

SESSION 2023-24

ODD SEMESTER

LESSON PLAN

NAME OF TEACHER: SHISHPAL

CLASS: BTM-1ST (sem-1)

DEPARTMENT: TOURISM MANAGEMENT, SUBJECT NAME: NATURAL TOURISM RESOURCES OF INDIA (B23-TMG-102)

Week 1(July 24 to 29July)	Introduction to Natural Tourism Resources of India.
Week2(31July to 05 August)	India: Physiographic regions, Northern Mountains, Northern Plain, and Peninsula plateau.
Week3 (07August to 12Aug.)	Coastal Regions, Great Indian Desert & Islands.
Week 4(14Aug. to19 August)	Touristic significance of various Physiographic Regions.
Week 5(21Aug.to 26 August)	Major Natural Tourism Resources of India & Wildlife Tourism Potential in India.
Week 6(28Aug.to 02 Sept.)	Case studies of Ranthambore National Park, Great Himalayan National Park.
Week 7(04Sept. to 09 Sept.)	Case Studies of Jim Corbett National Park & Gir National Park
Week 8(11Sept. to 16 Sept.)	Case Studies of Bandhavgarh National Park & Kaziranga National Park.
Week9 (18 Sept. to 23 Sept.)	Nature Based Tourism Products of India.
Week 10(25 Sept.to 30 Sept.)	Major Hills Stations and adventure Tourism in India.
Week 11(02October to 07Oct)	Case Studies of Jammu & Kashmir & Himachal Pradesh.
Week 12(09 Oct. to 14 Oct.)	Case Studies of Uttrakhand and Sikkim.
Week 13(16Oct.to 21Oct.)	Nature Based Tourism Products of India
Week 14(23Oct.to 28 Oct.)	Coastal and Beach Tourism potential in India
Week 15(30 Oct.to 04Nov.)	Case Studies of Goa, (Mid-Term exams: 02/11/2023 To 07/11/23) According to NEP.
Week 16(06 Nov.09 Nov.)	(Mid-Term exams:06 November and 7 November) Case Studies of Kerala
Week 17(10 Nov.to 14 Nov.)	Case Studies of Karnataka
Week 18(20 Nov.to 25 Nov.)	Case Studies of Tamilnadu.
Week 19(27 Nov.to 02 Dec.)	Problems and Suggestions and also Discussions of Short Questions and Answering.
Week 20(04Dec.to 09 Dec.)	Presentation
Week21 (11Dec.to 14 Dec.)	Presentations and Class Test

SESSION 2023-24

ODD SEMESTER

LESSON PLAN

NAME OF TEACHER: SHISHPAL

CLASS: BTM-2nd

**DEPARTMENT OF TOURISM MANAGEMENT,
302)**

SUBJECT NAME: Tourism in India (BTM-

Week 1(July 24 to 29July)	Trends in inbound and outbound tourism in India
Week2(31July to 05 August)	Trends in domestic tourism in India
Week3 (07August to 12Aug.)	Major types of tourism in India mainly cultural, pilgrimage, Wildlife and MICE tourism
Week 4(14Aug. to19 August)	Tourism Policy and Planning in India: A historical view
Week 5(21Aug.to 26 August)	Tourism in the current Five-Year Plan
Week 6(28Aug.to 02 Sept.)	National Tourism Policy – 2002
Week 7(04Sept. to 09 Sept.)	Administration of Tourism in India:
Week 8(11Sept. to 16 Sept.)	Role of Ministry of Tourism, Government of India
Week9 (18 Sept. to 23 Sept.)	Role of State Tourism Corporations
Week 10(25 Sept.to 30 Sept.)	Role of India Tourism Development Corporation (ITDC)
Week 11(02October to 07Oct)	Tourism Infrastructure in India
Week 12(09 Oct. to 14 Oct.)	Tourism Infrastructure in India
Week 13(16Oct.to 21Oct.)	Transportation sector : Airlines and Railways
Week 14(23Oct.to 28 Oct.)	Accommodation sector: Major hotel groups & Chains;
Week 15(30 Oct.to 04Nov.)	Challenges before Indian Hotel Industry
Week 16(06 Nov.09 Nov.)	Tourism Marketing in India mainly the 'Incredible India' Marketing Campaign
Week 17(10 Nov.to 14 Nov.)	Problems and Discussions about Short Questions –Answering related to all syllabuses.
Week 18(20 Nov.to 25 Nov.)	Assignment Submissions and Final Exams related preparation.
Week 19(27 Nov.to 02 Dec.)	Presentations
Week 20(04Dec.to 09 Dec.)	Presentation and Class Test.
Week21 (11Dec.to 14 Dec.)	Revisions

