

DEPARTMENT OF BUSINESS ADMINISTRATION
TEZPUR UNIVERSITY

Post Graduate Diploma in Tourism Management (PGDTM)

Minimum Credit to be completed for award of diploma: 44

Minimum duration: 1 year (2 semesters)

Maximum duration: 2 years (4 Semesters)

Course Structure

First Semester

| Code | Course Name | Lecture | Tutorial | Practical | Contact Hour | Credit |
|--------|---|---------|----------|-----------|--------------|--------|
| TM 430 | Fundamentals of Tourism | 3 | 0 | 0 | 3 | 3 |
| TM 431 | Destination Geography, History and Heritage | 3 | 0 | 0 | 3 | 3 |
| TM 432 | Management Fundamentals | 2 | 0 | 0 | 2 | 2 |
| TM 433 | Tour Guiding Skills | 2 | 0 | 2 | 4 | 3 |
| TM 434 | Soft Skills and Personality Development | 2 | 0 | 2 | 4 | 3 |
| TM 435 | Term Paper & Tour reports | 0 | 1 | 2 | 3 | 2 |
| | Inter Disciplinary Course(IDC-1) | | | | | 3 |
| | Inter Disciplinary Course(IDC-2) | | | | | 3 |
| | | | | | | 22 |

Second Semester

| Code | Course Name | Lecture | Tutorial | Practical | Contact Hour | Credit |
|--------|--|---------|----------|-----------|--------------|--------|
| TM 440 | Tour Operations and Travel Agency Management | 3 | 0 | 0 | 3 | 3 |
| TM 441 | Computerized Reservation System | 1 | 0 | 2 | 3 | 2 |
| TM 442 | Finance and Accounting for Tourism | 2 | 0 | 2 | 4 | 3 |
| TM 443 | Tourism Marketing | 2 | 0 | 0 | 2 | 2 |
| TM 444 | Tourism Entrepreneurship | 2 | 0 | 2 | 4 | 3 |
| TM 445 | Hospitality Management | 2 | 0 | 0 | 2 | 2 |
| TM 446 | Project and Tour reports | 0 | 0 | 4 | 4 | 2 |
| TM 447 | Internship | 0 | 0 | 4 | 4 | 2 |
| | Inter Disciplinary Course(IDC-3) | | | | | 3 |
| | | | | | | 22 |

DETAILED SYLLABI

First Semester

Course Code: TM 430

Course Name: FUNDAMENTALS OF TOURISM

(L3- T0- P0-CH3=CR3)

UNIT 1: Understanding Tourism:

The History of Tourism, Motivation for travel

Tourism and Tourist Defined, Types and Typology of Tourism, Segment of the tourist market based on motivation. Business Tourism and leisure tourism: understanding and definition.

Domestic tourists, foreign tourists, Inbound tourists, Outbound tourists, Inclusive Tourists, Independent tourists, Long haul tourist, short haul tourist, excursionist tourist, group tourists.

UNIT 2: Tourism Support System:

Dynamic and static components; Accommodation, transportation, food & beverages, souvenirs, recreation.

Business Travel: role of business travel in the tourism industry; Meeting, incentives and convention Tourism

Infrastructural and Ancillary support systems.

UNIT 3: Positive Impacts of Tourism:

Contribution of tourism to the GDP, Tourism as a Foreign exchange earner, Employment generation through tourism, Multiplier Effect of tourism spending, Role in infrastructure development in host region, International Understanding, Conservation of cultural heritage through tourism.

UNIT 4: Negative impacts of Tourism

Environmental degradation; Social impacts: euphoria, apathy, annoyance, antagonism; Cultural Tension. Demonstration effects.

UNIT 5: Forms of Tourism

Mass Tourism: Characteristics of mass tourists, Components responsible for growth of mass tourism. Alternative forms of tourism; Role of alternative tourism in reducing the ill-effects of tourism, ecotourism- community based eco tourism. Exposure to terms like cultural tourism, Heritage tourism, adventure tourism, ethnic tourism, rural tourism. Pilgrimage- its role and significance. Healthcare Tourism ó trend and future.

