

**SESSION 2023-24**

**EVEN SEMESTER**

**LESSON PLAN**

**NAME OF TEACHER: Dr. Naveen Kumar**

**CLASS: BTM-1ST**

**DEPARTMENT: TOURISM MANAGEMENT,**

**SUBJECT NAME: TRAVEL AGENCY & TOUR OPERATIONS BUSINESS**

**(B23-TMG-201)**

Week 1	<b>Introduction to Travel Agency and Tour Operation</b>
Week2	Travel Agency and Tour Operations: concept, meaning, definition
Week3	Travel Agency and Tour Operations: significance
Week 4	Travel Agency and Tour Operations: growth over the years.
Week 5	Functions of Travel Agencies and tour operators.
Week 6	Functions of Travel Agencies and tour operators.
Week 7	Linkages in tour operation business
Week 8	integrations in tour operation business
Week9	Procedure for recognitions of Travel Agency and tour operators from Ministry of tourism, Govt. of India.
Week 10	Procedure for recognitions of Travel Agency and tour operators from Ministry of tourism, Govt. of India.
Week 11	Various govt. schemes for promotion of tourism business in India
Week 12	Various govt. schemes for promotion of tourism business in India
Week 13	TAAI- Brief History, Organization Structure and Functions.
Week 14	IATO - Brief History, Organization Structure and Functions..
Week 15	IATA-Brief History, Organization Structure and Functions.
Week 16	PATA Brief History, Organization Structure and Functions.

**SESSION 2023-24****EVEN SEMESTER****LESSON PLAN****NAME OF TEACHER: Dr. Naveen Kumar****CLASS: BTM-2<sup>nd</sup> (sem-4<sup>th</sup>)****DEPARTMENT: TOURISM MANAGEMENT,****SUBJECT NAME: Tourism Marketing (BTM-404)**

Week 1	Tourism Marketing: Nature, Process and Growth
Week 2	Services and their Marketing, Tourism Marketing and Development.
Week 3	Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles
Week 4	Government Bodies- National Tourism Offices, State Tourism Offices and Local Bodies, Private Organizations, Non-Governmental Organizations in Tourism
Week 5	Nature and Characteristics of Tourism Offers: Tangibility and Intangibility Issues and Challenges in Tourism Marketing, Marketing Strategies to overcome limitations of Tourism
Week 6	Non-perishability and Perishability Issues and Challenges in Tourism Marketing, Marketing Strategies to overcome limitations of Tourism
Week 7	Homogeneity and Heterogeneity, Separability and Inseparability Issues and Challenges in Tourism Marketing, Marketing Strategies to overcome limitations of Tourism
Week 8	Ownership and Non-ownership Issues and Challenges in Tourism Marketing, Marketing Strategies to overcome limitations of Tourism
Week 9	Concept of Marketing Mix, Developing Marketing Mix
Week 10	Tourism Markets, Types of Tourism Markets
Week 11	Tourist Behavior, Tourist Buying Process, Factors Influencing Tourists' Buying Process
Week 12	Tourism Product and Distribution- Concept of Tourism Product, Tourism as a packaged Product, Destination as a Product, Managing Products
Week 13	New Product Development, Product Life Cycle
Week 14	Strategies to promote pilgrimage tourism in India
Week 15	Tourism Pricing and Promotion- Concept, Importance and Process of Pricing Factors influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation. Tourism
Week 16	Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix, Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema

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**NAME OF TEACHER: Dr. Naveen Kumar**

**CLASS: BTM-3<sup>rd</sup> (sem-6<sup>th</sup>)**

**DEPARTMENT: TOURISM MANAGEMENT,**

**SUBJECT NAME: Salesmanship (BTM-606)**

Week 1	Sales Management: Concept, Objectives and Functions
Week2	Personal Selling: Concept & Importance, Personal Selling process;
Week3	Theories of selling
Week 4	Sales Management challenges in tourism
Week 5	Sales Planning: Importance, Approaches and Process of Sales Planning
Week 6	Sales Forecasting; Sales Budgeting
Week 7	Sales Organization: Purpose, Principles and Process of setting up a Sales Organization
Week 8	Sales Organization Structures; Organizing for Global Sales, Determining Size of Sales Force
Week9	Managing the Sales Force: Recruitment, Selection, Training, Compensation, Motivation
Week 10	Managing the Sales Force: Recruitment, Selection, Training, Compensation, Motivation
Week 11	Territory and Quota Management: Need, Procedure for setting up Sales Territories
Week 12	Territory and Quota Management: Need, Procedure for setting up Sales Territories
Week 13	Time Management Sales Quotas: Purpose, Types of Quotas, Administration of Sales Quota
Week 14	Control process: Analysis of Sales Volume, Cost and Profitability; Management of Sales Expenses
Week 15	Evaluating Sale-Force Performance; Ethical Issues in Sales Management
Week 16	Role of IT in Sales Management.

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**NAME OF TEACHER:** Dr. Naveen Kumar

**CLASS:** BTM-2<sup>nd</sup> (sem-4<sup>th</sup>)

**DEPARTMENT:** TOURISM MANAGEMENT,

**SUBJECT NAME:** Principles of Management (BTM-403)

Week 1	Organizing- meaning process of organizing
Week2	levels of organizing
Week3	span of management, forms -line, functional
Week 4	line & Staff and Committee form of organizations
Week 5	Delegation of Authority, Decentralization & Centralization
Week 6	Delegation of Authority, Decentralization & Centralization
Week 7	Motivation and theories of motivation
Week 8	Motivation and theories of motivation
Week9	Motivation and theories of motivation
Week 10	Leadership traits and styles
Week 11	Leadership traits and styles
Week 12	Communication process and barriers
Week 13	Controlling process.
Week 14	Controlling need, feedback and feed forward control
Week 15	Controlling process, need, feedback and feed forward control
Week 16	Presentations and Class test.

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**NAME OF TEACHER: Dr. Naveen Kumar**

**CLASS: BTM-2<sup>nd</sup> (sem-4<sup>th</sup>)**

**DEPARTMENT: TOURISM MANAGEMENT,**

**SUBJECT NAME: Haryana Tourism (TM-MDC-102)**

Week 1	Geographical background of Haryana and their importance for tourism
Week2	Geographical background of Haryana and their importance for tourism
Week3	Historical background of Haryana and their importance for tourism.
Week 4	Historical background of Haryana and their importance for tourism.
Week 5	Major tourist destination of Haryana
Week 6	Religious and cultural tourism potential in Haryana including Music dance, fair and festival
Week 7	Religious and cultural tourism potential in Haryana including Music dance, fair and festival
Week 8	Types of tourism in Haryana
Week9	Types of tourism in Haryana
Week 10	Monuments and museum of touristic significance in Haryana
Week 11	Monuments and museum of touristic significance in Haryana
Week 12	Religious and pilgrimage center of Haryana
Week 13	Religious and pilgrimage center of Haryana
Week 14	Highway tourism of Haryana
Week 15	Tourist Organization in Haryana.
Week 16	Tourism trends in Haryana