



UNIVERSITY OF RAJASTHAN

JAIPUR

SYLLABUS

**Certificate and Diploma in Travel & Tourism
Management**

(Semester Scheme)

Examination – 2024

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CENTER FOR ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Scheme of the Course

Certificate and Diploma in Travel & Tourism Management

Courses Objectives		
<ul style="list-style-type: none">➤ To develop basic understanding about event management➤ To develop basic entrepreneurship skills➤ To orient for their own venture setup➤ To boost start-ups.		
Eligibility Criteria for Admission		
<ul style="list-style-type: none">➤ 10+2 (Arts, Commerce, Science or any other Discipline) with 45%marks in aggregate		
Number of Seats 50, Fees Rs.12,000/- Per Semester		
Scheme of the Examination		
<ul style="list-style-type: none">➤ Duration of the Courses - Certificate Course One Semester (6 Months) - Diploma Course Two Semesters (12 Months)		
<ul style="list-style-type: none">➤ There will be six (6) papers (6 credits 3L,3T each) each in Certificate course as well as in Diploma course and each paper will have three hours of duration of examination.		
<ul style="list-style-type: none">➤ Medium of instruction will be both in Hindi and English		
<ul style="list-style-type: none">➤ There will be five questions in all. The candidates will be required to attempt all the questions selecting one question from each unit with an internal choice (either/or).Each paper shall consist of 100 marks.		
<ul style="list-style-type: none">➤ Every candidate for the above Certificate and Diploma examination shall be required to offer the following papers.		
Certificate and Diploma in Travel & Tourism Management		
S. No.	Certificate Course (Ist Semester)	Diploma Course (IInd Semester)
1.	Tourism Concepts	Legal & Ethical Issues in Tourism
2.	Tourism Products in India	Accounting for Tourism
3.	I.T. for Tourism	International Tourism
4.	Tourism Organisation & Travel Documents	Emerging Trends in Tourism
5.	Tourism Agency and Operation Management	Hospitality Management
6.	Project Report	Field Trip Report

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Paper No. 101 : **Tourism Concepts**

Unit I

Tourism: Concepts :

Definitions and historical development of tourism

Types of tourist-Visitor-Excursionist

Types and Forms of Tourism Tourism system: Nature, characteristic

Tourism: Components and Characteristics

Unit II

Domestic Tourism: features, pattern of growth and profile

Unit III

International Tourism: Tourist generating and destination regions Tourism motivation and tourism demand

Unit IV

Tourism Impacts : Positive and Negative Impacts of Tourism; Economic, Socio-Cultural, and Environmental Impact

Unit IV

Tourism Organizations : Objectives and Role of ITDC, TFCI, IRCTC

Suggested readings:

1. Burkart & Medlik : Tourism: Past, Present and Future
2. Chunky Gee et-al : Travel Industry
3. Cooper C., Fletcher J., Gilbert D and Wanhil. S : Tourism: Principles and Practices
4. J.K. Sharma : Tourism Planning and Development -
5. McIntosh, R.W.: Tourism: Principles and Practices
6. Mill and Morrison :Tourism systems
7. P.C. Sinha : Tourism Management Vol. - 4
8. Prannath Seth :Successful Tourism Management
9. R. Gartner : Tourism Development
- 10.Sagar Singh : Studies in Tourism

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Paper No. 102 : Tourism Products of India

Unit I

Introduction : Tourism products: meaning, characteristics, classification
Heritage: meaning, types, heritage sites of India
Historic monuments of tourist significance: forts, palaces, museums, art galleries

Unit II

Architecture & religion : Architectural Heritage of India Popular religious centers of India: Hindu, Buddhist, Jain, Muslim and Christian

Unit III

Nature based products : Islands and beaches. Deserts and Hill stations

Unit IV

Wildlife Sanctuaries : Corbett National Park in Uttarakhand, Periyar Wildlife Sanctuary in Kerala, Sundarbans National Park in West Bengal, Ranthambore National Park in Rajasthan, Bandipur National Park in Karnataka, Bandhavgarh National Park in Madhya Pradesh, Sariska National Park, Rajasthan

National Parks :

Andaman & Nicobar Islands- Campbell Bay NP, Mahatma Gandhi Marine (Wandoor) NP,
Rajasthan - Mukundra Hills NP, Ranthambhore NP, Sariska NP, Keoladeo Ghana NP


Unit IV

Special interest tourism products

Performing art of India: classical dances, folk dances and folk culture
Handicrafts and textiles of eastern India
Fairs and Festivals of India

