

Post Graduate Diploma in Tourism and Hospitality Management (PGDTHM)

The Indian tourism and hospitality industry have emerged as one of the key drives of growth of the service sector in India. Tourism in India has significant potential considering the rich culture and historical heritage, variety in ecology, tourism and places of natural beauty spread across the country. Tourism is also potentially large employment generator besides being a significant source of foreign exchange for country.

India has been ranked 10th among 185 countries in terms of travel and tourism's total contribution to GDP in 2019. It is expected that by 2028, international tourist arrivals will reach 30-35 billion and will generate revenue over US \$ 54 billion. During 2020, despite the terror of Covid-19 a total of 8.38 million foreign tourists arrived on e-tourist visa facility was extended to citizens of 171 countries.

The India Government has realized the country's potential in the tourism industry and has taken several steps to make India a global tourism hub. Therefore it is felt essential by the university to take initiative in launching a diploma course as putting first step in the direction of tourism as the beginning.

The Diploma in Tourism and Hospitality Management is designed to prepare students for tourism and hospitality sector on the one hand and to provide them job opportunity in this very promising sector on the other hand.

After going through this course students will be able to understand the basic concept and principles of Tourism and hospitality management as well as practical management skills. Along with this, they will be able to foster the ethical, sustainable and entrepreneurial business culture in themselves. They will also be able to use the required skills in order to promote this sector.

It will be essential for the student to learn the functional knowledge of one foreign and one Indian language. The languages can be changed in each year.

Course Duration: 01 year (02 Semester)

Eligibility: Graduate from any recognized university.

Course Fee: 10000/-

Course Structure:The course has 09 papers (04 papers in First Semester and 04 papers in Second Semester) and one project work/Practical. Each paper is of 04 credits. The details of paper are as follows-

Sr.no.	Paper	Title of the Paper	Credit
First Semester			
1.	First	Tourism: Introduction & Perspective	04
2.	Second	Tourism Development : Products and Operations	04
3.	Third	Hotel and Hospitality	04
4.	Fourth	Communication and Personality Development	04
Second Semester			
5.	Fifth	Tourism Marketing	04
6.	Sixth	Travel agency and Tour Operation business	04
7.	Seventh	Cultural Tourism resources of India	04
8.	Eighth	Aviation Industry and Ticketing	04
9.	Ninth	Project Work	04
Total Credits			36

Each paper shall contain 100 marks with the following break up:

- (i) Theory -- **80** Marks
- (ii) Internal Assessment -- **20** Marks
- (iii) Project—100 Marks

**First Semester
First Paper
Tourism: Introduction & Perspectives**

This paper is designed to make the students understand what is tourism and how this industry works.

Objectives: After going through this course students will be able to:

- Know about tourism, its characteristics and Importance.
- Understand various theories of tourism and its motivational aspects.
- Realise the socio-cultural & economic aspects of tourism.
- Understand the functions of various organizations related to tourism.

UNIT I

Tourism and its theories: Meaning and Definitions, Characteristics of Tourism, Importance of Tourism, Concepts & Terms in tourism, tourism component. Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism.

UNIT II

Different Tourism System- Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Area Life Cycle (TALC)- Doxey's Irridex Index- Demonstration Effect- Crompton's Push and Pull Theory, Stanley Plog's Allo-centre and Psycocentric Model of Destination Preferences Travel Motivations and Barriers: Concept and scope: Barriers to tourism.

UNIT III

Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism-Transport- Accommodation-Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalization & Globalizations, Positive & Negative Impacts of Tourism.

Emerging forms: Eco tourism, Wild tourism, Special tourism, areen triangle tourism, Buddhist tourism, Dark tourism, Medical Tourism.

UNIT IV

Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC)- International Hoyal Association (IHA), Ministry of Tourism, Govt. pf India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

Assignment- 1- Write two essays on the new developments in the tourism Industry.
2- Analysis of any emerging form of tourism such as Medical tourism, special tourism e.t.c.

Reference Books:

Hayard, Peter (2000). Leisure and Tourism, Heinemann GNVQ Intermediate, Heinemann Educational Publishers.

Holloway, J.C. (1994). The Business of Tourism, Pitman Publishing, London. "(L)"

Medik, S. (1997). Understanding Tourism, Butterworth-Heinemann, Oxford,

Roday, Sunetra, Biwal, Archana and Joshi, Vandana (2013). Tourism Operations and Management. New Delhi.

Sharma, K. (2014). Introduction to Tourism Management, mc Graw Hill Education. New Delhi.

Singh, Ratandeep (2008), Tourism and Transport Management: Practice and Procedures. New Delhi: Kanishka Publisher.

Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2013). Tourism Principles and Practices, Oxford Higher Education.

Vasudevan, V, Vijay Kumar, B. and Saroop Roy, B.R. (2017). An Introduction to the Business of Tourism, New Delhi: Sage Publication.

First Semester

Second Paper

Tourism Development: Products & Operations

This paper is designed to make the students aware about the various tourism products, tourism resources etc.

Objective: After going through this paper students will be able to:

- **Understand various tourism products.**
- **Differentiate among various itineraries.**
- **Analyse various tourism Resources conservation and various emerging products.**

UNIT I

Tourism Products: Definition, concept, characteristics and classification; difference between tourism resources and products: Natural Tourism Resources in India: mountains, deserts, beaches, costal areas and Islands), Water bodies and flora-fauna. Concept of conservation and preservation of products and heri lofe.

UNIT II

Natural tourism Resources in India: Land based activities and destination, Water based activities and destinations and Air based activities and destinations, Popular Hill Stations, Beach Resorts. Cultural tourism Resources in India: Understanding culture, cultural Heritage of India. Indian Culture and Society, Traditions, Customs and costumes: cuisine Music, Musical instruments and performing art forms; painting; handicrafts.

Religious tourism and their important pilgrim destinations: fairs and festivals, Architectual heritage of India.

UNIT III

Popular Itineraries: Meaning, Importance and Types of Itinerary-Resources and Steps for Itinerary Planning –Do's and Don'ts of Itinerary Preparation, Concept of Costing-Operation of Package Tour.

Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India. Traingle (Bikaner-Jodhpur-Jaisalmer), Himalayan Safari.

Special interest tourism itineraries in India: Adventure, Health, Cultural and Religious tourism.

UNIT IV

Tourism Resources Conservation and Emerging Products: Emerging: Rural, Gastronomy, Golf, cruise, wine, dark tourism and Wellness Tourism. Concepts of conservation and preservation of products and heritage; Museums, Art Galleries, Various Tourism organizations.

Reference Books:

Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.

Brown Percy, Indian Architecture (Islamic period), Bombay.

Bishvash S.S.: Protecting the culture heritage Inaugural issue of INTACH Journal of Heritage Studies, INTACH.

Davies, Philip, Monuments of India, Vol. II. London.

Dixit Manoj, Tourism products. New Royal Book Co., Lucknow.

History of India: Volume 1. Penguin Book, New Delhi.

First Semester

Third Paper

Hotel and Hospitality

This paper is designed to make the students aware of the hospitality industry and its various aspects.

Objective: After studying this course the students will be able to:

- Know about the hospitality industry and its various characteristics.
- Explain about the working of various departments of hotel industry.
- Evaluate various aspects of hotel industry.

Unit I

Introduction to Hospitality industry and its distinctive characteristics. Types of accommodation and their grouping, classification, categorization and forms of Ownership

Unit II

Major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc.

Unit III

Front Office management: Introduction to hotels, Classification of hotels, Rates and meal plans, Types of hotel guest, Organization of the front office department, Duties and responsibilities of front office staff, Reservation and registration, Functions of front office.

Unit IV

Housekeeping management: The house keeping department, Housekeeping in hotels – importance, Coordination with other departments, Types of rooms, Classification of room types, Room supplies, Guest amenities, Cleaning agents and equipments.

Assignments: 1- Visit of hotels and Report preparation.

2- Essays on the various reforms in hotel industry emerging trends.

**First Semester
Fourth Paper
Communication and Personality Development**

This paper is designed to make the students aware of the various communication skills and how it impacts on the development of personality.

Objectives: After going through this syllabus/Course students will be able to:

- Understand the various components of communication skills.
- Analyse customer's behavior.
- Differentiate among various personality traits.
- Handle customers in a proper manner.

UNIT I

Communication Skills: Nature, Process of Communication, Verbal and Non Verbal. Types of body Communication, Barriers of communication, 7 Cs of effective communication, Importance of effective communication.

UNIT II

Personality development: Personality and its various dimensions, Significance of personality development, life skills, Types of body language, preparation of self introduction, factors affecting attitudes. Impact of positive and negative attitudes on personality stress management.

UNIT III

Business Communication: Definition, Types, Characteristics of Communication. Memorandum, Notice, Agenda, Minutes.

Public Relations: Meaning and Content of Public Relations- Social Context of Public Relations- Communication and Public Opinion-Principles of Persuasion Adjustment and Adaptation-PR in Tourism, Travel and Hospitality Sector.

UNIT IV

Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper- Team Building- Interpersonal Effectiveness, Handling Customers complaints, handling difficult customers, C.V. writing, E.Mail, Memo, Report & Personal writing.

