

# **University Grant Commission**

**Diploma in Travel and Tourism Management (TTM)**

**K. P. G. Arts, Commerce and Science College, Igatpuri**

**W.e.f. June 2018**

**1. Discipline : Science**

**2. Name of the Course : Travel and Tourism Management (TTM)**

# Diploma in Travel and Tourism Management

## 1) Rationale :-

The importance of travel and tourism for a country / region is to generate income generates from the visiting tourists. Tourists spend money on hotels, restaurants, sightseeing, museums and purchasing items in local stores. All of this generates sales tax revenue and the increase in profit from the aforementioned business is of course also taxable.

One reason for the growth of travel and tourism is the rise in the amount of bleisure trips. Bleisure is a combination of business and leisure trips and 72% of business travelers now add a leisure component to business trips.

The hospitality sector needs to properly understand their customers segments and stay relevant to them. There is a great opportunity for hotels and restaurants to stand out from the crowd and create unique experiences for them to thrive in a market that keeps on growing.

## 2) Job Profile

- Students have career opportunities working in travel agencies.
- Working as Tour operator, Event manager, Transport officer etc.
- Start their own Travel and Tourism Business.
- Students have job as Tour Guides. Travel managers, Travel counselors.

## 3) Skills to be Developed :-

- Anyone working in the Travel and Tourism industry needs to ideally be armed with knowledge of the global culture of travel business.
- Students also needs to be completely aware of how to ensure customers satisfaction, while managing a large volume of business.
- A strong knowledge in history, geography, art and architecture of India arc preferred.

### **Aim/Objectives:**

1. To develop trained and semiskilled/ skilled man power required in the various sectors of Travel and Tourism Management industry.
2. To acquaint the students about the opportunities in Hospitality, tourism and Travel.
3. To help human resource development (HRD) state as well as National Level.
4. To develop income generating potential for the students.
5. To develop the marginal skills to arrange, manage and implement various types of tours and Hotel operations.
6. To understand various types of functions terminology used in Hospitality & Tourism.
7. To develop the importance of Geographical knowledge for Hospitality & tourism industry.
8. To provide training about the Hospitality, Tourism and Travel sectors.

### **4. Duration:**

The duration of the certificate Course will be of **One Year**.

### **5. Certificate course in Diploma in Travel and Tourism Management**

The Certificate will be awarded only after completion of Six month course. The suggested credits for each of the years are as follows:

<b>Awards</b>		<b>Normal Calendar Duration</b>	<b>Skill Component Credits</b>	<b>General Education Credits</b>	<b>Total Credits</b>
<b>One Year</b>	<b>Diploma in Travel and Tourism Management</b>	<b>Two semester</b>	36	24	60

(**Note:** One Credit would mean equivalent of 14 periods of 60 minutes each, for theory, workshops /labs and tutorials)

Credits can be defined as the workload of a student in,

1. Lectures
2. Visits to various tourist places
4. Seminars
5. Examination
6. Other assessment activities.

## 6. Eligibility:

1. Candidates should possess Higher Secondary school Education in any **recognized board** to take admission for Certificate course in **Diploma in Travel and Tourism Management**.
2. The merit list will be prepared by considering the marks of qualifying examination.

## 7. Teaching and Examination Scheme:

<b>Theory</b>	: <u>In Semester Marks</u> = Attendance+ Sessional Work + Assignments <u>End Semester Marks</u> = Theory Paper Marks
<b>Practical</b>	: <u>In Semester Marks</u> = Attendance+ Term Work + Internal Oral <u>End Semester Marks</u> = Final Examination conducted by Sector Skill council

### Assessment of PR / OR / TW:

- 1) All orals and practicals are to be assessed by Sector skill Council's assessor & internal examiners.
- 2) All TW are to be assessed by internal examiner only.

### Scheme of Examination

**Theory** : Duration – 3 Hrs, Max. Marks – 100, Passing Min.- 35 Marks

**Practicals** : Duration – 3 Hrs, Max. Marks – 100, Passing Min.- 35 Marks

## Syllabus Structure One Year Diploma in Travel and Tourism Management

Course	First Year	Credits
	<b>Semester I</b>	
	<b>General Components</b>	
<b>TTM-1</b>	Tourism Resources & Communication	<b>04</b>
<b>TTM -2</b>	Computer Fundamentals	<b>04</b>
<b>TTM -3</b>	Indian History, Society and Culture	<b>04</b>
	<b>Skill Components</b>	
<b>TTM -4</b>	Introduction to Tourism Industry	<b>04</b>
<b>TTMP-4</b>	<b>Practical</b> Introduction to Tourism Industry	<b>02</b>
<b>TTM-5</b>	Introduction to Hospitality Industry	<b>04</b>
<b>TTM P-5</b>	<b>Practical</b> Introduction to Hospitality Industry	<b>02</b>
<b>TTM -6</b>	Tourism Products of India (Cultural)	<b>04</b>
<b>TTM P-6</b>	<b>Practical</b> Tourism Products of India (Cultural)	<b>02</b>
	<b>Semester-II</b>	
	<b>General Components</b>	
<b>TTM -7</b>	E-Tourism and Travel agency	<b>04</b>
<b>TTM -8</b>	Environment Studies & Eco Tourism	<b>04</b>
<b>TTM -9</b>	Geography of India	<b>04</b>
	<b>Practical</b>	
<b>TTM -10</b>	Travel Desk Management	<b>04</b>
<b>TTM P-10</b>	<b>Practical</b> -Travel Desk Management	<b>02</b>
<b>TTM -11</b>	Tourism Products of India (Natural)	<b>04</b>
<b>TTM P-11</b>	<b>Practical</b> Tourism Products of India (Natural)	<b>02</b>
<b>OJT- 01</b>	On the Job Industrial Training of One Month Duration	<b>06</b>

