



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

(as per SEP 2024)

Syllabus for I & II Semester BTTM

2024-25

Proceedings of BOS Meeting

Proceedings of the meeting of the BOS-UG-BTTM Course as per the SEP structure for the academic year 2024-25 held on 2nd July 2024 at the Department of Commerce, PK Block, Bengaluru City University, Bengaluru 560009 from 11:00 AM onwards.

The board has reviewed and approved the course matrix and syllabus for first and second semesters of the above mentioned courses. The board authorized the chairman to make the necessary changes.

MEMBERS PRESENT:

1.	Prof.Jalaja .K.R	Dean and Chairperson , Department of Commerce, BCU	Chairperson
2.	Prof.Jyothi Venkatesh	Professor, Centre for Global Languages,BCU	Member
3.	Dr.T N Thandawa Gowda	Assistant Professor, Department of English, BCU	Member
4.	Prof.Paramashivaiah P	Professor, Department of Commerce, Tumkur University	Member
5.	Dr.Binoy T A	Department of Tourism studies, Central University of Kerala.	Member
6.	Prof. Y Venkatarao	Professor, Department of Tourism Studies, Pondicherry University	Member
7.	Dr.Devendra. M	Principal, Maharishi Institute of Management Studies	Co-Opted Member
8.	Mr.Amalan E	Co-Ordinator, KLE Sciety's S. Nijalingappa College, Rajajinagar	Co-Opted Member
9.	Mr.Somanath Oli	Assistant Professor, KLE Sciety's S. Nijalingappa College, Rajajinagar	Co-Opted Member
10.	Mr.Panduranga	Thomas Cook Organisation, Bangalore	Co-Opted Member


Dr. JALAJA. K R, M.COM., MBA., Ph.D
Dean & Chairperson
Department of Commerce
Bengaluru City University

BCU STATE EDUCATION POLICY
REGULATIONS PERTAINING TO BTTM DEGREE (4 YEARS)
SEP SCHEME – 2024 ONWARDS

INTRODUCTION

As per Government Order No. ED 166 UNE 2023, Bengaluru dated 08.05.2024, all universities under the Karnataka State Higher Education Department are required to implement the State Education Policy starting from the academic year 2024-25. Therefore, students seeking admission to the BTTM program from the academic year 2024-25 will follow the State Education Policy 2024.

The order mandates revising and implementing the duration and syllabus of degree programs in line with the curriculum structure and guidelines for first-semester students admitted from 2024-25 in Bengaluru City University, constituent colleges, and affiliated colleges. In accordance with this Government order, the Program Structure prepared by the BOS will apply to the BTTM program.

The BOS has resolved to provide the framework for undergraduate courses, including four compulsory courses and one practical component (skill-based) for the BTTM degree, as per the meeting of the BOS chairpersons of the University and Government of Karnataka order No. ED 166 UNE 2023, Bengaluru dated 08.05.2024. Along with the framework for general Undergraduate degree programs, the framework for standalone/specialized degree programs of the University: B.T.T.M. Syllabus were prepared for the first two semesters.

COURSE INTRODUCTION

The Bachelor of Tourism & Travel Management (BTTM) program is a meticulously crafted four-year undergraduate program aimed at equipping students with extensive knowledge and skills in the field of tourism and travel management. This program harmonizes both theoretical foundations and practical applications, offering a well-rounded educational experience. Students will explore the multifaceted dynamics of the tourism industry, gaining insights into its economic, cultural, and environmental impacts. The curriculum covers a wide array of subjects including tourism principles, travel agency operations, hospitality management, aviation management and many more. By engaging in hands-on training, internships, and study tours, students will develop essential competencies required for various professional roles within the sector.

The BTTM program graduates will be well-prepared for diverse career opportunities in travel agencies, tour operations, airlines, hotels, event management companies, and allied sectors. The program aims to cultivate future leaders and innovators who can contribute significantly to the growth and development of the global tourism industry.

AIMS & OBJECTIVES

The BTTM degree is designed to provide students with a comprehensive understanding of tourism and travel management fundamentals while developing specialized skills relevant to various industry functions. The program aims to prepare students for diverse careers and leadership positions in the tourism and hospitality sectors. Specifically, the objectives

- To provide a thorough understanding of the tourism industry, its various sectors, and its role in economic development.
- To develop skilled professionals for tourism industry.
- To foster an appreciation for cultural, historical, and environmental aspects of tourism.
- To prepare students for leadership roles in the tourism and travel industry.
- To equip students with practical skills and hands-on experience through internships and study tours.

PROGRAM OUTCOMES

Upon successful completion of the BTTM program, students will be able to:

PO1: Demonstrate comprehensive knowledge of tourism and travel management principles.

PO2: Apply management and marketing strategies in the tourism industry.

PO3: Analyze the impact of tourism on society, economy, and environment.

PO4: Plan, organize, and manage tourism events and activities.

PO5: Utilize technology effectively in tourism management.

PO6: Communicate effectively with stakeholders in the tourism industry.

