



# **BENGALURU CITY UNIVERSITY**

**CHOICE BASED CREDIT SYSTEM**

**(Semester Scheme with Multiple Entry and Exit Options for  
Under Graduate Course- as per NEP 2020)**

## **Syllabus for BTM**

**(I & II Semester)**

**2022-23**

**BTTM - MTTM PROGRAM**  
**REGULATIONS PERTAINING TO BTTM DEGREE**  
**I SEMESTER – BTTM-MTTM INTEGRATED**

Sl No	Course Code	Title of the Course	Category Of Course	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	LANGUAGE –I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	LANGUAGE –II	AECC	3+1+0	60	40	100	3
3	BTTM.1.1	Tourism Concepts And Linkages	DSC	4+0+0	60	40	100	3
4	BTTM.1.2	Geography Of Tourism In India	DSC	4+0+0	60	40	100	3
5	BTTM.1.3	Hospitality Management	DSC	4+0+0	60	40	100	3
6	BTTM1.4	<b>Practical</b> –Study Tour Report & Viva Voce- I	DSCP1	0+0+2	60 Report 40 Viva	---	100	3
7	BTTM.1.5	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
8	BTTM.1.6	Basic Concepts Of Tourism	OEC	3+0+0	60	40	100	3
9	BTTM.1.7	Yoga	SEC-VB	0+0+2	-	25	25	1
10	BTTM.1.8	Health & Wellness	SEC-VB	0+0+2	-	25	25	1
Sub Total (A)					485	315	800	25

**BTTM - MTTM PROGRAM**  
**REGULATIONS PERTAINING TO BTTM DEGREE**  
**II SEMESTER – BTTM-MTTM INTEGRATED**

Sl No	Course Code	Title of the Course	Category Of Course	Teaching Hours Per Week (L+T+P)	SEE	CIE	Total Marks	Credits
11	Lang.2.1	LANGUAGE -I	AECC	3+1+0	60	40	100	3
12	Lang.2.2	LANGUAGE – II	AECC	3+1+0	60	40	100	3
13	BTTM.2.1	Tourism Products & Resources	DSC	3+0+2	60	40	100	3
14	BTTM.2.2	Geography Of World Tourism	DSC	3+0+2	60	40	100	3
15	BTTM.2.3	India’s Culinary Heritage	DSC	4+0+0	60	40	100	3
16	BTTM2.4	<b>Practical</b> –Study Tour Report & Viva Voce- II	DSCP2	0+0+2	60 Report 40 Viva	---	100	3
17	BTTM.2.5	Environmental Studies	AECC	2+0+0	25	25	50	2
18	BTTM.2.6	Basic Concepts Of Hospitality Management	OEC	3+0+0	60	40	100	3
19	BTTM.2.7	Sports	SEC-VB	0+0+2	-	25	25	1
20	BTTM.2.8	Ncc/Nss/R&R(S&G)/ Cultural	SEC-VB	0+0+2	-	25	25	1
Sub Total ( B)					<b>485</b>	<b>315</b>	<b>800</b>	<b>25</b>

**EXIT OPTION WITH CERTIFICATION**

# BENGALURU CITY UNIVERSITY

## I Semester BTTM-MTTM Integrated

### DSC : Tourism Concepts and Linkages

#### **OBJECTIVES :**

- To Provide a clear concept and ideas about fundamentals of Tourism
- To know various allied concepts and allied activities of tourism.

**UNIT – I : Development of Tourism Through Ages:** Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism

**UNIT – II : Tourism and Its Theories:** Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences

**UNIT – III : Travel Behaviour& Motivations:** Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism .

**UNIT – IV : Tourism Industry & Its Linkages:** Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, , Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalisation & Globalisation, Positive & Negative Impacts of Tourism.

**UNIT – V: Tourism Organizations:** Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

#### **Books for Reference :**

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
5. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.

**BENGALURU CITY UNIVERSITY**  
**I Semester BTTM-MTTM Integrated**  
**DSC: Geography of Tourism in India**

**Objectives:**

- To provide the concept and types of geography related to tourism in India.
- To equip with skills related to geography of tourism in India.

