

Gurukul Educational And Research Institute



SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEARBY IT PARK,
DEHRADUN, UTTARAKHAND PIN CODE - 248013



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DIPLOMA IN TOURISM MANAGEMENT

Duration: 1 Year

Eligibility: 10+2 Pass (Any Stream)

Mode: Theory+ Practical + FieldVisit+Internship

Semester 1 – Tourism Foundations

1 Introduction to Tourism

- Meaning & Scope of Tourism
- Types of Tourism (Domestic, International, Eco, Medical, Religious etc.)
- Tourism Industry Structure
- Role of Tourism in Economy

2 Geography for Tourism

- Indian Tourism Geography
- Major Tourist Destinations of India
- World Tourist Destinations
- Cultural & Heritage Tourism

3 Travel Agency Operations

- Role of Travel Agency
- Tour Planning
- Itinerary Preparation
- Costing & Pricing
- Customer Handling

4 Communication & Soft Skills

- English for Tourism
- Customer Service Skills
- Grooming & Personality Development
- Telephone & Email Etiquette

Semester 2 – Advanced Tourism Management

5☐ Ticketing & Reservation

- Basics of Air Ticketing
- Reservation System (Concept Overview)
- Passport & Visa Process
- Travel Documentation

6☐ Tourism Marketing

- Tourism Promotion
- Digital Marketing for Travel Business
- Social Media Marketing
- Branding & Advertising

7☐ Event & Tour Management

- Group Tour Management
- Event Planning Basics
- Risk Management in Tours
- Safety & Emergency Handling

8☐ Internship / Project

- Travel Agency Internship
- Tour Package Project
- Destination Study Report
- Viva

Examination Pattern

- Theory – 100 Marks
- Practical – 100 Marks
- Project – 100 Marks
- Viva – 100 Marks

Career Scope

- Travel Consultant
- Tour Manager
- Ticketing Executive
- Travel Agency Executive
- Airport Ground Staff (after required training)
- Event Coordinator