

ANNEX. NO.	<b>5 B</b>
SCAA DT.	29-2-2008

**Bharathiar University, Coimbatore - 641 046**  
**Scheme of Examinations for PG Diploma in Tourism and Travel Management**  
**(effect from the academic year 2007- 08 and onwards)**

Semester	Subject and Paper	Instructional hours per week	University Examinations	
			Duration Hours	Max. Marks
I	Paper I History of Tourism		3	100
	Paper II Tourism and Advertising		3	100
	Paper III Travel Management		3	100
	Paper IV Human Resource Management		3	100
II	Paper V History of Indian Arts		3	100
	Paper VI Tourism Marketing		3	100
	Paper VII Hospitality Management		3	100
	Paper VIII Tourism Resources in India		3	100

**Bharathiar University, Coimbatore - 46**

**Post Graduate Diploma in Tourism and Travel Management**  
**(Regulations 2007-08 Batch & Onwards)**

**1. Qualification for Admission**

Candidate for admission to the Post Graduate Diploma Course in Tourism Management shall have qualified for a Bachelor's Degree of this University or any other universities accepted by the syndicate are equivalent thereto.

**2. Duration of the course**

The duration of the course shall extend over a period of one year and not less than 40 weeks.

**3. Course of Study**

The course of study shall comprise of two semesters with the following subjects according to a syllabus prescribed from time to time.

<b>Paper</b>	<b>Semester I</b>	<b>Paper</b>	<b>Semester II</b>
1	History of Tourism	5	History of Indian Arts
2	Tourism and Advertising	6	Tourism Marketing
3	Travel Management	7	Hospitality Management
4	Human Resource Management	8	Tourism Resources in India

### 5. Passing Minimum

A candidate shall be declared to have passed the examination (i) if he passed the examination in each paper securing not less than 40% of the total prescribed maximum marks.

### 6. Classification of successful candidate

Candidate qualifying for the Diploma with not less than 60% of the aggregate marks shall be declared to have passed the examinations in FIRST CLASS provided they have passed the examinations in every paper at the first appearance.

Other successful candidates shall be declared to have passed the examination in SECOND CLASS.

#### **FIRST SEMESTER**

**Subject Title : Paper I - History of Tourism**

**Course Number : Number of Credit Hours: 3 (Three)**

**Subject Description : This course presents the concepts of tourism growth and development of tourism in India, tourism as an industry and domestic and international tourism.**

**Goals : To enable the students to learn the forms and types of tourism and travel formalities.**

**Objectives : On successful completion of the course the students should have understood the important principles of tourism and factors which influence tourism, importance of conservation of environment and regional tourism.**

#### **Contents:**

**I** Definition of tourism - concept of tourism - forms and types of tourism. Leisure, pilgrimage, Educational Business Tour - Purpose of Tourism.

- II** Growth and Development of Tourism in India and Development - Periodization and concepts - transition to modern tourism.
- III** Tourism as an Industry - Transport and Tourism - Different Forms of Transports, Study of Travel Formalities, passport, VISA and other documents, types of tour operators, Tourism, and accommodation, motels, choultries and Dharmasalas etc., Importance of Accommodation in Tourism Development.
- IV** Tourism and Economic Factors - Influence of Economic Factors on Tourism Development - Impact of Tourism as an Instrument of achieving Economic gain - Multiplier Theory : social and cultural co-relations - tourism - emergence of one world concept - impact of tourism on physical environment - Environment Degradation - need for conservation of environment.
- V** Concept of Domestic and International Tourism - Recent Trends in International Tourism Profile of Foreign Tourists. World Tourist Flows, Guest - Host Relationship. The importance of Domestic Tourism - Regional Tourism.

#### **Reference**

- Anand, A.M. - *Tourism and Hotel Industry in India*  
Bhatia, AK. - *Tourism Development, Principles and Practices*  
Burhat - *Tourism - Past, Present and Future*  
Christopher, J. Hollowany - *The Business of Tourism*  
IITTM - *Growth of the Modern Tourism*  
IITTM - *Tourism as an Industry*  
Kaul, R.M. - *Dynamics of Tourism*  
Wahah, S.E. - *Tourism Management*

#### **FIRST SEMESTER**

**Subject Title** : **Paper II - Tourism and Advertising**

**Course Number** : **Number of Credit Hours: 3 (Three)**

**Subject Description** : **This course presents the concepts in advertising, history of advertising, impact of advertising on tourism, constituents of tourism, publicity and organizing exhibitions.**

