

**S.N.D.T WOMEN'S UNIVERSITY,
DEPARTMENT OF LIFELONG LEARNING AND EXTENSION.
MUMBAI- 400020.**



REVISED CURRICULUM

As per NEP - 2020

Post-Graduation Diploma in Travel & Tourism

ACADEMIC YEAR

2024-2025

List of Contents

Sr. No.	Name of The Subject	Pg No.
Semester I		Course Details
1.	Indian Tourism.	6-8
2.	International Tourism.	9-11
3.	Travel Agency Management & Documentation.	12-13
4.	Tourism Marketing.	14-15
5.	Fundamentals of Tourism	16-18
6.	C.R.S	18-19
Semester II		Course Details
7.	Cultural Glimpses of India	20-21
8.	Transportation, Accommodation & Tourism Allied Sectors	22-23
9.	Tourism Itinerary Planning	24-25
10.	Agro Tourism and its relevance in Rural Development	26-27
11.	Destination Marketing. Research Project	28
12.	Internship	29

Programme Template:

Programme Degree		PGDTT
(Specialization)		Post Graduation Diploma in Travel and Tourism
Preamble (Brief Introduction to the programme)		<ul style="list-style-type: none"> • Cultivate exemplary customer service skills as a cornerstone of the program, ensuring meticulous attention to client satisfaction and fostering enduring relationships with travelers. • Immerse learners in diverse travel destinations, encompassing both renowned tourist attractions and hidden gems, empowering them to furnish invaluable recommendations tailored to traveler's' preferences. • Explore legal and ethical dimensions integral to the travel and tourism industry, delving into pertinent topics such as travel regulations, environmental stewardship, and the promotion of responsible tourism practices. • Foster entrepreneurial acumen through specialized courses, equipping students with the requisite skills and knowledge to initiate and manage their ventures within the dynamic landscape of travel and tourism. • Cultivate problem-solving prowess and adept decision-making abilities, nurturing critical thinking skills essential for navigating the myriad challenges inherent to the industry with confidence and efficacy.
Programme Specific Outcomes (POs)		After completing this programme, Learner will
		<ul style="list-style-type: none"> • Demonstrate proficiency in creating comprehensive and customised travel itineraries tailored to diverse types of travellers, considering factors such as budget, preferences, and interests.

		<ul style="list-style-type: none"> Evaluate the effectiveness of marketing strategies using relevant metrics and data analysis techniques to optimize future marketing efforts
		<ul style="list-style-type: none"> Demonstrate a diverse range of skills necessary to excel in roles such as tour guides, travel consultants, and hospitality professionals, providing exceptional customer service and creating memorable experiences for travellers.
		Apply educational pathways that empower women in their personal and professional growth within the realm of travel and tourism, enabling them to contribute actively to constructive social change and development.
		<ul style="list-style-type: none"> Create professional career in below mentioned sectors: <ol style="list-style-type: none"> Travel Agency Banking Sector [Forex] Government Organizations Airline Departments Hotel Management Tour Guiding Media
Eligibility Criteria for Programme		Graduate from any recognized university with 45% Marks and 40% for SC, ST
Intake (For SNTD WU Departments and Conducted Colleges)		25

RM: Research Methodology

OJT: On-Job Training

RP: Research Project

Course Structure with Credits Postgraduate Diploma Programme of 1 year:

S N	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester I					
PG 1.1	Indian Tourism	Major (Core)	4	100	50	50
PG 1.2	International Tourism	Major (Core)	4	100	50	50
PG 1.3	Travel Agency Management & Documentation	Major (Core)	4	100	50	50
PG 1.4	Tourism Marketing	Major (Core)	4	100	50	50
PG 1.5	Fundamentals of Tourism	Minor (core)	2	50	-	50
PG 1.6	C.R.S	RM	4	100	50	50
			22	550	250	300

	Semester II					
PG 2.1	Cultural Glimpses of India	Major (Core)	4	100	50	50
PG 2.2	Transportation, Accommodation & Tourism Allied Sectors	Major (Core)	4	100	50	50
PG 2.3	Tourism Itinerary Planning	Major (Core)	4	100	50	50
PG 2.4	Agro Tourism and its relevance in Rural Development	Minor (core)	2	50		50
PG 2.5	Destination Marketing Research Project	RP	4	100	50	50
PG 2.6	Internship	OJT	4	100		100
			22	550	200	350

