



DPG DEGREE COLLEGE

(Affiliated to MDU Rohtak)

Sector-34, Near Marble Market, Gurugram 122001

Bachelor In Tourism & Travel Management

21BTM 101 – Introduction to Tourism & Travel Management

Learning Objectives-

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of international tourism and various factors which are influencing it
3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes-

After the completion of the course the students will be able to:

1. Describe the history and structure of international travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrangement of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

21BTM 102 – Geography of Tourism

Learning objective-

1. To help the students get acquainted with the fundamentals of Geography, climatic regions of world and International Date Line.
2. To enable the students to understand the relationship of geography and Tourism and to make aware the students about various Tourism Models.
3. To provide the students the first hand knowledge about Political and Physical features of World Geography
4. To develop the understanding regarding the Indian Geography including Physical and Political features of Indian Subcontinent and to enlighten them about climatic conditions prevailing in India

Learning Outcomes:

1. Student will be able to understand fundamentals of Geography, climatic regions of world and International Date Line.
2. To understand the importance and scope of geography in tourism.
3. Get awareness about the Political and Physical features of World Geography
4. Students will be able to acquire the knowledge about Physical and Political features

of Indian Geography and to apply the knowledge of climatic conditions prevailing in India in designing tour itineraries.

5.

21BTM 103 – Tourism Resource of India

Learning Objectives-

1. To help students get acquainted with the meaning, concept and nature of different types of tourism products and their identification.
2. Students are given knowledge about natural tourism products which are very vital in tourism development since products form the major attractions.
3. To comprehend the vast tourism products of India. It exposes the richness of India ambience- both natural and anthropological in natural.
4. Provides a thorough knowledge about the characteristics of tourist markets, attractions of destinations and the accessibility of the country with a focus on a few selected destination of India.

Learning Outcomes-

After the completion of the course the students will be able to:

1. Gain the knowledge and skills to identify tourism products of India.
2. To acquire the skills to assess develop and manage tourism products.
3. To identify and manage emerging tourist destinations.
4. To conceptualize a tour itinerary based on variety of theme

21BTM 104 – Application of ICT in Tourism

Learning Objectives-

1. To develop an understanding of computers and its working;
2. To impart the knowledge about software's and internet
3. To understand the applications of computers in Tourism;
4. Providing the practical applications of MS Office, WWW, etc.

Learning Outcomes-

1. Students will be able to understand the meaning and basic components of a computer system, define and distinguish Hardware and Software components of computer system,
2. Students will be able to explain and identify different computing machines during the evolution of computer system, gain knowledge about five generations of computer system,
3. Explain the functions of a computer, identify and discuss the functional units of a computer system,
4. Identify the various input and output units and explain their purposes, understand the role of CPU and its components.

21BTM 105 – Foundation course in Management

Learning Objectives-

1. To understand the nature and functions of management, evolution of management thinking and recent trends in management thought in Hospitality and Tourism Industry.
2. To make the students understand planning and types of plans, decision making process, MBO and forecasting.
3. To acquaint the students with principles of organizing, delegation and organizational structure and its forms.
4. To make students understand the concept of motivation and its theories, concept of communication, leadership styles and skills and controlling.

Learning Outcomes-

After the completion of the course students will be able to:

1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
2. Apply the knowledge pertaining to planning, decision making process and forecasting.
3. Acquire knowledge pertaining to organizing, delegation and its benefits and various forms of organizational structure.
4. Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

21 BTTM 201 – Travel Agency and Tour Operation**Learning Objectives-**

1. To help students get acquainted with the meaning, concept and significance of travel agency and tour operation business and to enlighten them about the historical growth and development of the business with its linkages.
2. To enable the students to understand the organizational structure of travel agency and tour operators companies and to make aware the students about various career prospects in various departments of a travel agency and tour operator companies.
3. To provide the students the first-hand knowledge to start up their own entrepreneurship in the field of travel and tourism.
4. To develop the understanding regarding the preparation of tour package and itinerary preparation.

Learning Outcomes-

After the completion of the course the students will be able to:

1. Gain the knowledge of travel and tourism operation and its association with various other fields of tourism.
2. To acquire the skills to professionally fit into the organizational setup of the travel and tourism agencies and how to develop professionally.
3. To develop the competencies to start their own business in the fields of travel and tourism.
4. To apply the knowledge pertaining to role of various associations in

promoting travel and tourism business.

