

Centre for Distance Education and Open
Learning
(CDEOL)

Assam University, Silchar



Syllabus

**POST GRADUATE DIPLOMA IN
TOURISM**

(Effective from December 2013 onwards)

PGDTM

PG Diploma in Tourism

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Course Overview

The course in Tourism Management is designed to equip prospective students with all aspects of tourism management and help them to develop skills needed for avail self employment opportunities in the tourism industry.

Objectives

- To help students understand various emerging concepts in Tourism.
- To enable study of the various tourism policies so as to understand Government's initiatives for Tourism Development.
- To impart information about recent trends in Domestic & International Tourism In India.
- To impart knowledge of MICE and its importance in Destination Development.
- To provide knowledge of key concepts for effective Tourism Development.
- To impart knowledge on Sustainable Tourism.
- To make students aware of various Pull factors affecting Tourism Destination.
- To provide information about Stress & Conflict Management & Right to Information Act.

Requirements

Any graduate with at least 40 per cent of marks will qualify for applying for this course.

Evaluation

Students will be evaluated on the basis of theoretical examinations to be held at the end of both semesters for hundred marks in each paper. A project work is also to be carried out by the candidate as part of the end semester to qualify for the final examinations.

Post Graduate Diploma in Tourism Management (PGDTM)

Semester – I

Module Code	Subject Title	No. of Credit
PGDTM-101	Tourism Principles and Practices	4
PGDTM-102	Tourist Management Concept	4
PGDTM-103	Tourism Economics	4
PGDTM-104	Tourism Marketing	4

Semester – II

Module Code	Subject Title	No. of Credit
PGDTM-201	Tourism Product of India	4
PGDTM-202	Application of Computers in Tourism	4
PGDTM-203	Emerging Trends in Tourism	4
PGDTM-204	Project Report	4

SEMESTER - I

Module PGDTM 101 : Tourism Principles and Practices

No. of Credits : 04

Assignments: 25 Marks

Contact Hours/ Week: 04

Term-end Semester Exam: 75 Marks

Course Objective:

It is planned to develop and communicate basic framework and conceptual heritage of the discipline of Tourism, Methods, practices and techniques of analysis, motivation and processes of decision-making. To understand the various elements of Tourism gulf. It will evaluate the role of various organizations of tourism and also to identify the methods to improve tourism.

THEMES AND TOPICS

Unit – I

Tourism: Concepts:

Definitions and Historical development of tourism. Distinction between Tourist-Traveler-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics.

Unit II:

Domestic and International tourism: Domestic tourism:

Features, pattern of growth, profile. International tourism: Generating and Destination regions. Pattern of growth and Profile.

Unit III:

Tourism Demand and Supply:

Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

Unit IV:

Status of Tourism in India The Tourism Industry :

Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, consequences of Industry status.

Unit V:

Impact of Tourism & Tourism Institutions and organizations

Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political.

International Tourism Institutions and organizations, and their role in promoting international movement- UNWTO, WTTC, TAAI, IATO, IATA, ITC.

Text Books:

1. Kaul: Dynamics of Tourism (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Bhatia. Tourism Development (New Delhi, Sterling)
4. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
5. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
6. P.C. Sinha, Tourism Management. Anmol Publication.
7. P.C. Sinha, Tourism Evolution Scope Nature & Organization. Anmol Publication.

Additional Reference Books:

1. International Tourism – A.K. Bhatia
2. Tourism Development - R. Gartner
3. Travel Industry : Chunky Gee et-al
4. Tourism Systems - Mill and Morisson
5. Successful Tourism Management - Prannath Seth
6. Tourism Management Vol - 4 - P.C. Sinha
7. Tourism Planning and Development - J.K. Sharma
8. Studies in Tourism - Sagar Singh
9. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
10. Tourism: Principles and Practices - McIntosh , R.W.
11. Tourism : Past, Present and Future - Burkart & Medli
12. Sustainable Tourism Development, Guide for Local Planners by WTO.

Module PGDTM 102 : Tourism Management Concept

No. of Credits : 04

Assignments: 25 Marks

Contact Hours/ Week: 04

Term-end Semester Exam: 75 Marks

Course Objective:

To understand the various Management practices and principles. To mould the skills of students needed to manage all tourism related organizations.

Course Contents

1. **Management Concepts and Management Thoughts:** Definitions, nature and scope of management; Business environment, Management as science or art. Role of manager and his social responsibility; Evolution of management thought: Classical theory, Neo-classical theory (Human Relations approach), Behavioral approach, Contingency Theory, Systems approach: key terms and concepts, functional area of management.

2. **Planning:** Fundamentals of planning, types of plans, objectives, policy and strategy, forecasting.