SEMESTER -I

COURSE NO. 1.1 MAJOR (CORE)

Course Title	Indian Tourism
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	<p>After going through the course, learners will be able to :</p> <ul style="list-style-type: none"> • Recognize the role of Tourism industry at National and Global levels • Contribution of the Travel World towards the Indian economy. • As future Tourism experts, this course will give them a comprehensive understanding of the Tourism industry
Module 1(Credit 1) India – A Tourist Product	
Learning Outcomes	After learning the module, learners will be able to
	1. Identify the role of major Tourist Destinations
	2. Importance and relevance of IATA Areas
Content Outline	<p>a. Introduction to Indian Tourism</p> <p>b. Facts at a glance</p> <p>c. States, Capitals, Union Territories, IATA city codes</p>
Module 2(Credit 1) Places of Tourist Interest& excursion in East & West Zones	
Learning Outcomes	After learning the module, learners will be able to
	1. Explore various tourist attractions like UNESCO Heritage sites, Landmarks, City Icons, Monuments, and Sanctuaries.
	2. Recognise about various Cultural Glimpses prevalent in the world.
Content Outline	<p>a. Introduction to natural & man made attractions</p> <p>b. Natural Attraction & Manmade attractions</p> <p>d. Island Destinations</p>
Module 3 (Credit 1) Places of tourist interest & excursion in North Zones	
	After learning the module, learners will be able to

Learning Outcomes	<p>1. Explore various tourist attractions like UNESCO Heritage sites, Landmarks, City Icons, Monuments, and Sanctuaries.</p> <p>2. Explore various Cultural Glimpses prevalent in the world.</p>
Content Outline	<p>a. Introduction to natural & manmade attractions</p> <p>b. Natural Attraction & Manmade attractions</p> <p>d. Highlights of North Zones.</p>

Module 4 (Credit 1) Places of tourist interest & excursion in South Zones	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <p>1. Explore various tourist attractions like UNESCO Heritage sites, Landmarks, City Icons, Monuments, and Sanctuaries.</p> <p>2. Identify various Cultural Glimpses prevalent in the world.</p>
Content Outline	<p>a. Introduction to natural & manmade attractions</p> <p>b. Natural Attraction & Manmade attractions</p> <p>d. Andaman Nicobar Island.</p>

Methods of Assessment:

Internal Examination- 50 % -
 Internal Maximum Marks -50
 External Examination-50 %
 External Maximum Marks -50
 Total Marks- 100

Assignments

- ❖ Indian Tourists Destination -
 Assignment based on Isolated Destination in India, research on Transportation, Accommodation & Costing of the desire location- 10 marks
- ❖ Man-Made & Natural Tourists Destination and promotion in Tourism industry– 10 marks
- ❖ Map Plotting (Indian states and union territory plotting with city codes, state codes, airport code.) –10 marks
- ❖ Indian Tourism Itinerary–20 marks

Total Marks -50

References:-

Brannockand Robert R., (2000). “Foot Print- Indian Himalaya” handbook Contemporary Publishing, New Delhi.

Outlook Traveller, (2000). “Heritage Holidays Vol 2” (1st Ed) South West and East India. Singh B.N., 2005. “Tourism in India”, RBSA Publishers.

Thandavan, R. and Girish, R., (2006). “Tourism Product”, New Delhi, Dominant Publishers and Distributors.

COURSE NO. 1.2 MAJOR (CORE)

Course Title	International Tourism
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	<p>After going through the course, learners will be able to :</p> <ul style="list-style-type: none"> • Recognize the role of Tourism industry at National and Global levels • Introduced to students the concepts of Time Calculations & Flight Durations. • Explore various places of tourist interest in IATA areas of the World
Module 1(Credit 1) Introduction to International Tourism	
Learning Outcomes	After learning the module, learners will be able to
	1. Identify the role of major Tourist Destinations
	2. Importance and relevance of IATA Areas
Content Outline	<p>a. Political Map&Physical Map</p> <p>b. World Time Zones & GMT</p> <p>c. Time calculations & Flight Duration</p>
Module 2(Credit 1) IATA -I	
Learning Outcomes	After learning the module, learners will be able to
	1. Explore various tourist attractions like UNESCO Heritage sites, Landmarks, City Icons, Monuments, and Sanctuaries.
	2. Sketch various Cultural Glimpses prevalent in the world.
Content Outline	<p>a. Introduction to major Destinations in IATA area no. 1</p> <p>b. Country Profile</p> <p>c. Major places of Tourist Interest</p>
Module 3 (Credit 1) IATA - II	
	After learning the module, learners will be able to

