

**Study Scheme & Syllabus of
Bachelor of Tourism and Travel Management
(BTTM)**

Batch 2018 onwards



By

Board of Study HMCT

Department of Academics

IK Gujral Punjab Technical University

IK Gujral Punjab Technical University
BTTM Batch 2018 onwards

Bachelors of Tourism and Travel Management (BTTM):

It is an Under Graduate (UG) Programme of 4 years duration (8 semesters)

Eligibility for Admission:10+2 Pass in any Stream.

Courses & Examination Scheme:

Seventh Semester

Hrs. 29

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BTTM701-18	CORE	Accounting for Managers	3	1	0	40	60	100	4
BTTM702-18	CORE	Tourism Promotion	3	1	0	40	60	100	4
BTTM703-18	CORE	Research Project Report	3	1	0	40	60	100	4
BTTM704-18	CORE	Outbound Tour Operations	3	1	0	40	60	100	4
BTTM705-18	CORE	Service Marketing	3	1	0	40	60	100	4
BTTM706-18	CORE	Safety & Security Management	3	1	0	40	60	100	4
BTTM-XXX	Elective	Elective-VII	3	1	0	40	60	100	4
BMPD702-18		Mentoring and Professional Development	0	0	1	25	--	25	1
TOTAL			21	7	1	305	420	725	29

Eighth Semester

Course Code	Course Type	Course Title	Load Allocations			Marks Distribution		Total Marks	Credits
			L	T	P	Internal	External		
BTTM801-18	PRACTICAL	On the Job Training Viva Voce (20 Weeks)	0	0	0	00	100	100	8
BTTM802-18	PRACTICAL	Internship Report	0	0	0	00	200	200	12
TOTAL			0	0	0	00	300	300	20

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Elective-I (Choose any one)

BTTM205-18 Air Travel Management

BTTM206-18 Hotel & Resort Management

Elective-II (Choose any one)

BTTM307-18 Special Interest Tourism

BTTM308-18 Environment and Tourism

Elective-III (Choose any one)

BTTM407-18 Disaster Management

BTTM408-18 Tourism Transportation

Elective-IV (Choose any one)

BTTM506-18 Retail Management

BTTM507-18 Business Tourism

Elective-V (Choose any one)

BTTM606-18 Foreign Language (German)

BTTM607-18 Foreign Language (French)

BTTM608-18 Foreign Language (Spanish)

Elective-VI (Choose any one)

BTTM609-18 Rural and Community Based Tourism

BTTM610-18 Regional Dimensions of International Tourism

Elective-VII (Choose any one)

BTTM707-18 Tourism Product: Europe and America

BTTM708-18 Tourism Product: Asia, Middle East and Pacific Area

Total Marks of BTTMProgram:5250

Total Credit of BTTMProgram:201

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SEVENTH SEMESTER

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COURSE CODE:	BTTM 701-18
COURSE TITLE:	ACCOUNTING FOR MANAGERS
COURSE OBJECTIVES:	The course intends to give learners an understanding of the accounting procedures in an organization. It will help to students to understand and apply the concepts of accounting to solve business problems.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Introduction to Accounting: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles (GAAP. Recording of transactions: Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.
UNIT-2	Final Accounts: Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Adjustments (Only four): Closing Stock, Pre-paid Income and Expenses, Outstanding Income and Expenses, Depreciation.
UNIT-3	Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.
UNIT-4	Financial Management – Meaning, aims, Nature, Scope, Objectives and functions of financial management. Sources of finance. Working Capital Management- Significance Classification, Factors
REFERENCES:	Pandey, I.M., <i>Financial Management</i> , Vikas Publishing, New Delhi. Khan, M.Y., <i>Financial Management</i> , Tata Mc. Grand Hill Publishing Co. Ltd., New Delhi. Sharma, R.K. and Shashi K. Gupta, <i>Management Accounting</i> , Kalyani Publisher, Ludhiana. Gupta, R.L., <i>Booking keeping & Accounting</i> , Sultan Chand, New Delhi Grewal T.S., <i>Introduction to Accounting</i> , S. Chand

