



# BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

**UNDERGRADUATE PROGRAMME**

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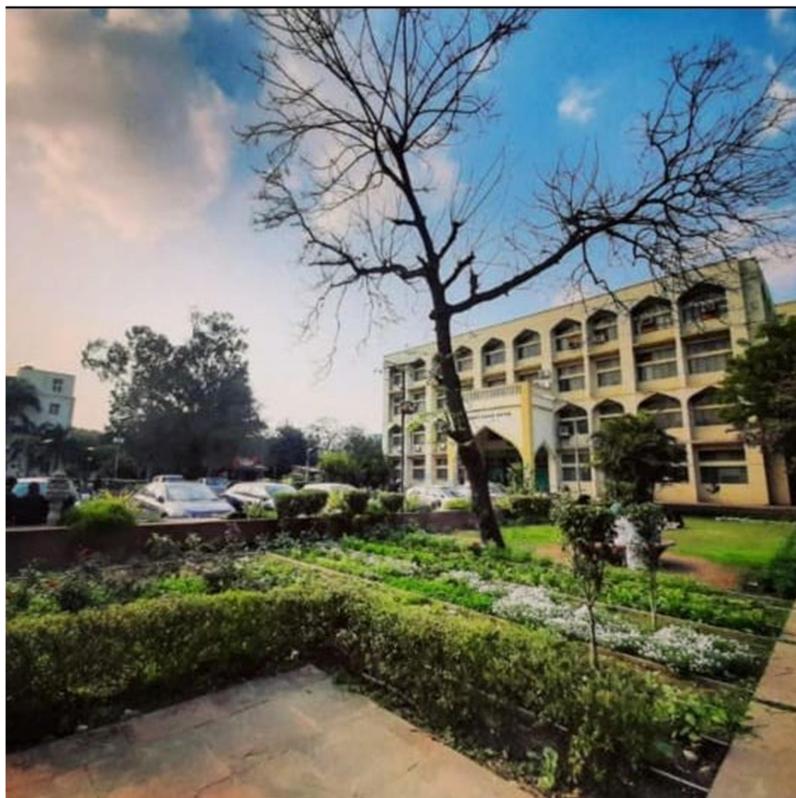
**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

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**JAMIA MILLIA ISLAMIA, NEW DELHI**

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**HANDBOOK OF CBCS PAPERS**





### Discipline Specific Core (DSC) Courses

There will be 14 DSC courses distributed over first four semesters. Each course is worth 4 credits. The DSC courses will comprise of basic courses in tourism, foundation courses, business courses and functional courses.

<i>Code</i>	<i>Type</i>	<i>Course</i>
BTM 104	CBCS	Delhi Tourism
BTM 204	CBCS	Health and Wellness Tourism
BTM 305	CBCS	Special Interest Tourism
BTM 405	CBCS	Sustainable Tourism
BTM 505	CBCS	Consumer behaviour in Tourism
BTM 605	CBCS	Heritage Management
BTM 705	CBCS	Business Communication and Personality Skills in Tourism

The students admitted to the programme shall further have choice to select one (1) course in each semester from a wide range of courses offered by various departments of the University as per their interest and as guided by Student Advisor under CBCS programme followed by the University. The coding and the name of the courses will be as per selection. However following pattern has to be followed under CBCS programme:

Semester I, II, IV, V, VII	Choice Based Courses Elective (CBCE)
Semester III	Ability Enhancement Compulsory Course (AECC)
Semester VI	Skill Enhancement Courses (SEC)



**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

**BTM(C) 104 / Sem 1 DELHI TOURISM**

**4 Credits Choice Based Course Elective**

**Description of the course:** To provide knowledge about Delhi Tourism and its rich cultural heritage. The course will provide information regarding places of tourist interest in and around Delhi. The objective is to help students understand the significance of Delhi as one of the most popular and preferred tourist destinations.

**Learning outcomes:** It will contribute student's interest towards Delhi's overall environmental & eco-friendly tourism and to foster its cultural & heritage richness. It will also contribute towards a need to spread awareness among students regarding Delhi's glorious past as well its conservation.