# **SEMESTER-I**

**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

(Semester – I)

**TTM: 1** Tourism Resources & Communication

**Total Credit: 04**

**Total Periods: 60**

**Objectives**

1. To develop interest in geographical morphology, diversities, climatological studies.
2. To enhance knowledge regarding Agro tourism and its importance.
3. To develop interest in archeological studies by visiting historical places.
4. To develop the communicative skills of the students and thereby develop their proficiency in foreign language
5. To introduce the different modes of Communication.

**Syllabus**

<b>Tourism Resources &amp; Communication</b>			
<b>Unit No</b>	<b>Topic</b>	<b>Learning Point</b>	<b>Periods</b>
<b>1</b>	<b>Geophysical &amp; Natural Resources of Tourism</b>	1.1 Geographical Background of World 1.2 Different Physical Features, 1.3 Tourism resources of World, Diversities in Landform & Landscape 1.4 Outstanding Geographical features, Climate, Mountains, Hill Stations, Deserts, Beaches, Islands, Coastlines, Ocean, Seas, Bays and Gulfs, Rivers and Lakes as Tourism. Providers and Facilitators. 1.5 Natural resources of World, Wildlife sanctuaries, National parks, Biosphere reserves, Mountain Tourist Resources and Hill stations, Islands, Beaches, Caves and Deserts, Flora and Fauna and Natural Reserves 1.6 Destinations based on Geophysical & Natural Resources.	<b>20</b>

2	<b>Historical Resources</b>	<p>2.1 Historical Resources of India, Historical Overview of India.</p> <p>2.2 Tourism and Heritage, Monuments (With Spatio-Temporal and Architectural Significance).</p> <p>2.3 Religions, Pilgrimage Destinations, Dargahs and Samadhies, Caves, Temples,</p> <p>2.4 Other Religious Monuments, Museums, Archives, Regional and Ethnic.</p> <p>2.5 Destinations based on the Historical background of India</p>	<b>16</b>
3	<b>Business Communication</b>	<p>3.1 Process of Communication, Formal and Informal Communication, Verbal and non-Verbal Communication,</p> <p>3.2 Barriers to Communication, Role of Language in Tourism Communication, Communication Process, Tourism Communication System,</p> <p>3.3 Effective Communication, Mass Media; Oral Communication Skills, Written Communication Skills, Presentation Skills, Group Discussion Skills, Negotiation Skills, Interview Facing Skills, Public Speaking Skills, Meetings</p> <p>3.4 Designing and Delivering Presentations.</p>	<b>12</b>
4	<b>Basic Foreign Language</b>	<p>4.1 Basic Greetings, Self Introduction,</p> <p>4.2 Introductory Grammar, Sentence Formation Paragraph Writing, General Conversation, E-mail,</p> <p>4.3 Beginner Tourism &amp; Hospitality Vocabulary</p>	<b>08</b>
5	<b>Feedback</b>	<p>5.1 Types of feedback</p> <p>5.2 Principles of feedback</p> <p>5.3 Functions of feedback</p>	<b>04</b>



		5.4 Significance of feedback in communication	
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**References:-**

1. Gupta, S.P. (2002), *Cultural Tourism in India*, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Boniface B. & Cooper C (2009), *Worldwide Destinations: The geography of Travel & Tourism* Oxford Butterworth Heinemann.
3. Rosemary Burton (1995), *Travel Geography Pitman Publishing*, Marlow Essex.
4. Basham, A. L. (1988), *The Wonder that was India*, Rupa and Co, Delhi
5. Hussain, A. K. (1987), *The National Culture of India*, National Book Trust, New Delhi.
6. Lonely Planet Publications – Asian Countries.
7. Robinson H.A. (1976), *Geography of Tourism Mac Donald & Evans Ltd.*
8. World Atlas.
9. Stephen Ball (2007), *Encyclopedia of Tourism Resources in India*, B/H.
10. Manoj Dixit (2002), *Tourism Products*, New Royal Book Co. Lucknow.
11. Michael Hall (1999), *Geography of Travel and Tourism*, Routledge, London.
12. Surendra Sahai (2006), *Indian Architecture: Hindu Buddhist and Jain*, Prakash Books.
13. Travel Information Manual, IATA, Netherlands, 2009.
14. Matilda Treece: *Successful Communication: Allyun and Bacon Pubharkat*.
15. Boves. *Thills Business Communication Today Mcycans Hills Publication*.
16. Murphy Hidder and Thomas: *effective Business Communication McGraw Hill*.
17. Thorat, A. and Lokhandwala, M. (2009), *Enriching Oral and Written Communication*
18. Mohanraj J. and Mohanraj S. (2001), *English Online [OBS]*.

