

NSQF ALIGNED CURRICULUM FOR
ONE YEAR (TWO SEMESTERS)
P.G. DIPLOMA COURSE IN
TOURISM & TRAVEL MANAGEMENT
FOR THE STATE OF UTTAR PRADESH

(Effective from Session 2023-24)



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PREFACE

An important issue generally debated amongst the planners and educator's world over is how technical education can contribute to sustainable development of the societies struggling hard to come in the same bracket as that of the developed nations. The rapid industrialization and globalization has created an environment for free flow of information and technology through fast and efficient means. This has led to shrinking of the world, bringing people from different culture and environment together and giving rise to the concept of world turning into a global village. In India, a shift has taken place from the forgettable years of closed economy to knowledge based and open economy in the last few decades. In order to cope with the challenges of handling new technologies, materials and methods, we have to develop human resources having appropriate professional knowledge, skills and attitude. Technical education system is one of the significant components of the human resource development and has grown phenomenally during all these years. Now it is time to consolidate and infuse quality aspect through developing human resources, in the delivery system. Polytechnics play an important role in meeting the requirements of trained technical manpower for industries and field organizations.

In order to meet the requirements of future technical manpower, we will have to revamp our existing technical education system and one of the most important requirements is to develop outcome-based curricula of diploma Programs. The curricula for diploma Programs have been revised by adopting time-tested and nationally acclaimed scientific method, laying emphasis on the identification of learning outcomes of diploma Program.

The real success of the diploma Program depends upon its effective implementation. However, best the curriculum document is designed, if it is not implemented properly, the output will not be as expected. In addition to acquisition of appropriate physical resources, the availability of motivated, competent and qualified faculty is essential for effective implementation of the curricula.

It is expected of the polytechnics to carry out job market research on a continuous basis to identify the new skill requirements, reduce or remove outdated and redundant courses, develop innovative methods of course offering and thereby infuse the much needed dynamism in the system.

K.Ram

Director
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Kanpur

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6. Faculty/Subject Experts from different departments of U.P. Government polytechnics for content updating.
7. CDC Officer and other Concerning Staff of IRDT Kanpur for their support and assistance in the conduct of Curriculum workshops at different places.

1. SALIENT FEATURES OF DIPLOMA PROGRAMME IN TEXTILE TECHNOLOGY

1. Name of the Programme : P G Diploma Programme in Tourism & Travel Management
2. Duration of the Programme : One years (Two Semesters)
3. Entry Qualification : Graduate in any discipline
4. Intake : 60 (or as prescribed by the Board)
5. Pattern of the Programme : Semester Pattern
6. NSQF Level : Level – 6
7. Ratio between theory and Practical : 65 : 35 (Approx.)

8. Industrial Training:

Industrial training of 4 weeks will be conducted just after completion of I Semester. After completion of training student will have to submit Industrial Training Project Report within One Month to the concern HOD of The department.

9. Student Centered Activities:

A provision of 3-6 periods per week has been made for organizing Student Centered Activities for overall personality development of students. Such activities will comprise of co-curricular activities such as expert lectures, self-study, games, hobby classes like photography, painting, singing etc. seminars, declamation contests, educational field visits, NCC, NSS and other cultural activities, disaster management and safety etc.

10. Project work

A project work has been included in the curriculum to enable the student get familiarize with the practices and procedures being followed in the industries and provide an opportunity to work on some live projects in the industry.

2. EMPLOYMENT OPPORTUNITIES FOR PG DIPLOMA PROGRAMME HOLDER IN TOURISM & TRAVEL

As a holder of a PG Diploma in Tourism & Travel, you have several employment opportunities available to you. Here are some potential career paths within the tourism and travel industry:

1. **Travel Agency:** You can work for a travel agency as a travel consultant or travel agent. Your responsibilities may include assisting customers with travel bookings, providing destination information, and coordinating travel itineraries.
2. **Tour Operator:** Tour operators organize and conduct tours for individuals or groups. You can work as a tour guide, tour coordinator, or tour manager, ensuring smooth travel experiences for clients.
3. **Destination Management Company (DMC):** DMCs specialize in planning and executing travel arrangements for corporate clients, event management, and incentive travel programs. You can work in operations, sales, or event planning within a DMC.
4. **Hospitality Industry:** With your tourism and travel background, you can explore opportunities within the hospitality industry. Positions such as hotel manager, guest relations manager, or events coordinator are possible options.
5. **Airline Industry:** You can work for airlines in various roles, such as airline customer service representative, airport operations, or airline sales and marketing.
6. **Cruise Industry:** The cruise industry offers positions in cruise line operations, onboard guest services, entertainment, or shore excursions.
7. **Tourism Boards and Destination Marketing Organizations:** You can work with tourism boards or destination marketing organizations to promote tourism in specific regions. Jobs can include marketing, public relations, event planning, or research.
8. **Travel Writer or Blogger:** If you have strong writing skills, you can consider a career as a travel writer, creating content for travel websites, magazines, or starting your own travel blog.
9. **Event Planning:** Your skills in organizing and coordinating travel can be valuable in the event planning industry, particularly in corporate events or incentive travel programs.
10. **Ecotourism and Sustainable Travel:** With increasing interest in responsible travel, you can explore opportunities in ecotourism or sustainable travel organizations, focusing on promoting environmentally friendly and socially responsible tourism practices.
11. **Remember to tailor your job search and applications to align with your specific interests, skills, and the opportunities available in your local or desired job market. Networking, internships, and volunteering can also be beneficial for gaining experience and expanding your professional connections in the industry.**

3. LEARNING OUTCOMES OF THE PROGRAMME

Sr. No.	LEARNING OUTCOMES
After due completion of the course, a P.G.Diploma holder in PG Diploma in Tourism & Travel Management will be able to:	
1.	Will be able to define the basic concepts of tourism.
2.	Will be able to make predictions about past, present and future of tourism.
3.	Will be able to develop knowledge of tourism.
4.	Will be able to comprehend various tourism organization.
5.	Illustrate the importance of computers.
6.	The functions of business computer for improving e-business activities.
7.	Adopt the knowledge about computer and its usage.
8.	Will explain and use accounting information in business decision making contexts
9.	Will explain the basic evacuating take used in the tourism context.
10.	Evaluate contemporary management accounting systems and apply in decision making.
11.	Understand the basics of communication.
12.	Understand use of effective communication in business.
13.	Analysis the significance of personality grooming in the contemporary business.
14.	Explain and adopt the grooming tricks for personality development.
15.	Analyzing foundational knowledge on Ecology and Environment.
16.	Understanding the special interest tourism.
17.	Gain adequate knowledge about role of various eco-tourism development agencies.
18.	Explain various eco-tourism developing agencies.
19.	Understand the various air transport terminologies.
20.	Understand the various formalities of air cargo management.
21.	Elaborate the mechanism used in Travel and Ticketing and cargo management.
22.	Explain the characteristics and activities of travel agencies.

23.	Explain & understand the tour operators and package for concepts.
24.	Explain the relationship among transportation, tour operator and travel industry.
25.	Identity the service characteristics of Tourism marketing.
26.	Apply market segmentation, targeting and positioning.
27.	Improvement the usage of its elements with sustainability approach.
28.	To analysis market planning and control.

