



# POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT 2020

**PG DIPLOMA PROGRAMME**

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

**JAMIA MILLIA ISLAMIA, NEW DELHI**

**HANDBOOK OF PROGRAMME**





# POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT

The Department of Tourism and Hospitality Management launched the Diploma in Tourism 2005. The Diploma programme has been well received. Students completing the programme have been able to find decent placement with the industry. The programme focuses on skills which can help the learner with:

- Assisting in managing a Travel Agency
- Ticketing and fare construction
- Selling products and packages for travel companies
- Basics of a foreign language

Nomenclature	<b>POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT</b>
Department	Department of Tourism and Hospitality Management
Faculty	Faculty of Humanities and Languages
Type	PG Diploma Programme
Level	Level 8
Duration	One year, two semester programme
Evaluation	Annual
Credits	36 credits
Intake	30
Background	A good number of travel agencies and tour operators require individuals to assist the office. A graduate with good communication skills and some basic training is welcome in small and medium sized tourism companies distributed all over the country including Y and Z category cities and towns.
Eligibility	Graduate with at least 45 % marks or a Level 7 Certificate of this or any other university.
Admission	Based on admission test
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers.



# PROGRAMME STRUCTURE

<i>Course</i>		<i>Credits</i>
DTTM-101	Introduction to Tourism	4
DTTM-102	Business Communication and Personality Development	4
DTTM-103	Tourism Products and Resources of India	4
DTTM-104	Tourism Geography	4
DTTM-105	Tourism Marketing	4
DTTM-106	Aviation industry and ticketing	4
DTTM-107	Travel Agency Management and Tour Operations	4
DTTM-108	Destinations of the world	4
DTTM-109	Project	4
<b>TOTAL</b>		<b>36</b>



**POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT**

**DTTM-101 / Sem 1 INTRODUCTION TO TOURISM**

**4 Credits** Discipline Specific Core Course (DSC)  
This course will also be offered as CBCS course

**Description of the course**

This course shall introduce the learner to the basics of tourism phenomenon. The course also highlights the role of tourism as an economic intervention and its significance in the economy; course discusses the constituents of tourism with a global outlook. The course appreciates the socio-economic, environmental impacts of tourism and also focuses on giving the initial ideas of tourism industry linkages.

**Learning outcomes**

After completing this course, the student should be able to:

1. To realize the interrelationship between tourism and its constituent segments.
2. To understand the stages of growth and development of Travel and Tourism.
3. To realize the socio-cultural & economic impacts generated out of tourism.
4. To realize the functions of various International & National Tourism Organizations and its operations

**Unit I *Overview of Travel and Tourism***

Early and Medieval Period of Travel- Modes of Transports, Development of Modern Transport and Accommodation, Renaissance and its Effects on Tourism, Introduction to tourism, Importance of tourism, Concepts and terms in tourism; Tourism components, Elements and Infrastructures, types and typologies of Tourism.

**Unit II *Tourism System and Theories***

Introduction to tour operators and their types, FIT vs GIT, developing tour packages, negotiations and contracting, tour costing and pricing; DMC, travel agencies, MICE, etc.;

**Tourism Theories:** Leiper's Model - Stanley Plog's Model of Destination Preferences - Tourism Area life cycle (TALC) Doxey's Index-Demonstration effect-Push and Pull theory.

**Unit III *Impacts and significance of tourism***

Impacts of tourism- economic, social, environmental; Sustainable development- concepts of development and sustainability, Responsible Tourism, Code for Safe and Honourable Tourism; Climate change and tourism; Contemporary trends in tourism- use of ICT, social media, accessibility issues, etc.

**Unit IV *Tourism Industry & emerging forms***

Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport- Accommodation- Facilities & Amenities.

Emerging forms: Eco tourism, Rural tourism, Green triangle tourism, Ramayana tour Circuit, Buddhist tourism, Dark tourism, Wild tourism, Special interest tourism and etc.

**Unit V *Tourism Organizations and Bodies:***

Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, FHRAI, TAAI, ICAO, IATA, IATO and others important tourism organizations and Bodies

**Main text** Vasudevan, V., Vijay Kumar, B. and Saroop Roy, B.R. (2017). *An Introduction to the Business of Tourism*. New Delhi: Sage Publication.  
Singh, Ratandeep (2008). *Tourism and Transport Management: Practice and Procedures*. New Delhi: Kanishka Publisher

**Reference books** Holloway, J. C. (1994). *The Business of Tourism*, Pitman Publishing, London. "(L)"  
Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2013). *Tourism Principles and Practices*, Oxford Higher Education.  
Sharma, K. (2014). *Introduction to Tourism Management*, Mc Graw Hill Education. New Delhi.



