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**BENGALURU
CITY UNIVERSITY**

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.
PhNo.080-22131385, E-mail: registrar@bcu.ac.in

No.BCU/BoS/NEP/BTTM-UG/184/2025-26

Date: 25.08.2025

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NOTIFICATION

Sub: VII & VIII Semesters BTTM Syllabus of Bengaluru City University-reg.

Ref: 1. Recommendations of Board of Studies in the MTTM 5 Year Integrated, MTTM (PG) 2 Years & BTTM
2. Academic Council resolution No.02 dated. 09.07.2025
3. Approval of the Vice-Chancellor dated.22.08.2025

In pursuance of the recommendation of the BoS in MTTM 5 Year Integrated, MTTM (PG) 2 Years & BTTM (UG), resolution of the Academic Council cited at ref(2) above and with the approval of the Vice-Chancellor, the Syllabus of VII & VIII Semester BTTM subject is hereby notified for information of the concerned. This Syllabus will be effective from the academic year 2025-26.

The copy of the Syllabus is notified in the University Website: www.bcu.ac.in for information of the concerned.

REGISTRAR

To:

The Registrar (Evaluation), Bengaluru City University, Bengaluru.

Copy to;

1. The Dean, Faculty of Commerce, BCU.
2. The Chairman & Members of BoS in MTTM 5 Year Integrated, MTTM (PG) 2 Years & BTTM (UG), BCU.
3. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
4. Office copy / Guard file / University Website: www.bcu.ac.in



BACHELOR OF TOURISM & TRAVEL MANAGEMENT

**Regulations and Syllabus for B.T.T.M.
(TOURISM AND TRAVEL MANAGEMENT)
4 Years**

**CHOICE BASED CREDIT SYSTEM
(Semester Scheme for Under Graduate Course-
as per NEP 2020)**

**(VII & VIII Semesters)
2025-26 Onwards**

**DEPARTMENT OF COMMERCE
(TOURISM AND TRAVEL MANAGEMENT)
BENGALURU CITY UNIVERSITY
Central College Campus
BANGALORE – 560 001.**

PROCEEDINGS OF BOS MEETING

Proceedings of the meeting of the BOS-UG-BTTM Course as per the NEP-2021 structure for the academic year 2024-25 held on 18th March 2025 at the Department of Commerce, PK Block, Bengaluru City University, Bengaluru 560009.

The board has reviewed and approved the course matrix for VII & VIII(2025-26) Semesters and syllabus for VII and VIII semesters of the above mentioned course. The board authorized the Chairperson to make the necessary changes.

MEMBERS PRESENT:

1.	Prof. Jalaja .K.R	Dean and Chairperson , Department of Commerce, BCU	Chairperson
2.	Prof. M. Devendra	Principal, The Oxford College of Hotel Management, 1 st J P Nagar, Bengaluru 560 078	Member
3.	Prof. Jyothi Venkatesh	Professor, Centre for Global Languages, Bengaluru City University, Bengaluru - 560 009	Member
4.	Dr. Nalini Sekaran	Dean Humanities & HOD Dept of History Jyoti Nivas College, Kormangala, Bangalore-95	Member
5.	Dr.Anila Thomas	HOD- Department of Tourism and Travel Management, Jyoti Nivas College, Kormangala,Bangalore- 560 095	Member
6.	Dr. Thandava Gowda	Assistant Professor, Department of English, Bengaluru City University, Bengaluru -	Member
7.	Dr. Chaya. R	Associate Professor, Dept of Commerce KSOU, Muktha Gangothri, Mysuru – 570 006	Member
8.	Prof. Paul Irthuraj	Head of Tourism and Hospitality Studies, St. Philomenas College, Bannimantap, Mysore- 570 015	Member
9.	Dr Bindi Varghese	Associate Professor Tourism & Travel Mgt. Christ Deemed to be University Bannerghatta Road, Bangalore 560 076.	Member
10.	Dr. Sindur Nagaraj	Health and Wellness Tourism Expert No.25,26, Sindur Clinic 2 nd Cross, Malleswaram, Bangalore 560 003.	Member

CO-OPTED MEMBER:

11.	Dr. Siddalingappa	Associate Professor- Tourism & Travel Mgt. St. Claret College, Bangalore 560 013	Co-opted Member
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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:

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|---|-----------------------------|
| ❖ 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 Customer relation executive | ❖ 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) –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
Certificate at the Successful Completion of First Year (Two Semesters) of Four Years Multidisciplinary UG Degree Programme	48	5
A Diploma at the Successful Completion of the Second Year (Four Semesters) of Four Years Multidisciplinary UG Degree Programme	96	6
Basic Bachelor Degree at the Successful Completion of the Third Year (Six Semesters) of Four Years Multidisciplinary Undergraduate Degree Programme	140	7
Bachelor Degree with Honors in a Discipline 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.

