

West Bengal State Council of Technical &
Vocational Education and Skill
Development
(Technical Education Division)



Syllabus
of

Diploma in Travel and Tourism [TT]

Part-III (5th Semester)

2023

CURRICULUM STRUCTURE FOR THE FIFTH SEMESTER OF DIPLOMA IN TRAVEL & TOURISM

			Examination Pattern										Full Marks For				Full Marks	Credits	
		Contact Period Per Week	Internal Assessment (For Theoretical Sub)				External Assessment (For Theoretical sub)			Theoretical Subject	Sessional Subjects								
SL. No.	Subject		Subject Code	Lecture	Sessional	Tutorial	Mid Semester Exam (CT)	TA	Class Attendance		Total Internal	Obj	Subj	Marks Allotted For ESE	TW	PR			Class Attendance
Theoretical																			
1	International Tourism		2	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	2
2	Tourism Planning and Policy		3	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	3
3	Strategic Transportation Management and Entrepreneurship Development in Tourism		3	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	3
4	Program Elective 1		2	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	2
5	Program Elective 2		2	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	2
6	Airfare and Ticketing		2	-	-	20	10	10	40	20	40	60	100	-	-	-	-	100	2
Sessional																			
7	English and Technical Communication Lab (Advanced)		-	4	-	-	-	-	-	-	-	-	-	40	50	10	100	100	2
8	MS Office		-	4	-	-	-	-	-	-	-	-	-	40	50	10	100	100	2
9	Internship 2		-	2	-	-	-	-	-	-	-	-	-	-	-	-	100	100	1
10	Major Project 1		-	2	-	-	-	-	-	-	-	-	-	-	-	-	100	100	1
Total			14	10	-	120	60	60	240	120	240	360	600	80	100	20	400	1000	20

Student contact hour per week is **24** hours.

List of abbreviation used: CT – Class Test (20 marks); TA - Quiz, Assignment etc. (10 marks) CA – Class Attendance (10 marks)

Obj - Objective; Subj - Subjective; Minimum passing marks for Theoretical and Sessional subjects will be 40%.

TW – Term work (to be evaluated by a board of departmental teachers) PR- Practical (to be evaluated by external teachers)

List of Program Elective Subjects for Fifth Semester:

Event Management

Destination Management

Tour Package Operation

Emerging Trends in Tourism

Note: Students have to opt for any two subjects from the above list.

International Tourism

Course Code	
Course Title	International Tourism
Number of Credits and L-T-P	2 [L - 2, T - 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objective:

After completion of this course, the students will be able to:

1. Understand Globalization of Tourism Product
2. Understand the Importance of Hotels in Tourism
3. Understand the Political Aspects in Tourism
4. Understand the Global Completion
5. International Sales and Marketing

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Globalisation & tourism sector	06
	1.1. Globalisation & the business world, the tourism industry	
	1.2. challenges, Factors affecting Global & regional tourist movements	
	1.3. Demand and origin factors, destination & resource factors	
	1.4. Contemporary trends in international tourist movements.	
2.	The emergence of international hotels & tourisms	02
	2.1. Historical aspects, development of chains, development abroad, airline connection	
3.	Political aspects of the international travel, tourism	04
	3.1. Barriers to travel, tourism investment & business, regulations	
	3.2. international organizations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism	
	3.3. national tourism organizations, political stability	
	3.4. travel advisories, political risk, crisis management	

4.	International hotels	02
5.	Balancing global & local perspectives	02
	5.1. Operating in a multinational environment	
6.	International rules & regulations -a brief study	02
7.	Human resources & cultural diversity	04
	7.1. Understanding cultural diversity	
	7.2. cultural perceptions, business protocol	
	7.3. cultural considerations in negotiations	
8.	International tourism sales & marketing	04
	8.1. Market research, developing an international marketing strategy	
	8.2. understanding various travel distribution systems viz GDS, product positioning	
9.	Global competition & the future	02
	9.1. Long -term tourism growth trends, tourism growth in major regions	
	9.2. transportation developments, technology & automation, Development issues	
	9.3. Tourism & the environment.	
Total No. of Contact Hours		28