UNIT 6: Destination and Intermediaries

Introduction to destination, Destination Management, Evolving concepts of destinations.

Destination & Tourism Attractions; Development of attractions; Destination life cycle; management of attractions; visitor management

Introduction to tourism intermediaries: Travel agents, Tour Operator, etc.

Books/References:

Text Books:

1. Seth, Pran N, *Successful Tourism Management*, Sterling Publishers, New Delhi, 2006.
2. Walker, John R. & Walker, Josielyn T, *Tourism: Concepts and Practices*, Pearson, New Delhi, 2011.

References:

1. Lea, J, *Tourism and Development in the third world*, Methuen, New York, 1988
2. Fennell, DA, *Ecotourism*, Routledge, London, 1999

Course Code: TM 431
Course Name: DESTINATION GEOGRAPHY, HISTORY AND HERITAGE
(L3- T0- P0-CH3=CR3)

Unit-I

Understanding Tourist Destinations: Knowledge about Physical and Cultural Geography of the world, Identification of the location of the tourist destinations-concept of Latitude, Longitude and Altitude, use of Globe and Map

Unit-II

Concept of World Time Zone, UTC, GMT, Standard Time, Flight Time, Day Light Saving Time Local Time and International Date Line, UTC vs. Standard Time calculation, -Climate and People of the World.

Unit-III

Concept of tourism resource: Typology and unique features, Popular Tourist destinations for land based, Water based and air based activities, Wildlife-Tourism: Occurrence and distributions of popular wildlife species in India. Tourism in national parks, wildlife sanctuaries and biosphere

Unit-IV

Importance of Culture, Festivals, History and Heritage of a Destination in Tourism Tradition ,

Unit-V

National and International Tourist Destinations: description of important tourist circuits of the world

Unit-VI

Destinations of NE India especially in Wildlife, Nature, Tea, Adventure, Historical and cultural Importance. Customs, Life Style, Food habits, Music, Musical instruments and Dance Forms, Craftsmanship of certain communities of the North East India.

Books/References:

Text Books:

1. Boniface, B, *Worldwide Destination: the geography of travel and tourism*, Butterworth ó Heinemann, Great Britain, 2001.
2. BS, Badan & Bhatt, Harish, *Cultural Tourism*, Crescent Publishing Corporation, New Delhi, 2006.

References:

1. Rojek, C. & Urry, J. (eds.), *Touring Cultures: Transformations of Travel and Theory*. Routledge, London, 1997.
2. Whyman, K, *The Animal Kingdom*, Heinmann/Raintree, 1999.
3. Leask, A. and Yeoman, I, *Heritage Visitors Attractions. An Operations Management Perspective*, Thomson Learning, 1999.
4. Collins, *Collins World Atlas*, Essential edition, 2007.
5. Pastorelli, J, *Enriching the Experience - An Interpretative Approach to Tour Guiding*, Hospitality Press, 2003.
6. Purzycki, S, *Travel Vision: A Practical Guide for the Travel, Tourism and Hospitality Industry*, 2000.
7. Ratti, M, *History and Geography of Tourism*, Rajat Publication, New Delhi, 2007.

Course Code: TM 432
Course Name: MANAGEMENT FUNDAMENTALS
(L2- T0- P0-CH2=CR2)

Unit-I

Definition, managerial skills, productivity, effectiveness and efficiency, management Process and Co-ordination, Management and Environment.

Unit-II

Functions of Management and their Application in Tourism: Management styles, understanding MIS

Unit-III

Concept of Planning; types of plans, steps in planning, MBO, Strategic planning process, Organizing; different forms organization, process of organizing, Different forms of departmentation directing; leadership & motivation and Controlling; Control process, control as a feedback

Unit-IV

Management of Tourism organizations: WTO, WFTAA, IATA, MoT, ITDC, State Tourism Development Corporations etc.