4. DERIVING CURRICULUM AREAS FROM LEARNING OUTCOMES OF THE PROGRAMME

The following curriculum area subjects have been derived from learning outcomes:

Sr. No.	LEARNING OUTCOMES	CURRICULUM AREAS /SUBJECTS
1.	<ul style="list-style-type: none"> • Will be able to define the basic concepts of tourism. • Will be able to make predictions about past, present and future of tourism. • Will be able to develop knowledge of tourism. • Will be able to comprehend various tourism organization. 	Fundamental of Tourism
2.	<ul style="list-style-type: none"> • Illustrate the importance of computers. • The functions of business computer for improving e-business activities. • Adopt the knowledge about computer and its usage. 	Tourism Products of India
3.	<ul style="list-style-type: none"> • Will explain and use accounting information in business decision making contexts. • "I will explain the basic e-faceinting technique used in the tourism context. "Evaluate contemporary management accounting systems and apply in decision making. 	Introductory Accounting & Foreign Exchange
4.	<ul style="list-style-type: none"> • Understand the basics of communication. • Understand use of effective communication in business. • Analysis the significance of personality grooming in the contemporary business. • Explain and adopt the grooming tricks for personality development. 	Personality Development & Communication Skills
5.	<ul style="list-style-type: none"> • Analyzing foundational knowledge on Ecology and Environment. • Understanding the special interest tourism. • Gain adequate knowledge about role of various eco-tourism development agencies. • Explain various eco-tourism developing agencies. 	Ecology & Environment in Tourism
6.	<ul style="list-style-type: none"> • Understand the various air transport terminologies. • Understand the various formalities of air cargo management. • Elaborate the mechanism used in Travel and Ticketing and cargo management. 	Air Travel System & Cargo Management
7.	<ul style="list-style-type: none"> • Explain the characteristics and activities of travel agencies. • Explain & understand the tour operators and package for concepts. • Explain the relationship among transportation, tour operator and travel industry. 	Tour operation & Travel Agency Management

8.	<ul style="list-style-type: none">• Identity the service characteristics of Tourism marketing.• Apply market segmentation, targeting and positioning.• Improvement the usage of its elements with sustainability approach.• To analysis market planning and control.	Tourism Marketing
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5. ABSTRACT OF THE CURRICULUM AREAS

BASIC COURSES OF TOURISM & TRAVEL MANAGEMENT

1. Fundamental of Tourism
2. Tourism Products of India
3. Computer Application and Global Distribution System
4. Introductory Accounting & Foreign Exchange
5. Personality Development & Communication Skills
6. Ecology & Environment in Tourism
7. Air Travel System & Cargo Management
8. Tour operation & Travel Agency Management
9. Tourism Marketing
10. Project
11. Industrial Training (4 weeks)
12. Student Centered Activities (SCA)

5. HORIZONTAL AND VERTICAL ORGANISATION OF THE SUBJECTS

Sr. No	Subjects	Distribution in Periods per week in Various Semesters	
		I	II
1.	Fundamental of Tourism	6	
2.	Tourism Products of India	8	
3.	Computer Application and Global Distribution System	10	
4.	Introductory Accounting & Foreign Exchange	11	
5.	Personality Development & Communication Skills	11	
6.	Ecology & Environment in Tourism		9
7.	Air Travel System & Cargo Management		12
8.	Tour operation & Travel Agency Management		11
9.	Tourism Marketing		9
10.	Project		5
11.	Industrial Training (4 weeks)		
12.	Student Centered Activities (SCA)	2	2
TOTAL		48	48

7- STUDY AND EVALUATION SCHEME FOR P. G DIPLOMA PROGRAMME IN TOURISM AND TRAVEL MANAGEMENT

FIRST SEMESTER

Sr. No.	SUBJECTS	STUDY SCHEME Periods/Week			Credits	MARKS IN EVALUATION SCHEME										Total Marks of Internal & External
		L	T	P		INTERNAL ASSESSMENT			EXTERNAL ASSESSMENT							
						Th	Pr	Tot	Th	Hrs	Pr	Hrs	Tot			
1.1	Fundamental of Tourism	6	-	-	5	20	-	20	50	2 ½	-	-	50	70		
1.2	Tourism Product of India	8	-	-	5	20	-	20	50	2 ½	-	-	50	70		
1.3	Computer Application & Global Distribution	4	-	6	5	20	50	70	50	2 ½	100	3	150	220		
1.4	Introductory Accounting & Foreign Language	7	-	4	5	20	-	20	50	2 ½	-	-	50	70		
1.5	Personality Development & Communication Skills	7	3	1	4	20	30	50	50	-	50	Viva	100	150		
#Student Centered Activities (SCA)		-	-	2	1	-	30	30	-	-	-	-	-	30		
Total		32	3	13	25	100	110	210	250		150	-	400	610		

* Common with other diploma programmes.

Student Centered Activities will comprise of co-curricular activities like extension lectures, self study, games, hobby clubs e.g. photography etc., seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, disaster management and safety etc.

STUDY AND EVALUATION SCHEME FOR P. G DIPLOMA PROGRAMME IN TOURISM AND TRAVEL MANAGEMENT

SECOND SEMESTER

Sr. No.	SUBJECTS	STUDY SCHEME Periods/Week			Credits	MARKS IN EVALUATION SCHEME								Total Marks of Internal & External
		L	T	P		INTERNAL ASSESSMENT			EXTERNAL ASSESSMENT					
						Th	Pr	Tot	Th	Hrs	Pr	Hrs	Tot	
2.1	Ecology & Environment in Tourism	6	3	-		20	-	20	50	2 ½	-	-	50	70
2.2	Air Travel System & Cargo Management	8	4	-		20	-	20	50	2 ½	-	-	50	70
2.3	Tour Operation & Travel Agency Management	8	3	-		20	-	20	50	2 ½	-	-	50	70
2.4	Tourism Marketing	6	3	-		20	-	20	50	2 ½	-	-	50	70
2.5	Project	-	-	5		-	50	50	-	-	100	3	100	150
2.6	Industrial Training(4 Weeks)	-	-	-		-	30	30	-	-	60	-	60	90
#Student Centered Activities (SCA)		-	-	2	1	-	30	30	-	-	-	-	-	30
Total		28	13	7		80	110	190	200	-	160	-	360	550

* Common with other diploma programmes

Student Centred Activities will comprise of co-curricular activities like extension lectures, self study, games, hobby clubs e.g. photography etc., seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities, disaster management and safety etc.

8. GUIDELINES FOR ASSESSMENT OF STUDENT CENTRED ACTIVITIES (SCA)

It was discussed and decided that the maximum marks for SCA should be 30 as it involves a lot of subjectivity in the evaluation. The marks may be distributed as follows:

- i. 10 Marks for general behavior and discipline
(by HODs in consultation with all the teachers of the department)
- ii. 5 Marks for attendance as per following:
(by HODs in consultation with all the teachers of the department)
 - a) 75 - 80% 2 Marks
 - b) 80 - 85% 4 Marks
 - c) Above 85% 5 Marks
- iii. 15 Marks maximum for Sports/NCC/Cultural/Co-curricular/ NSS activities as per following:
(by In-charge Sports/NCC/Cultural/Co-curricular/NSS)
 - a) 15 - State/National Level participation
 - b) 10 - Participation in two of above activities
 - c) 5 - Inter-Polytechnic level participation

Note: There should be no marks for attendance in the internal sessional of different subjects.

9. DETAILED CONTENTS OF VARIOUS SUBJECTS

FIRST SEMESTER

1.1 FUNDAMENTALS OF TOURISM

L T P
6 - -

RATIONALE

This will be an introductory module giving the basics of tourism studies. This will give an overview of the demand and supply sides of tourism of the Indian scene, and of the various organizations at national and international levels.

LEARNING OUTCOMES

After undergoing the subject, the students :

- 1- Will be able to define the basic concepts of tourism.
- 2- Will be able to make predictions about past, present and future of tourism.
- 3- Will be able to develop knowledge of tourism.
- 4- Will be able to comprehend various tourism organization.

DETAILED CONTENTS

FUNDAMENTAL OF TOURISM

1. INTRODUCTION TO TOURISM INDUSTRY:

Concepts, of tourism. Nature, importance, & Characteristics of Tourism and Tourism industry, Components of Tourism Industry: Attractions, Transports, Accommodations, Refreshments, Shopping, Entertainment, Infrastructure and Hospitality.

2. TYPES OF VISITORS:

Tourists, Travelers & Excursionists. Forms of Tourism: Senior Tourism, Life Style Tourism, Special Interest Tourism like culture or nature-oriented; ethnic or 'roots' Tourism, VFR, Rural Tourism, Inbound, Outbound, Domestic & International.

3. MEASUREMENT OF TOURISM:

Tourism statistics, Present state of Indian Tourism, Emerging trends and new thrust areas in Tourism. Impact of tourism and their assessment.