21 BTTM 203 – Tourism Resources of India- Cultural

Learning Objectives-

1. To help students get acquainted with the definitions, concepts and terminologies of culture and its useful relationships with Indian tourism.
2. Students are given knowledge about various Indian Architecture attractions which are very vital in tourism development with special reference to Ajanta, Ellora, Sanchi, Khajuraho, Sun temple of Konark, temple at Thanjavur, Taj Mahal etc.
3. To provide the students the first-hand knowledge about the Classical Dances and classical Music of India.
4. Provides a thorough knowledge about the Major Fairs and festivals of India and their significance for tourism with special reference to Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival, Surajkund Craft fair, International Trade Fair etc.

Learning Outcomes-

After the completion of the course the students will be able to:

1. Gain the knowledge and skills to identify cultural tourism products of India.
2. Students will be able to gain and apply the knowledge of various types of attraction based on Indian architecture.
3. Students will be able to appraise the knowledge various classical dance and music of India and its useful relationship with tourism.
4. They will be able to explore major fairs and festivals of India and their importance for promoting tourism in India.

21 BTTM 204 – Adventure Tourism-I (Land Based)

Learning Objectives-

1. To develop the knowledge and understanding on basics of Land Based Adventure Tourism and various types of Land Based Adventure Tourism.
2. To develop the knowledge on basic minimum standards required for Land Based Adventure Tourism along with various Institute providing associated with Land Based Adventure tourism and Challenges of Land Based Adventure Tourism.
3. To develop the knowledge about Impacts of Adventure tourism
4. To develop the knowledge and understanding on Infrastructural requirements, Risk Management and Job Opportunities related to Land Based Adventure Tourism.

Learning Outcomes-

1. The students gain the knowledge about Definition, Scope and Nature of Land Based adventure tourism; popular tourist destinations for land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.).

2. The students gain the knowledge about Basic minimum standards for land based adventure tourism related activities - Land based; Mountaineering, Trekking, Knowledge of Tools and equipments used in land based adventure tourism, IMF rules for mountain expeditions, cancellation of permits and bookings. Land Based Adventure Tourism in India-Facilities offered; issues and considerations. - Land Based Adventure tourism. Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna
3. The students gain the knowledge about Land Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).
4. The students will gain knowledge about Land Based adventure tourism-products and infrastructure. Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunity.

21 BTTM 205 – Human Resource Management

Learning Objectives-

1. To help the students understand the concept of HRM , its scope and functions in Hospitality and Tourism Industry with a focus on contemporary issues in HRM
2. To accredit the students with the various functions of HRM like HRP, recruitment, selection, induction, outplacement etc. To make them learn the importance of employee welfare and maintenance.
3. To enable the students understand the various methods of training and executive development and the concept of transfer and promotion.
4. To acquaint the students with the most important functions of HRM like compensation, performance appraisal and various latest methods used for the same.

Learning Outcomes:

After the completion of the course students will be able to:

1. Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
2. Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
3. Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
4. To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

21 BTM 206 – Communication Skills in Tourism

Learning Objectives-

1. To make the students understand the meaning of communication, process and various types of communications used in Tourism Organizations and also the barriers in effective communication.
2. To provide them knowledge regarding different types of written communication like business report, formal letter, business representations etc.
3. To make them understand the concept of dos and don'ts of drafting speech, presentation and extempore and self-introduction.
4. To make them aware about RTI act, its powers and functions, writing an RTI application and all related information regarding RTI.

Learning Outcomes-

At the end of the course the students will be able to

1. Apply the knowledge regarding different types and forms of communication used in tourism industry and how to overcome the barriers in communication.
2. To understand and implement information regarding how to make business reports, formal letters, business representations and the effective use of jargons.
3. To draft speech, presentations, creative writing, self-introduction and extempore.
4. To write and submit RTI application, understand the powers and functions of RTI and the various appeals and penalties in it.

21 BTM 301 - Airlines Ticketing

Learning Objectives-

1. To acquaint the students about the basic airlines geography, calculation of flight timings and role and significance of various associations related to aviation industry at global and National level.
2. To make the students understand about the historical perspective as well as current status of aviation industry in India, the procedure of e-ticketing and fare calculation.
3. To provide the information about various IATA code, travel documentations and travel formalities.
4. To help students get acquainted with various software like Galelio, Amadeus etc. used for ticketing.

Learning Outcomes-

After the completion of the course the students will be able to:

1. Gain the knowledge of flying time calculation and structure of aviation industry at national and global level

2. To acquire the skills of e-ticketing and fare calculation.
3. To enhance the competencies of the students in travel documentation and formalities
4. To acquire the skill for operating Global Distribution Systems like Galelio and Amadeus.

