINATIONS

30 MARKS

Sl. No.	Particulars/ Activity	Marks Allotted
1	One First Aid Procedure, BMI and Checking BP	05 Marks
2	Yoga and Yogic Practices Surya Namaskara( 12 Steps) with prayer Asanas, Pranayamas, Shat Kriyas, Mudra, Bandhas. OM Meditation and Chanting	15 Marks
3	Brief report on Field Visit - Yoga Centre	05 Marks
4	Grooming, Practical Record & Viva- Voce	05 Marks
	<b>GRAND TOTAL</b>	<b>30 MARKS</b>

##### CIA MARKS : 20 MARKS

- Minimum 10 Sessions of Practical to be conducted in addition to Field Visit.
- 10 Sessions carries 10 marks
- Field Visit carries 10 Marks
- Field Visit includes Visit to Yoga Centre, Visiting Multispecialty Hospitals where Yoga Tourism is promoted.
- The proper documentation and records of the all Sessions and Visits to be maintained by the Faculty Member concerned duly certified by Head of the Dept and Institution and same to be produced for BOE during the practical examinations.

# **BENGALURU CITY UNIVERSITY**

## **V SEMESTER – BTM**

### **DSE-1, BTM 5.5 Tour Guiding**

#### **Objectives :**

- To orient the students about the scope of tour guiding as a career option. This course will
- To help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations.
- To orient students to the nitty-gritties of this profession.
- To deliver key skills of Tour Guiding

#### **UNIT I Introduction**

Introduction to Tour Guiding; Role of a tour guide; Steps to becoming a tour guide; presentation skills for a tour guide.

#### **UNIT II Guiding a Tourist Group**

Interpretation- Meaning, components and process; Dynamics of commentary; Mechanics of tour guiding; Tools of the trade.

#### **UNIT III Guiding Scenarios**

Do's and Don'ts for tour guides; Guiding on walking tours, coach, museum, religious place, archaeological site, nature walks; Helping with transfers

#### **UNIT IV Tricks of the Trade**

Handling difficult tourists; Handling questions; Handling emergencies; Responsible guiding

#### **UNIT V Practical Information ( Practical based)**

Planning an itinerary; business partners; Setting up a tour guiding business; Code of conduct for tour guides in India (by MoT).

#### **Books for Reference:**

1. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)
2. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
3. Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)

# **BENGALURU CITY UNIVERSITY**

## **V SEMESTER – BTM**

### **DSE-2, BTM 5.6 Special Interest Tourism**

#### **Objectives :**

- To provide a deep study about the variety of special interest tourists and their significance in tourism.
- 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.
- To explore a particular sector that is of interest to the customers and analyse the key developments in the chosen market.

#### **UNIT I Definition and Concept**

Special interest tourism -concept, definition, importance; classification of special interest tourism; determinants of special interest tourism; trends in special interest tourism development. Culture and heritage tourism –definition, concept, benefits, challenges, forms of cultural heritage; culture and heritage tourism products; institutional framework – UNESCO, ASI, INTACH, ICCROM, ITRHD; educational tourism- definition, forms, importance and global trends

#### **UNIT II Nature of Special Interest Tourism**

Medical tourism - concept, definition, benefits, trends, global scenario of medical tourism, major destinations; health and wellness tourism in India; Aboriginal cultures and Indigenous tourism, Educational tourism, Sports Tourism – concept, benefits, trends, classification; major sporting events and destinations.

#### **UNIT III Tourism Cultural Resources**

Gastronomy and Culinary Tourism -definition, importance and trends; cultural dimensions of culinary tourism, Food and drink festivals, major food and wine destinations; shopping tourism concept and importance, major shopping destinations, shopping festivals, future trends in shopping tourism; Movie inspired tourism- definition, forms and importance, government initiative and plans to promote film tourism, important film tourism destinations.

#### **UNIT IV Dark and Doom tourism**

Definition and types, motivation for dark and doom tourism, famous dark and doom tourism destinations; Rural tourism- definition, types, opportunities and challenges, major destinations; Avitourism - Definition, types and benefits of birding travel, top birding travel destinations.

#### **UNIT V Special interest tourism itineraries in India**

Educational, Dark, Slum, CBT, Indigenous Tourism, Health Tourism, Food and Wine Tourism, Film Tourism, Senior Tourism, Urban Tourism, Ayurveda and Spiritual Tourism.

