

1	Name of Course	Diploma Course in Travel and Tourism Management									
2	Max no. of Students	25					Course Code - 414401				
3	Duration	2 year									
4	Course Type	Full Time									
5	No. of Days per week	6 days									
6	No. of hours per day	7 Hrs									
7	Space require	Theory Class Room – 200 sqft Three Practical Lab – 500 sqft each									
8	Entry qualification	S.S.C. Pass									
9	Objective of syllabus	To introduce students with the travel industry and give them knowledge of tourism infrastructure and the scope of this industry is growing as it provides various job opportunities and gives the country foreign exchange.									
10	Employment opportunities	Travel companies. Self organized Tour operators Tour organizers									
11	Teachers Qualification	1) For Vocational subject - Degree in concern field. 2) For Non Vocational Subject - Master Degree in Concern subject									
12] Teaching Scheme –											
Ppr		Subject Code	Clock Hours / Week		Total						
			Theory	Practical							
1	English (Communication Skill)	90000001	2 Hrs	1 Hrs	3 Hrs						
2	Elective – I		2 Hrs	1 Hrs	3 Hrs						
3	Elective – II		2 Hrs	1 Hrs	3 Hrs						
4	Accommodation Services	41440001	3 Hrs	8 Hrs	11 Hrs						
5	Geographical and cultural Heritage of India and World	41440002	3 Hrs	8 Hrs	11 Hrs						
6	Travel Management	41440003	3 Hrs	8 Hrs	11 Hrs						
Total					42 Hrs						
13] Internship Two Month Summer Internship from 1st May to 30th June is Compulsory.											
14] Examination Scheme – Final Examination will be based on syllabus of both years.											
P	Subject	Subject Code	Theory			Practical			Total		
			Duration	Max	Min	Duration	Max	Min	Max	Min	
1	English (Communication Skill)	90000001	3 Hrs	70	25	3 Hrs	30	15	100	40	
2	Elective – I		3 Hrs	70	25	3 Hrs	30	15	100	40	
3	Elective – II		3 Hrs	70	25	3 Hrs	30	15	100	40	
4	Accommodation Services	41440001	3 Hrs	100	35	3 Hrs	100	50	200	85	
5	Geographical and cultural Heritage of India and World	41440002	3 Hrs	100	35	3 Hrs	100	50	200	85	
6	Travel Management	41440003	3 Hrs	100	35	3 Hrs	100	50	200	85	
Total									900	375	
15] Teachers – Three Teachers per batch for vocational component. For English, Elective-I & II guest faculty on clock hour basis.											
16] Student have to choose any one subject for Elective-I and Elective-II from below given subjects											
a) For Elective I – Student can choose any one subject											
Code Subject Name											
90000011 Applied Mathematics											
90000012 Business Economics											
90000013 Physical Biology (Botany & Zoology)											
90000014 Entrepreneurship											
90000015 Psychology											
b) For Elective II – Student can choose any one subject											
Code Subject Name											
90000021 Applied Sciences (Physics & Chemistry)											
90000022 Computer Application											
90000023 Business Mathematics											

Subject - 1 - Accommodation Services - 1st Year
(Subject Code :- 41440001)