4. AGENCIES/ORGANISATIONS AND MINISTRIES LINKED WITH TOURISM IN INDIA, GOVT OF INDIA:

ITDC, State Govt. Tourism Departments and Tourism Corporations, Ministries of Civil Aviation, Railways(IRCTC), Surface Transport, External Affairs, Home Affairs, Environment and Forest, Commerce Industry, Finance and Youth Welfare and Sports, Archaeological Survey of India. Tourism Finance Corporation of India (TFCI).

5. INTERNATIONAL & NATIONAL & TOURISM ORGANISATIONS:

International organizations TAAI, IATO, FHRAI Trade Associations: UN,WTO, PATA, ASTA, UFTAA, ICAO, IATA.

REFERENCE BOOKS

1. Mill and Morrison, ' The Tourism System: An Introductory Text', Prentice Hall.
2. Cooper, Fletcher, 'Tourism Principles and Practice', Pitman
3. Burkart & Medlik, 'Tourism: Past Present and Future (1981)' Heinemann, ELBS.
4. Fridgen, J.D., 'Dimensions of Tourism (1991)', Educational Institute of AH & MA, East Lansing, Michigan (USA).
5. Mill, R.C., 'Tourism: The International Business (1990)' Prentice Hall, New Jersey (USA).
6. Bejbaruah, MP, Tourism Dimentation

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centred activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation

RECOMMENDED BOOKS

1. Mill and Morrison, ' The Tourism System: An Introductory Text', Prentice Hall.
2. Cooper, Fletcher, 'Tourism Principles and Practice', Pitman
3. Burkart & Medlik, 'Tourism: Past Present and Future (1981)' Heinemann, ELBS.
4. Fridgen, J.D., 'Dimensions of Tourism (1991)', Educational Institute of AH & MA, East Lansing, Michigan (USA).
5. Mill, R.C. Tourism: The International Business (1990)' Prentice Hall, New Jersey (USA).
6. Bejbaruah, MP, Tourism Dimentation

Websites for Reference:

<https://www.opentext-bc.ica>

<https://www.unwto.org>

<https://www.fecd.org/ctc/tourism>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted	Marks Allotted
1	16	20
2	17	20
3	17	20
4	17	20
5	17	20
Total	84	100

1.2 TOURISM PRODUCTS OF INDIA

L T P
8 - -

RATIONALE

The course offers students a comprehensive understanding of tourism products in India. It covers the importance, identification, and classification of tourism products, highlighting the role of Indian architectural heritage. The course explores the geography of tourism, including natural attractions and sustainable tourism practices. It also delves into the accommodation sector, encompassing various types of hotels and their classifications. Additionally, students learn about the emerging trends of wellness and medical tourism, analyzing case studies from renowned regions. By studying these aspects, students gain the knowledge and skills to contribute to the sustainable development of India's tourism industry.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- 1- Students will understand and identify tourism products.
- 2- Understand role of Indian architectural heritage in the tourism products.
- 3- Know understand and identity tourism products.
- 4- Know and apply the knowledge of various products.

DETAILED CONTENTS

1. TOURISM PRODUCTS:

Definition, Classification, Difference between Tourism products & other types of consumer products, Elements and characteristics of Tourism products, Typology of Tourism products, Tourism products production system, Tourism product life cycle. Tourism oriented products, Resident oriented products.

2. GEOGRAPHY OF TOURISM:

NATURAL : Number of products in each category should be limited e.g. 2 from each region of the country (Beaches, Hill stations, Wild life sanctuaries and National parks, Biosphere and Tiger reserves, Water falls and Islands), Tourism market, segments like MICE conventions, incentives, adventure sports. Theme parks, environment Vs. tourism conservation and nature preservation. Indian Geography and World Geography- Ocean and Continents - Details of Ocean and Continents and different tourist - destination therein. The tourism products of India and the world must be limited e.g. UNESCO World Heritage Sites.

3. ACCOMMODATION SECTOR :

High Fixed cost of accommodation and its implications. Classification of Hotels e.g. Camping, Carvan, B & B, Pension/Guest house/Boarding house, Motel. Budget, mid price, Deluxe. Types of hotels viz. commercial or transient hotels, Resorts, Convention hotels, Motels and Motor hotels, Condominiums, Residential hotels, Casinos, all-suite hotels. Star grading of hotels, unclassified hotels. Food Plans: AP, CP, EP, MAP. Chain hotels, National and International chain of hotels in India. Prominence of small hotel sectors in India. Heritage hotels. Land based, Airbase, Water

based, Rooms (Types), Room Rate, Check in and Check out formalities, Different department in hotel - Front office and House keeping - Function, Job profile attribute of F.O. & H.K., Package of Hotel Industry.

4. HISTORICAL & ARCHITECTURAL BACKGROUND OF INDIA:

An overview of Buddhist, Jain, Hindu, Indo-Islamic. Western Architecture. Colonial architecture in India, influence of different architectural styles thereon. Temple architecture, regional styles. Selected Heritage Sites, Museums, Palaces, Forts and other Monuments. Tourism/Tinerary- Case Study, Cultural Attractions : Museums, Monuments, Architecture, Arts and Crafts, Music and Dances, Fairs and Festivals, Religious and Pilgrimage Tourism.

5. WELLNESS AND MEDICAL TOURISM :

Yoga, Meditation, Spas, Naturopathy, Ayurveda. (Case study of Kerela and Uttaranchal). New trends in medical tourism.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centered activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

1. Assignments and quiz/class tests
2. Mid-term and end-term written tests
3. Presentation

RECOMMENDED BOOKS

1. Dixit Manoj & Charu Sheela : Tourism Products, New Royal Publishers, Lucknow (2001)
2. Basham A. L. : Wonder That was India
3. Perey Brown : Monuments of Inaia
4. Shobhita Punju : Monuments of India, Sri Lanka Palustan, Bhultan
5. Lovely Planet travel & Nepal Kit : India
6. Government of India Publications
7. Gupta I. C. : Tourism Products of India
8. Sudhir Andlens : Hotel Front Office training Manual
9. Zulfikar Mohammed : Introduction to tourism & hotel Industry.
10. Singh Monohar : Tourism Development
11. Bezharua : New Horizons of India
12. Negi, Jagmohan : Travel and Tourism
13. Singh, R. D. : Tourism today (3 Volumes)
14. Sinha, P. C. : International Encyclopaedia of tourism (12 Volume)

Websites for Reference:

<https://www.opentext-bc.ica>

<https://www.unwto.org>

<https://www.fecd.org/ctc/tourism>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	22	20
2	24	20
3	22	20
4	22	20
5	22	20
Total	112	100

1.3 COMPUTERS APPLICATION AND GLOBAL DISTRIBUTION SYSTEM

L T P
4 - 6

RATIONALE

This course provides students with a comprehensive understanding of computer applications in the context of the global distribution system (GDS). It emphasizes the importance of computer applications in the travel and tourism industry, familiarizes students with GDS platforms, teaches reservation and ticketing processes, covers data management and analysis, and introduces technology trends. By gaining these skills, students can enhance productivity, provide efficient services, and contribute to the digital transformation of the industry.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- 1- Illustrate the importance of computers.
- 2- The functions of business computer for improving e-business activities.
- 3- Adopt the knowledge about computer and its usage.

DETAILED CONTENTS

1. FUNDAMENTALS OF COMPUTERS:

- A. Understanding Computer Systems:
 - a. Block Diagram of a Computer
 - b. Input-Output Devices
 - c. Hardware Components
 - d. Software Types and Categories
- B. Operating Systems:
 - a. Introduction to Operating Systems (Including Windows 10, 11)
 - b. Overview of MS-DOS and Linux (Ubuntu, Debian, Fedora, Red Hat Enterprise Linux (RHEL) etc.)
 - c. User Interfaces and Navigation
- C. Storage Technologies:
 - a. Evolution of Storage Devices
 - b. Modern Storage Devices: Hard Disks, SSDs
 - c. Optical Storage: CD-ROMs and DVDs
 - d. Introduction to Cloud Storage
- D. Computer Memory:
 - a. RAM (Random Access Memory) and Its Significance
 - b. ROM (Read-Only Memory) and Its Uses
- E. Central Processing Unit (CPU):
 - a. CPU Architecture and Functionality
 - b. Arithmetic Logic Unit (ALU) and Its Role

2. MS OFFICE :

- A. MS Word :

File, Edit, View, Formatting, Tool bars, Fronts, Word Art, Mail merge.