**UNIT – I**

Geography – Definition- Branches of Geography- Five Themes of Geography- Location, Place, Human-environment Interaction, Movement, Regions- Map Reading Skills.

**UNIT – II**

Latitude & Longitude- Knowledge of International Dateline- Local Time- Standard Time- Indian Standard Time –Greenwich Mean Time- Calculation of Time- Weather & Climate- Elements of Weather & Climate-Impact of Weather and Climate on Tourism.

**UNIT - III**

Geography of tourism in India:

- a) Physical divisions of India
- b) Rivers of India
- c) Seasons of India
- d) Natural & Cultural Heritage of India

**UNIT – IV**

Tourism Development in India:

- a) India the subcontinent
- b) Trends of Tourism Development in India.
- c) Importance of Tourism Industry in the Economy of India.

**UNIT – V**

Importance of Geography in Tourism: Spatial perspectives; Push factors & Pull factors- Significance of Tourism- Limitations of Tourism- Concept of GIS- definition- Use of GIS modules in Tourism Planning and Development.

**Books for Reference:**

1. Travel Geography, Burton and Rosemary Longman Edn. 1999.
2. Worldwide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade
3. Geography of Travel and Tourism, Hudson, Lyods and Jackson, Delmar Publishers 1999.
4. International Destinations by Perlitz, Lee and Elliots, Prentice Hall Edn. 2001.

# **BENGALURU CITY UNIVERSITY**

## **I Semester BTTM-MTTM Integrated**

### **DSC: Hospitality Management**

#### **Objectives:**

- To provide the meaning and concept of Hospitality and its Industry.
- To equip with the major sections/units of the Hospitality Industry / Hotel Industry.

**UNIT – I Introduction to Hospitality Industry:** Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism Industry: Travellers at rest, Home away from Home - Hospitality culture, Athithi devo bhavah, Expectations of the guest.

**UNIT – II Hotels:** Classification & Categorization of Hotels - Hotel Ownership; A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels, Home Stays, Tree Huts, Houseboats, Floatels, Roatels -Apartels, Caravans, Capsule hotel; Major Hotel chains in India. Bodies responsible for classification of hotels – DOT,IHM, HRACC, FHRAI & GOI

**UNIT – III Major and Minor departments of a Hotel :** (Organization Chart – Small and Large Hotels) Major – Accommodation ( Front Office, House Keeping ) Major - Food and Beverage ( Production and Service) Minor – Engineering and Maintenance, Accounts, Personnel, Training and Development, Sales and Marketing, Purchase, Receiving , Stores, Food and Beverage Control, Security.

**UNIT – IV Hotel facilities and services :** Hotel tariff , Types of plans ( AP, MAP,CP, EP) -Types of guest rooms - Inter and Intra Departmental Linkages and Coordination.

**UNIT – V Job description and Specification:** Meaning Difference between Job description and specification - Job description and specification of departmental managers . Future of Hospitality Industry, Changing trends, issue and challenges, Importance of Hospitality industry in India.

#### **Books for Reference:**

1. Hospitality Today: Rocco; Andrew Vladimir, Pables E, Attn.
2. Tourism and the hospitalities Joseph D. Fridgen
3. Welcome to Hospitality Kye-Sung Chon, Roymond Sparrowe
4. Hospitality Mgt. Kevin Baker, Jeremy Hayton
5. Hotels for Tourism Development Dr. JagmohanNegi
6. Principles of grading and classification of hotels, tourism restaurant & resorts - Dr. J. Negi

**BENGALURU CITY UNIVERSITY**  
**I Semester BTTM-MTTM Integrated**

**DSCP1 : Study Tour Report & Viva Voce – I**

Important tourist places covering the following districts of Karnataka:  
**Mysore & Kodagu (Madikeri)**

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to

:

- Develop knowledge and understanding of different stakeholders of travel and tourism industry.
- Analyze and appraise a particular form of tourism and tourism business at a specific destination.
- Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

*Note : A week long study tour comprising of the selected places in the above mentioned districts of Karnataka shall be conducted during the semester classes. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour ( including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report and face the viva-voce examinations conducted by the BOE ( Internal and External).*

**Study Tour Report :** The report of the study tour should be handwritten, which should contain the following aspects:

- Introduction
- Tour Planning
- Itinerary, Costing
- Documentation
- Brief review of travel, stay and destination along with experiences of the destination.
- Observations and discussion, skills acquired.
- Conclusion
- Photographs ( few of them with students can be placed in the report at the end).
- Day to day detailed Itinerary.

