

## Course Structure for PGDTM Programme

### Semseter I

Course code	Course title	Marks
PGDTM -101	Fundamentals of Tourism	100
PGDTM -102	Destination Planning and Development	100
PGDTM -103	Tourism Marketing	100
PGDTM -104	Human Resource Management in Tourism	100

### Semseter II

Course code	Course title	Marks
PGDTM -201	Travel Agency & Tour Operation	100
PGDTM -202	Tourism Entrepreneurship	100
PGDTM -203	Financial Accounting	100
PGDTM -204	Project Report	100

Total = 800 marks

All the course papers carry 4 credits each.

## SYLLABUS for 1<sup>ST</sup> SEMESTER

PGDTM – 101

### Fundamentals of Tourism

**(Objective : This paper is designed to introduce students to the fundamental concepts and issues related to the tourism phenomena as well as the recent trends & practices in the tourism sector )**

**MODULE – I : Tourism Concepts** - Meaning & definition of tourism, types & forms of tourism, travel motivators & prerequisites. Growth of domestic & international tourism, Tourism System – nature & characteristics, components of tourism, economic & social significance of tourism, Positive & negative impacts of tourism.

**MODULE - II : Tourism Demand & Supply** : concept of tourism demand, determinants of tourism demand, tourism supply components. Typology of tourism products, Tourism products of India, recent trends in medical tourism, health & wellness tourism, MICE tourism.

**MODULE – III : Alternative Tourism** : Special interest tourism, rural tourism – its relationship with farm, agri-green and cultural tourism. Eco-tourism – meaning and concept, eco-tourism resources – impacts & benefits, wildlife tourism and adventure tourism.

**MODULE - IV : Tourism Organizations** : National tourist organization - Objectives & functions of ITDC & Ministry of Tourism, Govt. of India. Role of the Ministries of Railways & Civil Aviation in tourism development. An overview of domestic & international tourism organizations : IATA, TAAI, FHRAI, WTO , ICAO & IATO.

### Recommended Books :

1. Goldener, C & Ritchie, B (2006), 'Tourism Principles, Philosophy, Practices, John Wiley, New York.
2. Mill and Morrison: The Tourism system an Introductory Text (1992): Prentice Hall
3. Geoper et al (2006), 'Tourism principles & Practices, Pearson Education
4. Swain, Sambath Kumar, Mishra J.M, Tourism- Principles and Practices, Oxford University Press.
5. Sustainable Tourism: A Global perspective by Rob Harris, Tony Griffin, Peter Williams & Butterworth (Heinemann).
6. Sustainable Tourism; Theory and Practice by David Weaver Powels, City of Books
7. Tourism Dimensions : S.P. Tewari, Atma Ram & Sons – Delhi – 6
8. Jacob : Tourism Products Of India: Abhijeet Publication (2011)
9. P. N Seth, Successful Tourism Management: New Delhi, Sterling (Vol. I & II)

**Destination Planning and Development**

**(Objective of the paper : This course aims to give students an understanding of tourism planning & development action and managerial operations of tourist destinations)**

**MODULE - I : Introduction to destination planning :** Levels of planning – Intra regional, Regional & Local, types and Stages in Destination Planning. Tourist Destination Concepts, types & characteristics of destinations, Six 'A's framework for tourism destinations.

**MODULE - II : Tourism Destination planning :** Planning for sustainable tourism development, Assessment of tourism potential, Factors affecting planning process – environment analysis, regional analysis & resource analysis – Feasibility Study, Carrying capacity Analysis.

**MODULE - III : Tourist Destination Development :** Destination Management Systems, Demand and supply match, competitive strategies for destination management - SWOT Analysis, product development, Image building & promotion strategies.

**MODULE - IV : Destinations of North-East India :** Tourism resources & attractions in the North-East and Arunachal Pradesh, popular destinations of historical, natural, wildlife, adventure & cultural importance, tourism impacts & challenges faced by NE destinations.

**Recommended Books :**

1. Alastair Morrison, Marketing & Managing Tourism Destination, Routledge Publications, 2013.
2. Krishan K. Kamra, Managing Tourist Destination: Development, Planning, Marketing & Policies, Kanishka Publishers
3. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
4. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing
5. Shalini Singh, Dallen J. Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing
6. Likorish Leonard J, Tourism Destination Policies and Perspectives.
7. Bhatia, A. K : Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
8. Seth P.N, Successful Tourism Planning Management, Cross publication.