Suggested Readings:

1. A.L. Basham : A Cultural History of India
2. A.L. Basham : The Wonder that was India
3. Lonely Planet : India
4. Percy Brown : The Art of Ancient India: S. Huntington 8. Indian Architecture
5. S. Jagannathan : India - Plan your own holiday
6. S. Punja : Travellers Indian: H.K. Kaul 6. Museums of India


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Paper No. 103 : I.T. FOR TOURISM

Unit I

Computer Fundamentals - Definitions, Elements of a computer system, personal I mad computer and their uses, Hardware & Software, Storage media, Components of a computer,

Unit II

Windows Operation: Creating folders/shortcuts/renaming files/deleting, MS Word, MS-Excel Usage: Creation and operation, maintaining multiple worksheets, Creating graphics, charts, MS- Power point: making presentations, Slides, Modifying, Setting up slides show II

Unit III

Networking of Computers: LAN, WAN, Enterprise wide networks, internet technologies, www and internet uses, E-mail, Elcetronic Payment System, Electronic Fund Transfer (EFT) and Electronic Data Interchange (EDI).

Unit IV

Air Ticketing: Introduction to Air Ticketing, Alphabet coding, City and Airline code-decode, elementary process of reservation.

Unit V

Fare Construction of Domestic flights, Ticketing, cancellation procedure, Baggage Rules - Piece and weight concept, prohibited items, checked and unchecked baggage.

Suggested Readings:

1. Basandra S.K., Computer Today, New Delhi : Galgotia Publication
2. Braham B... Computer System in Hotel & Catering Industry, Cassell,1988.
3. Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
4. Lucey T, Management Information Systems, DP Publications.
5. Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.

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Paper No. 104 : TOURISM ORGANIZATION AND TRAVEL DOCUMENTATION

Unit I

- Introduction : Types of Tourism Organizations
- Significance of tourism organization,
- Role and Functions of State, national and International tourism organizations

Unit II

- Objective, functions and scope
- United Nations World Tourism Organization (UNWTO)
- World Travel & Tourism Council (WTTC)
- Pacific Asia Travel Association (PATA)

Unit III

- International Air Transport Association (IATA)
- Travel Agents Association of India (TAAI)
- Indian Association of Tour Operators (IATO) -
- Federation of Hotel & Restaurant Associations of India (FHRAI) –

Unit IV

- **Passport:** Passport requirements, checklists, types, changes, procedure, tatkal scheme And fees,
- Rules and regulations about eligibility and documentation required for Travel Out of India

Unit V

- Visas:- Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, Refused or Pending Visas, Destination
- Departure Records
- Foreign Exchange Management Act • Process for Encashment of Foreign Currency

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**Paper No. 105 : Travel Agency and Tour Operation
Management**

Unit I

Introduction :

History and growth of Travel Agency and Tour Operation business
Definition of Travel Agent and Tour Operator, differentiation, interrelationship
Present business trends and future prospects.

Unit II

Approval and Recognition :

How to set up travel agency/tour operation business:
Govt. rules for getting approval
IATA rules, regulation for accreditation
Sources of income of Travel Agency Business

Unit III

Tour Operation: History and growth, types of tour operators, inbound, outbound, ground and specialists, organisational structure, difference with travel agency, Government procedure of becoming approved tour operator in India.

Unit IV


Organising a package tour, Preparing itineraries, negotiations with service providers, packaging and marketing.

Unit V

Study of golden triangles and some important tourist circuits of India, Basic Itinerary costing.

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


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Paper No. 106 : Project Report and Viva-Voce

Each Student will be required to submit a Project Report based on a filed visit conducted by him/her under the guidance of a supervisor appointed by CESD. The Viva-Voce will be based on the Project Report. Submitted by the candidates.

Project Report-50marks

Viva-Voce -50marks

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Diploma Course (IInd Semester)
Paper No. 201 Legal & Ethical Issues in Tourism

UNIT I:

Impact of Tourism: The Socio-economic Impact- Tourism as a great economic force. Its significance. Tourism Multiplier, Employment Multiplier and Infrastructure development.
The Socio-cultural Impact- Positive and negative impact of tourism development on the society and culture. Sex Tourism, Drug tourism.

UNIT II:

Environmental Impacts of Tourism: The effect of tourism development on the Environmental pollution. Positive & Negative impact of Tourism development on the environment. The emerging concept of Ecotourism.

UNIT III:

Concept of Domestic and International Tourism. Modern Global tourism scenario-Concept of Modern Mass Tourism, Urban & Rural Tourism.