TOPICS Theory	Practical
Introduction to Hospitality industry 1.1 Evolution of hospitality industry- definition and origin and purpose of travel 1.2 Classification of hotels 1.3 Types of room	Understanding facilities, guest amenities and supplies
2.1 Introduction to Rooms division department- importance and working. 2.2 Organization of Housekeeping and front office department 2.3 Duties and Responsibilities of various levels 2.4 Coordination with other departments 2.5 Attributes and staff etiquettes	Developing etiquettes and attributes of front office and housekeeping staff
3.1 Layout of Housekeeping and Front office department 3.2 Functions of various departments of Housekeeping and Front office	Handling of various cleaning equipments and understanding the use of various cleaning agents on different surfaces
Hotel Rooms 1.1 Types 1.2 Food Plans 1.3 Room Rates 1.4 Tariffs', Discounts offered and Packages 1.5 Taxes(Sales, Luxury, expenditure, Service) 1.6 Uses of Brochures and tariff cards.	Bed making- morning and evening
Keys and Key Control 5.1 Types of keys used in Housekeeping 5.2 Electronic key card system 5.3 Key Control – registers and forms 5.4 Loss of keys	Safe key control practices- Issuing and control records
Telephone Department 6.1 Importance 6.2 Role of Telephone Department 6.3 Rules for Telephone handling 6.4 Do's and don'ts of telephone Communication 6.5 Types of calls 6.6 New technology in telephone department	Quality service of the rooms to the guest Telephone Manners Do's and don'ts of Telephone Handling
Maid's Service room 7.1 Location of Room 7.2 Layout of room 7.3 Organizing a maid's trolley 7.4 Using the trolley	Organizing Maid's trolley
Lost and found 8.1 Procedure 8.2 records and registers maintained for lost and found items	Lost and found articles- procedure Filling of records and registers in systematic and professional manner
Cleaning Agents and equipments 9.1 Classification 9.2Mechanincal equipments 9.3 Containers, brushes, mops and Brooms 9.4 Cleaning cloths and miscellaneous equipments 9.5 Classification of cleaning agents and their types	Handling guest calls and queries

Housekeeping control desk 10.1 Forms, formats, records and registers 10.2 Key control- registers and forms 10.3 Log book 10.4 Staff Placement register 10.5 Maintenance register 10.6 Memo Book 10.7 Room status book 10.8 Departure register, stores indent book 10.9 Baby sitting register 10.10 Room inspection checklist, records for special cleaning, carpet shampooing	Maintenance of guest records and messages with proper handover
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Projects:

1. Visit to the hotel and survey for the types of rooms
2. Various facilities in different rooms
3. Records and reports maintained at the front desk and housekeeping
4. Layout of both the departments
5. Cleaning equipments used- brand names with prices
6. Cleaning agents- brand names and prices

Subject - 1 - Accommodation Services - 2nd Year

Theory	Practical
JOB DESCRIPTION 1.1 Reservation manager 1.2 Reservation assistants 1.3 Reception assistants 1.4 Information assistants	Handling reservation procedure
Guest Relations: Handling guest relations 2.1 Types of guest problems 2.2 Skills to handle guest problems 2.3 Solving Guest problems 2.4 Handling complaints 2.5 Follow up	Handling guest check ins and check-outs
Selling Hotel Products and services 3.1 Importance of marketing 3.2 Reception as sales department 3.3 ABC of selling 3.4 Up selling 3.5 Down selling 3.6 Personal selling 3.7 Add ones and extra	Handling guest complaints
Principles of success selling 4.1 Selling techniques and telephone sales 4.2 Corporate sales 4.3 Group and tours 4.4 Incentive tours 4.5 Promotional tours 4.6 Tools for selling	Pricing of various housekeeping articles and agents
Room designing 5.1 Objectives 5.2 Types of rooms design 5.3 Principles while planning various rooms 5.4 Colour scheme 5.5 Lighting structure 5.6 Room furnishing 5.7 Windows and window treatment	Selling of rooms and services
Budgeting in Housekeeping 6.1 Importance of budgeting 6.2 Types of budgets 6.3 Expenses 6.4 Budget Planning Process 6.5 Income statement of housekeeping	Handling contractors
Purchasing 7.1 Contracts and Outsourcing 7.2 Hiring Contract process 7.3 Pricing of Contracts 7.4 Advantages and Disadvantages of contract	Handling staff.
Accommodation statistics 8.1 Hotel Costing 8.2 Importance of reports 8.3 Overstay percentage 8.4 Under stay percentage 8.5 No-Show 8.6 cancellation 8.7 calculation of available capacity	

Projects:

1. Visit to hotels for arrangements of rooms and their furnishings
2. Prepare plans for various rooms
3. Layout of front office areas
4. Collection of hotel Brochures and various forms and formats.