**Tourism Marketing**

**(Objective : The aim of the paper is to give students an understanding about the concepts, principles & practices of marketing in relation to the tourism sector)**

**MODULE – I : Introduction to Marketing** : Concepts and Evolution, marketing philosophy, Functions of Marketing, modern concept of Marketing, selling vs. marketing, Marketing and Economic Development, marketing environment analysis.

**MODULE – II : Tourism & Hospitality Marketing** : Understanding service characteristics & unique features of tourism products, nature of hospitality services & service encounters, managing service failure through recovery. Factors affecting pricing in tourism, pricing strategies for new & existing products.

**MODULE – III : Tourism Markets & Buying Behavior** : Understanding tourism markets & tourist behavior, factors influencing tourists' buying behavior, stages in buying behavior, identifying market segments & selection of target markets, marketing mix & positioning strategy, competitor analysis.

**MODULE – IV : Tourism Promotion & Distribution** : Promotional tools in tourism, factors influencing promotion mix, components of promotion mix – sales promotion, advertising, publicity & public relations. Tourism distribution channels, distribution mechanism of tourism industry in India.

**Recommended Books :**

1. Kotler, Philip and Armstrong Philip, Principles of Marketing, Prentice-Hall India
2. Philip Kotler, Jon Bower and James Makens – Marketing for Hospitality and Tourism, Prentice Hall India.
3. Manjula Chaudhary : Tourism Marketing, Oxford
4. Alastair M. Morrison, Hospitality and Travel Marketing, (Delmar Thomson Learning)
5. Jagmohan Negi: Marketing and Sales strategies for Hotels and Travel Trade.
6. J. Christopher Holloway & Chris Robinson, Marketing for tourism, Longman publisher, London
7. Devashish Das Gupta, Pearson, 2011 : Tourism Marketing.
8. Prasanna Kumar, McGraw Hill : Marketing of Hospitality and Tourism Services,
9. Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons.

**Human Resource Management in Tourism**

**(Objective : This paper aims to provide the basic understanding of the principles and practice of human resource management in the tourism industry)**

**MODULE – I : Introduction** : Concept, definition & importance of human resource management, evolution of HRM, functions & objectives of human resource management, Qualities and role of HR manager. HR Policies, Job Design – concept & factors affecting job design.

**MODULE – II : Human Resource Planning** : Concept and process of human resource planning, Importance of human resource planning in tourism & hospitality sector, Job Analysis – meaning & purpose, Recruitment and Selection, Sources of recruitment, Placement.

**MODULE – III : Performance Appraisal & Training and Development** : Performance Appraisal – meaning, concept & importance of Performance Appraisal. Concept, types & methods of training, identifying training & development needs in the tourism & hospitality industry, skills development of hospitality personnel, Components of good training programmes, benefits of training.

**MODULE – IV : Compensation & Soft Skills** : Factors affecting Compensation policy, Wage & salary administration, Types of Incentives : Monetary and Non-monetary. Importance of soft skills in tourism industry – Communication, Interpersonal Skills, Attitude.

**Recommended Books :**

1. Dennis Nickson : Human Resource Management for Hospitality & Tourism Industries
2. Pravin Durai (2010), Human Resource Management, Pearson.
3. Sampad Kumar Swain (2008), HRM for Tourism, Abhijeet Publications, New Delhi.
4. Chitra Atmaram Naik (2011), Human Resource Management, Ane Books.
5. Sudhir Andrews (2011), Human Resource Management for Hospitality Industry, Mc Graw Hill Publishers.
6. Lee Ross , HRM in Tourism and Hospitality, Cengage Publications.
7. Percy K Singh, HRM in Hotel and Tourism Industry – Existing Trends and Practices

2<sup>nd</sup> SEMESTER

PGDTM – 201

## **Travel Agency & Tour Operation**

**(Objective : This paper is designed to provide an understanding to students about the concepts, principles and functions related to the travel agency & tour operations management)**

**MODULE - I : Travel Agency** - Growth of travel Agency business & its present scenario in India, nature & organizational structure of travel agency, understanding travel agency operations & services offered by travel agency.

**MODULE – II : Travel Agents** - Definition, types & functions of travel agents, Reservations and bookings of air, ocean & surface travel & accommodation, travel information counseling, itinerary preparation, travel insurance, travel documentation, source of income of travel agents, linkages with service providers.

**MODULE - III : Tour Operators** - Types of tour operators, Role & Functions- market research and tour package designing, disseminating information about destinations, pre-tour arrangements, Liaisoning with principals, tour operations, guide and escort services.

**MODULE - IV : Tour Package Management** - Concept & nature, Types of tours, designing tour packages – tour pricing & promotion, managing tour packages for Inbound and Out Bound travel, planning holiday packages and communicating with clients and customers.