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
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		<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>Note: 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 KSHCEC/ 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 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

Semester GPA/Program CGPA	Alpha-Sign /Letter Grade	Semester/Program % of Marks	Result / Class Description
9.00-10.00	O (Outstanding)	90.0-100	Outstanding
8.00-<9.00	A+ (Excellent)	80.0-<90.0	First Class Exemplary
7.00-<8.00	A (Very Good)	70.0-<80.0	First Class Distinction
6.00-<7.00	B+ (Good)	60.0-<70.0	First Class
5.50-<6.00	B (Above Average)	55.0-<60.0	High Second Class
5.00-<5.50	C (Average)	50.0-<55.0	Second Class
4.00-<5.00	P (Pass)	40.0-<50.0	Pass Class
Below 4.00	F (Fail)	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 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.
- The candidate who has rejected the result shall appear for the immediately following examination.
- The rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.
- 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.
- A candidate who rejects the result is eligible for only SGPA/CGPA or Class and not for ranking.

21. IMPROVEMENT OF RESULTS

- 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 x8= 16)

- 2.
- 3.
- 4.

UNIVERSITY EXAMINATION
B.T.T.M.(TOURISM AND TRAVEL MANAGEMENT)
(EXCEPT FOREIGN LANGUAGE – SPANISH – I & II)

Course Code:
Duration: 2.30 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 – COMPULSORY QUESTION)

Answer the following question (1 x10= 10).
11.

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

Course Code:
Duration: 1 ½ Hrs

Name of the Course:
Total Marks: 30

SECTION-A

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

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

SECTION- B

Answer any **FOUR** of the following question. Each question carries Five Marks. (4x5= 20)
2,3,4,5,6,7.

Scheme of Teaching & Evaluation for B.T.T.M.
(TOURISM AND TRAVEL MANAGEMENT)

BENGALURU CITY UNIVERSITY, BANGALORE
(UNDER NEP-2020 PATTERN)

VII 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
57	BTTM 7.1	Foreign Language: Spanish – I	DSE-5	3+1+0	60	40	100	4
58	BTTM 7.2	Heritage Management	DSC-19	3+1+0	60	40	100	4
59	BTTM 7.3	Airfares and Ticketing Management	DSC-20	4+0+0	60	40	100	3
60	BTTM 7.4	Airfares and Ticketing Management – (Practical)	DSCP7	0+0+4	30	20	50	2
61	BTTM 7.5	Digital Marketing for Tourism Business	DSC-21	4+0+0	60	40	100	4
62	BTTM 7.6	Sustainable Tourism	DSC-22	4+0+0	60	40	100	4
63	BTTM 7.7	Research Methodology	DSC-23	3+0+2	60	40	100	4
64	BTTM 7.8	Soft Skills	SEC	3+0+0	30	20	50	2
Sub Total (G)					420	280	700	27

VIII 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
65	BTTM 8.1	Foreign Language: Spanish – II	DSE-6	3+1+0	60	40	100	4
66	BTTM 8.2	Museology and Conservation	DSC-24	3+1+0	60	40	100	4
67	BTTM 8.3	Global Distribution System	DSC-25	4+0+0	60	40	100	3
68	BTTM 8.4	Global Distribution System (Practical)	DSCP8	0+0+4	30	20	50	2
69	BTTM 8.5	Legal Framework for Tourism	DSC-26	4+0+0	60	40	100	4
70	BTTM 8.6	Research Report & Viva Voce	DSCP9	0+0+8	Report-150 Viva -50	---	200	8
71	BTTM 8.7	Study Tour Report (National) & Viva Voce - V	DSCP10	2+0+2	Report-60 Viva -40	--	100	2
Sub Total (H)					570	180	750	27

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTTM 7.1 FOREIGN LANGUAGE : SPANISH – I

Question Paper Pattern

Time : 2 ½ Hrs

Max. Marks: 60

SECTION – A

Answer any four questions out of 5

(4X5=20)

1. Basic Word Translation – Spanish to English
2. Articles (Definite / Indefinite)
3. Numbers
4. Conversion of Singular to Plural
5. Reflexive Verbs / Preposition

SECTION – B

Answer any three questions out of 5

(3X10=30)

6. Time Expression (5 x 2 =10)
7. Classroom Vocabulary (1x10=10)
8. Vocabulary for Food, Drinks & Meals (1x10=10)
9. Ser / Estar (5) Expressing likes and dislikes(5) (5+5 = 10)
10. Verb Conjugation (1x10=10)

SECTION – C

Answer this compulsory Question

(1x10=10)

11. Describing Daily activities (10-15 Lines)

OR

Composition Writing(10-15 Lines)

OR

Paragraph Writing(10-15 Lines)

BENGALURU CITY UNIVERSITY
VIII SEMESTER – B T T M
BTTM 8.1 FOREIGN LANGUAGE : SPANISH – II

Question Paper Pattern

Time : 2 ½ Hrs

Max. Marks: 60

SECTION – A

Answer any four questions out of 5 (4X5=20)

