

Lesson Plan

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Department of Tourism Management

LessonPlan-17Weeks(January-April2018)

| Week | Date | B.T.M-I | B.T.M-I | B.T.M-II | B.T.M-II | B.T.M-III | |
|---------|-----------|--|---|---|---|---|--|
| SUBJECT | | Transport Management | Haryana Tourism | Tourism Marketing | An Introduction to Travel Agency & Tour Operation | Tourist Guiding | |
| 1 | 1-Jan-18 | An introduction of Transportation Management | An introduction of Haryana | Introduction to Tourism Marketing | Introduction to Tourism Industry | Introduction of Tourist Guide & Escort | |
| | 2-Jan-18 | Transportation as important element of tourism industry | An introduction of Haryana Tourism | Tourism Marketing: Nature | Travel Agency: meaning, definition | Basic requirement of an escort or a guide | |
| | 3-Jan-18 | Transportation as important element of tourism industry | Discussion on Haryana Tourism Map | Tourism Marketing: Process | Travel Agency: types | Discussion on Industrial Work | |
| | 4-Jan-18 | Assignments on different topics of Transport Management | Assignments on different topics of Transport Management | Tourism Marketing: Growth | Travel Agency: significance | Discussion on tourist guide's and escort's activities | |
| | 5-Jan-18 | Holiday | | | | | |
| | 6-Jan-18 | Practice of Presentation skills | Practice of Presentation skills | Discussion on Industrial work: Sales & marketing & Assignment | Assignment of Travel Agency: Own travel agency build by a group of students | Assignment of Tourist Guiding | |
| | 7-Jan-18 | Sunday | | | | | |
| 2 | 8-Jan-18 | History of different modes of transportation | Geographical background of Haryana and their importance for tourism | Services and their Marketing | Travel Agency: growth over the years | Personal grooming | |
| | 9-Jan-18 | History of different modes of transportation | Geographical background of Haryana and their importance for tourism | Services and their Marketing | Tour Operations – meaning, definition | Personal grooming | |
| | 10-Jan-18 | The physiographic factors affecting development of different modes of transportation with special reference to India | Historical background of Haryana and their importance for tourism | Tourism Marketing and Development: Socially Responsible Marketing | Tour Operations – types | Smartness | |
| | 11-Jan-18 | The physiographic & socio- economic factors affecting development of different modes of transportation with special reference to India | Historical background of Haryana and their importance for tourism | Social Marketing | Tour Operations – significance | Proper dress sense | |
| | 12-Jan-18 | The socio- economic factors affecting development of different modes of transportation with special reference to India | Class Test of Geographical background of Haryana and their importance for tourism | Participants in Socially Responsible Marketing and their Roles | Class Test: Travel Agency – meaning, definition, types, significance | Hygiene, pleasing personality, hard working. | |

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| | 13-Jan-18 | Class Test: Transportation as important element of tourism industry | Group Discussion | Participants in Socially Responsible Marketing and their Roles | Discussion on Various Departments in a Travel Agency | Discussion on all above topic-how to follow all these practically |
| | 14-Jan-18 | Sunday | | | | |
| 3 | 15-Jan-18 | Airlines & Tourism | Religious tourism potential in Haryana | Class Test: Tourism Marketing: Process | Functions of Travel Agencies and tour operators | Etiquettes- how to welcome a visitor, the traditional style of welcoming in north India |
| | 16-Jan-18 | History of Airlines in India | Religious tourism potential in Haryana | Government Bodies- National Tourism Offices, State Tourism Offices and Local Bodies, Private Organizations, Non-Governmental Organizations in Tourism Unit | Functions of Travel Agencies and tour operators | Etiquettes- how to welcome a visitor, the traditional style of welcoming in north India |
| | 17-Jan-18 | Air India | Cultural tourism potential in Haryana | Government Bodies- National Tourism Offices, State Tourism Offices and Local Bodies, Private Organizations, Non-Governmental Organizations in Tourism Unit | Linkages in tour operation business | Practice all above Etiquettes with some activities |
| | 18-Jan-18 | Air India | Cultural tourism potential in Haryana | Nature and Characteristics of Tourism Offers | Linkages in tour operation business | Knowledge of geography, history, art & culture of the place |
| | 19-Jan-18 | Private Airlines | Discussion on Haryanvi Culture | Nature and Characteristics of Tourism Offers | Practical Activity: Preparation of Tour Packages | Knowledge of geography, history, art & culture of the place |
| | 20-Jan-18 | Group Discussion on a given topic | Presentations on given topics of assignments | Practical Activity: Selling Activity of Tour Packages | Industrial Work: Online Reservation of Hotels & Airlines | Industrial Work: Tour Packaging |
| | 21-Jan-18 | Sunday | | | | |
| 4 | 22-Jan-18 | Vasant Panchami | | | | |
| | 23-Jan-18 | Role of airlines in tourism promotion | Monuments of touristic significance | Issues and Challenges in Tourism Marketing | Class Test: Functions of Travel Agencies and tour operators | Latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc |
| | 24-Jan-18 | Sir Chotu Ram Jayanti | | | | |
| | 25-Jan-18 | IATA: Organizational structures and functions | Monuments of touristic significance | Issues and Challenges in Tourism Marketing | Integrations in tour operation business | Latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc |
| | 26-Jan-18 | RepublicDay | | | | |
| | 27-Jan-18 | Presentations on given topics of assignments | Class Test: Cultural tourism potential in Haryana | Marketing Strategies to overcome limitations of Tourism | Integrations in tour operation business | Latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc |
| | 28-Jan-18 | Sunday | | | | |

