

DIPLOMA COURSE IN TRAVEL AND TOURISM MANAGEMENT

(Career Oriented Programmes at First Degree Level in Universities and Colleges)

1. Nomenclature

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

2. Duration and Time Schedule

1. The One Year Diploma 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.

The Course will be of 40 credits (20 credits earned during Certificate Course and 20 credits earned during Diploma 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, field work etc.
3. The Course will ordinarily commence in July/August and end in May.

3. Eligibility

1. A student holding 10 + 2 or equivalent with minimum 50% marks in any discipline from recognized Board with not less than 50% marks in aggregate with Certificate course in Travel and Tourism Management is 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. Diploma 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 and Certificate Course).

4. Fees

1. The prescribed fee for this Career Oriented Programme at First Degree Level in Universities and Colleges will be Rs. 6100/- (Rs. Six 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 Course will be of 40 credits (20 credits earned during Certificate Course and 20 credits earned during Diploma Course). Each credit will have 15 hours workload out of these 8 credits should necessarily be assigned to Field work/Project work.

2. Thus, the total number of courses in Diploma 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.
3. All the students shall be required to undergo any one of the following:

(I) Field Work

(II) Work

Note: The student will not be allowed to repeat the option undertaken in the Certificate course.

4. 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.
5. In addition to Field Work/Project Work, the College may organize some excursion tours to nearby areas to give practical exposure to tourism students.
6. 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 Diploma 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 all 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 Diploma 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 the 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:

Diploma in Travel and Tourism Management Course Layout

Paper	Paper Name	Credit
TTM – D-101	Tourism in India	04 Credits
TTM – D-102	Facets of International Tourism	04 Credits
TTM – D-103	Sales & Marketing in Tourism	04 Credits
TTM – D-104	Field work/Project work	08 Credits
	Total Credits (04+04+04+08)	20 Credits

[The Course will be of 40 credits (20 credits earned during Certificate Course and 20 Credits earned during Diploma Course). Each credit will have 15 hours workload out of these 08 credits should necessarily be assigned to Field work/Project work.]

Paper I – TTM-D-101: Tourism in India (4 Credits)

Unit-01

I. Tourism: Basic concept (Introduction)

- i. Meaning and Definition of Tourism.
- ii. Different types of Tourism.
- iii. Different purposes of traveling.
- iv. Understanding of Tourism Terminology.
- v. Historical Evolution of Tourism. (With special reference to India)

Unit-02

II. Geographical background of India

- i. Ecology and Environment; including different climate and seasons of India.
- ii. Physical features of India including Rivers, Forests, Deserts and Mountains of India. Hill stations of India.

III. India: Land and People

- i. National Symbols of India like – National flag, Emblem, Song, National Anthem, flower, bird, etc.
- ii. Popular Religions of India like Hinduism, Buddhism, Jainism, Sikhism, Islam and Christianity. (A brief outline)

Unit-03

I. Natural Heritage of India

- i. Eco-tourism, which includes-National Parks, Wildlife and Bird Sanctuaries of India. For Example-Jim Corbett National Park, Kanha National Park, Kaziranga, etc.

Unit-04

I. Tourist Service in India

- i. Role and Significance of Travel Agency and Travel Agent in Indian Tourism industry.
- ii. Tour Planning, Tour operation which includes the role of Tour Operators.
- iii. Role and the duties of the *Guide*.
- iv. Steps taken for the Security of Tourists in India, which includes Escorts, Tourist Police.
- v. Tourism Publicity in India like Marketing communication, Advertisement, Media, etc.

Paper II- TTM-D-102: Facets of International Tourism (4 Credits)

Unit-01 Origin and Growth of Tourism in Historical Perspective

- a) International Tourism- Basic Concepts
- b) Significance of Tourism

Unit-02 Tourism and Geography

- a) Significance of geography for Tourists
- b) Continents: Physical features
- c) Environment, Ecology and Seasons
- d) Tourist attractions
- e) Space Tourism

Unit-03 Tourism and Economy

- a) Contribution to the national income
- b) Tourist industry: Source of employment in different sectors of Tourism: Air ports, Transportation, Hotels, Motels and Resorts, Tourist bungalows, Guides and Escorts, Tourist agents and Operators.

Unit-04 State and Tourism

- a) **State's consciousness and its policy:** Management of infrastructure, Maintenance of historical buildings; security of tourist, liberal visa policy; current exchange, free movements, conducive atmosphere; trained and educated guides.
- b) **Importance of the state:** Economic significance; socio-cultural importance, Tourists acting as cultural ambassadors to enhance or diminish a nation's image.

Unit-05 Promoting Tourism

- a) Advertisement through media, publicity measures- Road Shows, Travel Fairs, etc.
- b) Organizing festivals, exhibitions from various states, Cheap fares in the lean seasons, package tours, excursions
- c) Cheap and subsidized accommodation
- d) Free medical care in emergency, medical insurance.

Unit-06 Service sectors in Tourism

- a) Guides and Escorts
- b) Travel agencies
- c) Tour operators
- d) Travel Information Bureaus

Paper III – TTM- D-103-: Sales and Marketing in Tourism (4 Credits)

Unit-01 Understanding Tourism Market

- (a) Definition of Marketing
- (b) Marketing Highlight: Needs, Wants, Demands, Products, Markets, Marketing
- (c) Marketing Management Philosophies:
 - i. Selling Concept
 - ii. Marketing Concept
 - iii. Societal Marketing Concept
- (d) Importance of Marketing

Unit-02 Service Characteristics of Tourism Marketing

- (a) What is Service?
- (b) Characteristic of Service Marketing: Intangibility, Inseparability, Variability, Perishability
- (c) Particular Characteristics of Travel & Tourism Services
- (d) How does Marketing in Travel & Tourism differ from other forms of Marketing
- (e) Unique features of Tourist Demand & Tourism Product
- (f) Tourism Marketing Mix

Unit-03 Consumer Markets & Consumer Buying Behavior

- (a) Personal Characteristics affecting Consumer Behavior: Cultural/Social/Personal
- (b) Psychological Factors
- (c) Consumer Involvement in the Buying Decision
- (d) The Buyer Decision Process:
Need Recognition – Information Search – Evaluation of Alternatives – Purchase Decision – Post Purchase Behavior

Unit-04 Designing & Managing Products

- (a) What is Product?
- (b) Product Levels: Core Product – Facilitating Product – Supporting Product – Augmented Product
- (c) Product Considerations: Accessibility/Atmosphere/Customer Interaction with service system/Customer Interaction with other customers/Participation
- (d) Product Life Cycle Stages:
Introduction/Development/Growth/Maturity/Decline

Unit-05 Marketing of Tourism Services

- (a) Marketing of Airlines
- (b) Marketing of Hotel/Resort
- (c) Marketing of Travel Agencies
- (d) Other Tourism related services.
- (e) Challenges & Strategies
- (f) Future of Tourism Marketing in India

Paper IV – TTM-D-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**.