

# Institute of Tourism and Hotel Management Dr Bhimrao Ambedkar University, Agra

## Minutes

Meeting of Board of Studies was held on 19th May 2022 at 10 AM in the Director's office in Institute of Tourism and Hotel Management, Dr. Bhimrao Ambedkar University, Agra, in which following points have been discussed and finalized unanimously as under;

*along with the confirmation of previous minutes of Board of Studies dated 6th June 2019.*

*U. N. Shukla  
19/5/2022*

- 1- Ordinance and Syllabus of BHMCT has been discussed and approved.
- 2- Revision of Ordinance and Syllabus of MBA (TTM) has been discussed and approved.
- 3- Revision of Ordinance and Syllabus of BA (Voc.) has been discussed and approved.
- 4- Revision of Ordinance and Syllabus of PGDHTM has been discussed and approved.
- 5- Syllabus and Ordinance of 'Huner Se Rojgar Tak (HSRT)' has been discussed and approved.
- 6- Syllabus and Ordinance of Diploma in Food And Beverage Service has been discussed and approved.
- 7- Syllabus and Ordinance of Bakery And Confectionery has been discussed and approved.
- 8- Syllabus and Ordinance of Diploma in Food Production has been discussed and approved.

The meeting ended with the formal vote of thanks.

### Following Member were present.

- 1- Dr. Pulkit Bhambi, Principal IHM Gwalior (Online)
- 2- Dr. Pawan Gupta IITTM, Noida(Online)
- 3- Prof. Aparna Raj, Bhundelkhand University, Jhansi (Online)
- 4- Dr. Devesh Ranjan Tripathi, UPRTOU, Prayagraj ( Joined in ITHM ) - D. Ranjan
- 5- Prof. U. N. Shukla, Senior Teacher of ITHM, DBRAU
- 6- Prof Lavkush Mishra, Dean and Director - ITHM

*U. N. Shukla  
19/5/2022*

*D. Ranjan  
19/5/22*

*D. Ranjan  
19/5/22*

# ORDINANCES

(1-3)  
V-15

## Post Graduate Diploma in Hotel & Tourism Management

### 1.0 ELIGIBILITY:

A bachelor degree (10+2+3) or an equivalent degree (including Medicine, Technology etc.) in any discipline from a recognized university.

OR

Those who hold a Bachelor degree under or 10+2+2 system of education before 1985 or with bridge course.

### 2.0 ADMISSION PROCEDURE:

Admission through written test conducted by the university.

### 3.0 SEATS:

The maximum number of admission in one academic year will not be more than 30 (thirty). However, the vice Chancellor may extend the number of seats if he deems it proper on the recommendation of the Director of the Institute

### 4.0 DURATION OF COURSE:

(a) The duration of course will be of one year.

(b) The maximum period allowed to a candidate for successful completion of course will be three years from the date of admission.

### 5.0 EXAMINATION:

Generally 50% paper setters/examiners shall be internal and 50% external. Each paper will be of three hour duration in the annual examination. The marks allotted for each paper shall be 100.

The minimum pass marks in the term end examination in each paper including Job Training Report, Project Presentation and Viva-Voce will be 40%. However to clear the examination the candidate has to obtain atleast 50% marks in aggregate.

### 6.0 ATTENDANCE:

As per the university rules.

### 7.0 BACK PAPERS:

(a) If a student has completed the total duration of the course, but fails to clear paper (s), he/she will appear in that paper (s) as an ex students with in stipulated time.

- 2)
- (b) However the University has the right to conduct a special examination for back papers if it deem fit.

#### 8.0 PROJECT REPORT:

During the course of study the students would be required to carry out a project consisting of preliminary but original research work. The students may choose the project related to the course subject in consultation with subject teacher (s) which would be approved by the Director of the institute and who would also allocate the project guide.

#### 8.1 PROJECT MARKS:

The distribution of marks for the presentation of project would be 50:

#### 9.0 TRAINING

There will be a compulsory practical job training of maximum four weeks prior final examination related to Hotel/ Tourism/ Travel agency/ Aviation Industry. After completion of the practical training student has to produce a training certificate to the Institute along with the Job Training Diary of day to day activities during the training period. Job Training Dairy will be examined by the external examiner that will be of 50 Marks.

