

**Shivaji University**  
**Department of Geography**  
**PG Diploma in Tourism and Travel**



Revised syllabus  
For  
PG Diploma in Tourism and Travel

From June 2022  
Academic year 2022 – 23 onwards

## REVISED SYLLABUS

(Introduced from June, 2022)

Paper I: INTRODUCTION TO TOURISM

Paper II: GEOGRAPHY OF TOURISM

Paper III: COMPONENTS OF TOURISM

Paper IV: TOUR AND TRAVEL AGENCY MANAGEMENT

Paper V: TOURISM MARKETING

Paper VI: GUIDING SKILL AND PERSONALITY DEVELOPMENT &  
COMMUNICATION SKILL

Practical Paper I

Practical Paper II

Annual Pattern

Total Marks 800

Total Credit : 32

Each Course credit: 04 (08 X 04 = 32)

NATURE OF QUESTION PAPER:

80:20 pattern

Internal 20 marks and external 80 marks

Internal : Seminar, presentations and others

## Nature of Question Paper in University Assessment

### I. Nature of Theory Question Paper:

Question No.	Type of Question	Number of Questions to be Asked	Number of Questions to be Answered	Marks per Question	Total Marks
Q1.	Match the Pair, one word answer, fill in the blanks (mix)	08	08	02	16
Q2.	Short Answer (one sentence)	04	04	04	16
Q3.	Short Notes (Descriptive type)	03	02	08	16
Q4.	Long Answer/ Essay type	02	01	16	16
Q5.	Long Answer/ Essay type	02	01	16	16
Total		05			80

### 2. Nature of Practical Question Paper for Course No. 305:

Question No.	Type of Question	Number of Questions to be Asked	Number of Questions to be Answered	Marks per Question	Total Marks
Q1.	Questions regarding practical work	02	02	05	10
Q2.	Questions regarding practical work	02	02	05	10
Q3.	Questions regarding practical work	02	02	05	10
Q4.	Dissertation/ Project Report Evaluation	--	--	--	25
Q5.	Viva-voce based on Dissertation/ Project Report	--	--	--	25
Total		05			80

## Paper 1

### INTRODUCTION TO TOURISM

Course Outcomes (COs):

1. To understand the Basic concepts in tourism and travel.
2. To learn theories and models in tourism studies
3. To know historical development of tourism .
4. To see the behavioural approach and linkages in tourism.

#### Unit I

Concept: Meaning and Definitions, significance, Components of Tourism, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences, Tourism Area life cycle(TALC) Definition and Distinction between travelers, Visitors, Excursionist, Tourist and Transit visitor.

#### Unit II

History and development of tourism, its structure, components and elements. Early and Medieval Period of Travel- Modes of Transports and Accommodation, Renaissance and its Effects on Tourism, Mass Tourism, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism. Nature and characteristics of tourism industry, Tourism as an industry in India, Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry. Impact of tourism.

#### Unit III

Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Travel Motivators and Deterrents. Maslow's Hierarchy of needs Model and travel motivations. Push and Pull forces in tourism Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity

Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism

#### **Unit IV**

Tourism Industry & Its Linkages, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism &Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

#### **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.

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**PAPER 2**  
**GEOGRAPHY OF TOURISM**

Course Outcomes (COs):

1. To understand the importance of geography in tourism.
2. To learn geographical element for tourism studies
3. To know tourism development in world .
4. To study the tourism development in India.

Objectives: 1. To familiarize students with geography and places and events around the world, that has significance in the tourism arena.

2. To give an insight into the cultural differences in different parts of the world and its influence on tourism and business.

**Unit I**

Introduction to Geography The elements of Geography — Importance of Geography in Tourism – The world's climates – climatic elements and tourism - Impact of weather and climate on tourist destinations, Oceans and Sea, world population, economic cases Hemisphere, Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time (Summer Time) - world's continents – Physical features of all continent -destinations on world map.