PO7: Exhibit leadership and teamwork skills in professional settings.

PO8: Conduct research and present findings on tourism-related topics.

TITLE & COMMENCEMENT

The regulations shall be called the Regulations for the Bachelor of Tourism & Travel Management (BTTM) program and shall come into force from the academic year 2024-25.

ELIGIBILITY FOR ADMISSIONS

- Candidates must have completed 10+2 or equivalent from Karnataka State or from recognized board with a minimum aggregate percentage as specified by the university are eligible for admission into this program.

DURATION OF THE COURSE

The course of study spans FOUR (04) years, divided into EIGHT semesters. A candidate must complete the degree within four (04) academic years from the date of admission to the first semester.

Students who successfully complete the four-year program will be awarded a Bachelor's Degree in Tourism and Travel Management (B.T.T.M.).

MEDIUM OF INSTRUCTION

The medium of instruction shall be ENGLISH only.

CLASS ROOM STRENGTH OF STUDENTS

There shall be Maximum of students in each section as defined by the University.

ATTENDANCE

- For the purpose of calculating attendance, each semester shall be taken as a Unit.
- A minimum of 75% attendance is required in each course to be eligible to appear for the semester-end-examinations.
- Students falling short of the required attendance shall not be permitted in taking the examinations as per the university regulations.

TEACHING AND EVALUATION

- MBA (TTM & THM) / MTM / MTA / MTTM / PGDM (Tourism) from a recognized University are only eligible to teach and to evaluate the Tourism & Travel Management subjects
- M.Com/M.B.A/M.Com(F&A)/M.Com(I.B)/MBS/MMS Graduates with B.Com, BBM, BBA or BBS as basic degrees from a recognized University are only eligible to teach and to evaluate the Management/Commerce subjects
- BHM/BHMCT/B.Sc (Hotel Management) graduates with M.Sc Hotel Management / MHM / MBA (THM) are only eligible to teach and evaluate the Hotel Management and Hospitality related subjects.
- 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
- Languages and Constitutional Values shall be taught by the post-graduates as recognized by the respective Board of Studies.

SKILL DEVELOPMENT/RECORD MAINTENANCE AND SUBMISSION

- a) Every college is required to establish a dedicated lab for the purpose of conducting practical/on line assignments to be written in the record.

- b) In every semester, the student should maintain a Record Book in which a minimum of 10 practicals per subject are to be recorded. This Record has to be submitted to the Faculty for evaluation at least 15 days before the end of each semester.

SCHEME OF EXAMINATION

- a) There shall be a university examination at the end of each semester. The maximum marks for the university examination in each paper shall be 80.
- b) Of the 20 marks of Internal Assessment, 10 marks shall be based on Two tests. Each test shall be of at least 01 hour duration to be held during the semester. The average of two tests shall be taken as the internal assessment marks. The remaining 10 marks of the Internal Assessment shall be based on Attendance and Skill Development Record of 05 marks each.
- c) The marks based on attendance shall be awarded as given below:
- 75% to 80% = 02 marks**
- 81% to 85% = 03 marks**
- 86% to 90% = 04 marks**
- 91% to 100% = 05 marks**
- d) Marks for skill development shall be awarded by the faculty concerned based on Skill Development exercises provided in the syllabus of each paper. The student is required to prepare/workout the concerned exercises in a Record Book maintained by him/her and shall submit it the faculty concerned at least 15 days before the last date of the semester.

APPEARANCE FOR THE EXAMINATION

- a) A candidate shall apply for all the parts in each examination when he/she appears for the first time. A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.
- b) A candidate who has passed any language under Part-1 shall be eligible to claim exemption from the study of the language if he/she has studied and passed the language at the corresponding level.
- c) Further, candidates shall also be eligible to claim exemption from studying and passing in those commerce subjects which he/she has studied and passed at the corresponding level, subject to the conditions stipulated by the university.
- d) A candidate who is permitted to seek admission to this degree course on transfer from any other University shall have to study and pass the subjects which are prescribed by the University. Such candidates shall not however, be eligible for the award of ranks.

MINIMUM FOR A PASS

- Candidates who have obtained a minimum of 35% marks in university examination (i.e. 28 marks out of 80 marks of theory examination) and 40% in aggregate (i.e., total of university examination and internal assessment marks) in each subject shall be eligible for a pass or exemption in that subject.
- Candidate who has obtained a minimum of 40% marks in the University Practical Examinations shall be declared pass in the Practical Examination.

CLASSIFICATION OF SUCCESSFUL CANDIDATES

1. The results of the First to Eight semester degree examination shall be declared and classified separately as follows:
 - a. First Class with Distinction : Those who obtain 75% and above of the total marks of parts I, II and III.
 - b. First Class: Those who obtain 60% and above of the total marks of parts I, II and III.
 - c. Second Class: Those who obtain 50% and above but less than 60% of total marks of parts I, II and III.
 - d. Pass Class: Rest of the successful candidates who secure 40% and above but less than 50% of marks in part I, II and III.
2. Class shall be declared on the basis of the aggregate marks obtained by the candidates in this degree course (excluding languages (part 1) and non-core subjects (Part III)) as a whole. However, only those candidates who have passed each semester university examination in the first attempt only shall be eligible for award of ranks. The first Five ranks only shall be notified.