**Books for Reference:**

1. Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). *Special Interest Tourism: Concepts, Contexts and Cases*. CABI. ·
2. Douglas, N., & Derrett, R. (2001). *Special interest tourism*. John Wiley and Sons Australia, Ltd. ·
3. Hall, C. (2013). *Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility*. Routledge. ·
4. Hjalager, A. M., & Richards, G. (Eds.). (2003). *Tourism and gastronomy*. Routledge

# BENGALURU CITY UNIVERSITY

## V SEMESTER – BTTM

### Vocational -1, BTTM 5.7 Adventure Tourism

#### Objectives:

- To understand the nature of Adventure and Adventure Tourism
- To provide knowledge about difference between other types of tourism and the environment of adventure travel business.
- To analyze various types of adventure and the relation of adventure in tourism industry.
- To equip with practical concept to work and to indulge into new Adventure Tourism.

#### UNIT I Meaning and Definition of Adventure Tourism

Meaning, definitions; classification of adventure tourism. Difference between adventure and sports, weather and climate and their relationship with adventure tourism.

#### UNIT II Land and Air based Adventure Tourism

Mountaineering, rock climbing; repelling, bouldering; trekking; skiing; safaris and its types. The equipment used in land based adventure tourism, popular land based adventure places in India.

#### UNIT III Water Based Adventure Tourism

Snorkelling; scuba diving; rafting; kayaking; canopying and surfing. Equipment used in water based adventure tourism. Popular water based adventure places in India.

#### UNIT IV Air Based Adventure Tourism

Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro light flying etc. Equipment used in air based adventure tourism. Popular air based adventure places in India. Major Adventure institutions in India, scope and future prospect of adventure tourism in India.

#### UNIT V Field Tour & Project

Students will have to participate in a short tour of 5 to 7-day duration. Cost of such a tour will be borne by the student.

**Note :** Unit V carries 20 Marks of the CIA Component and report to be submitted to Chairperson-BOE before commencement of the Examinations with the list of students participated and marks allotted to the component. It is a Mandatory Component of CIA.(Follow the study tour report format)

#### Books for reference:

1. Negi, J. (2001). Adventure Tourism and Sports – Part- I & II, New Delhi: Kanishka Publishers.
2. Peter Varley, Steve Taylor and Tony Johnston ed (2013) , Adventure Tourism: Meanings, experience and learning, Routledge
3. Buckley, Ralf (2006). Adventure Tourism. CABI International. Malik, S.S. (1997). Adventure Tourism, New Delhi: Rahul Publishing
4. Sharma, K. Jitendra (2008), Types of Tourism and ways of Recreation: Elements, Dimensions and Trends, Kanishka



**BENGALURU CITY UNIVERSITY**

**V SEMESTER – BTM**

**SEC-SB**

**BTM 5.8 Cyber Security OR**

**Employability Skills**

*(Syllabus to be followed as per the pattern of UG Program adopted by  
Faculty of Commerce under NEP Scheme)*

# **BENGALURU CITY UNIVERSITY**

## **VI SEMESTER – BTTM**

### **DSC-16, BTTM 6.1 Tourism Product – IV**

#### **(Karnataka Architecture and Culture)**

##### **Objectives:**

- To provide the concept of Karnataka Architecture and Culture from the ancient period and role of the same in promoting Tourism.
- To equip with historical happenings at the past with special reference to art and architecture of Karnataka .

##### **UNIT – I**

Pre-Historic Art in Karnataka – Numismatics - Kadamba Architecture – Ganga’s Art and Architecture

##### **UNIT – II**

Architecture of BadamiChalukya’s – Rashtrakuta’s Caves and Monuments - KalyaniChalukya’s Architecture – Hoysala’s Architecture – Vesara Style

##### **UNIT – III**

Vijayanagara Art and Architecture – Bahamani Sulthan’s Monuments – Bijapur AdilShahi’s Architecture – Mysore Wodeyar’s Palaces and Monuments

##### **UNIT – IV**

Classical and Folk dances of Karnataka – Theatre – Kannada Literature – Crafts Festivals and Fares of Karnataka – Cuisines of Karnataka.

