



# **Ramakrishna Mission Vidyamandira**

Belur Math Howrah 711202

## **Department of Tourism and Travel**

### **One-year Diploma in Tourism & Travel**

#### **Objectives:**

- To provide the basic and essential knowledge regarding various activities undertaken by tourism industry and necessary knowledge and skill to work in the industry.
- To impart certain basic skills and aptitude that will be useful in taking up any activity in Tourism Industry.
- To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.
- To provide a global view of several multinational tourism business houses and their functions.
- To provide knowledge, skill and attitude to set up tourism related establishment.

#### **Programme Structure:**

There will be total 10 Courses, and each Course will be divided into some modules. The candidates will be taught total ten courses—nine theoretical and one practical. Each course will carry 50 marks. Students have to appear for examinations of two courses together per day, and they will get total four hours for two courses. Student will write the answer preferably in English, or, if not possible, in Bengali. Questions will be set in English only.

#### **Course Structure:**

Course I:	Tourism Concepts and Principles
Course II:	Tourism Policy and Planning
Course III:	Travel Agency Management
Course IV:	Tourism Marketing
Course V:	History & Heritage of India

Course VI:	Tourist Resources of India
Course VII:	Tourism Geography
Course VIII:	Guiding Skill & Personality Development
Course IX:	Accounting & Finance Management
Course X:	Practical Tourism (Field Study & Internship)

## **Detail Course Contents**

### **Course –I (Course Code-DTTC-1)**

#### **TOURISM CONCEPTS & PRINCIPLES**

**Course Outcome:** This will be an introductory Course giving the basis of tourism studies. This will give an overview of tourism industry and various forms and types of tourism along with tourist transportation system.

**Course Contents:**

**Module – I Introduction:**

Tourism—definitions and concepts; tourist destination, services and industry; definition and historical development; General Tourism Trends; Types of Tourists, Visitor, Traveller, and Excursionist—definition and differentiation; Tourism—recreation and leisure, their inter-relationships.

**Module – II Tourism Products & Attraction:**

Nature, characteristics and components of Tourism Industry; why it is different from other types of consumer product? Elements and characteristics of tourism products; tourism product production system; tourism product life cycle; typology of tourism products.

**Module –III Types and Forms of Tourism:**

Types of tourism: with special reference to inter-regional and intra-regional tourism; inbound and outbound tourism; domestic, international tourism.

Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism (etc.). Special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

**Module – IVTourist Transportation:**

**Air transportation:** The airline industry present policies, practices. Functioning of Indian carriers; Air Corporation Act; Air charters.

**Surface Transport:** Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits

**Rail Transport:** Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

**Water Transport:** Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

## **Course-II (Course Code: DTTC-2)**

### **TOURISM POLICY AND PLANNING—A SHORT INTRODUCTION**

**Course Outcome:** The module will expose the students about the Tourism policy of India and of a few tourism states of the country along with international agreements and international organizations.

#### **Module–I Introduction:**

Concept of Policy; Formulating tourism policy; Role of government, public and private sectors; Role of international multinational, state and local tourism organisations in carrying out tourism policies.

#### **Module–II Tourism Policy:**

Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board; National Committee on Tourism; Case study of tourism policies of one/two states; Investment opportunities and government policy for investment in hotel/tourism industry; Sources of funding.

#### **Module–III Understanding Tourism Planning:**

Conceptual meaning of Tourism Planning; evolution of Tourism Planning; general concepts of Planning; levels and types of tourism Planning; background approach and planning scale; public and private sector's role in tourism development; analysis of an individual tourism project (example: development of the Buddhist circuit)

**Module–IV International Agreements (a brief overview):**

Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

**Module– V A study of International Tourism Organisations:**

Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO

**Course –III (Course Code: DTTC-3)**

**TRAVEL AGENCY MANAGEMENT**

**Course Outcome:** The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand functioning, formalities and documentation needed to set up these units.

**Course Contents:**

**Module– I Travel formalities:**

Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, and travel insurance; baggage and airport information.