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Roday, Sunetra, Biwal, Archana and Joshi, Vandana (2013). *Tourism Operations and Management*. New Delhi: Oxford.  
Medlik, S. (1997). *Understanding Tourism*, Butterworth-Heinemann, Oxford.  
Hayward, Peter (2000). *Leisure and Tourism, Heinemann GNVQ Intermediate*, Heinemann Educational Publishers.

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<b>Pedagogical approach</b>	Lectures, class room discussions, student presentations. T-P-T: 2-1-1.
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<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation.
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**POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT**


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**DTTM-102/ Sem 1 BUSINESS COMMUNICATION AND PERSONALITY DEVELOPMENT**


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**4 Credits** Discipline Specific Core Course (DSC)
 

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**Description of the course**

Tourism is a contact intensive service industry. One of the first things that customers and therefore employers look for in tourism professional is his/ her ability to communicate and a pleasing personality. This course is organized as a laboratory where learners will have an opportunity to hone their communication skills and develop their personality. Every tourism company looks for professionals who are adept on selling and have good relationship building skills. This course will also enable learners to understand the nuances of sales and customer handling. The contents will make students delve into looking at basic personality traits, including values, beliefs, and nature along with learning about their own personality. It will further enable students to use their communication skills and personality together for career advantage.

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**Learning outcomes**

The objective of the training programme is to bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of professional effectiveness.

**After completing this course, the learners should be able to:**

1. Communicate effectively in business situations
  2. Present self and their ideas well within a business set up
  3. Write professionally
  4. Appreciate professional courtesies
  5. Create win-win scenarios that have their customers coming back for more
  6. Have a plan to ensure they are set-up for success
  7. Increase their personal influence, persuasive power and charisma
  8. Face the interviews confidently
  9. Manage stress and handle conflict effectively
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**Unit I** *Introduction to Communication Skills* - Introduction to Communication, Flow of Communication, Listening, Barriers of Communication, How to overcome barriers of communication, 7Cs of Effective Communication, Importance of Effective Communication

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**Unit II** *Good Communication* -Difference between verbal & non-verbal communication, Non-Verbal Communication. Types of Body Language, Role of Body Language, Proxemics, Kinesics and para language  
 Written Communication - CV writing, Letter, Email, Memo, Notice, Circular, Report, Proposal, Resume Writing  
**Verbal communication** -Public speaking, Presentation skills, Listening Skills, Negotiation Skills, Interview skills, Group Discussions, Preparation of self introduction, Etiquettes and manners, Mock Interview.

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**Unit III** **The concept of personality** - Dimensions of personality – Theories of Freud & Erickson- Significance of personality development.  
**Attitude** - Concept - Significance - Factors affecting attitudes - Positive and Negative Attitude  
**Concept of motivation** - Significance – Internal and external motives - Importance of self-motivation- Factors leading to de-motivation

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**Unit IV** **Stress management**- Introduction to Stress, Causes and Impact of Stress, Managing Stress.  
**Group Dynamics** - Importance of groups in organization, Conflict management in groups, Decision making, Team Building, Interaction with the Team.

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**Unit V** **Introduction to Interpersonal Relations**, Analysis and Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position  
**Effective customer care**, Handling customer complaints  
 Handling difficult customers, Selling techniques