**Unit II**

Asia: Climate, Population, Topography, natural tourist attractions; map reading

**Unit III**

Europe & Americas : Climate, Population, Topography, natural tourist attractions; North and South: Climate, Population, Topography, natural tourist attractions; map reading

**Unit IV**

Africa & Other Countries: Climate, Population, Topography, natural tourist attractions; Oceania: Climate, Population, Topography, natural tourist attractions; Antarctica: Topography map reading.

## 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.

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## PAPER 3

### COMPONENTS OF TOURISM

Course Outcomes (COs):

1. To understand the Basic component in tourism and travel.
2. To learn about transportation in tourism
3. To learn about accommodation in tourism.
4. To see rules and regulations for air travel.

#### Unit I

Accommodation Meaning Concept – Types of Accommodation – classification of hotels – recognition – Different plans for hotels Check in Check out

#### Unit II

Tourist Transport Operations –Tourism transport system-Business planning of tourism transport – planning, organizing, marketing, forecasts, Issues in transport management, Consumer protection, road transport rental services- Legislations related to surface transport business, Aviation Industry –development-operations- linkage with tour operation business.

#### Unit III

Road Transportation: • Coaches - History, Definition, Growth and development of road transport, Types of Products, Benefits of Travelling by Coach. • Rules, Regulations and Responsibilities • Significance of Road Transport in Tourism: State of existing infrastructure, Public and Private Sector involvement Role of regional Transport Authority, State and inter state bus and coach network, Insurance provision a road taxes and fitness certificate

#### Unit IV

Air Transport Operations : History of Aviation, Airlines- Types Types of Aircrafts- Narrow body and Conventional Aircrafts- Technology- Check in Formalities at Airport- Immigration, landside facilities-Emigration, Passport & customs control- Baggage Handling – Regulations – Types of Baggage – unaccompanied baggage & Excess Baggage, Procedures during take off and landing – Cases of lost and damaged baggage. In flight services - The characteristics of superior class of services –Business



class /Club class and first class/ supersonic class- Tar-mark Procedures, load & Trim sheet, utilization of payload & seat, employee deployment, breakeven point Passengers requiring special handling- passengers with medical problems - Expectant women – Unaccompanied minors-infants – Wheel Chair Passengers -VIPS/CIPS – Coffin – Pets etc- Special Requests- Aviation Safety.

#### 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 IV

### TOUR AND TRAVEL AGENCY MANAGEMENT

Course Outcomes (COs):

1. To understand the work pattern of tour and travel agency.
2. To learn how to set up tour and travel agency.
3. To know Function of tour and travel agency .
4. To study the tour agency problems and how to work on that.

#### UNIT I

Travel agency & tour operation business:- Concept-history-types of tour and travel agencies- present status and future prospects of tour and travel agency system- Linkages and arrangements with hotels, airlines and transport agencies.

#### UNIT II

Setting up of a tour and travel agency:- Check list, start up costs, Physical structure, insurance matters, staffing the travel agency, Commissioned sales representatives, Familiarization trips- Filing and client records- Accounting- Budget –Cost control- Ticket stock control- Ticket sales returns Foreign exchange – Filing systems- Automation.

#### UNIT III

Functions of a travel agent:- Travel information and counselling, reservation, ticketing, documentation, handling business/ corporate clients including conference and conventions, Group travel procedures- Fiscal and non fiscal incentives available to travel agencies- sources of income for a travel agent.

#### UNIT IV

The elements of a tour agency - Tour operators- Organizational structure- Meaning, nature and scope of Tour Operation - Difference between Tour operator and Travel agent - Types of Tour operators - Diversified role of a tour operator - establishing relationships- Tour planning and tour design: - destination research, supplier negotiations, pricing and selling- Pre-tour operational concerns Tour execution- Post-tour phase-free trips- Hotel Procedures-Making Tour reservations and payments, Confirmation and follow up.