Assignment: 1- Preparation of Notice, Agenda etc.

2- Various aspects of communication & Personality development.

Reference Books:

Das B. /I Satpathy: Business Communication & Personality Development.

Guffey. M.E. & Loewy, D. (2010). Business Communication: Process and Product, Cengage Learning.

Hurlock, E.B (2006), Personality Development, 28th Reprint, New Delhi: Tata McGraw Hill.

Hindle, Tim. Reducing Stress, Essential Manager Series. Dk Publishing, 2003.

Jobber and Lancaster (2009). Selling and Sales Management, 8/e, Pearson Education.

Kumar Pravesh. All about Self-Motivation. New Delhi, Goodwill Publishing House. 2005

Lehman, C. & Dufrene, D. (2010). Business Communication, Cengage Learning.

Lucas, Stephen. Art of public Speaking. New Delhi. Tata- Mc-Graw Hill. 2001.

Milc, DJ Power of positive thinking. Delhi. Rohan Book Company, (2004).

Singh Raman, M. & Prakash (2012). Business Communication, Oxford University Press India.

Sharma R.C. and Mohan K. (2005). Business Report Writing and Correspondence, New Delhi, Tata McGraw Hill.

Second Semester

Fifth Paper

Tourism Marketing

This paper is designed to provide an exposure to the students about the nature and scope of marketing.

Objective: After going through this course students will be able to:

- **Understand the basic concepts and tools of marketing.**
- **Apply this knowledge in the field of tourism.**

UNIT I

Origin of Marketing- Evolution of Marketing and understanding the Markets, Tourism

Marketing – Tourism Product – Features of Tourism Product & design and mapping the products–Functions, Core Principles of Marketing , Concepts of Services Marketing, Forecasting market demand.

UNIT II

Relationship between Market and Consumer: Micro & Macro Marketing Environment –

Consumer Behaviour – Buyer Decision-making Process – Market Research- Market

Segmentation, Targeting and Market Positioning.Environmental Analysis, Internal marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management.

UNIT III

P's of Tourism Marketing: 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity –Personal Selling

UNIT IV

Marketing of Tourism Products:- Trends in Tourism Marketing – Marketing of Known and Lesser Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company.Organization and managing Tourism Markets, Marketing Plans.

Assignments: 1- Essays on trend in tourism marketing etc.

2- Market survey and submission of report related to any tourism product.

Second Semester

Sixth Paper

Travel agency and Tour Operation business

This paper is designed to provide exposure to students regarding the fare rules and e-ticket data elements to satisfy and relating customers.

Objective: After studying this course the students will be able to:

- **Understand various aspects of travel trade.**
- **Explain the operation of travel agencies .**
- **Differentiate among various types of tour and their operations.**

UNIT I

Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator-Inbound, Outbound , Domestic, Ground and Specialized.

UNIT II

Travel Agency Business Network: Operation of Travel Agency Business, Skills and

Competencies for Running Travel Agency Business, Managerial Decisions, Travel Agency Business between Wholesale and Retail Agents, Future of Travel Wholesaling & Retailing

UNIT III

Functions of Travel Agency & Tour Operation and Roles of Travel Trade Organizations:

Attributes of Travel Agency, Roles and Services of A full-fledged Travel Agent, Characteristics of a Professional Travel Agent, Role and Responsibilities of Travel Trade Associations: Objectives - Roles and functions, of UFTAA, ASTA, TAAI, IATO, ATAOL, ADTOI, IAAI, FIYTO, TAFI

UNIT IV

Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business- Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions.

Assignments: 1- Visit of various agencies and Report submission.

2- Working with any agency for 15 days and report submission.

Reference Books:

Boberg Gee, Y.C. Choy B.K., J.L.D. and Makens , C.J., (1990), Professional Travel Agency Management, New Jersey: Prentice Hall.

IATA/UFTAA, travel and tourism foundation Modules 1.1,2,1.3 Oxford / London School Atlas.

Semer-Purzycki, Jeane, (1997), International Travel, Fares and Ticketing, New Jersey: Prentice Hall.

Passenger Air Tariff (PAT), IATA Publication yearly published by IATA.

Thompson-Smith, Jeanie M. (1998), Travel Agency Guide to Business Travel, London: Delmar Publishing Inc.

Second Semester

Seventh Paper

Cultural Tourism resources of India

This paper is designed to provide an overview of the cultural tourism resources of India.