##### **Books for References:**

1. ChoodamaniNandagopaletc: Temple Treasures, 3 vols.
2. S.R.Rao: Traditional paintings of Karnataka, 1980
3. R.B. Pande: Indian paleography
4. A.V.Narasimha Murthy: Coins and currency system in Karnataka
5. P.Sambamurthy : South Indian Music, 1941
6. H.K. Ranganath : Karnataka Theatre
7. Suryanath Kamath Karnataka – A Handbook, 1977
8. R. Satyanarayana : Studies in Dance
9. MrinaliniSarabhai:UnderstandingBharatanatyam
10. EnakshiBhavanani: Dances of India
11. K.M.Munshi (Ed): Indian Inheritance, vol.II (Chapters 1, 2 & 3)
12. ShivaramaKarantha: Yakshagana

# BENGALURU CITY UNIVERSITY

## VI SEMESTER – BTTM

### DSC-17, BTTM 6.2 Food and Beverage Management – II

#### Objectives:

- To provide the concept of Food and beverage section of a hotel industry.
- To equip with fundamental operations of Food and Beverage Service department of a star hotel.

#### UNIT – I

##### Menu

Introduction-Definition – origin- Types of Menu- Importance of menu in Food service Industry- Menu compilation & sequence – Balancing of menu.

#### UNIT – II

##### Types of Food service

Introduction- Types of Restaurant services- Buffet service- types- Room service- Classification of operating equipments used in restaurants & their uses.

Ancillary departments still room, pantry, hot plates. Restaurant service Mis en scene, Mis en place

#### UNIT – III

##### Concepts of Food service joints

Introduction- Concept of fine dining restaurants- ethnic Restaurants- fast foods, self service- canteens-Multi cuisine restaurants-stand alone restaurants, specialty Food service joints.

#### UNIT – IV

##### Bar operations

Introduction-Service of beverages – cocktails- mock tails- beverage control, Types of bars –permits and licenses.

#### UNIT – V

##### New trends & developments in food service

Introduction- eating out habits- growth of food service industry in India, trends in food service, culinary tourism.

#### **Books for References:**

- 1.Food& Beverage service & Management- Bobby George.
- 2.Food& Beverage Service – John A.Cousins&Lillicrap – ELBS
- 3.Food& Beverage Service – Sudhir Andrews – Tata Mcgraw Hill
- 4.Food& Beverage Management – Sudhir Andrews – Tata Mcgraw Hill
- 5.Food& Beverage Service – R.Singaravelavan – Oxford

# BENGALURU CITY UNIVERSITY

## VI SEMESTER – BTTM

### DSC-18, BTTM 6.3 Medical, Health and Wellness Tourism – II (Theory)

#### Objectives :

- To know the various Ayurveda practices as a part of Medical Tourism
- To apply the concept of Medical tourism in Tour Operations
- To analyze the current trends in India and the world of Medical Tourism.
- To learn about the scope of Medical Tourism and Wellness Tourism.

#### UNIT – I Introduction to Ayurveda

History – Meaning- Basic Principles of Ayurveda – Eight Branches of Ayurveda - Difference between Ayurveda, Allopathic and Homeopathy – Selected Home Remedies.

#### UNIT – II Ayurveda Practical Applications

Preventive Aspects of Ayurveda, Dinacharya – Ruthucharya– Panch karma- A Brief practical approach about the purvakarma – Ayurvedic herbs condition and spices used on Health Ayurvedic Therapies – Ayurvedic Cooking and its application

#### UNIT – III Medical tourism product and package

Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance.

#### UNIT – IV Legal Aspects of Medical Tourism

Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

#### UNIT – V : Medical Tourism in India

Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support. Factors affecting Medical Tourism in India.

**Case Studies :** Medical Tourism Companies in Bangalore, SOUKYA International Holistic Health Centre Pvt.Ltd , Narayana Hrudayalaya, Apollo Hospitals, Global Hospitals, Sankara Nethralaya.

#### Books for reference :

1. Raj Pruthi (2006), “Medical Tourism in India”, Arise Publication, New Delhi.
2. Smith, M & L Puczko (2009), “Health and Wellness Tourism”, Publication: Routledge Taylors Francis Group, London, New York
3. Heinemann Sonali Kulkarni, B (2008), “Spa and Health Tourism”, Publication: Book Enclave, Jaipur.
4. S. Rajagopalan, Health Tourism – An Introduction, The ICFAI Press, Hyderabad, 2006.
5. Dr. Vasant Lad, Ayurveda: The Science of Self-healing (A Practical Guide)
6. Judith H Morrison. The Book of Ayurveda: A Holistic Approach to Health and Longevity.