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<b>Main text</b>	<ol style="list-style-type: none"> <li>1. Guffey, M.E. &amp; Loewy, D. (2010). <i>Business Communication: Process and Product</i>, Cengage Learning</li> <li>2. Sharma R.C. and Mohan K. (2005). <i>Business Report Writing and Correspondence</i>, New Delhi, Tata McGraw Hill.</li> <li>3. Hurlock, E.B (2006). <i>Personality Development</i>, 28th Reprint. New Delhi: Tata McGraw Hill.</li> <li>4. Jobber and Lancaster (2009). <i>Selling and Sales Management</i>, 8/e, Pearson Education.</li> </ol>
<b>Reference books</b>	<ol style="list-style-type: none"> <li>1. Lehman, C. &amp; DuFrene, D. (2010). <i>Business Communication</i>, Cengage Learning</li> <li>2. Raman, Singh, M. &amp; Prakash (2012). <i>Business Communication</i>, Oxford University Press India.</li> <li>3. B. Das / I Satpathy: <i>Business Communication &amp; Personality Development</i>.</li> <li>4. Hindle, Tim. <i>Reducing Stress</i>. Essential Manager series. Dk Publishing, 2003</li> <li>5. Lucas, Stephen. <i>Art of Public Speaking</i>. New Delhi. Tata - Mc-Graw Hill. 2001</li> <li>6. Mile, D.J <i>Power of positive thinking</i>. Delhi. Rohan Book Company, (2004).</li> <li>7. Pravesh Kumar. <i>All about Self- Motivation</i>. New Delhi. Goodwill Publishing House. 2005.</li> <li>8. Smith, B . <i>Body Language</i>. Delhi: Rohan Book Company. 2004</li> </ol>
<b>Pedagogical approach</b>	Lectures, case discussions, assignments. T-P-T: 0-4-0
<b>Evaluation</b>	100% practical evaluation




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**POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT**


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**DTTM-103 / Sem 1      TOURISM PRODUCTS AND RESOURCES OF INDIA**


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**4 Credits                      Discipline Specific Core Course (DSC)**


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**Description of the course:** To provide an overview of the tourism products and resources of India. This paper presents the core competency of Indian Tourism to the students to be familiar with the places of natural and cultural tourism interest.

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**Learning Outcomes:** The objective is to help students to understand the significance of cultural and natural tourism resources of India. Creating awareness and induce thinking about our past, present and future condition of our heritage and resources. Develop knowledge about the various landforms of India and to learn about popular tourist circuits of India. To foster tourism development and to have a critical understanding about the importance and need for conservation our heritage.

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**Unit I                      Tourism Products:** Definition, concept, characteristics and classification; difference between tourism resources and products; Natural Tourism Resources in India: Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora – fauna).

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**Unit II                      Natural Tourism Resources in India:** Land based activities and destinations (trekking, ice skiing, mountaineering, desert safaris, etc.), Water based activities and destinations (rafting, kayaking, canoeing, surfing, water skiing, scuba diving) and Air based activities and destinations (para-sailing, para-gliding, ballooning, hand-gliding etc ), Popular Hill Stations ,Beach Resorts. Tourist activities, Wildlife–distribution of popular wildlife species in India, Tourism activities in National parks, Wildlife sanctuaries and biosphere reserves.

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**Unit III                      Cultural Tourism Resources in India:** Indian Culture and society, Indian History– Ancient, Medieval and Modern. Traditions, Customs and costumes: cuisine. Music, Musical instruments and Performing art forms; painting; handicrafts. Religions and their important pilgrim destinations; fairs and festivals, Architectural heritage of India, Rock-cut architecture, Buddhist architecture, Hindu temple architecture, Indo- Islamic architecture and Colonial architecture.

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**Unit IV                      Popular Itineraries:** Meaning, Importance and Types of Itinerary-Resources and Steps for Itinerary Planning-Do's and Don'ts of Itinerary Preparation, Concept of Costing- Operation of Package Tour. Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari. Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

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<b>Unit V</b>	<b>Tourism Resources Conservation and Emerging Products:</b> Emerging: Rural, Gastronomy, Golf, cruise, wine , dark tourism and Wellness Tourism. Concepts of conservation and preservation of products and heritage; Museums, Art Galleries, Various Tourism organizations, Conflicts, Symbiosis and Synergy.
<b>Main text</b>	Stephen Ball, Encyclopaedia of Tourism Resources in India, Butterworth–Heinemann.
<b>Reference books</b>	Manoj Dixit, Tourism products. New Royal Book Co., Lucknow. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay. Brown Percy, Indian Architecture (Islamic period), Bombay. Davies, Philip, Monuments of India, Vol. II., London. Basham, A.L. , A Cultural History of India. Oxford University Press, USA Thapar, Romila , A History of India: Volume 1. PenguinBook, New Delhi S.S.Bishvash : Protecting the culture heritage Inaugural issue of INTACH Journal of Heritage Studies, INTACH
<b>Pedagogical approach</b>	Lectures, case discussions, assignments Assignments, Field visits, study tours, projects and assigned readings T-P-T: 2-1-1
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation



**POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT**

**DTTM-104 / Sem 1    TOURISM GEOGRAPHY**

**4 Credits**                      Discipline Specific Core Course (DSC)

**Description of the course**

Description of the course Tourism Geography covers a wide range of interests including the human creation of tourism destinations from physical, biological and the cultural environments, and establishing interrelations among them with their distributions. The present curriculum is intended, directed and focused to make students well acquainted with different aspects of Tourism Geography at India and Global levels so that they can easily understand the vitality, significance and richness of Geography in Tourism.

**Learning outcomes**

After completing this course, the learner would be able to:

- Understand the core concepts of geography and its interrelationship with tourism.
- Recognize the characteristics and worldwide distributions of geography specific tourisms.
- Familiar with the role of geography of India in determining its major tourist destinations and their distributions.
- Acquainted with the global geographical characteristics and their significance in shaping world's major tourist destinations across the continents, and their accessibility to tourists.
- Plan tour itineraries of various destinations at domestic and global levels.
- Appreciate the value of geography in tourism.

<b>Unit I</b>	<p><b>Core issues in Tourism Geography</b> Core concepts of geography; Domain of geography in tourism; Geographical coordinates- Study of maps-traditional and online approach; Longitude and Latitudes; International Date Line and calculation of days; Standard time; Time Zones-Calculation of Time; GMT Variations; Time and day calculations; Natural, cultural and political divisions of world, and impacts of these divisions on tourism generation and tourists' mobility.</p>
<b>Unit II</b>	<p><b>Geography specific tourism</b> Concept, principle and practices of Ecotourism and Geo-tourism; Classification of Geo-tourism with brief descriptions of Mountain tourism, Desert tourism, Coastal-marine tourism and Island tourism; Global distribution of prominent Ecotourism and Geotourism destinations, and their locations on map.</p>
<b>Unit III</b>	<p><b>Tourism Geography of India</b> Geographical divisions of India: Natural, cultural and political; Geographical significance in the evolution and development of tourism in major geographical regions/divisions with their popular tourist destinations and attractions, and their locations on the map of India.</p>
<b>Unit IV</b>	<p><b>International Tourism Geography (Excluding India)</b> Major tourism generating regions in the world with their responsible geographical characteristics in the evolution and development of tourism, and case studies of selected countries from these regions; worldwide popular tourist destinations and their locations on world map.</p>
<b>Unit V</b>	<p><b>Tourism Transport Geography</b> Air Transport: IATA Areas and Sub Areas with Codes; Major Airlines and Airports with City Codes; Major Railway Networks; Water Transport with special reference to Cruise routes; Road Transportation: Major Transcontinental, International and National Highways in world and India. Map plotting of all these items.</p>
<b>Main text</b>	Ramesh, M. (2013) International tourism: Countries and Their Attractions, New Delhi: ABD Publications
<b>Reference books</b>	Nelson, V. (2015). An Introduction to the Geography of Tourism, Jaipur, Rawat Publication. Husain, M. (2015). World Geography. New Delhi: Amazon Publication.




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	<p>Lew, A., Hall, M. Timothy, D.J. (2014). World Geography of Travel and Tourism: A Regional Approach, New York: Amazon Publication.</p> <p>Dixit, N.K. (2016). Tourism Geography of India. Delhi: Vista International Publication.</p> <p>Cooper, C., Boniface, B. and Cooper, R. (2016). Worldwide Destinations: The Geography of Travel and Tourism, New York, Routledge Publication.</p>
<b>Pedagogical approach</b>	<p>Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc.</p> <p>The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session</p> <p>T-P-T: 2-1-1</p>
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation

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**POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT**

**DTTM -105/Sem 2      MARKETING MANAGEMENT**

**4 Credits**                      Discipline Specific Core Course (DSC)

**Description of the course**

Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling.

**Learning outcomes**

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. The students will be able to understand the basic philosophies and tools of marketing management.

**Unit I**                      Introduction to marketing with its nature, scope and importance in business management, Core marketing concepts/philosophies: Production philosophy, Product philosophy, Selling philosophy, Marketing philosophy and Societal philosophy, Marketing Environment: Micro and Macro environment, Consumer behaviour analysis.

