

DIPLOMA IN TOURISM AND TRAVEL

Paper I : INTRODUCTION TO TOURISM

Paper II: TOURISM GEOGRAPHY

Paper III: TOURIST RESOURCES OF INDIA

Paper IV: TOURISM MARKETING

Paper V: TOURS & TRAVEL AGENCY MANAGEMENT

Paper VI: GUIDING SKILL & PERSONALITY DEVELOPMENT

Practical Paper I

Practical Paper II

PAPER I

INTRODUCTION TO TOURISM

- Unit I **INTRODUCTION TO TOURISM** – Nature, scope, Significance. Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR etc. Components of Tourism.
- Unit II **TOURISM DEVELOPMENT THROUGH THE TIMES** - Growth and Development of Tourism, History of Travel, Travel in the 19th and 20th Century, Recent Trends.
- Unit III **IMPACTS OF TOURISM** – Economic, Social, Cultural, Environmental impact.
- Unit IV **BASIC INFRASTRUCTURE FOR THE TOURISM TRANSPORT** – forms of transport, Transport network. Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessa, Toy Trains. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise. Accommodation, Types of Accommodation Prescribed application form for approval of Hotel Projects. Regulatory conditions and Guide lines for approval of Hotel Projects. Star categorisation, sources of Finance, Incentives and subsidy extended to Hotels in Tourist areas, and Tourist Backward areas. Hotel

Related technical words, other infrastructure & catering –Basic tourists requirements and types.

REFERENCES

1. Bhatia A. K.: International Tourism Fundamental & Practices, Sterling Publishers, New Delhi, 1995.
2. Bhatia A. K: Tourism Development: Principles, Practices & Philosophy Sterling Publishers, New Delhi, 1995.
3. Douglas Pearce: Tourism Today: A Geographical Analysis, Longman Scientific Technical, New York, 1987.
4. Douglas Pearce: Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
5. Negi J. M. S.: Tourism & Travel Concepts and Principles, Gitanjali Publishing House, New Delhi.
6. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978.
7. Selvam M.: Tourism Industry in India, Himalayan Publishing House, Bombay,1989.

PAPER II
TOURISM GEOGRAPHY

Unit-I FUNDAMENTALS OF GEOGRAPHY, Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps, longitude & latitude, international date line, time variations, time difference.

Unit-II FACTORS OF TOURISM DEVELOPMENT i. Physical Factors :i) Relief ii) Climate iii) Vegetation iv) wildlife v) Water Bodies.ii. Socio-cultural factors :i) Religion ii) Historical iii) Sports iv) Settlements etc.iii. Economic factors : i) Transportation ii) Industry.

Unit-III POLITICAL AND PHYSICAL FEATURES OF WORLD GEOGRAPHY. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico). Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

Unit-IV AFRICA & OTHER: South Africa, Mauritius, Kenya. Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan. South Asia : SAARC Countries.

REFERNCES

1. Ahmed Aizaz: General Geography of India, NCERT, New Delhi.
2. Douglas Pearce: Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
3. Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978.
4. Rosemary Burton: Travel Geography, Longman, England, 1995.

5. Singh R. L. (ed): India A Regional Geography, National Geographical Society of Varanasi, 1989.

6. Spate D. K.: India & Pakistan, A General Geography.

PAPER III

TOURIST RESOURCES OF INDIA

Unit – I NATURAL RESOURCES: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana)

Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty.

Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadweep islands.

Unit –II POPULAR TOURIST RESOURCES- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri

Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).

Unit-III PILGRIMAGE DESTINATIONS: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.

Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana

Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Saint: Kabir, Tulasi, Raidas, Sankaracharya.

Unit – IV FAIRS AND FESTIVALS: Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival. Handicrafts and Handlooms. History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.

REFERNCES

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, Vol. II., London.
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, Indian Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.

- Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
- Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
- Grewal, Bikram (ed) : Indian Wildlife.

PAPER IV
TOURISM MARKETING

- Unit – I MARKETING:** Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing. Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)
- Unit – II MARKETING STRATEGIES:** Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and external marketing; Interactive and relationship marketing.
- Unit – III PLANNING MARKETING PROGRAMMES :** Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies. Promotion & communication mix – Advertising & public relations, Sales promotion & merchandising, Broachers & other printed materials, policies, organisation & aim of personal selling.
- Unit – IV TOURISM MARKETING :** Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

REFERNCES

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrison Alison: Hospitality marketing
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
- Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
- Crough, Marketing Research for Managers.
- Singh Raghubir, Marketing and Consumer Behaviour.
- Patel, S.G., Modern Market Research, Himalaya Publishing.

PAPER V

TOURS & TRAVEL AGENCY MANAGEMENT

Unit – I TRAVEL FORMALITIES: Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. **Travel Agency and Tour Operation Business:** History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector. **Approval of Travel Agents and Tour Operators:** Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways.

Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business.

Unit–II FUNCTIONS OF A TOUR & TRAVEL AGENT: Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. **Travel Terminology:** Current and popular travel trade abbreviations and other terms used in preparing itineraries. Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation. **Event Management:** Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious,

business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava) Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

Unit-III PUBLIC AND PRIVATE SECTOR IN TRAVEL AGENCY BUSINESS AND TOUR OPERATION BUSINESS: Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators – an overview. National Trade Associations: IATO and TAAI.