**Module– II Travel Agency and Tour Operation Business:**

Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business; History, Growth, and present status of Travel Agency; Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector

**Module–III Approval of Travel Agents and Tour Operators:**

Approval by Department of Tourism, Government of India; IATA rules and regulations for approval of a travel agency; approval by Airlines and Railways

Study of various Fiscal and Non-Fiscal incentives available to travel agencies and tour operations business

**Module–IV Functions of a Travel Agent:**

**Understanding the functions of a travel agency**—travel information and counselling to the tourists; itinerary preparation, reservation, ticketing; preparation and marketing of tour packages  
Handling business/corporate clients including conference and conventions

**Sources of income:** commission, service charges

**Travel terminology:** Current and popular travel trade abbreviations and other terms used in preparing itineraries.

**Module–V Functions of a Tour Operator:**

Market research and tour package formulation, assembling, processing and disseminating information on destinations

Visioning with principles, preparation of Itineraries

Tour operation and post tour management

Sources of income for tour operation

**Module–VI Public and Private sector in Travel Agency Business and Tour Operation Business:**

Organisational Structure and various Departments of a Travel Agency

One or two case study (example: ITDC or SITA and Cox & Kings or Thomas Cook)

The Indian Travel Agents and Tour Operators—an overview

National Trade Associations: IATO and TAAI.

## **Course IV (Course Code: DTTC-4)**

### **TOURISM MARKETING**

**Course Outcome:** The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.

**Course Content:**

**Module– I Marketing—a brief overview:**

Core concepts in marketing; Needs, wants, demands, products markets; marketing management philosophies—production, product, selling; marketing and societal perspectives; economic importance of marketing

**Module– II Analysis and selection of market:**

Measuring and forecasting tourism demand; forecasting methods; managing capacity and demand; market segmentation and positioning (STP)

**Module–III Marketing Strategies:**

Developing marketing environment; consumer buying behaviour; competitive differentiation and competitive marketing strategies; new product development; customer satisfaction and related strategies in internal and external marketing; interactive and relationship marketing

**Module– IV Planning marketing programmes:**

Product and product strategies; product line, product mix branding and packaging; pricing considerations; approaches and strategies; distribution channels and strategies

**Module– V Tourism Marketing:**

Service characteristics of tourism; unique features of tourist demand and tourism product  
Marketing of Tourism Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies

**Course V (Course Code: DTTC-5)  
HISTORY & HERITAGE OF INDIA**

**Course Outcome:** This module is important to study because of India is rich in heritage properties and its maintenance is necessary. This will help to understand the history and nature of heritage properties and conservation along with the scope of heritage tourism in India.

**Module- I History and Culture of India—general features:**

Basic components and evolution—various architectural styles and art forms

**Module-II Heritage and Heritage Tourism—Meaning and concept:**

Criteria for selection as heritage sites; monuments and zone by UNESCO (WHC); types of heritage property; world famous heritage sites and monuments in India and abroad—few examples  
Heritage hotels and its classification; few examples—India and abroad  
Heritage walk

**Module–III Heritage Management—objectives and strategies:**

Protection, conservation and preservation; case study of any one destination; heritage marketing; destination development

**Module- IV National and International Organisations engaged in Heritage Management—a short introduction**

UNESCO, ICOMOS, ASI, INTACH and NGOs

**Module- V Museums—concept and classification:**

National Museum—New Delhi; Bharat Kala Bhawan, Varanasi;  
Archaeological Museum, Sarnath; etc

## **Course VI (Course Code: DTTC-6)** **TOURIST RESOURCES OF INDIA**

**Course Outcome:** The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

### **Course Contents:**

#### **Module– I Natural Resources:**

Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana etc)

Hill Stations: Study of Hill Station attractions and their environs with few case studies

Beaches and Islands:

Desserts of India

#### **Module–II Popular Tourist Belts and Resources:**

Popular tourist belts in India—examples

Monuments and their architecture—a few case studies

#### **Module-III Pilgrimage Destinations:**

**Hindu-** Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyaachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.

**Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

**Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana

**Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

**Sikh:** Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

**Saint:** Kabir, Tulasi, Raidas, Sankaracharya.

#### **Module– IV Fairs and Festivals of India—a short introduction:**

Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

#### **Module– V Art, Handicrafts and Cuisine:**

History of Dance Styles and main Gharanas of North Indian Music



Handicrafts of India with special emphasis on Bengal  
Cuisine of India and food tourism

## **Course VII (Course Code: DTTC-7)**

### **TOURISM GEOGRAPHY**

**Course Outcome:** This course explores the basic components of geography in relation with tourism.

**Course Content:**

**Module-I Fundamentals of Geography:**

Importance of Geography in tourism; Climatic variations and climatic regions of world; study of maps, longitude & latitude, international date line, time variations, time difference

**Module-II Indian Geography and Tourism:**

Physical and political features of Indian subcontinents; climatic conditions prevailing in India and various climatic zones; tourism attractions in different states and connection with climatic zones

**Module-III Political and Physical Features of World Geography—brief overview:**

Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico).

Central America (Costa Rica, Panama, Belize etc)

Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

Africa: South Africa, Mauritius, Kenya.

Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina.

North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan.

South Asia: SAARC Countries

## **Course VIII (Course Code: DTTC-8)**

### **GUIDING SKILL & PERSONALITY DEVELOPMENT**

**Course Outcome:** This module is prescribed to train students in various guiding skills and is useful for those who may like to join tour operation or interested to perform independent guiding work.

Also it can help them to develop their personality and physical fitness.

**Unit A—Guiding Skill:**

**Module– I Guiding Concept:** Meaning, Concepts and Types of Guides:

Conceptual meaning of tourist guide; duties and responsibilities; how guides are appointed in tour

**Module– II Responsibilities of Guides:**

Preparation of a tour: review of itinerary; participant list, accuracy, timings and practicality, identifying the group or individual traveller’s special needs; standard of dress and personal grooming; Greeting participants and introducing self;

Leading the participant: Skills in leading the group; general instruction to participants at monuments, sacred places and crowded areas, giving commentary, answering questions, concluding a tour

**Module – III Interpreting Sites:**

Characteristics of natural, historical, and urban sites; potential of public and private agencies, interpretation of specific groups, especially the young

**Module– IV Co-ordination:**

Co-ordinating with the main office; conducting various types of tours, ability to deliver all information imaginatively and accurately relevant to the client’s needs; establishing good security measures

**Unit B—Personality Development:**

**Module– V Introduction:**

Meaning of personality; personality factors—external, internal; effective or winning personality; developing a selling personality; communication skills

**Module- VI Personality grooming:**

Physical fitness, dressing sense, formal and informal clothing, behaviour with male and female clients, behaviour in office

**Course IX (Course Code: DTTC-9)**

**ACCOUNTING & FINANCE MANAGEMENT**

**Course Outcome:** The basic objectives are to provide basic principles and to understand the basic techniques of preparing financial information. Beside this the students will get concepts on tax management including an introduction to GST.

**Module-I Nature of accounting:**

Nature of accounting and generally accepted accounting principles; Double entry, Book Keeping – transaction analysis; Cash Book and Bank Transactions

**Module-II Final Accounts:**

Balance Sheet

Miscellaneous Accounts: accounting for hotels; travel Accounting

**Module-III Finance Management:**

Meaning, Role, Scope and Importance of Financial Management; Financial Planning, Capitalisation and Capital Structure

**Module-IV Financial Statements and Analysis:**

Meaning, Analysis—Ratio, Fund flow, Cash flow, Cost volume Analysis;

Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions

**Module-V Overview of GST:**

A paradigm shift in indirect taxation; Front end business process—registration, return, payment and refund; E-waybill

**Course X (Course Code: DTTC-10)**

**PRACTICAL TOURISM**

**Unit-A: Field Study Tour Report (40 marks)**

**Course Outcome:** This Unit is prescribed to give practical exposure to students at the places of tourist attractions. Each student is required to understand resource attractions of visited places and disseminate information to visitors.

**Course Contents:**

Each student is required to participate in a Field Study tour. The tour will be arranged by the Department contributing the train and other conveyance charges. The objectives behind the field tour are to provide practical knowledge of tourist resources and to analyse the existing infrastructure and amenities of tourism development and to examine future prospects of tourism promotion. After the completion of the study tour each student is required to submit Field Study Tour Report for evaluation at least 30 days before the commencement of the examination.

**Unit-B: Job Training & Report**

**Course Outcome:** Under this Unit each candidate will be placed in a recognised travel agency/institute/organization for understanding the travel trade business practice.

**Course Contents:**

The training is based upon the 10 to 15 days practical training with any recognised Travel Agency/Tour Operating Company/Hotel/Business Organization. The Department will circulate the placement brochure / letter to various organisations prior to the joining in the same. During the organisational work (training period), each student is required to prepare practical report of day to day activities to be submitted for evaluation.

The students will have to submit the Job Training Report after completion of their Job Training before Viva-voce.

**Unit-C: Viva-Voce (10 Marks)**

The Viva-Voce examination will be conducted on the basis of the Tour Package Prepared, Tour and Job Training Reports.

**Marks pattern of the theory papers:**

Students have to appear for examinations of two courses together per day, and they will get total four hours for two courses. They will use separate answer scripts for each course. Question pattern of each course will be as follows:

10 MCQ\* (or SAQ) × 1 mark each = 10 marks

5 marks × 4 short notes (out of 8) = 20 marks

10 marks × 2 small essays (out of 4) = 20 marks

Total = 50 marks

\*Students will submit MCQ papers within 30 minutes from the commencement of examination.