**Goals** : **To enable the students to learn the nature and scope of advertising, advertising and publicity and uses and abuses of advertising.**

**Objectives** : **On successful completion of the course the students should have understood the structure and functions of an advertising agency and history of advertising and the techniques applied to tourist demand.**

### Contents:

- I** Definition and concepts in Advertising - History of Advertising - Advertising and Personal selling.
- II** Nature and scope of Advertising - Impact of Advertising on Tourism - Structure and Functions of an Advertising Agency - Kinds of Advertising and its effect of consumer - Business and industrial.
- III** Constituents of tourism publicity - Advertising and publicity - Media Display - Poster and Handicrafts.
- IV** Organising conventions and exhibitions dissemination of information - Reception of visitors - Characteristics of Tourist Product distribution and distributory functions.
- V** Forecasting techniques applied to tourist demand - forecasting methods and targets - uses and abuses of advertising - effective copy writing.

### Reference

B.S. Rathor	- <i>Advertising Management</i>
Dr. Varma Agarwal	- <i>Advertising Management</i>
Genova	- <i>Publications of Inotok</i>
Gillian byes and Methuseu	- <i>Advertising Communication</i>
N. Natarajan	- <i>History of Journalism</i>
Nathik Krishan Moorthy	- <i>History of Indian Journalism</i>
Sam Blact ELBS	- <i>Practical Public Relations</i>
William H. Bolen, John Wiley Sans	- <i>Advertising</i>
William M. Weilbacher	- <i>Advertising</i>

### FIRST SEMESTER

<b>Subject Title</b>	<b>: Paper III - Travel Management</b>
<b>Course Number</b>	<b>: Number of Credit Hours: 3 (Three)</b>
<b>Subject Description</b>	<b>: This course presents the functions of travel agencies, geography of the world, travel formalities, travel accounting procedures and concepts related to effective tourism development.</b>
<b>Goals</b>	<b>: To enable the students to learn the geography of the world, transport facilities, functions of tour operators and preparation of tour itinerary</b>

**Objectives** : On successful completion of the course the students should have understood the functions of travel agencies such as IATA, world time difference, passport, VISA, foreign exchange and types of tours.

**Contents**

- I** General Introduction - Functions of Travel Agency - IATA and its functions. TAAI, ASTA, PATA etc.
- II** Geography of the world - world time difference, International date - line, the hemisphere and the season. Transport system - air, train, road and water ways.
- III** Travel formalities and regulations - Passport, VISA, Foreign exchange customs and immigration etc. - Preparation of Tour Itinerary, Modern ticketing and fares (air, Train, road and ship) - The various departments in a travel agency and functions of each.
- IV** Travel accounting procedures, mode of payment - Indian travellers, Non-resident Indians, foreign nationals, Air-line payment, report and lectures, budgeting and commissions from principles - Allied services connected with travel trading hotels, transports, Govt. Tourist - Agencies and their functions. - Functions of Tour operators and types of tours, Guide service
- V** Concepts and ideas related for effective Tourism Development - National Development Council report on - Tourism Development (NDC) - National Action Plan (NAP) - Tourism civil Aviation - Tourism Task Force (TTF) - Tourism Destination - Development of Sustenance - Laws Regulation and its necessity for maintenance sustenance.

**Reference**

ITTTM - Workshop report on Tourism Legislation  
ITTTM - Workshop report on Tourism Legislation  
National Action Plan, 1997  
National Development Council Report  
World Tourism Organization - Report

**FIRST SEMESTER**

**Subject Title** : Paper IV - Human Resource Management

**Course Number** : Number of Credit Hours: 3 (Three)

**Subject Description** : This course presents the role of personnel manager, challenges of modern personnel manager, human resource requirements, performance appraisal system and nature of human resource

**Goals** : To enable the students to learn the definition of personnel management and human resource planning

**Objectives** : On successful completion of the course the students should have understood the functions of a personnel manager, job analysis process, types of interviews and the importance of human relations.