1. Basic Translation – English to Spanish
2. Adjectives
3. Numbers, Years, Month
4. Opposites
5. Reflexive Verbs / Preposition

SECTION – B

Answer any three questions out of 5 (3X10=30)

6. Verb Conjugation – Present/ Past/Future (10)
7. Describing Physical Characteristics & appearance (10)
8. Vocabulary for Shopping & Clothing (1x10=10)
9. Ser / Estar (5) Saber & Conocer (5) (5+5 = 10)
10. Grammar – Demonstrative Pronouns, Could/Should/Would(10)

SECTION – C

Answer this compulsory Question (1x10=10)

11. Booking Accommodation/ Email Writing

OR

Comprehension (Passage and 5 Questions)

OR

Paragraph Writing.(10-12 Sentences)

OR

Sentence/ Paragraph Translation (10 Lines)

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTTM 7.1 FOREIGN LANGUAGE : SPANISH – I

Objectives:

- To build & learn basic vocabulary, grammar concepts, verb, conjugation, pronunciation, and more.
- To experience an interactive and engaging learning through a variety of activities and exercises to help reinforce learning and build language skills.

UNIT I INTRODUCTION TO SPANISH:

Greetings & farewell. Alphabets & Pronunciation. Self-introduction & basic vocabulary for personal information. Numbers (Cardinal and Ordinal Numbers) & Counting (Basic). Spanish in Everyday Life Describing daily routines and activities. Expressing likes and dislikes. Vocabulary for describing daily objects and actions

UNIT II GRAMMAR FOUNDATION

Nouns. Articles (Definite & Indefinite). Basic sentence structure and word order
Pronouns. Verb conjugation (present tense). Introduction to regular and irregular verbs
Ser v/s Estar. Introduction to Adjectives. Quantifiers

UNIT III VOCABULARY BUILDING

Different Colours Days of the Week, Months, and Seasons. School Vocabulary & Classroom Objects
Vocabulary for Food, Fruits, Drinks & Meals.

UNIT IV DAILY ROUTINE AND TIME EXPRESSIONS:

Describing daily activities and routines. Expressing time and using clock expressions. Prepositions of time. Reflexive verbs for daily activities.

UNIT V CULTURAL INSIGHTS:

Exploring cultural & heritage aspects of Spanish-speaking countries, Cultural aspects of Spanish cuisine

Books for Reference :

1. Chicos Chicas Libro del alumno Nivel 1
2. Chicos Chicas Libro del alumno Nivel 2
3. AULA Internacional Curso de Espanol 1
4. AULA Internacional Curso de Espanol 2
5. Spanish Course Hand Book - The Lingaphone Institute.

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTTM 7.2 HERITAGE MANAGEMENT

Objectives:

- To provide the concept of Heritage and Heritage Management in promoting Tourism.
- To equip with skills and techniques pertaining to Heritage Management .

UNIT – I INDIAN CULTURE:

General Features, Sources, Components and Evolution.

UNIT – II WHAT IS HERITAGE?

Meaning and concept, Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property, World famous heritage sites and monument in India and abroad.

UNIT – III HERITAGE MANAGEMENT:

Objectives and strategies, Protection, Conservation and Preservation, Case study of one destination, Heritage Marketing, Destination development.

UNIT – IV NATIONAL AND INTERNATIONAL ORGANISATIONS :

Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs) their role, functions and objectives.

UNIT – V HERITAGE SITES AND HERITAGE HOTELS :

UNESCO World Heritage Sites in India: Hampi and Pattadakallu. Important Karnataka Historical Places – Heritage Hotels and its Classification. Heritage Hotels in Karnataka.

Books for Reference:

1. Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
2. New Inskeep, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York
3. Ashworth, G. J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the HeritageCity, Pergamon, Oxford
4. UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTTM 7.3 AIRFARES AND TICKETING MANAGEMENT

(THEORY)

Objectives:

- To provide the concept of Airfares and Ticketing and role of the same in promoting Tourism.
- To equip with Softwares related to Ticketing Management .

UNIT – I BASIC CONCEPTS OF AIRLINE TICKETING:

Aviation Terminology, Domestic and International City Codes (Important one), Major Airline codes, IATA areas and Sub areas, Global indicators, rounding off LCF (Local Currency Fare).

UNIT – II AIR FARE CALCULATION:

Types of Airfare-Normal Fare, Special Fare, Concept of Journey-Counting transfer-stopover, No-stop over points, Types of Journey, IATA/UFTAA Air fare calculation for one way Journey with BHC and Round Trip with CTM.

UNIT – III TICKETING DOCUMENTS: Paper Ticket, E-ticket, Difference between Paper ticket and E-ticket, MCO (Miscellaneous Charges Order)-Specified MCO, Unspecified MCO, General Guidelines for MCO completion, MPD (Multi Purpose Document), and Composition of MPD & Coupon Layout of MPD.