Books/References:

Text Books:

1. Koonz, Harold & Heinz, Weirich, *Management – a global perspective*, McGraw Hill, 2011.
2. Parmar, TS, *Management and Administration of Tourism: Code and Guidelines*, Cyber Tech, 2008.

References:

1. Bose, Chandra, *Principles of Management and Administration*, Prentice Hall of India, New Delhi, 2000.
2. Prosser, R, *Leisure, Recreation and Tourism*, Collind Educational, U.S.A., 1997.
3. Sincha, P.C, *International Encyclopedia of Tourism*, Concept, New Delhi, 1997.
4. Billington, R, Strawberidge, S, Greensides, L. and Fizsimonis, A, *Culture, Society: A Sociology of Culture*. Macmillan, London, 1991.

Course Code: TM 433
Course Name: TOUR GUIDING SKILLS
(L2- T0- P2-CH4=CR3)

Unit – I

Concept of Tour Guiding: Meaning, exposure to duties and responsibilities, Understanding the safety of tourists. Duties and Responsibilities: Dealing with arrivals and departures, Luggage Pull & Transfer to Hotels, Check in, Check out, Knowledge about other services Billing, Pre Tour & post tour briefing and presentation. Review of itinerary, Planning and designing of customized tour itinerary

Unit – II

Group leading skills: Greeting participants, leading the participants, Skills in leading a group
General instruction to participants at monuments, sacred places, crowded areas, Giving Commentary, answering Questions, concluding a tour.

Unit – III

Related Skill Level: Knowledge about health & hygiene, Ready and gaining knowledge from books and other sources including the internet, knowledge about special arrangement for travelers, complain handling skills

Knowledge about First Aid and Life Saving Measures, Importance of Physical Health Culture for a Guide.

Unit – IV

Co-ordination: Coordinating with participants, Conducting Various types of Tours, relevant and accurate information delivery.

Knowledge in foreign exchange, reading of maps and charts,
reaction in emergency situation ,disaster management.

ensuring cooperation from Police and other authorities and dealing with them.

Travel formalities: Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Move this part to first sem.

Unit-V

Practical: Real life guiding project on reputed nearby attractions

Unit-VI

Field level exposure on leadership skills, collection and dissemination of information.

Books/References:

Text Books:

1. Goddy B. & Parkin I, Urban Interpretation- Issues and Settings-Vol-I; Vol. II *Techniques and Opportunities*, Working Papers, School of Planning, Oxford Polytechnic, 1991.
2. Pond K.L., *The professional Guide: Dynamic of Tour Guiding*, Van Nostrand Reinhold, New York, 1993.

References:

1. V R Collins, *Becoming a Tour Guide*, Continuum, London, 2002
2. The Voluntary Aid Society, *Emergency First Aid: A Quick Reference Guide to Step-by-step Procedures for Emergency First Aid*, 2001.

Course Code: TM 434
Course Name: SOFT SKILLS AND PERSONALITY DEVELOPMENT
(L2- T0- P2-CH4=CR3)

Unit – I

Personality Development: Meaning of Personality, Personality Factors- external, internal. Effective or winning personality, Personal grooming and business etiquette, physical fitness, dressing sense- formal and informal clothing, Behaviour with clients and office, developing a selling personality, Introduction to Corporate Culture; Professionalism in Service Industry,

Unit – II

Communications and its Barriers, Overcoming the Barriers for Effective Communication, Non Verbal Communication, Body Language,, Soft Skills; Application writing, Interview skills, Presentations, Group discussions, the Selling Process (Attitude and Negotiation Skill)

Unit – III

HRM in the service Industry, Differences of tourism HRM with other industrial sectors, Emerging trends and Perspectives of HRM in Tourism, Culture and HRM, Leadership

Unit – IV

Dynamics of Interpersonal Behaviour, Conflict Management, Group Dynamics,

Books/References:

Text Books:

1. Gary, Dessler, *Human Resource Management*, Pearson Education, New Delhi, 2003.
2. Fred, Luthans, *Organizational Behaviour*, Tata McGraw Hill Publishing House, New Delhi, 2003.

