

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

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Course 101

Paper-I

Fundamental of Tourism

Title of the Paper:

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. Organisational 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.

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Course 102 Title of the Paper: -

Paper-11 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.

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Course 103 Title of the Paper:

Paper-III

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

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Course 104

Title of the Paper:

Paper-IV 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

Functions of Operational and Non-operational department of hotel: Front office, F & B, Housekeeping, 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.

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Course 105 Title of the Paper:

Paper-V 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 Art1. Dance Classical Indian dances and their forms 2. Music-Vocal and Instrumental. Main Components3.Handicrafts- Textile, Terracotta and Metal. 4.Painting-Ajanta, Mughal, Rajput and Kangra.

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Course 106 Title of the Paper:

Paper-VI 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 Translation from Hindi into English and English into Hindi.

UNIT II

Dialogue writing. Writing of: telegrams, invitations, applications and letters. Concept of communication, Definition, Nature, Importance and Components of communication.

UNIT III

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.