

NEP and Learning Outcomes Based Curriculum Framework (LOCF)

For

BACHELOR OF TRAVEL & TOURISM MANAGEMENT (To be effective from the Academic Session 2024-25)



Department of Management
Gurugram, University, Gurugram
(A State Govt. University Established Under Haryana)

Scheme of BTM Programme

Scheme UG A4: Undergraduate Programmes (Interdisciplinary)

Course ID	Course Title	Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Discipline Specific Courses (DSC)											
	Travel Documentation & Tourism Organizations		3	1	0	4	70	30	-	-	100
	Geography of Tourism		3	1	0	4	70	30	-	-	100
	Tourism Resources of India-III(Cultural)		2	1	0	3	50	25	-	-	75
MIC/Vocational Courses (VOC)											
	To be selected from the pool		3	1	0	4	70	30	-	-	100
Multidisciplinary Courses (MDC)											
	To be selected from the pool		2	1	0	3	50	25	-	-	75
Ability Enhancement Course (AEC)											
	To be selected from the pool		1	1	0	2	35	15	-	-	50
Total Credits						20	Total Marks			500	

Scheme of BTM Programme

Scheme UG A4: Undergraduate Programmes (Interdisciplinary)

Semester 3

icum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

Semester -III

Syllabus

Name of Subject: Travel Documentation and Tourism Organization	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID:	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

- CO1:-To Understand passport, visa, currency exchange, and health requirements for travel and tourism.
 CO2: To develop effective strategies for passport, visa, currency management, and customs compliance, evaluating their effectiveness.
 CO3: To apply regulations, analyze international tourism organizations' functions, and assess their impact on global tourism.
 CO4: To Acquire communication, compliance, and engagement skills essential for roles in the travel and tourism industry.

COURSE CONTENTS:

Unit 1: Passport: Concept, typology, required documents, fee(s) & procedure. 'Tatkal' Scheme and Fees. Passport Act & penalties under Section 12 (1) B. Henley Passport Indexing. Difference between Embassy, VFS & Consulate. Visa: Concept, typology, documents required for obtaining VISA with process. VISA fees, Refused, Pending, e-VISA and Stapled VISA's. VISA on arrival. Importance of VISA specially 'Schengen' for travel & tourism industry.
Unit 2: Documentation required for Foreign Exchange with process for encashment of foreign currency. BTQ. Significance of foreign currency for travel & tourism industry. Custom Formalities & emigration requirements. Key health documents for travel & tourism industry. Destination departure records. Travel Insurance.
Unit 3: International tourism organizations; United Nations World Tourism Organization (UNWTO): organization, Objectives, functions of UNWTO; World Travel & Tourism Council (WTTC): structure, committees, events, and functions. International Air Transport Association (IATA): membership, Activities, Events, Committees
Unit 4:

Structure, objectives committee functions Of Travel Agents Association of India (TAAI): , Indian Association of Tour Operators (IATO) Indian Tourism Development Corporation (ITDC)

Suggested Readings:

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Travel Documentation and Tourism Organization

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	1	3	1	2	2	2
CO2	3	3	1	1	3	1	2	2	2
CO3	2	2	2	3	2	2	3	2	2
CO4	2	2	2	3	3	2	3	2	2
Average	2.50	2.50	1.50	2.0	2.75	1.50	2.50	2.00	2.00

Syllabus

Name of Subject: Geography of Tourism	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID:	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

- CO1:- To demonstrate comprehensive knowledge of the geography of tourism, including all fundamental concepts, key tourism destinations like India, USA, Brazil, France, and Australia.
- CO2:- To apply geographical principles to analyze the significance of geography in tourism, interpret tourism models, and evaluate the tourism potential of different physical features and climatic conditions worldwide.
- CO3:- To synthesize information to develop strategies for leveraging geographical attributes for tourism development, assess the impact of geographical factors on tourism patterns, and propose solutions for sustainable tourism practices based on geographical insights.
- CO4:- To develop professional skills essential for careers in tourism, including map interpretation, climate analysis, and geographical knowledge application in tourism planning and management.