Learning Outcomes	<p>1. Explore various tourist attractions like UNESCO Heritage sites, Landmarks, City Icons, Monuments, and Sanctuaries.</p> <p>2. Inspect various Cultural Glimpses prevalent in the world.</p>
Content Outline	<p>a. Introduction to major Destinations in IATA area no. 1</p> <p>b. Country Profile</p> <p>c. Major places of Tourist Interest</p>

Module 4 (Credit 1) IATA -III	
Learning Outcomes	After learning the module, learners will be able to
	<p>1. Explore various tourist attractions like UNESCO Heritage sites, Landmarks, City Icons, Monuments, and Sanctuaries.</p> <p>2. Inspect various Cultural Glimpses prevalent in the world.</p>
Content Outline	<p>a. Introduction to major Destinations in IATA area no. 1</p> <p>b. Country Profile</p> <p>c. Major places of Tourist Interest</p>

Methods of Assessment:

Internal examination- 50 %

Internal Maximum Marks- 50

External examination-50 %

External Maximum Marks 50

Total Marks- 100

Assignment

- ❖ Basis of International tourists destination (Assignment based on Isolated Destination in India, research on Transportation, Accommodation & Costing of the desire location) – 10 marks
- ❖ Man Made & International tourists destination (Research on Tourist destinations and find the resource for the meal plan, accommodation, and its importance for tourism industry – 10 marks

- ❖ International Map Plotting (Plot a IATA city, country & airlines codes on political map)- 10 marks
 - ❖ International Tourism Itinerary (Day wise programme planning and activity planning for tourist destination) –20 marks
- Total Marks -50

References:-

- Bao, S. and Noble, J., (2013). South America, Melbourne, Lonely Planet Publications.
- Florence, M. and Martin, S., (2013). “South East Asia”, Melbourne, Lonely Planet Publications.
- Gorry, C. and Millar, C., (2013). “Central America”, Melbourne. Lonely Planet Publications.
- Harding, P. and Logan, L. (2013). “Europe”, Melbourne, Lonely Planet Publications.
- Roday, S., Biswal, A. and Joshi, V., (2011). “Tourism Operations Management”, New Delhi, Oxford University Press.
- Willett, D. and Ham, A. (2013). “Africa”, Melbourne, Lonely Planet Publications.
- Willams, J. and Gray, J. (2013). ‘USA’, Melbourne, Lonely Planet Publications.

COURSE NO. 1.3 MAJOR (CORE)

Course Title	Travel Agency Management & Documentation
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	After going through the course, learners will be able to : <ol style="list-style-type: none"> 1. Recognize the role of Travel Agency and efficient entrepreneur to begin a Start-up & Functions 2. Explore various departments of Travel Agency
Module 1(Credit 1) Profile of Travel Agency	
Learning Outcomes	After learning the module, learners will be able to
	1. Identify the role of Travel Agency and the functions
	2. Evaluate the various Departments & the sources of Income of a Travel Agent
Content Outline	<ol style="list-style-type: none"> a. Origin terms of Abbreviations b. The Departments & Types of Functions c. IATA recognition & sources of Income
Module 2(Credit 1) Setting up of Travel Agency	
Learning Outcomes	After learning the module, learners will be able to
	1. Distinguish the Requirements of aTravel Agency.
	2. Interpret the concern Organisations for the approvals
Content Outline	<ol style="list-style-type: none"> a. Requirements of Travel Agency b. Infrastructure & adequate finance c. Approvals by concern organisations
Module 3 (Credit 1) Travel Formalities	
Learning Outcomes	After learning the module, learners will be able to
	1. Explore various Travel Baggage Handlings & Custom clearance.
	2. Sketch various Arrival & Departure formalities

