

## **Program: - BTTM**

**(BACHELOR OF TOURISM AND TRAVEL MANAGEMENT)**

### **Program Specific Outcome**

**PSO 1:** The Program will prepare the students for a successful professional and managerial career across the Travel, Aviation, Hospitality and Events Companies.

**PSO 2:** Students will gain knowledge in various dimensions of Travel and Tourism Industry.

**PSO 3:** Students will have practical exposure in Travel and Tourism Management, Hospitality Management and Event Management.

**PSO 4:** The course covers Managerial aspects including the relevant courses such as Business Management, Marketing and Customer Relationship Management.

**PSO 5:** The students also get knowledge about conducting market research and have a better understanding of tourist behaviour.

**PSO 6:** The Students will also get industrial experience through the Internship which is mandatory as the part of curriculum.

**PSO 7:** The students will be able to gain language proficiency in English and Foreign Language French.

**PSO 8:** The students will be able to gain computer knowledge and practical skills.

**PSO 9:** The program enhances the soft skills of the students.

### **Course Outcome**

#### **Semester – I**

#### **COURSE: BTTM 101 - INTRODUCTION TO TRAVEL & TOURISM INDUSTRY**

**CO1:** Define Tourism basic concepts along with its nature and scope, relationships.

**CO2:** Explain the evolution and growth of Travel through ages

**CO3:** Define Tourism Demand and explain emerging trends and factors influencing Travel and tourism growth.

**CO4:** Explain Positive, Negative, Economic, Socio-Cultural, Political and Environmental impacts of Tourism

**CO5:** Explain the Travel Motivations and Sociology of Tourism.

**COURSE: BTTM 102 - TOURIST PRODUCTS OF INDIA**

**CO1:** Explain the status of Tourism in India - its nature and characteristics of Indian Tourism Industry

**CO2:** Explain the Tourism Infrastructure, Accommodation and Transportation facilities of India.

**CO3:** Describe about the Architectural Heritage of India

**COURSE: BTTM103 - TOURISM MANAGEMENT CONCEPT**

**CO1:** Define the meaning of Management, its Fundamentals, functions and various other aspects

**CO2:** Illustrate various types of Management

**CO3:** Explain various Theories of Management

**COURSE: BTTM 104 TOURISM GEOGRAPHY 1**

**CO1:** Define Geography and its Scope and importance in Tourism.

**CO2:** Illustrate the natural regions and Climatic Regions of the world.

**CO3:** Explain the concept of Time Zones, GMT and calculation of Flying time, Elapsed Time and Ground Time.

**CO4:** Define Geographical Determinants of Tourist experience and features of Indian Geography.

**COURSE: BTTM 105 COMMUNICATION AND SOFT SKILLS**

**CO1:** Define the essentials for establishing Effective Communication.

**CO2:** Explain the Scope and Limitations of Communication.

**CO3:** Discuss the types and basic model of Communication.

**CO4:** Explain the format of various business letters.

**CO5:** Explain the importance and format of Resume and Report Writing.

**CO6:** Discuss the elements of Good personality.

**CO7:** Define Group discussion and its types.

**CO8:** Explain different techniques of Presentation.

**CO9:** Explain various etiquettes to groom personality.

**COURSE: Qualifying - PUNJABI (Compulsory)**

**CO1:** ਭਾਸ਼ਾ ਕੌਸ਼ਲ

**CO2:** ਨਿਬੰਧ ਰਚਨਾਕਾਰੀ ਕੌਸ਼ਲ

**CO3:** ਵਿਆਕਰਨ ਦੀ ਸਮਝ, ਸੁੱਧ ਸ਼ਬਦ ਜੋੜ

**Semester – II**

**COURSE: BTTM 106 TOURISM POLICY, PLANNING AND DEVELOPMENT**

**CO1:** Explain the Concept of Planning and its various aspects.

**CO2:** Define Planning in Tourism and various aspects of Tourism Planning.

