

Hemchandracharya
North Gujarat University
Patan

Syllabus

for

Advance Diploma in Tourism Management
Semester-I & II

Enforced from 2015

Course Structure

One & half year Advance Diploma in Tourism Management

Course Code	Semester I	Credits	Marks-100 (External/ Internal)
ADTM 101	CONCEPTUAL FRAMEWORK OF TOURISM	03	60/40
ADTM 102	TOURISM ORGANIZATION :TRAVEL AGENCY, TOUR OPERATOR	03	60/40
ADTM 103	TOURISM RESOURCES	03	60/40
ADTM 104	COMPUTER FUNDAMENTALS	03	60/40
ADTM 105	INDUSTRIAL EXPOSURE AND PROJECT	08	100
	Semester II		
ADTM 201	ACCOMMODATION MANAGEMENT	03	60/40
ADTM 202	TOURISM GEOGRAPHY- I	03	60/40
ADTM 203	LOGISTIC MANAGEMENT	03	60/40
ADTM 204	TOURISM PRODUCT & MARKETING	03	60/40
ADTM 205	TOURIST GUIDE	03	60/40
ADTM 206	INDUSTRIAL EXPOSURE AND PROJECT	08	100

* Note : Internal waitage is 40 which is further divided in
 20 Internal Exam
 10 Presentations
 05 Attendances
 05 Assignments

Detailed Syllabus

Semester I

ADTM 101

CONCEPTUAL FRAMEWORK OF TOURISM

Unit – I Conceptual Framework 25%

- Tourism: definition, meaning, nature and scope
- Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation
- Leisure, recreation and tourism and their Interrelationship
- Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism
- Components and elements of tourism: Intermediaries and suppliers
- The tourism system
- Types and typologies of tourism
- Approaches to study tourism

Unit – II Historical Dimensions of Tourism 25%

- Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday"
- understanding tourism motivations
- Factors affecting growth and development of International and national Tourism
- Concept of Push and Pull factors in Tourism
- Impacts of Industrialization and Technological Advancements on tourism industry

Unit – III Infrastructure in Tourism 25%

- Tourism Infrastructure - Types, Forms and Significance
- Accommodation: Forms and types
- Transport Sectors: Modes and relative significance
- Other support Infrastructures required for tourism

Unit – IV Tourism Demand and supply & Significance of Industry 25%

- Concept of demand and supply in tourism
- Unique features of tourist demand
- Constraints in creating ideal destination
- Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc.
- Socio-cultural impacts of tourism: cultural exchange among nations and international understanding
- Impacts of tourism on ecology and environment.

REFERENCE BOOKS

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA
3. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
4. Kamra, Krishna. K (2001): Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi-02
5. Mishra, S.N; Sadual S, K (2008): Basics of Tourism Management, Excel Books , New Delhi – 28
6. Prasad, V V V and Sundari V B T (2009): Travel and Tourism Management; Excel Books , New Delhi – 28
7. Raj. K. (2002): Modern Dictionary of Tourism, Ivy Publishing House, Delhi – 95
8. Seth, P.N. Bhat, S. (1993): An Introduction to Travel and Tourism, Starling Publishers, New Delhi
9. Krishnan, K.K. (2001): Managing Tourist Destination: Development, Planning, marketing, Policies, Kanishka Publishers Distributors, New Delhi -110002
10. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
11. Negi, J. (2003): Travel Agency Operation: Concepts and Principles, Kanishka Publishers Distributors, New Delhi-110002

ADTM 102

2 TOURISM ORGANIZATION :TRAVEL AGENCY, TOUR OPERATOR

Unit – I Travel Organization 25%

- Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA
- Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI and any one successful travel agency of Assam/ NE India

Unit – II Understanding of Travel Agency and Tour Operator 25%

- Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations
- Genesis and growth of travel agency and tour operator business
- Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc.
- Functions of tour operators: Negotiation and liaising with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management
- Source of income of travel agency and tour operator: commission, service charges and mark up on tours