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| 5 | 29-Jan-18 | DGCA: Organizational structures and functions | Map Filling of India | Tourism Marketing Environment | Travel Agency Organization Structure – Meaning and significance | Communication Skills |
| | 30-Jan-18 | DGCA: Organizational structures and functions | Museums | Group Discussion | Travel Agency Organization Structure – Meaning and significance | Discussion on the importance of communication skills with practical activities |
| | 31-Jan-18 | Guru Ravi Das Birthday | | | | |
| | 1-Feb-18 | Presentations on given topics of assignments | Religious centres of Haryana | Concept of Marketing Mix | Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India | Principles of communications |
| | 2-Feb-18 | Water transport- Limitation & scope of water transport in India | Religious centres of Haryana | Concept of Marketing Mix | Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India | Principles of communications |
| | 3-Feb-18 | Cruise ships | Presentations on given topics of assignments | Developing Marketing Mix | Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India | On the spot topic presentation |
| | 4-Feb-18 | Sunday | | | | |
| 6 | 5-Feb-18 | The role of water transport in tourism. | Pilgrimage centres of Haryana | Tourism Markets, Types of Tourism Markets | Discussion on Unit 01 | Verbal Communication |
| | 6-Feb-18 | Class Test: IATA, DGCA: Organizational structures and functions | Pilgrimage centres of Haryana | Tourism Markets, Types of Tourism Markets | Discussion on Unit 02 | Verbal Communication |
| | 7-Feb-18 | Surface transport & Tourism | Class Test: Monuments of touristic significance | Industrial Work: Practice of Tour Packaging Marketing | Industrial Work: Practice of sending tour packages by Email | Non-Verbal Communication |
| | 8-Feb-18 | Importance of surface transportation | Music in Haryana | Tourist Behavior, Tourist Buying Process | On the Spot topic presentation | Non-Verbal Communication |
| | 9-Feb-18 | Industrial Work: Online Air Ticketing Reservation | Music in Haryana | Tourist Behavior, Tourist Buying Process | Intelligence games and activities | Intelligence games and activities |
| | 10-Feb-18 | Maharishi DayanandSaraswatiJayanti | | | | |
| | 11-Feb-18 | Sunday | | | | |
| 7 | 12-Feb-18 | Roads system in India: National and State Highways | Music in Haryana | Factors Influencing Tourists' Buying Process | Class Test: Travel Agency Organization Structure – Meaning and significance | Practical Activity of Selling Tour Packages |
| | 13-Feb-18 | MahaShivratri | | | | |
| | 14-Feb-18 | Roads system in India: National and State Highways | Dance in Haryana | Class Test: Tourism Markets, Types of Tourism Markets | Tour Packaging – Concept, meaning | Class Test: Latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc |
| | 15-Feb-18 | Coaches system in India | Dance in Haryana | Tourism Product and Distribution | Tour Packaging – types | Personal and organizational Communication |