#### 10.0 VIVA-VOCE

There will be a viva voce examination based on Job training and project presented by the student.

#### 10.1 VIVA-VOCE MARKS

The distribution of marks for viva voce would be 100.

#### 11.0 DIVISION:

The division will be awarded on the basis of annual examination performance of the examinee. Otherwise on examination basis a candidate will be declared pass or fail or Re in the concerned papers.

#### 12.0 GENERAL

Student who absents himself for a period of more than two weeks without any permission from the Director of the institute, his/her name will be struck off from the rolls. Re-admission may be allowed on payment of Rs.1,000/- at the discretion of the Director of the institute.

The following methods will be adopted to develop candidates interpersonal skills:

- (a) Class lectures for theoretical knowledge.

- (b) Brain storming sessions.
  - (c) Individual presentations.
  - (d) Personality development sessions.
  - (e) Providing assignments.
  - (f) Guest lectures by the experts.
  - (g) Surprise test to keep the students updated.
  - (h) Heritage site/ Hotel/ Travel agency visit for practical orientations.
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(1-7)

## Post Graduate Diploma in Hotel & Tourism Management

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A bachelor degree (10+2+3) or an equivalent degree (including Medicine, Technology etc.) in any discipline from a recognized university.

OR

Those who hold a Bachelor degree under or 10+2+2 system of education before 1985 or with bridge course.

**Duration of course:-** One-year

**Seats:-** 30

**Fees:-** Rs. 10,000/- per annum

### Course Structure:-

Course 101: Paper I	Fundamental of Tourism
Course 102: Paper II	Tourism Management & Marketing Concepts
Course 103: Paper III	Travel Management
Course 104: Paper IV	Hotel Management
Course 105: Paper V	Indian History-Culture & Heritage
Course 106: Paper VI	Business English & Communication Skill

\*Job Training Report Project & Vica-voce

4 weeks on Job Training in Mid-session suitable to the Institute / Industry.

## **POST GRADUATE DIPLOMA IN HOTEL & TOURISM MANAGEMENT**

Course Structure

**Course 101: Paper I Fundamental of Tourism**

**Course 102: Paper II Tourism Management & Marketing Concepts**

**Course 103: Paper III Travel Management**

**Course 104: Paper IV Hotel Management**

**Course 105: Paper V Indian History-Culture & Heritage**

**Course 106: Paper VI Business English & Communication Skill**

**\*Job Training Report Project & Viva-voce**

**4 weeks on Job Training in Mid-session suitable to the Institute /  
Industry**

## Post Graduate Diploma in Hotel & Tourism Management

Course 101

Paper—I

Title of the Paper:-

Fundamental of Tourism

Marks:100

- UNIT I** Tourism: Concept, definitions, nature and scope. Types of tourism, Components of Tourism Industry. Define, tourist, excursionist, visitors, forms of tourism inbound, outbound, and domestic.
- UNIT II** Tourism Demand: Meaning & Concept, determinants and Motivating Factors, Tourism impact and impact assessment. Present scenario of Indian tourism, emerging trends and new thrust areas of tourism.
- UNIT III** Tourism product, tourism infrastructure, tourism planning and development: aims, process, development under five years planning. Organised structure of tourism department.
- UNIT IV** Role of private and public sector in tourism promotion, role of ITDC, TAAI, FRAI, Ministry of civil aviation in Indian Tourism promotion.
- UNIT V** International tourism organisations: WTO, PATA, IATA, ICAO, Manila declaration on World tourism

## Post Graduate Diploma in Hotel & Tourism Management

Course 102

Paper—II

Title of the Paper:-

Tourism Management & Marketing Concepts

Max.Marks:100

- UNIT I** Management: Meaning, Nature and Functions. Social responsibilities of Management and ethics. Professionalism in Tourism Management.
- UNIT II** Process of Management: planning, organising, staffing, decision Making and Controlling.
- UNIT III** Tourism Marketing: definition, special features, needs of tourism markets. Marketing environment. Brief account of 8 p's of Marketing.
- UNIT IV** Tourism Marketing segmentation, Market Research, data collection and analysis for tourism Market, Marketing of tourism destination.
- UNIT V** Tourism Promotion Methods: Advertising, Publicity, Sales Promotion, Public relation, Tourism Marketing strategies adopted in India.