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 V**  
**TOURISM MARKETING**

Course Outcomes (COs):

1. To understand the Basic knowledge of marketing.
2. To learn principles, and promotional programme in tourism studies
3. To develop formulate marketing plans to tourism and other related organisations.
- 4 To learn about tourism product and their uniqueness.

Unit I

Introduction: Core concepts in marketing- Needs, Wants, Demands, Markets, Products, value, satisfaction, quality, exchange, transaction and relationship; Marketing Philosophies- production, product, sales, marketing, societal marketing; economic importance of marketing; 8 P's of Marketing- Marketing Mix; marketing Services and its special features, Tourism Marketing and its uniqueness.

Unit II

Marketing strategies: Marketing Research- Need, Methods; SWOT analysis- setting objectives, measuring and forecasting tourism demands, forecasting methods, managing demand and capacity; market segmentation, targeting and positioning (STP); niche marketing; developing marketing environment-consumer buying behaviour. Marketing strategies for Airlines, Tour Operators, Hotels; Effectiveness, role of travel brochure and videos, travel shows, Sales Promotion – techniques and Planning; direct marketing and its Characteristics.; destination Marketing, New Product Development.

Unit III

Tourism Products and Customers: Product design; Branding; New product development; Product life cycle; Internal marketing; Service culture; Non-routine transactions; Customer value, satisfaction and loyalty; Relationship marketing; Resolving complaints; Quality, Capacity and Demand management tactics. Tourism Product Pricing and Distribution: Pricing methods, Factors; pricing strategies: for New/Existing Tourism products; Price adjustments during peak and off Seasons;

Unit: IV

Promoting Tourism Products and distribution channel : Tourism Promotional Tools; An overview of National Tourism promotion campaigns - Incredible India, Atthi Devo Bhav; Promotion-mix factors; advertising- creative advertising, major decisions and process in creative advertising, Public relations, press relations, product publicity, corporate communications, lobbying, and counseling; Public relations: process/PR tools in tourism and hospitality industry. Marketing Skills needed in Tourism – creativity, communication, self motivation, team building and personality development, CRM, CEM.

#### REFERNCES

1. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing • Sinha, P.C : Tourism marketing
2. Vearne, Morrisson Alison: Hospitality marketing
3. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, PrenticeHall India, 1999
4. Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
5. Crough, Marketing Research for Managers.
6. Singh Raghubir, Marketing and Consumer Behaviour.
7. Patel, S.G., Modern Market Research, Himalaya Publishing

**PAPER VI**  
**GUIDING SKILL AND PERSONALITY DEVELOPMENT &**  
**COMMUNICATION SKILL**

Course Outcomes (COs):

1. To understand the Basic concept of guiding skill in tourism.
2. To learn about requirements for good guide.
3. To develop communication skill among students.
- 4 To help students for personality development.

Unit I

Introduction to tour guiding and tour escorting; difference between tour guiding and tour escorting; role of a tour guide; Tourist guide – descriptions, qualities, Escort – managing escort services, considerations for an escort, the preparations, managing special situations- How to start Tour Guiding. Tour guiding: Tour guiding in India; characteristics of a tour guide steps to becoming a tour guide.

Unit II

Guiding Techniques: Understanding the dynamics of tour guiding; practical tips, mechanics of tour guiding; tools of the trade. Practical guiding: Guiding at a monument; guiding at a religious site; guiding at a museum, guiding at natural sites, guiding on a coach. Situation Handling: Handling difficult tourists; handling questions; handling emergencies. Managing guiding business: How to plan an itinerary; setting up a tour guiding business, Code of Conduct for tour guides in India (MoT)

Unit III

Communication Skills: elements of communication, process of communication, essentials of communication, objectives of communication, The seven C's of communication, Barriers of effective communication, interpersonal relationship.