3. **Organizing and Decision Making:** Nature and types of organization, concept and forms of organization structure, span of management, line and staff authority, methods to avoid conflict between staff and line authority, delegation, centralization and decentralization of authority, Process of delegation, reasons for failure of delegation, steps for effective delegation, decentralization- meaning and importance, Types of Decisions: decision making under certainty- programmed decisions, Decision making under uncertainty-Non programmed decisions, Group Decision making, Creativity -Brain storming, creative problem solving etc.

4. **Coordination:** Meaning and importance, causes of difficulty in coordination, Coordination as the essence of management, Techniques of effective coordination.

5. **Control:** Meaning and importance of control, relation between planning and control, process of control- setting objectives, establishing standards, measuring performance and corrections, Types of control- Feed forward control, concurrent control, feedback control, Techniques of control- a brief review of traditional and modern techniques. Comparative study of Japanese and American systems of management and 'Theory Z'.

Books for Reference:

1. Koontz and O'Donnell, Principles of Management: An Analysis of Management Functions, TMH.
2. C.B.Gupta, Management Concepts & Practices, Sultan Chand.
3. Franklin Terry, Principles of Management, AITBS Publishers and Distributors.
4. Shejwalkar, P.C, Principles and Practices of Management, Everest Publishing House.
5. Diwan, Parag, Management Principles and Practices, Excel Books.

Module PGDTM 103 : Tourism Economics

No. of Credits : 04
Contact Hours/ Week: 04

Assignments: 25 Marks
Term-end Semester Exam: 75 Marks

Course Objective:

To develop an understanding in students about the applicability of microeconomics for business decisions.

Unit I:

Concept of Economics and their relevance to tourism, visible and invisible trade, opportunity cost, prime and supplementary costs, tourism and economic development.

Unit II:

Demand for tourism analysis – Definition of demand for tourism, determinants of tourism demand, Demand Theory: Demand analysis-law of demand, factors determining demand, changes in demand, role of demand in price theory and business decisions, Elasticity of demand-meaning and factors determining elasticity of demand, types and measurement, demand forecasting, meaning and methods.

Unit III:

Theory of tourism supply and change of supply. Elasticity and its application, Demand forecasting.

Unit IV

Cost of production, pricing methods of tourism. Price discrimination, Multiplier process.

Unit V

The impact of macro economy on tourism industry. Banking systems, International trade, land, labour and capital.

Suggested Books:

1. The Economics of tourism: M. Thea Sinclair & Mike Stabler.
2. Managerial Economics: Chopra O.P.
3. Mircor Economics: Jeoldean.
4. Elementary Economics: Sampat Mukherjee.
5. The Economics of Leisure and Tourism: Jhon Trive.
6. Economics of Tourism & Devpt.: Ronila Chawla.

Module PGDTM 104 : Tourism Marketing

No. of Credits : 04

Contact Hours/ Week: 04

Assignments: 25 Marks

Term-end Semester Exam: 75 Marks

Course Objective:

The course aims at an understanding of marketing Management in Tourism. To define the different components of marketing and comprehend the various P's of marketing and relevance to Tourism. To develop the right marketing mix for tourism and adopt the right skills for Tourism marketing.

THEMES AND TOPICS

Unit I :

Introduction to tourism marketing, Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its issues and challenges : Marketing mix.

Unit II :

Tourism Markets: Types, world tourism markets, inbound and outbound markets for India & Domestic markets : Tourist behavior. Travel purchase and tourist buying process. Tourist discussion making models.

Unit III :

Market segmentation, Targeting and positioning. Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning – purpose, process.

Unit IV :

Printing and publication.

Pricing – Factors influencing pricing, methods of price fixation and strategies

Promotion – Promotion mix and tools.

Unit V :

Demand forecasting, methods of demand forecasting.

Market Research: Definition, research and survey methodologies, application, technology and trends in tourism marketing, role of government bodies, national, state tourism offices, local bodies, private organizations, NGO's in tourism marketing.

Text Books :

1. Kotler P. Marketing Management C. Delhi – Prentice Hall India 1986.
2. Katler Philip – Marketing for non-profit organization – Prentice Hall, New Jersey 1975.
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya).
4. Gavens: Marketing Management (Delhi – Himalaya).
5. Hollowacy I.C. and Plant R.V. (1992) Marketing for Tourism Pitman.
6. Limsden: Les (1992) Marketing for Tourism case study assignments Macmillan.
7. Hoyk Darb and Jones (1995) Managing Conventions, Group Business – Educational Institute of AATM.
8. Chaudhary Manjula, 2010, Oxford University Press, New Delhi, Tourism Marketing.
9. Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism.

Additional Reference Books :

1. Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
2. Marketing for Hospitality and Tourism. - Philip Kotler, Jon Bower.
3. Tourism Marketing - Lumsdon.
4. Marketing for Tourism. - J.Christopheo Holloway & Chris Robinson.

