

STUDY & EVALUATION SCHEME FOR  
ONE YEAR POST GRADUATE DIPLOMA COURSE IN TOURISM & TRAVEL MANAGEMENT  
(Effective from the session 200 )

I YEAR

Curriculum						S U B J E C T	Scheme of Examination								
Periods Per Week							Theory				Practical				Grand
Le ct ur e.	Tut or ial	Pr je ct	Lab.	Work Shop	Tot al		Examination Dur.	Sess. Marks	Total Marks	Examination Dur.	Sess. Marks	Total Marks	Total		
														Marks	Marks
4	2	-	-	-	6	1.1 Fundamental & Tourism Products of India	2.5	50	20	70	-	-	-	-	70
2	-	-	8	-	10	1.2 Computer Application in Tourism	2.5	50	20	70	3	100	50	150	220
4	2	-	-	-	6	1.3 Travel, Ticketing & Introduction To Cargo Management	2.5	50	20	70	-	-	-	-	70
4	2	-	-	-	6	1.4 Introductory Accounting	2.5	50	20	70	-	-	-	-	70
4	2	-	-	-	6	1.5 Effective Communication Skill in Foreign Language	2.5	50	20	70	-	-	-	-	70
4	-	-	-	-	4	1.6 Tourism Management	2.5	50	20	70	-	-	-	-	70
3	1	-	-	-	4	1.7 Marketing Management in Service Industry	2.5	50	20	70	-	-	-	-	70
2	-	-	-	-	2	1.8 Environmental Education & Disaster Management *	2.5	50	-	-	-	-	-	-	-
-	-	4	-	-	4	1.9 Project	-	-	-	-	3	100	50	150	150
-	-	-	-	-	-	1.10 Industrial Training(Four Weeks)	-	-	-	-	-	40	20	60	60
27	9	4	8	-	48	<-----TOTAL----->	-	350	140	490	-	240	120	360	850
													Games/NCC/Social and Cultural Activity/Community Development Work + Discipline (30 + 20)		50
															900

- NOTE: (i) Each period will be of 50 minutes duration.  
(ii) Each session will be of 32 weeks.  
(iii) Effective teaching will be atleast 25 weeks.  
(iv) Remaining period will be utilized for revision etc.  
(v) Industrial Training of Four Weeks will be structured and supervised by the institution Purpose of training is to give an exposure of Tourism and Travel industry setup and to have knowledge and skill there in day to day use. Every student will submit a report of his training The report will contain the description of his observation about Tourism and Travel organisation. He will be evaluated by external examiner for 60 marks : 40 marks for Viva-Voce and 20 marks for report presented.  
(vi) (\*) It is compulsory to appear & to pass in examination, But marks will not be included for division and percentage of obtained marks.

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## MAIN FEATURES OF THE CURRICULUM

1. Title of the Course : Post Graduate Diploma In  
Tourism & Travel Management
2. Duration of the Course : One Year
3. Type of the Course : Full-Time, Institutional
4. Pattern of the Course : Annual System
5. Intake : 30
6. Entry Qualification : Graduate
7. Admission Criteria : State Joint Entrance  
Examination

## LIST OF EXPERTS

List of the experts who contributed in the development of curriculum for One Year Post Graduate Diploma Course in Tourism and Travel Management on dated 21-03-2003, 28-03-2003 and 21-04-2003, the following experts contribution and suggestions in development of curriculum.

1. Dr Manoj Dixit Co-ordinator, I.T.S.,Lucknow University
2. Dr. Pawan Gupta Lecturer, Tourism I. T. S., Lucknow University
3. Dr.(Smt.) Charu Sheela Lecturer, I.T.S.,Lucknow Uni.
4. Dr(Smt) Anupama Srivastava Lecturer, I.T.S.,Lucknow Uni.
5. Shri S. M. H. Rizvi Programmer, I. T. S.,Lucknow University
6. Shri K. M. Gupta Asstt. Professor Institute of Research Development and Training U.P. Kanpur.
7. Shri A. P. Singh Lecturer Institute of Research Development and Training U.P. Kanpur.