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| | 16-Feb-18 | Car rental system in India | Dance in Haryana | Concept of Tourism Product | Tour Packaging – types | Personal and organizational Communication |
| | 17-Feb-18 | Presentations on given topics of assignments | Presentations on given topics of assignments | Industrial Work: Tour Packaging | Group Discussion | Group Discussion |
| | 18-Feb-18 | Sunday | | | | |
| 8 | 19-Feb-18 | Role of surface transport in tourism | Fairs in Haryana | Tourism as a packaged Product | Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business | Effective communications |
| | 20-Feb-18 | Discussion on the problems of Unit 3. | Festivals in Haryana | Tourism as a packaged Product | Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business | Communication gaps and barriers |
| | 21-Feb-18 | Class Test: Water transport- Limitation & scope of water transport in India. Cruise ships. The role of water transport in tourism | Class Test: Museums | Destination as a Product | Role and contribution of Air Couriers in India and Indian Railways in promotion of tour package business | Communication gaps and barriers |
| | 22-Feb-18 | Railway & tourism | Discussion on Unit 01 | Managing Products | Industrial Work: Airline Ticketing Reservation | Audio- visual aids |
| | 23-Feb-18 | History of Indian railway | Presentations on given topics of assignments | New Product Development | Industrial Work: Airline Ticketing Reservation | Audio- visual aids |
| | 24-Feb-18 | Present status of Indian railway | Fairs in Haryana | New Product Development | Industrial Work: Airline Ticketing Reservation | Practical Activity of Tourist Guide/Escort |
| | 25-Feb-18 | Sunday | | | | |
| 9 | 26-Feb-18 | Presentations on given topics of assignments | Discussion on Unit 02 | Product Life Cycle | Discussion on Unit 03 | Practical Activity of Tourist Guide/Escort |
| | 27-Feb-18 | Group Discussion & Assignment of Air Ticketing Reservation | Presentations on given topics of assignments | Product Life Cycle | Discussion on Unit 04 | Practical Activity of Tourist Guide/Escort |
| | 28-Feb-18 | Holiday | | | | |
| | 1-Mar-18 | Holiday | | | | |
| | 2-Mar-18 | Holi | | | | |
| | 3-Mar-18 | Holiday | | | | |
| | 4-Mar-18 | Sunday | | | | |
| 10 | 5-Mar-18 | Special trains for tourists | Tourism Infrastructure in Haryana | Class Test: Concept of Tourism Product, Product Life Cycle | Class Test: Tour Packaging – Concept, meaning, types | Class Test: Communication gaps and barriers |

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| | 6-Mar-18 | Special trains for tourists | Transportation sector in Haryana | Concept, Importance of Pricing | Discussion on Various Travel & Tourism Websites | Pre tour preparation |
| | 7-Mar-18 | Special trains for tourists | Transportation sector in Haryana | Process of Pricing | Discussion on Various Travel & Tourism Websites | Pre tour research about place |
| | 8-Mar-18 | Class Test: Roads system in India: National and State Highways, Role of surface transport in tourism. | Accommodation sector in Haryana | Process of Pricing | Discussion on Various Travel & Tourism Websites | Monuments and itinerary |
| | 9-Mar-18 | Presentations on given topics of assignments | Accommodation sector in Haryana | On the Spot Topic Presentation | Discussion on Various Travel & Tourism Magazines | Monuments and itinerary |
| | 10-Mar-18 | On the Spot Topic Presentation | Presentations on given topics of assignments | Discussion on Online and Offline Travel Agency Work | Discussion on Various Travel & Tourism Magazines | Timings of flights & railways |
| | 11-Mar-18 | Sunday | | | | |
| 11 | 12-Mar-18 | Different packages given by Railway | Recreational facilities at the tourism complexes/resorts in Haryana | Factors influencing Tourism Pricing | Industrial Work | Bus and cars arrangement at hotels, airports and railway stations |
| | 13-Mar-18 | Different packages given by Railway | Recreational facilities at the tourism complexes/resorts in Haryana | Factors influencing Tourism Pricing | Industrial Work | Reconfirmation of ground arrangement |
| | 14-Mar-18 | Different packages given by Railway | Entertainment facilities at the tourism complexes/resorts in Haryana | Methods of Price Fixation | Discussion on various Indian Travel Agencies | Group arrival and departure. Welcome at airports/ railway station or hotels |
| | 15-Mar-18 | Practical Work: Making Account on IRCTC | Entertainment facilities at the tourism complexes/resorts in Haryana | Methods of Price Fixation | Discussion on various Indian Travel Agencies | Group arrival and departure. Welcome at airports/ railway station or hotels |
| | 16-Mar-18 | Practical Work: Reservation on IRCTC | Discussion on Unit 02 | Pricing Strategies | Discussion on various International Travel Agencies | Practical Activity on Unit 3 topics |
| | 17-Mar-18 | Practical Work: Reservation on IRCTC | Presentations on given topics of assignments | Price Fixation | Discussion on various International Hotels | Body language |
| | 18-Mar-18 | Sunday | | | | |
| 12 | 19-Mar-18 | Different facilities given by Railway | Tourism organization in Haryana | Tourism Promotion and Communication: Objectives of Promotion | Discussion on various Indian Hotels | Class Test: Monuments and itinerary |
| | 20-Mar-18 | Different facilities given by Railway | Tourism organization in Haryana | Promotion Mix | Intelligence games and activities | Role and responsibility |
| | 21-Mar-18 | Problems of Indian Railway | Haryana Tourism Policy - 2008 | Promotion Mix | Presentations on given topics of assignments | Role and responsibility |
| | 22-Mar-18 | Problems of Indian Railway | Class Test: Pilgrimage centres of Haryana | Factors affecting Promotion Mix | Presentations on given topics of assignments | Presentations on given topics of assignments |
| | 23-Mar-18 | ShaheediDiwas | | | | |
| | 24-Mar-18 | Discussion on Tourism Industry Work | Discussion on Tourism Industry Work | Components of Promotion Mix | Industrial Work | Industrial Work |
| | 25-Mar-18 | Sunday | | | | |