Content Outline	<ul style="list-style-type: none"> a. Arrivals & Departure formalities b. Baggage Handlings c. Custom Clearance & Customer facilities at the Airport terminals
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Module 4 (Credit 1) Travel Documentations	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> 1. Examine the Forex department 2. Practice various Travel Documentation
Content Outline	<ul style="list-style-type: none"> a. Passport, VISA& E - Documents b. Health Requirements c. Forex Travel, Insurance

Methods of Assessment:

Internal Examination- 50 %

Internal Maximum Marks-50

External Examination-50 %

External Maximum Marks- 50

Total Marks- 100

Assignment

- ❖ Basis of Case Study on Travel Agency (research on travel department and designation)– 20 marks
 - ❖ Visit any one Travel Agency (find the work policy and the departments)– 10 marks
 - ❖ Asses the Tourist Manual (find tourist guide and brochures) – 20 marks
- Total Marks - 50 marks

References:-

- Kadam, K.C.K.,(2014). ‘A Text Book of Tourism & Hospitality Management’, New Delhi, (1stEdition) UDH Publishers and Distributors Pvt, Ltd.
- Negi J., (2009). ‘Travel Agency Management’, New Delhi, Wisdom Press.
- Roday, S., Biwal, A. and Joshi, V., (2011). “Tourism Operations & Management”, New Delhi, Oxford University Press.

COURSE NO. 1.4 MAJOR (CORE)

Course Title	Tourism Marketing
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	After going through the course, learners will be able to : 1. Recognize the importance of Marketing in Tourism Industry 2. Explore various Marketing Products & Promotion Tools
Module 1(Credit 1) Tourism Marketing Concepts	
Learning Outcomes	After learning the module, learners will be able to
	1. Identify the role of Marketing in Tourism industry
	2. Analyse the Marketing Research
Content Outline	a. Basic terms, meaning & significance of tourism marketing b. Marketing concepts & services c. Market Research
Module 2(Credit 1) Marketing Strategies & Pricing Policies	
Learning Outcomes	After learning the module, learners will be able to
	1. Illustrate the Pricing Policies 2. Recognize the Market Segmentation
Content Outline	a) Overall Marketing Strategy b) Stages of Product Life c) Marketing Mix & its Segmentation

Module 3 (Credit 1) Tourism Promotion	
Learning Outcomes	After learning the module, learners will be able to
	1. Examine the Promotional tools. 2. Examine the contribution of tourism infrastructure
Content Outline	a. Promotional Tools b. Role of Contribution of Hotels c. Role of Airlines & Indian Railway

Module 4 (Credit 1) Public Relations & Service Industry	
Learning Outcomes	After learning the module, learners will be able to
	1. Examine the role of PR & Trade fairs 2. Distinguish the role of Incredible India
Content Outline	a. Role of PR & Trade Fairs b. Key performance areas c. Incredible India Campaign

Methods of Assessment:

Internal Examination: 50 %

Internal Maximum Marks -50

External Examination: 50 %

External Maximum Marks - 50

Total Marks- 100

Assignment - Tourism Marketing

- ❖ Research on any one Tourist Destination (Prepare a sample brochures with detail itinerary)– 10 marks
- ❖ Research on Costing (Destination costing bases on transportation & accommodation)– 20 marks
- ❖ Research on Tourism Marketing & Promotion (Compose an advertisement on tourist destination and travel agency for the promotion)-20 marks

Total Marks – 50 marks

References:-

Chaudhary, M, (2015). ‘Tourism Marketing’, New Delhi , Oxford University Press.

Choudhary, V, (2010). ‘Tourism Planning & Management’, Centrum Press.

Chawla, R, (2006). ‘Tourism Marketing & Communications,’ New Delhi, Arise Publishers & Dist, .

Kadam, K.C.K, (2014). ‘A Text Book of Tourism and Hospitality Management’, New Delhi, UDH Publishers and Distributors Pvt Ltd, New Delhi.

Kotler, p. (2017). ‘Marketing for Hospitality & Tourism’, (7th Edition), New Delhi, Pearson Education Pvt Ltd.