List of the experts who contributed in the revision of curriculum for One Year Post Graduate Diploma Course in Tourism and Travel Management on dated 23-09-2005.

1. Dr R. C. Katiyar Director, I.B.M., C.S.J.M. University, Kanpur
2. Shri Sidhanshu Lecturer, I.B.M., C.S.J.M., University, Kanpur
3. Km. Warshi Singh Lecturer, I.B.M., C.S.J.M., University, Kanpur
4. Shri Y. Singh T.B.O., I.R.D.T., Kanpur
5. Shri Dhruv Narayan Lecturer,I.R.D.T., Kanpur

## NEED ANALYSIS

Tourism and Travel Management. today is a way of life of all individuals. A desire to break from routine or to look forward to a better life, travel has always remained a constant joy ever since intelligent life came into being.

India has a bright future in the area of tourism and has a kaleidoscope of sights and products to offer to visitors. Realising this the Government of India is taking keen interest to develop facilities to attract tourists from world over.

The enterprise in the present scenario requires proficient and confident manpower which has complete knowledge of the intricate technicalities involved in the smooth functioning of this industry.

#### THE AIMS OF THIS COURSE

1. To make the students aware of the basic concepts of management, organisational behaviour, marketing and financial management and to develop appropriate management skills required for Tourism and Travel Management industry.
2. To develop communication skills in English.
3. To develop operational skills in a foreign language.
4. To develop trade oriented skills related to Tourism and Travel Management..
5. To bring about high degree of computer literacy in the students, applicable in the tourism industry.
6. To provide the students knowledge and skills to understand in totality the Tourism and Travel Management. field, Its inter-relationships and its impacts.

## 1.1 FUNDAMENTALS & TOURISM PRODUCTS OF INDIA

L	T	P
4	2	-

### 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 organisations at national and international levels.

### PART A: FUNDAMENTAL OF TOURISM

#### 1. INTRODUCTION TO TOURISM INDUSTRY:

Concepts, definitions and historical development 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, Travellers & 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, etc. Interactional, cognitive and normative models and other common categories. Determinants and Motivations of Tourism Demands.

#### 3. MEASUREMENT OF TOURISM:

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

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

ITDC, State Govt. Tourism Departments and Tourism Corporations, Ministries of Civil Aviation, Railways, Surface Transports, External Affairs, Home Affairs, Environment and forest, Commerce Industry, Finance and Youth Welfare and Sports, Archaeological Survey of India.

#### 5. NATIONAL & INTERNATIONAL TOURISM ORGANISATION:

Like TAAI, IATO, FHRAI and International organisations Trade Associations: 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 ).

## PART B: TOURISM PRODUCTS OF INDIA

### 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 : 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 Contents and different tourist - destination therein.

### 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, Airbased, 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:

Buddhist, Jain, Hindu, Indo-Islamic. An overview of Western Architecture and a comparison between Indian and 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.

Suggested Readings:-

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 Inaia, 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 Ind.
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)

## 1.2 COMPUTERS APPLICATION IN TOURISM

L T P  
2 - 8

### 1. FUNDAMENTAL OF COMPUTERS :

Block diagram of computer, Input-Output devices, Hardware, Software, Introduction to operating system (MSDOS, WINDOW, Linux), Storage device like Floppy disk, Hard disk, CD-ROM, DVD, Meories (RAM/ROM), CPU, ALU.

### 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, Formatting, Row and Colomns, Creating different types of charts.

#### C. POWER POINT :

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

### 3. INTERNET AND E-MAIL :

Concept of Networking, Different types of Network (LAN, WAN, MAN), Creating E-Mail Account, Sendin g and receiving mails, Attaching document files with mails, Surfing & Searching different web sites, Sending E-Mails through outlook.

### 4. MIS :

What is data management and information system, Level of Management. Computerised Reservation System (CRS), Role of computer in travel and tourism industry, Software used by different sector, Case study.

## 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 organisation/ 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.

### 1.3 TRAVEL, TICKETING & INTRODUCTION TO CARGO MANAGEMENT

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#### 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.