B. MS EXCEL :

Introduction to MS Excel, Worksheet & Workbook, Entering labels, Number & formulas (Addition, Subtraction, Multiplication, Division, Percentage), Formatting, Row and Columns, Creating different types of charts.

C. POWER POINT :

Introduction to Power Point, Creating Slides, Custom Shows, Running Slides.

3. INTERNET AND E-MAIL :

Use of social networking sites as a promotional tool. Creating E-Mail Account, Sending and receiving mails, Attaching document files with mails, Surfing & Searching different web sites, Sending E-Mails through outlook.

4. GLOBAL DISTRIBUTION SYSTEM (GDS) :

Introduction to GDS, Types of GDS, City code, Country code, Currency, Fair management, Reservation process, Ticket booking through Travel Web Portal, Different Web Portal, Etc.

LIST OF PRACTICALS

1. Creating, Formatting and Printing of document using MS Word.
2. Entering data in worksheet for different types of calculation using formulas. Creating and printing different types of Graphics (Line, PIE, Bar, Stacked bar, etc.)
3. Creating slides for presentation (For Any organization/Industry).
4. Sending, receiving E-Mail, Attaching documents and surfing different types of web sites.
5. Use of different reservation package like Hotel reservation, Railway, Airline.
6. Practice on Global Distribution System on Internet.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centred activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation

RECOMMENDED BOOKS

1. Computer Fundamentals and Applications By Ashok Arora
2. Global Distribution systems in the Tourism Industry by WTO
3. Tourism information Technology by Pierre J Benckendorff, Zhang Xiang, Pauline J Sheldon

Websites for Reference:

<https://www.siteminder.com>

<https://www.rategain.com>

<https://www.revfine.com>

<https://www.travelperk.com>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	14	25
2	14	25
3	14	25
4	14	25
Total	56	100

1.4 INTRODUCTORY ACCOUNTING AND FOREIGN EXCHANGE

L T P
8 4 -

RATIONALE

This module will enable the students to understand the basic principles and concepts of accounting, the basic techniques of preparing financial information and use the information in basic decision making.

LEARNING OUTCOMES

After undergoing the subject, the students :

- 1- Will explain and use accounting information in business decision making contexts.
- 2- Will explain the basic efaceinting take used in the tourism context.
- 3- Evaluate contemporary management accounting systems and apply in decision making.

DETAILED CONTENTS

1. UNIT-I :

Book keeping : Definition, objective of book keeping, cash system - single entry - double entry system, Classification of accounts, rules for debit and credit used in book keeping.

- Journal : Form of journal, journal entry , ledger : forms of ledger, positing, balancing of accounts, significance of balance.
- Subdivisions of Journal - forms of cash book, Preparation of cash book, bank reconciliation statement.

2. UNIT-II :

Travel Accounting :

Sales generation, accounting and control : Airline sales reporting and payment. Other services- cargo, tours, passport, visas. Surface transport booking and arrangements, etc.

Internal Control :

Miscellaneous topics : credit cards, Traveler Cheque, Cash Card etc.

3. UNIT-III:

Rules regulations about Forex (Foreign Exchange), Act, FEMA act, Currency conversion, Rate of exchange, Selling foreign exchange, Buying foreign exchange, etc.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centered activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation

RECOMMENDED BOOKS

1. Boniface, Brian Getal : The Geography of Travel and tourism (London, England Heinemann Professional Publishing, 1987)
2. Burton Rosemary : Travel Geography (Pitman Publishing, London)
3. Devies D : The Art of Managing Finance (McGraw Hill)
4. Foster D.L. : The Business of Travel Agency Operation and Administration (1993) McGraw Hill
5. Maheshwari S. N. & S. K. : Introduction to Accounting
6. Grewal T. S. : An Introduction to Accounting
7. Maheswan S. N. & S. K. : Principles and Practices of Accountancy
9. Sharma R. K. : Management Accounting in Hotel Industry In India.

Websites for Reference:

<https://www.corporatefinanceinstitute.com>

<https://www.studoco.com>

<https://www.accaglobal.com>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	37	33
2	38	33
3	37	33
Total	112	100

1.5 PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

L T P
8 3 1

RATIONALE:

To Introduce a foreign language other than English to the trainees. The aim is to develop elementary communication skill in the participants, with greater emphasis on spoken language and oral communication. Depending on the availability of suitable faculty, choice of French language would be offered to the students.

NOTE : Choose any one foreign language such as French, German, Japanese, English (American), Spanish, Russian

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- 1- Understand the basics of communication.
- 2- Understand use of effective communication in business.
- 3- Analysis the significance of personality grooming in the contemporary business.
- 4- Explain and adopt the grooming tricks for personality development.

DETAILED CONTENTS

PART A:

PERSONALITY DEVELOPMENT :

1. PERSONAL GROOMING :

Health and hygiene, Dressing sense, Developing positive habits and character, Body language, Basic manners, Etiquettes, Giving personality a professional out look.

2. ATTITUDE :

Introduction, Types, Its significance in personality, Factors determining personality. Its correlation with success, Step to build up positive attitudes.

3. LEADERSHIP :

Meaning and definition, Qualities of a leader, importance of leadership, Leadership styles, Theories of leadership, Influence processes.

4. COMMUNIACTIVE ENGLISH :

Grammer, Part of Speech, Pronunciation, Speaking, Sentence construction.

PART B:

1. Introduction To Communication :

Definition, types, characteristics; Process, Meaning, Types of Barriers; Concept of Communication; Commandments for Effective Listening; Listening the base for communication; Ten Comondents of effective communication (By AMA), 7 C's, How to overcome barriers. Two way process of communication; effective communication.

2. Oral Communication :

Interpersonal Communication and listening; Organisational Setting for Business Communication; Public Speaking and Oral Reporting, Cultural Communication, Ethical and Legal Guidelines, Business Communication Technology, Merit & demerits.

3. Written Communication :

Organising and Composing Messages; Devising and Proof- Reading Messages; Writing about the Pleasant and the Routine, Writing about the Unpleasant; writing to Persuade; Writing Special Letters; Communication Through Reports. Non Verbal Communication: Body Language. Para Language, Time and Space Language, Audio Visual Language, Merit and Demerit.

4. Writing Special Letter :

Business Letter, Enquiry and Order, Collection Complaints, Suggestion, Circular, Memorandum, References, etc, Official letters - Press note, Press release, D.O. letter, Office circular.

5. SUPPORTIVE FUNCTIONS :

Decision Making; Models, Components of effective decision making.

Questions from each part of equal watage are necessary to be asked in the examination.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centred activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation and viva-voce

RECOMMENDED BOOKS

1. Marla Treece, Successful Communication, Allyn and Bacon Publications.
2. Jon & Lisa Burton, International Skills in Tourism & Travel Industry. Longman Group Ltd.
3. Robert T. Reilly, Effective Communication in Tourism & Travel Industry, Delmar Publications.
4. Allen Peas : Body Gestures (Body Language)
5. K.K. Sinha : Business Communication
6. Lesikar & Polit : Business Communication

Websites for Reference:

<https://www.managementstudyguide.com>

<https://www.careerguide.com>

<https://www.sureself.co>

<https://www.management.iisuniv.ac.in>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	21	20
2	21	20
3	20	20
4	20	20
5	20	20
Total	102	100

Second Semester

2.1 ECOLOGY AND ENVIRONMENT IN TOURISM

L T P

4 - -

RATIONALE:

A diploma student must have the knowledge of different types of pollution caused due to industrialization and construction activities, so as he may help in balancing of eco-system and control pollution by providing controlling measures. They should be also aware of the environmental laws for effectively controlling the pollution of environment. The topics are to be taught in light of legislation Para-3.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- 1- Analyzing foundational knowledge on Ecology and Environment.
- 2- Understanding the special interest tourism.
- 3- Gain adequate knowledge about role of various eco-tourism development agencies.
- 4- Explain various eco-tourism developing agencies.