Unit – III Approval, Travel Formalities 25%

- Entrepreneurship and tourism
- Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry
- Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)
- Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP)

Unit – IV Tour Package Designing 25%

- Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities

REFERRED BOOKS

1. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
2. Bhattachararya, P. (2004): Tourism in Assam, Trends and Potentialities, Bani Mandir, MMC Bhawan, Ghy-3
3. Mandal, V.K (2008): Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi

4. Negi, J.(1998) : Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi -02
5. Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi -02

ADTM103

TOURISM RESOURCES

Unit – I Knowledge of history and its importance in tourism 25%

- Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.
- British rule and genesis of modern tourism in India

Unit – II Historical, Cultural and Religious tourism resources of India

25%

- Art and architecture of tourism significance
- World Heritage monuments and other prominent monuments of India
- Cultural tourism resources: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural
- Religious tourism resources: Major religions of India- Hinduism, Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India

Unit – III Natural tourism resources of India 25%

- Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India
- Major hill stations, Islands, river and river islands of India
- Important sea Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum and Kerela.
- Adventure Sports: Existing Trends and places of importance for Land based, water based and aero based adventure sports of India

Unit – IV Catalyst of Tourism Development in India 25%

- Tourism promotional festivals of India
- Museum and art galleries of India
- Tourist Trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.
- Important tourism Circuits- Golden triangle - Delhi, Agra and Jaipur, Southern triangle - Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbinie, Bodhgaya, Sarnath and Kushinagpur and Green triangle- Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri- Konark
- Important hotel chains in India

REFERRED BOOKS

1. Acharya, R. (1986): Tourism & Cultural Heritage of India, ROSA Publication, Jaipur
2. Harle, J.C: The Art and Architecture of Indian Sub Continent
3. Hussain,A.A.(1987) :The national culture of India, National Book Trust, New Delhi
4. Jacob, R., Joseph, S., Philip, A. (2007): Indian Tourism Practices, Abhijit Publications
5. Percy, B.: Indian Architecture – Hindu and Buddhist Period
6. Mukerjee, R.K.: The Culture and Art of India: George
7. Raina, A.K, Raina, C. L, (2005) Fundamentals of Tourism and Indian Religion, Principles and Practices, Kanishka Publishers, Distributors, New Delhi -02
8. Sharma, U. (2008): Festivals in Indian Society, Mittal Publication, New Delhi -02
9. Singh, A.: Cultural Tourism in India
10. Singh. R.: Dynamics of Historical Cultural & Heritage Tourism
11. Rai. H. C.: Hill Tourism Planning &

ADTM 104

COMPUTER FUNDAMENTALS

Contents

- Basics of computer
- MS office fundamentals
 - Microsoft Word
 - Microsoft Excel
 - Microsoft Power point
 - Outlook
 - HTML
 - Knowledge of online banking, booking & cancellation of tickets
 - Android Application

ADTM 105

INDUSTRIAL EXPOSURE AND PROJECT

- 4 -5 days tour on Geography based destination or festival based destination.
- Tourism based project and presentation.

Semester II

ADTM 201

ACCOMMODATION SECTOR

- Types of Accommodation – organized (Hostels, Motels, Resorts, Spas) And unorganized (Dharamshala, hostels, guest house and so on)
- Classification of Hotels based on Location, Facilities, Price based, Star Categorisation, management based
- Department of a Hotel- Front office, housekeeping, Food and Beverages

ADTM 202

GEOGRAPHY AND TOURISM-I

- Fundamentals of geography, climatic variations and regions of India and their role in tourism; physical and political features of India subcontinent; types of destination, Ecology of India.