COURSE CONTENTS:

Unit 1:
Concept, scope and contents of geography of Tourism. Fundamentals of Geography. Importance of Geography in Tourism. Tourism Models.
Unit 2:
Concept, typology & importance of maps. Latitude, Longitude & International Date Line. Regional distribution of temperature. Climatic regions of the world.
Unit 3:
Indian Geography: Physical features of Indian Subcontinent & their tourist attractions. Climatic conditions prevailing in India: Diversity in the unity of Indian Monsoon Climate, factors influencing the climate of India with climatic regions of India. Drainage system of India.
Unit 4:
Physical features of USA, Brazil, France and Australia as a tourism resources along with Map work.

Suggested Readings:

- Robinson, HA, 'A Geography of Tourism'
- Burton, Rosemary, 'The Geography of Travel & Tourism'
- Boniface B. and Cooper C, 'Geography of Travel and Tourism'
 - McDONALD and EVANS, 'A geography of Tourism'
 - Encyclopedia of World Geography
 - India, Lonely Planet Publication
- Travel Information Manual, IATA, Netherland, 2006
 - ATLAS
- Blue and Red OAG, IATA, Geneva, 2006.
- Michael Hall, 'Geography Travel & Tourism', Routledge, London, 1999

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Geography of Tourism

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	2	1	2	2	2	2
CO2	3	3	1	1	1	2	2	2	2
CO3	2	3	2	2	2	3	2	2	2
CO4	3	2	2	2	2	2	2	3	2
Average	2.75	2.75	1.50	1.75	1.50	2.25	2.00	2.25	2.00

Syllabus

Name of Subject: Tourism Resource of India III (Cultural)	Maximum Theory Marks: 75 (TE+TI+PE+PI=50+25+0+0)
Course ID:	Time Allowed: 3 Hours
Credits 3 (L-T-P = 2+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 10 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

- CO1: TO Understand the diversity of Indian culture through its languages, religions, and societal structures. Apply knowledge of culture and tourism to appreciate India's unity in diversity
- CO2: To Evaluate the historical and cultural impact of iconic Indian architectural landmarks including Hindu, Buddhism, Medieval and modern architecture
- CO3: To Identify and differentiate Indian classical dance forms, music, and handicrafts.
- CO4: To Understand the significance of major Indian Fairs and festivals in promoting cultural unity and heritage and preserving traditions and boosting tourism.

COURSE CONTENTS:

Unit 1:
Concept of Culture, The Characteristic Features of Indian Culture-Preservation and Conservation of Monuments and Culture, Unity in Diversity: Physical variations, Climate, Diversity of races, Different Languages, Variety in Religions, Diversity in the Society. Relationship of Culture and Tourism with Special Reference to India.
Unit 2:
Buddhist Architecture: Sanchi, Hindu Architecture: Khajuraho Temples, Sun Temples of Konark, Medieval Architecture: Taj Mahal, Red Fort of Delhi, Modern Architecture: Cyberstructure Egg Mumbai. Rajkumari Rajnawati Girls School Jaiselmer, Antilia Mumbai, Jawahar Kala Kendra Jaipur.
Unit 3:

Dance: Natya, Nritta, Nritya, Varieties: Bharatnatyam, Kathakali, Kathak, Manipuri, Mohiniattam, Bhangra, Music: Swapta Swaras, Ragas, Bhajan, Kirtan, Hindustani and Karnataka Music, Various Instruments used in Music: Wind, Percussions & Stringed.

Unit 4:

Significance of Fairs & Festivals, Ganesh Chaturthi, Diwali, Dussehra, Durga Puja, Buddha Purnima, Bihu, Surajkund Craft Fair, Mango Festival Delhi, Desert Festival Jaisalmer.

Suggested Readings:

- Introduction to India: Culture and Traditions of India: Indian Guide Book Kindle Edition by Shalu Sharma.
- Indian Culture and Heritage: Indian Culture, Heritage, History, Arts, Architecture, & Tourism by Anurag Mathur.
 - Indian Culture Heritage Perspective for Tourists by LK Singh
 - Culture Tourism Development by Romila Chawla
 - Tourism Products by Robinet Joseph & Anoop Philip
- Religious Journeys in India: Pilgrims, Tourists & Travellers edited by Andrea Marion

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Tourism Resource of India III (Cultural)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	2	1	1	3	2	2	2
CO2	2	2	2	1	1	3	1	2	2
CO3	2	3	2	2	2	3	2	2	2
CO4	2	3	2	2	2	3	2	2	2
Average	2.25	2.75	2.00	1.50	1.50	3.00	1.75	2.00	2.00