**Evaluation Pattern :**

<b>Particulars</b>	<b>Marks</b>
Study Tour Report	60
Viva Voce	40
<b>Total</b>	<b>100</b>

# Open Elective – 1

## BASIC CONCEPTS OF TOURISM

### Objectives:

**No. of Hours : 42**

- To introduce the fundamental concept of Tourism.
- To familiarize with the significance and emerging trends in tourism.

**UNIT I: INTRODUCTION TO TRAVEL** - Meaning & definitions of tourism, traveller, excursionist, tourists - Objectives, nature & Classification of tourism & tourists. Tourism recreation & leisure inter-relationship. Growth and development of Tourism through the ages.

**UNIT II: COMPONENTS, TYPES AND FORMS OF TOURISM** – Components of tourism - Types and Forms of Tourism: Inter-regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, Medical Tourism, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure tourism

**UNIT III: TRAVEL MOTIVATIONS** - Travel Motivations & travel deterrents - Definition of Motivation – concept of motivation - types of motivations – Mackintosh’s Classification: physical motivators – rest and relaxation motivators – health motivators – ethnic and family motivators – professional and business motivators. Pull and push forces in tourism- Sun lust and Wanderlust tourists

**UNIT IV: IMPACTS OF TOURISM** - Tourism Impacts: Economic Impacts, Social Impacts, Cultural Impacts, and Environmental Impacts - Strategies to overcome or reduce the negative impacts of tourism.

### References:

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
2. Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4<sup>th</sup> edition, Pearson Education Limited.
4. Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGrawHill International.
5. Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
7. Kaul R.N (1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,
8. Pran Nath Seth(1997),Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
9. Praveen Sethi(1999), Tourism for the Next Millennium, Rajat Publication New Delhi.
10. Roday Sunetra, Biwal Archana, Joshi Vandana (2009), Tourism Operations and Management, – Oxford University Publications
11. Sati V.P (2001), Tourism Development in India, Pointer Publications, Jaipur.
12. Singh Anand (2005), Tourism in Ancient India, Serials Publications, New Delhi.
13. Sinha R.K (2003), Growth and Development of Modern Tourism, Dominant Publishers,



# **BENGALURU CITY UNIVERSITY**

## **II Semester BTTM-MTTM Integrated**

### **DSC : Tourism Products & Resources**

#### **Objectives:**

- To highlight the Major concepts of Tourism related to the activities concerned.
- To equip with special concepts and emerging trends of the Tourism Products.

**UNIT – I Historical Development of Tourism:** Overview-Trade commerce as motivation- Exploring new lands-Travel for religious purpose-Travel accounts for adventures- Early Pleasure Travel –The Grand tour – Concept of Annual Holidays –Paid holidays.

**UNIT – II Tourism & Transport:** Historical development of transport-Rail transport-organized rail travel-sea transport-Motor car-Air transport & Jet travels.

**UNIT – III Nature based Tourism products in India-** Wildlife Tourism-Important national parks and wildlife sanctuaries of India-Importance of preservation & conservation of wildlife for tourism promotion-Beach tourism-Island Tourism (Andaman & Nicobar Islands), Hill tourism in India (Major hill stations of India).

**UNIT – IV Major Concepts of Tourism-** Adventure concept of tourism-Types of adventure sports-Cultural concept of- tourism-India as Cultural tourism destination MICE tourism-Meeting, Incentive, Conference / Convention and Medical Tourism in India.