DETAILED CONTENTS

1. INTRODUCTION :

Basics of ecology, Ecosystem, Biodiversity Human activities and its effect on ecology and eco system, different development i.e. irrigation, urbanization, road development and other engineering activities and their effects on ecology and eco system, Mining and deforestation and their effects.

Lowering of water level , Urbanization.

- Biodegradation and Biodegradability, composting, bio remediation, Microbes .Use of biopesticides and bio fungicides.

Global warning concerns, Ozone layer depletion, Greenhouse effect, Acid rain , etc.

2. POLLUTION :

Sources of pollution, natural and man-made, their effects on living environments and related legislation.

2.1 WATER POLLUTION :

- Factors contributing water pollution and their effect.
- Domestic waste water and industrial waste water. Heavy metals, microbes and leaching metal.
- Physical, Chemical and Biological Characteristics of waste water.
- Indian Standards for quality of drinking water.

- Indian Standards for quality of treated waste water.
- Treatment methods of effluent (domestic waste water and industrial/ mining waste water), its reuse/safe disposal.

2.2 AIR POLLUTION :

Definition of Air pollution, types of air pollutants i.e. SPM, NOX, SOX, CO, CO₂, NH₃, F, CL, causes and its effects on the environment.

- Monitoring and control of air pollutants, Control measures techniques. Introductory Idea of control equipment in industries i.e.
 - Settling chambers
 - Cyclones
 - Scrubbers (Dry and Wet)
 - Multi Clones
 - Electro Static Precipitations
 - Bog Fillers.
- Ambient air quality measurement and their standards.
- Process and domestic emission control
- Vehicular Pollution and Its control with special emphasis of Euro-I, Euro-II, Euro-III and Euro IV.

2.3 NOISE POLLUTION :

Sources of noise pollution, its effect and control.

2.4 RADIOACTIVE POLLUTION :

Sources and its effect on human, animal, plant and material, means to control and preventive measures.

2.5 SOLID WASTE MANAGEMENT :

Municipal solid waste, Biomedical waste, Industrial and Hazardous waste, Plastic waste and its management.

3. LEGISLATION :

Preliminary knowledge of the following Acts and rules made thereunder-

- The Water (Prevention and Control of Pollution) Act - 1974.
- The Air (Prevention and Control of Pollution) Act - 1981.

- The Environmental Protection (Prevention and Control of Pollution) Act -1986. Rules notified under EP Act - 1986 Viz.
- # The Manufacture, Storage and Import of Hazardous Chemical (Amendment) Rules, 2000
- # The Hazardous Wastes (Management and Handling) Amendment Rules, 2003.
- # Bio-Medical Waste (Management and Handling) (Amendment) Rules, 2003.
- # The Noise Pollution (Regulation and Control) (Amendment) Rules, 2002.
- # Municipal Solid Wastes (Management and Handling) Rules, 2000.
- # The Recycled Plastics Manufacture and Usage (Amendment) rules, 2003.

4. ENVIRONMENTAL IMPACT ASSESSMENT (EIA) :

- Basic concepts, objective and methodology of EIA. Sustainable development & Sustainable Tourism.
- Objectives and requirement of Environmental Management System (ISO-14000) (An Introduction).

5. DISASTER MANAGEMENT :

Definition of disaster - Natural and Manmade, Type of disaster management, How disaster forms, Destructive power, Causes and Hazards, Case study of Tsunami Disaster, National policy- Its objective and main features, National Environment Policy, Need for central intervention, State Disaster Authority- Duties and powers, Case studies of various Disaster in the country, Meaning and benefit of vulnerability reduction, Factor promoting vulnerability reduction and mitigation, Emergency support function plan.

Main feature and function of National Disaster Management Frame Work, Disaster mitigation and prevention, Legal Policy Frame Work, Early warning system, Human Resource Development and Function, Information dissemination and communication.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centered activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation

RECOMMENDED BOOKS

1. Ecology Environment and Tourism by L.K. Singh
2. Tourism environment and Ecology by Dr. Emilia Joseph, MS Chippy Rrancis and Mr. Davis Joseph.
- 3 Tourism, Environment and Ecology by Dr. Ashish Chandra & Dr. Devesh Nigam.

Websites for Reference:

<https://www.egyankash.ac.in>

<https://www.go.gale.com>

<https://www.frontiersin.org>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	11	20
2	11	20
3	11	20
4	11	20
5	12	20
Total	56	100

2.2 AIR TRAVEL SYSTEMS AND CARGO MANAGEMENT

L T P

8 4 -

RATIONALE

This module is intended to prepare the students to enter a travel agency where he will be required to be well versed with the modalities of air ticketing. This has strong vocational bias and will also enable the students to gain sufficient basic knowledge so as to work in a Cargo Company.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- 1- Understand the various air transport terminologies.
- 2- Understand the various formalities of air cargo management.
- 3- Elaborate the mechanism used in Travel and Ticketing and cargo management.

DETAILED CONTENTS

SECTION A : TRAVEL AND TICKETING:

BASIC AIR FARES AND TICKETING :

Review of World Geography, IATA 3 Letter Codes, time differences, calculation of Transportation Time.

IATA, ICAO, Warsaw convention, Chicago convention, Bilateral agreement.

OAG-ABC Familiarization

Practice Itinerary Planning

Passenger Documentation/Travel Formalities (TIM)

Familiarization of Air Tariff, Air lines policies, Ticketing (Domestic and International)

Introduction to Fare Construction, NUC

Mileage Principle (MPM), fare basis codes, MPM, TPM, EMA-EMS

Fare Construction with Extra Mileage Allowance (EMA)& Extra Mileage Surcharge (EMS)

Higher Intermediates Point (HIP)

Circle Trip Minimum (CTM)

Backhaul Check

Codes - Airlines-City Codes-Currency Codes.

NUC -

Add-ons

Class Differentials

General Limitations on Indirect Travel

Mixed Class Journeys

Special Fares (Excursion, Student & Seaman)

Passenger Ticket and Baggage Check (With Issuance of ticket with itineraries-One Way (OW), Return (RT), Circle Trip (CT), Mixed class; special fares

Passenger Expenses en Route

Credit Cards, Universal Air Travel Plan (UATP)

Baggage Rules

Govt. of India and Airline Formalities to be full filled by Agents.

Passenger Agency Sales reports, Billing Settlement Plan (BSP).

Auxiliary Travel Service (Hotel, Ground, Transportation, Tours, Air Taxis.)

SECTION B: INTRODUCTION TO CARGO MANAGEMENT

GENERAL:

The Air Cargo Agency; The IATA Cargo Agent, The Consolidator

Use of Guides; The ABC Air Cargo Guide, The OAG Air Cargo Guide.

- Familiarisation of Cargo Tariffs.
- Rules governing Cargo Acceptance.
- Rounding Off Weights/Dimensions/Currencies
- Chargeable Weights & Principles of Air Cargo Rates.

AIR CARGO RATES:

- General Cargo Rates
- Specific Commodity Rates
- Class Rates
- Valuation Charge

- Construction and Combination of Unpublished Rates (Basic)
- Consolidation-Concept & Rating
- Airway Bill, Competition, Labeling & Marking
- Disbursement(DB) & Charges Collect (CC) Fees
- Govt. Documents
- Shipping Bill & Other Export/Import Formalities, Including Customs Formalities
- Air Craft Cargo Configuration, Capacity Familiarisation & Limitations
- Basics of ULD Rating, Loading and Lashing, Use of Spreaders
- Cargo Needing Special Attention (Special Loads)
- Live Animals Regulations
- Introduction to Dangerous Goods Regulations
- Cargo Agency Sales Reports
- Cargo Agency Commissions
- Basics of Customs Regulations & Acts with reference to Cargo.