#### 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 Familiarisation

Practice Itinerary Planning

Passenger Documentation/Travel Formalities ( TIM )

Familiarisation of Air Tarriff, Air lines policies, Ticketing (Domestic and International)

Introduction to Fare Construction;

Mileage Principle (MPM), fare basis codes.

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

Higher Intermediates Point ( HIP )

Circle Trip Minimun (CTM )

Backhaul Check

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 fulfilled by Agents.

Passenger Agency Sales reports

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.

Essential Readings:

1. ABC Worldwide Airways Guide(Red & Blue)
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 Every Two Months) Rates Book North America ( Published Every Two Months)
8. IATA Live Animals Regulatoryies mannual (Annual)
9. IATA Special Loads Mannual (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.

## 1.4 INTRODUCTORY ACCOUNTING

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### RATIONALE

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

#### 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, psiting, balancing of accounts, significance of balance.

- Subdivisions of Journal - forms of cash book, Preparation of cash book, bank reconciliation statement.

#### 2. UNIT-II :

Trial balance : Preparation of Trail Balance, Final Accounts of Companies : Trading and Profit and loss account - balance sheet.

Adjustments for stocks, accruals, prepayments, provision for depreciation, provision for bad and doubtful debts, outstanding expenses and incomes.

#### 3. UNIT-III :

Introduction to costing, collecting costs; cost sheet, setting the sales price.

Introduction to decision making; cost behaviour, operation costing, budgeting.

#### 4. UNIT-IV :

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 :

- i. Introduction of budgetary control : budget administration, cash budgets, accounts budgets.
- ii. Miscellaneous topics : credit cards, foreign exchange etc.

5. UNIT-V :

Analysis and interpretation of financial statement- Ratio analysis, Fund Flow statement, Cash Flow statement.

#### BOOKS RECOMMENDED

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
8. Bhar : Cost Accounting, Methods and Problems
9. Sharma, R. K. : Management Accounting in Hotel Industry In India.
10. Tulsyan P. C. : Fianancial Accountancy
11. Gupta R. L. : Advance Accountancy (Volumen I & II)

## 1.5 EFFECTIVE COMMUNICATION SKILL IN FOREIGN LANGUAGE

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### 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

### PART A:

1. Fundamentals Of Grammer.
2. Useful foreign language expression used in Air-travel (Airport, Airlines, Customs, Immigration, taxi services, city buses, luggage, directions, security). Useful French expression used in journey by train [ time table, fare, distance, arrival, departure, check indication]. Useful foreign language expression used for accommodation [hotel/motels/guest house type of accommodation available]
3. Useful foreign language expressions used in greetings, fare structure-changes, currency rupee coins etc. Travel agency/ Tour operators/watersports/ Adventure Sports/ Lakshdeep/ Buddhist circuit etc.
4. Important dates and short outline of the History of India. Places of interest of Lucknow, Delhi, Agra, Varanasi and other important tourist places in India. Information related to Church, Mosque, Temple and other religious places.
5. Communicating in Foreign Language: Letters, Telegrams, Informative cards, Conversations, Post office, Railway station, Hospital, Pharmacy, Shopping, Hotel Reception, Accommodation ( Type of).  
Note:- An elementary text supplemented by audio and video cassettes.

### 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. Q.T. Methods In Evaluation

Designing Qualitative Evaluation: Field work and observation. Depth Interviewing: Analysis and Interpreting Qualitative Data Result Presentation.

6. SUPPORTIVE FUNCTIONS

Decision Making; Models, Components of effective decision making.

Essential Readings

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

Note :

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

## 1.6 TOURISM MANAGEMENT

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### 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 organisations: proprietorship, partnership, private ltd. and ltd.
- (c) Government rules and regulations issued by the Ministries structure of 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. Liaisoning 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)

Organisational 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: Brusselws 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 licence. 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: (Formalties and Facilitation In Travel)

Formalties and facilitation - Custom, Passport, Visa, Immigration, Health certificate, Foreign exchange regulation, Liquer permit, Tourist Card. Regulation and all formalities necessary of infound and outfound passengers. Medical Insurance, B.T.Q.  
Essential Readings

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), MacDonal and Evans, Plymouth.
3. Poynter James M., Tour Design, Marketing and Management, (1993), Regents/ Prentice Hall, New Jersey.