Unit IV LEGAL ISSUES AND TOURISM RELATED LAWS: Principles and practices in Business ethics. Ethical and legal responsibilities of Travel Agencies. A study of laws relating to accommodation, Travel Agency, Airways, and Surface Transport. Consumer Protection Act, 1986; A study of laws related to Ancient Monuments Preservation Act, 1904; Ancient Monuments & Archaeological site and Remains Act, 1972 A study of laws relating to foreigners Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.

REFERNCES:

- Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
- Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London

- Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
- Chand, Mohinder, Travel Agency Management, Anmol Publication
- Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
- Foster, Douglas (1983), Travel and Tourism Management, McMillan, London

PAPER VI

GUIDING SKILL & PERSONALITY DEVELOPMENT

Unit – I GUIDING CONCEPT: Meaning, Concepts and Types of Guides: Conceptual meaning of Tourist Guide, duties and responsibilities, How guides are appointed in tour.

Unit – II RESPONSIBILITIES OF GUIDES: Preparation of a tour : Review of itinerary, Participant list, accuracy, timings and practicality, Identifying the group or individual traveller's special needs, Checking Vehicle, Locating Vehicle and contacting driver; standard of dress and personal grooming; Greeting participants and introducing self; Leading the participant: Skills in leading the group, General instruction to Participants at monuments, sacred places and crowded areas, Giving Commentary, answering Questions, concluding a tour. **Interpreting Sites:** Characteristics of natural, historical, and urban sites; potential of public and private agencies, interpretation of specific groups, especially the young.

Unit – III CO-ORDINATION: Co-ordinating with the main office, Conducting Various types of Tours, ability to deliver all information imaginatively and accurately relevant to the client's needs; establishing good security measures.

Unit – IV PERSONALITY DEVELOPMENT: Introduction Meaning of Personality, Personality Factors- external, internal. Effective or winning personality, developing a selling personality. Communication skills. Personality grooming, physical fitness, dressing sense, formal and informal clothing, behaviour with male and female clients, behaviour in office.

REFERNCES:

- Goddy B. & Parkin I., Urban Interpretation : Vol. I, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991.
- Pond K.L., The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.
- Trade wings Manual for Personality Development

PRACTICAL PAPER I

- Unit – I COMPUTER AND INFORMATION SYSTEM Internet:** Management information systems, Office automation, E-mail and electronic highway, Internet, Web Page Designing. **Computer Presentation:** Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.
- Unit II MAP WORK:** Preparation of Tour maps. Maps and Toposheet Reading. Use of GPS. Calculating distance on map. Preparation of Charts of the Countries Information.
- Unit III PROMOTION AND ADVERTISEMENT:** Preparation of Brouchers and Advertisements for different tours.
- Unit IV PREPARATION OF ITINERARY:** 10 itinerary of different regions and different seasons.
- Unit V TICKETING :** Rail Ticket Procedure, Air Ticketing **Computer Networking:** What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available). Mixed Class Journeys, Special Fares (Excursion, Students & Seaman), Passenger Ticket & Baggage check (with issuance of ticket with itineraries – One way (OW), Return (RT), Circle Trip (CT), Mixed Class Special Fares, Passengers Expenses en route, Credit Cards, Universal Air Travel Plan (UATP), Baggage Rules.
- Unit VI COMMUNICATION SKILL AND ENGLISH SPEAKING** Essay Writings, Passage Translation, Story Writing, Passage Explanation, Grammar : Change of Sentences from Active Voice into Passive Voice, Direct – Indirect Narration, Comparison of Adjectives.

Unit VII PROCEDURE FOR DOMESTIC AND INTERNATIONAL HOTEL RESERVATIONS. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions.

Unit VIII PASSPORT & VISA: Document Required for Passport and Visa, Types of Visa, Procedure of Passport and Visa.

PRACTICAL PAPER II

- Unit I INTERNSHIP** The Training is based upon the 6-8 weeks practical training with any recognised Travel Agency/Tour Operating Company/Hotel. During the organisational work (training period), each student is required to prepare practical report of day to day activities to be submitted for evaluation.
- Unit II RESEARCH PROJECT** Report Each student is required to prepared a research project report based on field study related to tourism industry.
- Unit III EXCURSION TOUR** Each student is required to participate in about a Two weeks Field Study tour. The Tour will be arranged by the Department contributing the train and other conveyance charges. The objectives behind the field tour are to provide practical knowledge of tourist resources of the country and to analyse the existing infrastructure and amenities of tourism development and to examine future prospects of tourism promotion. Each candidate has to meet his expenditure towards local travel, boarding, lodging etc. After the completion of the study tour each student is required to submit Field Study Tour Report for evaluation at least 30 days before the commencement of the examination.
- Unit IV VISITS TO DIFFERENT SECTORS** – Travel, Advertisement agencies & other sectors of Tourism Industry. Prepare a report on it.
- Unit V STUDY OF FAIRS AND FESTIVALS** and Report on it (any One)
- Unit VI PROJECT FOR GUIDE** - Student should prepared one project as a guide and he should demonstrate and submit.

Examination Pattern

Total exam is of 1000 marks.

For Theory

Total examination is of 600 marks means 60 grade points.

80 marks for examination by University

Total seven questions

1st question is compulsory of short answers (8 Questions of 2 marks)

Solve any three from 2nd to 6th

7th Question is compulsory of Short notes.

Each question carry equal marks (16 marks)

20 marks for internal examination

10 marks for seminar

10 marks for surprise test

For Practical

Each paper of 200 marks