### **Contents**

- I** Introduction - Definition of Personnel Management - Role of Personnel Manager - Challenges of Modern Personnel Management - Organisation objectives, organisation structure - Job design - job enlargement, job enrichment - strategic control prints - the personnel audit.
- II** Job Analysis and Human Resources Requirements - Job analysis process - Job description - Role analysis - Job specification - Uses of Job analysis information - Human resources planning. Work fore analysis - Absenteeism - Turn over.
- III** Recruitment - Internal and external recruitment - recruitment evaluation - The Hiring Procedures - Types of interviews - Principles of interviewing - Executive development - executive needs and developmental programme - Decision making skills, interpersonal skills , job knowledge, organisation knowledge, General knowledge - Organisation development.
- IV** Performance Appraisal - Performance appraisal system - The appraisal programme - career development programme. - Compensation - Factors affecting compensation policy - Equity + compensation - job evaluation system - Fringe benefits - Principles of employee benefit programme - guaranteed annual wage - life insurance. - Medical services - Recreational programme - cafeterias and Housing - Legal and financial - counseling - educational tuition.
- V** Nature of Human - importance of Human relations - Nature of Human needs - motivations theories of Abraham, Mastar, MC Gregar and Hezberz. - Nature of Labour Union, types of union- Retirement, Mandatory Vs Voluntary Retirement - Retirement programmes - Lay-off - out-placement - discharge.

### **Reference**

- Edvin B. Flippo - *Personnel Management*, Mcgraw Hill
- Bhatia, A.K - *Tourism Development, Principle and Practice*
- Paunath Seth - *Successful tourism management*
- Lajpathi Raj - *Development of Tourism in India*

## SECOND SEMESTER

**Subject Title** : Paper V -History of Indian Arts

**Course Number** : Number of Credit Hours: 3 (Three)

**Subject Description** : This course presents the art heritage of India , paintings, classical dance styles, different schools of Indian music and handicraft.

**Goals** : To enable the students to learn the Indian heritage in all art forms with suitable examples.

**Objectives** : On successful completion of the course the students should have understood the different architectural styles, modes of painting in different periods, performance arts and iconography

### Contents

- I** Art heritage of India - Indus valley architecture - Mauryan architecture - Buddhist architecture - Temple architecture through the ages - Islamic architecture.
- II** Pre historic paintings - Tribal and Folk - Indian manual painting - Ajantha - Bagh - Ellora - Early western chalukya - Pallava - Pandaya - early Chera - Rashtrakuta, Chola - Vijayanagar - Nayak Schools - Rajasthani - Mughal and Pahadi schools - Modern paintings.
- III** Classical dances and dacne styles - (Bharatha Natya, Kathakali, Mohini attam, Kuchipudi, Odissies, Manipuir ) centers of learning and performances - Indian folk dacnes.
- IV** Music - Different schools of Indian Music - Status of Vocal and instrumental music - drama - various types - new experiments.
- V** Handicraft - Iconometry and Iconography - Metal works - stone ware - wood carving - furniture - jewellery - dolls - musical instrument.

### Reference

- Banerjee, J.N. - *The development of Hindu Iconography*
- Hamayan Khan - *Indian Heritage*
- Percy Brawen - *Indian Architecture*
- Ragini Devi - *Dance Dialects of India*
- Saraswathi. S - *Indian Sculpture*
- Sivaramamoorthy - *Indian painting*
- Sunith V.A. - *History of fine art in India and Cylon*

**SECOND SEMESTER**

<b>Subject Title</b>	<b>:Paper VI - Tourism Marketing</b>
<b>Course Number</b>	<b>: Number of Credit Hours: 3 (Three)</b>
<b>Subject Description</b>	<b>: This course presents the principles of tourism marketing, role of government in tourism marketing, tourism marketing in India and international level.</b>
<b>Goals</b>	<b>: To enable the students to learn the basic principles of tourism marketing in India and abroad.</b>
<b>Objectives</b>	<b>: On successful completion of the course the students should have understood the difference between travel market and commodity market, tourism information offices and Indian marketing strategies.</b>
<b>Contents</b>	
<b>I</b>	Principles of Tourism Marketing - marketing : Nature classification - difference between travel market and commodity market - ideas of well known experts of tourism marketing - tourism marketing peculiarities - integrated marketing - marketing mix - product designing - pricing strategies 5 'p's of marketing - Marketing segmentation - target marking and positioning.
<b>II</b>	Tourism Marketing in other sectors - Travel agency, Accommodation sector - Food and Nutrition Catering services - Advertising - Kinds of publicity - Media and oral - public relations - personal selling.
<b>III</b>	Role of Govt. in Tourism Marketing - Dept. of Tourism - Tourism information offices Indian tourism Development corporation - Publicity for Indian gastronomy.
<b>IV</b>	Tourism Marketing in India - Indian marketing strategies - Tourism promotion - Tapping or developing new markets - promoting super summer saver - to build up operators confidence in India - strengthen distribution network - Encourage charity flight - Boost up image of India - consistency in our efforts - target for future.
<b>V</b>	International Tourism Marketing - Tourism department abroad - Tourism operation - Europe - UK, USA, and West Asia.