**Internet Resources:**

1. Websites of Tourism Authorities / Departments and Hotels from different nations of Asia & Pacific Region

**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

(Semester – I)

**TTM: 2 Computer Fundamentals**

**Total Credit: 04**

**Total Periods: 60**

**Objectives:**

1. The Primary aim is to prepare students to assume an active and significant role in design, use of management information system.
2. To acquaint students with the latest computer technology

**Syllabus**

<b>Computer Fundamentals</b>			
<b>Unit</b>	<b>Topic</b>	<b>Learning Points</b>	<b>Periods</b>
<b>1</b>	<b>Fundamentals of Computer</b>	1.1 Introduction to Computer, Block Diagram, Components of a Computer System 1.2 Generation of Computers 1.3 Input Devices, Output Device, Storage devices etc.	<b>9</b>
<b>2</b>	<b>Information Technology</b>	2.1 Introduction to Information technology, Its Role and Goals 2.2 Technological aspects of IT: Hardware, Software, Programming Languages, Networking and Communication 2.3 Concept of Enterprise wide It system and the strategic value of intranets and extranets	<b>11</b>
<b>3</b>	<b>Data Base</b>	3.1 Concepts of Data and Information Processing 3.2 Date base concept, its Architecture, Data Modeling, Data Dictionaries, Data Base Administration and Security 3.3 Distributed Database, Data mining and Data warehouses	<b>9</b>
<b>4</b>	<b>MS- office</b>	4.1 <b>MS Word:</b> formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. 4.2 <b>MS-Excel</b> – Meaning and applications of spreadsheets creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. 4.3 <b>MS-PowerPoint</b> – Meaning and applications of presentation creating simple presentation including slide transitions, bullets, etc.	<b>12</b>

<b>5</b>	<b>MIS</b>	5.1 MIS: Organizational Theory and System approach to MIS, Conceptual Design Phase of MIS, Detail design of MIS 5.2 Implementation Phase, Quality Assurance and Control, Management Knowledge system 5.3 Business Process and activities: E commerce, E- Banking	<b>9</b>
<b>6</b>	<b>Internet</b>	6.1 Introduction 6.2 Network, Network of Networks, WWW, Search Engines 6.3 Emails, Websites, MS Outlook 6.4 The use of internet working as a Strategic tool 6.5 Cyber Crimes and Safe Guarding 6.6 Social, Ethical and legal Aspect of IT	<b>10</b>

**References:**

1. Rajaraman, *Fundamental of Computers*, Prentice Hall India
2. Lonnie E. Moseley & David M. Boodey *Mastering Microsoft Office*, BPB Publication
3. Robson Wendy, *Strategic Management and Information System* Pitman Publishers
4. Elmansic/Navathe, *Fundamentals of Database System*
5. *Information technology for tourism*, Gary Inkpen
6. *Computers today* by S.K Basandra

**SYLLABUS FOR ONE YEAR DIPLOMA**  
**(Travel and Tourism Management)**

(Semester – I)

**TTM: 3 Indian History, Society and Culture**

**Total Credit: 04**

**Total Periods: 60**

**Objectives**

1. To make student aware about the history and culture of India
2. To enable students to understand the importance of history in tourism

**Syllabus**

<b>Indian History, Society and Culture</b>			
<b>Unit No</b>	<b>Topic</b>	<b>Learning Point</b>	<b>Periods</b>
<b>1</b>	<b>Ancient History</b>	1.1 Indus Valley Civilization, 1.2 Early & Later Vedic Period, , Sixteen Janapadas, 1.3 Birth of Buddhism & Jainism, 1.4 Rise and Fall of Mauryan Dynasty	<b>9</b>
<b>2</b>	<b>Mauryan Rule to Gupta Rule</b>	2.1 Rule of Kusana Dynasty & Gupta Dynasty, 2.2 Disintegration of Gupta Dynasty and Emergence of Regional Kingdoms	<b>12</b>
<b>3</b>	<b>Medieval History</b>	3.1 Rule of Slave Dynasty, 3.2 Khilji Dynasty, 3.3 Tughlaq Dynasty, 3.4 SaiyyidDynasty, Lodhi Dynasty, 3.5 Mughal and their contributions to Art, Architectureetc	<b>10</b>
<b>4</b>	<b>Modern History</b>	4.1 Rise of Colonial Power- British, French, Dutch & Portuguese, 4.2 Influence of Colonial Powers on Indian Society and Culture	<b>12</b>
<b>5</b>	<b>Religions in India</b>	5.1 Impact of religion on society 5.2 Hinduism 5.3 Buddhism 5.4 Jainism 5.5 Islam 5.6 Sikkhism	<b>9</b>
<b>6</b>	<b>Indian Society &amp; Culture</b>	6.1 Family, Village, Marriage, Value System, 6.2 Custom & Tradition, 6.3 Indian Cinema & Its Impact on People, Society & Culture,	<b>8</b>