Multidisciplinary Course for UG from the Department for Pool of the Courses in the University

(These courses are to be offered to students of different discipline/Subject)

Semester 3

Course ID	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TE	TI	PI	PE	Total
	Adventure Tourism		2	1	-	2	1	-	3	50	25	-	-	75

Syllabus

Name of Subject: Adventure Tourism	Maximum Theory Marks: 75 (TE+TI+PE+PI=50+25+0+0)
Course ID:	Time Allowed: 3 Hours
Credits 3 (L-T-P = 2+1+0)	Multi-Disciplinary Courses

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 10 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Course Outcomes: - After completing the course, students will be able:

CO1: To understand the concept and scope of land-based adventure tourism, including all activities along with their historical significance and basic safety standards.

CO2: To identify the Indian Mountaineering Foundation's roles, rules governing mountain expeditions, and procedures for permit cancellation, emphasizing regulatory compliance and safety protocols.

CO3: To recognize the concept, equipment, and safety standards for air-based adventure sports, highlighting popular destinations and seasonal considerations in India.

CO4: To describe the concept, gear requirements, and safety protocols for water-based adventure activities focusing on domestic locations, seasonal factors, and essential safety measures. 0

COURSE CONTENTS:

Unit 1:
Concept, Definition, Scope and Nature of Land Based Adventure Tourism. Adventure tourism resources in India. Indian Mountaineering Foundation (IMF): Functions, Rules for mountain expeditions, cancellation of permits and bookings.
Unit 2:

Soft/hard Trekking, Mountaineering and Skiing: Concept, history, tools & equipment's, popular domestic destinations, seasons and basic minimum safety standards for land-based adventure tourism related activities.

Unit 3:

Ballooning, Paragliding/ Hand gliding and Bungee Jumping: Concept, history, tools & equipment's, popular domestic destinations, seasons and basic minimum safety standards for air-based adventure tourism related activities.

Unit 4:

White Water Rafting, Kayaking/ Canoeing and Scuba Diving: Concept, history, tools & equipment's, popular domestic destinations, seasons and basic minimum safety standards for water-based adventure tourism related activities.

Practical: To supplement above theoretical inputs.

Suggested Readings:

- India -A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar. □
Tourism in India -V.K. Gupta, Gian Publishing House, Delhi.

Hill Stations of India -Gillan Wright, Penguin Books, New Delhi.

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Adventure Tourism

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	1	2	2	1	2	2
CO2	3	2	2	2	3	2	2	3	2
CO3	3	3	3	3	3	2	2	3	3
CO4	3	2	2	2	3	2	2	3	3
Average	2.75	2.0	2.25	2.0	2.75	2.00	1.75	2.75	2.50

MINOR

Minor (MIC)/ Vocational Course (VOC)

Semester 3

Course ID	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
						Credits				TE	TI	PI	PE	Total
			(Hrs)											
	Fundamentals of Management		3	1	-	3	1		4	70	30	-	-	100

Syllabus

Syllabus

Name of Subject: Fundamentals of Management	Maximum Theory (TE+TI+PE+PI=70+30+0+0)	Marks: 100
Course ID:	Time Allowed: 3 Hours	
Credits 4 (L-T-P = 3+1+0)	Minor (MIC)/ Vocational Course (VOC)	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Course Outcomes: - After completing the course, students will be able:

CO1: To understand the definitions, features, and nature of management, and its classification as a science, art, and profession, as well as the different levels of management.

CO2: To Analyze the management process, including planning, decision-making, Management by Objectives (MBO), and forecasting techniques.

CO3: To evaluate the principles of organizing, including span of management, authority and responsibility, delegation, decentralization, and various organizational structures.

CO4: To Apply concepts of motivation, leadership, coordination, and controlling processes to effectively manage organizations.

COURSE CONTENTS:

Unit 1:
Concept and Nature of Management: Concept & Definitions, Features of Management, Management as Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions.
Unit 2:

Planning – Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting.

Unit 3:

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships.

Unit 4:

Motivation – Concept and concept and content theories, Leadership – concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling.

Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India □ Essential of Management Koontz & Wrihrich Tata McGraw – Hill Publishing Co. Ltd.
- Essentials of Management – Chatterjee and by Koontz & O'donnel
- Fundamentals of Management – J.S. Chandran Principles of Mgt.- P.N, Reddy
- Management – Stoner & Freeman
- Management and Organization – M. Louis Allen Management Theory and Practice-Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall of India Pvt Ltd
- Management Tasks – Peter F Drucker Management Process – Davar R
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata McGraw Hill Publishing Co. Ltd

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Fundamentals of Management

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	2	1	2	1	2	2	3	3
CO2	3	3	1	3	1	2	3	3	3
CO3	2	2	2	3	1	2	3	3	2
CO4	3	3	1	3	2	2	3	2	3
Average	2.75	2.50	1.25	2.75	1.25	2.00	2.75	2.75	2.75

SEMESTER- IV

Semester 4		Course Code	L	T	P	Credits	TE	TI	PE	PI	Total
Course ID	Course Title										
Discipline Specific Courses (DSC)			3	1	0	4	70	30	-	-	100
	Eco Tourism		3	1	0	4	70	30	-	-	100
	Adventure Tourism-I (Land)		3	1	0	4	70	30	-	-	100
	Tourism Resources of India-IV(Religious)		3	1	0	4	70	30	-	-	100
MIC/Vocational Courses (VOC)			3	1	0	4	70	30			100
	To be selected from the pool										
Ability Enhancement Course (AEC)			1	1	0	2	35	15	-	-	50
	To be selected from the pool										
Value Addition Course (VAC)			2		0	2	35	15	-	-	50
	To be selected from the pool										
Total Credits							20	Total Marks		500	

NOTES:

- After successfully completing 2nd Year, Diploma in Tourism & Travel Management (DTTM-88 Credits) will be awarded to the students.
- *If any candidate wishes to leave the program after two years, they must notify the department one month before the final exams. They are also required to submit an internship report and complete the 4-credit Internship Certificate.
- The Summer Internship Report shall be submitted by the candidates in the manner as specified by the department.

L= Lecture; T= Tutorial, P= Practicum; TI= Theory Internal Assessment; TE= Theory End Semester Examination; PI= Practicum Internal; PE= Practicum End Semester examination

Semester IV

Syllabus

Name of Subject: Eco-Tourism	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID:	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

- CO1:- To Analyze the principles and practices of ecotourism, and evaluate its impact on environmental conservation, socio-cultural preservation, and economic development.
- CO2:-To Design and develop sustainable ecotourism plans, incorporating carrying capacity assessment to minimize negative impacts on ecosystems and maximize benefits for local communities.
- CO3:-To Compare and contrast different approaches to ecotourism development, including national and international guidelines, policies, and best practices.
- CO4:- To Assess the role of ecotourism in achieving environmental, socio-cultural, and economic conservation, and propose innovative solutions to address emerging challenges and trends in the field.

COURSE CONTENTS:

Unit 1:
Emergence of Ecotourism, concept and definitions, growth and development. Ecotourism principles, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism, Eco-tourism in India Problems and proposed solutions
Unit 2:
Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism. Eco tourism activities and their impacts on eco-tourism resources especially on wild life water based tourism resources and Mountains.
Unit 3:
National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population, Eco safe practices Case Studies, eco-tourism trends issues and challenges. Role of National and international agencies in promoting Eco tourism, (UNWTO, IUCN, WWF) The International Ecotourism society (TIES) and its work to promote eco-tourism in the world.
Unit 4:
Eco Tourism and Development: Community awareness and participants Contribution of ecotourism in environmental Conservation: -- Socio-cultural conservation and economic conservation. Carrying capacity assessment and management for eco-tourism. Emerging trends in Eco tourism. A case study of Kerala and Lakshadweep as an Eco Tourism destinations.

Suggested Readings:

- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Eco-Tourism

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	3	2	3	3	2	2	2
CO2	2	2	3	2	3	3	2	2	2

CO3	3	2	2	2	2	2	2	2	2
CO4	2	2	3	1	2	3	3	2	2
Average	2.50	2.25	2.75	1.75	2.50	2.75	2.25	2.00	2.00

CC - 502

Syllabus

Name of Subject: Adventure Tourism-I (Land)	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID:	Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)	Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:- To Classify and explain various land-based adventure tourism activities, evaluate their safety standards and risk management strategies.

