

BANARAS HINDU UNIVERSITY

FACULTY OF ARTS

DIPLOMA COURSE IN TOURISM MANAGEMENT

2-YEARS (4 Semesters): Part-Time

2-Year UG Diploma Course in Tourism Management will be open to all those who have passed 10+2 (Intermediate) or equivalent examination. The number of seats available in this course will be **92 (46 for Faculty of Arts and 46 for Rajeev Gandhi South Campus, Barkachha)**. The course shall be of TWO YEAR'S (4 Semester) duration.

The course is aimed towards the development of personnel in order to meet the needs of the rapidly growing tourism industry. After completion of the course a student will be well-equipped to handle the queries and work in the travel, tour, or any other segment of the leisure industry.

These courses will be of two levels: Diploma Level-I (Sem I & II) and Diploma Level-II (Sem III & IV). At the end of each year, there will be a University examination. If a student completes the Diploma Course Level-I and Level-II, marksheet shall be issued to him/her, taking both years' marks together. In case, a student leaves the course after completion of the Diploma Level-I, he/she shall be given a certificate only. After completion of the whole diploma course, i.e. after passing Diploma Level-II, student shall be given a Diploma in Tourism Management.

To pass the Diploma Examination, the candidate must secure at least 45% of the aggregate marks in the written papers and viva-voce.

First Division: 60% and above

Second Division: 45% and above but below 60%

If a candidate secures 75% or above of the aggregate marks, he/she will be declared to have passed Diploma Course with distinction.

Wherever possible, questions will be set on the model of the exercises in the prescribed text. All questions will be compulsory. The questions will be so distributed as to cover the entire course.

FEES STRUCTURE: Rs. 5,000/- per annum will be charged apart from the usual fees including examination fee as approved for the Diploma courses by Rector Committee.

Diploma in Tourism Management (Part-Time)
2 years (4 Semesters)

Course Structure

Semester	Course code	Course title	Credits
I Sem	DTM:01	Tourism: concepts, principles and policies	4
	DTM:02	Tourism Products	4
II Sem	DTM:03	Travel Agency and Tour Operation Management	4
	DTM:04	Computer information system & Ticketing	4
III Sem	DTM:05	Tourism Transportation	4
	DTM:06	Tourism Management & Marketing	4
IV Sem	DTM:07	Emerging Trends in Tourism	4
	DTM:08	Hospitality Management	4
Practical	DTM:09	i) 5-10 Days Tour in II Sem + Tour Report) 2 Credit (Viva Voce in II Sem) ii) Dissertation (Survey based Report) 2 Credit OR iii) Training (30-45 days training) 2 Credit (In between II & III Sem Gap)	4
		Total Credits	36

Total Credit: CORE COURSES (32) + Practical (4) = 36 Credits

I-Semester

DTM 01: TOURISM: CONCEPTS, PRINCIPLES AND POLICIES

- Unit I: Tourism History, Definition, Nature, Importance, Components, Typology and forms of Tourism. Defining Visitor, Tourist and Excursionist, 5 'A's of tourism
- Unit II: Institutional set up of national and international organization for the promotion and development tourism the in world – UNWTO, ICAO, IATA, DOT, TAAI, IATO, etc.
- Unit III: Growth and development of tourism in India, Tourism Policy and National Action Plan.
- Unit IV: Impacts of tourism- study of positive and negative impacts- economics, socio-cultural, and environmental, Tourism trends world over and its futuristic study.

Suggested Readings:

1. Bhatia, A.K.: Tourism Development, Principles and practices: Sterling, N Delhi.
2. Burkart & Madlik : Tourism- Past, present and future, Heinemann, London.
3. Christopher J. Holloway: The Business of Tourism: Macconald and Evans, 1983.
4. Mohinder, Chand: Travel Agency Management, Anmol Pub, 2005
5. I.I.T.T.M.: Tourism as an Industry – monograph: IITTM, New Delhi, 1989.
6. Kaul, R.H.: Dynamics of Tourism: A Trilogy, Sterling Publishers, Delhi.
7. Wahab, S.B.: Tourism Management, Tourism International Press London, 1986.