References

1. Khanka, S S, *Organisational Behaviour*, S Chand & Company, New Delhi, 2004
2. Evans, V, *Successful Writing Proficiency*, Express Publishing, Athens. 1997.
3. Lloyd, G.H., H. and Goodall, S, *Communicating in Professional Contexts: skills, and Technologies*, Wadsworth/Thomson Learning, Belmont, California, 2005.
4. Carr, P, *English Phonetics and Phonology- An introduction*. OUP, Oxford, 1988.
5. Milton, T. A. and James, R. A, *Convention Management and Service*, Waterbury Press & Education Institute, U.S.A., 1998.

Course Code: TM 435
Course Name: TERM PAPER & TOUR REPORTS
(L0- T1- P2-CH3=CR2)

Within this paper 1 credit for Term Paper and 1 credit for tour reports

Term Paper ó For this course, the students will select a tourist destination of convenience with consultation with their respective teacher-in-charge. They have to visit the selected destination and collect data of the destination related to tourism. They will prepare a report on the destination and evaluation will be on the basis of their presentation and the written report.

Tour reports- This part of the course involves visiting different tourist destination in groups of all the students accompanied by a teacher-in-charge. The Department organizes these visits. After completion of each visit, the students have to prepare a tour report and submit to the teacher-in-charge. Each tour report will be evaluated and add up to the evaluation of the Term Paper.

Choice Based Credit Transfer (CBCT-1)
(L3- T0- P0-CH3=CR3)

Students select one paper from the courses offered by various Departments of the University for CBCT

Choice Based Credit Transfer (CBCT-2)
(L3- T0- P0-CH3=CR3)

Students select one paper from the courses offered by various Departments of the University for CBCT

Second Semester

Course Code: TM 440

Course Name: TOUR OPERATIONS AND TRAVEL AGENCY MANAGEMENT
(L3- T0- P0-CH3=CR3)

Unit 1: The Tourism Distribution System

The structure of tourism distribution channel, Functions of tourism distribution channel;

Outgoing or retail travel agency: Definition and functions;

Tour Operator: definition and functions;

Incoming Travel Agencies: Definition and functions.

Unit 2: Package Tour:

Definition and structure of package tour. Combination of services of principals. Stages of Package Tour formulation: Initial Research- pre experience and post experience; Development of itinerary; Appointment of destination Coordinators; Negotiation with vendors, Tour costing and pricing, Designing tour brochure, Developing reservation system, Marketing of tour package.

Common package types, different trip types

Different types of tour itinerary,

Unit – 3 Approvals of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways.

Study of various Fiscal and Non ó Fiscal incentives available to Travel agencies and Tour Operations business.

Unit–4 Functions of a Travel Agent: Understanding the functions of a travel agency - travel information and counseling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit–5 Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation.

Unit–6 The Indian Travel Agents and Tour Operators ó an overview. National Trade Associations: IATO and TAAI.

Books/References:

Text Books:

1. Holloway, J.C, *The Business of Tourism*, McDonald and Evans, Plymouth, 1983.
2. Seth, P, *Successful Tourism Management*, Sterling Publications, Delhi, 1992.

Reference:

1. Syrratt, Gwenda, *Manual of Travel Agency Practice*, Butterworth Heinmann, London, 1995.
2. Stevens, Laurence, *Guide to Starting and Operating Successful Travel Agency*, Delmar Publishers Inc., New York, 1990.
3. Chand, Mohinder, *Travel Agency Management*, Anmol Publication,
4. Foster, Douglas, *Travel and Tourism Management*, McMillan, London, 1983.

Course Code: TM 441
Course Name: COMPUTERIZED RESERVATION SYSTEM
(L1- T0- P2-CH3=CR2)

Unit-I

Concept of CRS, Familiarization of Official Air Guide (OAG) Book, Division of World by IATA, Rules and Regulation of Air Travels.

Unit-II

Itinerary planning; One way (OW), Return (RT), Circle Trip (CT), Passengers Expenses en route, Universal Air Travel Plan (UATP), Itinerary Planning Practice.