### **TEXT BOOKS**

1. Basham, A.L. (2008). *The Wonder That Was India*. Rupa& Co. New Delhi
2. Thapar, R. (1990). *A History of India: Volume 1*. Penguin Book, New Delhi

### **REFERENCE BOOKS**

1. Basham, A.L. (1998). *A Cultural History of India*. Oxford University Press, USA
2. Singh, U. (2009) *A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century*, Pearson Education India, New Delhi.
3. Chandra, B. (2009). *History of Modern India*. Orient Blackswan, New Delhi

**SYLLABUS FOR ONE YEAR DIPLOMA**  
**(Travel and Tourism Management)**

(Semester – I)

**TTM: 4 Introduction to Tourism**

**Total Credit: 04**

**Total Periods: 60**

**Objectives**

1. It is planned to developed and communicate basic framework and conceptual heritage of the discipline of tourism, methods, practices and techniques of analysis, motivation and processes of decision making.
2. To understand the various elements of tourism managements.
3. To evaluate the role of organizations of tourism.
4. To identify the methods to improve tourism.

**Syllabus**

<b>Introduction to Tourism</b>			
<b>Unit No</b>	<b>Topic</b>	<b>Learning Point</b>	<b>Periods</b>
<b>1</b>	<b>Hospitality and Tourism</b>	1.5 Introduction to Tourism 1.6 Fundamentals of Tourism 1.7 Nature and Scope of Tourism	<b>9</b>
<b>2</b>	<b>Tourism Concepts</b>	2.1 Definitions and Historical Development of Tourism 2.2 Distinction between Tourist-traveler-Visitor-Excursionist 2.3 Types and Forms of Tourism 2.4 Tourism System, Nature, characteristics 2.5 Components of Tourism and its Characteristics	<b>12</b>
<b>3</b>	<b>Domestics and International Tourism</b>	3.6 Domestic tourism: Features, Pattern of growth, profile 3.7 International Tourism: Pattern of Growth and Profile 3.8 Generating and Destination Regions	<b>10</b>
<b>4</b>	<b>Tourism Demand and Supply</b>	4.3 Introduction to Tourism Demand 4.4 Determinants of Tourism Demand 4.5 Motivational and Tourism Demand 4.6 Measuring the Tourism Demand 4.7 Tourism Statistics (National and International) 4.8 Emerging Trends and new thrust areas of Indian Tourism 4.9 Introduction to Tourism Supply 4.10 Elements of Tourist Destination	<b>12</b>

<b>5</b>	<b>Tourism Impact</b>	5.1 Impacts: Positive and Negative 5.2 Social Impacts of Tourism 5.3 Cultural Impact of Tourism 5.4 Economic Impact of Tourism 5.5 Environmental of Tourism 5.6 Political Impact of Tourism 5.7 Social Accounting and Auditing Tourism Satellite Accounting(TSA)	<b>9</b>
<b>6</b>	<b>Tourism Organizations</b>	6.1 Objectives and Role of ITDC, ASI, TFCI 6.2 Ministries of Railways and Civil Aviation in Development 6.3 An overview organizations and associations IATO,TAAI,WTO,ICAO and IATA	<b>8</b>

**Text Books:**

1. Bhatia. Tourism Development (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Kaul: Dynamics of Tourism (New Delhi, Sterling)
4. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
5. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
6. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
7. P.S. Gill, Dynamics of Tourism (4 Vols) Anmol Publication.
8. P.C. Sinha, Tourism Management. Anmol Publication.
9. P.C. Sinha, Tourism Evolution Scope Nature & Organization. Anmol Publication.

**References:**

1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morisson
3. Successful Tourism Management - Prannath Seth
4. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh

8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil.
9. Tourism: Principles and Practices - McIntosh , R.W.
10. Tourism : Past, Present and Future - Burkart&Medli
11. Sustainable Tourism Development, Guide for Local Planners by WTO.



**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

**(Semester – I)**

**TTMP: 4 Introduction to Tourism**

**Total Credit: 02**

**Total Periods: 60**

**Objectives**

1. To provide hands on experience and exposure to students about different departments and working culture in tourism industry

**Practical Suggestions**

1. Short Industrial Visits can be arranged
2. Project can be assigned on local tourism establishments

**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

(Semester – I)

**TTM: 5 Introduction to Hospitality**

**Total Credit: 04**

**Total Periods: 60**

**Objectives:**

1. The purpose of this course is to expose students to important Managerial functions in a hotel with a view to give insight into hotel.
2. It throws light on the various types of accommodation, to diagnose major trends. Problems and possible solutions.
3. To learn the establishment and operations of an accommodation business and understand its rules and regulations.

