



Skill: Hospitality & Tourism Management



राजस्थान आई.एल.डी. कौशल विश्वविद्यालय
RAJASTHAN IILD SKILLS UNIVERSITY

FACULTY OF HOSPITALITY & TOURISM

SYLLABUS

FOR

**Diploma in Travels & Tour Management
(Effective form Session: 2019-20)**

DIPLOMA IN TRAVELS & TOUR MANAGEMENT

INDIAN HISTORY SOCIETY AND CULTURE

Unit I

Indus Valley Civilization, Early & Later Vedic Period, Sixteen Janapadas, Rise and Fall of Mauryan Dynasty, Rajputs Dynasty and Mughals Dynasty

Unit II

Definition, Characteristics of Indian culture, Significance of Geography on Indian Culture

Unit III

Society in India through ages- Ancient period- Varna and Jati, Family and Marriage in India, Caste system and communalism

Religion and Philosophy in India: Vedic Religion, Buddhism and Jainism

Unit IV

Evolution of script and languages in India: Harappan Script and Brahmi Script

Short History of the Sanskrit literature: The Vedas, The Brahmanas and Upanishads & Sutras

Epics: Ramayana and Mahabharata & Puranas

Unit V

Indian Art & Architecture: Gandhara School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture.

Indian Painting Tradition: ancient, medieval, modern indian painting and odishan painting tradition

Performing Arts

Divisions of Indian classical music: Hindustani and Carnatic,

Dances of India: Various Dance forms: Classical and Regional, Rise of modern theatre and Indian cinema.

REFERENCE

1. Basham, A.L. (1998). A Cultural History of India. Oxford University Press, USA
2. Singh, U. (2009) .A History of Ancient and Early Medieval India: From the Stone Age To the 12Th Century, Pearson Education India, New Delhi
3. Chandra, B. (2009). History of Modern India. Orient Blackswan, New Delhi
4. Brown, P. (2010). Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York
5. Brown, P. (2010). Indian Architecture (the Islamic Period), Palmer Press, New York

AN INTRODUCTION TO PRINCIPLES OF TOURISM

Unit I

Tourism- Meaning and definition, Origin and growth of tourism, Tourism development in India- pre and post war period, Factors affecting growth of modern tourism.

Unit II

Components of tourism – distribution – Inter-relation between various segments – travel industry network – Elements of tourism 5 A's

Unit III

Basic travel motivators, Significance of tourism – Social, environmental, political, economic, Negative impacts of tourism

Unit IV

Forms and types of Tourism, carrying capacity, factors affecting carrying capacity, sustainable tourism development

Unit V

Tourism Products of India (Major Cultural, Natural and Manmade), UNESCO World heritage sites in India

Reference:

1. Pran Nath Seth: Successful Tourism Management (Vol 1&2) Sterling Publishers, New Delhi
2. A K Bhatia: Tourism Development; Principles and Practices, Sterling Publishers, New Delhi
3. Robinet Jacob: Tourism Products of India; A National perspective, Abhijeeth Publications, New Delhi.
4. A K Bhatia: The Business of Tourism; Concepts and Strategies, Sterling Publishers, New Delhi

TRANSPORT SYSTEM

Unit I

Introduction to Tourist Transportation: Development of means of transport - Tourist transport system – Leiper's frame work – Role of transport in tourism – Up market and Low budget travelers

Unit II

Surface Transport: Road transport system in India – types of roads – Public transportation system; Rail Transport: General information about Indian Railways, Brief History –Classes of Journey – Types of trains & tracks – Railway Reservation modes – Circle trip – Talkal – I-ticket – e-ticket - luxury trains, Hill trains, IRCTC , Indrail pass.

Unit III

Airport Layout –Airfield – Terminal Area – Flight support Area. Major Airlines and Airports in India - Airport facilities for passengers; Ground handling; Departure formalities – Arrival Formalities – Customs Channels

Unit IV

Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types

Unit V

Logistics Management: Origin and Definition – Types of Logistics; Importance and the need of Supply Chain

References

1. Jagmohan Negi (2014); Travel Agency and Tour Operations, Sterling publishers, New Delhi
2. Bhatia, A.K (2010)., International Tourism Management, Sterling, NewDelhi
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2),Sterling, NewDelhi
4. G Raghuram & N Rangaraj (2001), Logistics and Supply Chain Management - Cases and Concepts, Allied Publishers, New Delhi
5. Martin Christopher, Logistics & Supply Chain Management: Creating ValueAdding Networks, FT Press.
6. Janat Shah, Supply Chain Management (2009): Text and Cases, 1st Edition, Pearson. New Delhi

TRAVEL AGENCY AND TOUR OPERATION

Unit I

Travel trade – History and development of travel agency, functions, travel agent, types, responsibilities – source of income of a travel agent- setting up of travel agency; Role of IATA and approval – approval from the government

Unit II

Travel agency and tour operations – Difference between travel agent and tour operator – linkages and arrangements with hotel – travel agencies and airlines – tour escorts and guides

Unit III

Organization structure of a travel agency – Information, counseling, ticketing, documentation, liaisoning, staffing, directing, planning, organizing, and controlling

Unit IV

Tour operation – concept and nature of tour operation – functions – types of tour operations – type of tour operators

Unit V

Itinerary development – Meaning and definition – types of itineraries – reference tool for itinerary preparation – development of effective itinerary

References

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text ,Anmol Publications Pvt. Limited, New Delhi
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
5. Laurence Stevens(1990); Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers
6. Jane Archer, (2006); Manual of Travel Agency Practice – Butterworth Heinemann Pub, London
7. Betsy Fay; Essentials of Tour Management –Prentice Hall; Mark Mancini: Conducting tours
8. Mark Mancini (1996); Conducting tours, Delmar Thomas, New York
9. H A Rogers and J A Slinn- Tourism Management of Facilities
10. Lickorish L J and Kershaw A G – The travel trade, p ractical press