I-Semester

DTM 02 : TOURISM PRODUCTS

- Unit I: Definition of Product, Characteristics of tourism product, Product life cycle, types of Tourism Product, Product development.
- Unit II: Pilgrimage tourism: concept of pilgrimage in India, Char dham yatra, Jyotirlinga Yatra, Kumbha mela sites, Buddhist circuit, Jain Pilgrimage sites, Islamic shrines, Sikh Pilgrimage, Important churches of India, Centres of other religions
- Unit III: Heritage Tourism: Concept, UNESCO world heritage criteria, World Heritage sites in India. Performing Arts – Classical dance forms and styles, Indian folk dance, classical vocal music gharanas/schools; Handicrafts & Handloom Fairs and festivals of India.
- Unit IV: Nature Tourism: Tourist resource potential in mountain with special reference to Himalayas. India's main desert areas, desert safaris and desert festival, Coastal areas, beaches and islands: with special reference to Andaman and Nicobar islands.

Suggested Readings:

1. Acharya, Ram: Tourism and Cultural Heritage of India
2. Basham A.L.: The wonder that was India
3. Bharatiya Vidya Bhawan: Imperial Unity
4. Douglas Foster: Travel and Tourism Management
5. Harle, J.C.: The Art and Architecture of Indian sub-continent
6. Hussain, A.A.: The National Culture of India
7. Dixit, Manoj: Tourism Products of India, Royal Pub.
8. Percy Brown: Indian Architecture- Hindu and Buddhist period
9. Percy Brown : Islamic Architecture

II-Semester

DTM 03: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Unit-I: Travel Agency: Definition of Travel Agency, different types of travel agents, Government procedure for approval of travel agency, functions, organisational structure, source of income.

Unit II: Travel related Documents prepared by Travel Agency, Passport, VISA, Travel Insurance, Health Documents etc.

Unit III: Tour Operation: History and growth, types of tour operators, inbound, outbound, ground, and specialists, organisational structure, difference with travel agency, Government procedure of becoming approved tour operator in India.

Unit IV: Organising a package tour, Preparing itineraries, negotiations with service providers, packaging and marketing, study of golden triangles and some important tourist circuits of India, Basic Itinerary costing.

Suggested Readings :

1. Agarwal, Surinder: Travel Agency Management
2. Bhatia, A.K.: Tourism Development – Principles and Policies
3. Chand, Mohinder: Travel Agency Management
4. David H. Howel: Principles and Methods of scheduling reservations
5. Geo, Chack: Professional Travel Agency Management
6. Merissen Jome, W.: Travel Agents and Tourism

II-Semester

DTM 04 : COMPUTER INFORMATION SYSTEM & TICKETING

Unit I: Fundamentals of Computers, hardware and software, application software and operating system, Windows

Unit II: Installation process. Use of office packages like Word, excel and PowerPoint, Internet browsing, search engines, websites useful in tourism, concept of CRS.

Unit III: Air Ticketing: Introduction to Air Ticketing, Alphabet coding, City and Airline code-decode, elementary process of reservation.

Unit IV: Fare Construction of Domestic flights, Ticketing, cancellation procedure, Baggage Rules – Piece and weight concept, prohibited items, checked and unchecked baggage.

Suggested Readings:

1. Lucey T, Management Information Systems, DP Publications.
2. Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
3. Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
4. Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.
5. Basandra S.K., 'Computer Today', New Delhi : Galgotia Publications.

III-Semester

DTM 05: TOURIST TRANSPORTATION

- Unit I: Surface Transportation: Modes of Land Transportation, historical development and growth, types vehicles used for tourist, fare calculations, global players in car rentals.
- Unit II Railways-History and growth in India, General information, Railway zones, Tourist trains- luxury trains, toy trains, pilgrimage train, Indrail pass, making reservations online.
- Unit III: Water Transportation: History and growth of water transportation. Types – ocean liners, cruise liners, ferries, houseboats, study of some important tourist packages on cruise.
- Unit IV: Air Transportation: History and growth of Air transport – Freedom of Air, Open sky policy, Air Corporation Act, Warsaw convention, Chicago Convention, Role and function of DGCA, study of Air India and Private airlines.