**Syllabus**

<b>Introduction to Hospitality</b>			
<b>Unit No</b>	<b>Topic</b>	<b>Learning Point</b>	<b>Periods</b>
<b>1</b>	<b>Hospitality Industry</b>	1.1 Introduction to Hospitality industry 1.2 Nature & Scope of Hospitality Industry 1.3 Its distinctive characteristics – inflexibility, perishability, fixed location, relatively large financial investment.	<b>9</b>
<b>2</b>	<b>Accommodation</b>	2.1 Introduction to accommodation industry 2.2 Types of accommodation and their grouping, classification, categorization and forms of Ownership 2.3 Activities in Accommodation Management Front office, Housekeeping, Bar and Restaurant, Supporting services.	<b>10</b>
<b>3</b>	<b>Room Division</b>	3.1 The Room division 3.2 The food and beverage division 3.3 The engineering and maintenance division 3.4 The marketing and sales division 3.5 The A/C division 3.6 The HR division and the security division. 3.7 Managerial issues: Trends, Problems; success-factors 3.8 Study of the working of selected Hotels/Motels/Restaurant, etc.	<b>12</b>

<b>4</b>	<b>Restaurant Management</b>	4.1 Introduction to Restaurant Management 4.2 Eating by drinking places 4.3 Hotel operations 4.4 Food services for the transportation market 4.5 Food services for the leisure market 4.6 Retail food services 4.7 Business/ Industrial food services. 4.8 Health care food services & Club food services 4.9 Trends in lodging and Food Services	<b>12</b>
<b>5</b>	<b>Future Trends in Hospitality Industry</b>	5.1 Future trends in Hospitality Industry 5.2 Usage of CRS in Hotel Industry, operational usage through chain of hotels. 5.3 Role of Associations in hospitality management and their Functions and operations.	<b>8</b>
<b>6</b>	<b>Fiscal &amp; Non-Fiscal Incentives</b>	6.1 Fiscal and non-fiscal incentives offered to hotel industry in India 6.2 Ethical and regulatory aspects in a hotel 6.3 International hotel regulations	<b>9</b>

**Text Books:**

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata Mcgraw Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager( London communica, Barril, Jenkins)
6. Negi: Professional Hotel Management( Delhi: S.Chand)

**Additional Reference Books:**

1. L. Chakrawarti, Hotel Management Theory Vol. I and II,
2. Jha S.M., Hotel Management.
3. Negi, Tourism and Hoteliering
4. Anand M.M. – Tourism and Hotel Industry in India,
5. Jitendra – Catering Management
6. U.K. Singh, J.M. Dewan – Hotel Management Global Management Series
7. G & J Paige – The Hotel Receptionist
8. Jones – Introduction to Hospitality operations,
9. Jones & Lockwood – The Management of Hotel Operations
10. Lillicrap Cousins – Food and Beverage service
11. Sudhir Andrews – Front Office Training Manual.
12. Sudhir Andrews – Housekeeping Training Manu

**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

**(Semester – I)**

**TTM P: 5 Introduction to Hospitality**

**Total Credit: 02**

**Total Periods: 60**

**Objectives**

1. To provide hands on experience and exposure to students about different departments and working culture in tourism industry

**Practical Suggestions**

1. Short Industrial Visits can be arranged
2. Project can be assigned on local industry establishments

**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

(Semester – I)

**TTM: 6 Tourism Products of India (Cultural)**

**Total Credit: 04**

**Total Periods: 60**

**Objectives:**

1. The purpose of this course is to make students aware about important cultural tourist destinations in India.
2. It throws light on the various types of cultural and heritage tourist destinations in India.
3. To provide knowledge to students regarding different cultural aspects such as fairs, festivals, dance forms, handicrafts etc. of India.

**Syllabus**

<b>Tourism Products of India (Cultural)</b>			
<b>Unit</b>	<b>Topic</b>	<b>Learning Points</b>	<b>Periods</b>
<b>1</b>	<b>Tourism Product</b>	1.1 Tourism Product: Concept, Definition 1.2 Types, Characteristics 1.3 Cultural heritage	<b>7</b>
<b>2</b>	<b>Architectural Heritage of India</b>	2.1 Architectural Heritage of India: Introduction 2.2 Glimpses on the prominent architecture style flourished in different period 2.3 Different style of architecture in India - Hindu, Buddhist, Islamic etc 2.4 Forts, palaces	<b>10</b>
<b>3</b>	<b>World Heritage Sites in India</b>	3.1 World Heritage Concept 3.2 Cultural World Heritage Sites in India: Criteria, significance	<b>12</b>
<b>4</b>	<b>Pilgrimage Destinations</b>	4.1 Introduction to Pilgrimage Destinations 4.2 <b>Hindu:</b> CharoDham Yatra, Jyotirlinga Yatra, Vindhyavasini Devi Temple (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura– Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar 4.3 <b>Buddhist:</b> Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta 4.4 <b>Jain:</b> Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana	<b>12</b>