SESSION 2023-24**ODD SEMESTER****LESSON PLAN****NAME OF TEACHER: SHISHPAL****CLASS: BTM -3rd (sem-5th)****DEPARTMENT OF TOURISM MANAGEMENT,
505)****SUBJECT NAME: Entrepreneurship in Tourism (BTM-**

Week 1(July 24 to 29July)	Concept of Entrepreneur and entrepreneurship- its evolution, characteristics,
Week2(31July to 05 August)	Characteristics, role of entrepreneurship on economic development,
Week3 (07August to 12Aug.)	Entrepreneurship in India- Factors and Institutional framework. Theories of entrepreneurship
Week 4(14Aug. to19 August)	Relationship between small and large business,
Week 5(21Aug.to 26 August)	Problems of small scale industries in Indian context,
Week 6(28Aug.to 02 Sept.)	Growth of SSI's and Entrepreneurial motivation, policy support to small scale industries And entrepreneurship.
Week 7(04Sept. to 09 Sept.)	Forms of ownership- structural patterns,
Week 8(11Sept. to 16 Sept.)	Entrepreneurial development and training
Week9 (18 Sept. to 23 Sept.)	Aspects involved in the growth of entrepreneurial environment.
Week 10(25 Sept.to 30 Sept.)	Problems and related issues to small scale tourism business in India.
Week 11(02October to 07Oct)	Financial, marketing channels, technological challenges in small business.
Week 12(09 Oct. to 14 Oct.)	Problems and remedies of entrepreneurship in India.
Week 13(16Oct.to 21Oct.)	Problems and Suggestions related to all syllabi of Entrepreneurship in India.
Week 14(23Oct.to 28 Oct.)	Discussions of Short Questions and Answers of Whole Syllabi.
Week 15(30 Oct.to 04Nov.)	Practical Case Studies of Tourism and Hospitality industry of India.
Week 16(06 Nov.09 Nov.)	Case Study of Thomas Cook Travel Agency and Coxes and Kings.
Week 17(10 Nov.to 14 Nov.)	Case Study of Taj Hotel and Oberoi Group .
Week 18(20 Nov.to 25 Nov.)	Discussions about short questions and answers.
Week 19(27 Nov.to 02 Dec.)	Presentation.
Week 20(04Dec.to 09 Dec.)	Presentation, Class Test and Assignments Submissions.
Week21 (11Dec.to 14 Dec.)	Revisions.

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LESSON PLAN

NAME OF TEACHER: SHISHPAL

CLASS: BTM-3rd (sem-5th)

**DEPARTMENT OF TOURISM MANAGEMENT,
506)**

SUBJECT NAME: International Tourism (BTM-

Week 1(July 24 to 29July)	Discussions of Glossaries of related to International Tourism.
Week2(31July to 05 August)	General Discussions Related to World Map in reference to continents and oceans.
Week3 (07August to 12Aug.)	Tourism trends at international level: Tourist arrivals and tourism receipts
Week 4(14Aug. to19 August)	Factors affecting growth of international tourism
Week 5(21Aug.to 26 August)	Regional distribution of International tourism
Week 6(28Aug.to 02 Sept.)	Europe: Inbound tourism with special reference to France, Spain (major destinations)
Week 7(04Sept. to 09 Sept.)	Inbound tourism with special reference to United Kingdom and Italy and their major destinations
Week 8(11Sept. to 16 Sept.)	Americas: Inbound tourism with special reference to USA, Canada New York, Washington DC, Niagara Falls, Toronto
Week9 (18 Sept. to 23 Sept.)	Inbound tourism with special reference to Mexico City
Week 10(25 Sept.to 30 Sept.)	Africa: Inbound tourism with special reference to Egypt, South Africa
Week 11(02October to 07Oct)	Inbound Tourism in Kenya and their major destinations i.e. Nairobi.
Week 12(09 Oct. to 14 Oct.)	East-Asia & Pacific: Inbound tourism with special reference to Australia, China
Week 13(16Oct.to 21Oct.)	East-Asia & Pacific: Inbound tourism with special reference Japan and Thailand
Week 14(23Oct.to 28 Oct.)	Role of International organization in the growth and development of International Tourism,
Week 15(30 Oct.to 04Nov.)	Case Study of UNWTO and its organization structure and functions.
Week 16(06 Nov.09 Nov.)	Case Study of PATA and IATA, history, organization structure and functions.
Week 17(10 Nov.to 14 Nov.)	Challenges before International Tourism and Strategies to promote international tourism.
Week 18(20 Nov.to 25 Nov.)	Discussions about short questions-answers and problems.
Week 19(27 Nov.to 02 Dec.)	Presentations.
Week 20(04Dec.to 09 Dec.)	Presentations and Class Test.
Week21 (11Dec.to 14 Dec.)	Revisions.