

DIPLOMA IN TOURISM AND TRAVEL
DEPARTMENT OF GEOGRAPHY
SHIVAJI UNIVERSITY, KOLHAPUR.
REVISED SYLLABUS
(Introduced from June, 2018)

Paper I: INTRODUCTION TO TOURISM

Paper II: TOURISM GEOGRAPHY AND TOURIST RESOURCES OF INDIA

Paper III: TOURISM MARKETING AND TRAVEL AGENCY
MANAGEMENT

Paper IV: GUIDING SKILL & PERSONALITY DEVELOPMENT

Practical Paper I

Practical Paper II

NATURE OF QUESTION PAPER:

(A) Theory: 80 marks for final exam and 20 marks are internal total 100 marks. Each theory paper will be of 80 marks comprising seven questions; of which students have to solve five questions-(16X5)=80 as below:

Q. No. 1 : compulsory of short answers (8 Questions of 2 marks) 16 marks

Q. No. 2:

Q. No. 3:

Essay type questions Solve any three 16 X 3 =48 marks

Q. No. 4:

Q. No. 5:

Q. No. 6:

Q. No. 7 Short Notes any two short notes 16 marks

Total 80 marks.

Internal 20 marks: 10 marks seminar 10 marks for internal test.

(B) Practical: Out of 200 Marks

SCHEME OF EVALUATION:

(A) For practical paper I, each project: 10 mark (8 X 10 = 80 marks) tests: 40 marks

Viva-voce: 40 marks written exam: 40 marks = Total 200marks

(B)For practical paper- II surprise test: 20 Marks evaluation of Dissertation: 50 marks

Written test: 40- Marks, Viva-Voce: 40 Marks each project: each 10 Marks. (5 X 10 =50 marks) Total 200marks

Pract-I 160 Univ. Exam, 40 Internal

Pract-II 130 Univ. Exam, 70 Internal

Total exam is of 800 marks.

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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. 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: Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise. Accommodation, Types of Accommodation, Other infrastructure & catering –Basic tourists requirements and types.

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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.

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PAPER II
TOURISM GEOGRAPHY AND TOURIST RESOURCES OF INDIA

Unit-I: GEOGRAPHICAL 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 -II: NATURAL AND HISTORICAL RESOURCES OF TOURISM IN INDIA

Wildlife Sanctuaries, National Parks and Natural Reserves in India, Hill Stations, Beaches and Islands, Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, 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, FAIRS AND FESTIVALS IN INDIA

Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyaachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag,
Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.
Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Important festivals of all states, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

Unit-IV: INTERNATIONAL TOURISM DESTINATIONS

Destinations in North America (New York, Washington, San Francisco, Vancouver,).
Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands. 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

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- 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.

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PAPER III
TOURISM MARKETING AND TRAVEL AGENCY MANAGEMENT

Unit – I: MARKETING CONCEPTS AND TOURISM MARKETTING

Core concepts in marketing; Needs, Wants, Demands, Products markets. Economic importance of marketing. Market segmentation and positioning (STP) 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..

Unit –I I: TRAVEL FORMALITIES

Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. 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.

Unit–III: FUNCTIONS OF A TOUR & TRAVEL AGENCY

Understanding the functions of a travel agency - travel information and counseling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, Sources of income: Commission, Service Charges. Functions of a Tour operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, 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, Organizational Structure and various Departments of a Travel Agency. ITDC. 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,1972A study of laws relating to foreigners Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.

REFERNCES:

- Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
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- Sinha, P.C : Tourism marketing

PAPER IV
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 traveler'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

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PRACTICAL PAPER- I
INDOOR PRACTICAL

Unit – I: COMPUTER AND INFORMATION SYSTEM

Internet: Office automation, E-mail, Internet, Computer Presentation: Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.

Unit II: MAP WORK

Preparation of Tour maps. Maps and Toposheets 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: CRS, 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

Unit VI: COMMUNICATION SKILL AND ENGLISH SPEAKING

Essay Writings, Passage Translation, letters 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.

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PRACTICAL PAPER- II OUTDOOR PRACTICAL

Unit I: INTERNSHIP

The Training is based upon the 6-8 weeks practical training with any recognized Travel Agency/Tour Operating Company/Hotel. During the organizational 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 analyze 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.

Unit VII: STILL PHOTOGRAPHY & VIDEO SHOOTING

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