21 BTTM 302 – Tourism Organizations and Associations

Learning Objectives-

1. To help students get acquainted with the meaning, concept and importance of various organisations and their significance in tourism growth.
2. To familiarize the students with the structure and programmes of United Nations World Tourism Organization (UNWTO) and to make aware the students about Programmes and functions like tourism research and tourism initiatives of World Travel and Tourism Council (WTTC)
3. To understand the structure and functions of Pacific Asia Travel Association (PATA) and to enlighten them about International Air Transport Association (IATA) and their areas of activity, working Groups & Committees in the healthy growth of travel agency and tour operations business worldwide.
4. To develop the understanding regarding the significant role, member and publications of Travel Agent Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel & Restaurant Associations of India (FHRAI)

Learning Outcomes:

After the completion of the course the students will be able to:

1. Gain the Knowledge of the role and functions of State, national and International Organizations in Tourism Growth.
2. To obtain information regarding role of United Nations World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC) in efficiently managing the tourism activities.
3. Get awareness about the activities of Pacific Asia Travel Association (PATA) and International Air Transport Association (IATA) and their importance in tourism growth.
4. Acquire the knowledge how Travel Agent Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel & Restaurant Associations of India (FHRAI) help in travel trade and hospitality business in India.

21 BTTM 303- Tourism Products of India (Religious)

Learning Objectives-

1. To help the students get acquainted with the concept, Definition and significance of Religious Tourism and to enlighten them about problem and prospects of religious tourism in India.

2. To enable the students to understand the teachings and philosophy of Hinduism Buddhism and Jainism and to make aware the students about theoretical and methodological aspects of study of religion and tourism.
3. To provide the students the first hand knowledge about basic features and philosophy of Islam and Christianity Religion in India
4. Provide a thorough knowledge about the major religious destination of India which is very vital in Tourism development.

Learning Outcomes:

1. Students will be able to gain the knowledge of various types of relations between religion and tourism.
2. Get awareness about the Philosophy of major religion in India as well as knowledge of chosen pilgrimage traditions and their interconnection with tourism.
3. Students will have acquired the knowledge of basic feature and geographical extent of major religion in India as well as familiarize them how to study the aspect of religion –tourism nexus.
4. Students will be able to gain and apply the knowledge of various religious destinations in India and their importance for promoting tourism in India.

21 BTM 304 Adventure Tourism– II (Air Based)

Learning Objectives-

1. To develop the knowledge and understanding on basics of Air Based Adventure Tourism and various types of Air Based Adventure Tourism.
2. To develop the knowledge on basic minimum standards required for Air Based Adventure Tourism along with various Institute providing associated with Air Based Adventure tourism and Challenges of Air Based Adventure Tourism.
3. To develop the knowledge about Impacts of Adventure tourism
4. To develop the knowledge and understanding on Infrastructural requirements, Risk Management and Job Opportunities related to Air Based Adventure Tourism.

Learning Outcomes

1. The students gain the knowledge about Definition, Scope and Nature of Air Based adventure tourism; popular tourist destinations for Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)
2. The students gain the knowledge about Basic minimum standards for Air based adventure tourism related activities like Parasailing, Paragliding, Bungee Jumping. Tools and Equipments used in Air Based Adventure Tourism, Air Based Adventure Tourism in India-Facilities offered; issues and considerations. Air Based Adventure tourism. Organizations and training institutes in India. Challenges of adventure tourism– Litter, waste, pollution, overbuilding, destruction of flora and fauna
3. The students gain the knowledge about Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

4. The students will gain knowledge about Air Based adventure tourism-products and infrastructure. . Marketing and promotional strategies. Problems and issues relevant to the adventure travel and tourism industry. Risk Management. Career Adventurers, Job opportunities.

21BTM305: Tour Guiding and Escorting Skills

Learning Objectives-

1. This course has been designed to inculcate among students tour guiding & escorting skills and prepare them to offer best services to tourists- our honoured guests.
2. Identify guide and escort
3. Explain the responsibilities of a guide and an escort
4. Discuss the skills and techniques to be a successful guide

Course outcomes

1. Understand the various concepts related to tours and tour guiding, tour guiding as an emerging business and role and importance of hygiene in conducting operations as a tour guide.
2. Various techniques used by the tour operators during conduct of the tours and how can he emerge as a leader in the process.
3. Understand the social responsibilities and their importance in various tour operations.
4. Understand the various procedures to be carried out for conducting successful tour, planning and organizing of tours.

