

# TOURISM OPERATIONS

(Skill Track)

## Programme Structure

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
VTM2151	Fundamentals of Tourism	2	1	-	3
VTM2251	Tour Operations & Tourist Guidance	2	1	-	3
VTM2351	Handling Travel Agency	2	1	-	3
VTM2451	Coordinating Tour Transportations	2	1	-	3
VTM2551	Tourism Management	2	1	-	3
VTM2651	Event Planning	2	1	-	3
	<b>TOTAL</b>				<b>18</b>

# TOURISM OPERATIONS

## Syllabus - Semester First

### FUNDAMENTALS OF TOURISM

**Course Code: VTM2151**

**Credit Units: 03**

**Prerequisites** : 10+2

**Course Objective:**

At the end of the semester the students would have a thorough knowledge of:

- History of Tourism
- Forms & Types of Tourism
- Tourist Attractions & facilities

**Course Contents:**

**Module –I**

- 1.0 Introduction to Tourism
  - 1.1 Origin, Growth & Development of Tourism
  - 1.2 Early History
  - 1.3 Development of Tourism
  - 1.4 Forms & Types of Tourism

**Module –II**

- 2.0 Tourist Attractions & facilities
  - 2.1 Tourism Accommodation & Accessibility
  - 2.2 Geographical Resources for Tourism
  - 2.3 Tourism Potential
  - 2.4 Various Tourist Attractions of India

**Module –III**

- 3.0 Coordinate with travel partners
- 4.0 Engage with tourists
- 5.0 Communicate with customer and colleagues

**Module –IV**

- 6.0 Guide the tourists at heritage sites
- 7.0 Maintain customer-centric service orientation

**Module – V**

- 8.0 Maintain standard of etiquette and hospitable conduct
- 9.0 Follow gender and age sensitive service practices
- 10.0 Maintain health and hygiene

**Examination Scheme:**

Components	Internal Assessment				EE
	V	H	CT	A	Th
Weightage (%)	05	05	15	05	70

V-Viva; H-Home Assignment; CT-Class Test; A-Attendance; EE-End Semester Examination

**Suggested Readings:**

- Pran Seth: Successful tourism Management (Vol. 1 & 2)
- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

*After successful completion of study of the above Course (VTM2151), the student becomes eligible to appear for “Qualification Pack: Heritage Tour Guide” (NSQF level - 4) examination under THSC & NSDC by paying fees as applicable.*

# Syllabus - Semester Second

## TOUR OPERATIONS & TOURIST GUIDANCE

Course Code: VTM2251

Credit Units: 03

**Prerequisites** : Fundamentals of Tourism (VTM2151)

**Course Objective:**

At the end of the semester the students would have a thorough knowledge of:

- Various forms of Tourism
- Effective communication with Tourists
- Guiding Tourists

**Course Contents:**

**Module – I**

- 1.0 Guide tourists at religious destinations
- 2.0 Guide tourists during culture tours

**Module – II**

- 3.0 Guide tourists at nature/eco/rural spots
- 4.0 Guide tourists during gastronomy tours

**Module – III**

- 5.0 Guide tourists in leisure and recreation tours
- 6.0 Guide tourists in cruise

**Module – IV**

- 7.0 Guide tourists for sporting events
- 8.0 Guide tourist on desert tours

**Module – V**

- 9.0 Guide tourist on wellness and medical tours

**Examination Scheme:**

Components	Internal Assessment				EE
	V	H	CT	A	Th
Weightage (%)	05	05	15	05	70

V-Viva; H-Home Assignment; CT-Class Test; A-Attendance; EE-End Semester Examination

**Suggested Readings:**

- Pran Seth: Successful tourism Management (Vol. 1 & 2)
- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)

- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

*After successful completion of study of the above Courses (VTM2251), the student becomes eligible to appear for “Qualification Pack: Tour Guide” (NSQF level - 4) examination under THSC & NSDC by paying fees as applicable.*

