

FACULTY OF ARTS
BANARAS HINDU UNIVERSITY

2-YEAR DIPLOMA COURSE IN TOURISM MANAGEMENT

2-Year Diploma Course in Tourism Management will be open to all those who have passed +2 (Intermediate) or equivalent examination. The number of seats available in this course will be 60 (30 for Faculty of Arts and 30 for South Campus Barkachha). The course shall be of two year's duration.

The course is aimed towards the development of personnel in order to meet the needs of the rapidly growing tourism industry. After completion of the course a student will be well-equipped to handle the queries and work in the travel, tour, or any other segment of the leisure industry.

These courses will be of two levels: Diploma Level-I and Diploma Level-II. At the end of each year, there will be a University examination. If a student completes the Diploma Course Level-I and Level-II, marksheet shall be issued to him/her, taking both years' marks together. In case, a student leaves the course after completion of the Diploma Level-I, he/she shall be given a certificate only. After completion of the whole diploma course, i.e. after passing Diploma Level-II, student shall be given a Diploma in Tourism Management.

To pass the Diploma Examination, the candidate must secure at least 45% of the aggregate marks in the written papers and viva-voce.

First Division: 60% and above

Second Division: 45% and above but below 60%

If a candidate secures 75% or above of the aggregate marks, he/she will be declared to have passed Diploma Course with distinction.

Wherever possible, questions will be set on the model of the exercises in the prescribed text. All questions will be compulsory. The questions will be so distributed as to cover the entire course.

FEES STRUCTURE: Rs. 5000/- per annum will be charged apart from the usual fees including examination fee as approved for the Diploma courses by Prof. S.N. Thakur Committee.

Diploma Course in Tourism Management :

Ist Year:	Paper I : "Tourism: Concepts, Principles and Policies"	100 marks
	Paper II : "Travel, Tour and Hospitality Management"	100 marks
	Viva-voce :	50 marks

Paper I: Tourism: Concepts, Principles and Policies

Unit I: History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

Unit II: Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

Unit III: Growth and development of tourism in India, National Action Plan 1992.

Unit IV: Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.

Suggested Readings :

1. Aggrawal, Surinder : Travel Agency Management: Communication India, 1983.
2. Bhatia, A.K. : Tourism Development, Principles and practices: Sterling Publishers (P) Ltd., New Delhi.
3. Anand, M.M.: Tourism and Hotel Industry in India: Sterling Publishers (P) Ltd., New Delhi.
4. Brymer, Robert A. : Introduction to Hotel and Restaurant Management, Hub Publications, Co., Iowa, 1984.
5. Burkart & Madlik : Tourism- Past, present and future, Heinemann, London.
6. Christopher J. Holloway: The Business of Tourism: Macconald and Evans, 1983.
7. I.I.T.T.M.: Growth of Modern Tourism Monograph: IITTM, New Delhi, 1989.
8. I.I.T.T.M.: Tourism as an Industry – monograph: IITTM, New Delhi, 1989.
9. Kaul, R.H. : Dynamics of Tourism: A Triology, Sterling Publishers (P) Ltd., New Delhi.
10. Riccline J.R. Brent : Travel and Tourism Hospitality Research, London, 1982.
11. Wahab, S.B.: Tourism Management, Tourism International Press London, 1986.

Paper II Travel, Tour and Hospitality Management

Introduction: The study includes the functions, differentiation regulations, organizations, recognition of travel agency, Tour operators.

Unit-I: Travel Agency Management: Definition, main function, different types of travel agents, procedure of becoming a travel agent in India.

Unit II: Tour Operation: Definition, difference with travel agency, define tour operator, tour organizer, wholesaler, retailer, procedure for becoming a tour operator in India.

Unit III: Documentation prepared by Travel Agency, study of golden triangles, Itinerary preparation.

Unit IV: Hospitality Management: Type of accommodations available, different categories of hotels, different departments of hotel – an Introduction.