Suggested Readings

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, New Delhi, 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.

## 1.7 MARKETING MANAGEMENT IN SERVICE INDUSTRIES

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### COURSE 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 behaviour and their roles in the development of marketing activities.

#### UNIT B : MARKET SEGMENTAION

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

Target market selection, 8 P's of marketing.(Product, Price, Place, Promotion, People Process- Physical Evidence, Positioning)

#### UNIT C: MARKETING MIX

Managing the marketing mix in tourism: Location, pricing and the role and use of specific intermediaries and external bodies in selling Tourism Products.

Managing the marketing mix in tourism: Distribution decisions.

Managing the marketing mix in tourism: Introduction to Tourism Promotion methods and their respective roles: Advertising, travel brochure, films, presentations, sales promotion, sales calls, familiarisation tours of area representatives and travel agents, fairs, Exhibitions and Indian Festivals, Specific problems of advertising campaigns, media and message decisions, Suitability of sales promotion markets and developments. Allocations of budegets for promotion. Managing publicity. Importance of information in Tourism Promotion.

#### UNIT D: MARKET PLANNING AND CONTROL CYCLE:

Integration of Marketing efforts and marketing planning and control cycle.

Managing the sales force: Selecting the sales strategy,

Salesmanship, Negotiations, Relationships, Management.  
Motivating a professional sales force, Evaluation and  
control of professional salesforce.

Marketing by Govt. of India offices in India and abroad.  
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.

#### Essential Readings

1. Kotler P (1984), Marketing Management- Analysis, Planning  
and Control (7 th 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 Readings

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. et al (1996), Marketing for Hospitality and  
Tourism, Prentice Hall, Upper Saddle River NJ (USA)

## 1.8 ENVIRONMENTAL EDUCATION & DISASTER MANAGEMENT

L T P  
2 - -

### RATIONALE:

A diploma student must have the knowledge of different types of pollution caused due to industrialisation 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.

### TOPIC WISE DISTRIBUTION OF PERIODS:

SL. NO.	TOPIC	L	T	P
1.	Introduction	6		
2.	Pollution	3		
2.1	Water Pollution	8		
2.2	Air Pollution	8		
2.3	Noise Pollution	3		
2.4	Radio Active Pollution	4		
2.5	Solid Waste Management	5		
3.	Legislations	3		
4.	Environmental Impact Assessment	4		
5.	Disaster Management	6		
<b>TOTAL</b>		<b>50</b>	<b>-</b>	<b>-</b>

### 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 biofungicides.
  - Global warning concerns, Ozone layer depletion, Green house 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, CO<sub>2</sub>, NH<sub>3</sub>, 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.
  - A. Settling chambers
  - B. Cyclones
  - C. Scrubbers (Dry and Wet)
  - D. Multi Clones
  - E. Electro Static Precipitations
  - F. 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 RADISACTIVE 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.
- 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 benifit 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.

1.9 DISSERTATION / PROJECT WORK/COMPREHENSIVE VIVA-VOCE

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 ie. 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.

STAFF STRUCTURE

Intake of the Course 30  
 Pattern of the Course Annual System

Sl. No.	Name of Post	No.
1.	Principal	1
2.	H. O. D.	1
3.	Lecturer	4

OTHER COMMON STAFF

4.	Computer Programmer	1	 Qualification -> as per service rules of Tech. Education   ->Contract Basis
5.	Data Entry Operator	2	
6.	Steno/Typist	1	
7.	Accountant/Cashier	1	
8.	Store Keeper	1	
9.	Librarian	1	
10.	Student Clerk	1	
11.	Attendent	6	
12.	Sweeper	1	
13.	Mali	1	

Qualification of lectures should be Master in Tourism Management with 3 years teaching experience.