UNIT IV:

Tourism scenario in India: Potentials, Problems and prospects. India's resource potential for tourism. recognition by Government, Ways to stimulate tourism in India

UNIT V:

Tourism – The existing pattern and Future trends : World's major countries in terms of Total expenditure abroad, Countries having maximum International tourism expenditure, Travel of the future – Space Odyssey. Status of Tourism education and career opportunities in Tourism industry

SUGGESTED READINGS:

- | | |
|--|-----------------------------------|
| 1. Tourism Development: Principles and Practices: | Bhatia |
| 2. International Tourism Management | A.K.Bhatia |
| 3. Cultural Tourism in India | Gupta and Lal |
| 4. Development of Tourism in India | Nafees Khan |
| 5. Environmental challenges towards Tourism | V Dhulasi Birundha |
| 6. Handbook of Environmental guidelines for Indian Tourism | Ratandéep Singh |
| 7. Heritage Management Swarnakamal Bhowmik Tourism Education | Shashi Prabha, Sharma |
| 8. Nature and Scope of Tourism | Praveen Sethi |
| 9. Strategies for the future of Travel and Tourism | Praveen Sethi |
| 10. Tourism Development and Resource conservation | Jagmohan Negi |
| 11. Tourism in India : A case study | Ram Acharya |
| 12. Tourism Products | Manoj Dixit and Charusheela Dixit |
| 13. Tourism & Travel Management | Biswanath Ghosh |

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Paper No. 202 Accounting for Tourism

Unit I

Introduction to Accounting : Terms and terminologies used in Accounting, Definition, Objectives and Importance of Accounting and Tourism Accounting. Principles Of Double Entry System Of Book-Keeping : Nature, Advantages and Principle, Classification of Accounts, Rules of Debit and Credit

Unit II

Journal And Ledger, Practical problems on Journalising – simple and combination entries, Posting into Ledger & Balancing of Ledger Accounts, Subsidiary Books, Advantages, Problems of Subsidiary books. Practical problems on preparation of Purchases, Sale, Return and Special Function Books

Unit III

Cash Books: Introduction and types of cash book, Practical problems on three columns and Analytical Petty Cash, Book Received, Book used in Tourisms Meaning, importance and reasons for the preparing Bank. Reconciliation Statement

Unit IV

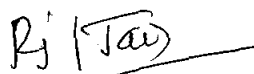
Accounting Principles Accounting Concepts and Conventions, Capital, Revenue and Deferred Revenue Expenditures and Incomes

Unit V

Trial Balance Importance, purpose and advantages, Practical problem on preparation of Trial balance Final Accounts Of Small Tourisms businesses, Need for preparation of Trading account, Profit and Loss accounts and Balance Sheet

Suggested READINGS:

1. Double entry Book-keeping – T. S. Grewal Eleventh Revised 2004 S. Chand & Sons 23, Daryaganj New Delhi-2.
2. Hotel Accountancy & Finance – S. P. Jain & K. L. Narang First 1999 Kalyani Publishers B1/1292, Rajinder Nagar ,Ludhiana
3. Hotel Accounting & Financial Control – Ozi D` Cunha Gleson Ozi D`Cunha – First – 2002 – Dickey Enterprises, Kandivali (W) Mumbai
4. Book Keeping & Accountancy – L. N. Chopde, D. H. Choudhari – Fourteenth 1999- Sheth Publishers Pvt. Ltd. Mumbai
5. Accounting in the Hotel & Catering Industry – Richard Kotas – Four – 1981 – International Textbook Company.


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Paper No. 203 International Tourism

Unit –I

Organised Travel Defining Tourist & Tourism viz: inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism.

Unit II

Itinerary Development Introduction, meaning and definition, types of itineraries, how to develop an effective itinerary, functions of tour managers and planning tools for an itinerary.

Unit – III

Tour Packaging Management Concept, Origin and development of Tour Packaging, Types of Tour. Component of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process. Significance of Package Tour, Tour Brochure.

Unit – IV

Travel Agency Marketing: Marketing Concept, unique features of Travel Marketing, Significance of Travel Agency Marketing, Developing a Tour Marketing Plan, Marketing Strategy of Inbound & Outbound tours.

Unit –V

Travel Trade Organizations/Associations Need and Significance of Travel Trade Association, Role and Contribution of ASTA, PATA, TAAI.