Roday, S., Biwal, A. and Joshi, V., (2011). ‘Tourism Operations & Management’, New Delhi, Oxford University Press.

COURSE NO. 1.5 MINOR (CORE)

Course Title	Fundamentals of Tourism
Course Credits	2 Credits
Course Outcomes	After going through the course, learners will be able to
	<ol style="list-style-type: none"> 1. Inculcate the basic concepts of travel and tourism 2. Define the fundamental ideas of tourism. 3. Analyse various perspectives for tourism development
Module 1(Credit 1) Basics of Tourism	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Construct preliminary knowledge about the world of travel. 2. Plan the basic types of travel. 3. Explore Evolution of the tourism industry. 4. Assemble the Role of A's of tourism
Content Outline	<ol style="list-style-type: none"> a) Definitions & Terms b) Basic Types of Tourism c) Evolution & Development of Tourism d) A's of Tourism
Module 2(Credit 1) Classification & Tourism Infrastructure	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Explore the Purpose of Travel. 2. Distinguish the reasons, which motivate people to travel. 3. Inspect the Barriers to travel 4. Formulate the role of Infrastructure in the travel industry

Evaluation:

External Examination – 50 marks

References:

Bhatia A.K, (2002)., “ Tourism Development, Principles & Practices”, Sterling Publishers Pvt. Ltd. New Delhi

Bharadwaj, D.S. , Kandari O.P, (1998). “Domestic Tourism In India”, New Delhi, Indus Publishing Co.

Chawla, Romila, (2006). “Tourism An Industry”, New Delhi Arise Publishers & Distributors.

Dixit Saurabh Kumar, (2005). “Tourism Development”, New Delhi, Ess Ess Publications.

COURSE NO. 1.6 PRACTICAL - MAJOR (CORE)

Course Title	Computer Reservation System
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	<p>After going through the course, learners will be able to :</p> <ol style="list-style-type: none"> 1. Equip students with practical knowledge of the CRS system. 2. Increase the student's overall employability since CRS knowledge is one of the main eligibility for jobs in Travel companies, Airlines, etc. 3. Aware of the practical applications of rules in ticket, car and hotel reservations. 4. Assess successfully master the CRS by making them complete all sections and learn the input entries and the outputs. 5. Inspect advantage to the theoretical knowledge of the Travel industry.
Module 1(Credit 1) IATA coding	
Learning Outcomes	After learning the module, learners will be able to
	1. Inspect the Air Lines Codes
	2. Analyse the Waiting list segments
Content Outline	<ol style="list-style-type: none"> a. Encoding and decoding - Display of return flights b. Selling by carrier and flight -Specified seat sale c. Waitlisted Segment - Segment Status d. PNR Building
Module 2(Credit 1) Building A PNR	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Illustrate the PNR building structure 2. Recognize the Special Service Data & Modification of PNR status
Module 3 (Credit 1) Fare Displays	
	After learning the module, learners will be able to

Learning Outcomes	<ol style="list-style-type: none"> 1. Schedule the Airlines Entries. 2. Compose & Assemble the Price Elements & Reference Information
Content Outline	<ol style="list-style-type: none"> a) Fare Notes- Airfare Entries b) Itinerary pricing- Price Element c) Advanced seat assignment- Seat maps d) Reference Information - Help topics

Module 4 (Credit 1) Hotel features	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Categorize the Hotel Availability. 2. Calculate the Miscellaneous entries
Content Outline	<ol style="list-style-type: none"> a. Hotel availability and rates- Classification b. Car Availability and rates- Car module c. Selling care segments - Selling or booking codes d. Miscellaneous Entries - Other misc. entries

Method of Assessment

Open Book Test:-

Internal Assessment - 50 %

Internal Maximum Marks -50

External Assessment– 50%

External Maximum Marks - 50

External Total = 100 marks

Scheme- Semester-II

COURSE NO. 2.1 MAJOR (CORE)