Note :

1. Services of staff of other discipline of the Institute may be utilized, if possible.
2. Qualifications of Staff : as per service rules.
4. The post of "Computer Programmer" is not needed in the institutions where this post is already sanctioned in other course running in the institute.

SPACE REQUIREMENT  
(For Institution Under S.F.S.)

		No.	Sq. Ft.
	[A] Administrative Block		
1.	Prinicipal's room	1	120
2.	Steno Room	1	60
3.	Main Office	1	100
4.	Library	1	500
5.	Staff Room	1	120
6.	Store	1	300
7.	Confrence Room	1	800
8.	Head of Department Room	1	100
9.	Lecturer Room	1	200
10.	Common room	1	300
11.	Toilet	3	40(Each)

[B] Academic Block

Sl.No.	Detail of Space	No.	@ Sq.Ft.	Floor area Sq.Ft.
1.	Class Room	1	300	300
2.	Computer Lab	1	150	150

[C]. Common Facilities

1.	Dispensary	1	100
2.	Canteen, Cooperative Store, Bank Extension Centre, Postal Services etc.	1	300
3.	Parking space		
	A. Cycle Stand	(1 Sqm./Cycle For 25% Students)	
	B. Scooter Stand	(3 Sqm./Scooter For 25% Students)	
	C. Car Garage	(15 Sqm./ Car )	
	D. Bus Garage	(55 Sqm./ Bus )	
4.	N.C.C. block	1	( 2 Sqm/Student)
5.	Guest room (with 2 guest rooms and service facility)	1	100

[D]. Residential Facilities

1.	Hostel for students	1	for 50% boys & 100% girls students to be provided in seperate block)
2.	Staff quarters		

	Principal	1	Type IV
	HOD/Warden	2	Type IV
	Sr. Lect./Lect.	2	Type IV
	Technical/Ministerial staff	4	Type II
	Class IV	4	Type I
3.	Play ground (common)	1	1500-2500 Sqm depending upon availability of land

Priority to be given in following order

- (1)
  - a. Administrative Building
  - b. Labs
  - c. Workshop
  - d. Over head Tank
  - e. Boundary Wall
  - f. Principal Residence
  - g. Fourth Class Quarters (2/3)
- (2)
  - a. Hostel
  - b. Students Amenities
- (3)
  - Residences of employee



Key Board - 107 Keys enhanced  
 Mouse - Microsoft Mouse (3 Button)  
 32 Bit PCI ETHERNET CARD(10/100) Mbps  
 Pre loaded Windows XP OR WINDOWS 2000  
 Pre loaded Norton Anti Virus with licence media and  
 manual

2.	Printers (Laser-1, Ink Jet- 2)	3	60,000.00
3.	Computer Furniture	LS	1,50,000.00
4.	Miscellaneous items	LS	50,000.00
5.	Software For Computer Lab		
i.	Windows O/S 98 SF, XP	01	3,000.00
ii.	M.S. Office XP	01	15,000.00
iii.	Visual Studio	01	25,000.00
ix.	Oracle 9i	01	60,000.00
v.	HMTL	01	
vi.	CRS(Amadeus or Galilio Or Sabre)	01	90,000.00
6.	Air Conditioner(1.5 Ton)	4	1,30,000.00
7.	Vacuum Cleaner	1	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	04	250000.00
12.	Complete Sound System with caller	06	3000.00
13.	Complete Sound System (Cordless)	05	5000.00

LIST OF FURNITURE

1.	Officer Table	6	---->	Rs. 40000.00
2.	Officer Chair	10	---->	Rs. 25000.00
3.	Office Table	8	---->	Rs. 25000.00
4.	Office Chair	8	---->	Rs. 8000.00
5.	Stool	10	---->	Rs. 2000.00
6.	Bench	3	---->	Rs. 6000.00
7.	Class Room Table	40	---->	Rs. 14000.00
8.	Class Room Chair	40	---->	Rs. 20000.00
9.	Reading room/Library			
	i.Book Self	10	---->	Rs. 30000.00
	ii.Steel Almirah	05	---->	Rs. 15000.00
	iii.Reading Table	03	---->	Rs. 15000.00
	iv.Reading Chair	30	---->	Rs. 15000.00

