

placed before BOS in management on 23/08/2017

Syllabus

Of

Post Graduate Diploma in Tourism Management

(PGDTM)



Faculty of Management

Pandit Sundarlal Sharma (Open) University

Chhattisgarh, Bilaspur

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TOURISM CONCEPTS AND PRINCIPLES PAPER - I

BLOCK I CONCEPT OF TOURISM AND INDUSTRIAL BACKGROUND

Tourism: The Basic Concept, Tourism through Ages, Tourism in the Twentieth Century, General Tourism Trends, Major Landmarks in the History of Travel, Types of Tourists, Tourism, Recreation and Leisure, Their Relationship.

BLOCK II PSYCHOLOGICAL DIMENSIONS AND MOTIVATION OF TRAVEL

Introduction to Tourism in India, Definition of Motivation, Travel Motivators, Tourism as a Service Industry.

BLOCK III TOURISM- TYPES, FORMS, PRODUCTS AND ATTRACTIONS

Tourism: Types, Forms, Products and Attractions, Tourism Activity, Inter-Regional and Intra-Regional Tourism, Inbound and Outbound Tourism, Forms of Tourism, Nature and Characteristics of Tourism Industry, Elements and Characteristics of Tourism Products, Tourism Product System, Tourism Product Life Cycle, Potential Area of Innovation in Tourism.

Tourism and Transportation: Air Transportation, Land Transportation, Rail Transportation, Water Transportation, Management of Transport System in India, The Choice of Mode of Transport.

BLOCK IV TOURISM: PLANNING POLICIES, ORGANISATION AND MARKETING

Need for Tourism Planning, Steps in Planning Process, Organisation of Tourism, Tourism Information Officers, Tourism Policy of India: An Exploratory Study, Tourism Marketing, Tourism Promotion.

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TRAVEL AGENCY AND TOUR OPERATION

PAPER - II

BLOCK I TOUR OPERATIONS

Tour Operators and Tour Operations: The Tourist Guide, Duties and Responsibilities of a Tourist Guide, Categories of Tourist Guide, Tour Managers, Types of Tour Operators, Tour Wholesalers, Designing a Tour, Tour Operation, Input and Output of Tour Operation, Reservation System, Centralised Reservation System (CRS).

BLOCK II TOUR PACKAGE AND ITINERARY PLANNING

Tour Package and Itinerary Planning: Package Tours, Category of Package Tours, Types of Tour, Group Inclusive Tour, Free Individual Travellers, Package or Inclusive Tours, Travel Agency Resources, Computer Reservation System, Printed/Published References, Essentials of Itinerary Planning, International Time Calculator, Time Tables, Constructing a Connection, An Official Airline Guide.

BLOCK III TOUR PLANNING AND PRE-TOUR PREPARATION

Tour Planning and Pre-Tour Preparation: Tour Planning, New Destination, Package Pricing Strategies, Elements of Pricing, Factors Affecting Pricing, Pre- Tour Preparations, Tour Operational Techniques.

Reservation of Tourist Accommodation: Accommodation Sector, Hotel Industry in India, HAI, FHRAI, Hotel Meal Plans and Rates, Room Categories, Bedding Types, Room Locations, Hotel Reservations.

BLOCK IV TOURIST TRANSPORT

Tourist Transport: Tourist in India, Role of Transport in Tourism, Road Travel and Tourism, Rail Travel and Tourism, Sea Travel and Tourism, Air Travel and Tourism, Travel Documents.

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COMMUNICATION: PRINCIPLES, PROCESS, CONCEPTS AND MODELS
PAPER - III

BLOCK I COMMUNICATION SKILLS

Introduction, Definition of Communication, Scope of Communication, Elements of Communication Process, Types of Communication, Importance of Communication.

Verbal Communication: Meaning, Oral Communication, Interviews, Communication with Groups, Business Presentation and Speech, Business Conferences.

Non Verbal Communication: Definition, Barriers of Communication, Knowledge of Subject, Communication Needs, Charts.

BLOCK II WRITING SKILLS AND WRITING LETTERS

Written Communication in Business, Principles of Effective Writing, Writing Process, Essentials of a Business Letters, Parts of a Business Letter, Layout of a Business Letter, Types of Business Letters, Writing a Good Business Letters, Letters of Enquiry and Complaints, Letters within the Organisation, Basic Official Correspondence, Office Notes, Representation and Suggestions, Letters from Top Management, Writing Without Hurting, Reminders and Follow-Ups, External Communication Business Proposals.

BLOCK III STRESS ON LANGUAGE SKILLS

Voice: Importance of Voice Clarity, Voice Types and Characteristics, Voice Clarity Determinants, Voice Exercises, Syllables, Consonants and Diphthongs, Pronunciation Skills. Effective Reading: Purpose of Reading, Approaches to Reading Styles, Reading Process, Essentials of Effective Reading.

Stress on Language Skills: Grammar Problems, Fundamentals of Grammar and Usage, Some Common Grammatical Errors, Phonetics, Phrasal Verbs.

Body Language: Non-Verbal Communication, Body Language versus Verbal Language, Gestures, Postures, Cross Cultural Comparisons, Body Language for Interviews and Business, Improving Body Language.

Listening Skills: Listening, Inefficiency of Listening, Improving Listening, Communication Over Telephone.