Course Title	Cultural Glimpses of India
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	After going through the course, learners will be able to : <ol style="list-style-type: none"> 1. Recognize the contribution of Cultural Tourism towards National Integration 2. Explore various elevations, layouts & dimensions of different architectural styles
Module 1(Credit 1) Introduction of Cultural Glimpses & Architectural styles	
Learning Outcomes	After learning the module, learners will be able to
	a. Interpret an insight of rich Architectural styles
	b. Analyse the philosophy and connect with new dimensional of Tourism
Content Outline	<ol style="list-style-type: none"> a. Hindu Temple Architecture b. Cave & Rock-cut Architecture c. Indo Islamic Architecture & Modern Architecture
Module 2(Credit 1) Cultural Heritage	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Assemble the different cuisine towards growth of national economy 2. Sketch a growth of National Integration through Fairs & Festivals India for the promotion of Tourism industry
Content Outline	<ol style="list-style-type: none"> a. Fairs & Festivals, Cuisine b. Religion c. Contribution towards Indian Economy
Module 3 (Credit 1) Performing Arts	
	<ol style="list-style-type: none"> 2. Examine the different styles of Performing Arts for the promotion of Cultural Tourism in India.

	2. Analyse the sense of Musical philosophy of India
Content Outline	a. Folk & Classical Dance forms b. Indian Music & Concepts c. Popular Dance & Music Festivals & it's contributions

Module 4 (Credit 1) Applied Arts	
Learning Outcomes	After learning the module, learners will be able to
	1. Examine the role of Indian Handicrafts towards Indian Tourism 2. analyse the role of Paintings to generate the sense of Culture of India
Content Outline	a. Handicrafts & Paintings b. Costumes & Textiles c. Contribution towards Indian Economy

Methods of Assessment:

Internal Examination- 50 %

Internal Maximum Marks - 50

External Examination-50%

External Maximum Marks- 50

Total Marks- 100

Assignment - Cultural Glimpses of India

- ❖ Research on Cultural Heritage (find the heritage destinations in India on the basis of tourism promotion)– 20 marks
 - ❖ Research on Performing Arts (assignment to study on music and dance of India for the cultural promotion of India) – 20 marks
 - ❖ Presentation – 10 marks
- Total Marks- 50 Marks

References:-

- Albanese, M., (1999). London London “Architecture in India”, New Delhi, Book Service.
- Dalal, R., Datta, P., Koshy, A., (2014). “Eyewitness Travel Guide- India”, London, Dorling Kindersley Ltd.
- Mathur, A., (2016). “Fundamentals of Travel & Tourism”, New Delhi, Ane Books Pvt, Ltd.
- Gupta, S. (2002). “Cultural Tourism in India”, New Delhi, Indraprastha Museum of Art & Archaeological.

Vaidyanathan. S. (2006). “Temples of South India- A photographic journey”, Mumbai English Edition Publishers & Distributors.

COURSE NO. 2.2 MAJOR (CORE)

Course Title	Transportation, Accommodation & Tourism Allied Sector
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	After going through the course, learners will be able to : 1. Explore various Adventure & other modes of different Transport 2. Identify various segments of Accommodation Industry
Module 1 (Credit 1) Surface Transport	
Learning Outcomes	After learning the module, learners will be able to
	1. Differentiate an insight of variety surface transport system.
	2. Analyse the economical generation through the transport industry.
Content Outline	a. Car Rental & Coaches b. Royal Trains & Toy Trains in India c. Role of IRCTC
Module 2 (Credit 1) Water Transportation	
Learning Outcomes	After learning the module, learners will be able to
	1. Analyse the knowledge about the different Luxury Cruise in the World 2. Annalise the growth National Economy through the Water Transportation in India for the promotion of transportation industry.
Content Outline	a. Vessels b. Cruises- Long Term, Short Terms & River Cruises c. Ferry. Boats & Hovercrafts

Module 3 (Credit 1) Accommodation	
Learning Outcomes	1. Examine the different styles of Accommodation for the promotion of Cultural Tourism in India. 2. Evaluate the importance of Accommodation in Tourism Industry

Content Outline	a. Meaning of F.H.R.A.I. & I.H.A. b. Types of Hotels, Star Gradation c. Room Category & Star Gradation
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Module 4 (Credit 1) Components of Allied Sector	
Learning Outcomes	After learning the module, learners will be able to 1. Examine the role of Telecommunication & Technology in Tourism Industry 2. Analyse the Health Facilities which responsible for the growth of Medical Tourism in India
Content Outline	a. Telecommunication, Travel Blogs, Travel Consultants & Writers b. Health Facilities c. Role of Communication Skills & Body Language in Travel Industry