Weight age distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

C01.	Understand the Globalization of Tourism
C02.	Knowing International Rules and Regulations
C03.	Global Tourism Competition and Future

Course Books:

1. International Tourism: Anil Mathur
2. International Tourism Management: A. K. Bhatia

Reference Books:

1. International Tourism, World Geography and development Perspective: Babu P. George, Alexendru Nedelea

Tourism Planning and Policy

Course Code	
Course Title	Tourism Planning and Policy
Number of Credits and L-T-P	3 [L - 3, T - 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objective:

After completion of this course, the students will be able to:

1. Develop an understanding of the basic concepts of tourism planning for public and private sector
2. Understand community and regional tourism development
3. Emphasize on ecotourism and nature-based tourism
4. Explore the interrelationships between resource management and tourism planning and development.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	The Purpose of Tourism Planning	05
	1.1. The Purpose of Tourism Planning, Definition of Tourism	
	1.2. Tourism Planners	
	1.3. Goals of Tourism Development	
	1.4. Scales of Tourism Planning	
2.	Tourism as a System	05
	2.1. Tourism System	
	2.2. Demand and Supply Match	
	2.3. Components of Demand and Supply	
	2.4. Factors of Tourism System: Attractiveness, Services, Transportation, Information, Promotion, External Factors	
3.	Policy	04
	3.1. Public Sector Policy	
	3.2. Private Sector Policy	
4.	Regional Planning Concepts	04
	4.1. Regional Tourism Planning Concepts, A Basic Tourism Planning Concept	

	4.2. A planning Process, PASOLP, Market-Plant Match	
	4.3. Spatial Patterns, Discovery of Tourism Potential,	
	4.4. National Planning Policy, WTO Guide for Planners,	
	4.5. A competitive Position Concept	
5.	Destination Planning Concept	06
	5.1. Definition of Destination, Imperative Places	
	5.2. Destination Planning Issues	
	5.3. Destination Planning Guides	
6.	5.4. Destination Zone Planning Model	06
	The key players in tourism planning and management	
	6.1. The key planners in tourism planning and management: The tourist, the host community, Government Agencies, the tourism industry, other players	
7.	6.2. Case study: How the media can create a tourist attraction.	06
	Visitor management	
	7.1. Meaning and importance of Visitor management	
8.	7.2. Case Study: Visitor Management, Visitor Stonehenge	06
	Tools and Techniques in Tourism Planning and Management	
	8.1. Education as a technique in tourism planning and management: Interpretation, The role of the tour guide and interpretation	
	8.2. Case Study	
	8.3. Self-regulation as a technique in tourism planning and management: Key perspectives, Codes of Conduct in Tourism	
	8.4. Information technology and tourism planning and management: Key perspectives,	
8.5. Case study		
Total No. of Contact Hours		42

Weight age distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

C01.	Understand the interrelationships between resource management and tourism planning and development
C02.	Develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development

Course Books:

1. International Tourism: Anil Mathur
2. International Tourism Management: A. K. Bhatia

Reference Books:

1. International Tourism, World Geography and development Perspective: Babu P. George, Alexendru Nedelea

Strategic Tourism Management & Entrepreneurship Development in Tourism

Course Code	
Course Title	Strategic Tourism Management & Entrepreneurship Development in Tourism
Number of Credits and L-T-P	3 [L - 3, T - 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objective:

After completion of this course, the students will be able to:

1. To develop the necessary input for inculcating new ideas for creating new ventures
2. This will help students to understand what is requires for an organization or a business unit in the context of its environment and also to understand strategy and to develop/evaluate strategic Options

Course Content:

Module No.	Description of Topic	Contact Hrs.
1.	Entrepreneurship – Definition, Types and theories of entrepreneurship – competencies entrepreneur – Developing competencies-Small scale entrepreneur – characteristics and relevance, Role of SSE in economic - development, problem and support needs of SSE• Opportunity analysis (external environment analysis) • Funding---venture capital sources & documentation required	07
2.	Small scale entrepreneur – characteristics and relevance – Role of entrepreneurs in SSE and economic development – problem and support needs of SSE – Institutional setup for development of SSC	05
3.	Financial management issues in SSE – Managing asset and liabilities –Evaluating performance – Managing family enterprise – definition, issues and problems, strategies	08

4.	Strategy – concept – Nature and characteristics of strategic decision –level of strategy- Strategic decision making in Tourism – benefits of strategic management in case of tourism management • Analysis models – BCG model, SWOT analysis • Mintzberg analysis of strategic decision making• Types of strategies in case of Travel and Tourism management	08
5.	Strategic management process – Analysis models – Bccs model – SWOT analysis –Types of strategies – stability – growth – retrenchment – combination	08
6.	Entrepreneurial Development Programme (EDP) -EDPs role, relevance and achievements -Role of Government in organizing EDPs -legal requirements for establishment of a new unit related to tourism	06
Total Number of Contact Hours		42

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

CO 1	Understand the feasibility of a project
CO 2	Prepare a business plan
CO 3	Manage and strategize all the of a project like finance, legal works, production etc
CO 4	Evaluate and select the best strategy as per the situation

Text Books:

Suggested Readings/Books:

1. Drucker P.F (2004); Innovation and Entrepreneurship; Elsevier, UK
2. Sexton. D.L &Smilor. R.W (2007); The Art and Science of Entrepreneurship; Springer Science & Business Media
3. Drucker; All Books that are Entitled Strategic Management, Business

4. Glueck& Robinson; Strategic Management;

Reference Books:

1. Entrepreneurship: Roy Rajeev; OUP.

Airfare and Ticketing

Course Code	
Course Title	Airfare and Ticketing
Number of Credits and L-T-P	2 [L – 2, T – 0, P - 0]
Course Category	Program Core
Prerequisites	

Course Objectives:

After completing this course, the students will be able

1. To understand the importance of Air fares & ticketing.
2. To understand the Airline reservation system.
3. To familiarize with the different types of air operations, IATA rules and regulations.
4. To know about the City codes, Airport codes, OAG codes etc.
5. To know the procedures, of cash regulations, CRS System etc.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	1.0. Introduction to airfares and Ticketing. Brief study of Indian airlines & Air India etc. Airlines marketing strategies, types of fares, fares classification, passenger air tariffs, fare classification based on journey. 1.1 Definition of Ticketing, types of tickets, Reading a flight schedule Manual, automated and e-tickets advantages and disadvantages, web based reservation system, E- booking, activities involved in e- booking. 1.2 Coding and Decoding of cities, states, countries. Country codes, City codes, Airport codes, Minimum connecting time , State, province and Territory Codes, Scheduled Passenger Airlines codes.	07
2	2.0 Global Indicators, Aviation Geography, IATA sub areas, IATA regulations, IATA Areas Hemispheres, Global Indicators. Map Pointing practices with OAG codes. 2.1 Types of Journey: various definition used, terms and definition related to Air journey, Air tariff, OW journey, OW & RT (one way & return trip), Round Trip journey, Circle Trip journey, Open Jaw journeys, OOJ, TOJ, SOJ, DOJ.	07

3	3.0 Fare Construction, mileage principles, EMS (Extra Mileage Surcharge), EMA (Extra Mileage Allowance), HIP (Higher Intermediate Point), CTM, BMC. 3.1 Fare calculation principles: Elements of Fare calculation, Steps of fare calculation, Special fares, Special fare calculation, add on, Calculating fares for Round Trip Journey, Return Journey, Point to point fare calculation, Multi sector OW journey.	07
4	4.0 World Currencies &. Conversion NUF to LCF, World currencies, Conversion Principles of NUC to LCF. 4.1 Computerized Reservation System (CRS) Galileo/Amadeus.	07
Total Number of Contact Hours		28

Weightage distribution in both objective, short and long answer type questions::

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcomes:

At the end of the course, the student will be able to:

CO1	Know the Airline reservation systems. IATA rules, its areas sub areas etc.
CO2	Know about the fare rules, general rules etc.
CO3	Know about the ticketing operation etc.