UNIT – IV BSP (BILLING & SETTLEMENT PLAN):

Background, Aims of BSP, Advantages of BSP, BSP Operation-Equipment, Issuing Airline tickets, Reporting procedures, Processing/Billing, Remittance, Airline Accounting Procedures. Important dates.

UNIT – V PTA (PREPAID TICKET ADVICE):

Meaning, Types of PTA, Parties involved in PTA, Travel Agent involvement, Duties & Responsibilities of Selling Office/Outgoing PTA Desk, Duties & Responsibilities of Ticketing Office.

Books for Reference:

1. Computer reservation system by Galileo
2. Handbook on passenger air tariff, Published by IATA, Montreal, Canada
3. Hand book of IATA Published by IATA, Montreal, Canada
4. Air Transport Essentials –IATA Study Material
5. Air Fares & Ticketing – IATA Study Material

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTTM 7.4 AIRFARES AND TICKETING MANAGEMENT

(PRACTICAL)

1. Major Airlines codes
2. Domestic and International City Codes
3. Marking air routes in India.
4. Travel circuits./ IATA Traffic Areas
5. Air Fare Calculation-OW,RT,CT
6. Studying ABC –airlines schedules, baggage handling-check – in – baggage, un-occupied baggage, fragile baggage
7. Computerized – ticketing and billing, information provided , delivery of ticket, billing of ticketing and service charges, mode of payment and .

PATTERN FOR PRACTICAL EXAMINATIONS

30 MARKS

Note : Professional Grooming and attire is mandatory to appear for practical exams.

Sl. No.	Particulars	Marks Allotted
1	Major Airline Codes (any five)	03 Marks
2	Domestic and International City Codes (any five)	03 Marks
3	Marking Air Routes of India (any five)	03 Marks
4	Travel Circuits (any five)	03 Marks
5	Air Fare Calculation – One calculation	06 Marks
6	Studying ABC	03 Marks
7	Identification of IATA Areas (any five places)	03 Marks
8	Practical Record & Viva- Voce	06 Marks
	GRAND TOTAL	30 MARKS

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTTM 7.5 DIGITAL MARKETING FOR TOURISM BUSINESS

Objectives :

- To introduce students to the fundamental concepts of Digital Marketing in the context of Tourism Industry.
- To provide a solid foundation for understanding Digital Marketing Strategies and tools.

UNIT I INTRODUCTION TO DIGITAL MARKETING IN TOURISM

Overview of the tourism industry and its digital presence. Key digital marketing concepts and terminology. Role of digital marketing in promoting tourism businesses. Current trends and developments in digital marketing for tourism.

UNIT II SOCIAL MEDIA MARKETING

Introduction, fundamentals, types, Social media platforms for tourism promotion. Creating and managing social media profiles.

UNIT III SEARCH ENGINE OPTIMIZATION

Basics of website design and usability for tourism businesses. On-page SEO techniques and best practices.

UNIT IV EMAIL MARKETING

Email marketing strategies for tourism businesses. Building and nurturing email subscriber lists. Measuring the effectiveness of email marketing efforts

UNIT V EMERGING TECHNOLOGIES

Introduction to emerging technologies (Augmented Reality and Virtual Reality) in tourism marketing. Immersive experiences, Enhanced Pre-Trip Planning, Interactive and Engaging experiences. Benefits for the Tourism Industry. Ethical considerations in digital marketing

Books for Reference :

1. Digital Marketing Strategy 3/e by Simon Kingsnorth, KOGAN PAGE LIMITED
2. Digital and Social Media Marketing: A Results-driven Approach. (2020). United Kingdom: Routledge.
3. Devendra M, Pankaj Chatterjee, Ratanadeep Kaur & Shailendra K Rai. Digital Marketing : Taran Publication (2023),

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTTM 7.6 SUSTAINABLE TOURISM

Objectives :

- To understand the perspectives of Sustainable Tourism and their intricacies of Tourism development and resultant impact.
- To aware about the need of sustainable tourism development through comprehensive understanding of different aspects related to sustainable tourism development.

UNIT I INTRODUCTION

Introduction to Sustainable Tourism: Concept of Development and Sustainability. Historical Background of Sustainable Tourism. Nature and Scope of Sustainable Tourism. The three dimensions of Sustainable Tourism and principles of sustainable tourism management.

UNIT II SUSTAINABLE TOURISM AND STAKE HOLDERS

Sustainable Tourism & Stakeholders: Role of different stakeholders in sustainable tourism i.e. public sector, government bodies, local authorities, tourism industry, voluntary organizations, host community, media, and tourists.

UNIT III SUSTAINABLE TOURISM & GEOGRAPHICAL CONTEXT

Sustainable Tourism & Different Geographical Context : Sustainable tourism development in Coastal Areas, Rural Areas, Urban Areas, Mountainous Regions and Islands.