BTTM 401 Transport Services in Tourism

Learning Objectives-

1. To help students get acquainted with the meaning, concept and significance of transportation system in India and to enlighten them about the historical growth and development of the transportation with its linkages.
2. To enable the students to understand the significance of transport for tourism and to make aware the students about various career prospects in different modes of transportation.
3. To provide the students the first- hand knowledge to start up their own entrepreneurship in the field of transport.
4. To develop the understanding regarding the significant role of various modes of transportation for promotion of tourism in India.

Learning Outcomes-

After the completion of the course the students will be able to:

1. To understand the importance of transportation in Tourism.
2. To understand the relationship between transport and tourism.
3. To review the various transportation modes and the factors influencing the

development and choice determination.

4. To introduce the fundamentals of transportation management. To apply the knowledge pertaining to role of various transport organizations both public and private in promoting tourism business.

21 BTTM 402 – Tourism Marketing

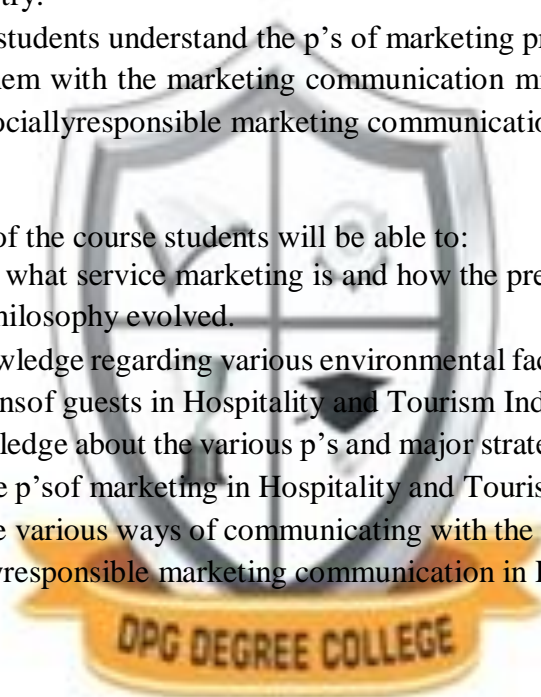
Learning Objectives-

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

After the completion of the course students will be able to:

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.



21 BTTM 404 - Adventure Tourism -II (Water Based)

Learning Objectives-

1. To develop the knowledge and understanding on basics of Water Based Adventure Tourism and various types of Water Based Adventure Tourism.
2. To develop the knowledge on basic minimum standards required for Water Based Adventure Tourism along with various Institutes providing associated with Water Based Adventure tourism and Challenges of Water Based Adventure Tourism.
3. To develop the knowledge about Impacts of Water based Adventure tourism
4. To develop the knowledge and understanding on Infrastructural requirements, Risk Management and Job Opportunities related to Water Based Adventure Tourism.

Learning Outcomes-

1. The students gain the knowledge about Definition, Scope and Nature of Water Based adventure tourism;

2. The students gain the knowledge about Basic minimum standards for water based adventure tourism related activities like river running, rapids etc.
3. The students gain the knowledge about Water Based Adventure tourism impacts- social, Cultural, economic and environmental impacts of adventure tourism.
4. The students will gain knowledge about Water Based adventure tourism- products and infrastructure.

21 BTTM 406 – Environmental Science

Learning Objectives-

1. To develop understanding about Definition, scope and importance of environmental studies
2. This course aims at creating a basic understanding of the role of an individual in conservation of natural resources and equitable use of resources for sustainable lifestyles.
3. To develop the understanding regarding the It will help to know genetic species, ecosystem diversity, climate change, global warming, understanding existence and co-existence of human being.
4. To help students get acquainted with genetic species and ecosystem diversity
5. To enable the students to understand the human population & the environment and understanding existence and co-existence

Learning Outcomes-

After the completion of the course the students will be able to:

1. Critical Thinking: demonstrate critical thinking skills in relation to environmental affairs
2. Communication: demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
3. Interdisciplinary Synthesis: demonstrate an ability to integrate the many disciplines and fields that intersect with environmental concerns.
4. Ecological Literacy: demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
5. Sustainability: demonstrate an integrative approach to environmental issues with a focus on sustainability its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products.