**CO3:** Explain the Tourism Planning and Tourism Policies in India.

**COURSE: BTTM 107 INTRODUCTION TO TRANSPORT INDUSTRY**

**CO1:** Define various means of Transport and its functions.

**CO2:** Explain the evolution of Transportation.

**CO3:** Explain the status of Transportation Sector in India.

**COURSE: BTTM 108 HUMAN RESOURCE MANAGEMENT**

**CO1:** Define Human Resource Management and its essential concepts.

**CO2:** Illustrate the qualities of a Good Manager.

**CO3:** Explain the nature and significance of Manpower Planning.

**CO4:** Illustrate the functions of Human Resource Management, its Process and steps.

**COURSE: BTTM 109 TOURISM GEOGRAPHY 2**

**CO1:** Describe the Places of Interest, Profile and Map-Work of selected cities of India.

**COURSE: BTTM 110 SOCIOLOGY IN TOURISM**

**CO1:** Define the concept of Sociology and its relevance in Tourism.

**CO2:** Define various Social Impacts of Tourism on Society.

**CO3:** Illustrate Current Issues in study of Tourism.

**CO4:** Explain the Nature of Sociology of Tourism in India.

**COURSE: BTTM 111 COMPUTER FUNDAMENTALS**

- CO1:** Explain Evolution of Computer technology.
- CO2:** Explain the significance of Automation in The Tourism Industry.
- CO3:** Give a great detail of Types of Computers.
- CO4:** Explain the role of Computer Technology in Tourism and Hospitality Industry.
- CO5:** Explain the role of WWW - World Wide Web and Internet Applications.
- CO6:** Give practical knowledge of MS Office.
- CO7:** Explain the essentials of Computer System.

### **COURSE: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**

- CO1:** Explain Concept and overview of Drugs abuse in India.
- CO2:** Explain the various types of drugs available in the society and its worst effects on human beings.
- CO3:** Define the sign and symptoms of drug abuse on society and nation.
- CO4:** Explain in detail about the different causes of Drug abuse.
- CO5:** Discuss about various consequences of the drug abuse
- CO6:** Discuss about the various management activity to control the Drug abuse problem in society.
- CO7:** Explain the various strategies for preventing drug abuse problem.
- CO8:** Develop the role of family, society, media and de-addiction centre to overcome this problem.

### **COURSE: Qualifying - PUNJABI (Compulsory)**

- CO1:** ਸਾਹਿਤ ਨਾਲ ਜੁੜਨਾ, ਸਮੱਸਿਆ ਸਮਾਧਾਨ ਕੌਸ਼ਲ, ਜਿੰਦਗੀ ਦੀ ਸਮਝ, ਸਾਹਿਤ ਤੇ ਜਿੰਦਗੀ ਦਾ ਅੰਤਰ ਸੰਬੰਧ, ਯਥਾਰਥ ਦੀ ਪਕੜ
- CO2:** ਵਪਾਰਕ ਚਿੱਠੀ ਪੱਤਰ ਬਾਰੇ ਸਮਝ
- CO3:** ਵਿਆਕਰਨ ਦੀ ਸਮਝ, ਸੁੱਧ ਸ਼ਬਦ ਜੋੜ, ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ ਦੀ ਜਾਣਕਾਰੀ

### **Semester –III**

#### **COURSE: BTTM 201 TOURISM PRODUCTS OF INDIA II (CULTURAL)**

- CO1:** Explain the concept of Culture and essential features of Indian Culture.
- CO2:** Define and explain in great detail about the Indian Architecture.
- CO3:** Illustrate the Classical art forms of Indian rich heritage.
- CO4:** Define the significance of Fairs and Festival for Tourism in India.

**COURSE: BTTM 202 TRANSPORT MANAGEMENT**

**CO1:** Define the overview of Transportation Industry.

**CO2:** Explain the History of airlines' in India and role of airlines in tourism promotion.

**CO3:** Explain the Growth and Development of surface transport in India.

**CO4:** Define History & Present status of Indian railways.

**CO5:** Define the role of Indian railways in tourism promotion.

**COURSE: BTTM 203 ECO TOURISM**

**CO1:** Define the concept and emergence of Eco-Tourism.

**CO2:** Illustrate Eco-Tourism resources of India.

**CO3:** Illustrate National Tourism Policy and Guidelines for Ecotourism development for government, visitors and for the host population.