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COURSE CODE:	BTTM 702-18
COURSE TITLE:	TOURISM PROMOTION
COURSE OBJECTIVES:	The objective of the course is to make students conversant with the challenges raised by the complexity of the marketing environment for managing tourism products for promotion and display an awareness of conceptual understanding and best practices in tourism promotion in managing marketing operations.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Tourism Attractions: Definition. Characteristics, Typology, Criteria for tourist attractiveness. Development and design of tourist attractions. Destination Life Cycle. Tourism Promotion Mix
UNIT-2	Advertising Decisions: Meaning and advertising process, Role of advertising in tourism, Advertising objectives and budgets, Copy formulations and advertising appeals and their execution, media alternatives and media selection.
UNIT-3	Personal Selling – Meaning and its role in tourism promotion, Tourist Information Centres & their management, Sales force decisions. Personal selling in tourism.
UNIT-4	Public Relations – The concept of Public Relations, Significance, Methods & techniques of public relations, Role of various promotional units. Sales promotion – Meaning & Scope in tourism industry. Various sales promotional techniques.
REFERENCES:	Philip Kotler, Kevin Keller, Abraham Koshey and Mithileshwar Jha. <i>Marketing Management: South Asian Perspective</i> , 12th Edition. New Delhi: Pearson Education. Ramaswamy, V.S. and Namakumari, S. <i>Marketing Management: Planning, Control</i> . New Delhi: MacMillian. Enis, B M. <i>Marketing Classics: A Selection of Influential Articles</i> . New York: McGraw Hill. William D. Perreault, Jr. & E. Jerome McCarthy, <i>Basic</i>

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	<p><i>Marketing: A Global Managerial Approach</i>, New Delhi: Tata Mc Graw-Hill.</p>
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COURSE CODE:	BTTM 703-18
COURSE TITLE:	RESEARCH PROJECT REPORT
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to</p> <ul style="list-style-type: none"> • develop and relate theory to practice • help themselves in making an informed career choice after exposure to the actual work environment • observing the systems, processes, interactions and human relations in the organization • get an opportunity to understand the expectations of industry <p>prepare themselves for final placements.</p>
EVALUATION:	<p>Student presentations would be organised based on their project reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their project reports. Based on feedback, students would submit a final project report which would be evaluated by an external examiner, nominated by the University, out of 100 marks.</p>

COURSE CODE:	BTTM 704-18
COURSE TITLE:	OUTBOUND TOUR OPERATIONS
COURSE OBJECTIVES:	<p>The objective of this course is to help students understand the concept of outbound tourism and its trends.</p>
EVALUATION:	<p>External-60 marks</p> <p>Internal-40 marks</p>

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COURSE CODE:	BTTM 705-18
COURSE TITLE:	SERVICE MARKETING
COURSE OBJECTIVES:	The objective of this course is to introduce, discuss and analyse key areas related to Service Marketing.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	INTRODUCTION AND SERVICE MARKETING OPPORTUNITIES Definition; Service Economy; Evolution and growth of service sector; Nature and Scope of Services; Unique characteristics of services; Classification of services; Service marketing; Challenges and issues in Services Marketing; Assessing service market potential; Expanded marketing mix; Environment and trends; Service market segmentation, targeting and positioning.
UNIT-2	SERVICE DESIGN AND DEVELOPMENT Service Life Cycle; New service development; Service Blue Printing; GAP model of service quality; Measuring service quality; SERVQUAL; Service Quality function development.
UNIT-3	SERVICE DELIVERY AND PROMOTION Positioning of services; Designing service delivery System, Service Channel; Pricing of services, methods; Servicemarketing triangle; Integrated Service marketing communication.
UNIT-4	SERVICE STRATEGIES Service Marketing Strategies for health; Hospitality; Tourism; Financial; Logistics; Educational; Entertainment & public utility Information technique Services.