**Unit II**                      Market Segmentation, Targeting and Product Positioning, Bases for Segmenting consumer and industrial markets, Target market and Product Positioning Tools.

**Unit III**                      Concept and characteristics of Product, Levels of Product, Product Life Cycle (PLC) stage, Meaning of a new product, Need and limitations for development of a new Product, Stages in new product development and consumer adoptions process, Concept, characteristics and significance of Services in marketing.

**Unit IV**                      Concept of Price and Pricing, Need and significance of Pricing, Pricing mix, Pricing methods and strategies, Concept of Place, Need and significance of Place, Place mix. Distribution: Designing marketing channels and their functions, Types of Intermediaries.

**Unit V**                      Concept of Promotion, Promotion mix, Factors determining promotion mix, Promotional Tools –Advertisement, Sales promotion, Public relations, Publicity and Personal Selling.

**Main text**                      Chaudhary, Manjula (2010), Tourism Marketing, Oxford University Press, New Delhi.

**Reference books**                      Chowdhary, Nimit and Prakash, Monika (2005), A Textbook of Marketing of Services, Macmillan India Limited, New Delhi:  
Dasgupta, Devashish (2010), Tourism Marketing, Pearson Education, New Delhi.  
N.Meenakshi and Arun Kumar(2018),Marketing Management, Vikas Publication, New Delhi  
Kothari, C.R. (2011). Research Methodology: Methods and Techniques. New Delhi: New Age International Publishers.  
Middleton, Victor (2001). Marketing in Travel and Tourism, 3/e. New Delhi: Butterworth-Heinemann.  
Kotler, Philip, Bowen, John and Makens James (2009). Marketing for Hospitality and Tourism. New Delhi: Prentice Hall/ Pearson Education.

**Pedagogical approach**                      Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc.  
The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

**Evaluation**                      75 % External evaluation, 25% Internal Evaluation



## POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT

**DTTM -106/Sem 2 AVIATION INDUSTRY AND TICKETING**

**4 Credits** Ability Enhancement compulsory course (AECC)

### Description of the course

Interpreting fare rules and e-ticket data elements is the key to satisfying and retaining customers. With the abundance and complexity of today's fare options, travel customers expect you to provide a service that is accurate, quick and affordable. This course teaches the language of fare construction and fare rules so you provide your customers with the best advice and the lowest fare for their air itinerary

### Learning outcomes

After completing this course, the student should be able to:

1. Understand the world and IATA geography
2. Familiarize with the travel conventions and organizations and able to formulate with the calculation of fares
3. Understand the documentation and other requirement for international air travel

### Course rollout

Course is essentially a laboratory work. However, during the course, following should be covered:

- **Introduction to airline industry:** Growth and distribution of airlines and air traffic around the world, factors affecting airline operating costs; concept of flying time and grounding time.
- **Familiarisation with OAG:** 3 letters city code and airport code, airline designated code, country and currency codes, minimum connecting time, global indicator; familiarisation with Air Tariff; NUC Conversion factors and general rules; IATA Bill Settlement Plan.
- **Planning itinerary by Air:** Itinerary terms; journeys and its types; types of fares; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Higher Intermediary Points (H.I.P); Circle Trip Minimum Checks (CTM); Backhaul Minimum Check, and Open jaw.
- **Documentation:** Passport, VISA, Currency Regulations, Custom Regulations, Health Regulations, Immigration Formalities at Airport and TIMATIC.
- **CRS:** Introduction to the Amadeus GDS and its features; basic AMEDEUS commands -signing in and signing out of Amadeus, agent work areas; encode and decode cities, airports, airline names, aircraft equipment, countries; availability commands and scrolling elements; important status code ;flight information; five mandatory elements of PNR; optional elements command in PNR; other service information command; PNR retrieval & display commands; PNR modifications commands; split bookings commands; elementary commands for fare quote display.