**Reference**

Bhatta, A.K.	- <i>Tourism Development - Principles and Practices</i>
Dharmarajan. S	- <i>Tourism in India</i>
Dr. Jagmohan Negi	- <i>Tourism and Travel</i>
Jagmohan Negi	- <i>Tourism and Travel</i>



Karul, R.N. - *Dynamics of Tourism*, Vol. I to III  
Paunath Seth - *Successful Tourism Management*  
Rotler Philip - *Marketing Management*

## SECOND SEMESTER

**Subject Title : Paper VII - Hospitality Management**

**Course Number : Number of Credit Hours: 3 (Three)**

**Subject Description : This course presents the features of hospitality management , activities in accommodation management, forms of hotel ownership, accountancy and financial management.**

**Goals : To enable the students to learn the types of accommodation in tourism industry and activities involved in accommodation management.**

**Objectives : On successful completion of the course the students should have understood the classification of hotels, front office operations, house keeping, managerial issues and basic concepts and conventions of accounting.**

### Contents

- I** Introduction to Hospitality Management - types of accommodation in tourism industry and their salient features - main and supplementary accommodations - classifications of hotels.
- II** Activities in accommodation management - front office (telephone conversation skill) - house keeping interior decoration - bar and restaurant (food and nutrition) - supporting service - accounts - security - purchase - storage etc.,
- III** Forms of hotel ownership and relevant laws - managerial issues, trends, problems study of the working of selected hotels/motels/restaurant etc., - styles of catering - Indian and continental.
- IV** Accountancy - Basic concepts and conventions of accounting - double entry systems- journal ledger - trial balance - final account - trading and profit and loss account - balance sheet - adjustment entries. - partnership accounts - admission - retirement and dissolution of final accounts - accounts for non-profit organisation - income and expenditure accounts - receipts and payment - unit accounts - insurance claim - transport unit accounting.
- V** Financial management - sources of funds - (various sources - costs and benefits) use of funds (quantity - allocation and scheduling - evaluation of financial management (ratios - variations - etc.)

### Reference

- Andrew - *Food and Beverages services*  
Andrew - *Hotel Front Office Training* (MC Graw Hill)  
Arther & Cladwel - *Hotel Assistant Management*, Jenkins, 1975  
Humpton - *Financial Decision Making*  
Negi - *Hotels for tourism development*  
Travis Elliot - *Food services and Management*, London 1971

### SECOND SEMESTER

**Subject Title** : **Paper VIII - Tourism Resources in India**

**Course Number** : **Number of Credit Hours: 3 (Three)**

**Subject Description** : **This course presents the tourist resources, historical monuments in south India, religious centers in north India and places famous for Handicraft commodities.**

**Goals** : **To enable the students to learn the importance of economic sociological and environmental implications of tourism and places of importance which promote tourism in India.**

**Objectives** : **On successful completion of the course the students should have understood the historical monuments in India, religious centers, the theme and amusement parks, national parks and sanctuaries and how they promote tourism in India.**

### Contents

- I** Tourist resources - Definition and differentiation - Economic Sociological and environmental implications of tourism.
- II** Historical monuments in North India - Agra, Delhi, Jaipur, Amristar, Nalanda, Saranath, Sanchi, Ajmeer.
- III** Historical places in south India - Ajantha ,Ellora, Hyderabad, Golconda, Hampi, Mahabalipuram, Kanchipuram, Tanjore, Madurai, Trichirapalli and Rameswaran.
- IV** Religious centres in North India - Religious centres in South India.
- V** Handicraft centres of India - National parks - Bird sanctuaries - zoological parks - theme and amusement parks - summer resorts.

### Reference

- Bhatia, A.K. - *Tourism Development, Principle and Practice*  
Guptha & Krishnalal, S.P. - *Tourism Resources and Monuments in India.*  
Lajpathi Rai - *Development of Tourism in India*