<b>Unit I</b>	<b>Historical background:</b> Meaning of the word Delhi, Emergence of Seven Cities: Lalkot, Mehrauli, Siri, Tughlaqabad, Firozabad, Dinpanah, Shahjhanabad and New Delhi.
<b>Unit II</b>	<b>Religious tourism in Delhi:</b> Places of tourist interest: Nizamuddin Dargah, Dargah of Qutubuddin Bakhtiyar Kaki, Jama Masjid, Gurudwara Bangla Saheb, Gurudwara Sisganj, Lotus Temple, ISKCON Temple, Akshardham Temple, Saint James Church.
<b>Unit III</b>	<b>Architectural attractions and cultural Tourism in Delhi:</b> Places of tourist interest: Humayun Tomb, Red Fort, Safdarjung Tomb, Lodhi gardens and its monuments, Stepwells :Agrasen ki Baoli, Gandhak ki Baoli, Lutyens Delhi: India Gate, Connaught Place, Rashtrapati Bhavan and its museum, National Zoological Park, Museums: National Museum, Rail Museum and Doll Museum. Popular hub for culinary varieties (Pandara Road, Gali Paranthé Wali etc.), shopping complexes and Malls.
<b>Unit IV</b>	<b>Heritage walks and Weekend Trips:</b> Popular walks in Delhi: Mehrauli Archeological Park walk, Hauz Khas and Deer Park walk, Shahjahanabad walk, Nizamuddin basti walk, Humayun Tomb walk, Sunder Nursery walk, Rashtrapati Bhavan walk, Rashtrapati Museum walk, Tughlaqabad walk. Weekend Trips from Delhi: Delhi-Agra-Jaipur (Golden Triangle), Delhi-Jim Corbett, Delhi-Rishikesh, Delhi-Shimla, Delhi-Dehradun, Delhi-Nanital.
<b>Unit V</b>	<b>Major Tourism Events in Delhi :</b> SATTE (South Asia Travel and Tourism Exhibition), ITM (India Tourism Mart), IITM (Indian International Travel Mart), Paryatan Parva, Mehrauli Monsoon Festival, Phoolwalon ki Sair, Mango Festival, Light and Sound Show (Red fort), Garden Tourism Festival (Garden of five senses, Saket), Itra and Sugandhi Mela by Delhi Tourism.
<b>Main text</b>	Kumar Sunil (2010), The Present in Delhi Past, Three essays collective, Delhi. Liddle Swapna (2010), Delhi- 14 historical Walks, Westland Limited Publication, New Delhi.
<b>Reference books</b>	Gupta Narayani and Laura Sykes et al. (2008), Delhi: Its Monumental and history, 3 <sup>rd</sup> edition, Oxford university press, Delhi. Frankenberg RE, ed. (1986) Delhi Through the Ages, Oxford University Press , Delhi.
<b>Pedagogical approach</b>	Lectures, case discussions, assignments, Field visits T-P-T: 2-1-1
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation



**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

**BTM(C)204 /SEM II HEALTH AND WELLNESS TOURISM**

**4 Credits** Choice Based Courses Elective

**Description of the course**

The course is designed to acquaint students with one of the most rapidly emerging sector in the tourism sector. It also refers pejoratively to the practice of healthcare providers travelling internationally to deliver healthcare.

**Learning outcomes**

The students would be able understand the business of medical tourism, its challenges and opportunity. The course is intended to provide students with basic knowledge of the emerging segment of tourism with lot of potential in India and provide a skill to get immediate placement in the sector.

<b>Unit I</b>	<b><i>Introduction</i></b> Understanding the Business with reference to emerging markets in the world. Issues, Challenges, Trends. Importance of Ayurveda in development of health tourism. Indian Ayurvedic- Health Tourism. Emerging trends in healthcare industry.
<b>Unit II</b>	<b><i>Impacts of Wellness Tourism</i></b> Environmental, Social, Health, Economical impacts of Health and Weeness Tourism. Health tourism and public health.
<b>Unit III</b>	<b><i>Development of Health Tourism in India</i></b> Opportunities and Challenges of Health Tourism in India. Recent Trends and Emerging market. The strategy adopted for promotion and Affiliations. Medical Tourism in Kerala.
<b>Unit IV</b>	<b><i>Sustainable Health Tourism</i></b> Understanding Sustainable and Responsible Tourism. Current Global and Regional Trend. Measures to achieve sustainability in tourism
<b>Unit V</b>	<b><i>Medical Tourism in different countries and Medical Tourism Association</i></b> Studying some of emerging countries in Medical tourism like Thailand, Costa Rica, El Salvador, Singapore, Malaysia etc. and Medical Tourism Association.