SEMESTER - II

Module PGDTM 201 : Tourism Product of India

No. of Credits : 04

Contact Hours/ Week: 04

Assignments: 25 Marks

Term-end Semester Exam: 75 Marks

Unit – I

Introduction to Culture and Architecture

- Indian Culture: Fundamentals of Indian Culture; Indian culture through the ages.
- Culture and tourism relationship with special reference to India.
- A brief outline of Buddhist Architecture: Ajanta, Ellora and Sanchi. Hindu Architecture: Khajuraho temples, Sun temple of Konark, Shore temple of Mamallapuram and Brihadisvara temple at Thanjavur. Medieval Architecture: Taj Mahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar.

Unit – II

Dances and Music of India

- Classical Dances of India
- Classical Music of India

Unit – III

Major Fairs and festivals of India and their significance for tourism

- Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival – Jaisalmer, Surajkund Craft fair, International Trade Fair - New Delhi.

Unit – IV

Geography of Tourism and Tourism product of India

- Importance of Geography in Tourism, definition, scope and contents of geography of Tourism, Tourism Models.

Unit – V

- Indian Geography: Physical and Political features of Indian Subcontinent, climatic conditions prevailing in India, Some important locations prevailing in famous for international tourism.

Suggested Readings

1. Robinson, HA, 'A Geography of Tourism'
2. Burton, Rosemary, 'The Geography of Travel & Tourism'
3. Tourism Statistics at a Glance, 2009. Ministry of Tourism Government of India (PDF).
4. http://incredibleindia.org/Tourism_Stastics2008.pdf. Retrieved 2010-01-19. Annual Report 2009-2010, Ministry of Tourism, Government of India
5. Hospitality Begins at Home in the Family Palace "Tourism in India has little to cheer". 2007.
6. <http://www.rediff.com/money/2007/apr/05tour.htm>

Module PGDTM 202 : Application of Computers in Tourism

No. of Credits : 04

Contact Hours/ Week: 04

Assignments: 25 Marks

Term-end Semester Exam: 75 Marks

Unit – I

Introduction to Computers: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel.

Unit – II

Essential of Computer Systems

- i. INPUT/OUTPUT UNITS, Keyboards, Touch screen terminals, Other Input devices, Monitors, Printers, Common i/o units in the hospitality industry.
- ii. The central processing unit, Read Only Memory (ROM), Random access Memory (RAM).
- iii. External storage devices, Magnetic tapes, floppy disks, hard Drives, CD TECHNOLOGY.
- iv. Anatomy of a microcomputer, microprocessor characteristics, CPU speed, bus system, system architecture, computer add-ONS.

Unit – III

Software its Classifications

- i. Generic application software
Word processing software, working with soft copy, on-screen editing techniques, formatting documents, special features, desktop publishing.
- ii. The operating system
Electronic spreadsheet software, spreadsheet design, creating a spreadsheet, updating data & recalculations, common spreadsheet commands, graphics capability, special features.
- iii. Accounting in hospitality business transaction (use spreadsheet)
Use of word processors in preparing simple forms, use of spreadsheet in maintaining & balancing accounts, mechanics of double-entry accounting, general ledgers & journals, recording changes in assets, liabilities & owners equity, recording changes in revenue & expenses, trial balance.

Unit – IV

Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing).Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines.

Unit – V

Concept of E-commerce, advantages of E-commerce our traditional commerce, E-payment system, internet security, computer virus.

Suggested Readings:

1. Leon & Leon, Introduction to Computers, Vikas Publishing House, New Delhi.
2. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
3. Comer 4e, Computer networks and Internet, Pearson Education
4. White, Data Communications & Computer Network, Thomson Learning, Bombay.

Module PGDTM 203 : Emerging Trends in Tourism

No. of Credits : 04

Assignments: 25 Marks

Contact Hours/ Week: 04

Term-end Semester Exam: 75 Marks

Unit – I

Concepts of emerging trends and dimensions, importance of study and major emerging types of tourism in India.

Unit – II

Rural Tourism- concept and its relation with other types of tourism. Aims and objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden ?

Unit – III

MICE- Meaning and concept of MICE, understanding planning and organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.

Unit – IV

Medical Tourism- concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical tourism,

Unit – V

Emergence of Ecotourism, concept and definitions, growth and development.

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

Suggested Readings:

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37.
3. Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
4. Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.
5. Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi . □1994. □
6. Panwar □J.S, □'Marketing □in □the □New □Era', □Sage, □Delhi, □1998. □

Module PGDTM 203 : Project Report

No. of Credits : 04

100 Marks

Contact Hours/ Week: 04

Course Objective:

The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. The Project Report will be of 100 marks, which would be assessed by the Internal Guide (50 marks) and External Expert (50 marks).