MEDALS AND PRIZES

No candidates passing an external examination shall be eligible for any scholarship, fellowship, medal, prize or any other award.

TERMS AND CONDITIONS

- A candidate is allowed to carry all the previous un-cleared papers to the subsequent semester/semesters.
- Such of those candidates who have failed/remained absent for one or more papers henceforth called as repeaters, shall appear for exam in such paper/s during the three immediately succeeding examinations. There shall be no repetition for internal assessment test.
- The candidate shall take the examination as per the syllabus and the scheme of examination in force during the subsequent appearances.

PATTERN OF QUESTION PAPER

Each theory question paper shall carry 80 marks and the duration of examination is 3 hours. The Question paper shall ordinarily consist of four sections, to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare THREE sets of papers with a maximum of 15% repetition. The Question Paper will be as per the following Model:

Section – A any 10 out of 12 Sub Questions 1. a,b,c,d,e,f,g,h,i,j,k,l	10 x 2 = 20 Marks
Section – B Any 4 out of 6 Questions 2,3,4,5,6,7	4 x 5 = 20 Marks
Section – C Any 3 out of 5 Questions 8,9,10,11,12	3 x 10 = 30 Marks
Section – D Compulsory Question 13	1 x 10 = 10 Marks
TOTAL 80 Marks	TOTAL =80 Marks

PROVISION FOR IMPROVEMENT OF RESULTS

The candidate shall be permitted to improve the results of the whole examination or of any Semester or a subject within the prescribed time by the university after the publication of the results. This provision shall be exercised only once during the course and the provision once exercised shall not be revoked. The application for improvement of results shall be submitted to the Registrar (Evaluation) along with the prescribed fee.

REMOVAL OF DIFFICULTY AT THE COMMENCEMENT OF THESE REGULATIONS

If any difficulty arises while giving effect to the provision of these Regulations, the Vice Chancellor may in extraordinary circumstances, pass such orders as he may deem fit

ANNEXURE – 1

BTTM

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT DEGREE

SEP SCHEME - 2024-25

COURSE MATRIX

I SEMESTER

	Subjects	Paper	Instructions/ Week			Duration of Exam (hrs.)	Marks			Credits
			L	T	P		CIA	SEE	Total	
Part 1 Languages	Language I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English/Marathi/Hindi		04	-	-	03	20	80	100	3
	Language II English		04	-	-	03	20	80	100	3
Part 2 DSC	Introduction to Tourism & Travel Management	1.1	04	-	-	03	20	80	100	4
	Indian History & Culture	1.2	04	-	-	03	20	80	100	4
	Fundamentals of Hospitality Industry	1.3	04	-	-	03	20	80	100	4
	Tourism Resources of India	1.4	04	-	-	03	20	80	100	4
Part 3 CC	Compulsory-1 Theory Constitutional Values-1	--	02	-	-	1.5	10	40	50	2
Total							130	520	650	24

*Study Tour Report & Viva Voce: 100marks (60marks Report + 40marks Viva Voce)

BTTM
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT DEGREE
 SEP SCHEME - 2024-25

COURSE MATRIX

II SEMESTER

	Subjects	Paper	Instructions/ Week			Duration of Exam (hrs.)	Marks			Credits
			L	T	P		CIA	SEE	Total	
Part 1 Languages	Language I Kannada/Sanskrit/Urdu/Tamil/ Telugu/Malayalam/Additional English/Marathi/Hindi		04	-	-	03	20	80	100	3
	Language II English		04	-	-	03	20	80	100	3
Part 2 DSC	Travel Agency Management	2.1	04	-	-	03	20	80	100	4
	Karnataka History & Culture	2.2	04	-	-	03	20	80	100	4
	Hotel Operations Management	2.3	04	-	-	03	20	80	100	4
	Tourism Resources of Karnataka	2.4	04	-	-	03	20	80	100	4
	Study Tour Report & Viva Voce – I	2.5	-	-	02	-	-	100*	100	2
Part 3 CC	Compulsory-2 Theory Constitutional Values-2	--	02	-	-	1.5	10	40	50	2
Total							130	620	750	26

I SEMESTER

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)**

Course Code: BTM1.1

Semester: **I**

Name of the Course: **INTRODUCTION TO TOURISM & TRAVEL MANAGEMENT**

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

4 Credits

4 Hrs.

56 Hrs.

Course Objectives: The course is a structured sequence of lessons designed to introduce students to the essential concepts of the tourism industry. It aims to provide a thorough overview, fostering further study, sparking interest in the field, and enhancing employability and vocational skills.

