

DIPLOMA IN TRAVELS & TOUR MANAGEMENT

Second Semester

TOURISM PRODUCTS OF INDIA

Unit – I: Tourism Product; Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Handicrafts of India, Craft fairs in India. Fairs & Festivals of Social, Religious & Tourism importance. Famous Monuments, Temples, Churches of India.

Unit – II: Performing Arts of India: Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music. Indian Museums & Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.

Unit – III: National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Jim Corbett National Park, Ranthambore National Park, Great Himalyan National Park, Manas & Kaziranga National Park, Sasan Gir National Park, Bnadhvagarh & Kanha National Park, Bandipur National Park, Hemis National Park, Kanger Ghati National Park, Dachigam National Park, Sundarbans National Park, Periyar National Park.

Unit – IV: Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Hill Stations of Jammu & Kashmir, Utrakhand, Maharashtra, Himachal Pradesh, Kerala, West Bengal, Madhya Pradesh, Rajasthan.

Unit – V: Beach & Islands of India. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands.

Suggested Readings:

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi (2012)
2. Basham, A.L., A Cultural History of India. Oxford University Press, USA (1999)
3. Stephen Ball, Encyclopedia of Tourism Resources in India, Butterworth – Heinemann (1983)
4. Manoj Dixit , Tourism products. New Royal Book Co., Lucknow (2002)

GEOGRAPHY AND INTERNATIONAL TOURISM

Unit – I: Importance of Geography in Tourism; Latitude, Longitude, World Climatic Zones, International Date Line: Time Zone & calculation of Time, Time Differences & GMT variations.

Unit – II: Understanding and reading maps, maps of India showing the major tourist circuits. Case studies of selected Indian states like Rajasthan, Kerala, Maharashtra, Goa, MP, UP and Uttaranchal.

Unit – III: IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub-Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code.

Unit – IV: Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Push & Pull factors of tourism, Contemporary trends in international tourists movements. Major outbound & Inbound tourism countries of the world.

Unit – V: Case studies of selected countries like Malaysia, Singapore, China, Thailand, Switzerland, France, UK, Spain and Italy.

Suggested Readings:

1. H.A.Robinson, Geography of Tourism (1976)
2. Burton Rosemary, Geography of Travel & Tourism (1995)
3. B. Bonifac & C.Cooper, The Geography of Travel & Tourism (2009)
4. Travel Information Manual, IATA, Netherlands (2018)

TOURISM MARKETING

Unit – I: Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.

Unit – II: Developing Marketing Opportunities and Strategies: Marketing Information System, Consumer Markets and Consumer Behaviour. Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.

Unit – III: Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods.

Unit – IV: Distribution Channel and Logistics Management-Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. 3 Additional P's of tourism services Marketing Mix. Process, Physical Evidence and People.

Unit – V: Issues in Marketing: Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.

Suggested Readings:

1. Stone, Marilyn A., Desmond, John. Fundamentals of Marketing, Routledge, New York (2007)
2. Kotler Philip and Armstrong, G. Principles of Marketing, PHI (2012)
3. Stanton, Willam J. Fundamentals of Marketing, McGraw Hill (1999)
4. Ramaswamy, V.S. and Namakemari, S. Marketing Management, McMillan (1990)

TOUR GUIDING AND VISITORS INTERPRETATION

Unit – I: Tour Guiding: Concept-History-Dimensions and Present Status. Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct, Personal hygiene & Grooming. Definition and classification of Tour Guide

Unit – II: Communication for tour guiding-Language –Posture and Presentation. Barriers in Communication-Speaking faults Body language for speaking. Tour commentary composition, Microphone Technique, Sense of Humour. How to deals with awkward questions. Linking commentary with what to be seen.

Unit – III: Roles and Duties: Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure
Responsibilities at the Airport- Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage
Responsibilities at the hotel- Check In, Check out, Rooming List, Meal requests
Responsibilities during sight-seeing tours: On-Tour Operation; Organising Commentary- Commentary/Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a “Mental Picture” of Routing & Landmarks; Handling microphone, Operating Instructions/ Routing, Computing Time/Distance/Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide

Unit – IV: Visitors interpretation: Popular understanding of Place, Potentials of attraction for visitors. Intrinsic qualities, personal stereotypes. Theme interpretation, Heritage interpretation & Interpretation of Nature.

Suggested Readings:

1. Susan Webster, Group Travel Operating Procedures (1983)
2. Chowdhary, Nimit. Handbook for Tour Guides. New Delhi: Matrix Publishers (2013)
3. Pond, K.L. The Professional Guide. New York: Van Nostrand Reinhold (1993)