BLOCK IV COMPREHENSION PASSAGES AND REPORT WRITING

Comprehension Passages, Reading Comprehension, Report Writing, Importance of Reports, Process of Report Writing, Essentials of Good Report Writing, Types of Reports, Parts of Report, Explanatory Report, Report of SSC, Persuasive Report, Project Management Reports, Committee Reports, Site Foreman's Report, Annual Progress Report, Discussive Report, Systems Proposals, Contract Control System According to Period, Reports to Different Levels of Management, Tips for Writing Good Report, Corporate Reports, Supplementary Section.

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TOURISM RESOURCES OF INDIA

PAPER - IV

BLOCK I CULTURAL HERITAGE TOURISM

Cultural Tourism: Introduction, Cultural Tourism-Relationship, Culture and Heritage Tourism. Heritage Tourism: Introduction, Heritage Concept, Heritage Product, Indian Context of Heritage, Cultural Tourism in India, Indian Music, Indian Dance, Art and Crafts, Indian Architecture, Temple Architecture, Mughal Architecture, Indo-European Architecture, Monuments of India, Festival Heritage, Famous Festival of India, Cultural Heritage, Fair of India, Famous Fairs in India, Cuisines in India, Costumes in India, Languages in India, Tribes in India, Enacting Art, Performing Culture of India, Music of India, Dances of India, Creative Heritage, Discovered Heritage and Religious Heritage, Architecture in India, Excavations in India, Forts in India, Monuments in India, Museums in India, Religious Heritage, Pilgrimage in India, Temples in India, Gurdwaras in India, Mosques in India, Churches in India.

BLOCK II HERITAGE TOURISM IN INDIA AND TOURISM ASPECTS

Heritage Tourism in India and Tourism Aspects: Art and Craft Tours of India, Festival Tourism in India, Monuments of India, Pilgrimage Tourism in India, Museum Tours of India, Railway Tourism in India, Hotel Resorts in India, Yoga Tours of India. Monuments and Museums: Monuments during the Ancient Period, Stupas, Major Styles, Shapes, Plans, Languages of Temples, Moghul Architecture, Christian and Sikh Architecture, Public Buildings, World Heritage, Sites of India, Roles of Archaeological Survey of India, History of Indian Museums, Types of Museums.

BLOCK III LIVING CULTURE AND PERFORMING ARTS

Living Culture, Paintings, Miniatures, Folk Art and Painting, Madhubani, Warli Painting, Indian Tribal Paintings, Rajastani Phad Paintings, Glass Paintings, Thangka Paintings, Batik Painting, Handicrafts of India, String Puppets, Dolls of India, Textiles, Paithani, Patola, Phulkari, Chikankari, Kin Khwab, Jamawar, Kantha, Bandhej, Jamdani, Folk Dances of India, Classical Dances, Music, Indian Musical Instruments, Spiritual Arts and Performing Arts.

BLOCK IV CULTURAL TOURISM IN INDIA: PROMOTION AND PUBLICITY

Cultural Heritage of India, History of Religion, National Parks and Sanctuaries, Adventure Sports and Special Interest Tours, Place on Wheels, Heritage Hotels, Tourism Publicity and Promotion and Marketing of Tourism, Cultural Tourism.

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TRAVEL AND TRANSPORTATION

PAPER - V

BLOCK I TOURISM AND TRAVEL PRODUCTS

Tourism and Travel Products: Tourism and Travel Market, Business Travel, Leisure Travel, The Travel Agency, Segments of the Vendors of the Travel Industry, Travel Related Services, Travel Related Business, International Travel Requirements.

BLOCK II AIR TRAVEL AND WORLD AIRLINES

Air Travel and World Airlines: Introduction, Question of Sovereignty in Airspace, International Air Law, Formation of ICAO, The formation of the IATA.

New US Policy in International Aviation: The late 1970s, The Pursuit of Open Skies, Air Line Code, Fixing the Price of Air Seats, The Significance of Airline Passengers Load Factors, Pricing in Relation to Load Factor.

BLOCK III ESTABLISHMENT APPROVAL AND RECOGNITION

Approval and Recognition: Opening a Travel Agency, Set up for a Travel Agency, Location, Finances, Promotion, Management, Travel Agency Manager, Procedure for Approval, Rules for Recognition of a Travel Agency, Approval from International Air Transport Association (IATA), IATA Passenger Sales Agency Agreement, IATA Approval Membership, IATA and International Air Travel, IATA-UFTAA Training Programme, Domestic Air Travel, Air Corporation Act 1994, Domestic Air Transport.

BLOCK IV ECONOMICS OF TRAVEL AGENCY BUSINESS

Economics for a Travel Agency Business: The Travel Business, Marketing Travel, Price of a Travel, Factor influencing Pricing, Yield Management, Price Elasticity, Reservation System, Functions of CRS, Role of Travel Agencies, Difficulties of Travel Agents, Incentives, Remuneration and Earnings, Familiarisations Trips, Working Conditions.

Air Ticketing Techniques: Computer Reservation System, Amadeus, Sabre (Computer System), Controversy, Code Sharing, Galileo CRS, Travel Technology, Airline Ticket, Electronic Ticket, Checking in with an e-ticket, Self Service and Electronic Check-In, E-Ticket Limitations, Boarding Pass, Yield Management, Geo (Marketing) Variable Pricing, Ticket Revenue, Operating Costs, Assets and Financing, Code Sharing, E-Ticket Limitation.

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PROJECT REPORT
PAPER - VI

The Candidate has to Prepare a Project Report based on the Topic Relevant to the Subject.
After Submission of the Project Report, the Candidate has to appear for the Viva- Voce
which is to be Conducted by the Department Concern.

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