UNIT IV SUSTAINABLE TOURISM PRACTICES IN DIFFERENT SECTORS

Sustainable Tourism Practices in Different Sectors and Forms of Tourism Industry : Dimension of Sustainable Tourism practices with reference to Destinations, Visitor Attractions, Tour Operators, Transport , Hospitality , Events, Business Tourism, Cultural Tourism and Mass Tourism, Over tourism , Alternate Tourism & Eco Tourism.

UNIT V SUSTAINABLE TOURISM : CASE STUDIES

Case studies of Best Practices : Leading Case Studies of Sustainable Tourism. Practices with reference to Government , Destination, Tour Operators, Accommodation, Airline, Cruise, Tour Guide and Host Community. Responsible Tourist Behaviour and Ethics. Future Challenges and Trends in Sustainable Tourism.

Books for Reference:

1. Fennell, D. A., & Cooper, C. (2020). Sustainable tourism: Principles, contexts and practices (Vol. 6). Channel View Publications.
2. Liburd, J. J., & Edwards, D. (Eds.). (2010). Understanding the sustainable development of tourism. Goodfellow Publishers Ltd.
3. Swarbrooke, J. (1999). Sustainable tourism management. CABI.

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTM 7.7 RESEARCH METHODOLOGY

Objectives:

- To provide the concept of research in the field of Tourism.
- To equip with basic research tools and ideas related to Tourism Research.
- To introduce the concept of Scientific Research and the methods of conducting Scientific Enquiry

UNIT I RESEARCH : MEANING, TYPES, SCOPE AND SIGNIFICANCE

Introduction, Meaning of Research, Definition of Research, Characteristics of Research, Types of Research, Methodology of Research, Formulation of Research Problem, Research Design, Meaning of Research Design, Characteristics of Research Design, Steps in Research Design. Concept of Hypothesis, Characteristics and Qualities of Good Hypothesis, Functions of Hypothesis

UNIT II SAMPLING DESIGN AND DATA COLLECTION

Introduction, Meaning of sampling, Sampling Design, Characteristics of Sampling Design, Types of sample design. Data in research. Importance of accuracy in Data Collection. Types of data. Methods of collecting primary data. Sources of secondary data.

UNIT III PROCESSING AND ANALYSING DATA

Introduction. Defining data processing and analysis. Editing & Coding. Classification and tabulation, Presentation of Data, Interpretation of Data – Meaning, Methods of data analysis

UNIT IV REPORT WRITING

Introduction, Types and steps involved in writing report, Layout of the research report, Mechanics of writing a research report, Challenges of a good writing.

UNIT V FIELD WORK AND UGC GUIDELINES

Field Work in Tourism and Hospitality Research. Researching Travellers in the outdoors; challenges in fieldwork; online fieldwork; online surveys. Important research journals in Tourism and Travel Management. Introduction to Inlibnet & UGC Infonet, shodhganga portal, google books and google scholar. Concepts and types of plagiarism and UGC Guidelines of Plagiarism.

PRACTICAL COMPONENT:

CASE STUDY: Each student will have to select and study a research paper published in peer reviewed journal and present a seminar on it, discussing the various elements of research methodology applied in the study. This seminar shall be considered for internal assessment component.

PRACTICAL ACTIVITY: Designing of data collection tools, data collection, data entry and analysis.

GROUP ACTIVITY: A simple research study should be designed in the classroom and tools to design. The students, in a group of 3 or four shall practice field work at nearby Tourist Destinations / area of study to collect data, and evaluate the process in the class room to know the dynamics of field work in Tourism and Hospitality.

Books for Reference:

1. CM Hall (Ed), Field work in tourism: Methods, Issues and reflections, Routledge.
2. Chris Ryan, Researching Tourist Satisfaction- issues, concept, problems, Routledge, London.
3. James M. Poynter (1993), How to Research and Write a Thesis in Hospitality and Tourism: A Step-By-Step Guide for College Students, Wiley
4. Ritchie, Goeldner, Travel, Tourism and Hospitality research- A handbook for Managers and researchers, John Wiley & Sons.
5. C. R. Kothari, Research Methodology.
6. Krishnaswami and Ranganathan, Methodology of Research in Social Sciences, Himalaya Publishing
7. Clark, M, Riley,M, Wikie, E and Wood R.C (1998), Researching and Writing Dissertations in Hospitality and Tourism, ITBP
8. Jennings G (2001), Tourism Research, John Wiley and Sons.
9. A J Veal (2006) Research Methods for Leisure and Tourism- A practical Guide, Prentice Hall, Essex.
10. Levent Altinay & Alexandros Paraskevas, Planning Research in Hospitality and Tourism, Butterworth Heinemann

BENGALURU CITY UNIVERSITY

VII SEMESTER – B T T M

BTTM 7.8 SOFT SKILLS

Objectives:

- To Develop effective communication skills & Presentation Skills
- To Conduct effective business correspondence and prepare business reports which produce results.
- To Develop all-round personalities with a mature outlook to function effectively in different circumstances.
- To take part effectively in various selection procedures adopted by the recruiters.