# BENGALURU CITY UNIVERSITY

## VI SEMESTER – BTTM

### DSCP6, BTTM 6.4 Medical, Health and Wellness Tourism – II (Practical)

#### Syllabus – Practicals

- List of Ayurvedic Medicinal Herbs with their botanical name and their benefits (Tulsi/Neem/Ashwagandha/Arjuna/Shatavari/Guguulu/Amla/Triphala/Turmeric/Ginger/Vasa/Bala)
- List and Uses of Spices / Herbs from Kitchen and Selected Fruits and Vegetables. (Cinnamon/Clove/Pepper/Cumin/Coriander/Jaiphala/Garlic/Ajwain/Karjura/Badam)
- Ayurvedic Preparations
  - Swarasa, Kasaya Preparation,
  - Potli making with Neem/Castor Leaves/Lemon PCs
  - Shiro Abhyanga (5 Head Massage Techniques)
  - Preparation of Kanji with rice (Diet)
  - Home remedies – (Based Ayurveda)
- Medical Tourism Guidelines in India.
- Designing the Medical Tour Packages
  - Pre Tour Arrangement
  - Tour Operations
  - Post Tour Management
- Medical Tourism Procedures (Step by Step)
- Field Visit to Ayurveda Resort / Health Resort (*Learning the Ayurvedic Practices*)
- List of Medical Tourism Companies in Bangalore.
- List of Reputed / Selected Hospitals for Medical Tourism in India.

#### PATTERN FOR PRACTICAL EXAMINATIONS

30 MARKS

Sl. No.	Particulars/ Activity	Marks Allotted
1	Ayurveda Preparations	15 Marks
2	Brief report on Field Visit - Ayurvedic Resort	05 Marks
3	Designing the Medical Tour Packages and Procedures for Medical Tour Operations	05 Marks
4	Grooming, Practical Record & Viva- Voce	05 Marks
	<b>GRAND TOTAL</b>	<b>30 MARKS</b>

#### CIA MARKS : 20 MARKS

- Minimum 10 Sessions of Practical to be conducted in addition to Field Visit.
- 10 Sessions carries 10 marks
- Field Visit carries 10 Marks
- Field Visit includes Visit to Ayurveda Resort / Health Resort, Visiting a resort where Ayurvedic Tourism is promoted.
- The proper documentation and records of the Sessions and Visits to be maintained by the Faculty Member concerned duly certified by Head of the Dept and Institution and same to be produced for BOE during the practical examinations.

# BENGALURU CITY UNIVERSITY

## VI SEMESTER – BTTM

### DSE-3, BTTM 6.5 MICE Tourism

#### **Objectives:**

- To provide the insight into MICE Concepts and its role in Tourism Industry.
- To equip with fundamental operations of Events through Elements of MICE .

#### **UNIT – I**

Corporate Sector and Business Travel - Introduction - Background of Business Travel - Needs of a Business Traveller- Linkages Between Business and Leisure Tourism - Corporate Houses and the Travel Costs - Service Quality Issues in Business Tourism. The Concept of Incentive Travel -Growth in the Incentive Travel Sector - Motivational Houses - Types of Incentive Organisations- Motivation-Client's Profile - Selling Incentive Travel -Incentive Travel Winner Form.

#### **UNIT – II**

Meetings, Workshops, Seminars and Conferences – Introduction- History of Meetings-Players in the Industry- Responsibilities of Meeting Planners - Meeting Technology. Understanding Trade Fairs and Exhibitions - Purpose of Trade Shows Fairs - Economic Impact of Trade Fairs -Creating and Designing Trade Fairs ( Trade Show Manager, Contractor, Accounts Executive, Exhibitors & Ten Steps to Trade Fair Success) Attendees - Marketing Trade Fairs.

#### **UNIT – III**

Infrastructure for MICE - Planning for MICE (Venues, Transport , Accommodation & Other Support Services) Private Sector and Government Policies - Sustainable Planning for MICE ( Residents Versus Guests, Layout of the Conference and Convention Centres, Guest Material & Pollution Levels). Linkages with Tourism – MICE as a Supplement to Tourism.Travel Agency and Tour Operations for Business Travellers.

#### **UNIT – IV**

Convention Management : Introduction- Significance of Convention and Meeting Business - Site Selection - Convention Centres - Convention Centre Location - Types of Centres - Centre's Environment – Sponsors - Marketing and Promotion . Process of Convention Management, Negotiation and Contracts. Operations Management and Visitors Management of Conventions. Post Convention Behaviour – Key Models and Techniques. Benchmarking and post convention tasks.