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Students would procure comprehensive inputs on the conceptual dimensions of tourism and allied industries

CO2: Develop concrete understanding of the dynamics of tourism businesses and its various impacts and prospects

CO3: Understand the fundamentals of tourism and travel industry

CO4: Comprehend fundamental tourism concepts and their global variations

Syllabus:

Hours

Unit 1: Fundamentals of Tourism

10

Definition and Scope of Tourism: Definition of Tourism – Tourist/ Visitor/ Traveler/ Excursionist – Scope and Significance of Tourism – Components of Tourism. Historical Development of Tourism: Evolution of Travel and Tourism – Milestones in the History of Tourism – Key Influencers in Tourism Development

Unit 2: Tourism & its Theories

14

Components of the Tourism System: Elements of the Tourism System (Tourists, Tourism Industry, Tourist Destination) – Concept of 'Push' and 'Pull' Forces – Typology of Tourism – Mathieson and Wall – Butler's Tourism Area Life Cycle (TALC) – Doxey Irridex Model – Motivation for Travel – Stanley Plog's Model

Unit 3: Types & Forms of Tourism

12

Types & Forms of Tourism – Inbound, Outbound – Inter-regional and Intra-regional Tourism – Domestic – National – International Tourism – Adventure – Health & Wellness – MICE – Sports – Religious – History – Alternative – Eco-tourism – Rural – Sustainable – Special Interest Tourism like Culture or Nature Oriented, Ethnic or 'roots' tourism and VFR. Current trends in Domestic & Global Tourism – Need for Measurement of Tourism – Tourism Demand and Supply

Unit 4: Tourism Impact

10

Impacts: Environmental – Socio-Economic – Cultural – Ecological Impact of Tourism – Negative Implications of Tourism – Measures to regulate Tourism Impacts – Concept of Tourism Carrying Capacity – Tourism Legislations.

Unit 5: Tourism Organizations

10

UNWTO, IATA, ICAO, WTTC, IHA, TAAI, ITDC, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

Skill Development Activities:

1. Create visual maps of the tourism system including tourists, destinations, and the tourism industry.
2. Identify push and pull factors for different types of tourism destinations through group activities.
3. Case Studies on Positive & Negative Implications/Impacts
4. Study on Tourist Map of Bengaluru, Karnataka and India

BOOK REFERENCES:

1. Goeldner, C., & Ritchie, J.R. (2011). Tourism, Principles, Practices, Philosophies. New Jersey: John Wiley.
2. Swain Sampad Kumar, Mishra Jitendra Mohan (2011). Tourism – Principles and Practices. Oxford University Press.
3. Sharpley Richard (2006) Travel and Tourism. London, Thousand Oaks: SAGE.
4. Venu Vasudevan, Vijayakumar B., Saroop Roy B.R. (2017). An Introduction to the Business of Tourism. New Delhi: Sage Publication
5. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi

Note: Latest edition of textbooks and reference books may be used

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)**

Course Code: BTM1.2

Semester: **I**

Name of the Course: **INDIAN HISTORY AND CULTURE**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Course Objectives: The course aims to explore the rich cultural heritage of India, including its art, architecture, literature, and traditions, while examining the influence of various dynasties and empires on India's development. The course will analyze the social, religious, and cultural diversity of India and its impact on tourism, fostering an appreciation for India's cultural and historical landmarks and enhancing their relevance to the tourism industry.

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Understand the major historical events and movements in Indian history and their significance.

CO2: Evaluate the contributions of various communities to India's cultural heritage

CO3: Analyze the social structures and cultural developments in Indian society relevant to tourism

CO4: Develop a comprehensive understanding of the interplay between history, society, and tourism in India.

Syllabus:	Hours
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Unit 1: Ancient India	12
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Formation of land with special reference to India's identity, Indus Valley Civilization: Overview – Culture – Contributions, Vedic Period: Society – Economy – Religion, Mauryan Empire: Administration – Ashoka's Dhamma – Art, Gupta Period: Golden Age – Science – Literature – Art

Unit 2: Medieval India	12
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Early Medieval Period: Regional Kingdoms – Pallavas – Cholas – Chalukyas, Delhi Sultanate: Administration – Culture – Contributions, Mughal Empire: Akbar's Reforms – Art & Architecture – Decline of the Mughals, Bhakti and Sufi Movements: Saints – Philosophies – Impact on Society

Unit 3: Modern India	12
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Colonial Period: British East India Company – Social and Economic Impact, Reform Movements: Raja Ram Mohan Roy – Swami Vivekananda – Jyotirao Phule, Indian National Movement: Key Events – Leaders – Freedom Struggle, Partition and Independence: Causes – Events & Consequences.

Unit 4: Post-Independence India	10
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Social Movements: Dalit Movements – Women's Rights – Environmental Movements, Cultural Developments: Literature – Art – Music – Cinema – Popular Culture.

Unit 5: Contemporary Indian Society and Tourism	10
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Urbanization and Modernization – Trends & Challenges – Major Urban Tourist Destinations – Education – Health Achievements – Current Issues – Promoting Communal Harmony.

Skill Development Activities:

1. Organize role-playing activities and debates on significant historical events and cultural developments.
2. Screen documentaries and films related to Indian history and culture.
3. Assign research projects where students delve into specific historical periods, cultural practices, or influential figures in Indian history.