Destinations and Circuits:

Golden Triangle, Diamond Triangle, Southern Triangle – Bangalore, Mysore, Ooty, Tempal Triangle – Tanjore, Madurai, Rameshwaram; U.P. Circuits- Buddhist Circuits others; Rajasthan -Jaipur, Jodhpur, Jaisalmer, Udaipur, Bikaner, Shekhawat region; Kerala -Munnar, Kottayam, Ernakulam, Trivandram, Backwater; Goa; Himachal Pradesh – Shimla, Kullu, Manali, Pragpur; Andaman & Nicobar Island; Lakshadweep Islands, Sikkim; Konark, Mahaballipuram, Backwater and River Major tourist generating countries and states within India; cruises; New and recent destinations of the Country.

ADTM 203

LOGISTIC MANAGEMENT

I Basic types of transportation:

Passengers only/Live stock only/Goods only (refrigerated/specialized vehicles) – Types of Rail/Road/Air/Inland water/Deep-sea/Coastal transportation – Freight corridor – SLR – Advantages and disadvantages of different transportation systems 20%

II Freight & Freight-structure –

Dimension/weight & volume – Size carrying capacity – Procedure of booking goods – Documentation – Types of containers – Modes of transaction: Invoice, Bank

guarantee, LC etc – Warehouse – Consolidation
20 %

III Flow process chart –

Independent materials handling vs Integrated Materials handling system- Packaging –
International Commercial Terms. 20 %

IV Hamburg Rules –

Limitation of Liability – Hazardous Cargo –Export/Import formalities – Networking &
Channel Management – EDI– Freight tracking 20%

Practical:

The students will prepare report on Visit Journal evaluation and viva voce. 20%

ADTM 204

TOURISM PRODUCTS AND MARKETING

- Cultural: Sites and areas of archaeological interest, Historical buildings and Monuments, Places of historical significance, Museums, Modern Culture, Political and Educational institutions,
- Religious Institutions Traditions: National Festivals, Arts and Handicrafts, Music, Folklore, Native life and Customs Scenic: National Parks, Wildlife, Flora and Fauna, Beach Resorts, Mountain Resorts, Festivals of India (with respect to each religion and region), Role of Festivals as tourist attraction – destination associated with each Festivals Fairs of India – USP and destination
- Entertainment: Participation and Viewing sports, Amusement and Recreation Parks Zones and Oceanariums, Cinemas and Theatres, Night Life and Cuisine.
- OTHERS: Climate, Health resorts or Spas, Unique characteristics not available elsewhere.
- Tourism related fairs and events (such as fashion show, sporting events, Govt. Sponsored) of India
- Marketing in Tourism, Marketing mix in Tourism, Advertising and Branding in Tourism

ADTM 205

TOURIST GUIDE

- Familiarization with the industry. Understanding the safety of tourist.
- Knowledge about planning, design the tour requirement as per tourists request and practical understanding. Understanding of likeliness of the tourists and preparing itinerary according to their requirements. Study of various destinations and time required for particular tour and availability of time with tourist.
- Understanding of rules and regulations, local ethics to be followed by tourist at various destinations.
- Understanding various tourist destinations. Information pertaining to Indian history, geography, weather, customs and traditions, demography, caves and monuments, fairs and festivals, auspicious days, temple and cave architecture along with destinations to be covered by tourist.
- Knowledge about health and hygiene awareness. Personal limitations and responsibilities. Reading and gaining knowledge from books, periodicals, internet, tour and travel operators from all over India and World.
- Practical insights into tour bookings, hotel and resort accommodation facilities, package tours. Transport management system. Relationship building exercise with various hotels, motels, eateries, offices etc.
- Knowledge about special arrangement for travellers. Knowledge about complain in a police station for any mishaps. Knowledge of emergency aids and hospitals in the tourist places.
- Knowledge on exchange of foreign currency (Forex). Knowledge on IATA rules & regulations.

ADTM 206

INDUSTRIAL EXPOSURE AND PROJECT REPORT

- 4-5 days tour on geography based destination or festival based destination.
- Tourism based project and presentation.