Methods of Assessment:

Internal Examination- 50 %

Internal Maximum Marks- 50

External Examination-50 %

External Maximum Marks -50

Total Marks- 100 Marks

Assignment - Transportation, Accommodation & Tourism Allied Sector

- ❖ Explore Trains around the World (the Luxury train, toy train & Special train during the demand season)– 20 marks
 - ❖ Research Travel Blogs, Travel Consultants & Writers (find the famous bloggers, researchers, and tourist writers) – 20 marks
 - ❖ Presentation – 10 marks
- Total Marks -50 Marks

References:-

Bansal, S., Kumar, V. Kulshrethta, S. (2015). "Tourism – Innovations & Challenges in the Age of M-Commerce" New Delhi, Bharti Publications.

Chawla, R., (2006). "Tourism Marketing & Communications", Arise publishers & Distributors.

Mathur, A.,(2016). "Fundamentals of Travels & Tourism", New Delhi, Ane Books Pvt, Ltd.

Roday, S., Biwal, A. & Joshi, V.,(2011). "Tourism Operations & Management", New Delhi, Oxford University Press.

Rai, U.,(2004). “Effective communication”, Mumbai, Himalaya Publishing House, Mumbai.

COURSE NO. 2.3 MAJOR (CORE)

Course Title	Tourism Itinerary Planning
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	After going through the course, learners will be able to : <ol style="list-style-type: none"> 1. Explore various rout map and finished Domestic & International Itinerary. 2. Identify various segments of Tourism Costing& package tours
Module 1(Credit 1) Surface Transport	
Learning Outcomes	After learning the module, learners will be able to
	1. Propose the National & International Itinerary.
	2. Design the Tour cost of the package tour.
Content Outline	<ol style="list-style-type: none"> a. Domestic & International Itinerary & Rout Map. b. Resources required for planning Itinerary c. Costing of a Domestic Tour.
Module 2(Credit 1) Itinerary Planning	
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none"> 1. Design the Out bound sectors and Routs. 2. Analyse the growth of International sector’s Itinerary & Meal plan .
Content Outline	<ol style="list-style-type: none"> a. International Route Maps & Itinerary b. Identify around places for International sectors. c. Types of Meal plan.

Module 3 (Credit 1) Package Tours

Learning Outcomes	<ol style="list-style-type: none"> 1. Examine the different types of Packages Tours 2. Create the sense of preparing a costing.
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Content Outline	<ul style="list-style-type: none"> a. Meaning & Importance of various Package Tours b. Advantages & Disadvantages c. Cost Components
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Module 4 (Credit 1) Alternative Forms of Tourism	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> 1. Illustrate the Sustainable Tourism 2. Analyse the MICE sectors in India
Content Outline	<ul style="list-style-type: none"> a. Sustainable Tourism b. Responsible Tourism & Medical Tourism c. MICE Tourism & Contribution of major Alternative Forms of Tourism

Methods of Assessment:

Internal Examination- 50 %
 Internal Maximum Marks - 50
 External Examination-50 %
 External Maximum Marks- 50
 Total Marks- 100

Assignment - Tourism Itinerary Planning

- ❖ Recent Trends of Tourism (Research on new types of tourism & its impact on tourism industry) – 20 marks
 - ❖ Prepare a Package Tour (Draft a different itinerary planning for different sector of India & the World)– 20 marks
 - ❖ Sources of Itinerary Planning (Research on Media, Magazines and Reference source to plan an Itinerary) – 10 marks
- Total Marks -50 Marks

References:-

Edgell, D.,(2012). “Managing Sustainable Tourism- A legacy for the future”, New York, The Haworth Hospitality Press.
 Gobalakrishnan C.,(2015). “Sociology of Medical Tourism”, Chhanai, MJP Publishersc.
 Kadam, K.C.K , (2014). “A Text Book of Tourism and Hospitality Management,(1” Edition)” New Delhi, UDH Publishers and Distributors Pvt Ltd.
 Mathur, A., (2016). “Fundamentals of Travel & Tourism”, New Delhi, Ane Books Pvt Ltd.

