

COP (TOURISM AND TRAVEL MANAGEMENT)

CERTIFICATE COURSE

Course Outcome

The course is meant to introduce the students into the world of tourism and travel by giving them some fundamental ideas about the tourism business and tourism products. A visit to a tourist destination is meant to make the students familiarise with the operation of tourism in the real settings.

Specific Outcome

After having completed the course the students should be in a position to answer the questions on the fundamentals of tourism and also to make some suggestions for the improvement of tourism in the destination they have visited.

DIPLOMA COURSE

Course Outcome

This course is designed to familiarise the students about the essentials of tourism marketing and various procedures of the operation and management of tourism services. Basic knowledge of the communication and information technology is also provided to make the students familiar with the use of computer system and networking. On the job training is added to the course to enable the students to put into practice whatever they have learned in terms of theory.

Specific Outcome

After the completion of the course, the students will be able to take up any job related to tourism and travel in the tourism industry.

ADVANCED DIPLOMA COURSE

Course Outcome

This course is meant to augment the knowledge which the students already acquired through the Diploma course. A fair knowledge about the management practices is meant to help the students to become more efficient in carrying out the duties with planning and promptness. On the job training of four weeks will help the students to develop more practical skills while preparing a project report will improve the capacity to think and suggest remedies of for the problems confronted by the tourism industry.

Specific Outcome

After the completion of the course, the students will be able to carry out any tasks in the tourism industry which requires detailed planning and timely execution.

TOURISM & TRAVEL MANAGEMENT (SYLLABUS)

Certificate Course

Paper I. Tourism Business FM: 100 (70+30)

1. Definition, nature, Importance, Components and typology of Tourism.
2. Concepts of Domestic and International Tourism recent trends.
3. Tourism as an industry, visitor, tourist, excursionist.
4. Growth and development of Tourism in India.
5. Impacts of Tourism - Economic, Social, Physical and Environmental

Paper II. Tourism Products: FM: 100 (70+30) Group A

1. Socio-Cultural Resources-Important historical/archaeological/biological sites.
2. Popular Religious Shrines/Centres-Hindu/Buddhist, Jain, Sikh, Muslim, Christian and others. Yoga, Meditation and other centres.
3. Classical Dances and Dance Styles - Centre of learning and performances, Indian folk dances.
4. Music and musical instruments-Different schools of Indian music, status of vocal and instrumental music: New Experiments.
5. Handicrafts of India as potential tourist resources.
6. Fair and Festival-Social, religious and commercial fairs, festivals, promotional (Tourism) fairs, viz., kite festival, whitewater festival, snake boat race etc.
7. Created tourist destinations: Academic, Scientific and Industrial Institutions.

Group B

1. Tourist resource potential in mountain with special reference to Himalayas: Resources and resource use-patterns in the past, present and future perspective.
2. India in desert areas, their geological structure: development as desert tourism existing trends and facilities available, desert safari and desert festival.
3. Coastal areas, beaches and Islands: Resources and resource use pattern, Islands, Overview on Tourism Development Strategies.

Paper III. Field Trip Report

Report writing (70 marks): (Candidates shall submit the report with the following format)

FORMAT OF FIELD REPORT:

1. MAP OF THE LOCATION
2. ACKNOWLEDGEMENT
 - i. Introduction of the area/object visited.
 - ii. Detailed Description.
 - iii. Discussion of importance of the place/object from the point of views of Tourism/framing tour-circuits in the area visited.
 - iv. Concluding section with some suggestion to Promote Tourism. NOTE:
 1. Minimum number of Pages should be 25.
 2. Neatly typed/Computer Printed Pages.
 3. Font size should be 12; Font - Times New Roman.
 4. Plagiarism is strictly Prohibited.
 5. This report shall be signed by the candidates and forwarded by the Course Coordinator and Principal/Lecturer-in-charge of the College.

Viva -Voce (30 Marks)

TOURISM & TRAVEL MANAGEMENT

Diploma Course

Paper IV. Tourism Marketing

Marketing in Tourism FM: 100(70+30)

Course objectives:

- To enable students to gain knowledge and understanding of marketing in general.
- To enable students to gain knowledge and understanding of tourism marketing.
- To enable students to gain appreciation of typical characteristics of tourism marketing.
- To acquaint and enable students to acquire knowledge on several activities and procedures of tourism marketing and application of tourism marketing methods.
- Students at the end of this course should be able to appreciate appropriate strategic and marketing tools in travel/tourism.

