

Department : HISTORY

Name of the course : TOURISM AND TRAVEL MANAGEMENT

(UGC Approval No. F.No 4-148/2005(COP) dt.16.12.2004)

COURSE CODE	COURSE	COURSE TITLE	TEACHING HOURS	CREDIT	CIA MARKS	SE MARKS	TOTAL MARKS
CERTIFICATE COURSE							
17HSCT1	CORE I	Basic Studies in Tourism	150	10	25	75	100
17HSCT2	CORE II	Tourism Management and Travel Formalities	150	10	25	75	100
17HSCT3	CORE III	Field Work *	150	10	25	75	100
TOTAL			450	30	75	225	300
DIPLOMA PROGRAMME							
17HSDM1	CORE I	Tourism Marketing	150	10	25	75	100
17HSDM2	CORE II	Management in Tourism	150	10	25	75	100
17HSDM3	CORE III	Field Work *	150	10	25	75	100
TOTAL			450	30	75	225	300
ADVANCE DIPLOMA PROGRAMME							
17HSAD1	CORE I	Ecology, Environment and Tourism	150	10	25	75	100
17HSAD2	CORE II	Air Reservation and Ticketing	150	10	25	75	100
17HSAD3	CORE III	Field Work *	150	10	25	75	100
TOTAL			450	30	75	225	300
GRAND TOTAL			1350	90	225	675	900

* Practical Examinations will be conducted all the end of the year

CERTIFICATE COURSE FOR TOURISM AND TRAVEL MANAGEMENT
CORE - I
BASIC STUDIES IN TOURISM

Course Code : 17HSCT1
Hours/Week : 150
Credit : 10

Max. Marks : 100
Internal Marks: 25
External Marks: 75

Objectives:

- To understand the basic of Tourism.
- To focus the Tourism Product – Marketing of Tourism.
- To assess the role of Tourism and Development National Development Regional

UNIT I **30 hours**
Scope of Tourism – Concept of Tourism - Definition of Tourism- Tourism through the Ages –Historical Evolution -Types of Tourism – Motivation for Tourism.

UNIT II **30 hours**
Basic Components of Tourism - Accommodation –Hotels: Types of Hotels – Youth Hostels – Modes of Transports – Different Types of Transports

UNIT III **30 hours**
Tourism Destinations - Tour Operators –Travel Agency –IATA (International Air Transport Association) –W.T.O (World Tourism Organization) – NTO (National Tourism Organization).

UNIT IV **30 hours**
Tourism Product – Marketing of Tourism

UNIT V **30 hours**
Tourism and Development: National Development – Regional Development – Social Development – Economic Development – International Understanding – National Integration – Passport, Visa, Emigration & Immigration Formalities, Foreign Exchange Regulations.

Text Books:

1. A.K.Bhatia, Tourism in India
2. S.Agarwal, Travel Agency Management

References:

1. Ram Achary, Tourism in India
2. R.K.Malhotra, Growth and Development of Tourism
3. Sinha, P.C, Tourism Planning

CORE II
TOURISM MANAGEMENT & TRAVEL FORMALITIES

Course Code : 17HSCT2
Hours/Week : 150
Credit : 10

Max. Marks : 100
Internal Marks: 25
External Marks: 75

Objectives:

To focus knowledge on the various economic activities concerning Tourism Development.
To make the students aware of the job opportunities available in Tourism sector.

UNIT I **30 hours**

Factors for the Growth of Tourism – Preparation of the Itinerary - Historical development of Transportation – Growth of Transportation in India.

UNIT II **30 hours**

Definition and Functions of Travel Agencies – IATA and its Functions – TAAI (Travel Agents Association in India) – Set up of a Travel Agency-Role of IRTC

UNIT III **30 hours**

Rail Transports – Role of Indian Railways to promote Tourism – Concession & Package Tours – Importance of Rail Transports – Tie up with Tourism Ministry

UNIT IV **30 hours**

Road Transport – Types of Vehicles – Its importance – Water Transport – its importance – Reservation Formalities – Conveniences

UNIT V **30 hours**

Travel Accounting Procedures – Mode of Payment – Uses of Plastic Money-Budgeting and Commissions – Modern Technological Developments in Transportation – Travel Managerial Issues in Tourism.

Text Books:

1. G.S.Batra and R.C.Dangwal, Tourism Promotion and Development.
2. P.Seth, Travel of Tourism
3. P.Seth, Handbook of Effective Travel and Tourism

References:

1. P.C.Gill, Tourism Economic and Social Development
2. P.N.Dhar, International Tourism

DIPLOMA COURSE FOR TOURISM AND TRAVEL MANAGEMENT

CORE -I

TOURISM MARKETING

Course Code : 17HSDM1

Hours/Week : 150

Credit : 10

Max. Marks : 100

Internal Marks: 25

External Marks: 75

Objectives:

To understand the concept of Tourism marketing in India

To know the salient features of marketing information system

To understand the personal selling skills & promotion strategies

UNIT I

30 hours

Tourism Marketing – Purpose of Tourism Marketing – Marketing Research – Analysis – Strategies - How Tourism Marketing is different from other Marketing

UNIT II

30 hours

Tourism Product – Salient features of Tourism Product – Features – Product Planning – Environmental Planning – Regional Planning – Product Strategy

UNIT III

30 hours

Marketing Information system – Research: Desk Research – Field Research – Market Segmentation – its features

UNIT IV

30 hours

Pricing Strategy – Influence factors in Pricing – Tourism Mix: Product, Price, Promote, and Place

UNIT V

30 hours

Tourism Promotion Strategy – Personnel selling – Advertisement – Tourism Publicity – Domestic Marketing: Government, Central, State, Private plans, Travel Agencies, Airlines – Overseas Marketing: 15 – Overseas office – Tourism offices

Text Books:

1. Sinha, P.C, Tourism Marketing.
2. Ratandeep Singh, Tourism Marketing.
3. Sinha, P.C, Tourism Marketing.

References:

1. Ratandeep Singh, Tourism Marketing.
2. S.M. Jha, Tourism Marketing.
3. R.N. Kaur, Dynamics of Tourism.
4. P.N.Seth, Successful Tourism Management.