Suggested Readings:

1. Travel information Manual - IATA.
2. OAG/ABC- IATA.

Reference Books:

1. Mahinder Chand: Travel Agency Management
2. R. Doganis: Airport Business

English and Technical Communication Lab (Advanced)

Course Code	
Course Title	English and Technical Communication Lab (Advanced)
Number of Credits and L-T-P	2 [L - 0, T - 0, P - 4]
Course Category	Program Core
Prerequisites	Nil

Course Objective:

After completion of this course, the students will be able to:

1. Show listening and reading skills.
2. Make notes, interpret scientific technical texts.
3. Illustrate referencing.
4. Show writing skills by writing letters, minutes of meeting, resume, summary and more.

Course Content:

SL. No.	Topics for Practice	Contact Hrs.	Remarks
1.	Listening process and practice- exposure to recorded and structured talks, problems in comprehension and retention, note taking practice	8	
2.	Listening Process - Listening to a telephone conversation, viewing model interviews (face-to-face, telephonic and video conferencing) listening to situation based dialogues,	4	
3.	Reading Activities - Making notes from books, or any form of written materials. Critical reading, Extensive reading activity	4	
4.	Speed reading – reading passages with time limit Reading the job advertisements and the profile of the company concerned.	4	
5.	Reading Exercises - Distinguishing facts and opinions, drawing inferences and conclusions, Comprehension of technical material- scientific and technical texts, instructions and technical manuals, graphic information	8	
6.	Referencing - Methods of referencing, book	8	

	references, user guides, references for reports, journal references, magazines and newspapers, unpublished sources, internet references, explaining and elucidating.		
7.	Writing Skills - Routine business letters, Sales letters, technical articles, journal articles and conference papers, review and research articles.	8	
8.	Writing minutes of meeting – format and practice in the preparation of minutes, Writing summary after reading articles from journals	8	
9.	Employment Communication- resume design, resume style, Writing a review / summary of a story / article	4	
Total Number of Contact Hours		56	

Course Outcome:

At the end of the course the student will be able to:

CO 1	Develop reading and listening skills
CO 2	Write letter, summaries, minutes of meeting etc
CO 3	Make notes , do referencing and interpret scientific and technical texts

Reference Books:

1. Technical Communication- Principles & Practice by Meenakshi Raman and Sangeeta Sharma, Oxford.
2. Technical writing- B.N. Basu, PHI learning
3. Professional Communication Skills- Alok Jain, Pravin S.R. Bhatia, A.M. Sheikh. S Chand

MS – Office

Course Code	
Course Title	MS – Office
Number of Credits and L-T-P	2 [L - 0, T - 0, P - 4]
Course Category	Program Core
Prerequisites	Nil

Course Objective:

After completion of this course, the students will be able to:

1. Demonstrate how to make presentation using MS Power Point.
2. Showcase calculations using formulas in Ms Excel.
3. Illustrate how to make documents using MS Word.
4. Utilize MS Excel for data entry and making worksheets

Course Content:

SL. No.	Topics for Practice	Contact Hrs.	Remarks
1.	MS Word - Creating, editing, saving and printing text documents, Font and paragraph formatting	8	
2.	MS Word - Inserting tables, smart art, page breaks, Using lists and styles, Working with images	8	
3.	MS Word - Using Spelling and Grammar check, Understanding document properties, Mail Merge	4	
4.	Ms Excel Spreadsheet basics, Creating, editing, saving and printing spreadsheets, Working with functions & formulas	8	
5.	MS Excel - Modifying worksheets with color & auto formats, Graphically representing data: Charts & Graphs, Speeding data entry: Using Data Form	8	
6.	MS Excel - Analyzing data: Data Menu, Subtotal, Filtering Data Formatting worksheets	4	
7.	MS Power Point -Opening, viewing, creating, and printing slides, Applying auto layouts, Adding custom animation	8	
8.	Ms Power Point - Using slide transitions,	8	