#### **UNIT – V**

Managing Exhibitions – Introduction - Purpose of Exhibitions and Trade Shows- Show Manager/Show Organizer/Show Producer -Exhibition Solicitation and Management- Contractors - Attendees. Expositions as a Marketing Tool- Exposition or Show Manager - Marketing Research - Developing a Marketing Plan - Tour Operator's Business - Incentive Planners Checklist - Sample Incentive Programme.

#### **Books for Reference :**

1. Global Meeting and Exhibition by CorolKrugman and Rudy R.Wright, John Willy and Sons, New Jersey, USA.
2. Event Marketing and Management by Sanjaya Singh Gaur, Sanjay V Saggere, Vikas Publishing house, New Delhi.
- 3.Event Entertainment and Production by Mark Sonder , John Wiley & Sons Inc., New Jersey, USA.

# BENGALURU CITY UNIVERSITY

## VI SEMESTER – BTTM

### DSE-4, BTTM 6.6 ITINERARY COSTING AND PREPARATION

#### **Objectives :**

Itinerary costing and preparation is one most important aspect for tour operator and travel agencies. The success and failure of the tourism industry depends on the itineraries prepared by it.

- To familiarize the students with itinerary preparation and its costing.
- To understand and make itineraries for tourists with different aspirations.
- To Focus on the practical aspects of the Tourism industry in terms of Itinerary preparation

#### **UNIT I Introduction**

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT Do's and don'ts of itinerary preparation-Limitations and Constraints

#### **UNIT II General Concept**

Custom made itinerary and Ready made itinerary, Factors to be considered while Preparing an itinerary - Seasonal Itinerary-Product based itinerary-All-Inclusive Itinerary

#### **UNIT III Tour Packaging**

Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Lessoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.

#### **UNIT IV Product Oriented Package Tour**

Health tourism, Yoga, Meditation and Nature Cure –Beach Holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours. Adventure Package: Soft and Hard adventure -Concepts and guidelines: Desert Safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf Tours, Theme tours and Cruise. Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.

#### **UNIT V Costing a Tour (Practical)**

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

#### **Books for Reference :**

1. Chunk, James, Dexter & Boberg (n.a.) Professional Travel Agency Management
2. D.L. Foster (n.a.) The Business of Travel Agency Operations and Management Reference books
3. Chand, M., (2000), Management Of Travel Agency And Tour Operation, Anmol Publications Pvt. Ltd, New Delhi.
4. Chaudhary, M., 2010, Tourism Marketing, First Edition, Oxford University Press, New Delhi

# BENGALURU CITY UNIVERSITY

## VI SEMESTER – BTTM

### Vocational – 2 BTTM 6.7 RURAL TOURISM

#### Objectives :

- To understand the basic concepts and nature of rural tourism as well its social set up.
- To analyse various aspects, problems and prospects related to rural tourism.
- To aware of different policies related to the development of Indian rural society.
- To equip with a practical approach towards development of Rural Tourism.

#### UNIT I Meaning and Definition

Rural Tourism, its meaning and definition by scholars, understanding the concept of Urban and Rural areas.

#### UNIT II Nature and Characteristics

Different classifications of rural tourism, salient features, characteristics of rural tourism, positive and negative impacts of tourism in rural areas.

#### UNIT III Scope and Significance

Role and significance of rural tourism in India, its scope in Indian social structure and economy, sustainable livelihoods of local communities, enhancement in local quality of life.

#### UNIT IV Rural Tourism Strategies and Its Promotion

Promotion of rural festivals, agricultural exhibitions and shows, events and programs, training workshops, thematic routes in rural areas and rural cuisines etc. (Government policies to develop rural tourism e.g. Suraj Kund Craft Mela, Agra's Taj Utsav, Desert festival etc.)

#### UNIT V Field Tour & Project

Students will have to participate in a short tour of 5 to 7-day duration. Cost of such a tour will be borne by the student.