BOOK REFERENCES:

1. Basham. A.L. (2004) The wonder that was India. Indian edition
2. Themes of Indian History – Part 1, 2, 3 – NCERT (2013)
3. Chandra Satish (2007), A History of Medieval India, Orient BlackSwan
4. Chandra Bipin (2009), History of Modern India, Orient BlackSwan
5. Chandra Bipin (2000), India Since Independence, Penguin India
6. R.C. Majumdar: An Advanced History of India, 1967.

Note: Latest edition of textbooks and reference books may be used

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)**

Course Code: BTM1.3

Semester: **I**

Name of the Course: **FUNDAMENTALS OF HOSPITALITY INDUSTRY**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Course Objectives: The course emphasizes developing skills in customer service and guest relations, highlighting the importance of high-quality service delivery. It enhances students' awareness of current trends, challenges, and opportunities in the hospitality industry, preparing them for successful careers in this dynamic field.

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Understand the operational aspects of different hospitality establishments.

CO2: Demonstrate effective customer service skills tailored to the hospitality context

CO3: Understand the fundamental concepts and scope of the hospitality industry

CO4: Evaluate the key functions and responsibilities of various departments

Syllabus:

Hours

Unit 1: Introduction

12

Introduction to Hospitality – Evolution, Growth & Development of Hotel Industry – Characteristics – Features of Hospitality Services – Concept of Athithi Devo Bhava – Link between Travel, Tourism & Hospitality – Classification of Hotels Grading – Demand and Supply for Accommodation in India – Bodies responsible for hotel approval – DOT, IHM, HRACC, FHRAI & GOI

Unit 2: Hotel Chain

12

Organization Chart of Hotels – Small, Large, Medium – Hotel Classification & Categorization – Difference between group & chain of hotels – Ownership & Management – Growth of Indian Hotels - Taj, Oberoi, ITDC and Welcome group – International Chain of Hotels – Major hotels chains in India

Unit 3: Departments of a Hotel

10

Departments/Functional units in Hotel – Front of the house and back office departments – Major departments of the hotel & its functions – Room division, Food and Beverage – Minor departments & its functions – Purchase, Receiving, Sales & Marketing, Engineering & Maintenance, Finance, Human Resource & Training, Security – Inter & Intra Departmental Coordination

Unit 4: Hotel Operations

12

Guest Rooms & its types – Hotel Tariff – Types of Meal Plans – Guest Cycle – Reservations – Registration – Skills and Personality Traits of Hospitality Staff – Complaint handling – Grooming

Unit 5: Trends

10

Scope & Future of Hospitality Industry – Issue and Challenges – Emerging Trends in Hospitality Industry – Culinary Tourism – Wine Tourism – Ethical, Legal and Regulatory aspect of Hotel Business.

Skill Development Activities:

1. Field trip to a local hotel or resort, observe operations and prepare a report
2. Invite Industry experts and conduct a seminar on emerging trends
3. List out the legal aspects of hotel business

BOOK REFERENCES:

1. Hospitality Mgt. Kevin Baker, Jeremy Hayton
2. Principles of grading and classification of hotels, tourism restaurant & resorts - Dr. J. Negi
3. Hotels for Tourism Development – Dr. Jagmohan Negi
4. Hotel Management – Yogendra K Sharma
5. Hospitality Today: Rocco; Andrew Vladimir, Pables E, Attn.

Note: Latest edition of textbooks and reference books may be used

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)**

Course Code: BTM1.4

Semester: **I**

Name of the Course: **TOURISM RESOURCES OF INDIA**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Course Objectives: The course aims to help students identify and categorize India's diverse tourism resources, analyze the potential of natural and cultural resources for tourism development, evaluate their role in regional economic and cultural development, and understand their geographical distribution and significance.

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Identify and categorize the diverse tourism resources in India.

CO2: Analyze the potential of natural and cultural resources for tourism development

CO3: Evaluate the role of tourism resources in the economic and cultural development of regions in India.

CO4: Understand the geographical distribution and significance of various tourism resources.

Syllabus:	Hours
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Unit 1: Introduction	12
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Tourism Products & Resources: Definition – Types and Characteristics – Difference between Products & Resources – Tourism Resources of India – Natural – Socio Cultural – Diversities in Landform & Landscape – Outstanding Geographical Features – Climate – Flora & Fauna – Tourism Resources Potential in India

Unit 2: Natural Tourism Resources	12
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Wildlife Sanctuaries – National Parks – Biosphere Reserves – Mountain Tourist Resources and Hill stations – Islands – Beaches – Caves – Deserts of India – Tourism Circuits (famous tourism circuits of India)

Unit 3: Socio-Cultural Resources	12
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Major Fairs & Festival of India – Performing Arts – Classical Dances – Indian Folk Dances – Music – Handicrafts – Customs & Costumes – Cuisines (major regional cuisines of India)