Objective: After studying this course students will be able to:

- **Know about the various aspects of rich cultural heritage of India.**
- **Differentiate among various cultural heritages.**

UNIT I

Indian Cultural History – Early and Post Vedic period - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Upanishad, Aranyaka , Ashramas -Varna System – Purushartha – Cultural Erosion and Inheritance of Loss of Indian Culture .

UNIT II

Religions of India-Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Different Indian and Western Philosophy.

UNIT III

Non-Material Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation - Performing Arts, Dance Forms , Music – Vocal & Instruments - Folk Arts -Indian Paintings and Sculpture- Fair and Festivals , Indian Cuisine , Traditional Arts and Crafts.

UNIT IV

Architectural Heritage – Significance & Places of Importance, Rock-cut Architecture -

Buddhist Architecture - Gandhara& Mathura Schools of Art - Hindu Temple Architecture- Indo-Aryan, Dravida, Vesera, Indo-Islamic Architecture – Pillars, Tomb, Forts, Mosque, Masjid,

Modern Architecture – Important Forts, Palaces and Havelies- Public Buildings, Ports, Hotels (Taj Hotel in Mumbai & Oberio Hotel in Shimla), Bridges, Rastrapati Bhavan, Parliament House, India Gate, Gateway of India, - World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India.

Assignment:

1- Visit of local cultural and religious monuments temples and places and report writing.

2- Essays on ancient and modern architectures.

Reference Books:

Ball Stephen, Encyclopedia of Tourism Resources in India , Butterworth-Heinerman.

Bashman, A.L. A Cultural History of India , oxford University Press , USA Thapar,

Romila, A History of India: Volume 1. Penguin Book , New Delhi.

Bishvash S.S: Protecting the culture heritage Inaugral issue of INTACH Journal of Heritage studies , INTACH.

Brown Percy, Indian Archietecture (Buddhist and Hindu), Bombay.

Brown Percy, Indian Archietecture (Islamic period), Bombay.

Davies Philip, Monuments of India, Vol.II., London.

Second Semester

Eighth Paper

AVIATION INDUSTRY AND TICKETING

This paper is designed to teach the language of fare construction and fare rules to provide customers with the lowest fare for their itinerary.

Objective: After studying this course students will be able to:

- **Understand about the aviation industry.**
- **Plan itinerary related to air aviation.**
- **Formulate with the calculation of fares.**
- **Understand the documentation and other requirements for international air travel.**

Unit I

Introduction to airline industry: Growth and distribution of airlines and air traffic around the world, factors affecting airline operating costs; concept of flying time and ground time.

Unit II

Familiarisation with OAG: 3 letters city code and airport code, airline designated code, country and currency codes, minimum connecting time, global indicator; familiarisation with Air Tariff; NUC Conversion factors and general rules; IATA Bill Settlement Plan.

Unit III

Planning itinerary by Air: Itinerary terms; journeys and its types; types of fares; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Higher Intermediary Points (H.I.P); Circle Trip Minimum Checks (CTM); Backhaul Minimum Check, and Open jaw.

Unit IV

Documentation: Passport, VISA, Currency Regulations, Custom Regulations, Health Regulations, Immigration Formalities at Airport and TIMATIC.

Assignment: 1- Visit of airport and report writing.

2- Preparing itinerary of new routes and report writing.

Reference Books:

Andrews , S. (2007). Introduction to Tourism and Hospitality Industry. Tata McGraw Hill.

Chand, M. (2007). Travel Agency Management: An Introductory Text. New Delhi: Anmol Publication.

Laurance, S. (1990). Guide to Starting and Operating Successful Travel Agency. New Yirk: Delmar Publishers Inc.

Singh, R. (2015). Flight Reservation and Tour Operation. New Delhi: Kanishka.

Singh, R. (2010). Aviation management: Global and National Perspective. New Delhi: Kanishka.

Second Semester

Ninth Paper

Project Work:

The project work is made compulsory for the students in order to expose them to various operational and practical aspects of tourism & hospitality management.

After completing the project work students will be able to:

- Identify problems and issues prevailing in tourism.
- Devise a plan solve the issue as well as throw light on the emerging positive and negative aspects of tourism industry and hospitality.
- Present his/her findings, suggestions formally in a professional format.

Students are advised to select topic of project work only in the area of tourism, hospitality and other related field

Reference Books:

Hussey, J and Hussey, . (R). (1997). Business Research: A practical Guide for Undergraduate and Postgraduate Students. New York: Palgrave macmillan.

Robson, C. (2014). How to do a Research Project: A guide for Undergraduate Students. New York: John Wiley & Sons.

Smyth, K. Rennie, F., et al (2016). Undertaking Your Research Project: Essential Guidance for Undergraduates and Postgraduates. E TIPS (Kindle edition)