Workshops/Seminars :

The module will be taken by a industry faculty. The classes will include practical exercises under the guidance of the faculty.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centred activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation

RECOMMENDED BOOKS

1. ABC Worldwide Airways Guide (Red & Blue)

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P. LUCKNOW IN CDC MEETING HELD ON 19-08-2023

2. Air Tariff Book 1, Worldwide Fares
3. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
4. Air Tariff Book 1, Worldwide Maximum Permitted Mileage
5. Travel Information Manual (TIM)
6. IATA Ticketing Hand Book

7. The Air Cargo Tariff (TACT) Rates Book (Bi-annual), Rates Book Worldwide (Published)
8. IATA Live Animals Regulatory manual (Annual)
9. IATA Special Loads Manual (Annual) Efforts Will be made to provide most of the books. needed from the Institute Library. This will be supplemented by hand-outs where required.
10. Dixit, Manoj & Surabhi Srivastava : Cargo Management

Websites for Reference:

<https://www.iota.org>

<https://www.cargoflash.com>

<https://www.aircargopedia.com>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	34	33
2	34	33
3	34	34
Total	102	100

2.3 TOUR OPERATION AND TRAVEL AGENCY MANAGEMENT

L T P
8 - -

RATIONALE

This course equips students with a comprehensive understanding of the operations and management of tour operations and travel agencies. It emphasizes the importance of tour operations and travel agencies in the travel and tourism industry, covering business operations, customer service and sales, legal and ethical considerations, and technology and innovation. Students gain knowledge and skills in itinerary planning, customer satisfaction, compliance with regulations, and the use of technology platforms. This course prepares students to effectively manage and operate tour operations and travel agencies, contributing to the growth and success of the industry.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- 1- Explain the characteristics and activities of travel agencies.
- 2- Explain & understand the tour operators and package for concepts.
- 3- Explain the relationship among transportation, tour operator and travel industry.

DETAILED CONTENTS

UNIT A : INTRODUCTION:

What is a travel agency and a tour operation business. Types of travel agencies and tour operators based on the nature and volume of business. Emergence of travel intermediaries. Interrelationship: travel agents and tour operators, travel agents and principals and tour operators and principals suppliers. Present business trends and future prospects, problems and issues. The Indian travel agents and tour operators-an overview.

Functions of a Travel Agent

- (a) Understanding the functions of a travel agency. Travel information, Documentation, Preparation of Itineraries, Planning and costing Tours, Ticketing, Product promotion and other miscellaneous works.
- (b) Customer Service and Care-master key proposed by W A T A for travel agency and clients' complaints.
- (c) Sources of Income

UNIT B :

How to set up a travel agency:

- (a) Market research and provision of investment.
- (b) Comparative study of various types of organizations: proprietorship, partnership, private ltd. and ltd.

- (c) Government rules and regulations issued by the Ministries structure Tourism Home, External Affairs, Environment & Forest, Railways, Surface transport, Civil Aviation and Finance.
- (d) IATA rules and regulations; Basis for approval of a travel agency. Non-IATA approved travel agents.
- (e) Documentation
- (f) Staffing.
- (g) Preparing Feasibility Report.
- (h) Practical Exercises in Setting up a Travel Agency.

UNIT C:

How to set up a Tour Operation Unit:

- (a) Market research and sources of investment.
- (b) Govt. rules and regulations issued by the Ministries of Tourism, Home, External Affairs, Environment & forests, surface Transport, Civil Aviation and Finance.
- (c) Documentation
- (d) Staffing
- (e) Preparing Feasibility Report.
- (f) Practical exercises in setting up a Tour Operation Unit; Planning and operation. Functions of Tour Operators.
- (g) Understanding the functions of a Tour Operator; Assembling, Processing and Disseminating information on destinations. Liaoning with principles, tour package formulation; Pre-tour-arrangement & distribution, tour operation and post-tour-management.
- (h) Sources of income: Commission, Service Charges, Mark-up on Tours.

UNIT D: (Case Study of a Standard Travel Agency)

Organizational Structure of a Standard Travel agency: Case Study of SITA/TCI/SOTC/Shikhar. International Conventions.

Tourism Bill of Rights, Tourism Code, Manila Declaration, Acapulco Document.

International Conventions: Brussels Convention 1961, Berne Convention 1961 and 1966, International Convention in Travel Contract Brussels 1970, Athens Convention 1974, Helsinki Accord 1976, The IATA General Conditions of Carriage (Passenger and Baggage).

UNIT E: (Law and Regulation in Tourism)

Laws Pertaining to Tourist Accommodation; Fire safety regulations, Tourist health safety, Building and Zoning codes, Issue and Operating of liquor license. Safety and security of the Tourist, Liability laws with respect to guests and their belongings.

Consumer Protection Law 1986, and MRTP Act applicable to the Tourist as Consumer.

Brief Introduction to European Laws related to Tourism, European Directives on Package Travel. ASTA laws, Japanese Travel Regulations.

UNIT F: (Formalities and Facilitation In Travel)

Formalities and facilitation - Custom, Passport, Visa, Immigration, Health certificate, Foreign exchange regulation, Liqueur permit, Tourist Card. Regulation and all formalities necessary of inbound and outbound passengers. Medical Insurance, B.T.Q.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centred activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation

RECOMMENDED BOOKS

Essential Books

1. Foster Dennis L., The Business Of Travel Agency Operations and Administration (1993) Macmillan/ McGraw, Singapore,
2. Holloway J.C., The Business of Tourism (1983), MacDonald and Evans, Plymouth.
3. Poynter James M., Tour Design, Marketing and Management, (1993), Regents/ Prentice Hall, New Jersey.

Suggested Books

1. Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London,1995.
2. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York, 1990.
3. Malik Harish and Chatterjee Asim, The Indian Travel Agents, Himalayan books, NewDelhi, 1996.
4. Negi Jagmohan, Travel Agency and Tour Operation: Concepts and Principles (1997) Kanishka, New Delhi.
5. WTO, Sustainable Tourism Development Guide for Local Planners (1993) WTO, Madrid

Websites for Reference:

<https://www.baou.edu.in>
<https://www.uou.ac.in>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	18	16
2	18	16
3	19	16
4	19	16
5	19	16
6	19	20
Total	112	100

2.4 TOURISM MARKETING

L T P
6 2 -

RATIONALE

The course "Tourism Marketing" aims to provide students with a comprehensive understanding of marketing principles and strategies in the context of the tourism industry. Marketing plays a vital role in the success of tourism businesses and destinations, and this course aims to equip students with the necessary knowledge and skills to effectively promote and market tourism products and services. Through studying market analysis, target audience identification, branding, advertising, digital marketing, and market segmentation specific to the tourism sector, students will develop the ability to create impactful marketing campaigns that attract tourists and contribute to the growth and sustainability of the tourism industry as a whole.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- 1- Identity the service characteristics of Tourism marketing.
- 2- Apply market segmentation, targeting and positioning.
- 3- Improvement the usage of its elements with sustainability approach.
- 4- To analysis market planning and control.

DETAILED CONTENTS

UNIT A : INTRODUCTION

Introduction to marketing and its application in tourism. Difference Between Marketing Products and Services. Special Features of Marketing Services. Uniqueness of Tourism Marketing. Overview of role of market research, Surveys and forecasting and consumer behavior and their roles in the development of marketing activities.

UNIT B : MARKET SEGMENTAION

Market segmentation and leisure markets-problem of identifying and developing marketing activities aimed at segments in the leisure markets.

UNIT C: MARKET TARGETING

Target market selection, 8 P's of marketing.(Product, Price, Place, Promotion, People Process-Physical Evidence, Positioning). Glossary of marketing, what is marketing mix, Importance of travel brochures

UNIT D: MARKET PLANNING AND CONTROL CYCLE:

Integration of Marketing efforts and marketing planning and control cycle. Definitions, Functions and characteristics of management. Workshop and Seminars

These will be held with the help of guest faculty who with actual case studies and trade experience will relate the theory to actual practice.