UNIT-1: INTRODUCTION

Definition and significance of soft skills; process, importance and measurement of soft skill developing soft skills; Self Discovery- discovering the self; setting goals, beliefs, values, attitude, virtue; Teamwork and Leadership Skills- concept of a team, building effective team, leadership and its skills.

UNIT-2: INTERPERSONAL COMMUNICATION

Concept and definition, process and barriers; team communication; developing interpersonal relationships through effective communication, communication models; Public Speaking- skills, methods, strategies and essential tips for effective public speaking; Group Discussion- importance, planning, elements and skills; Non-Verbal Communication importance and elements of communication. Body language.

UNIT-3: READING AND WRITING SKILLS

Reading Comprehension- key to comprehension; techniques for answering comprehension questions; reading skills, skimming, scanning, intensive and, extensive reading; Writing Skills- basics of writing, essential formal writing skills; writing paragraphs; report writing; resume writing.

UNIT-4: PERSONALITY DEVELOPMENT

Personality Development- meaning, nature, features, stages, models of personality development; Presentation Skills- types, content, audience analysis, essential tips before, during and after presentation, overcoming nervousness; Interviewer and Interviewee- in-depth perspectives, before, during and after the Interview.

Books for Reference:

1. Ghosh, B. N., Managing Soft Skills for Personality Development, McGraw Hill India.
2. Dhanavel S. P., English and Soft Skills, Orient Blackswan India.
3. Kumar E., Communication Skills and Soft Skills, Pearson Education India.
4. Soft Skills- edition by Gajendrasingh Chauhan, Sangeeta Sharma, Wiley.
5. SherfieldMontgomery, Cornerstone: Developing Soft Skills, Pearson India

BENGALURU CITY UNIVERSITY

VIII SEMESTER – B T T M

BTTM 8.1 FOREIGN LANGUAGE : SPANISH – II

Objectives :

- To learn the growing importance of Spanish language in the modern world.
- To analyse and understand cultural considerations as motivator for an effective tourism support.
- To help students to read/write/ describe in details in Spanish language.

UNIT I REVISION OF BASIC COURSE

Tense Formations (Past Tense, Present Tense, Future Tense). Hobbies and Leisure Activities. Vocabulary building for hobbies, sports, and leisure activities. Talking about interests and pastimes

UNIT II EXPRESSIONS

Expressing abilities and preferences. Ordering food in a restaurant and expressing preferences. Describing physical characteristics and appearance. Human Body and Health: Vocabulary for body parts, Common ailments expressing pain and discomfort.

UNIT III SHOPPING & CLOTHING

Vocabulary for shopping and clothing items. Advance counting and number names. Sizes, colours, and describing clothing. Describing pricings. Expressing needs and making purchases. Spanish Fashion Industry: Knowing the brands & their history.

UNIT IV GRAMMAR CONTINUED AND CONVERSATIONS

Demonstrative Pronouns. Could/Should/Would Conversations. Time Markers, Discussion Connectors, Exclamations and Comparatives, Oral constructions.

UNIT V TRAVEL AND TOURISM

Vocabulary related to travel and tourism. Booking accommodation. Making reservations. Describing Places & Tourist attractions.

Books for Reference :

1. Chicos Chicas Libro del alumno Nivel 1
2. Chicos Chicas Libro del alumno Nivel 2
3. AULA Internacional Curso de Espanol 1
4. AULA Internacional Curso de Espanol 2
5. Spanish Course Hand Book - The Lingaphone Institute.

BENGALURU CITY UNIVERSITY

VIII SEMESTER – B T T M

BTTM 8.2 MUSEOLOGY AND CONSERVATION

Objectives:

- To provide the concept of Museology and Conservation related to promotion of Tourism.
- To equip with laws, acts, practices and policies related to Museology and Conservation

UNIT – I INTRODUCTION TO MUSEOLOGY

Definition of Museum, History of Museum, History of Museum in Indian Context, History of Museums in Karnataka.

UNIT – II MUSEUM ARCHITECTURE

Planning a Museum – old Building – new building, Components of a good building for a Museum, Museum Buildings, Main requirements of a Museum. Kinds of Museum, List of Museum in India(in Numbers), Museum Functions. Security and Storage in Museum.

UNIT – III MUSEUM ADMINISTRATION

Staff, Personnel Management, Financial Management, E-Governance. Museum Education and Research, Museum Publication. Museum Studies and Public Relations.

UNIT – IV MUSEUM CONSERVATION

Methods and Techniques, Packing and Transportation of Museum Objects, Museum Related Organisations – International and National. Museum Library, Reproduction of Museum Objects. Museum Legislative Measures.