# Syllabus - Semester Third

## HANDLING TRAVEL AGENCY

Course Code: VTM2351

Credit Units: 03

**Prerequisites** : Tour Operations & Tourist Guidance (VTM2251)

**Course Objective:**

At the end of the semester the students would have a thorough knowledge of:

- Tour Package
- Planning of Tour Package
- Designing Tour Packages

**Course Contents:**

**Module –I**

1.0 Tour Package - Meaning, Type of Tour Package & its Components

**Module – II**

2.0 Planning of Tour Package

- 2.1 Designing and Process of Tour Package
- 2.2 Engage with customer to understand their tour packaging requirements
- 2.3 Plan travel itinerary as per customer's requirement
- 2.4 Factor Affecting Tour Package
- 2.5 Arrange tour package in coordination with service providers and partners

**Module – III**

3.0 Designing Tour Packages

- 3.1 Cultural Tourism Product: Designing, Development, Issues and Considerations
- 3.2 Heritage Tourism Product: Designing, Development, Issues and Considerations
- 3.3 Religious Tourism Product: Designing, Development, Issues and Considerations

**Module – IV**

4.0 Designing Tour Packages

- 4.1 Adventure Tourism Product: Designing, Development, Issues and Considerations
- 4.2 Medical Tourism Product: Designing, Development, Issues and Considerations

**Module – V**

5.0 Destination Management

- 5.1 Meaning, Factor of Consideration to choose Destination Management Handling Company
- 5.2 Monitor the tour progress
- 5.3 Maintain IPR of organisation and customer

**Examination Scheme:**

Components	Internal Assessment				EE
	V	H	CT	A	Th
Weightage (%)	05	05	15	05	70

V-Viva; H-Home Assignment; CT-Class Test; A-Attendance; EE-End Semester Examination

***Suggested Readings:***

- Pran Seth: Successful tourism Management (Vol. 1 & 2)
- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

***After successful completion of study of the above Course (VTM2351), the student becomes eligible to appear for “Qualification Pack: Travel Consultant” (NSQF level - 4) examination under THSC & NSDC by paying fees as applicable.***

# Syllabus - Semester Fourth

## COORDINATING TOUR TRANSPORTATIONS

**Course Code: VTM2451**

**Credit Units: 03**

**Prerequisites** : Handling Travel Agency (VTM2351)

**Course Objective:**

At the end of the semester the students would have a thorough knowledge of:

- Transport System
- Transport Schedule & Arrangement for tourists

**Course Contents:**

**Module – I**

- 1.0 Modes of Transport
  - 1.1 Road ways
  - 1.2 Railways
  - 1.3 Air ways
  - 1.4 Water ways

**Module – II**

- 2.0 Types of transport operator
  - 2.1 Public & Private
  - 2.2 Domestic & International

**Module – III**

- 3.0 Transport Schedule
  - 3.1 Travel Time
  - 3.2 Preparation of itinerary

**Module – IV**

- 4.0 Interact with the customers or tourists
- 5.0 Arrange for the travel

**Module – V**

- 6.0 Follow up with customer or tourist

**Examination Scheme:**

Components	Internal Assessment				EE
	V	H	CT	A	Th
Weightage (%)	05	05	15	05	70

V-Viva; H-Home Assignment; CT-Class Test; A-Attendance; EE-End Semester Examination

***Suggested Readings:***

- Pran Seth: Successful tourism Management (Vol. 1 & 2)
- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

***After successful completion of study of the above Course (VTM2451), the student becomes eligible to appear for “Qualification Pack: Transport Coordinator” (NSQF level - 5) examination under THSC & NSDC by paying fees as applicable.***

# Syllabus - Semester Fifth

## TOURISM MANAGEMENT

**Course Code: VTM2551**

**Credit Units: 03**

**Prerequisites** : Coordinating Tour Transportations (VTM2451)

### **Course Objective:**

At the end of the semester the students would have a thorough knowledge of:

- Motivation of Travel and Tourism
- Significance of Travel and Tourism
- Growth factors of Tourism & its barriers
- Eco-Tourism

