

## Bachelor of Arts in Tourism and Travel

### **Programme Specific objectives:**

1. To equip students with the necessary skills for employment in travel and tourism organizations.
2. Prepare students to take up entry-level managerial positions in the tourism industry.
3. Enhance students' knowledge and skills in the field of tourism and management.
4. Encourage ethical and value-based behaviour among students.
5. Provide students with exposure to service-based organizations.

### **Programme Outcomes:**

On successful completion of the Bachelor of Arts (Tourism and Travel) Programme, students will be able to:

1. Identify entrepreneurship opportunities in the business of tourism, aviation and subsidiary systems.
2. Examine the impacts of tourism associated with heritage, aviation, hospitality, and health/medical tourism.
3. Address concerns related to airfares and ticketing.
4. Apply quantitative and qualitative concepts and skills to address airport operations issues.
5. Inculcate innovative thinking that complements the tourism and travel industry requirements.

**1. Title of the Course: Economics of Tourism**

Course Code: BTT-100

Number of Credits: 04

Course Outcomes: At the end of the course the student will be able to:

1. Identify the characteristics of the tourism Market
2. Understand the effects of tourism on national economics
3. Identify tourism and Supply
4. Demonstrate various tourism policy drafted by the administrative.

**2. Title of the Course: Business of Tourism**

Course Code: BTT-111

Number of Credits: 04

Course Outcomes: At the end of the course, the student will be able to:

1. Identify the evolution and importance of travel and tourism for the economy.
2. List the tourism sectors and their role in the growth of the tourism industry.
3. Identify the reasons for the growth of famous tourist attractions.
4. Analyse the importance of travel motivators and Travel Behaviour.

**3. Title of the Course: Airlines Ticketing and Information in Tourism.**

Course Code: BTT-131

Number of Credits: 03

Course Outcomes: At the end of the course, the student will be able to:

1. Explain the evolution of the Air Transport industry.
2. List the essential elements of ticketing.
3. Describe the policies and procedures for Air Transport and Ticketing.
4. Interpret the Air Ticketing policies from an e-ticket.

**4. Title of the Course: Tourism Products of India**

Course Code: BTT-112

Number of Credits: 04

Course Outcomes: At the end of the course, the student will be able to:

1. Explain the relevance of tourism products for tourism development in India.
2. Compare the natural, cultural, and manmade attractions of tourism.
3. Identify the strategies for the development of tourism products.
4. Describe the fairs and festivals of India.

5. **Title of the Course: Digital Marketing in Tourism**  
Course Code: BTT-132  
Number of Credits: 03  
Course Outcomes: At the end of the course, the student will be able to:
  1. Explain a Digital Marketing plan.
  2. Define the elements of web pages.
  3. Identify online marketing tools.
  4. Design a website.
6. **Title of the Course: Soft Skills and Personality Development**  
Course Code: BTT-161  
Number of Credits: : 4 (1T+3P)  
Course Outcomes: At the end of the course the student will be able to:
  1. Explain the different soft skills and their importance.
  2. Understand Social skills and Etiquettes
  3. Demonstrate interview skills, professional etiquette and better time management skills
  4. Prepare self - SWOC analysis, planning and goal setting.
7. **Title of the Course: Tour Hosting**  
Course Code: BTT- 211  
Number of Credits: 04  
Course Outcomes: At the end of the course, the student will be able to:
  1. Distinguish between the duties and responsibilities of a tour guide, host, and escort.
  2. List and describe the local tourist destinations.
  3. Take up hosting services for tourists.
  4. Identify the regulations required in tour hosting.
8. **Title of the Course: E-ticketing and Computerised Reservation Systems (CRS)**  
Course Code: BTT-231  
Number of Credits: 03  
Course Outcomes: At the end of the course, the student will be able to:
  1. Understand the concept and process of e-ticketing.
  2. Explain IATA Booking codes, segments, and Reservation software's.
  3. List and describe Passenger Name Record elements
  4. Understand the functions and significance of the Computerised Reservation System and Global Distribution System in the travel industry.

9. **Title of the Course: Adventure Tourism**

Course Code: BTT-221

Number of Credits: 04 (3T+1P)

Course Outcomes: At the end of the course, students will be able to:

1. List the elements of adventure tourism.
2. Identify the management and marketing techniques to promote adventure tourism.
3. Identify and analyse various adventure activities and their associated risks.
4. Analyse the economic, social and environmental impacts of adventure tourism.

10. **Title of the Course: Airport Operations**

Course Code: BTT-261

Number of Credits: 4 (1T+3P)

Course Outcomes:

At the end of the course the student will be able to:

1. Describe the functions of Aviation industry.
2. Describe the operations at an airport.
3. Explain the role of Primary Support Systems at the airport.
4. Assess the role of Private, Public Partnership opportunities at an airport.

11. **Title of the Course: Rural Tourism**

Course Code: BTT-321

Number of Credits: 4 (3T+1P)

Course Outcomes:

At the end of the course, student will be able to:

1. Describe the economic dimensions of rural tourism.
2. Identify the importance of culture and heritage in rural tourism.
3. Assess the economic sustainability of rural tourism initiatives.
4. Explain the importance of community engagement for rural tourism.

12. **Title of the Course: Event Management in Tourism**

Course Code: BTT-322

Number of Credits: 04 (3T+1P)

Course Outcomes:

At the end of the course, student will be able to:

1. Describe the role of events in promoting tourism.
2. Explain the process of event marketing and management.
3. Select effective marketing techniques for tourism events.
4. List the benefits of conventions.

**13. Title of the Course: Heritage Tourism**

Course Code: BTT-411

Number of Credits: 04

Course Outcomes:

At the end of the course, students will be able to:

1. Define and Understand Heritage Tourism.
2. Identify Types of Heritage Tourism.
3. Evaluate Heritage Sites, attractions, and significance of UNESCO World Heritage Sites.
4. Analyze the roles of governmental and non-governmental organizations in cultural heritage management.

**14. Title of the Course: Health and Wellness Tourism**

Course Code: BTT- 412

Number of Credits: 04

Course Outcomes: At the end of the course, students will be able to:

1. Define and Understand Heritage Tourism.
2. Identify Types of Heritage Tourism.
3. Evaluate Heritage Sites, attractions, and significance of UNESCO World Heritage Sites.
4. Analyze the roles of governmental and non-governmental organizations in cultural heritage management.

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