COURSE NO. 2.4 MINOR (CORE)

Course Title	Agro Tourism and its relevance in Rural Development
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Examine the development issues in the field of agro tourism
	2. Distinguish floriculture and designing
	3. Plan the practical knowledge about the regional tourism
Module 1 (Credit 1): Introduction to Tourism and Agro Tourism	
Learning Outcomes	After learning the module, learners will be able to
	1. Illustrate the concept, forms and evolution of tourism industry 2. Distinguish the national laws and future prospects of rural development with reference to tourism
Content Outline	a. Introduction and definition of tourism b. Tourism and global environment c. Forms and evolution of tourism d. Sustainable tourism context
Module 2 (Credit 1): Agro Tourism and Development Issues	
Learning Outcomes	After learning the module, learners will be able to
	1. Sketch the ecotourism and types of agro tourism 2. Explore the different services and businesses in agro tourism
Content Outline	a. Ecotourism and protected areas Enterprising avenues in agro tourism (different kinds of careers available and rural entrepreneurship) b. Understanding agro tourism and types of agro tourism c. Agro touristic destinations d. Marketing of agro tourism

	<p>e. Accommodation and catering in agro tourism</p> <p>(students will visit one such destination ,interview the entrepreneur and prepare report, Evaluation mode VIVA on the visited place and report submitted,)</p>
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

External Examination – 50 marks

- *External Examination does not always mean Theory paper. It may practical examination, Product submission, projects, etc. checked by external examiners.*
- *Internal evaluation should not be Written Theory papers like Unit tests. Internal marks will be acquired through practical, small group or individual Projects, activities, presentations, seminars, workshops, products, assignments, application-based work, reports, etc.*
- *Practical may be part of the main courses along with theory modules instead of having separate courses of practical work.*

References

- S.S. Khanka, (2007). “Entrepreneurship Development” S. Chand & Co. Ltd.
C.B. Gupta & N P Srinivasan, (2010)., “ Entrepreneurship Development”
Sultanchand & Sons, E Gordon & K Natrajan,2003.,“Entrepreneurship Development”,
Himalaya Publishing House.
Michael V, (2010)., “Entrepreneurship Development”, Manan Prakashan.
Sudhir, (2011).,“Introduction to Tourism and Hospitality Industry”, Andrews
Publications.

COURSE NO. 2.5 MAJOR (CORE)

Course Title	Destination Marketing Research Project
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	After going through the course, learners will be able to : 1. Develops to market Tourist Destinations 2. Analysed the data collected through a planned questionnaire comprising of general & specific questions.
Learning Outcomes	After learning the module, learners will be able to 1. Handle research projects individually. 2. Enhance their knowledge about present industry standards through practical exposure. 3. Compose the destination research by using ICT
Content Outline	a. Selection of the destination b. Research methodology c. Identifying the Sample size d. Questionnaire e. Statistical Analysis f. Presentation of research Project

Methods of Assessment

- Internal Assessment -50%

Research Proposal: (Selection of Area Destination as Tourist destination) - 25 Marks

Data Collection & Analysis (Destination, Accommodation, Transportation, Costing) - 25 Marks

Total marks 50

➤ External Assessment:

Presentation, Viva & Research Project File: 50 %

Total Marks - 50

➤ Total Marks - 100

COURSE NO. 2.6 MAJOR (CORE)

Course Title	Internship
Course Credits	4 Credits – 60 Hrs.
Course Outcomes	After going through the course, learners will be able to : <ol style="list-style-type: none">1. Get a practical exposure of the Tourism Industry2. Explore various operations in different departments in Travel Agency like Ticketing, PR, and Customer Relations & Documentation.
Learning Outcomes	After learning the module, learners will be able to
	<ol style="list-style-type: none">a. Develop professional skills through practical exposureb. Explore the tourism industry through interaction with clients, airlines, hotels & other service providers.c. Manage Entrepreneurial venture in the tourism industry
Content Outline	Continuous Assessment and Performance Appraisal done by the Employer.

Methods of Assessment: Continuous Assessment and Performance Appraisal done by the Intern.

Assignment - 100 % (based on Internship experience & work profile)

Total Marks - 100