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REFERENCES:	<p>Christopher H.Lovelock and Jochen Wirtz, <i>Services Marketing</i>, Pearson Education, New Delhi.</p> <p>Hoffman, <i>Marketing of Services</i>, Cengage Learning.</p> <p>Kenneth E Clow, et al, <i>Services Marketing Operation Management and Strategy</i>, Biztantra.</p> <p>Halen Woodroffe, <i>Services Marketing</i>, McMillan.</p> <p>Valarie Zeithaml et al, <i>Services Marketing</i>, Tata McGraw Hill.</p> <p>Christian Gronroos, <i>Services Management and Marketing a CRM Approach</i>, John Wiley.</p> <p>Gronroos, <i>Service Management and Marketing</i> –Wiley India.</p>
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COURSE CODE	BTTM 706-18
COURSE TITLE	Safety and Security Management
COURSE OBJECTIVE	<ol style="list-style-type: none"> 1. To make students acquainted with the basic knowledge of concept of safety and security. 2. To have an understanding of various legal aspects related to safety & security applicable to tourism and hospitality industry in India. 3. To make students appreciates the importance of risk management
EVALUATION	<p>External-60 marks</p> <p>Internal-40 marks</p>
INSTRUCTIONS FOR PAPER SETTER	As per university rules
UNIT 1	Introduction to safety and security management, meaning, definition, Safety management fundamentals, Organizational safety culture, Safety management systems, Concept of occupational accident, Types of workplace accidents, Common causes, Occupational Health and Safety Management systems (OHSMS), Measuring OHSMS Performance.
UNIT 2	Understanding Tourist Security and Travel Safety, its importance and impact of tourism industry. Consumer awareness of travel advisories and their influence on behavior. Common problems & Challenges with hotel & tourism destinations security. Security issues at airports, railway stations, single woman travelers in India, Tourist Police & Its Role, Role of Ministry of Govt of India, UNWTO Guidelines/ Advises on Safety and Security, International Issues on Tourist Security, the role of insurance in the travel industry.

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<p>UNIT 3</p>	<p>Definition and Concept of Hazard</p> <p>Risk,</p> <p>Risk and Vulnerability Analysis, Risk: Concept and analysis, Risk Reduction, Vulnerability: Its concept and analysis, Strategic Development for Vulnerability Reduction Types and classification of Disasters</p> <p>Natural</p> <p>Earthquakes, Floods Cyclones and Cloud burst. Avalanches, Forest Fire and Tsunami.</p> <p>Human induced</p> <p>Nuclear, Chemical and Industrial Disasters Global warming; Biological Disasters; Epidemics</p>
<p>UNIT 4</p>	<p>Work environment safety, Job Safety Analysis, Safety Awareness & Accident Prevention, Risk Management & Safety Security Process of risk Management and standards for Risk Management. Emergency Response plan, Safety & Security in Rooms Division, Case Studies</p>
<p>REFERENCE BOOKS</p>	<p>Darrell Clifton; Hospitality Security: Managing Security in Today's Hotel, Lodging, Entertainment, And Tourism Environment; CRC Press, Taylor & Francis Group.</p> <p>Yoel Mansfield & Abrahann Pizam; Tourism, Security, Security and safety from theory to practice: Elsevier Publication.</p> <p>Colin Michael Hall, Dallen J. Timothy, David Timothy Duval: Safety and Security in Tourism: Relationships, Management and Marketing: Haworth Hospitality Press, 2003</p> <p>UNWTO, Tourist Safety and Security: Practical Measures for Destinations, 1997</p> <p>C Michael Hall, Dallen J. Timothy, David Timothy Duval, Safety and Security in Tourism: Relationships, Management, and Marketing, Taylor & Francis</p> <p>Bryant Edwards: Natural Hazards, Cambridge University Press, U.K, 2005.</p> <p>Chakraborty, S.C.: Natural Hazards and Disaster Management, Pragatishil Prokashak, Kolkata, 2007.</p> <p>Hyndman, D. and D. Hyndman: Natural Hazards and Disasters. 2nd edition. USA, Belmont: Brooks/Cole, 2009.</p> <p>Coppola, D.P.: Introduction to International Disaster Management, 3rd Edition. UK, Butterworth-Heinemann/Elsevier, 2015.</p>

