

**CERTIFICATE IN
TRAVEL AND TOURISM MANAGEMENT
(Career Oriented Programmes at First Degree Level in Universities and Colleges)**

1. Nomenclature

The Certificate in Travel and Tourism Management Course shall be spread over One Year.

2. Duration and Time Schedule

1. The One Year Certificate Course shall be of 3 Courses (4 Credits for each Course, that is, total 12 Credits) and Project work/Field work (8 Credits) and a student will be required to earn 20 Credits to complete the Course.
2. Each Academic Year shall be of 90 working days. Each Paper/Course will be covered in total 60 hours in which 45 hours are allotted for regular teaching and 15 hours for internal tests, seminar assignments, tutorials, presentation, etc.
3. The Course will ordinarily commence in July/August and end in May.

3. Eligibility

1. A student holding 10+2 with minimum 50% marks in any discipline from any Board recognized by Banaras Hindu University is only eligible to apply for the course.
2. The student should be enrolled in the concerned college in Undergraduate or Post Graduate course. Preference will be given to undergraduate students.
3. Certificate in Travel and Tourism Management (Career Oriented Programmes at First Degree Level in Universities and Colleges) has total 40 seats, admission to which will be on merit (Marks obtained in qualifying examination 10+2) or/and the Entrance test conducted by the respective colleges.

4. Fees

1. The prescribed fee for this Career Oriented Programme at First Degree Level in Universities and Colleges will be Rs. 5100/- (Rs. Five Thousand One Hundred only) per year. It may be enhanced by the colleges in future keeping the economies of running the course in mind.
2. In addition, other fees usually charged from a BHU student (Day/Hostel) and Examination Fee also will be charged as per UGC directives and University/College rules.

5. Course

1. The total number of courses will be 3 with 4 credits for each course, that is 12 Credits for Course work and Project work/Field work will be of 8 Credits and a student will be required to earn 20 Credits to complete the course.
2. All the students shall be required to undergo any one of the following:

(I) Field Work

(II) Project Work

3. All these compulsory activities will be conducted with the approval of the Principal/Course Coordinator. The student shall be required to submit comprehensive Field Work or Project Work Report to the Coordinator of the course.
4. In addition to Field Work / Project Work, the College may organize some excursion tours to nearby areas to give practical exposure to tourism students.
5. The Board of Studies empowers the local members of the Board of Studies of History of Art to update the syllabus in case of exigency to sustain the true spirit of the course, which may subsequently be approved by the Board of Studies and other bodies.

6. Examination

1. The maximum credits for each paper shall be 4 while Project Work/ Field Work will be of 8 credits for the Certificate course.
2. Out of 4 Credits, 2 Credits will be assigned for internal assessment and 2 Credits will be assigned for final University examination to be conducted at the end of the Course.

The duration of the Final written Examination shall be of 3 hours for each paper/Course.

3. The Principal/Coordinator shall forward the internal assessment marks (2 Credits for each paper/course) on the basis of the periodical tests, written assignments, seminars, presentation, etc and Field Work or Project Work Report and Viva-voce marks (8 credits) to the Controller of Examination/Registrar.
4. A candidate who has completed the prescribed course of instruction in the College for any examination but does not appear in it on medical ground may be allowed on the recommendations of the Principal/Coordinator to reappear in the next regular examination when such examination is held, without attending fresh course of studies. However, the candidate shall be exempted from reappearing in the practical papers provided he/she has obtained 40% marks in the practical papers including the internal assessment marks.
5. Candidate must pass the examination within **two years** duration from the time of admission to the first year of the course, failing which he/she will be not declared pass in Certificate in Travel and Tourism Management Course.
6. The Project work/Field work Report shall be examined by the internal examiner and will be followed by viva-voce conducted jointly by internal and external examiners. The Project work/Field work Report should be submitted before the date of Viva-voce.
7. **Course Structure:** The programme shall be of one academic year and the modules are as follows:

Certificate in Travel and Tourism Management Course Layout

Paper	Paper Name	Credit
TTM – C-101	Tourism: Concepts, Principles and Policies	04 Credits
TTM – C-102	Tourism Product and Marketing	04 Credits
TTM – C-103	Travel Agency, Tour Business & Accommodation	04 Credits
TTM – C-104	Field work/Project work	08 Credits
	Total Credits (04+04+04+08)	20 Credits

[The Courses will be of 20 credits. Each credit will have 15 hours of workload out of which 08 credits should necessarily be assigned to Field work/Project work.]

Paper I: TTM-C-101: Tourism: Concepts, Principles and Policies (4 Credits)

Unit I: Tourism-Definition, nature, importance, components and typology of Tourism. History of Tourism both International and National.

Unit II: Concepts of Domestic and International Tourism, recent trends in Tourism. Institutions and Organizations - both national and international for the promotion and development of Tourism- UNWTO, IATA, UFTAA, PATA, ICAO, ASTA, IHA, TAAI, and Ministry of Tourism under Government of India.

Unit III: Growth and development of tourism in India, National Action Plan 1992 and latest tourist policy of the Government of India.

Unit IV: Impacts of tourism-economic, social, physical and environmental.

Paper II: TTM-C-102: Tourism Product and Marketing (4 Credits)

Unit I: Define Product. Difference with service Industry. Tourism product – its salient features, components of Tourism industry. How is this different from other consumer industries? Tourism resources as products.