		4.5 <b>Muslim:</b> Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri 4.6 <b>Sikh:</b> Patna, Nanded, Guru-ka-Tal (Agra), Amritsar 4.7 <b>Christian:</b> Churches & Convents of Goa, Kerala	
<b>5</b>	<b>Cultural Heritage of India</b>	5.1 Important Museum, Art Galleries and Libraries 5.2 <b>Performing art of India:</b> Classical dances, folk dances and folk culture 5.3 <b>Fairs and Festivals :</b> Social, religious and commercial fairs of touristic significance 5.4 <b>Handicrafts and textiles:</b> Important handicraft objects and centers, craft Melas, souvenir industry 5.5 <b>Indian cuisine</b> (Gastronomy), Regional variations	<b>12</b>
<b>6</b>	<b>Urban Tourist destinations</b>	6.4 Theme Parks 6.5 Gardens 6.6 Tourist Cities 6.7 Water Parks	<b>7</b>

### References:

1. Basham A. L: The Wonder that Was India.
2. Basham A. L : Cultural History of India
3. Peroy Brown : Islamic Architecture
4. Peroy Brown : Indian Architecture
5. James Burgess : Western Cave Temples of India
6. EnakshiBhavnani : Dances of India
7. EnakshiBhavnani : Handlooms and Handicrafts of India
8. R. Nath : Mughal Colour Decoration
9. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
10. Gupta M. L. and Sharma D. D. : Indian Society and Culture
11. Coomarswamy A. K. : History of Indian and Indonesian Art
12. Davids T. W. : Rhys Buddhist Ida
13. Gangoly O. C. : Indian Architecture
14. Havell E. B. : Ancient and Medieval Architecture

### Additional Reference Books:

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
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**SYLLABUS FOR ONE YEAR DIPLOMA**  
**(Travel and Tourism Management)**  
**(Semester – I)**  
**TTM P: 3 Tourism Products of India (Cultural)**  
**Total Credit: 02**                      **Total Periods: 60**

**Objectives**

2. To provide hands on experience and exposure to students about different departments and working culture in tourism industry

**Practical Suggestions**

3. Short Industrial Visits can be arranged
4. Project can be assigned on local tourist destinations

# Semester II



**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

(Semester – II)

**TTM: 7 E-Tourism and Travel agency**

**Total Credit: 04**

**Total Periods: 60**

**Objective:**

- To develop the skills of online reservations among the students.
- To develop skill in tour management and handling.
- To upgrade knowledge regarding cultural resources.
- To develop skill in tour and travel business

**Syllabus:**

<b>E-Tourism and Travel agency</b>			
<b>Unit No</b>	<b>Topic</b>	<b>Learning Point</b>	<b>Periods</b>
<b>1</b>	<b>Online Reservation Technology</b>	1.1 Global Distribution System, 1.2 Central Reservation System History & Evolution 1.3 GDS & CRS, Levels of CRS 1.4 Participation, Hotel Distribution System, 1.5 Softwares regarding: Searching Building, Retrieval, Display & Cancel of PNR, Fare display, Itinerary pricing, Issuance of tickets	<b>10</b>
<b>2</b>	<b>Tourism e-platforms &amp; e-portals</b>	2.1 Typologies of E-tourism, 2.2 Payment Systems in E-tourism, Payment Gateway, Billing and Settlement Plan 2.3 Security Issues and Certification, Future of E-tourism, Travel Blogs, E-marketing and promotion of Tourism Products 2.4 Challenges for conventional business models & Competitive strategies 2.5 Online Reservation Portals, Websites of Tourism Departments 2.6 Incredible India Website	<b>12</b>
<b>3</b>	<b>Package Tour Operation</b>	3.1 Introduction to Package tours; 3.2 Classifications of Tour Packages, Components of Package Tours; Purpose of travel; Customer travel requirements. 3.3 Planning the inbound and out bound tours according to customer requirements 3.4 Tour Packaging & Costing, Types of costs, Components of tour cost, Preparation of cost sheet, Tour pricing, Calculation of tour price, Tour	<b>15</b>

		arrangement;Supervising the tour; 3.5 Women safety policies; Ethics, policies and confidentiality of customer; Hygiene, Health practices and standards 3.6 Tour packages of Thomas Cook, Kuoni-SOTC, Cox & Kings, TCI, and Local TravelAgencies and Tour Operators	
<b>4</b>	<b>Cultural Resources of Tourism</b>	4.1 Socio-Cultural Resources of India, 4.2 Culture and Heritage, Religions, Customs, Traditions, Destinations based on Fairs and Festivals, Handicrafts and Handlooms, Dance Styles, Music, Drama and Plays Archives Art Museums, 4.3 Regional and Ethnic Cuisines 4.4 Destinations based on the Cultural background of India and world 4.5 Tour circuits based on cultural destinations.	<b>15</b>
<b>5</b>	<b>Business Reports</b>	5.1 Types and Characteristics 5.2 Components of a Formal Report 5.3 Business Proposals-Types, Contacts, Elements.	<b>08</b>

**References:**

1. Buhalis, D. (2004), *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India.
2. Poon, A. (1998), *Tourism, Technology and Competitive Strategies*, CABI.
3. Sheldon, P. (2002), *Tourism Information Technology*, CABI.
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5. Negi, Jagmohan, (2005) *Air travel Ticketing and Fare construction*, Kanishka, New Delhi.
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7. Roday. S, Biwal. A & Joshi. V. (2009), *Tourism Operations and Management*, Oxford University Press, New Delhi, pp-164-296.
8. Goeldner, R & Ritchie. B (2010), *Tourism, Principles, Practices and Philosophies*, John Wiley and Sons, London.