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COURSE CODE:	BTTM 707-18
COURSE TITLE:	TOURISM PRODUCT: EUROPE & AMERICA
COURSE OBJECTIVES:	The objective of this course is to make students detailed know about of tourism product of Europe & America.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	International Tourism (inbound and outbound tourism) trends, A Comparison of latest statistics of Europe vs Americas. SWOT analysis of the tourism development strategies of USA and UK.
UNIT-2	Destinations in North America - United States of America: New York, Washington DC, Florida, Los Angeles, Las Vegas, San Francisco. Canada: Ontario, Ottawa, Montreal, British Columbia. (Map Work)
UNIT-3	Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Chile, Brazil. (Map Work)
UNIT-4	Europe - England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine. (Map Work)
REFERENCES:	Tourism websites of the Individual nations. Lonely planet, Country editions. World Atlas- Oxford, Orient Longman etc.

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COURSE CODE:	BTTM 708-18
COURSE TITLE:	TOURISM PRODUCT: ASIA, MIDDLE EAST AND PACIFIC AREA
COURSE OBJECTIVES:	The objective of this course is to make students familiar about Tourism Product of Asia, Middle-East and Pacific Area.
EVALUATION:	External-60 marks Internal-40 marks
INSTRUCTIONS FOR PAPER SETTING:	As per university rules
UNIT-1	Importance of National Tourism Organizations, Statistical analysis and comparison of India with tourism in Malaysia, Thailand, Sri-Lanka, Maldives, Bhutan and Nepal. SWOT of official websites of NTO (National Tourism Organisation) of SAARC countries.
UNIT-2	Detailed overview of tourism destinations in Asia: China, Thailand, Hong Kong, Malaysia, Japan; Map work of key tourist destinations of this module.
UNIT-3	Detailed overview of tourism destinations in Middle-East: Saudi Arabia, UAE, Egypt, Iran, Jordan; Map work of key tourist destinations of this module.
UNIT-4	Detailed overview of tourism destinations in Pacific Area: Australia, New-Zealand, Hawaii; Map work of key tourist destinations of this module.
REFERENCES:	Tourism websites of the Individual Countries. Lonely planet, Country editions. World Atlas- Oxford, Orient Longman etc.

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EIGHTH SEMESTER

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COURSE CODE:	BTTM 801-18
COURSE TITLE:	ON THE JOB TRAINING VIVA VOCE (20 WEEKS)
COURSE OBJECTIVES:	<p>The objective of this course is:</p> <p>To assess the diverse knowledge gained during ON THE JOB TRAINING programme.</p> <p>To investigate the awareness of students with regard to tourism industry</p> <p>To understand student's readiness for industry or other field</p> <p>To investigate student's confidence, communication skills, attitude and aptitude.</p>
EVALUATION:	External examiner, nominated by the University will conduct the VIVA- VOCE examination out of 100 marks.

COURSE CODE:	BTTM 802-18
COURSE TITLE:	INTERNSHIP REPORT
COURSE OBJECTIVES:	<p>The objective of this course is to enable students to:</p> <ul style="list-style-type: none"> • Develop and relate theory to practice • Help themselves in making an informed career choice after exposure to the actual work environment • Observing the systems, processes, interactions and human relations in the organization • Get an opportunity to understand the expectations of industry • Prepare themselves for final placements
EVALUATION:	<p>Student presentations would be organised based on their internship reports. Presentations would be organized according to a predetermined schedule. A panel of teachers would evaluate the presentations, draft reports and participations. They would give students feedback on their internship reports. Based on feedback, students would submit a final report which would be evaluated by an internal examiner, nominated by the UIHTM, out of 200 marks.</p>