UNIT – V MUSEUMS AND TOURISM

Museums in the promotion of Tourism, Museum Problems, Museum Marketing. Study of Selected Museums of India (Chatrapathi Shivaji Museum, Mumbai, National Museum, Delhi, Government Museum, Chennai, Visveswaraya Industrial and Technological Museum, Bangalore, Salarjung Museum, Hyderabad, Indian Museum, Kolkata, Victoria Memorial Hall, Kolkatta, Manipur State Museum, Museum of Mankind, Bhopal)

Books for References:

1. Alexander E.P. 1979 :Museums in Motion : An Introduction to History and Function of Museums. Nashville.
2. Alexander , E.P.(ed.) 1995 : Museum Masters: Their Museums and their influence, New Delhi
3. Ambrose, T. :Museum Basics, ICOM, London & NewYork. & C. Paine, 1993
4. Belcher, M. 1991 :Exhibition in Museums Washington D.C.
5. Brawne, M. 1965. : The New Museum : Architecture and Display. New York.

BENGALURU CITY UNIVERSITY
VIII SEMESTER – B T T M
BTTM 8.3 GLOBAL DISTRIBUTION SYSTEM
(AMADEUS/GALILEO/SABRE/ABACUS)

Objectives:

- To provide the concept of Airfares and Ticketing with emphasis on any one software (Amadeus/Galileo/ Sabre/Abacus).
- To equip with the necessary knowledge of software related to Ticketing Management.

UNIT – I

- Introduction
- Flight availability
- Selling Air Segments
- Passenger Name records

UNIT – II

- Supplementary Data
- Modifying a PNR
- Fare Displays

UNIT - III

- Itinerary Pricing
- Issuing Tickets
- Advance Seat Assignments

UNIT – IV

- Queues
- Customer Profiles
- Reference Information

UNIT – V

- Hotel Reservation
- Car Rentals
- Miscellaneous Entries

Books for Reference:

1. Manual published by the Concerned GDS companies.
2. CDs from the concerned GDS companies.

The Department of Tourism & Travel Management / College have to choose any one of the GDS softwares (AMADEUS/GALILEO/SABRE/ABACUS).(the same to be intimated in writing to Chairman- BOE- BTTM, Bengaluru City University, before the commencement of the session/ classes.)

BENGALURU CITY UNIVERSITY
VIII SEMESTER – B T T M
BTTM 8.4 GLOBAL DISTRIBUTION SYSTEM
(PRACTICAL)

The following aspects to be covered based on GDS Theory

1. One way and roundtrip airline seats
2. Hotel rooms
3. Rental cars
4. Cruises
5. Restaurant reservations
6. Itinerary changes
7. Rail
8. Tours and packages
9. Insurance
10. Theatre tickets
11. Complex international routings
12. Ferry

PATTERN FOR PRACTICAL EXAMINATIONS

30 MARKS

Note : Professional Grooming and attire is mandatory to appear for practical exams.

Sl. No.	Particulars	Marks Allotted
1	Airline Reservation & PNR Generation	05 Marks
2	Hotel Reservation & Car Booking	05 Marks
3	Cruises & Restaurant Reservations	05 Marks
4	Rail Reservation & Itinerary Pricing	05 Marks
5	Customer Profiling and Reference	05 Marks
6	Practical Record & Viva- Voce	05 Marks
	GRAND TOTAL	30 MARKS

BENGALURU CITY UNIVERSITY

VIII SEMESTER – B T T M

BTTM 8.5 LEGAL FRAME WORK FOR TOURISM

Objectives

- To understand the basic principles of various Laws, Codes, rules and regulations relating to tourism for providing professional assistance and advice to tourists.
- To help students inculcating the legal orientation in tourism planning
- To comprehend the ethical and legal aspects of tourism operations

UNIT I INTRODUCTION

Introduction to Tourism Legislation. Sources of Tourism Law .Why Tourism Law? The Indian Scenario of Tourism Legislation.

UNIT II BASICS OF INDUSTRIAL LAWS

P.F., Minimum Wages Industrial Disputes Workmen's Compensation Social And Welfare Laws The Employees Provident Fund and Miscellaneous Provision Act 1952. Payment of Gratuity Act 1972 Payments of Bonus Act 1966 Employees State Insurance Act.

UNIT III CONSUMER PROTECTION LAW AFFECTING HOTEL AND TOURISM INDUSTRY

Credit Card law. Catering Contracts. Restrictions of Playing Records in the Public Areas. No Smoking laws. Entertainment laws. Foreign Exchange Regulation Act. Guest Registration.

UNIT IV TOURISM LAWS IN INDIA:

The Ancient Monuments Preservation Act 1904. The Ancient Monuments and Archaeological Sites and Remains Act 1958. Antiquities and Art Treasures Act 1972. The Wild Birds and Animals Protection Act 1912. The Wildlife (Protection) Act 1980. The Environment Act (Protection) Act 1986.