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| 13 | 26-Mar-18 | Role of Railway in tourism | Tourism Trends in Haryana | Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema | Discussion on Interview Preparation Skills | Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks etc. |
| | 27-Mar-18 | Role of Railway in tourism | Tourism Trends in Haryana | Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema | Preparation of Interview | Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks etc. |
| | 28-Mar-18 | Discussion on the problems of Unit 4 | Major types of tourism in Haryana | Discussion on the problems of Unit 1 & 2 | Interview in class of each student | Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks etc. |
| | 29-Mar-18 | MahavirJayanti | | | | |
| | 30-Mar-18 | Class Test: Different facilities given by Railway | Major types of tourism in Haryana | Discussion on the problems of Unit 3 & 4 | Presentations on given topics of assignments | Presentations on given topics of assignments |
| | 31-Mar-18 | Presentations on given topics of assignments | Major tourist destinations of Haryana | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments |
| | 1-Apr-18 | Sunday | | | | |
| 14 | 2-Apr-18 | Discussion on Exam Pattern | Major tourist destinations of Haryana | Discussion on Exam Pattern | Discussion on Exam Pattern | Discussion on Exam Pattern |
| | 3-Apr-18 | Revision of Unit 01 | Revision of Unit 01 | Revision of Unit 01 | Revision of Unit 01 | Revision of Unit 01 |
| | 4-Apr-18 | Revision of Unit 01 | Revision of Unit 01 | Revision of Unit 01 | Revision of Unit 01 | Revision of Unit 01 |
| | 5-Apr-18 | Test of Unit 01 | Test of Unit 01 | Test of Unit 01 | Test of Unit 01 | Test of Unit 01 |
| | 6-Apr-18 | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments |
| | 7-Apr-18 | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments |
| | 8-Apr-18 | Sunday | | | | |
| 15 | 9-Apr-18 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 |
| | 10-Apr-18 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 |
| | 11-Apr-18 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 | Revision of Unit 02 |
| | 12-Apr-18 | Test of Unit 02 | Test of Unit 02 | Test of Unit 02 | Test of Unit 02 | Test of Unit 02 |

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| | 13-Apr-18 | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments | Presentations on given topics of assignments |
| | 14-Apr-18 | Dr. Ambedkar Jayanti / Vaisakhi | | | | |
| | 15-Apr-18 | Sunday | | | | |
| 16 | 16-Apr-18 | Revision of Unit 03 | Revision of Unit 03 | Revision of Unit 03 | Revision of Unit 03 | Revision of Unit 03 |
| | 17-Apr-18 | Revision of Unit 03 | Revision of Unit 03 | Revision of Unit 03 | Revision of Unit 03 | Revision of Unit 03 |
| | 18-Apr-18 | Parashurama Jayanti | | | | |
| | 19-Apr-18 | Test of Unit 02 | Test of Unit 02 | Test of Unit 02 | Test of Unit 02 | Test of Unit 02 |
| | 20-Apr-18 | Test of Unit 03 | Test of Unit 03 | Test of Unit 03 | Test of Unit 03 | Test of Unit 03 |
| | 21-Apr-18 | Test of Unit 03 | Test of Unit 03 | Test of Unit 03 | Test of Unit 03 | Test of Unit 03 |
| | 22-Apr-18 | Sunday | | | | |
| 17 | 23-Apr-18 | Revision of Unit 04 | Revision of Unit 04 | Revision of Unit 04 | Revision of Unit 04 | Revision of Unit 04 |
| | 24-Apr-18 | Revision of Unit 04 | Revision of Unit 04 | Revision of Unit 04 | Revision of Unit 04 | Revision of Unit 04 |
| | 25-Apr-18 | Test of Unit 04 | Test of Unit 04 | Test of Unit 04 | Test of Unit 04 | Test of Unit 04 |
| | 26-Apr-18 | Test of Unit 04 | Test of Unit 04 | Test of Unit 04 | Test of Unit 04 | Test of Unit 04 |
| | 27-Apr-18 | Discussion on whole syllabus & Exam Pattern | Discussion on whole syllabus & Exam Pattern | Discussion on whole syllabus & Exam Pattern | Discussion on whole syllabus & Exam Pattern | Discussion on whole syllabus & Exam Pattern |
| | 28-Apr-18 | Discussion on whole syllabus & Exam Pattern | Discussion on whole syllabus & Exam Pattern | Discussion on whole syllabus & Exam Pattern | Discussion on whole syllabus & Exam Pattern | Discussion on whole syllabus & Exam Pattern |
| | 29-Apr-18 | Sunday | | | | |