Unit IV

Personality Development: Effective speaking, techniques of effective speaking/oral presentation, Listening and Active listening skills, listening process, barriers in listening, guidelines for effective listening. Nonverbal communication, meaning and nature, body language, the voice, environment, implications and recommendations for

nonverbal communication. Interpersonal process and communication, perception, understanding other people and self, forming impressions of others, consistency and stability, self concept, defending, adapting. Development of Self confidence, Self esteem and self concept, the art of Influencing people, positive attitude, soft skills to face interviews, and related situations, Leadership skills and group discussion skills.

#### 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

Course Outcomes (COs):

1. To understand the Documentation for tourism and travel industry.
2. To learn regulations for travel industry
3. To study different aspects regarding air travel.
- 4 To learn comping tour packaging.

### Unit I

Documentation for tourism and travel:- Passport, Tourist Card, Visa, special papers, Health certificate; Regulations regarding foreign exchange and insurance- International travel regulations – Method of applying for passport, renewal, tatkal- Visa regulations for Schengen countries, U.K, U.S, Singapore, Malaysia, Middle East Countries. Tourism law: Law and legislation in tourism-Central tourism legislation in India measures for safety and security for tourists, -Specific acts and provisions- citizenship act, foreigners act, foreigners registration act, customs act. Case Study - Travel regulations for visiting India.

### Unit II

Multinational Regulations for Travel Industry – Bilateral agreements & Multilateral Agreements -Freedoms of Air – Chicago Convention – Warsaw Convention – Bermuda convention- Function and Roles of ICAO – IATA –UFTAA- DGCA- Flight Types and Routes- Hubs and Spokes overbooking.

### Unit III

Check in Formalities at Airport- Immigration, landside facilities-Emigration, Passport & customs control- Baggage Handling – Regulations – Types of Baggage – unaccompanied baggage & Excess Baggage, Airline Ticketing: Fare Construction for OW, RT and CT journeys - Operational perspective of ticketing-ABC codes Flight scheduling, Flying time, and MPM/TPM calculation TIM (Travel Information Manual), consultation, Routine and itinerary preparation, Types of fare, fare calculation and rounding up, Currency conversion and payment modes issuance of ticket- OAG Flight Guide, OAG Flight Schedule- How to read city to city Schedule Introduction to GDS, use of GDS in Travel business, air ticketing, hotel booking, car rentals. Study of Computerized Reservation Systems (Practical) Booking: Sign In/off,



Work Areas, Displaying City codes, Airline Codes, Decoding, Seat Booking, Basic flight Availability, Creating PNRs, Entering name segment, itinerary, contact, Ticket Element, Billing address, special requests, and other information. Changing the PNR Elements, basic PNR Data, Cancelling mandatory elements, Rebooking, Advance seating request.

#### **Unit IV**

Types of Tour Packages: Tour Itinerary and its type, Tour Package Designing Process, do's and don'ts of itinerary preparation; format of itinerary and Costing, Brochure preparation. Documentation & Procedures: Methodology of Quotation, Pricing, Tariff – FIT, GIT and Special Rates, pricing a tour; Filing – booking, reservation forms, cancellation, status report, docket; documentation - vouchers, informing ground agents. Mode of payment: Credit card and payment issues, Electronic Transfer, post tour management; refund and cancellation charges. Car Rental Companies its tariff calculation. Itinerary Preparation & Costing : Preparing Itineraries and its Costing of IBT, Comparative analysis of existing package of different companies like Veena World, Kesari, Cox & Kings, Thomas Cook, and local companies

#### 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.
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7. Selvam M.: Tourism Industry in India, Himalayan Publishing House, Bombay, 1989.

requirements, E- mail and mail merge. Introduction to Travel and Tourism Software: Introduction, characteristics, features & usage of the software: Galileo, Amadeus, World Span, Sabre & Car rentals Software. Hotel and Travel Software: Introduction to hotel Software, their characteristics, features and usage. CRS, IDS, Opera, Host and Fidelio.