**UNIT – V Special Interest tourism products** –Sports tourism-education tourism- Food tourism, Wine Tourism, Event Tourism -Music tourism-Theatres – Theme parks.

#### **Books for Reference:**

1. A K Bhatia-International Tourism Management, sterling publishers.
2. JagmohanNegi – B.R. Publishing corporation Delhi – 110 052.
3. A K Bhatia-Tourism Principles, Policies and Development, sterling publishers.
4. J K Sharma-Tourism Planning
5. P C Sinha-Tourism Planning-Anmol Publications

# BENGALURU CITY UNIVERSITY

## II Semester BTTM-MTTM Integrated

### DSC: Geography of World Tourism

#### Objectives:

- To provide the concept and types of Geography related to tourism across the globe.
- To equip with skills related to Geography of Tourism in World.

**UNIT – I Asia :** Physical divisions, Climate, Transportation System- Tourism in East Asia (China, Japan and Korea)– Tourism in South–East Asia (Malaysia, Singapore and Thailand) – Tourism in South Asia (India, Maldives and Sri Lanka) – Tourism in West Asia (Saudi Arabia and Iraq)

**UNIT – II North America:** Physical divisions, Climate, Transportation System – Tourism in Canada- Tourism in U.S.A. - Hawaiian Island Tourism.

**South America-** Physical divisions, Climate – Transportation System – Tourism in South America (Argentina, Brazil and Venezuela)

**UNIT – III Europe:** Physical divisions, Climate, Transportation System – Tourism in West Europe (France, Greece, Italy, Switzerland and United Kingdom) – Tourism in East Europe (Russia) – Tourism in North Europe (Denmark, Norway and Sweden) – Tourism in South Europe (Portugal and Spain)

**UNIT – IV Africa :** Physical divisions, Climate, Transportation System– Tourism in East Africa (Tanzania and Kenya) – Tourism in West Africa (Ghana) and Tourism in South Africa.

#### **UNIT – V**

**Australia–** Physical divisions, Climate, Transportation System - Tourism in Australia (New South Wales-Sydney & Canberra, Queensland- Brisbane, South Australia- Adelaide, Tasmania, Victoria- Melbourne, and Western Australia- Perth)

**New Zealand** -Tourism in New Zealand (Auckland &Wellington).

#### **Books for reference:**

1. Travel Geography, Burton and Rosemary Longman Edn. 1999.
2. World wide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade.
3. Geography of Travel and Tourism, Hudson, Lloyds and Jackson, Delmar Publishers 1999.
4. International Destinations by Perlitz, Lee and Flliots, Prentice Hall Edn.2001

# BENGALURU CITY UNIVERSITY

## II Semester BTTM-MTTM Integrated

### DSC : India's Culinary Heritage

#### Objectives:

- To create awareness about the concept of culinary, food and its relation to tourism.
- To analyse the role of food in promoting tourism.

**UNIT - I Introduction to Cookery :** Introduction to Cooking and Methods of Cooking, Culinary History of India, History of Cooking, History – Antiquity, Foods mentioned in the Ancient Scripture, Middle ages to 16<sup>th</sup> Centuries.

**UNIT – II Introduction to Indian Food :** Spices and Herbs used in Indian Cookery, Indian Masalas and Gravies.

**UNIT – III Indian Regional Cuisines:** History and Origin of Regional Cuisines like Southern India, Northern India, Central India, Western India, Eastern India(including North Eastern)

**UNIT – IV Study on Selected Cuisines – I : History, Food Ingredients and famous dishes :** Kashmiri Cuisine (Paradise on a Plate), Himachali Cuisine (Scenic Vistas and Sumptuous Fiestas), Mughlai Cuisine (A Legacy Entwined), Awadhi Cuisine (Nawabi Dastarkhwan), Punjabi Cuisine (Simply Delicious), Bihari Cuisine (A little more than Litti), Jharkhandi Cuisine (Roots, Shoots and Spices), Bengali Cuisine ( Pet Pujo), Chhattisgarhi Cuisine ( Tribal Beats & Fantastic Feasts), Northeastern Cuisine (The Great Culinary Adventure) Odiya Cuisine ( Packed full of Flavour), Madhya Pradesh Cuisine (One State, Many Flavours), Gujarathi Cuisine ( A Gastronome's guide to Gujarat), Rajasthan Cuisine ( Honour, Valour and Flavour)