### **Recommended Books :**

1. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
2. M. Chand, Anmol Publication : Travel Agency Management
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. J. Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London
7. Betsy Fay - Essentials of Tour Management – Prentice Hall
8. Mark Mancini : Conducting tours – Delmar Thomson, New York
9. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
10. L.K.Singh , Management of Travel Agency: Gyan Publishing House.

## **Tourism Entrepreneurship**

**(Objective : This paper is designed to provide an understanding to students about the basic concepts of entrepreneurship and promoting a tourism enterprise)**

**MODULE - I : Introduction to Entrepreneurship** : Meaning, scope & need for entrepreneurship, Entrepreneurial skills & competencies for travel, tourism and hospitality trade, entrepreneurship opportunities in tourism, barriers to entrepreneurship in travel trade.

**MODULE - II : Entrepreneurship Development** : Concept & scope of entrepreneurship development (ED), Entrepreneurship environment, ED Process, Entrepreneurship Development Programme (EDPs), role of entrepreneurship in economic development.

**MODULE - III : Small Scale Enterprises** : Meaning, characteristics & relevance of Small Scale Enterprises (SSEs) in tourism, institutional support for entrepreneurship development – role of DIC, EDII, TFCI, SIDBI, NABARD, financing small scale enterprises.

**MODULE - IV : Entrepreneurship in Tourism** : Entrepreneurial process, business plan for starting tourism enterprise-financial planning, Feasibility study, market assessment, organizational structure, strategies for growth & stability of tourism enterprise.

### **Recommended Books :**

1. Desai Vasant : Entrepreneurship & Small Business Management, HPH
2. Peter Drucker : Innovation & Entrepreneurship
3. Mohanty : Fundamentals of Entrepreneurship Development, Prentice Hall
4. Basotia G.R, Sharma K.K, : Entrepreneurship Development
5. Gupta C.B & Srinivasan N.P, : Entrepreneurial Development
6. Mishra D.N : Entrepreneur and Entrepreneur Development
7. Hisrich R.D & Peters M.P : Entrepreneurship, Tata McGraw Hill

**PGDTM – 203**

**Financial Accounting**

**(Objective : The aim of this paper is to provide students a basic understanding of the usage of accounting and other financial information in the tourism industry)**

**MODULE – I : Accounting Framework :** Nature and Purpose of Accounting, Scope & limitations of accounting, Accounting principles, concepts and conventions, the Double Entry system of accounting, Recording of transactions in primary books and ledger.

**MODULE - II : Cash Book :** Nature & importance, types of cash book. Methods of recording transactions in Single, Double and Triple column cash book. Benefits & advantages of maintaining cash book.

**MODULE – III : Bank Reconciliation Statement :** Concept & purpose of preparing BRS, causes of disagreement between bank balance as per cash book & bank balance as per pass book. Preparation of Bank Reconciliation Statement.

**MODULE – IV : Final Accounts :** Trial Balance & adjustments entries, Measurement of income – treatment of capital & revenue items, understanding basic financial statements, treating adjustment entries, Preparation of Trading Account, Profit and Loss Account, construction of the Balance Sheet.

**Recommended Books :**

1. Paresh Shah : Basic Financial Accounting for Management, Oxford
2. Dr. S.N. Maheswari , Financial Accounting, Sultan Chand & sons
3. Dr. Goyal V.K., Financial Accounting, Excel Books, New Delhi – 110028
4. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand & Sons, New Delhi
5. P.C. Tulasian, Pearson Editions, Introduction to Accounting
6. Battacharya S.K & Dearden J : Accounting for Management- Text and Cases: Vikas Publishing House, New Delhi.
7. Heitger L.E. and Matulich, S : Financial Accounting: Tata McGraw Hill.



**PGDTM – 204**

**Project Report**

The PGDTM Students shall be required to prepare and submit a Project Report in the area of Travel & Tourism as a part of the PGDTM course curriculum carrying 50 marks followed by Viva-Voce carrying 50 marks at the end of the 2<sup>nd</sup> semester. They may work in any organization like Govt. Tourism Office/Information Centers or Government approved Travel Agencies/Tour operators/Hotels/Resorts/Airlines on specified topics with the consent of the project supervisor. The Students may also pursue individual research project in tourism destinations or any policy planning and implementation in the field of tourism & hospitality sector. The students shall commence the work on the project during the 2<sup>nd</sup> semester along with their regular classes after the approval of synopsis by their supervising teacher. After submitting the project report on the notified date, students shall be required to appear in the viva-voce during the 2<sup>nd</sup> semester examination.