**DIPLOMA COURSE FOR TOURISM AND TRAVEL MANAGEMENT
CORE - II
MANAGEMENT IN TOURISM**

Course Code : 17HSDM2
Hours/Week : 150
Credit : 10

Max. Marks : 100
Internal Marks: 25
External Marks: 75

Objectives:

- To understand the concept of Tourism management in India.
- To highlight the Human Resource Management in Tourism.
- To assess the Tourism Industry and Management.

UNIT I

30 hours

Concepts and Functions of Tourism management – Role of Tourism Managers – Corporate forms in Tourism – Management issues in Tourism

UNIT II

30 hours

Tourism Planning and Management – Decision making – Organizing in Tourism – Monitoring and Controlling in Tourism – Supervision in Tourism

UNIT III

30 hours

Human Resource Management in Tourism – Financial and Operational Management in Tourism – Role of Information Technology in Tourism Management

UNIT IV

30 hours

Managerial Practices in Tourism – Tour Operators and Management – Travel Agencies and Management – PRO – Hotel Management

UNIT V

30 hours

Tourism Industry and Management – Convention on Tourism Management – Planning Convention in Tourism – Modern Tourism Management and Implementations.

Text Books:

1. Rakesh Kapoor, Tourism Policy and Management.
2. P.C. Sinha, Tourism Marketing.
3. A.K. Bhatia, Tourism Development Principles and Practices.

References:

1. G.S.Batra, A.S.Chawla, Tourism Marketing.
2. P.C.Sinha, Tourism Planning.

**ADVANCED DIPLOMA COURSE FOR
TOURISM AND TRAVEL MANAGEMENT
CORE - I
ECOLOGY, ENVIRONMENT AND TOURISM**

Course Code : 17HSAD1
Hours/Week : 150
Credit : 10

Max. Marks : 100
Internal Marks: 25
External Marks: 75

Objectives:

- To study the Relationship between Ecology and Environment.
- To focus the Eco-Travel and Tourism activities.
- To Tourism Environmental Planning.

UNIT I **30 hours**
Humans, Nature and Tourism – Relationship between Ecology and Environment –
Tourism activities and Geographical locations – Codes for Eco – Tourism.

UNIT II **30 hours**
Eco-tourism – Bio diversity Conservation – Pollution – Geography – Biosphere with
Tourism Tourist's role – Disbalances in Environment-Needs of Eco Tourism

UNIT III **30 hours**
Eco-Travel and Tourism activities – Eco-Tourism planning and Management –
Cultural, Social and Economic impact on Environment.

UNIT IV **30 hours**
Eco-Tourism impact Assessment – Natural resources – Quality of wind and Water in
tourism Areas – Landscape – Residuals – Land uses and environment.

UNIT V **30 hours**
Tourism Environmental Planning - U.N.O.'s role in tourism and environment –
Natural Committee on Tourism and ecology – Role of Tourist – Role of various agencies
and Citizens to Promote Eco-Tourism – The role of W.T.O – in managing the Tourist
Destination – Ethics in Eco-Tourism

Text Books:

1. P.C.Sinha, Eco-tourism and Mass Tourism.
2. J.K.Sharma, Tourism and Development, Design for Ecological sustainability.
3. P.C.Sinha, Tourism issues and Strategies.
4. A.K.Batia, International Tourism Management.
5. Ratandeep singh, National Eco-tourism and Wild life tourism.

References:

1. C.P.Oberal, Eco-Crisis and Eco-Tourism.
2. R.K. Malhotra, Socio-Environmental and legal issues Tourism.
3. Romila Chawla, Eco-tourism and development.
4. Romila Chawla, Global Tourism.

CORE-II
AIR RESERVATION AND TICKETING

Course Code : 17HSAD2
Hours : 150
Credit : 10

Max. Marks : 100
Internal Marks: 25
External Marks: 75

Objectives:

- To understand the Airport Formalities.
- To highlight the Airline Geography.
- To assess the Role of "I T" in Air reservation - Ticket issuance.

UNIT I 30 hours

Airline Geography – Elapsed time How to meet an airline time table – A B C World Guides in Ticketing.

UNIT II 30 hours

Airport Formalities – Preparation of Air Route itinerary – Airline policies – Message formats and computerized regulation.

UNIT III 30 hours

Passenger expenses enroute – Passenger needs special attention – Conclusion with Airport formalities.

UNIT IV 30 hours

Basic fare construction – Different kinds of fare – Fare Structure and mileage – Types of Journey – Basic elements – Supplementary factors.

UNIT V 30 hours

Special regulation in Ticketing – Mixed class – Class of service – Ticketing Procedures – Role of "I T" in Air reservation - Ticket issuance.

Text Books:

1. P.Seth, Pravel of Tourism.
2. IATA Materials.
3. Air Travel Agency's Brochures

References:

1. J.Negi, Travel Agency and Tour Operation.
2. P.Dhar, Development of Tourism and Travel Industry.
3. J.Negi, Air Travel Ticketing and fare Construction.
4. Linda, R. Hood & Robert, M.Coates, Domestic Ticketing and Air Fares