CO2:-To Design and plan a land-based adventure tour, incorporating appropriate tools, equipment, and safety protocols, and assess the environmental and social impact of such activities.

CO3:-To analyze the infrastructure and facilities offered by various destinations for land-based adventure tourism in India, and evaluate the challenges and issues faced by the industry.

CO4:-To integrate knowledge of land-based adventure tourism activities, safety standards, and risk management strategies to recommend sustainable and responsible adventure tourism practices in India.

COURSE CONTENTS:

Unit 1:
Explaining of the terms: Risk, Disaster, Rock Climbing, Rapling, Artificial Wall Climbing, Hiking, Camping, Nature Walks, ATV Tours, Sherpa, Road head, Tree line, Snowline, BMC, AMC, map reading, Flag-Off & Flag-In ceremony. Concept, Definition, Scope and Nature of Land Based Adventure Tourism. Land based adventure tourism resources in India.
Unit 2:
Soft/hard trekking & Mountaineering: Concept, history, tools & equipment's, popular domestic destinations, seasons and basic minimum safety standards for land-based adventure tourism related activities. Case studies of Hampta Pass & Valley of Flowers Treks along with Stock Kangri & Mount Dev Tibba mountaineering expeditions with map work.
Indian Mountaineering Foundation (IMF): Functions, Rules for mountain expeditions, cancellation of permits and bookings. Land Based Adventure Tourism in India-Facilities offered; issues and challenges.
Unit 3:
Skiing, Desert Safaris & Car Rallies: Concept, history, tools & equipment's, popular domestic destinations, seasons and basic minimum safety standards for land-based adventure tourism related activities. Land Based adventure tourism: Products and infrastructure.
Unit 4:
Land based adventure activities: Motivations and involved potential risks with its management. Popular domestic destinations of land-based adventure tourism. Land Based Adventure tourism: Organizations and training institutes in India.

Suggested Readings:

- India -A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
- India -A Travellers Companion by Pran Nath Seth.
- Tourism Products of India -Dr. I.C. Gupta & Dr. Sushama Kasbekar.
- Tourism in India -V.K. Gupta, Gian Publishing House, Delhi.
- Hill Stations of India -Gillan Wright, Penguin Books, New Delhi.

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Adventure Tourism-I (Land)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	1	2	1	1	2	2	3

CO2	2	2	2	3	2	2	2	2	3
CO3	2	3	1	2	2	2	2	2	2
CO4	2	3	2	2	3	3	3	2	3
Average	2.00	2.75	1.50	2.25	2.00	2.00	2.25	2.00	2.75

CC-403

Syllabus

Name of Subject::Tourism (Religious)	Resource of India IV	Maximum Theory Marks: 100 (TE+TI+PE+PI=70+30+0+0)
Course ID:		Time Allowed: 3 Hours
Credits 4 (L-T-P = 3+1+0)		Core Course

Instructions for paper setter: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not normally exceed 100 words. Section 'B' shall comprise eight questions of 14 marks each (2 questions from each unit). The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course, students will be able:

CO1:-To Analyze the significance and impact of religious tourism in India, and evaluate the strategies to promote pilgrimage tourism while minimizing its negative effects

CO2:- To Compare and contrast the main teachings and philosophies of various religions in India, including Hinduism, Buddhism, Jainism, Islam, Christianity, and Sikhism, and design a pilgrimage tour itinerary that respects and showcases their cultural and religious heritage.

CO3:- To explain the cultural and religious significance of various pilgrimage sites in India, including Four Dhams, Varanasi, and Amritsar, and assess their potential for sustainable tourism development.

CO4:-To integrate knowledge of religious teachings and philosophies to develop a responsible and sustainable religious tourism practice in India, respecting the cultural and religious heritage of diverse communities.