*Note : Unit V carries 20 Marks of the CIA Component and report to be submitted to Chairperson-BOE before commencement of the Examinations with the list of students participated and marks allotted to the component. It is a Mandatory Component of CIA.(Follow the study tour report format)*

#### Books for Reference :

1. Pruthi. R.K, (2006), Rural Tourism: Challenges and Paradoxes, Rajat Publications, New Delhi. Sampson. C, (2012), Rural Tourism, Hardcover
2. D. Moore, S.A.-Dowling, R. K (2013) Natural Area Tourism Ecology, Impacts and Management, Newsome
3. Devesh Nigam (2011), Rural Tourism: Emerging Issues and Challenges, Hardcover



# BENGALURU CITY UNIVERSITY

## VI SEMESTER – BTTM

### BTTM 6.8 INTERSHIP

#### 1. Objectives:

- a) The internship aims at enabling the students to get a practical exposure to the working/ functioning of the industry.
- b) The internship provides an opportunity to students to substantiate their classroom learning with practical experience.

#### 2.Guidelines for Internship:

- 1) **Teaching hours for internship course** -Number of teaching hours is Three hours (3) on the following grounds
  - UGC Guidelines for internship for under graduate students published in 2023 clearly stated that One (1) credit of internship is equivalent to Thirty (30) hours of engagement in a semester. So an internship is Ninety (90) hours and has Three (3) Credits,
  - KSHEC in their curriculum and credit frame work for B.Com and BBA has mandatorily adopted Three (3) hours of workload and stated that an internship shall be a discipline specific of Ninety (90) hours
3. **Duration of the internship**-The students of 6<sup>th</sup> semester have to undergo the internship for a minimum of 4-6 weeks (min 90 hours). The area of Internship should be only in the fields of Tourism and Travel Management.
4. **The choice of organization**- The area of Internship can be only in the fields of Tourism and Travel Industry as given below : (anywhere in India or abroad).
  - a) Travel Agency /Tour Operator – IATA Approved/ DOT Approved/Approval from Central / State Level.
  - b) Event Management Company – Reputed and Leading Company
  - c) Airport (International / Domestic)
  - d) Tourism and Travel Non- Govt. Organizations (NGOs),
  - e) Star Hotels / Resorts / Motels ( 3 Star / 4 Star / 5 Star)
  - f) Any other organizations and internships can be pursued in any location (anywhere in India or abroad) based on Tourism and Travel Management only.

5. **Submission of Internship Report:** On completion of the internship, a certificate from the company is to be obtained stating the period of the internship and a brief description of the nature of the internship i.e. responsibilities handled. Also, the confidential rating on various parameters (1-6) (Like Regularity to work, Attitude towards work, Professional Competence, Ability to interact with other staff/colleagues, Willingness to learn etc,) has to be obtained from the Company. A report of internship undertaken along with certificate and confidential rating will have to be submit to the Department of the concerned College.

6. **Evaluation procedure-**

Internship Report shall be valued by Examiners of BOE for 60 Marks and the viva voce shall be conducted by the BOE for 40 marks and the marks shall be added in the VI Semester. **(Total marks = Report (60 marks) + Viva Voce (40 marks) = 100 Marks).**

7. **The Internship Report should include Four (4) chapters**

1. **Chapter-1 Introduction:-** Introduction of the organization includes - Inception, SWOC analysis, nature of business, profile, Organizational Structure, Functional Areas.
2. **Chapter-2 Design of the study:-** Objective of study, methodology adopted- source of data - technique, limitation of the study etc..
3. **Chapter -3 Discussion:-** Discussion/Analysis and Interpretation/Findings of the study, conclusions, and suggestions
4. **Chapter-4 Learning Outcomes:-** Learning Experience like Work profile and job responsibilities handled by the students during internship, their contribution and learning experience. Weekly report of work done etc.

8. **Presentation of the Report:**

1. Typing should be done on one side of the A-4 Executive Bond paper.
2. The margin left side 1.75 inches, the right, top and bottom margin should be 1 inch each.
3. Font size: Chapter heading: 14; Sub-heading: 12 (Bold) and text of the running matter: 12.
4. Fonts to be used are Times New Roman only.
5. The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space
6. The total of the report to be in the range of 70 to 80 pages

7. The report should be presented in hardbound only for report evaluation.
8. The students shall also submit the hard & PDF Soft copy of the report to the HOD, Department of Tourism and Travel Management, Concerned College should keep one Copy the record in library.
9. One Copy to Registrar Evaluation and One Copy to Chairperson-BOE for Examinations and evaluation purpose.

In case of any doubt or ambiguity in the interpretation of the guidelines mentioned in the guidelines, the decision of the Dean, Faculty of Commerce, shall be final.