	Graphically representing data : Charts & Graphs, Creating Professional Slide for Presentation		
Total Number of Contact Hours		56	

Course Outcome:

At the end of the course the student will be able to:

CO 1	Create documents using MS word
CO 2	Include tables, images and clip arts in MS word documents
CO 3	Make presentations on MS Power Point with all charts. graphs, and animation
CO 4	Calculate on MS Excel using formulas
CO 5	Create worksheets and make data entries on MS Excel.

Reference Books:

1. Mastering MS Office – Kumar Bittu
2. Microsoft 365 in easy steps: Covers Microsoft Office essentials – Michael Price

Internship 2

Course Code	
Course Title	Internship 2
Number of Credits and L-T-P	1 [L - 0, T - 0, P - 2]
Course Category	Program Core
Prerequisites	Nil

Course Objective:

After completion of this course, the students will be able to:

1. Expose the students to real life perspectives of the profession
2. Appear for GD and interview
3. Analyze audiences and illustrate the communication problems
4. Opportunities to the students for self-assessment and self-realization

Course Content:

56 Hours On-the-Job Training, Training Report and Dissertation will have to be submitted at the end of the course. Alongside undertaking the 56 hours on-the-job training, they will also have to maintain the training logbook, while also working on their training report and dissertation (Project Work) /Mini research. This in turn will also help them to perceive their interest and aptitude for specific area where they can effectively carve-out successful career niche for themselves. Immediately on the completion of training, an applied research topic/ problem, under the supervision of one of the faculty members shall be assigned to the incumbent students. It is advised and expected that students should take the problem according to their area of interest. The dissertation shall stand for 100 marks (75 for evaluation of Dissertation and remaining 25 for viva voce examination).

Course Outcome:

At the end of the course the student will be able to:

CO 1	Learn to give presentations and do public speaking
CO 2	Overcome the communication problems
CO 3	Get prepared for the GD and interview
CO 4	Handle real life situations of the industry.

Major Project 1

Course Code	
Course Title	Major Project 1
Number of Credits and L-T-P	1 [L - 0, T - 0, P - 2]
Course Category	Major Project
Prerequisites	All Subject Related to Travel and Tourism

Course objectives:

After completing this course, the students will be able:

1. To understand the solution process of real life problem
2. To achieve the potentiality of doing team work
3. To understand the gap between academic knowledge and actual real life problem solving knowledge.
4. To prepare the project report in a skillful way.

Project group:

1. Formation of project group: Maximum 8 to 12 students per batch.
2. Each project group should select work by consulting the guide.

Course Content:-

It is the 1st part of the major project. During this major project- I, partial work (Review of related literature, Market Survey etc.) of the final project have to be completed. The project topic has been selected on an advanced topic of Travel and Tourism.

Note:

Faculty Members and students can select any project topic through mutual discussion for each student groups but related to Travel and Tourism.

After completion of the project, each students group should prepare *one* comprehensive report to indicate what are **observed, learnt and contribution** during the project work. The student may contact guide for completing the project and prepared the final report on the assigned topic. The project report should be signed by the guide and HOD of concerned department.