Suggested Readings:

1. Mohindr Chand (2009)- Travel Agency Management, Anmol, Delhi
2. Burkart & Medlik (1981) – Tourism: Past, present and Future, Heineman, ELBS
3. Cooper, Fletcher et al (1993)- Tourism Principles & Practices, Pitman.
4. Mill & Morrisson (1992) – The Tourism System: An introductory Text, Prentice
5. Mill. R.C. (1990)- Tourism: The International Business, Prentice Hall
6. Seth, P.N. (1999)- Successful Tourism Management (Vol.I and II)

III-Semester

DTM 06: TOURISM MANAGEMENT & MARKETING

- Unit – I Management: Concept, Process and significance of Management, skills and roles of managers in organisation;
- Unit – II Functions of Management: An overview of functions of management; Concepts of POSDCORB (Planning, Organising, Staffing, Directing, Coordinating, Reporting, Budgeting)
- Unit – III Communication - Process and Types; Barriers and principle of effective communication (Horizontal and Vertical communication), Motivation-theories and practices.
- Unit – IV Marketing: Core concepts in marketing; Needs, Wants, Demands, Products markets. Segmenting, Targeting, Positioning, Product and product strategies; Product line, Product mix (4 Ps), Branding and packaging. designing and printing of Tour Brochure. Service Marketing.

Suggested Readings:

1. Essential of Management – Harold Koontz & Heinz Weirich.
2. Management – H. Koontz & Cyril O'Donnell.
3. Management Theory – Jung, H. Koontz.
4. Principles of Management – Peter F. Drucker.
5. Management Concepts – V.S.P. Rao, Konark Publishers
6. Marketing Management- P. Kotler

IV-Semester

DTM 07 : EMERGING TRENDS IN TOURISM

- Unit I Adventure Tourism: Concept of Adventure, Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, parasailing etc) and Air based adventure (Parachute jumping, Gliding, paragliding etc)
- Unit II Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management. The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in world. Eco-tel and Eco resorts
- Unit III Rural Tourism: Concept, definition, type, significance. Rural tourism sites in India and its promotion.
- Unit IV Health Tourism: Concept, definition, type, significance. Medical tourism facilities in India and its promotion. Medical VISA.

Suggested readings:

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
2. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
3. Dixit, M. Tourism Products, Royal Publishers.
4. D.A. Fannell. Ecotourism Programme Planning, CABI, New York

IV-Semester

DTM 08: Hospitality Management

- Unit – I Origin and Expansion: Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation.
- Unit II Hospitality Management: Type of accommodations available, different categories of hotels, star classification, different departments of hotel and their responsibilities, hotel chains in India, Heritage hotels.
- Unit – III Departments of hotel: Front Office, House Keeping, Food and Beverage, Personnel and Accounts. Role and functions of different departments.
- Unit – IV Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.

Suggested Readings:

1. Selected case studies from sterling. Delmia, Toshali and R.C.I. International will be managed from concerned organisations.
2. Andrews, Sudhir : 1985, Hotel Front Office, Tata M C Graw – Hill, New Delhi.
3. Andrews, Sudhir : Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
4. Andrews, Sudhir : (1991), Food and Beverage Service, Tata M C Graw–Hill, New Delhi.

DTM -09 : Practical Tourism

i) Study Tour: 5-10 Days in II Sem: After tour students will submit tour report. Viva-Voce in II Sem.

(2 Credit)

ii) Dissertation: Students should write a small research & survey level dissertation on topics assigned to them. Viva-Voce.

(2 Credit)

OR

iii) Summer Training: 30-45 days training in tourism related organisation to get practical training. Students may opt for training during gap between II and III Semester. Students will submit report of training. Viva-voce.

(2 Credit)