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centred activities in class room and actively participate in listening exercises

MEANS OF ASSESSMENT

- Assignments and quiz/class tests, mid-semester and end-semester written tests
- Actual practical work, exercises and viva-voce
- Presentation

RECOMMENDED BOOKS

Essential Books

1. Kotler P (1984), Marketing Management- Analysis, Planning and Control (7th Edition) Prentice Hall.
2. Holloway IC and Plant RV (1992), Marketing for Tourism: Pitman.
3. Lumsdon, Les (1992), Marketing for Tourism: Case Study Assignments, Macmillan.
4. Kotter P. et al : Marketing for Hospitality and Tourism

Suggested Books

1. Cowell DW (1984), The Marketing of Services, Heinemann.
2. Witt S and Moutinho L (1994), Tourism Marketing and Management Handbook, Prentice Hall New Jersey.
3. Reilly R.T. (1990), Effective Communication in the Travel Industry (Chapter 8), Delmar.
4. Kotler P.etal (1996), Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River NJ (USA)

Websites for Reference:

<https://www.ama.org>

<https://www.sciencedirect.com>

<https://www.lim.co.uk>

<https://www.sciencedirect.com/journal/internationaljournal-of-hospitality-management>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	21	25
2	21	25
3	21	25
4	21	25
Total	84	100

2.5 PROJECT WORK

L T P
- - 4

The problem for project will be given by the Institute. Project will be prepared by each student after conducting field work as guided by Tourism and Travel Management. Faculty. The project will be comprised of two parts i.e. project work and viva-voce. Examination will be conducted by practical examiner nominated by Board of Technical Education.

NOTE :

Dissertation should be based on the summer training of the student. Summer Training of Four weeks in the Hotel, Travel agency or Government Tourism Department, etc should be compulsory and viva-voce/project should be based on that.

2.5 INDUSTRIAL TRAINING (4 WEEKS)

L T P
- - 2

It is needless to emphasize further the importance of Industrial Training of students during their 3 years of studies at Polytechnics. It is industrial training, which provides an opportunity to students to experience the environment and culture of industrial production units and commercial activities undertaken in field organizations. It prepares student for their future as diploma engineers in the world of work and enables them to integrate theory with practice.

Polytechnics have been arranging industrial training of students of various durations to meet the above objectives.

This document includes guided and supervised industrial training of 4 weeks duration to be organized during the semester break starting after second year i.e., after 4th semester examinations. The concerned HODs along with other teachers will guide and help students in arranging appropriate training places relevant to their specific branch. It is suggested that a training schedule may be drawn for each student before starting of the training in consultation with the training providers. Students should also be briefed in advance about the organizational setup, product range, manufacturing process, important machines and materials used in the training organization.

Equally important with the guidance is supervision of students training in the industry/organization by the teachers. Students should be encouraged to write daily report in their diary to enable them to write final report and its presentation later on.

An external assessment has been provided in the study and evaluation scheme of 6th Semester. Evaluation of professional industrial training report through viva-voce/presentation aims at assessing students understanding of materials, industrial process, practices in industry/field organization and their ability to engage in activities related to problem solving in industrial setup as well as understanding of application of knowledge and skills learnt in real life situations.

INSTRUCTIONAL STRATEGY

Teachers and students are requested to see the footnote below the study and evaluation scheme of 4th semester for further details.

MEANS OF ASSESSMENT

The teacher along with field supervisors will conduct performance assessment of students. The components of evaluation will include the following:

- Punctuality and regularity 15%
- Initiative in learning new things 15%
- Presentation and VIVA 15%
- Industrial training report 55%

10. RESOURCE REQUIREMENT

PHYSICAL RESOURCES

(A) Space requirement

Norms and standards laid down by All India Council for Technical Education(AICTE) are to be followed to work out space requirement in respect of class rooms, tutorial rooms, drawing halls, laboratories, space required for faculty, student amenities and residential area for staff and students.

(B) Equipment requirement:

Following Laboratories are required for PG Diploma in Tourism & Travel Management.

(C) Furniture Requirement

Norms and standards laid down by AICTE be followed for working out furniture requirement for this course.

Human Resources Development:

Norms and standards for the weekly work schedule, annual work schedule, student-teacher ratio, class size, staffing pattern, workload norms, qualifications, experience, and job descriptions of teaching staff, workshop staff, and administrative/supporting staff should be in accordance with the AICTE guidelines.

LIST OF EQUIPMENT

1. Only those of the equipment given below which are essentially required for performing the practicals mentioned in the curriculum and are not available in the institute are to be procured by the institutions.
2. "Machine/Equipments/Instruments of old BTE list which are not included below are to be retained in the Lab/Shop for Demonstration purpose but not to be demanded fresh for purchase."

S.No. Name of Equipment	No.	Approx. Amt.in Rs.
A. MAIL ROOM EQUIPMENT		
1. Letter opener	6	120.00
2. Mailing Equipment/Scale	6	1200.00
3. Dating Machine	6	600.00
4. Stapler & Staple Opener	6	600.00
B. FILLING AND INDEXING EQUIPMENT		
1. Vertical Hanging Filling Cabinet (Romenda)	1	3000.00
2. Punching Machine	2	200.00
3. Card Index Cabinet	1	2500.00
C. COPYING AND DUPLICATING EQUIPMENTS		
1. Photo Copier	1	150000.00
2. Laminating machine	1	25000.00
D. ACCOUNTING EQUIPMENTS		
1. Electronic Desk Calculator	1	3000.00
2. Cash Register (Machine)	1	2000.00
3. Calculator	5	1000.00
E. COMMUNICATION EQUIPMENT		
*1. Electronic Inter-Com set with 12 Lines	1	80000.00
2. All In One Laser Printer, Fax Machine	1	50000.00
3. Internet facility	1	15000.00

COMPUTER ACCESSORIES-

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Sr.No.	Name of Equipment Computer & Specification	No.	Approx. Amt.in (₹)
1	Latest Version-Corei7/Corei9 or Latest 2 MB L2 Cache, 2.4 Ghz ofr Higher 8 GB RAM, 1TB HDD, MONITOR COLOUR 19" TFT DVD Writer, Multi Media Kit with Speaker & Microphone FDD - 1.44 MB Key Board - Multimedia Mouse - Optical Scroll Fibre Mouse 32 Bit PCI ETHERNET CARD(10/100) Mbps Internal Modem, Pen Drive 2GB, Blue Tooth Pre-loaded Windows XP/2000/VISTA Pre loaded latest Anti-Virus with license media and manual with UPS 660VA	20 (18+2Server)	12,000,00=00
2.	Network Laser Printer	1	50,000.00
3.	Computer Furniture	LS	1,50,000.00
4.	Miscellaneous items	LS	50,000.00
5.	Software For Computer Lab		
	i. Windows XP OR Latest	01	30,000.00
	ii. M.S. Office XP/2007/latest	01	15,000.00
	iii. CRS(Amadeus or Galilio Or Sabre)	01	1,50,000.00
6.	Air Conditioner(2.0 Ton)	04	1,30,000.00
7.	Vacuum Cleaner	01	6,000.00
8.	5 KVA on line UPS with minimum 30 minute battery backup along with sealed maintenance free batteries. Provision for connecting external batteries with network connectivity.	01	1,75,000.00
9.	Room Preparation	LS	50000.00
10.	L C D Projector	01	100000.00
11.	Lap Top	02	125000.00
12.	Complete Sound System with Cord Mc.	01	20000.00
13.	Cordless Mike	02	15000.00

11. EVALUATION STRATEGY

Evaluation plays an important role in the teaching-learning process. The major objective of any teaching-learning endeavor is to ensure the quality of the product, which can be assessed through learner evaluation.

The purpose of student evaluation is to determine the extent to which the general and specific objectives of the curriculum have been achieved. Student evaluation is also important from the point of view of ascertaining the quality of instructional processes and obtaining feedback for curriculum improvement. It helps teachers in determining the level of appropriateness of teaching experiences provided to learners to meet their individual and professional needs. Evaluation also assists in diagnosing students' learning difficulties. Evaluation is divided into two types: Formative and Summative (Internal and External Evaluation).