**Main text** Singh, Mahesh Chandra (2010). *Medical Tourism*. New Delhi: Centrum Press

**Reference books** Ghose, Amitabha (2012). *Health Tourism: A Case for India*. Hyderabad: The ICFAI University Press  
Jacob, Robinet (2008). *Health Tourism and Ayurveda. Delhi*. New Delhi: Abhijeet Publication.

**Pedagogical approach** Lectures will focus on the introduction and explanation of concepts and theories supported by industrial cases wherever appropriate.  
T-P-T: 2-1-1

**Evaluation** Internal Assessment – 25 percent  
Written Examination – 75 percent





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- Beeton, S. (2016). Film-induced tourism. Channel view publications.
  - Timothy, D. J. (2005). Shopping tourism, retailing and leisure. Channel View Publications.
  - Lennon, J. J., & Foley, M. (2000). Dark tourism. Cengage Learning EMEA.

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<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and Case study analysis, discussion on current news and economic issues. T-P-T: 2-1-1
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

**BTM 405 /SEM-IV**

**SUSTAINABLE TOURISM**

**4 Credits**

**CBCS**

**Description of the course**

The course emphasise on nature and scope as well as the significance of sustainable tourism. It provides insights about sustainable development and conservation.

**Learning outcomes**

Students will get familiar with the various approaches and practices for sustainable tourism development and its implementation.

**Unit I**

***Definition and principles***

Evolution, nature and scope of Sustainable Tourism, factors affecting tourism sustainability: environmental, social, cultural and economic, interrelationship between sustainable and responsible tourism

**Unit II**

***Environmental impact assessment***

Interrelationship between sustainable and green tourism, evaluation of impact of tourism site - zoning system - carrying capacity

**Unit III**

***Basis for classification of sustainable tourism***

Innovative forms of sustainable tourism and their characteristics, ecotourism, geo-tourism, adventure tourism, agro- tourism and rural tourism.

**Unit IV**

***Understanding the concept and practices***

Eco-camp, eco-hotels, eco-resorts, eco-lodge, eco-marketing and green fuel with respect to tourism sustainability, major eco- tourism destinations of India.

**Unit V**

***Strategies for sustainable tourism***

Community based tourism and sustainability, national policy for sustainable development and sustainable millennium development goals, pro-poor tourism and community participation, future of Sustainable Tourism.

**Main text**

Swarbrook, John(1999) *Sustainable Tourism Management*, CABI,UK

**Reference books**

Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability: Development and New Tourism in the Third World*. Routledge, London.  
Wahab, S and John J. Pigram, J.J. (1997) *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

**Pedagogical approach**

Lectures, presentations, Assignment, group activities and discussion on current news and issues.  
T-P-T: 2-1-1

