

Weekly Lesson Plan for BTM Even Semesters 2024-25, Anil Lalit, Associate Prof (Tourism)

Weeks	BTTM I (NEP) TRAVEL AGENCY & TOUR OPERATIONS BUSINESS Feb 2025 onwards	BTTM II (NEP) Tourist Guiding Feb 2025 onwards	BTM III Tourist Guiding Jan 2025 onwards	MDC (NEP) International Tourism Jan 2025 onwards
Week 1	Introduction to Travel Agency and Tour Operation	Basic requirement of an escort or a guide;	Basic requirement of an escort or a guide;	International tourism – concept and types
Week 2	Travel Agency and Tour Operations: concept, meaning, definition,	Personal grooming, smartness, proper dress sense, hygiene, pleasing personality, hard working.	Personal grooming, smartness, proper dress sense, hygiene, pleasing personality, hard working.	Factors affecting growth of international tourism
Week 3	Travel Agency and Tour Operations -types,	Etiquettes- how to welcome a visitor	Etiquettes- how to welcome a visitor	Tourism Receipts and tourist arrivals – Trends at global level
Week 4	Travel Agency and Tour Operations - significance	The traditional style of welcoming in north India	The traditional style of welcoming in north India	Inbound tourism trends in Europe
Week 5	Travel Agency and Tour Operations growth over the years.	Knowledge of geography, history, art & culture of the place,	Knowledge of geography, history, art & culture of the place,	Tourism in France and Spain with special reference to Paris and Madrid
Week 6	Travel Agency and Tour Operations -Emerging terminology in Travel Agency and Tour Operation.	latest information about frontier formalities, e.g. passport, VISA, foreign	latest information about frontier formalities, e.g. passport, VISA,	Tourism in UK and inbound tourism trends in Americas

		exchange etc.	foreign exchange etc.	
Week 7	Functions in Travel Agencies and Tour Operators	Communication Skills: Principles of communications	Communication Skills: Principles of communications	Tourism in USA and Canada with special reference to Washington and Toronto
Week 8	Linkages in Travel Agencies and Tour Operators	Communication Skills: Verbal and non-verbal, personal and organizational,	Communication Skills: Verbal and non-verbal, personal and organizational,	Tourism in Mexico and inbound tourism trends in Africa
Week 9	Significance of Travel agency and Procedure for Government Approval	Communication Skills: communication gaps and barriers. Audio-visual aids.	Communication Skills: communication gaps and barriers. Audio-visual aids.	Tourism in Egypt, South Africa and Kenya with special reference to Giza, Johannesburg and Nairobi
Week 10	Travel Agency: Organization Structure and significance and types.	Body language	Body language	Tourism in Australia, China and Thailand with special reference to Sydney, Beijing and Bangkok
Week 11	Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.	Pre tour preparation; Pre tour research about place, monuments and itinerary, timings of flights& railways. Bus and cars arrangement at hotels, airports and railway stations.	Pre tour preparation; Pre tour research about place, monuments and itinerary, timings of flights& railways. Bus and cars arrangement at	UNWTO, PATA and IATA – History, Organization Structure and Functions

		Reconfirmation of ground arrangement. Group arrival and departure. Welcome at airports/ railway station or hotels.	hotels, airports and railway stations. Reconfirmation of ground arrangement. Group arrival and departure. Welcome at airports/ railway station or hotels.	
Week 12	Travel Trade Associations- TAAI, IATO , IATA, WATA , PATA Role, functions and activities in travel trade business	Acts - passport act, foreigners act, currency regulations, Immigration checks	Acts - passport act, foreigners act, currency regulations, Immigration checks	Challenges before international tourism and strategies to promote international tourism
Week 13	Presentations	Presentations	Presentations	Presentations
Week 14	Presentations	Presentations	Presentations	Presentations
Week 15	Revision and Doubts	Revision and Doubts	Revision and Doubts	Revision and Doubts