Unit 4: Man-Made Resources	10
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Adventure Sports – Commercial Attractions – Amusement Parks – Gaming – Shopping – Live Entertainments – Supplementary Accommodation – House Boats – Tree Houses – Home Stays – Tourism by Rail – Luxury Train of India

Unit 5: Emerging Forms	10
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Religious Tourism – Golf Tourism – Ecotourism – Rural Tourism – MICE Tourism – Wine Tourism – Caravan Tourism – Camping Tourism – Wellness Tourism – Culinary Tourism

Skill Development Activities:

1. Prepare a Promotional Brochure on Emerging Tourism Trends in India
2. Celebrate Ethnic Day to know the importance of traditional wears/costumes
3. Conduct a day visit to Rural Tourism destinations / any emerging tourism destinations

BOOK REFERENCES:

1. Tourism in India – Abhoy Das Jhangi, 2019
2. Tourism Products – Manoj Dixit (2002), New Royal Book Co. Lucknow
3. Indian Tourism Products – Robinet Jacob (2007), Abhijeet Pub, Delhi
4. Encyclopedia of Tourism Resources in India – Sajjani, Manohar
5. Tourism Products of India – I.C.Gupta and S. Kasbekar

Note: Latest edition of textbooks and reference books may be used

II – SEMESTER

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)**

Course Code: BTM2.1

Semester: **II**

Name of the Course: **TRAVEL AGENCY MANAGEMENT**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Course Objectives: The course aims to provide a comprehensive understanding of the meaning, types, and organizational structures of travel agencies. It emphasizes the critical role of travel agencies as intermediaries in delivering quality services to tourists and examines the various allied services and sectors that complement the travel agency business.

Course Outcomes: On successful completion of the course, the students will be able to

CO1: To analyse the meaning, types and organizational structure of travel agency business

CO2: To know the travel agency being an intermediary has an active role in providing quality services to the tourists

CO3: To understand the various allied tour services & sectors

CO4: An ability to describe the role and functions of tour operators & travel agency.

Syllabus:

Hours

Unit 1: Introduction

10

Definition – Travel Agency & Tour Operator – Historical development of Travel Agency Business – Overview of Travel Agents in India – Types of Travel Business – Linkages of Travel Agency Business – Competitive strategies for Travel Businesses.

Unit 2: Travel Agency Operations & Approval

14

Definition and Types of Travel Agencies – Role and Importance of Travel Agencies – Organizational structure of a travel agency – Operational Departments of a Travel Agency – Functions and Services Offered – How to set up a Travel Agency – Recognition of a Travel Agency from GOI – IATA Rules and Regulations for approval of travel agency

Unit 3: Marketing & Technology

12

Understanding the Travel Market – Consumer Behaviour – Marketing Strategies – Promotional Activities – Sales Techniques – The role of social media in travel agencies – Impact of Technology in Travel Business – Online travel agencies (OTAs) and their operations – Mobile Applications – Emerging technologies for travel agency

Unit 4: Tourism Organizations

10

Role and Contributions of State Tourism Corporations, KSTDC, TAAI, IATO, UFTAA, PATA in promotion of Tourism

Unit 5: Future Trends

10

Future of Travel Agency Business – Challenges and Opportunities – Innovations Shaping the Future of Travel – Sustainable Growth Strategies for Travel Businesses – Career Paths and Professional Development in Travel Agency – Case Studies on famous Travel Agents

Skill Development Activities:

1. Role-playing exercises where students act as travel agents handling various customer inquiries and issues
2. Have students analyze real-world case studies of successful and unsuccessful travel agencies.
3. Arrange guest lectures by experienced travel agents and managers, as well as visits to local travel agencies.

BOOK REFERENCES:

1. A.K.Bhatia: Tourism Development, Principles and Practices.
2. Sunetra Roday, Archana Biswal, Vandana Joshi. Tourism Operations & Management (Oxford Publication).
3. Sudhir Andrews: Introduction to Tourism & Hospitality Industry.
4. Krishan K Kamra: Economics of Tourism.
5. Pran Nath Seth: Successful Tourism Management-Fundamentals of Tourism

Note: Latest edition of textbooks and reference books may be used

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)**

Course Code: BTM2.2

Semester: **II**

Name of the Course: **KARNATAKA HISTORY & CULTURE**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Course Objectives: This course explores Karnataka's historical evolution, from prehistoric cultures and ancient dynasties to medieval kingdoms and modern developments, highlighting cultural achievements and their impact on the region's heritage.

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Analyze the sources and prehistoric cultures of Karnataka, understanding their significance in the broader context of Indian history

CO2: Examine the major kingdoms & rulers of Karnataka and their contributions

CO3: Equip with historical happenings of the past with special reference to Karnataka

CO4: Provide information on the history of Karnataka from the ancient period and role of the same in promoting tourism

Syllabus:	Hours
Unit 1: Karnataka History	10

Sources of Karnataka History – Pre Historic Culture & Sites in Karnataka.