**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

(Semester – II)

**TTM: 8 Environment Studies& Eco Tourism**

**Total Credit: 04**

**Total Periods: 60**

**Objectives:**

1. The purpose of this course is to explain students to important environmental elements.
2. It aims to sensitize students for conservation and preservation of environment.
3. To make students aware about the close relations between Environment and Tourism.

**Syllabus**

<b>Environment Studies &amp; Eco Tourism</b>			
<b>Unit No</b>	<b>Topic</b>	<b>Learning Point</b>	
<b>1</b>	<b>Human Ecology and Tourism</b>	1.1 Components of environment 1.2 Types of environment (an overview of food chains, food web and energy flow) 1.3 Bio – Geo Chemical cycles 1.4 Components of Ecosystem 1.5 Five basic laws and twenty great ideas in ecology 1.6 Properties of Ecosystem 1.7 Tropic structure and ecological pyramids 1.8 Ecological succession 1.9 History of Human Ecological concepts 1.10 Natural resource and Tourism 1.11 Tourism and Environment 1.12 Protected areas and tourism	<b>11</b>
<b>2</b>	<b>Environmental Pollution and Tourism Activities</b>	2.1 Air Pollution :- Atmospheric Composition , source and effects of pollutants, Green House Effects, Ozone Layer Depletion, Standard and Control Measures 2.2 Water Pollution :- Hydrosphere, Natural water, pollutants, their origin & effects and standard control 2.3 Noise Pollution: - Sources ,effects and standard & control, Do's and Don'ts in Tourism 2.4 Environmental pollution, kinds of pollution – air, water, soil, solid waste, noise and radioactive pollution 2.5 Global warming and Climate Change – Depletion of natural Resources	<b>09</b>

		a. Environmental Impact Assessment	
<b>3</b>	<b>Tourism and Environment</b>	3.1 Tourism carrying capacity 3.2 Basic Strategies of tourism sustainability 3.3 Environmental Impact Assessment (EIA) 3.4 Geographic Information System (GIS) and its application in tourism	<b>10</b>
<b>4</b>	<b>Concept and Origin of Eco Tourism</b>	3.1 Emergence of Eco-tourism 3.2 Growth and Development 3.3 Definitions. Principles of Eco-tourism An overview of Eco-tourists	<b>8</b>
<b>5</b>	<b>Eco-tourism Planning and development strategies</b>	5.1 Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) 5.2 Product development 5.3 Marketing and Promotion 5.4 Infrastructure development 6.1 Industry involvement training programme both at operational and promotional level	<b>12</b>
<b>6</b>	<b>Role of Eco Tourism</b>	6.1 WTO 6.2 UNDP 6.3 UNEP 6.4 Ministry of Tourism 6.5 GOI	<b>10</b>

**References:**

1. Bala Krishnamurthy (2009) Environmental Management, PHI Learning, New Delhi
2. Andrew Holden (2008) Environment and Tourism, Routledge, London
3. Shashi Prabha Sharma (2006), Tourism and Environment, Kanishka, New Delhi
4. J Swarbrooke (2010) Sustainable Tourism Management, Rawat Publications, New Delhi
5. David Weaver (2008) Eco-Tourism, John Wiley and sons Australia Ltd
6. Dipankar Dey (2007) Sustainable Development – Perspectives and Initiatives, The ICFAI University Press, Hyderabad
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**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

(Semester – II)

**TTM: 9 Geography of India**

**Total Credit: 04**

**Total Periods: 60**

**Objectives:**

1. The purpose of this course is to expose students to important geographical components and terminologies which are useful for tourism industry.
2. It also showcases importance of weather, map reading etc in Tourism Industry.
3. To make students aware about the close relations between Geography and Tourism

**Syllabus**

<b>TTM9 Geography of Tourism and Map Work</b>			
<b>Unit No</b>	<b>Topic</b>	<b>Learning Point</b>	
<b>1</b>	<b>Physical Geography of India</b>	1.1 Definition, scope and contents of Geography of Tourism. 1.2 Approaches, Methodology and Techniques Analyses in geography of Tourism.	<b>9</b>
<b>2</b>	<b>Importance of Geography in Tourism</b>	2.1 Latitude, Longitude 2.2 International date line, time zones and calculation of Time 2.3 Time differences, GMT variations, 2.4 Concepts of elapsed time, flying time, ground time. 2.5 Standard time and summer time (day light saving time). 2.6 Major landforms as tourist resources. 2.7 Natural & Climatic regions of world in brief. 2.8 Impact of weather and climate on tourist and destinations. 2.9 Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis.	<b>12</b>
<b>3</b>	<b>Affecting Factor</b>	3.1 Factor affecting global and regional tourist movements 3.2 Demand and origin factors, destinations and resource factors. 3.3 Natural 3.4 Climatic 3.5 Economic 3.6 Social & Political	<b>15</b>

4	<b>Indian Geography</b>	4.1 Indian Geography, physical and political features of Indian subcontinents.	<b>14</b>
5	<b>Weather</b>	5.1 Climatic conditions prevailing in India	<b>10</b>

**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

**(Semester – II)**

**TTM: 10 Travel Desk Management**

**Total Credit: 04**

**Total Periods: 60**

**Objectives:**

1. The purpose of this course is to expose students to important functioning of Travel Desk
2. It also showcases types of tour, itinerary concept and customer handling.