Books for reference:

1. Front office procedure, social skills and management- Peter Abbott
2. Hotel Front Office training Manual- Sudhir Andrews
3. Hotel Reception- Paul B. White and Helen

Subject - 2 - Geographical and cultural Heritage of India and World - 1st Year
(Subject Code :- 41440002)

TOPICS Theory	Practical
Religions of India- Its origin, Spread, Doctrine and practices: Hindu Islam Christianity Sikhism Jainism Buddhism Zoroastrianism	Visit to Fort and report of the visit to be submitted
Iconography Hindu- Gods in the Vedic age The trinity The Goddesses Other Gods Stories, legends, Dasavatars and iconographical representations and pilgrimages	Visit to nearby caves and report to be made
Indian Fairs and Festivals Introduction to Fairs and Festivals Different calendar festivals and organized festivals Major festivals, their origin, practice and celebrations. Festivals and their influence on tourism	Visit to popular temples in the district and report to be made
Indian Handicrafts Carvings-Stone, Ivory, Metal, Wood Pottery Jewellery Papier Mache Leather Crafts and others Styles and techniques of production, description and centers of production	Visit to One monument in your city
Classical Dances of India Schools of classical dances- Bharatnatyam Kathak Kathakali Odissi Manipuri Kuchipudi Story, History, Style, costumes and repertoire	Visit places of interest in your city.
Indian Music History and development of Indian Music theory of Raga and Tala in Brief Wind and string instruments	
Temple Architecture Features, Evolution into North and South India Important North India Temples Important South India Temples Forts in India and their main features	
British Architecture Main features Examples of churches, public buildings etc.	

World Division Continents Ocean Types of Geography Longitudes and Latitudes, Landforms Countries –capitals and currencies	
World Climate Zones Tropical Dry Mesothermal Humid Microthermal Humid Polar Patterns of Vegetation	

Subject - 2 - Geographical and cultural Heritage of India and World - 2nd Year

Theory	Practical
International Tourism 1) Places of Tourist interests in major destinations. 2) Itinerary planning - Tailor made / Tour packages 3) Introduction to international tourism organization LATA, ICAO, UFTAA, WTO, PAT. 4) Factors influencing tourism. 5) Modes of Transport.	Prepare project on various tourist destinations of the world
State wise study of North, West and Northeast states Briefs historical background, Monuments, Forts and Palaces Hill resort Beach Resort Wild life Sanctuaries, National Parks Island Resort Cultural centers, Museum and art galleries Ports, River Valley Projects	Prepare a report on the state wise tourist attractions in India
IATA geography IATA 1,2,3 Three Letter city codes Airline and 2 letter airline codes Currency codes	Understand the tourist terminology
Present status of Tourism Tourist attractions for foreign countries Mauritius, Maldives, Greece, Srilanka, Poland, Kenya, Spain, Indonesia, Vietnam, Zambia, Peru, Russia, European Countries, Phillippines, UAE, Spain	Various countries with their capitals and currencies
Major International Tourism Organization Theory- UFTAA, IATA, WTO, WTTC, IH&RA, ASTA, IAPA, ICCA	
International Air transport regulations Major convention- Chicago, Warsaw Freedom of air Interline and online arrangements	
Major tourist destination- Location in world, continent etc General information Cuisine Economy Best time to visit Airlines, transport to and within country Shopping Culture and Landscape Major tourist attractions Special sports Fairs and festivals	

North America/ South America USA Canada Mexico Brazil Europe- France UK Switzerland Germany Netherlands Italy Austria	
Africa Egypt South Africa	
Asia And Australia China Japan Malaysia Singapore Thailand Australia Newzealand	

Books for reference:

1. Wonder that was India- A.L. Basham
2. Facets of Indian Culture-Mrudula Ganguly and Gunjan Srivastava
3. History of Indian Art- Roy C. Craven
4. Cultural Tourism of India- S.P. Gupta and Krishna Lal
5. Foundations Of Indian Culture- Kalika Prasad Tiwari
6. Tourism Operations And Management-Sunetra Roday, Archana Biwal and Vandana Joshi
7. World Atlas
8. Tourism- The International business- Robert Christie Mill