Unit 2: Ancient Dynasties of Karnataka	14
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The Satavahanas of Paithan – Achievements of Gautamiputra Satakarni – Kadmbas of Banavasi – Mayura Sharma – Gangas of Talakadu

Unit 3: The Later Kingdoms	12
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Chalukyas of Badami: Pulikesi-II – The Rastrakutas: Krishna-I, Govinda-III, Amoghavarsha Nripatunga – The Chalukyas of Kalyana: Tailapa-II, Vikramaditya VI, Someshwara-III – Hoysalas of Dwarasamudra.- Vishnuvardhana & Veera Ballala II

Unit 4: Medieval Karnataka	10
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The Vijayanagara Dynasties – Achievements of Sri Krishnaevarayana – Bahamani Sultanate – Muhammad Shah I & Mahmud Gawan – Deccan Sultanate – Adil Shahis: Ibrahim Adilshahi-II – their Cultural Contributions – Bidar Sultanate

Unit 5: Modern Karnataka	10
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Nayakas of Keladi – Wodeyars of Mysore – Sultanate of Srirangapatana – Establishment of British Empire – The Anglo – Mysore Wars – Unification movement of Karnataka

Skill Development Activities:

1. Visit to Heritage sites of Karnataka
2. Create an UNESCO World Heritage Site Map for India and Karnataka

BOOK REFERENCES:

1. History and Culture of Karnataka by K.R.Basavaraj, 1984
2. H.V.Srinivas Murthy and R.Ramakrishna: History of Karnataka, 1978
3. P.B.Desai: A History of Karnataka, 1970
4. R.R Diwakar - Karnataka Through the Ages, 1968
5. G.S.Halappa Freedom Movement in Karnataka, 1964

Note: Latest edition of textbooks and reference books may be used

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**

Course Code: BTM2.3

Semester: **II**

Name of the Course: **HOTEL OPERATIONS MANAGEMENT**

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

4 Credits

4 Hrs.

56 Hrs.

Course Objectives: The course provides a comprehensive overview of the essential operational aspects of hotel management, focusing on key departments, their functions, and best practices for managing daily hotel operations. It also covers Human Resources management specific to the hotel industry, equipping students with the skills needed for effective hotel and personnel management.

Course Outcomes: On successful completion of the course, the students will be able to
CO1: Understand the operational structure and functions of different hotel departments
CO2: Apply best practices in front office operations, housekeeping, and food & beverage management.
CO3: Understand to manage daily hotel operations and improve guest satisfaction
CO4: Implement effective Human Resources strategies in hotel management

Syllabus:

Hours

Unit 1: Introduction to Hotel Operations

08

Overview of Hotel Industry – Hotel Operations – Structure & Functions of Hotel Departments – Operational Management – Key Operational Challenges in Hotels – Strategies for Effective Hotel Operations

Unit 2: Front Office Operations

14

Importance of Front Office in a hotel – Reservation Systems & Procedures – Check-in/check-out Procedures – Guest Service & Communication Skills – Front Office Operations – Daily Operations and Duties – Handling Guest Requests & Complaints – Front Desk Management – Billing & Cashiering Procedures – Technology in Front Office Operations – Property Management Systems (PMS) - Reservation & Booking Tools

Unit 3: Housekeeping Operations

12

Housekeeping Department – Operational Areas of the Housekeeping – Room Cleaning – Public Area Cleaning – Lost & Found Section – Safety & Security – Health and Hygiene Standards – Quality control measures

Unit 4: Food and Beverage Operations

12

Food & Beverage Department – Classification of Food Service Industry – Restaurants: Meaning & Types – Daily Operations and Duties – Kitchen Management & Food Safety Importance – Service Excellence

Unit 5: Human Resource Management

10

Role of Human Resource – Recruitment – Selection – Onboarding – Training & Development of Staff – Managing Employee Relations – Performance Management & Appraisals – Motivation Strategies & Reward Systems – Retention Techniques for Hotel Staff

Skill Development Activities:

1. Role-playing scenarios to handle guest complaints
2. Conduct a one day seminar from the Industry experts on operational aspects of running a hotel
3. Provide technical knowledge on customer data management & operational efficiency

BOOK REFERENCES:

1. *Hotel Management and Operations* - Michael J. O'Fallon and Denney G. Rutherford
2. *Hospitality Management* - Kevin Baker, Jeremy Hayton
3. *Dimensions of the Hospitality Industry* - Paul R. Dittmer, Gerald G. Grifftin, Van Nostrandreinhold, New York
4. *Human Resources Management for the Hospitality Industry* - Michael J. Boella and Stephen E. Turner
5. *Professional Hotel Management* - Jagmohan Negi (1997), S. Chand, New Delhi

Note: Latest edition of textbooks and reference books may be used

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**

Course Code: BTM2.4

Semester: **II**

Name of the Course: **TOURISM RESOURCES OF KARNATAKA**

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

4 Credits

4 Hrs.

56 Hrs.

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Identify and categorize the diverse tourism resources in Karnataka.

CO2: Understand the geographical distribution and significance of various tourism resources

CO3: Evaluate the role of tourism resources in the economic and cultural development of Karnataka.