UNIT V LAWS REGARDING TOURISTS IN INDIA:

Citizenship Act. Passport Act. Foreigners Act. Foreigners Registration Act. Import Export Control Act. Laws and Regulation relating to transport sector. Laws and Regulation relating to Travel Agency

Books for Reference:

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
2. M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.
3. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.
4. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
5. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
6. Civil Aviation Requirements Section 3 – Air Transport Series 'M' Part I, 2008
7. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
8. Foreign Exchange Management Act, (Latest)
9. Foreigners Registration Act,(Latest)

BENGALURU CITY UNIVERSITY

VIII SEMESTER – B T T M

BTTM 8.6 RESEARCH REPORT & VIVA VOCE

Each student is required to select a problem based on research relating to travel/tourism/hospitality and allied sectors during VII/VIII semester and the same shall be approved by Chairman –BOE BTTM. The student will have research guide under whom the student is expected to work. The student will formulate the research problem and work on it (Collect, Analyze and Interpret the data) during VII/VIII semester and prepare a Research Report and submit the same at the end of the VIII semester(Before Commencement of the Theory Examinations).

The report shall be valued for 150 Marks by the BOE- University and VIVA-VOCE shall be conducted for 50 marks by the BOE members BTTM. Also student needs to maintain Research Log Book for 16 weeks of the research work/activity and the same to be submitted during the viva voce examinations.

(Research Report - 150 Marks + Viva Voce -50 Marks = 200 Marks. Research Report guidance of 10 students by a faculty member will be equivalent to the teaching of one paper per semester.

Faculty Guide for Research Report :

1. Faculty members with minimum 5 years of full time teaching experience, with MTTM/MTA/MTM/MBA in Tourism & Travel Management for Tourism and Travel related topics.(*experience refers to after obtaining the PG Degree in the relevant discipline*).
2. Faculty members with minimum 5 years of full time teaching experience with MHM/MSc Hotel Management /MBA in Hospitality Management/ Hotel Management for Hospitality and Hotel related topics. (*experience refers to after obtaining the PG Degree in the relevant discipline*).
3. In case of non-availability of the above mentioned Sl. No. 1 & 2 , Faculty members with 5 years of full time teaching experience with M.Com/ M.B.A./M.M.S/M.B.S. However the topic should be related to Tourism & Travel Management/ Hotel Management/Hospitality Management and must ensure the minimum standards in the Research Report and obtain the prior approval from the Chairman-BOE BTTM. (*experience refers to after obtaining the PG Degree in the relevant discipline*).
4. Maximum of ten students per Faculty guide at any given point of time.
5. In case of any other difficulty, permission/ approval from the Chairman- BOE is mandatory.

Format / Arrangement of the Report:

1. Cover page
2. Inner Page
3. Declaration by the student
4. Faculty Guide – proforma & approval letter (from University)
5. Certificate by the Head of the Department /Coordinator/ Principal
6. Certificate by the Research Guide.
7. Acknowledgement

(Thanks to acknowledge University staff/BOE/ College Management/

Principal/HOD/Coordinator/ Faculty Guide/ Parents and Friends)
8. Table of contents
9. Lists of Charts / figures (if any)

BENGALURU CITY UNIVERSITY

VIII SEMESTER – B T T M

BTTM 8.7 STUDY TOUR REPORT & VIVA VOCE – V

Study Tour covering any **ONE** of the options given below:

Option 1 : Bangalore – Rajasthan – New Delhi – Agra – Himachal Pradesh – Bangalore

Option 2 : Bangalore – Maharashtra – Madhya Pradesh – Chhattisgarh – Telangana – Bangalore

Option 3 : Bangalore – Andhra Pradesh – Tamil Nadu – Kerala – Bangalore.

Option 4 : Bangalore – North Eastern States – Bangalore

Option 5 : Bangalore – Andaman and Nicobar Islands – Bangalore

Option 6 : Bangalore – Lakshadweep Islands – Bangalore.

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to :

- Develop knowledge and understanding of different stakeholders of travel and tourism industry.
- Analyze and appraise a particular form of tourism and tourism business at a specific destination.
- Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

Note : Two to three weeks long study tour comprising of the selected places in the above mentioned any one option(out of given six) shall be conducted in between the semester break or after completion of the seventh semester examinations. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report , PPT and face the viva-voce examinations conducted by the BOE.

Study Tour Report : The report of the study tour should be handwritten, which should contain the following aspects:

- Introduction
- Tour Planning, Itinerary, Costing
- Documentation, Brief review of travel, stay and destination along with experiences of the destination. Observations and discussion, skills acquired.
- Conclusion
- Day to day detailed Itinerary.
- Photographs (few of them with students can be placed in the report at the end).

Evaluation Pattern :

Particulars	Marks
Study Tour Report	60
Viva Voce	40
Total	100