**Evaluation**

Internal Assessment – 25 percent  
Written Examination – 75 percent



<b>BTM 505 / SEM V</b>	<b>CONSUMER BEHAVIOUR IN TOURISM</b>
<b>4 Credits</b>	Discipline Specific Elective (DSE) CBCS
<b>Description of the course</b>	
This subject aims to provide students with an overview of the role of consumer behaviour in travel and tourism. It incorporates the theoretical frameworks and concepts derived primarily from mainstream marketing, consumer behaviour and the tourism discipline to form a comprehensive understanding of tourist behaviour. This subject helps students to not only develop an understanding of tourist behaviour, but also apply theory into practice.	
<b>Learning outcomes</b>	
Upon completion of the subject, students will be able to explain the core concepts underlying tourist consumer behaviour, both as the purchaser and the user, in tourism marketing, apply consumer behaviour models generated by the marketing discipline in the tourism context, analyse tourists' decision process within the dynamic and complex travel and tourism phenomenon and identify the current global trends in tourist behaviour and its relevance to international tourism marketing.	
<b>Unit I</b>	<b><i>Introduction to Tourist Behaviour</i></b> The role of consumer behaviour in tourism marketing; Overview of tourist behaviour in relation to the products, services and markets of the hospitality industry; Reasons for buying particular products or services.
<b>Unit II</b>	<b><i>The Tourist Consumer Decision Process</i></b> Purchase decision making process; Main concepts and models of tourist behaviour; Travel motivation and determinants.
<b>Unit III</b>	<b><i>Tourist Perceptions, Expectations and Satisfaction</i></b> Perception, Dynamic of perception, Consumer imagery, Perceived risk, Risk handling by tourists, Developing strategies for reduction of perceived risk.
<b>Unit IV</b>	<b><i>Social and Cultural Influences on Tourist Behaviour</i></b> Components of cultural impacts on tourist consumption; Environmental influences which fall into two broad categories: cultural influences and reference group influences affecting tourists.
<b>Unit V</b>	<b><i>Current Issues in Tourist Behaviour and their Implications for International Tourism Marketing</i></b> Nature of demand in different segments and market sectors of tourism; Tourist behaviour and the marketing concept; Global tourism demand and national differences.
<b>Main text</b>	Swarbrooke, J., & Horner, S. (2007). <i>Consumer Behaviour in Tourism</i> . (2nd ed.), Butterworth-Heinemann. Williams, A. (2002). <i>Understanding the Hospitality Consumer</i> . (1st ed.), Butterworth-Heinemann.
<b>Reference books</b>	Chon, Kaye, Pizam, Abraham, & Yoel. (2000). <i>Consumer Behaviour in Travel and Tourism</i> . Routledge. FitzGerald, H. (2002). <i>Cross-cultural Communication for the Tourism and Hospitality Industry</i> . (Rev. ed.), Hospitality Press.
<b>Pedagogical approach</b>	Lectures will focus on the introduction and explanation of concepts and theories supported by hypothetical and real examples wherever appropriate. Group discussions and activities may be arranged to stimulate students' interest or their awareness of practical implications of some concepts. T-P-T: 2-1-1
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent



**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

**BTM(C)605 / SEM VI HERITAGE MANAGEMENT**

**4 Credits** Skill Enhancement Courses

**Description of the course:**

The course covers heritage regulations and management, applications and practices in India. The course provides the definitions, terminology and concepts of heritage and Management and their relationships with tourism.

**Learning outcomes:**

After completion of the course, the student should be able to identify basic theoretical debates and practical principles which today shape the cultural heritage management and able to analyse the heritage management, its nature, conservation and relationships with the cultural environment. The outcome of the course is to create a professional heritage manager who will work towards awareness and preservation of India's glorious heritage and its management.

<b>Unit I</b>	<b><i>Introduction to Heritage</i></b> Understanding the meaning, definitions, Concepts of heritage and management; types of heritage (tangible, intangible and living); and significance; interrelationship, and their significance in tourism studies.
<b>Unit II</b>	<b><i>Heritage Tourism</i></b> World Heritage Sites, Heritage conservation, Impacts of heritage tourism; Planning and development for heritage tourism; Managing heritage tourism: visitor management, legal aspects and zoning
<b>Unit III</b>	<b><i>Heritage Legislation and Policy</i></b> Introduction to legislations for the protection and preservation of heritage, The AMASR Act 2010, State legislation, The Antiquities and Art Treasures Act 1972, International Charters and Conventions, INTACH Charters for the Conservation of Unprotected Heritage and Sites in India
<b>Unit IV</b>	<b><i>Museum, Archives and Management</i></b> Definition and scope of museum; Types and classifications of museums and archives, role and significance, public relations and education,
<b>Unit V</b>	<b><i>Role and functioning of national and international organizations</i></b> ASI, INTACH, AGA KHAN TRUST, ICOMOS, ICCROM, NMA
<b>Main text</b>	Seth P.M. (2008). <i>Successful Tourism Management</i> . New Delhi: Sterling Publishers Chowla, A.S. (1995). <i>Management of Tourism: A global Perspective</i> . New Delhi: Deep & Deep Publications.
<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and Case study analysis, discussions T-P-T: 2-1-1
<b>Evaluation</b>	75% external evaluation. 25% internal evaluation