**Main text** Gee, Y.C., Boberg, B.K., Choy, J.L.D., and Makens, C.J., (1990), *Professional Travel Agency Management*, New Jersey: Prentice Hall.  
IATA/UFTAA, *Travel and Tourism Foundation Modules 1.1,1.2,1.3* Oxford/London School Atlas

**Reference books** World Map Atlas, Oxford/London School Atlas yearly published by IATA  
Official Airlines Guide(OAG), IATA Publication yearly published by IATA  
Passenger Airlines Guide(OAG), IATA Publication yearly published by IATA  
Passenger Air Tariff(PAT), IATA Publication yearly published by IATA  
Travel Information Manual (TIM), IATA Publication yearly published by IATA  
Semer-Purzycki, Jeanne, (1997), *International Travel, Fares, and Ticketing*, New Jersey: Prentice Hall.  
Thompson-Smith, Jeanie M. (1988), *Travel Agency Guide to Business Travel*, London: Delmar Publishing Inc.

**Pedagogical approach** Theory classes, lab practical, assignments and discussions  
T-P-T: 1-2-1

**Evaluation** 25 % internal practical exam, 75% theory




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**POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT**


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**DTTM -107/Sem 2 TRAVEL AGENCY MANAGEMENT AND TOUR OPERATIONS**


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**4 Credits** Discipline Specific Core Course (DSC)
 

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**Description of the course**

Planning a trip is a time-consuming and complicated process. Travel agents simplify this process for their customers in addition to providing consultation services and entire travel packages. They may book flights, cruises, rental cars and hotels, as well as resort stays and events. Hence this course aims to skill the students in developing a skill for travel agency operator.

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**Learning outcomes**

After doing this course, the learner will be able to:

1. To familiarize the historical background of the travel agency business
  2. To understand broadly the functions of a retail travel agency
  3. Identify various resources for planning travel itineraries.
  4. To realize the meaning of inbound tour management and differentiate it from an outbound tour
  5. To understand the nature and meaning of an outbound tour and understand handling of outbound tourist
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**Unit I *Travel Agency –Historical Growth***

Introduction to travel agency, Meaning, Nature, Scope and Characteristics of Travel Agency. Historical evolution or Origin of travel trade in the world and in India, Evolution of Cox & Kings and Thomas Cook Travel Company, Wholesale and retail travel agency and their difference, changing scenario of travel trade in present time. Role and Importance of travel agency. The origin of the packaged tour, Growth in the packaged vacations, mass market operations, Specialised tour operators, Domestic operators, Incoming operators, Types of packaged tours, Customised tours and excursions, planning a tour package, Pricing a tour etc

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**Unit II *Functions, Structure and Types of Travel Agency and Tour Operator***

Types of Travel agency, Destination management companies (DMC), OTA (Online travel agencies), and Tour Operators. Functions and role of travel agency and tour operators, Linkages of Travel agency, principle suppliers of tourism services, Role of technology in travel agency operation and management, Sources of revenue for travel agency and tour operators. Organisational Structure of a travel agency, various departments of a travel agency and their functions,

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**Unit III *Setting-up of Travel agency and Tour Operation Business***

Setting up of travel agency, approval procedure for travel agency and tour Operators, Sources of Income for a travel agency, client handling, Tour itinerary Planning, sources for Itinerary Planning, Types of itinerary, components of tour itinerary.

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**Unit IV *Tour Costing and Itinerary Preparing***

Introduction to costing, Methods of costing, components of costing – Transport, Accommodation Guide/Escort, Airfare, Train fare monument entrance fee, supplement costs, courtesy services, meal rate, meal plan, sightseeing, entertainment, light and sound shoe, amusement/theme park, mark-up, taxes etc. Itinerary of various destinations for Inbound/domestic tourism- Golden Triangle Tour, Kerala tour, Rajasthan tour, J & K tour, and Himachal Pradesh tour itinerary and costing.

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**Unit V *International Organisations and their role in tourism promotion and development***

Forms of Travel Associations, Major International Travel Associations, The Aims and functions of various international / national organisation, UNWTO, ASTA, PATA, UFTAA, ICAO, IATA, and WTTC .

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<b>Main text</b>	Chand, M. (2007). <i>Travel Agency Management: An Introductory Text</i> . New Delhi: Anmol Publication.
<b>Reference books</b>	Singh, R. (2015). <i>Flight Reservation and Tour Operation</i> . New Delhi: Kanishka. Singh, R. (2010). <i>Aviation management: Global and National Perspectives</i> . New Delhi: Kanishka. Andrews, S. (2007). <i>Introduction to Tourism and Hospitality Industry</i> . Tata McGraw Hill. Laurence, S. (1990). <i>Guide to Starting and Operating Successful Travel Agency</i> . New York: Delmar Publishers Inc.
<b>Pedagogical approach</b>	Classroom instruction with assignments and case studies. T-P-T: 2-1-1
<b>Evaluation</b>	75 % External evaluation, 25% internal evaluation.