**Syllabus**

<b>Travel Desk Management</b>			
<b>Unit No</b>	<b>Topic</b>	<b>Learning Point</b>	
<b>1</b>	<b>Plan the activities of travel department</b>	1.1 Prepare and maintaining budget 1.2 Prepare weekly work schedules 1.3 Design tour plans and promotional materials	<b>9</b>
<b>2</b>	<b>Attend to guest travel requirements</b>	2.1 Gather guest travel requests 2.2 Attend to guest travel requests 2.3 Resolve any guest issues	<b>12</b>
<b>3</b>	<b>Manage the staff in the department</b>	3.1 Recruit and train staffs 3.2 Supervise staffs 3.3 Manage external relationship	<b>15</b>
<b>4</b>	<b>Communicate with customer and colleagues</b>	4.1 Interact with superior 4.2 Communicate with colleagues 4.3 Communicate effectively with customers	<b>10</b>
<b>5</b>	<b>Ticketing, itinerary &amp; Tour Package</b>	5.1 Itinerary, Types of itinerary, Preparation of Itinerary 5.2 Tour Package, Types, Selling tour package 5.3 Bookings, Hoels, Transportation	<b>14</b>

**TEXT BOOKS**

1. Chand, M. (2009), *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.
2. Swain, S.K. & Mishra, J.M.(2012). *Tourism: Principles & Practices*. Oxford University Press, New Delhi.

**SYLLABUS FOR ONE YEAR DIPLOMA  
(Travel and Tourism Management)**

(Semester – II)

**TTM: 11 Tourism Products of India (Natural)**

**Total Credit: 04**

**Total Periods: 60**

**Objectives:**

1. The purpose of this course is to expose students to important natural tourist destinations in India.
2. It also showcases importance of different natural resources for development of tourism in country.
3. To make students aware about the issues related to development of tourism in eco sensitive regions

**Syllabus**

<b>Tourism Products of India (Natural)</b>			
<b>Unit</b>	<b>Topic</b>	<b>Learning Points</b>	<b>Periods</b>
<b>1</b>	<b>Biodiversity of India</b>	1.4 Bio Diversity in India 1.5 India: Physical location and tourism relations 1.6 Natural Tourism Product and their characteristics	<b>7</b>
<b>2</b>	<b>National Parks in India</b>	2.1 National Parks: History, Definition, Guidelines 2.2 Major National Parks in India 2.3 Project Tiger 2.4 Project Elephant	<b>10</b>
<b>3</b>	<b>Wildlife Sanctuaries in India</b>	3.1 Wildlife Sanctuary: History, Definition, Guidelines 3.2 Major Wildlife Sanctuaries in India	<b>12</b>
<b>4</b>	<b>Water Based Tourism Products</b>	4.1 Important Beaches 4.2 Major Islands 4.3 Important Lakes 4.4 Important Rivers	<b>12</b>
<b>5</b>	<b>Hill Stations in India</b>	5.1 Important Hill stations: History, 5.2 Locations 5.3 Places to visit	<b>12</b>
<b>6</b>	<b>Adventure Sports destinations</b>	6.1 Hang Gliding, River Rafting, Paragliding, Hot Air Balloon, Rock & Fort Climbing, Trekking and Camping, Water Sports and Cruises and respective destinations	<b>7</b>

## References

1. Dixit, M.(2002). *Tourism Products*. New Royal Book Co, Lucknow.
2. Jacob,R. (2012), *Indian Tourism Products*, Abhijeet Publications, Delhi.

## ADDITIONAL REFERENCE BOOKS

1. Ball, S. (2012). *Encyclopedia of Tourism Resources in India*, Butterworth –Heinemann.
2. Douglas. N. Ed. (2001), *Special Interest Tourism*, John Wiley & Sons, Australia.
3. Pletcher. Kenneth(2011), *The Geography of India: Sacred and Historic Places*. Britannica Educational Publication, New York.
4. Negi, Sharad Singh. (2002), *Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India*. Indus Publishing Co. New Delhi.

## SYLLABUS FOR ONE YEAR DIPLOMA

### (Travel and Tourism Management)

(Semester – II)

**TTM: 12 On the Job Training**

**Total Credit: 06**

**Total: 90hrs**

### Objective

With the view to provide students hands on experience of working in the industry; one-month industrial training will be arranged.

**Mr. U. N. Sangale**  
Co-Ordinator

**Dr. D. D. Lokhande**  
Nodal Officer

**Dr. S. S. Kale**  
Principal