Air fare construction: Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) Highest Intermediates Point (HIP), Circle Trip, Minimum (CTM), Back-haul Check, Add-ons. Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares etc.

Unit-III

Hands-on training using Galileo: Checking airlines time table & seat availability and procedure to booking seat, Create PNR.

Books/References:

Text Books:

1. Negi, Jagmohan, *Air Travel Ticketing & Fare Construction*, Kanishka Publishing, New Delhi, 2008.
2. Manuals of Galileo
3. Kulkarni, Parag, Jahirabdkar Sunita and Chande Pradip, *E-Business*, Oxford University Press, New Delhi, 2012

References:

1. Gupta, S K, *International Airfare and Ticketing-Methods and Technique*, UDH Publisher, New Delhi, 2007.

Course Code: TM 442
Course Name: FINANCE AND ACCOUNTING FOR TOURISM
(L2-T0-P2-CH 4=CR-3)

Unit-I

Finance: Meaning, Goals, Functions, Role of financial management, Forecasting and financial planning, Break even analysis

Unit-II

Management of current Assets: Working Capital Management: Meaning and characteristics of working capital, financing current assets, Cash management, Receivables management and inventory management

Unit-III

Management of fixed Assets: importance of Capital Budgeting, analytical techniques-non Discounted, Discounted techniques.

Unit-IV

Accounting: preparation of Business Income statement, Balance Sheet, Cash flow statement and Fund flow statement, Ratio Analysis, Basic of Cost and Management Accounting, Cost Sheet and Marginal Costing.

Unit-V

Hotel Accounting and Travel Agency accounting

Unit-VI

Sources of financing tourism projects: TFCI: Tourism Finance Corporation of India (TFCI), Government sponsored schemes and other agencies.

Books/References:

Text Books:

1. Chandra, Prasanna, *Financial Management*, Tata McGraw Hill Publishing Company, New Delhi, 2012.

Reference Books:

1. Khanka, SS, *Financial Accounting*, Chipra Publishing, Delhi, 2000
2. Roman, W.L, *Financial Accounting: An Introduction to Concepts, Methods and Uses*, Thomson Learning Company, 2002

Course Code: TM 443
Course Name: TOURISM MARKETING
(L2- T0- P0-CH2=CR2)

Unit-I

Tourism Market Environment Scanning: Introduction to tourism marketing, Constituents of Tourism market environment

Unit-II

Tourist Consumer Behaviour: Tourist consumer behaviour, analysing tourist characteristics, Tourist decision making process, tourism consumer behaviour-typologies

Unit-III

Marketing Mix and Cø of Marketing in Tourism; marketing mix, India as a tourist destination- types of Indian tourism and 4Pø of Indian tourism

Unit-IV

Tourism LifeCycle: Introduction, Tourism Area Life Cycle Theory, General Marketing Strategies

Unit-V

Tourism Product Development and Packaging: Tourism Product, Creating Experience Set, Product differentiation, Product positioning, product development and sustainable tourism, tourism product packaging

Unit-VI

Tourism promotional Mix: introduction, Integrated Marketing Communication, Tourism marketing Communication (TMC),

Books/References:

Text Books:

1. Dasgupta, Devashish, *Tourism Marketing*, Pearson, 2011
2. Kottler, Phillip, *Principles of Marketing*, Prentice hall of India New Delhi, 2003

References:

1. Kenner, H K, *Selling Tourism*, CENGAGE Delmar Learning, 2002.
2. Dahiya, V S, *Tourism Marketing and Advertising*, Oscar Publication, 2006.
3. Susan, B, *Successful Tourism Marketing: a practical handbook*, Cogan Page, London, 2001.

Course Code: TM 444
Course Name: TOURISM ENTREPRENEURSHIP
(L2- T0- P2-CH4=CR3)

Unit-I

Definition of Entrepreneurship & Tourism Entrepreneur, Characteristics of an Entrepreneur, Infrastructure,

Unit-II

Entrepreneurial Competencies, Entrepreneurial Motivation,

Unit-III

Project Financing; Various Avenues of securing Finance.