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**POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT**

**DTTM -108/Sem 2**

**DESTINATIONS OF THE WORLD**

**4 Credits**

Disciple Specific Elective Course (DSE)

**Description of the course**

This course has been designed keeping in mind the needs of travel industry. It is a job-oriented course which has been tailor-designed to provide hand on training to students. The course will provide students to interact with the travel professionals and experts.

**Learning outcomes**

After completing this course, the student should be able to:

1. Learn about popular global destinations
2. Learn about popular circuits and itineraries
3. Learn about important service required by a tourist.
4. Prepare itineraries with costing
5. Understand how to convert tourist's idea of holiday into a tour package.

**Course roll out**

In this course theoretical and practical inputs related with types of itineraries, itinerary preparation and designing process, costing and pricing of itinerary, documentation preparations will be imparted.

The course is a 100 % practical course. Broadly, the activities assessed in this course are as follows:

**Itinerary workshops**

Creativity, feasibility and presentation skills will be the main criteria for evaluation of the itinerary presentation. The students will make six itineraries based on different themes. Each itinerary has to be submitted in PowerPoint and a written assignment (brochure).

**Documentary**

A documentary (short film) will be presented by students highlighting various features of a destination/country/circuit.

**Quiz**

Four quizzes will be organized. Three best scores out of four will be considered.

**Destination specialist certificates**

Every learner will be expected to complete three destination specialist certificates (minimum).

**Destination specific lectures**

Lectures by embassy tourism desks/ DMCs.

Students must attend these lectures. Based on these sessions the students will be expected write a detailed essay about the destination.

**Pedagogical approach**

'Activity based learning' is the key pedagogical approach that we use. Learning would be facilitated through presentations, itinerary workshops, acquiring destination specialist certifications, quizzes, presentations, and class activities etc.  
T-P-T: 0-4-0

**Evaluation**

Itinerary workshop and presentations- 30 %

Documentary- 15%

Score of quizzes- 30 %

Destination specialist certificates- 15 %

Participation in Destination Specific lectures and essay writing- 10%





**POST GRADUATE DIPLOMA IN TOURISM AND TRAVEL MANAGEMENT**

**DTTM -109/Sem 2      PROJECT**

**4 Credits**                      Discipline Specific Elective (DSE)

**Description of the course**

The rationale behind the project work is to:

1. Expose the student to various operational and practical aspects of tourism business
2. Help him apply principles learned in class to real-life situations
3. Help the student hone his/ her written/ communication skills required for a professional

**Learning outcomes**

The project will help student:

1. Identify a problem/ challenge/ business issue
2. Devise a plan to solve the issue at hand
3. Apply his/ her knowledge and learning to arrive at conclusion
4. Present his findings, suggestions formally in a professional format

Students are advised to take up a project work only in area of tourism and related field.

- Each of the students has to undertake a project individually under the supervision of an allotted teacher and to submit the same following the guidelines as laid out by the department.
- Language of Project Report and Viva-Voce Examination will be English. The Project Report must be typed and spirally bounded.

**Main text**      Hussey, J. and Hussey, R. (1997). *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*. New York: Palgrave Macmillan  
Smyth, K., Rennie, F., et al (2016). *Undertaking Your Research Project: Essential Guidance for Undergraduates and Postgraduates*. eTIPS (Kindle edition)

**Reference books**      Robson, C. (2014). *How to do a Research Project: A Guide for Undergraduate Students*. New York: John Wiley & Sons

**Pedagogical approach**      Students will work in close supervision of the allotted guide. They must report to the supervisor at least once in a week.

**Evaluation**

- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years (within the time period as per University Rules).
- No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- Evaluation of the Project Work to be done jointly by one internal expert (25%) and one external expert (75%).
- External examiner may evaluate the projects on the basis of Project report (50 marks) and the Viva Voce (25 marks).
- The Project report may be evaluated on following criterion-  
Chapter 1: Introduction- 10 marks  
Chapter 2: Conceptual framework/ National/International scenario- 5 marks  
Chapter 3: Presentation, analysis and findings- 25 marks  
Chapter 4: Conclusion and recommendations- 10 marks