21 BTTM 603 Emerging Trends in Tourism

Learning Objective-

1. To help students get acquainted with the meaning, concept and importance of emerging trends and dimensions of tourism in India.
2. To enable the students to understand the concept of rural tourism and its relation with other types of tourism and to enlighten them about the benefits or

burden of rural tourism.

3. To provide the students the first- hand knowledge about planning and organizing MICE business and to make aware the students about skills and responsibilities required for a meeting manager.
4. To develop the understanding regarding the significant role of Indian Medical Tourism in country as well as at global level.

Learning Outcomes

After the completion of the course the students will be able to:

1. Gain the knowledge of emerging trends of tourism in India.
2. To obtain information regarding the rural tourism and its association with various other form of tourism.
3. Get awareness about the concept of MICE as well as its process of organizing.
4. Acquire the knowledge about the status of medical tourism in India and its relationship with other form of tourism as well as major markets of Indian medical tourism.

21 BTTM 604 Impacts of Tourism

Learning Objectives-

1. The aim of the subject is to introduce the research problem and basic concepts of the ecological management in tourism
2. The subject is providing the starting-points on the environmental management concepts
3. To develop the understanding regarding ecological management concepts in the companies operating in the tourism industry
4. To help students get acquainted with genetic species and ecosystem diversity
5. To enable the students to understand that the attention is dedicated to the product concept or ecological management issues from the view point of the companies operating in the tourism industry and not from the destination viewpoint

Learning Outcomes-

1. Students will be able to identify a number of global environmental problems and explain the principles, theories and application of environmental management in the hospitality industry.
2. Students will be able to analyze and evaluate the reasons why environmental management is increasingly important in the hospitality industry. Students will critically assess and evaluate different environmental programmes in EMS.
3. Students will also be able to recognize and analyze the operational constraints and legal obligations surrounding environmental performance in the hospitality industry.
4. Students will be able to interpret environmental theory and critically apply it to a case study project. Students will be able to communicate and react proactively to the stakeholders in the tourism industry in the areas of environmental management.

21 BTTM 701 Research Methodology

Learning Objectives-

The course seeks to develop the following capabilities:

1. The ability to understand and integrate research methodologies and their appropriateness to particular issues faced by tourism organizations
2. The ability to identify research questions relevant to the tourism industry
3. The ability to critically evaluate research undertaken by others and determine its relevance and value
4. The ability to present research findings in relevant and innovative ways to suit a particular audience

Learning Outcomes-

As a result of undertaking this course, a student should be better able to:

1. Design a research project encapsulating the conceptual and practical aspects of research
2. Refine research design to meet the objectives and purpose of the project
3. Develop research instruments appropriate to research design
4. Write up a formal research report

21 BTTM 702 – Event Management

Learning Objectives-

1. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
2. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
3. To provide the students the first-hand knowledge about the nature and process of event marketing and promotion
4. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

Learning Outcomes-

After the completion of the course the students will be able to:

1. Gain the knowledge of events and its types and their implications.
2. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
3. To develop the competencies to start their own business in the field of event's organizers and to understand the process of event marketing and promotions.
4. Recognize the requirements of crowd management as well as understand the principles of safety and security consideration.

21 BTTM 703- Travel Documentation

Learning Objectives-

1. To develop the knowledge and understanding about passport
2. To develop the knowledge on foreign currency and its uses and management in tourism industry and various rules and regulations regarding foreign currency
3. To develop the knowledge about VISAS
4. To develop the knowledge about Documents requirements for some destinations

Learning Outcomes-

1. The students gain the knowledge about Passport, requirements, checklists, types, changes, procedure, tatkal scheme And fees, passport act and penalties under section 12 (1)B
2. The students gain the knowledge about Rules and regulations about eligibility, quantum and documentation Required for Travel Out of India Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits Travel Into India Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency
3. The students gain the knowledge about Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, , Refused or Pending Visas, Destination Departure Records.
4. The students will gain knowledge about Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada.

21 BTTM 705 - International Tourist Destinations

Learning Objectives-

1. To make the students aware about the various destinations located in Far East
2. To enable students to understand about the various destinations located in Africa and Middle East region
3. To help students get acquainted with knowledge of various destinations located in Europe
4. To provide student the knowledge about the tourist destination located in Americas Region

Learning Outcomes-

After the completion of course the students will be able to.

1. Gain the knowledge about the various destinations located in Far East
2. To understand about various destinations located in Africa and Middle East region
3. To gain the knowledge about various destinations located in Europe.
To gain the information about the tourist destination located in Americas Region.