## Post Graduate Diploma in Hotel & Tourism Management

Course 103

Paper—III

Title of the Paper:-

Travel Management

Max.Marks:100

- UNIT I** Travel Agency: Concept, meaning, scope and history. Differentiation and inter-relationship between travel agents and tour operators.
- UNIT II** Setting up a Travel Agency and Tour operation Unit: Govt rules and regulations, IATA rules and regulations for accreditation. Organisational structure and function of a travel agency.
- UNIT III** Travel formalities: passport, Visa, Health formalities, Airport Tax, Customs Clearance, Currency Control.  
Rail transport network and prominent airlines in India.
- UNIT IV** Itinerary: Meaning, Types, essentials for making an itinerary, preparation of itinerary with models of few domestic itineraries.  
Tour Packaging: Meaning, Merits and demerits of package tour, Cost and benefit analysis.
- UNIT V** Travel Organisations: TAAI, IATO, ASTA, UFTAA. Problems and Prospects of Travel Industry in India, Travel communication.

## Post Graduate Diploma in Hotel & Tourism Management

Course 104

Paper—IV

Title of the Paper:-

Hotel Management

Max. Marks:100

- UNIT I** Accommodation: Concepts, definition, types and typologies, linkages and significance with relation to tourism. Emerging dimensions of hotel industry: Heritage hotels, motels, resort properties, camping sites, Dhabas.
- UNIT II** Hotel and Hoteliering: Origin, growth and diversification, classification, registration and gradation of hotels, organisational structure, functions and responsibilities of a hotel.
- UNIT III** Functions of Operational and Non operational department of hotel: Front office, F & B, House keeping, Personal, Accounts, Security, Sales & marketing, Engineering and maintenance, Horticulture and floriculture and any other.
- UNIT IV** Meals plan in a hotel: EP, CP, MAP, AP, Preparation of a hotel tariff requisites of a good hotel, role of central and state govt. in Promotion of hotel industry.
- UNIT V** Problems and Prospects of hotel industry, Contribution of pvt. Sectors in hotel industry information and communication service in hotel industry, role of Tourism Financial Corporation of India in promotion of hotel industry.

## Post Graduate Diploma in Hotel & Tourism Management

Course 105

Paper—V

Title of the Paper.-

Indian History-Culture & Heritage Max. Marks:100

- UNIT I** A brief knowledge of Ancient, Medieval and Modern Indian History with reference to Tourism.
- UNIT II** Culture-Meaning, Definition and Main characteristics of Indian Culture.
- UNIT III** Elementary knowledge of Indian Society-Varnas, Ashrams, Sanskaras, Traditions, Customs, Rituals, Marriage System, Position of Women, Fairs and Festivals.
- UNIT IV** Brief knowledge of Indian Architecture-Hindu, Pre-Mughal and Mughal. Prominent world Heritage sites in Indian.
- UNIT V** Elementary knowledge of Performing Art-
- 1.Dance-Classical Indian dances and their forms
  - 2.Music-Vocal and Instrumental. Main Components-
  - 3.Handicrafts- Textile, Terracotta and Metal.
  - 4.Painting- Ajanta, Mughal, Rajput and Kangra.

## Post Graduate Diploma in Hotel & Tourism Management

Course 106

Paper—VI

Title of the Paper:-

Business English & Communication Skill

Max. Marks:100

- UNIT I** Correction of errors comprising Articles, Nouns, Pronouns, Adjectives, Propositions, Verbs and Adverbs. Active and Passive Voice.
- UNIT II** Translation from Hindi into English and English into Hindi. Dialogue writing. Writing of: telegrams, invitations, applications and letters.
- UNIT III** Concept of communication, Definition, Nature, Importance and Components of communication. Communication process, directions of communications, Types of communications, Formal-Informal, Verbal-Non-verbal, Barriers of communication..
- UNIT IV** Planning, Drafting, Revising, Replies , Routine claim letters, Adjustments letters, Goodwill message, Congratulating message, Thank you notes.
- UNIT V** Developing communication skills in the field of Official Business and Commercial correspondence.