Unit-IV

Project Formulation: Project Report Preparation

(Students also instructed to (Links to be established) visit Banks and other Financial Institute so that loans or other necessary information may be made available and also prepared a report (Business Plan) after field study)

Books/References:

Text Books:

1. Khanka, S S, *Entrepreneurial Development*, S Chanda & Company Pvt. Ltd, New Delhi, 2004.
2. Hynes, B, *Entrepreneurship education and training – introducing entrepreneurship into nonbusiness disciplines*, Journal of European Industrial Training. Vol. 20. Issue 8, page 10-17. MCB UP Ltd., 1996.

References:

1. Lowry, L, *Introduction to Entrepreneurship - Resources for Feasibility Study Research Business*, Librarian James A. Gibson Library Brock University, 2007
2. Deakins, D, *Entrepreneurship and Small Firm*, McGraw-Hill, London, 1996.

Course Code: TM 445
Course Name: HOSPITALITY MANAGEMENT
(L2- T0- P0-CH2=CR2)

Unit-1

Definition on hospitality industry. Different types of accommodation. Hotels, resorts, Motels. Common tariff plans. Utilities and features available in modern hotels. Brief discussion on Indian and International hotel chains and Federation of Restaurant and Hotel Associations of India (FRHAI)

Unit-II

The relationship of human/social need for hospitality services, Interrelationship between Tourism and Resort and Hotel Industry, Brief description about Hotel Industry (its structure, departments and their function). Hospitality in the healthcare sector.

Unit-III

World Culture and Guest of Hotel or Resort, Client Behaviour and problem handling techniques (attitude to serve guest), typical delivery system structures with local examples. Amenities and Entertainment, role of courtesy in service. Client Statistics and report building, Determination of Resort/ Hotel Occupancy Rate

Unit-IV

Overview of structure and financial performances of hospitality industry, food and lodging, resorts, tourism enterprises, attractions and related operations. Focus on orientation to customer service, cultural/economic trends, challenges to the hospitality industry

Books/References:

Text Books:

1. Walker, J R, *Introduction to Hospitality Management*. Upper Saddle River, NJ: Prentice Hall, 2010.
2. Methi, MC, *Service Quality Management in Hospitality and Tourism*, Anmol Publication, 2001.

References:

1. Methi MC, *Customer Service and Hotel Management*, Anmol Publishing, New Delhi, 2006.
2. Mill, Robert Christi, *Resort Management and Operations*, John Wiley & Sons, 2001.
3. Hall, S, *Ethics in Hospitality Management*, American hotel & Motel Association, USA, 1992.
4. Gelb, A. and Levine, K, *Survival Guide for Restaurant Professionals*, CENGAGE Delmar Learning, 2004.

Course Code: TM 446
Course Name: PROJECT AND TOUR REPORTS
(L0- T0- P4-CH4=CR2)

Within this paper 1 credits for Project and 1 credit for tour reports

Project ó For this course, the students will select a specific area of tourism, like adventure tourism, nature tourism, etc. and undertake a project on the area selected with relation to Assam and North East. The project will cover the existing practices of the selected area of tourism in the Region and prospects of enhancing it. The report will contain suggestions for improving or exploiting the opportunities in the Region with respect to the selected area of tourism. Evaluation will be on the basis of presentation and written report.

Tour reports- This part of the course involves visiting different tourist destination in groups of all the students accompanied by a teacher-in-charge. The Department organizes these visits. After completion of each visit, the students have to prepare a tour report and submit to the teacher-in-charge. Each tour report will be evaluated and add up to the evaluation of the Term Paper.

Course Code: TM 447
Course Name: INTERNSHIP
(L0- T0- P4-CH4=CR2)

For this course, the students visit and work in tourism related organizations for a period of 15days during winter student-rest period. The evaluation of this course will be on the basis of the report they submit and feedback from the organizations.

Choice Based Credit Transfer (CBCT-3)
(L3- T0- P0-CH3=CR3)

Students select one paper from the courses offered by various Departments of the University for CBCT.