Suggested Readings :

1. Agarwal, Surinder: Travel Agency Management
2. Bhatia, A.K.: Tourism Development – Principles and Policies
3. Chand, Mohinder: Travel Agency Management
4. David H. Howel: Principles and Methods of scheduling reservations
5. Geo, Chack: Professional Travel Agency Management

6. Merissen Jome, W.: Travel Agents and Tourism
7. National Publishers: The World of Travel
8. William Cordve: Travel in India

Diploma Course in Tourism Management

II Year::	Paper III : “Modes of Transportation & Airline Ticketing”	100 marks
	Paper IV : “Tourism Product and Marketing”	100 marks
	Viva-voce:	50 marks

Paper III Modes of Transportation and Airline Ticketing

Unit I: Land Transportation-I: Modes of Land Transport – Rail and surface, surface transportation – types and growth, vehicles on rent, caravan, van, cars and others. Documentations required, driver qualification, fare calculations, global players in car rentals.

Unit II: Land Transportation-II – Railways-History and growth specially in India, Indian Railways – General information, making reservations, special trains, luxury trains, hill & toy trains, circular trip, Rail pass, concessions.

Unit III: Water Transportation: History and growth of water transportation. Types –ocean liners, cruise liners, ferries, freighters, yachts, houseboats, rice boats, hovercrafts, tail boats. Understanding the cruise liner business.

Unit IV: Air Transportation-I: History and growth of Air transport – Open sky policy, Air Corporation Act, Warsaw convention, Chicago Convention, First Air Service in India. Role and function of DGCA, IATA & ICAO.

Unit V: Air Transportation-II: Introduction to Air Ticketing- Booking, Ticketing (Def.), City codes terminology, OAG flight schedules. Baggage Rules – Piece and weight concept, prohibited items, checked and unchecked baggage.

Suggested Readings:

1. Bhatia, A.K. – International Tourism
2. Burkart & Medlik (1981) – Tourism: Past, present and Future, Heineman, ELBS
3. Cooper, Fletcher et al (1993)- Tourism Principles & Practices, Pitman.
4. Mill & Morrisson (1992) – The Tourism System: An introductory Text, Prentice Hall.
5. Mill. R.C. (1990)- Tourism: The International Business, Prentice Hall
6. Seth, P.N. (1999)- Successful Tourism Management (Vol.I and II)

Paper IV Tourism Products and Marketing :

Unit I: Define Product. Difference with service Industry. Tourism Product – its salient features components of Tourism industry. How is this different from other consumer industries? Tourism resources as products.

Unit II: Socio cultural Resource –I: Architectural Heritage of India: Historical monuments of tourism significance – ancient, medieval and modern – Important historical/archaeological sites, Museum, art galleries and libraries – their location, assets and characteristics.

Unit III: Socio Cultural Resource-II: Important shrines (4 each) of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and others. Performing Arts – Classical dance forms and styles, Indian folk dance, classical vocal music gharanas/schools. Handicrafts & Handloom Fairs and festivals of India.

Unit IV: National Tourist Resource: Tourist resource potential in mountain with special reference to Himalayas. India's main desert areas, desert safaris and desert festival. Coastal areas, beaches and islands: with special reference to Andaman and Nicobar islands.

Unit V: Introduction to Marketing: The Concept of marketing, Nature, classification and characteristics of services and their marketing implications. Methodology considerations and pricing of Tour Packing, designing and printing of Tour Brochure.

Suggested Readings :

1. Acharya, Ram: Tourism and Cultural Heritage of India
2. Basham A.L.: The wonder that was India
3. Bharatiya Vidya Bhawan: Imperial Unity
4. -----do-----: Classical Age, relevant chapters.
5. -----do-----: Struggle for Empire, relevant chapters.
6. -----do-----: Age of Imperial Kannauj, relevant chapters.
7. Douglas Foster: Travel and Tourism Management
8. Eck Dianna, Varanasi, The City of Light
9. Harle, J.C.: The Art and Architecture of Indian sub-continent
10. Hussain, A.A.: The National Culture of India
11. Kotler, Philip: Marketing and Management, Universal Publications, New Delhi.
12. Maclean, Hunter: Marketing Management (Tourism in your business)
13. Mukerjee, R.K.: The culture and Art of India
14. Negi, M.S.: Tourism and Hoteliering
15. Percy Brown: Indian Architecture- Hindu and Buddhist period
16. Percy Brown : Islamic Architecture
17. Wahab, S. Grampter: Tourism Marketing: Tourism International, Press, London

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