**UNIT – V Study on Selected Cuisines – II : History, Food Ingredients and famous dishes :** Telangana and Hyderabad Cuisine (An Adventure for your taste buds), Andhra Cuisine (Finger Licking Good), Chettinad Cuisine(Poetry on the palate), Kerala Cuisine (God's own Grub), Mangalorean Cuisine (The Land of Sunshine & Sannas), Kodava Cuisine (Meats, Shoots and Leaves), Udupi Cuisine(Food fit for the Gods), Konkan Cuisine(Union of Flavours), Maharashtra Cuisine(Misal, Modak and More), Goan Cuisine (Coastal Fusion) and Anglo-Indian Cuisine ( Culinary Khichdi).

Food Tourism and Culinary Tourism and present scenario in Indian context and Emerging trends of Food Tourism.

#### Books for Reference :

1. Modern Cookery – Thangam E Philip – Orient Longman Publications.
2. Theory of cookery – Krishna Arora – Frank Bros & Co publications.
3. The theory of catering – Ronald Kinton & Victor Ceserani - ELBS
4. India's Culinary Heritage – Traveller Getaways – Outlook
5. Traditional Cuisines Of India - An ITRHD Publication

# BENGALURU CITY UNIVERSITY

## II Semester BTM-MTTM Integrated

### DSCP2: Study Tour Report & Viva Voce – II

Important tourist places covering the following districts of Karnataka:  
**Tumkur, Hassan, Chikmagalur (including Sringeri), Shimoga, Davangere and Chitradurga**

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to

:

- Develop knowledge and understanding of different stakeholders of travel and tourism industry.
- Analyze and appraise a particular form of tourism and tourism business at a specific destination.
- Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

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**Study Tour Report :** The report of the study tour should be handwritten, which should contain the following aspects:

- Introduction
- Tour Planning
- Itinerary, Costing
- Documentation
- Brief review of travel, stay and destination along with experiences of the destination.
- Observations and discussion, skills acquired.
- Conclusion
- Photographs ( few of them with students can be placed in the report at the end).
- Day to day detailed Itinerary.

**Evaluation Pattern :**

Particulars	Marks
Study Tour Report	60
Viva Voce	40
<b>Total</b>	<b>100</b>

# BENGALURU CITY UNIVERSITY

## II Semester BTTM-MTTM Integrated

### Open Elective – 2

#### BASIC CONCEPTS OF HOSPITALITY MANAGEMENT

##### Objectives:

No. of Hours : 42

- To understand the essentials of hospitality industry.
- To familiarize with resort and hotel management.

**UNIT I: INTRODUCTION TO HOTEL INDUSTRY** - Origin, Growth and diversification of accommodation, Role of accommodation in tourism; Types of accommodation - primary accommodation and supplementary accommodation. Categorisation and classification of hotels.

**UNIT II HOTEL ORGANIZATION:** Organizational chart of a hotel, Major departments of a hotel - Front Office, Housekeeping, Food and Beverage, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing. Role of FHRAI, DOT, HRACC.

**UNIT III FRONT OFFICE DEPARTMENT:** Functions of front office, Structure of front office, Various sections of front office and their functions, Check in and Check formalities, Hotel Tariffs and Room Rates, Types of Rooms and Bed Types, Meal Plans.

**UNIT IV HOUSE KEEPING AND FOOD AND BEVERAGE DEPARTMENT:** Functions, Structure, Different personnel working in H/K and their roles. Introduction to the food service industry: Sectors of food service industry with examples, Types of Restaurants and their characteristics. Restaurant Organization - Duties and responsibilities of restaurant staff - Qualities required for a F&B staff.

##### References:

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations & Management.
3. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
4. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
5. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
5. Arthur & Gladwell, Hotel Assistant Manager ( London communicate, Barril, Jenkins)

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