**COURSE: BTTM 204 TOURISM MANAGEMENT AND INFORMATION SYSTEM**

**CO1:** Knowledge about computer and computer network.

**CO2:** Knowledge about Data, Information Knowledge.

**CO3:** Knowledge about Management Information System.

**CO4:** Knowledge about Decision Making.

**CO5:** Knowledge of System Analysis and design.

**CO6:** Booking of bus Train Flight, and Hotels.

**COURSE: BTTM 205 AIRLINES TICKETING**

**CO1:** Define Air Geography including IATA Areas, Sub Areas and Sub Regions.

**CO2:** Define the concept of GMT Variation and Time Calculation.

**CO3:** Define the role and functions of International Organizations - IATA & ICAO.

**CO4:** Define OAG and Global Indicators along with Air tariff, Travel Documentation and Regulations.

**CO5:** Define Concept, Types and Benefits of Credit Cards.

**CO6:** Explain various components of Air Fare Construction.

**CO7:** Define Universal Air Travel Plan and illustrate special fares and limitations of Air Fare Construction.

**CO8:** Provide comparative study of various CRS/Airline Reservation Systems.

**COURSE: BTTM 206 HOTEL & RESORT MANAGEMENT**

**CO1:** Explain various aspects of Hotel Industry

**CO2:** Illustrate various Front Office Techniques and role of Front Office Personnel

**CO3:** Explain Banquet Functions, Arrangement of MICE Events and Outdoor Catering

**CO4:** Describe various characteristics and factors influencing Resort Management.

**COURSE: ENVIRONMENTAL STUDIES AND ROAD SAFETY**

**CO1:** Define the basic concepts of Environment.

**CO2:** Discuss the various types of Natural resources and their effect on environment.

**CO3:** Explain Environment pollution and illustrate the ways how it effects the environment.

**CO4:** Illustrate the ways to manage Waste.

**CO5:** Illustrate the ways to control Disasters.

**CO6:** Discuss the various social issues and their effect on environment.

**CO7:** Discuss the concept of Ecosystem and various concepts involve in the Ecosystem.

**CO8:** Outline the effect of Stubble Burning in Punjab.

**CO9:** Discuss the various factors that affect human population.

**CO10:** Illustrate the different ways of controlling Human Population.

**CO11:** Discuss the various rules of Road safety.

**CO12:** Illustrate the ways to reserve biodiversity and its conservation.

**Semester IV**

**COURSE: BTTM 207 EMERGING TRENDS IN INDIA**

**CO1:** Explain the concept of Emerging trends and its Dimensions and importance.

**CO2:** Define the concept of Rural Tourism and explain its aims, objectives and Benefits.

**CO3:** Define the concept of MICE and explain its planning and Management.

**CO4:** Define the Concept of Culinary Tourism its facilitators and major markets of Culinary Tourism.

**COURSE: BTTM 208 TOURISM PRODUCTS OF INDIA III (MEDICAL)**

**CO1:** Define the concept of Medical Tourism and its nature and scope

**CO2:** Illustrate Laws, Ethical Issues and Practices of Medical Tourism

**CO3:** Explain the health care therapy and medicines of India

**CO4:** Define Medical Tourism and its potential impacts in India

**COURSE: BTTM 209 ADVENTURE TOURISM - (WATER BASED)**

**CO1:** Define Water based Adventure Tourism Activities - its scope and nature.

**CO2:** Explain Basic minimum standards and challenges for Water based adventure tourism related activities.

**CO3:** Define Impacts of Water Based Tourism Activities.

**CO4:** Illustrate Strategies and Careers in Water based Adventure Tourism.

**COURSE: BTTM 210 INTERNATIONAL TOURISM**

**CO1:** Define the Concept of International Tourism

**CO2:** Define Characteristics and Factors influencing International Tourism Destinations and tourists.

**CO3:** Define characteristics of India out bound Tourism

**CO4:** Explain Domestic Tourism of India

**COURSE: BTTM 211 ACCOUNTING FOR HOSPITALITY AND TOURISM**

**CO1:** Explain the concept of Accounting Theory.

**CO2:** Describe Accounting Principles and Account Records.

**CO3:** Define types and methods of presenting Financial Statements.

**CO4:** Define Depreciation Reserves and Provisions.

**COURSE: BTTM 212 SKILLING FOR MEDIA AND JOURNALISM IN TOURISM**

**CO1:** Define the Concept and Scope of Media.

**CO2:** Illustrate various types of Culture and Media Representations.

**CO3:** Define Sub-Culture and Audiences of Media.

**CO4:** Illustrate Media Types and Media Technologies.

**Semester-V**

**BTTM 301: INDUSTRIAL TRAINING (VIVA VOCE)**

**CO1:** Internship - Students choose the Organizations related to their area of their choice i.e. Tourism and Hospitality Industry. Trainees get practical exposure by working in the professional environment.