1. Formative Evaluation

It is an ongoing evaluation process. Its purpose is to provide continuous and comprehensive feedback to students and teachers concerning the teaching-learning process. It provides corrective steps to be taken to account for curricular as well as co-curricular aspects.

2. Summative Evaluation

It is carried out at the end of a unit of instruction, such as a topic, subject, semester, or year. The main purpose of summative evaluation is to measure achievement for assigning course grades, certifying students, and ascertaining accountability of the instructional process. Student evaluation must be done in a comprehensive and systematic manner since any mistake or lacuna is likely to affect the future of students. In the present educational scenario in India, where summative evaluation plays an important role in the educational process, there is a need to improve the standard of summative evaluation with a view to bringing validity and reliability in the end-term examination system, aiming for objectivity and efficiency in evaluation.

STUDENTS' EVALUATION AREAS

Student evaluation is carried out for the following areas:

- Theory
- Practical Work (Laboratory, Workshop, Field Exercises)
- Project Work
- Professional Industrial Training

A. Theory

Evaluation in theory aims to assess students' understanding of concepts, principles, and procedures related to a course/subject, as well as their ability to apply learned principles and solve problems. Formative evaluation for theory subjects can be conducted through sessional/class tests, home assignments, tutorial work, seminars, and group discussions, among others. For end-term evaluation of theory, the question paper may consist of three sections.

Section-I

This section should contain objective-type items such as multiple-choice, matching, and completion types. The total weightage for Section-I should be approximately 20 percent of the total marks, and no choices should be given in this section. The objective-type items should be used to evaluate students' performance in knowledge, comprehension, and, at most, application domains.

Section-II

This section should contain short answer/completion items. The weightage for this section should be approximately 40 percent of the total marks. Once again, no choices should be given in Section-II.

Section-III

This section may contain two to three essay-type questions. The total weightage for this section should be approximately 40 percent of the total marks. Some built-in internal choice of about 50 percent of the questions set can be given in this section.

Table: Suggested Weightage to be Given to Different Ability Levels

Abilities	Weightage to be assigned
Knowledge	10-30percent
Comprehension	40-60percent
Application	20-30percent
Higher than application i.e. Analysis, Synthesis And Evaluation	Upto10 percent

A. Practical Work

Evaluation of students' performance in practical work (laboratory experiments, workshop practicals/field exercises) aims to assess students' ability to apply or practice learned concepts, principles, and procedures, manipulative skills, ability to observe and record, ability to interpret and draw conclusions, and work-related attitudes. Formative and summative evaluation may comprise weightage to performance on tasks, quality of product, general behavior, and should be followed by a viva-voce.

B. Project Work

The purpose of evaluating project work is to assess students' ability to apply, in an integrated manner, learned knowledge and skills in solving real-life problems, manipulative skills, ability to observe, record, creativity, and communication skills. Formative and summative evaluation may comprise

weightage to the nature of the project, quality of product, quality of the report, and quality of presentation, followed by a viva-voce.

12. RECOMMENDATIONS FOR EFFECTIVE CURRICULUM IMPLEMENTATION

This curriculum document is a Plan of Action and has been prepared based on an exhaustive exercise of curriculum planning and design. The representative sample, comprising selected senior personnel (lecturers and HODs) from various institutions and experts from the industry/field, have been involved in the curriculum design process.

The document prepared is now ready for its implementation. It is the faculty of polytechnics who have to play a vital role in planning instructional experiences for the courses in four different environments: the classroom, laboratory, library, and field, and execute them in the right perspective. It is emphasized that a proper mix of different teaching methods in all these places of instruction can only bring the changes in stipulated students' behavior as outlined in the curriculum document. It is important for teachers to understand the curriculum document holistically and be aware of the intricacies of the teaching-learning process (T-L) to achieve curriculum objectives. The following are certain suggestions that may help teachers in planning and designing learning experiences effectively. These suggestions are indicative in nature, and teachers can further develop/refine them using their creativity. The designers of the program suggest that every teacher should read them carefully, comprehend, and start using them.

(A) Broad Suggestions:

1. Curriculum implementation takes place at the program, course, and classroom levels, respectively, and synchronization among them is required for its success. The first step towards achieving synchronization is to read the curriculum document holistically and understand its rationale and philosophy.
2. An academic plan needs to be prepared and made available to all polytechnics well in advance. The principals have a great role to play in its dissemination and percolation up to the grassroots level. Polytechnics, in turn, are supposed to prepare institutional academic plans.
3. The HOD of every Program Department, along with HODs and in-charges of other departments, is required to prepare an academic plan at the department level, referring to the institutional academic plan.
4. All lecturers/senior lecturers are required to prepare course-level and class-level lesson plans, referring to the departmental academic plan.

(B) Course Level Suggestions:

Teachers are educational managers at the classroom level, and their success in achieving course-level objectives lies in using the course plan and their judicious execution, which is very important for the success of the program in achieving its objectives.

Polytechnic teachers are required to plan various instructional experiences, such as theory lectures, expert lectures, lab/workshop practicals, guided library exercises, field visits, study tours,

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camps, etc. In addition, they have to carry out progressive assessment of theory, assignments, library, practical, and field experiences. Teachers are also required to do all these activities within a stipulated period of time. It is essential for them to use the given time judiciously by planning all the above activities properly and ensure the execution of the plan effectively.

The following is the gist of suggestions for subject teachers to carry out the teaching-learning process effectively:

1. Teachers are required to prepare a course plan, taking into account the departmental academic plan, the number of weeks available, and the courses to be taught.
2. Teachers are required to prepare a lesson plan for every theory class. This plan may comprise contents to be covered and learning material for the execution of a lesson plan. They may follow steps for preparing a lesson plan, such as drawing attention, stating instructional objectives, helping in recalling prerequisite knowledge, delivering planned subject content, checking desired learning outcomes, and reinforcing learning, etc.
3. Teachers are required to plan for expert lectures from the field/industry. Necessary steps include planning in advance, identifying field experts, making correspondence to invite them, and obtaining necessary budgetary approval, etc.
4. Teachers are required to plan for guided library exercises by identifying course-specific experience requirements, setting time, and assessment, etc. Assignments and seminars can be thought of as terminal outcomes of library experiences.
5. Concept and content-based field visits may be planned and executed for such content of the course which is abstract in nature and no other requisite resources are readily available in the institute to impart them effectively.
6. There is a dire need for planning practical experiences in the right perspective. These slots in a course are avenues to use problem-based learning/activity learning/experiential learning approaches effectively. The development of lab instruction sheets for the course is a good beginning to provide lab experiences effectively.
7. Planning of progressive assessment encompasses periodical assessment in a semester, the preparation of proper quality question papers, assessment of answer sheets immediately, and giving constructive feedback to every student.
8. Student-centered activities may be used to develop generic skills like task management, problem-solving, managing oneself, collaborating with others, etc.
9. Wherever possible, it is essential to use activity-based learning rather than relying on delivery-based conventional teaching all the time.

10. Teachers may take the initiative in establishing liaisons with industries and field organizations for imparting field experiences to their students.

11. Students should be made aware of issues related to ecology and environment, safety, concern for wastage of energy, and other resources, etc.

12. Students may be given relevant and well-thought-out project assignments that are purposeful and develop practical skills. This will help students in developing creativity and confidence for their gainful employment.

13. A project bank may be developed by the concerned department of the polytechnics in consultation with related industry, research institutes, and other relevant field organizations in the state.

13 LIST OF PARTICIPANTS

List of the experts who contributed in the Review & Revision of curriculum for One Year Post Graduate Diploma Course in Tourism and Travel Management on dated 12.04.2023 at I. R. D. T., Kanpur

Sr. No.	Expert Name	Designation	Institution/Organization
1.	Dr. Sudanshu Rai	Assistant Professor	Tourism Institute of Business Management, C.S.J.M. University, Kanpur
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