The format of the project report will be as following

Sl. No.	Particulates
1	Title page
2.	Deceleration page
3	Acknowledgement
4	Certificate from guide
5	Abstract
6	Objective
7	Literature review/ background survey/ history
8	Present work
9	Methodology
10	Observation
11	Conclusion
12	Future Scope
12	References

Internal Assessment:

1. Project Report: The project Report will be evaluated on the basis of following criteria (as applicable) **40 Marks**

Sl. No.	Criteria for evaluation of Project.
1	Originality
2	Adequacy and purposeful write up
3	Organizations, format, drawing, sketches, style, language
4	Practical applications and relationships with basic theory
5	Concept taught in the outcome

2. Attendance and work process **20 Marks**

External Assessment:

Seminars must be arranged for the student based on the project report, in presence of project guide, Internal Committee constituted by the concerned department of the Institute and External examiner/s. The evaluation will be based on the following criteria; **40 Marks**

Sl. No.	Criteria for evaluation of Report
1	Quality of content presented
2	Proper Planning for presentation
3	Effectiveness of presentation
4	Depth of knowledge and skills
5	Viva voce

Course Outcome:

C01	Learn new skills and supplement knowledge
C02	Learn & practice communication and teamwork skills.
C03	Learn strategies like time management, multi-tasking, real time technical knowledge etc.
C04	Can apply their knowledge to generate new idea for doing some application oriented work.
C05	Gain practical experience in a real working environment.

Event Management

Course Code	
Course Title	Event Management
Number of Credits and L-T-P	2 [L - 2, T - 0, P - 0]
Course Category	Program Elective
Prerequisites	

Course Objective:

After completion of this course, the students will be able to:

1. Demonstrate and categorize different aspects and functions of event tourism.
2. Explain how to put on a successful event that can generate revenue.
3. Interpret the marketing function of event tourism.
4. Illustrate various strategies of public and media relations

Course Content:

Module No.	Description of Topic	Contact Hrs.
1.	Event Management: Concept, Types, Size of Events, Five C's of Event Management, Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Attributes of Technical Staff.	05
2.	Introduction to Event Planning, Event Planning Principles, Key Competencies. Pre-event responsibilities, Selection of Event Site, Event Laws & Regulations, permissions Required for Holding an Event. Negotiations, The Uniform Commercial Code, The International Contractual Consideration, Ethics.	05
3.	Planning and Scheduling Events, Managing Events, Event Operations: Registration. Seating Arrangements, Documentation, Press Relations, Audio-Visual Arrangements, Videoconferencing. Service quality management. Budgeting. - Sponsorship and Subsidies - Ethical Behavioural Practices in MICE industry.	05

4.	Events Theme, Audio visual, Event Logistics, Special Needs and Disabled Requirements. Interactions in event service management, event service and programme quality gaps. Marketing Dimension of Events, Procedures - Performance Standards, Event Networks and Supply Chain	04
5.	Post Event checklist: Post-Event Communication, Analysis. Thanking, Acknowledging & Reporting, Analytical Tools, Applying newly gained experience.	04
6.	Public Relations: evolution & growth, definitions, models and theories of PR – Internal and External Communication, Media relations, Corporate Image, Image Building, Corporate Social Responsibility, managing crisis handling, Corporate identity	05
Total Number of Contact Hours		28

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

CO 1	Be able to Demonstrate and categorize different aspects and functions of event tourism.
CO 2	Explain how to planfor a successful event that can generate revenue.
CO 3	Manage and strategize plans for marketing of an event
CO 4	Evaluate and select the best strategy as per the situation for media relation

Text Books:

Suggested Readings/Books:

1. Watt. D.C.; Event Management in Leisure and Tourism. Pearson, UK
2. Hoyle, Dorf& Jones, Meaning Conventions & Group Business, Educational Institute of AH & MA.

3. Rhonda J. Montgomery, & Sandra K. Strik.; Meetings, Conventions & Expositions - An Introduction to the Industry; Van Nostard Reinhold, An International Thomson Publishing Co.
4. Shone, A & Parry, B. Successful Event Management, Cengage Learning.

