

## **BTSOL : BACHELOR OF ARTS IN TOURISM STUDIES**

**PROGRAMME TYPE** DEGREE

**SCHOOL** School of Tourism and Hospitality Service Management

**DURATION** 3 Years

**MEDIUM** ENGLISH

**SPECIALIZATION** TOURISM STUDIES

**DESCRIPTION** BTS is a 3-year Degree Programme. The programme is of 96 credits. The BTS Programme is designed for those students who are interested in pursuing a career in travel and tourism sector at different level. The Programme is aimed at familiarizing you with varied aspects of Tourism, creating awareness about tourism, imparting basic training in organizing Tourism services and opening career opportunities.

**ELIGIBILITY** 10+2 OR its equivalent

### **Course Details**

#### **I SEMESTER :16 Credits**

TS 1 Foundation Course in Tourism 8

TS 2 Tourism Development: Products, Operations and Case Studies 8

#### **II SEMESTER :16 Credits**

TS 3 Management in Tourism 8

TS 6 Tourism Marketing 8

#### **III SEMESTER :16 Credits**

TS 4 Indian Culture: Perspective for Tourism 8

TS 5 Ecology, Environment and Tourism 8

#### **IV SEMESTER :16 Credits**

TS 7 Human Resource Development 8

PTS 4 Project on Indian Culture, Environment and Tourism 8

#### **V SEMESTER :16 Credits**

CIT 1 Fundamental of Computer System 4

CIT 2 Introduction to Information Technology 4

CIT 3 Web based Technology & Multimedia Application 4

PTS 6 Project on Tourism Marketing 4

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#### **VI SEMESTER :16 Credits**

BHC 11 Basics of Event Management 4

BHC 12 Event Planning 4

BHC 13 Event Coordination and Control 4

BTMS 185 Airport Handling 4