Suggested READINGS:

1. Marketing Mgmt. for Travel & Tourism, Nelson Thrones
2. Introduction to Tourism & Hotel Industry, Zulfikar, SPD
3. HRM in Hospitality Industry, Nelson Thrones

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Paper No. 204 Emerging Trends in Tourism

UNIT I

Eco tourism-Concept, Principals of Eco tourism, Eco tourism resources of India, Eco tourism guidelines for India- The Govt. , operators ,visitors, the environmental pledge.

UNIT II

Adventure tourism: Elements of Adventure, Classification of Adventure tourism- Aerial ,Water based and Land based .Aerial : Parachuting, Sky diving ,Hang gliding ,Paragliding, Parasailing ,Bungee jumping ,Ballooning. Water based : White water rafting ,Canoeing and Kayaking .Land based : Mountaineering ,Rock climbing ,Trekking ,Skiing ,Motor rally ,Safaris ,Bungee jumping.

UNIT III

MICE- Meetings ,Incentives , Conferences and Exhibitions. What kind of Tourism is MICE, Definitions of the components ,Trade shows , Bidding for MICE ,Arrangements required depending on the field equipment

UNIT IV

Space tourism- A new concept, Precedents. Private space tourism, list of flown space tourists, Future space tourists ,Commercial space flights ,Legality ,Virgin Galactic –leading space tourism group, Commercial space station and Space hotels.

Medical Tourism: History of medical tourism , description and scope of Medical tourism in India .

UNIT V

Rural tourism : Introduction to rural tourism, rural tourism policy, rural tourism: business and environment and sustainability.

Ethnic tourism : Introduction/ Concept of Ethnic Tourism Differences between Ethnic & Cultural Tourism
Effects: positive and negative (Commoditization of Ethnic and Cultural Products, The Natives Assume Artificial Behavior), Ethnic Tourism in India

SUGGESTED READINGS:

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|---|----------------------|
| 1. Environmental challenges towards Tourism | V Dhulasi Birundha |
| 2. Handbook of Environmental guidelines for Indian Tourism. | Ratandeep Singh |
| 3. International Tourism Management | A.K.Bhatia |
| 4. Tourism Development and Resource conservation | Jagmohan Negi |
| 5. Tourism Development :Principles and Practices | Bhatia |
| 6. Tourism Education | Shashi Prabha,Sharma |
| 7. Adventure tourism | S S Malik |
| 8. Adventure tourism | JagMohan Negi |

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Paper No. 205 Hospitality Management

Unit I

Tourism & Accommodation Introduction to hotels, Accommodation Industry, Types , Evolution of lodging industry, Need, Importance, role of hotels , FHRAI, Star Hotels and classification. International Scenarios and trends.

Unit II

Hotel Industry in India Evolution, Different groups of hotels in India, Hotel Groups ITDC – role, importance ,ASHOKA group, WELCOME group, Taj Group- role in Indian Tourism

Unit III

Hotel Key Departments Front Office Management -- Introduction to Front Office Department, Advantages. Formalities and formats, Types of rooms and plans. Organisation Chart and duties and responsibilities. Qualities of a front-office staff House Keeping – Introduction to House keeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities. Cleaning- different equipments & agents. Daily routine systems, Laundry, Linen& Uniform, Interior Decoration & facilities, Special decorations.

Unit IV

Food & Beverage Service – Introducing to food & beverage Service, types of services, organizational charts and duties, Menus , Idea about Beverages -- Alcoholic & Non Alcoholic Food Production – Introduction, Hierarchy, Idea about different cuisines – national and international, Specific menus according to festivals & other facilities.

Unit V

Marketing Of Hotels Meaning and concept of Hospitality Marketing—importance & its future Great Leaders in hospitality –Ellsworth Statler, Ralph Hitz, J. Willard Marriot. Marketing concept, Marketing Mix. Hotel Market and new trends.

SUGGESTED READINGS:

1. Theory of Cookery -- Krishna Arora
2. Modern Cookery Vol-I & II – T.E. Philip
3. Food & Beverage Service – Vijay Dhawan
4. Managing Front Office Operations – Michael L Kasarana & Richard Brooks
5. Operations Management – Stanley Phornco
6. House Keeping Manual – Sudhir Andrews
7. Introduction to Hospitality - I & II – Dennis Foster
8. Marketing of Hospitality ---- Kotler , Bowen . Makens.

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Paper No. 206 Field Trip Report

Each student will be required to do case studies, Field Work, Project related to the syllabus. They will be required to prepare and submit a report file on the same for internal evaluation as well as external evaluation. The panel of examiners will evaluate the practical file.

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