6. LEARNING RESOURCE MATERIAL:

(Not to be procured, if available for other courses)

1.	Overhead Projector with screen	1	--	20000
2.	35 m.m. Slide cum Film Projector	1	--	50000
3.	Audio Cassette Recorder	1	--	15000
4.	V.C.R. with Monitor & Accessories	1	--	35000
5.	Photography Camera for Production of slide and film strips, 35 mm still camera dark room equipment.	1		100000
6.	Mathematical Typewriter	1	--	50000
7.	Electronic Scanner	1	--	50000
8.	Cutting, Binding & Stitching equipment.	1	--	30000

\* Fresh purchase of these equipments is not recommended. However if these equipments have already been purchased they will be retained and used for demonstration purpose. Facility of demonstration may be extended to other institutions also.

ANNEXURE -I QUESTIONARE

INSTITUTE OF RESEARCH,DEVELOPMENT AND TRAINING U.P.KANPUR -208024

SUBJECT: Questionnaire for ascertaining the job potential and activities of P.G. diploma holder in Tourism and Travel Management.

PURPOSE: To design and develop diploma curriculum in Travel and Tourism.

NOTE: 1.Please answer the questions to the points given in the questionnaire.  
2.Any other point or suggestion not covered in this questionnaire may be written on a separate paper and enclosed with the questionnaire.

1.Name of the organisation: \_\_\_\_\_  
\_\_\_\_\_

2.Name & Designation of the officer \_\_\_\_\_  
filling the questionnaire \_\_\_\_\_

3.Name of the department/section/  
shop \_\_\_\_\_  
\_\_\_\_\_

4.Importent functions of the \_\_\_\_\_  
department/section/shop \_\_\_\_\_

5.Number of diploma holder employees  
under your charge in the area of \_\_\_\_\_  
Tourism and Travel Management..

6.Please give names of modern equipments/machines handled by a  
diploma holder in Tourism and Travel Management..

- |    |    |    |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |

7. What proficiencies are expected from a diploma holder in  
Tourism and Travel Management..



15. Job procepects for the diploma holder in Tourism and Travel Management for the next ten years in the state / country.

16. In your opinion what should be the subjects to be taught to a diploma student in Tourism and Travel Management..

Theory

Practical

17. Kindly mention particulars regarding topics/areas which should be given more emphasis in the curriculum .

Theory

Practical

18. Kindly state whether your organisation can contribute towards improvement of curriculum in above field. Yes/ No  
If yes : Pleas give names of experts in your organisation to whom contact.

19. Kindly give your valuable suggestions for being considered at the time of finalisation of curriculum.

20. What changes in technologies or to be incorporated in the development of curriculum on Tourism and Travel Management..

( Signature )

Kindly mail the above questionnaire duly filled to:-

Shri Dhruv Narayan  
Lecturer  
I.R.D.T.,U.P.,Kanpur

( Please note that all information in this survey is confidential for the use of curriculum design only )

## ANNEXURE II- SUMMER TRAINING SCHEDULE

The students will work and focus their attention during the training on the following points which will be incorporated by them in their reports.

1. Name & Address of the unit
2. Date of
  - i. Joining.
  - ii. Leaving.
3. Nature of Industry
  - i. Product.
  - ii. Services.
  - iii. Working Hrs.
4. Sections of the unit visited and activities there in.
5. Details of machines/Tools & instruments used in working in the section of the unit visited.
6. Work procedure in the section visited.
7. Specifications of the Office automation equipments used.
8. Work of repair and maintenance of office automation equipments cell.
9. Details of the special sophisticated instruments used in the industry with details of care taken in their handling.
10. Checking and Inspecting procedure of equipments and their details.
11. Discription of any emergency and its correspondance .
12. Use of computer - if any.
13. Visit of units store, Manner of keeping store items, Their receiving & distribution.
14. Safety measures on work place & working conditions in general - comfortable, convenient & hygeinic.