Destination Management

Course Code	
Course Title	Destination Management
Number of Credits and L-T-P	2 [L - 2, T - 0, P - 0]
Course Category	Program Elective
Prerequisites	

Course Objective:

After completion of this course, the students will be able to:

This course aims to give a detailed outlook on various impacts of tourism and need of destination management in tourism

1. Demonstrate and categorize tourism with emphasis on destination
2. Interpret the marketing function of a destination
3. Illustrate various strategies of public and media relations in promoting a destination

Course Content:

Module No.	Description of Topic	Contact Hrs.
1.	Categorising Destinations: Coastal Tourism, Urban Tourism, Rural Tourism, Island Tourism, Spa Tourism, The Successful Destinations.	06
2.	Tourist Attractions: Cultural Tourism, Religious Tourism, Shopping, Gastronomic, Other Attractions, Events, Sports, Dark Tourism	06
3.	Destination Management: Visitor Management, controlling the impacts of Tourism, meeting the cost of visitor management, operational approaches to visitor management, Technology and Visitor Management	06
4.	Planning Tourist Resorts and Recreation Complexes: Integrated resorts, developers, principles of development, environmental integration, increasing value of resources, landscaping, distribution of buildings and focus of interest, phasing projects. Case study analysis of Chowki Dhani/Amber Vatika in Jaipur	05

5.	Frame work for Tourism Recreation Master Plan: Aims in planning tourism/recreation development. Differences in planning for tourism and recreation, fundamental planning considerations, government structures and policies, processes, scales and levels of planning, environmental protection, conflicts of interests, time scales for implementation	05
Total Number of Contact Hours		28

Course Outcome:

CO 1	Understand the feasibility of a new destination as tourist spot
CO 2	Prepare a business plan
CO 3	Manage and strategize all the of a project like finance, legal works, production etc
CO 4	Evaluate and select the best strategy as per the situation

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Text Books:

Suggested Readings/Books:

1. Ashworth, G.J.: The tourist Historic city: Retrospect and Prospect of Managing the Heritage City
2. C. Holloway: The Business of Tourism
3. M. Baud-Bovy & F Lawson: Tourism and Recreation Handbook of planning and design
4. Peter Mason: Tourism Impacts, Planning & Management
5. Lew, Hall & Williams: A Companion to Tourism
6. Cooper & Fletcher : Tourism Principles and Practices
7. Shaw & Williams: Critical Issues in Tourism
8. Romila Chawla: Impacts of Tourism
9. Lynn Jones: The Impacts of Tourism Case Study
10. Asian Tourism: Janet Cochrane
11. Cooper, World Wide Destinations, Case Study
12. Pizam Consumer Behaviour in Tourism

Tour Package Operation

Course Code	
Course Title	Tour Package Operation
Number of Credits and L-T-P	2 [L – 2, T – 0, P - 0]
Course Category	Program Elective
Prerequisites	

Course Objectives:

After completing this course, the students will be able

1. To understand the importance of Tourism Operations.
2. To understand the roles and responsibilities of tourism intermediaries.
3. To familiarize with the different types of operations, its rules and regulations.
4. To know about the Guides, Escorts, their requirements, techniques etc.
5. To know the procedures, relation and coordination between travel agencies, tour operators, suppliers and the tourists.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	1.0 Definition of Tour package, types &. Classification of Package tour. 1.1 Components of Tour package, Planning & preparation for a tour package, tour package selection. Product oriented package tours, Special interest tours, advantages & limitations of tailor made tour packages. 1.2 Factors in tour package designing, Steps in Tour package designing: Destination Survey, seasonal consideration, confidential tariff arrangements, payment procedures, ground handling etc.	06
2	2.0 Limitations of a package tour. Case study of Tour packages for Golden triangle of India. 2.1 Definition of Brochure, types, designing and importance of brochures. Presentation Skills 2.2 Itinerary: Meaning of itinerary, types, advantage & disadvantages, itinerary preparations, sample, necessary requirements, do's & don'ts of itinerary preparations.	06
3	3.0 Costing: Meaning, Quotation, Tariff, Confidential tariffs, Commissions, markup, Service charges & other remunerations.	07