## **Semester-VI**

### **COURSE: BTTM 302 ADVENTURE TOURISM (AIR & LAND BASED)**

**CO1:** Define the concept of Land and Air based Tourism.

**CO2:** Explain the profile of land and air-based Adventure tourism destinations.

**CO3:** Define Problem and Challenges of Adventure Tourism.

**CO4:** Define various aspects of Adventure Tourism Management.

### **COURSE: BTTM 303 TRAVEL DOCUMENTATION**

**CO1:** Define requirements and procedure for taking Passport.

**CO2:** Define Rules and regulations about eligibility, quantum and documentation required for Travel Out of India.

**CO3:** Define requirements and process of Visa Application.

**CO4:** Define requirements and process of applying Tourist Visa of selected countries.

### **COURSE: BTTM 304 FOOD TOURISM IN INDIA (Regional Cuisines)**

**CO1:** Define the Concept of Food Tourism and its trends.

**CO2:** Illustrate Indian Regional Cuisines and Specialities.

**CO3:** Define Importance of Gastronomy in Tourism Development.

**CO4:** Define the cultural aspects of Food Tourism.

### **COURSE: BTTM 305 MARKETING FOR HOSPITALITY AND TOURISM**

**CO1:** Define Marketing, its concepts and its various aspects.

**CO2:** Explain Marketing Environment, Consumer Markets and Consumer Buyer Behaviour.

**CO3:** Define Distribution Channels, Product Pricing and Services Strategy.

**CO4:** Explain Public Relations, Sales Promotions and Integrated Marketing Communication.

### **COURSE: BTTM 306 RESEARCHING FOR HOSPITALITY AND TOURISM MANAGEMENT**

**CO1:** Define the concept, nature and features of Business Research.

**CO2:** Define the process of Primary and Secondary data analysis.

**CO3:** Illustrate the meaning and approaches of Research Design.

**CO4:** Define the process of Designing questionnaire.

**CO5:** Explain the process of Preparation of research report.

## **Semester-VII**

### **COURSE: BTTM 401EVENT MANAGEMENT**

**CO1:** Define the concept of Events, its nature and importance.

**CO2:** Illustrate Fairs of Travel Industry and its Benefits.

**CO3:** Define Marketing and Promotional process and practices of Events.

**CO4:** Define MICE along with its characteristics and importance.

### **COURSE: BTTM402CUSTOMER RELATIONS AND SERVICE INDUSTRYMANAGEMENT**

**CO1:** Define Customer Relationship Management in the context of Tourism.

**CO2:** Illustrate and define factors influencing Customer Acquisition and Retention.

**CO3:** Define the characteristics of Tourism as a Service.

**CO4:** Explain the nature of delivering the Quality of Service.

**CO5:** Define the process of Marketing Tourism Services.

### **COURSE: BTTM 403 SUSTAINABLE TOURISM**

**CO1:** Define the Concept of Sustainable Development and its Evolution.

**CO2:** Illustrate Major Events in the context of Sustainable Development at the global level.

**CO3:** Define the concept and approaches of Sustainable Tourism.

**CO4:** Define Quality Standards and role of International Organizations in Sustainable Tourism Development.

### **COURSE:BTTM 404FOREIGN LANGUAGE – FRENCH**

**CO1:** Explain French Alphabets and French Grammar

### **COURSE: BTTM 405 AIRLINES MANAGEMENT**

**CO1:** Define Role and Functions of International and Indian Civil Aviation Organizations.

**CO2:** Define various aspects of Aircraft and Airport.

**CO3:** Define Airline Management Operations.

**CO4:** Illustrate the factors influencing the Air Fare Construction.

### **Semester-VIII**

#### **COURSE: BTTM 501INDUSTRIAL TRAINING REPORT**

**CO1:** Internship - Students choose the Organizations related to their area of their choice i.e. Tourism and Hospitality Industry. Trainees get practical exposure by working in the professional environment.

#### **COURSE: BTTM 502PROJECT REPORT**

**CO1:** Students work on the assigned topics related to the field of Travel, Tourism and Hospitality and make a report. This enhances student's Research Skills and practical understanding of the travel and tourism field.