Subject - 3 - Travel and Tourism Management - 1st Year

(Subject Code :- 41440003)

Theory	Practical
The Travel agent Meaning of Travel agent, Travel Consultant, Tour Operator Meaning and definition of Travel Agency Difference between Tour operator and travel agent Qualities of a travel personnel Types of travel agency Retail travel agency Wholesale travel agency Full service Commercial Implant Group Present status of travel agent in India & Abroad	Travel agency- Case study
Functions and service of Travel Agency Provision of Travel Agency Provision of Travel Information Planning Tour Costing Ticketing and reservations Hotel Booking Car rentals	Visit to Railway station for booking a ticket and cancellation procedure
Assistance in Documentation/ Facilitation Service Passport Visa Foreign Exchange Travel Insurance Settlement of Accounts	Filling of various forms and formats
Setting up a Travel Agency Infrastructure and financial requirements Approvals by concerned organization- IATA & DOT Linkages with other segments of the industry- Hotels Airlines Transport operators Railways Cruises Licenses	Collection of data on various tour operators and study their various departments
Travel Business Organizations Proprietorship Partnership Corporation Travel Agency Franchisee	Visit to airline office –prepare a report
Management Task in Travel Agency Acquiring product knowledge Managing information Ensuring infrastructure and support services	

Departments of Travel agency and its functioning International passage and booking <ul style="list-style-type: none"> - Documentation - Reservation - Sales Domestic passage booking Tour operators	
Hotel Reservation Procedure for booking a hotel room Cancellation terms Group reservations Issuing travel vouchers	
Airline reservations Procedure Phonetic alphabets Cancellation terms Promotional terms	
Railway reservations Procedure Cancellation Services offered by Indian railways	

Subject - 3 - Travel and Tourism Management - 2nd Year

Theory	Practical
Need for tourism Regulation International Agreement Impact of barriers on tourism Ethical Responsibility	Visit to airline office and prepare a report on it
Travel Documents Passport- Definition Procedure to procure it Visa- Definition and procedure Re-entry permit Exit permit Visa Waiver Programme Emigration And Immigration	Case study of a travel agency and its operations
Health and Preventive measures Vaccinations- Compulsory, recommended – yellow fever, cholera, Malaria Health certificates General preventive measures Basic rules Food, water, drinks and nutrition	Collection of various forms and formats and procedure to follow and documentation
Custom regulation and currencies Duty free allowances for tourist Baggage rules for tourist Basic travel quota Currency and Foreign exchange	Make your own passport and know the procedure and formalities while making it
Travel Insurance Benefits of insurance Travel insurance General conditions for insurance Procedure for applying for insurance	Itinerary planning Steps to plan a tour Route map Transport booking – reservation Food facilities Local guides Climate Shopping and cultural shows Costing Brochure presentation and promotion
Taxes Airport taxes Foreign travel tax VAT tax	
Regulation concerned to tourism Law and order regulation Police and district officials Laws o cheating Laws on antiquities Shopping malpractices regulation Laws related to food Accommodation regulations	

Selling Qualities of a sales professional Product knowledge Steps in selling- telephone sales USP Customer service skills Handling customer complaints Types of customers Code of conduct Importance of customer satisfaction	
Sources of income Commission Mark up Incentives Overheads Service charges Payment modes- cash, cheque, credit cards	
Travel agency terms and definition FAM tour Apex fares Charter flights Industry principles Overbooking Commission, cancellation, confirmation, high season, meal plans	

Books for reference:

1. Tourism operations and management- S.Roday, A.Biwal, V.Joshi
2. Travel agency and tour operations- A.K. Bhatia
3. Travel Agency and Tour operations- Jagmohan Negi
4. An Introduction to Travel and Tourism- Dennis L. Fosters