	3.1 Tour operation documentation, hotels & airlines vouchers, daily sales record , Communication for reservation & cancellation,	
4	4.0 Tour Guiding & Escorts: Definition of Guide, skills required for a guide, define Escort, skills required for an escort, Grooming & personal hygiene. 4.1 Tour guiding requirements, tour departure list, checklist for different purposes vehicle, point of arrival & departure.	06
5	5.0 Guiding techniques, functions of a tour escort. 5.1 Types of Guides, Leading a tour group, role of a guide and an escort, Importance of Guides and Escorts in tourism industry.	03
Total Number of Contact Hours		28

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcomes:

At the end of the course, the student will be able to:

C01	Know the operations of the Tourism sectors.
C02	Know about the travel agencies, tour operators, guides, escorts etc.
C03	Know about the planning of itinerary and costing.

Text Books:

1. Jagmohan Negi: Travel agency & Tour Operations.
2. D.L. Foster: The Business of travel agency operation and tour management.

Reference Books:

1. Susan Webstar: Group Travel Operating Procedure
2. Kathleen Lingle Pond: The Professional Touring Guide

Emerging Trends in Tourism

Course Code	
Course Title	Emerging Trends in Tourism
Number of Credits and L-T-P	2 [L - 2, T - 0, P - 0]
Course Category	Program Elective
Prerequisites	

Course Objective:

After completion of this course, the students will be able to:

Objectives: This module introduces the emerging trends in tourism industry and the area of SIT – Special Interest Tourism.

1. Demonstrate and categorize current aspects and functions of SIT.
2. Interpret the marketing function of current trends in tourism.
3. Illustrate various strategies of public and media relations in current tourism

Course Content:

Module No.	Description of Topic	Contact Hrs.
1.	Sustainable Tourism: Evolution, Concepts, Principles, Sustainability as a development and management Approach, Planning, Issues and Challenges, Techniques for sustainable development, Environmental Issues and models of ecotourism development, Case studies of Ecotourism, Coastal Tourism and Mountain Tourism.	06
2.	Adventure Tourism: Definition, Concepts, Classification (Surface/Air/Water) and grading, GIS and weather and climate and their relationship with adventure tourism, Facilities required – equipments, clothing, instructors; Guiding Principles for adventure activities, legal liabilities, risk assessment and management, associations.	06
3.	Ecotourism: Definition, concept, principles, environmental issues and tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North Eastern states/ Kerala/ Sikkim	06

4.	Rural Tourism and Ethnic Tourism: Concepts, difference with other rural based tourism, village tourism, Govt of India Policy on Rural Tourism, identified villages, Scope of developing ethnic tourism in India, Case Studies of Ladakh, Jharkhand.	05
5.	Health Tourism: Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water Therapy) Role of Ayurveda in Health Tourism - Basic Principle of Ayurveda – four Aspects of Life, Scope of Health Tourism In India.	05
Total Number of Contact Hours		28

Weightage distribution in both objective, short and long answer type questions:

Group Name	Unit Number	Weightage (%)
A	Objective	20
B	Short	40
C	Long	40

Course Outcome:

CO 1	Understand the emerging trends in Tourism
CO 2	Identify business opportunities for new trends in tourism.
CO 3	Manage and strategize all the new concepts of tourism.
CO 4	Evaluate and select the best strategy as per the situation

Text Books:

Suggested Readings/Books:

- 1) Ashworth, G.J.: The tourist Historic city: Retrospect and Prospect of Managing the Heritage City
- 2) Dr. S. P. Bansal., Sushma, Sonia & Chander Mohan: Tourism in the New Millenium.
- 3) Erlet Cater & Gwen Lowman: Ecotourism
- 4) Foster, D. S.: The Business of Travel Agency Operation and Administration
- 5) Local Agenda 21, U.N-World Tourism Organisation
- 6) Malik, S.S.: Adventure Tourism • Negi, J. : Adventure Tourism and Sports – Part- I & II
- 7) Inskeep, Edward: Tourism Planning, An Integrated and Sustainable Development Appraoch (1991)