Course contents:

- General Marketing
- Marketing Philosophy in Tourism
- Definition of Tourism Marketing
- Fundamental characteristics of tourism and their implications in marketing
- Main types of tourism marketing
- Consumer behaviour and travel decision process
- Market segmentation in tourism
- Exploring the use of tourism marketing tools or marketing mix methods
- Tourism marketing research
- Formulation and development of tourism products
- Role and functions of different PSUs and Private Sectors in Tourism marketing
- Distribution of tourist product
- Tourism Marketing, its means and methods
- Tourism Marketing situation of India.

Paper V. Tourist Services, Operations and Management FM: 100 (70+30) Course objectives:

Students at the end of this course should be able to:

- Formulate (tailor made), tour, trek, raft and other tourist services programmes (from already identified/existing itinerary, tariffs)
- Work out quotation for such tailor-made programme.
- Deal with special tours, conference and convention tours.
- Plan new tours, trek and rafting programmes.
- Establish contracts/negotiate rates with accommodation establishments, transport and other tourists.

Course contents:

- Definition and analysis of concepts of "Inclusive Tours"(IT)
- Opening and completing guest file.
- Preparation of tour, trek, rafting and other tourist services.
- Dealing with tailor made tours, special tours and conference and convention.
- Itinerary formulation
- Formulating tailor made programmes
- Preparing quotation of tailor made programme
- Assisting in laying out of Brochure and other publicity materials
- Handling clients complaints
- Costing of Package Tour

Paper VI. Information, Communication and Automation FM: 100(70+30)

1. Consumer Expectation and Service legislation.

2. Computer Networks - LAN and WAN, Communication media Network in India.
3. Information technology: Fax, E-mail, use of data based Internet, Reservation (Air, Railways, Hotels).
4. Market research: data collection interview, concept of system analysis and design basic idea related to Creation of Information system on tourism.
5. Devices of Computers and Communication, CPU, Memory Primary and Auxiliary (RAM, ROM, Cache, Floppy disk, Hard disk, Tape, CDROM)
6. I/O devices- VDU Printer (Dot Matrix, Inkjet, Laser, Line) Key-board, Mouse, Scanner.

Paper VII. On-the-Job Training(4weeks) Full Marks:50

(A Report is to be furnished by the students while undergoing Training)

TOURISM & TRAVEL MANAGEMENT
Advance Diploma Course

Paper VIII. Management Principles and Practices (50 marks)

1. Nature and functions of management.
2. Development of Management thought.
3. Co-operation.
4. Planning.
5. Decision making.
6. Organization.
7. Staffing/HRD.
8. Recruitment and Selection.
9. Placement and Induction.
10. Training and Development.
11. Purpose of communication in Tourism.

Paper IX. Strategic Tourism Management FM-100 (70+30)

1. Relevant concepts and practices for effective Tourism Development.
2. National Development Council Report on Tourism Development.
3. National Action Plan 1992 and subsequent changes.
4. New Policies on Tourism and Civil Aviation.
5. Tourist traffic and its improving.
6. Destination Development.
7. Sustainable Development.
8. Eco-Tourism Policy.
9. Tourism policy analysis.
10. Tourism legislation a necessity.
11. Consumer expectation and service legislation.

Paper X. Travel Agency Tour Business and Accommodation (100 marks)

1. Definition of Travel Agency/Tour Operators.
2. Main Functions.
3. Organizational structure of Travel Agency and the Tour Operators.
4. Different types of Travel Agency and their responsibilities.
5. Procedure to become a travel agent and tour operator in India.
6. Role of Indian Air Line and Air India on the growth and management of tourism.
7. Role of the Private Air Lines namely Sahara, Jet Airways, Vayudoot etc., in the growth and management of tourism.
8. Role of Indian Railways in the growth and management of tourism.
9. Tour operators/Travel Agents and the tourism business.
10. Accommodation - Types, Organization and Management.

Paper XI

A. On-the-Job Training (4 weeks) (50 marks)

(A Report is to be furnished by the students while undergoing Training)

B. Project Report (50 marks)

Each candidate will be furnished with one project assignment by the college, while selecting the topics it may be in keeping with the viability of the project, availability of information and maturity level of an undergraduate student.

Proforma:

Map of the project site Acknowledgement Introduction

Site survey report Market survey report Details of the project:

- a) The tentative target
- b) Infrastructure needed
- c) Human resource requirement
- d) Cost estimate

Conclusion:

Explaining the vitality of the project and some suggestions (if possible) for resource mobilization. The project may be written in 20 to 25 Typed/ Computer printed pages.