Unit II : Socio - cultural Resource- I: Architectural Heritage of India: Historical monuments of tourism significance – ancient, medieval and modern – Important historical/archaeological sites, Museum, art galleries and libraries – their location, assets and characteristics.

Unit III: Socio - cultural Resource-II: Important shrines (4 each) of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and Others. Performing Arts of India - Classical dance forms and styles, Indian folk dance. Music gharanas/schools of Indian music. Handicrafts & Handloom Fairs, Festivals of India.

Unit IV: National Tourist Resource: 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.

Unit V: Introduction to Marketing: The Concept of Marketing, nature, classification and characteristics of services and their marketing implications. Linkage in Tourism and other sectors (Travel Agency, Accommodation, Food, Nutrition, Catering).

Tour Packaging: Concept, characteristics and pricing of Tour Packaging. Designing and printing of Tour Brochure.

Paper III: TTM-C-103: Travel Agency, Tour Business and Accommodation (4 Credits)

Unit I: Functions, differentiation, regulations, organizations, recognition of Travel Agents. Tour Operators and Excursion Agents.

Unit II: The Role in details of sectors like airline – International, Domestic, Air Taxis, Ticketing, Cargo, Railway Transport, the allied business of Travel Agencies.

Unit III: Definition, main functions, organizational structure of a travel Agency and the Tour Operator. Different types of Travel Agents and their responsibilities, procedures for becoming a Travel Agent and Tour Operator in India.

Unit IV: Role of Indian Airlines, Indian Railways, Air India and others in the growth of travel agency and tour operators business.

Unit V: Accommodation: - Types, Organization and Management

Paper IV – TTM-C-104: Project/Fieldwork (08 Credits)

1. All the students shall be required to undergo any one of the following:

(I) Field Work

(II) Project Work

2. All these compulsory activities will be conducted with the approval of the Principal/Course Coordinator. The student shall be required to submit comprehensive Field Work or Project Work Report to the Coordinator of the course. It will be followed by **Viva-Voce**.

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Paper I: TTM-C-101:

Tourism: Concepts, Principles and Policies (4 Credits)

Unit	Lecture	Subject	Duration
I	L1	Tourism- Definition, nature, importance, components and typology of Tourism.	2:00 Hr.
	L2	History of Tourism both International and National.	2:00 Hr.
II	L3	Concepts of Domestic and International Tourism.	2:00 Hr.
	L4	Recent trends in Tourism.	2:00 Hr.
	L5	Institutions and Organizations – both national and international for the promotion and development of Tourism. UNWTO, IATA, UFTAA, PATA, ICAO, ASTA, IHA, TAAI, and Ministry of Tourism under Government of India.	2:00 Hr.
III	L6	Growth and development of tourism in India.	2:00 Hr.
	L7	National Action Plan 1992 and latest Tourist Policy of the Government of India.	2:00 Hr.
IV	L8	Impacts of tourism-economic, social, physical and environmental.	2:00 Hr.

Paper II: TTM-C-102:

Tourism Product and Marketing (4 Credits)

Unit	Lecturer	Subject	Duration
I	L1	Define Product. Difference with service Industry. Tourism product – its salient features.	2:00 Hr.
	L2	Components of Tourism industry.	2:00 Hr.
II	L3	Socio - cultural Resource- I: Architectural Heritage of India: Historical monuments of tourism significance.	2:00 Hr.
	L4	ancient, medieval and modern – Important historical/archaeological sites, Museum, art galleries and libraries – their location, assets and characteristics	2:00 Hr.
III	L5	Socio - cultural Resource-II: Important shrines (4 each) of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and Others	2:00 Hr.
	L6	Performing Arts of India - Classical dance forms and styles, Indian folk dance. Music gharanas/schools of Indian music.	2:00 Hr.
	L7	Handicrafts & Handloom Fairs, Festivals of India.	2:00 Hr.
IV	L8	National Tourist Resource: Tourist resource potential in mountain with special reference to Himalayas. India's main desert areas, desert safaris and desert festival.	2:00 Hr.
	L9	Coastal areas, beaches and islands: with special reference to Andaman and Nicobar islands	2:00 Hr.
V	L10	Introduction to Marketing: The Concept of Marketing, nature, classification and characteristics of services and their marketing implications.	2:00 Hr.
	L11	Linkage in Tourism and other sectors (Travel Agency, Accommodation, Food, Nutrition, Catering). Tour Packaging: Concept, characteristics and pricing of Tour Packaging. Designing and printing of Tour Brochure.	2:00 Hr.

Paper III: TTM-C-103:

Travel Agency, Tour Business and Accommodation (4 Credits)

Unit	Lecturer	Subject	Duration
1	L1	Functions, differentiation, regulations, organizations, recognition of Travel Agents. Tour Operators and Excursion Agents.	2:00 Hr.
II	L2	The Role in details of sectors like airline – International, Domestic, Air Taxis, Ticketing, Cargo, Railway Transport, the allied business of Travel Agencies.	2:00 Hr.
III	L3	Definition, main functions, organizational structure of a travel Agency and the Tour Operator	2:00 Hr.
III	L4	Different types of Travel Agents and their responsibilities, procedures for becoming a Travel Agent and Tour Operator in India.	2:00 Hr.
IV	L5	Role of Indian Airlines, Indian Railways, Air India and others in the growth of travel agency and tour operators business.	2:00 Hr.
V	L6	Accommodation: - Types, Organization and Management	2:00 Hr.