### **Course Contents:**

#### **Module –I**

##### 1.0 Motivation of Travel and Tourism

- 1.1 Physical Motivations: Travel for Sports and Adventure, Rest and Relaxation, Health and Medical Reasons etc.
- 1.2 Cultural Motivations: Pilgrimage Tourism, Cultural Curiosity, Religious etc.
- 1.3 Interpersonal Motivation: Meeting New People, VFR, etc
- 1.4 Status and Prestige Motivation
- 1.5 Business Motivation

#### **Module – II**

##### 2.0 Significance of Travel and Tourism

- 2.1 The Economic, Social and Cultural Significance of Tourism

#### **Module – III**

##### 3.0 Growth factors of Tourism

- 3.1 Technology and Destination Development
- 3.2 Changing Social Patterns
- 3.3 Changing Living Standards

#### **Module –IV**

##### 4.0 Barriers to the Growth of Tourism

- 4.1 Factors Existing at the Destination: Terrorism, & Political and Social Environment
- 4.2 Factors Barring a Potential Tourist from Traveling: Time, Cost, and Social Barriers.

#### **Module – V**

##### 5.0 Eco-Tourism Planning and development strategies

- 5.1 Eco-Tourism Strategies with Special Reference to Environmental Protection (Environmental Impact Analysis)

**Examination Scheme:**

<b>Components</b>	<b>Internal Assessment</b>				<b>EE</b>
	<b>V</b>	<b>H</b>	<b>CT</b>	<b>A</b>	<b>Th</b>
<b>Weightage (%)</b>	05	05	15	05	70

V-Viva; H-Home Assignment; CT-Class Test; A-Attendance; EE-End Semester Examination

***Suggested Readings:***

- Pran Seth: Successful tourism Management (Vol. 1 & 2)
- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

# Syllabus - Semester Sixth

## EVENT PLANNING

**Course Code: VTM2651**

**Credit Units: 03**

**Prerequisites** : Tourism Management (VTM2551)

**Course Objective:**

At the end of the semester the students would have a thorough knowledge of:

- Concept of MICE
- Marketing MICE
- Planning MICE
- Staging MICE

**Course Contents:**

**Module – I**

1.0 Introduction to Concept of MICE

- 1.1 Types of Events- meetings, incentives, conference/conventions, and exhibitions
- 1.2 Size of Events
- 1.3 The Event Team
- 1.4 Code of Ethics
- 1.5 The impact of conventions on local and national communities.

**Module – II**

2.0 Map the customer requirement

- 2.1 Visualise the need
- 2.2 Guide the customer
- 2.3 Estimate the budget

**Module – III**

3.0 Concept and Design

- 3.1 Developing The Concept
- 3.2 Analysing The Concept
- 3.3 Designing The Event
- 3.4 Logistics of The Concept

**Module – IV**

4.0 Marketing of Event

- 4.1 Nature of Event Marketing
- 4.2 Process of Event Marketing
- 4.3 The Marketing Mix
- 4.4 Sponsorship

**Module – V**

5.0 Staging The Event

- 5.1 Choosing The Event Site
- 5.2 Developing The Theme
- 5.3 Providing Services
- 5.4 Managing The Environment

**Examination Scheme:**

<b>Components</b>	<b>Internal Assessment</b>				<b>EE</b>
	<b>V</b>	<b>H</b>	<b>CT</b>	<b>A</b>	<b>Th</b>
<b>Weightage (%)</b>	05	05	15	05	70

V-Viva; H-Home Assignment; CT-Class Test; A-Attendance; EE-End Semester Examination

**Suggested Reading :**

- Behind The Scenes at Special Events - by Lena Malouf
- Global Meetings & Exhibitions, - by Krugman, John Wiley & Sons
- How to Plan Exhibitions & Conferences From A to Z, Sam Black
- Special Events : Event Leadership for a New World, Goldblatt

*After successful completion of study of the above Courses (VTM2551&VTM2651), the student becomes eligible to appear for “Qualification Pack: Meeting, Conference and Event Planner” (NSQF level - 5) examination under THSC & NSDC by paying fees as applicable.*