CO4: Analyze the potential of natural and cultural resources for tourism development.

Syllabus:

Hours

Unit 1: Introduction

10

Meaning & Definition of Tourism Products & Resources – Characteristics of Tourism Resources – Concept of Tourism Resources – Classification of Tourism Products and Resources of Karnataka – Cultural – Natural – Historic – Monumental - Health, etc.

Unit 2: Natural Tourism Resources

12

Geographical Features – Mountains – Plains – Rivers – Beaches – Major Mountain Ranges – Wildlife Sanctuaries – National Parks – Waterfalls – Eco-Tourism – Adventure Tourism – Coastal Tourism

Unit 3: Cultural Tourism Resources

12

Historical Monuments – UNESCO World Heritage Sites – Architectural Heritage – Temples – Forts – Palaces – Festivals and Fairs – Traditional Arts and Crafts – Folklores

Unit 4: Rural and Tribal Tourism Resources

12

Rural Tourism – Village life experiences – Agri-Tourism – Tribal Tourism – Tribal festivals – Ethnic and Cultural Diversity – Customs – Traditions – Lifestyle of various tribes – Homestays and Community-based Tourism – Sustainable tourism practices

Unit 5: Modern Tourism Resources

10

Urban Tourism – Leisure and Recreation – Amusement parks – Resorts – Health and Wellness Tourism – Ayurveda centers – Yoga retreats – Spas – MICE Tourism – Business tourism – Emerging Tourism trends in Karnataka

Skill Development Activities:

4. Prepare a promotional brochure on the world heritage sites of Karnataka.
5. Create a digital story (video or blog) showcasing a tourism resource in Karnataka
6. Conduct a one-day excursion for syllabus related destinations (Eg: Trekking, Visit to tribal village, etc.)

BOOK REFERENCES:

6. The Folk theatre of North Karnataka – Basavaraj Natikar
7. Folkdances of India – Seema Sharma
8. A Concise History of Karnataka – Dr. Suryanath U. Kamath
9. Karnataka's Rich Heritage – Lalith Chugh
10. Tourism Resources of Karnataka – Karnataka Tourism Department

Note: Latest edition of textbooks and reference books may be used

Name of the Program: **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTM)**

Course Code: BTM2.5

Semester: **II**

Name of the Course: **STUDY TOUR REPORT & VIVA VOCE-I**

Course Credits

Total Days of the Visit

Total No. of Lecture Hours

2 Credits

4 – 7 days

20 Hrs.

Course Outcomes: On successful completion of the course, the students will be able to

CO1: Gain practical experience by visiting key tourism destinations in South and Central Karnataka

CO2: Demonstrate knowledge of the cultural, historical, and natural significance of the visited sites.

CO3: Develop the ability to analyze and evaluate tourism resources on-site.

CO4: Enhance skills in preparing comprehensive tourism reports.

Pre-Visit Preparation

Students need to research and plan for the destination visits by understanding the significance of each site and collecting background information. They should plan the itinerary and logistics, define learning objectives, and establish specific focus areas like history, heritage, ecology, and culture. Additionally, students must be briefed on safety protocols and adhere to a code of conduct during the visits. Faculty member shall accompany the students to take care of stay, movement, sightseeing and practical exposure of the study tour (including the costing and preparation of Itinerary).

Destination Visits

Mysore: Amba Vilas Palace – Chamundi Hills – Sri Chamarajendra Zoological Garden – St Philomena’s Cathedral; **Coorg / Madikeri:** Abbey Falls – Mandalpatti – Namdroling Monastery Golden Temple – Dubare Elephant Camp -Talakaveri; **Hassan:** Belur – Halebidu – Shravanabelogola; **Chikkamagalur:** Mullayanagiri – Baba Budangiri – Hebbe Falls – Sringeri; **Shimoga:** Jog Falls – Lion & Tiger Safari.

Report Preparation

Report Format

- **Table of Contents:** List of sections and page numbers.
- **Chapter 1 - Introduction:** Objectives and significance of the visit.
- **Chapter 2 - Methodology:** How the information was gathered (e.g., observations, interviews).
- **Chapter 3 - Description of Sites Visited:** Detailed description of each site including:
 - Historical/cultural/natural significance
 - Tourist facilities and infrastructure
- **Chapter 4 – Travel Documentations:** Bills, Vouchers, Entry Tickets, Permits/Pass, etc.
- **Chapter 5 – Analysis and Discussion:** Critical analysis of the tourism potential, challenges, and suggestions for improvement.
- **Chapter 5 - Conclusion:** Summary of findings and learning outcomes.
- **Chapter 6 - Appendices:** Itinerary, Photographs, Brochures, Maps, and other relevant materials.

Note: The report should be hand written, not exceeding 60-70 pages.

Evaluation

After the completion of the study tour, the students are required to prepare Study Tour Report on the above said format and face the viva-voce examinations.

Particulars	Marks
Study Tour Report	60
Viva-Voce	40
Total	100