Unit 1:
Religious Tourism: Concept, Definition and Significance, Trends and Pattern in Religious tourism in India, Strategies to Promote Pilgrimage Tourism in India, Impacts of Pilgrimage Tourism. Problems and Prospects of Religious Tourism in India
Unit 2:
Hinduism: Main Teachings & Philosophy, Buddhism: Main Teachings & Philosophy, Jainism: Main Teachings & Philosophy
Unit 3:
Islam: Main Teachings & Philosophy, Christianity: Main Teachings & Philosophy, Sikhism: Main Teachings & Philosophy
Unit 4:
Hinduism: Four Dhams: Badrinath, Rameshwaram, Puri and Dwarka, Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati, Buddhism: Bodh Gaya, Sarnath, Jainism: Mount Abu, Palithana, Islam: Ajmer, Christianity: Goa, Sikhism: Amritsar

Suggested Readings:

AbidHussain, S. 2003 (reprint) The National Culture of India, National Book Trust, NewDelhi.

- Basham, A.L., 1985 (reprint) The Wonder That Was India, Rupa % Co., New Delhi
- Hay, Stephen, (Ed.) 1992, Sources of Indian Tradition, 2 vols., Penguin Books, Delhi
- Nadakarni, M.V. 2006, Hinduism: The Gandhian Perspective, Ane Books India, New Delhi
- Radhakrishnan, S. 1999 (Oxford India paperback) Indian Philosophy, 2vols., Oxford University Press, New Delhi.

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Tourism Resource of India IV (Religious)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	3	3	3	1	3	1	2	2
CO2	3	3	1	1	1	2	3	2	2
CO3	2	3	1	2	1	3	2	2	2
CO4	1	3	1	1	2	3	2	2	2

Average	2.00	3.00	1.50	1.75	1.25	2.75	2.00	2.00	2.00
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Vocation Course (VOC) from the Department for Pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department and is focused on practical work, preparing students for a particular skilled profession.

Semester-4

Course ID	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TE	TI	PI	PE	Total
	Marketing Management		3	1	-	3	1		4	70	30	-	-	100

Syllabus

Name of Subject: Marketing Management	Maximum Theory (TE+TI+PE+PI=70+30+0+0)	Marks:100
Course ID:	Time Allowed: 3 Hours	
Credits 4 (L-T-P = 3+1+0)	Minor (MIC)/ Vocational Course (VOC)	

Instructions for paper setter: Examiner is requested to set **one compulsory and eight other questions, two from each unit.** The compulsory question should be of 14 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Course Outcomes: - After completing the course, students will be able:

- CO 1: To understand marketing management concepts and the unique characteristics of products, services, and markets in tourism.
- CO 2: To analyze the marketing process specific to hospitality and tourism, including consumer behavior and decisionmaking.
- CO 3: To apply knowledge of distribution channels, product pricing strategies, service strategies, and marketing intermediaries within the tourism and hospitality industry context.
- CO 4: To evaluate the impact of integrated marketing communication on sales and growth within tourism and hospitality businesses.

COURSE CONTENTS:

Unit 1:
Introduction to Marketing: Needs, Wants and Demands; Products, Services and Markets; Marketing Concept: The Production Concept, The Product Concept, The Selling Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business.
Unit 2:
Marketing Environment, Consumer Markets and Consumer Buyer Behavior: Micro and Micro Environment, Characteristics, Factors Affecting Consumer Behavior, Buying Decision Behavior, The Buyer Decision Process.
Unit 3:
Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, what is Product, Product Classification, Product Life Cycle, and Approaches to tourism service pricing.
Unit 4:

Public Relations, Sales Promotions, and Integrated Marketing Communication: The Marketing Communications Mix, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

- Services Marketing – Ravishankar.
- Services Marketing – Zeital Valerire – A and Mary Jo Baiter Publisher: McGraw Hill.
- Service Marketing - Wood ruffe Helen Publisher Macmillan.
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi.
 - Hospitality & Travel Marketing, Alastair M. Morrison.
 - Strategic Hotel and Motel Marketing – Hart & Troy.
 - Marketing for Hospitality Industry – Robert.
- Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A.Koshy and M.Jha,- Pearson Education, New Delhi.
- Marketing – Kerin, Hartley, Berkowitz and Rudeliu, TMH, New Delhi.

MAPPING MATRIX OF COURSE:

Table: CO's - PO's, and CO's - PSO's Matrix for the Course: Marketing Management

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	3	1	3	1	2	3	2	3
CO2	3	2	1	2	1	2	3	2	3
CO3	3	3	2	3	2	2	3	3	2
CO4	2	2	3	3	2	2	2	3	3
Average	2.75	2.50	1.75	2.75	1.50	2.00	2.75	2.50	2.75

