

GURUKUL EDUCATIONAL AND RESEARCH INSTITUTE

DIPLOMA IN TRAVEL AND TOURISM

Subject and Syllabus



2022-23

Syllabus

DIPLOMA IN TRAVEL AND TOURISM

DURATION:-1 YEAR

737 INTRODUCTION TO ACCOUNTING –

- Final accounts (without adjustments) - Explanation & illustration
- Final accounts (with adjustments)
- Balance sheet & their components
- Contents of balance sheet Forms & classification of items, Format of a balance sheet & presentation
- Elements of costs
- Percentage analysis - explanation & illustration
- PV ratio - explanation & illustration

738 TOURISM MANAGEMENT –

- Organised travel Travel for pleasure, A peace time activity, Paid holiday concept in Europe, Changing travel attitudes, Technological change & their effects, Defining tourism & foreign tourists, Tourism Products: Definition, Concept and classification
- Passenger transport Prime force in expansion of tourism, High speed trains, Cruise liners, Air transport, Commercial traffic, Ocean transport, Indian Railways: Past, Present, future, Types of tours available in India, Indrail Pass, Special schemes & packages available, Palace on Wheels, Royal Orient, fairy queen and toy trains.

- Tourism marketing & management Need for marketing in tourism, defining tourism marketing, the tourist product, special features of tourism marketing, marketing process, marketing research, market segmentation, market targeting, tourism promotion, advertising, public relations, public relation technique
- Travel agency operations Thomas cook, American express, Cox & Kings / TCI, Scope & role of retailers, modern travel agencies, travel organization, handling a client -WATA guidelines, your relation with service suppliers
- Travel agency appointments International air transport association (IATA), Trade association activities, Traffic conferences & activities, IATA allied services, IATA accreditation for travel agency, IATA controlled approval, International regulations, Indian association of tour operator, World tourism and travel council, Federation of Hotel & Restaurant Association of India (FHRAI)

739 PRINCIPLES OF MARKETING –

- Pricing Meaning & role of pricing, Pricing in theory & practices, Management of pricing, Public policy in relation to pricing in India
- Product -market integration -product & brand strategies Product -market integration, Product positioning, Diversification, product -line simplification, Planned obsolescence, Branding, Packaging
- Personal selling Personal selling: meaning & importance, Status of personal selling in India, The selling job: nature & methods, Management of sales force
- Advertising Meaning & role of advertising, Profile of advertising in India, Management of advertising
- Channels of distribution Meaning & role of distribution channels, Classification of distribution channels & intermediaries, factors governing choice of channels (s) & intermediaries, distribution channel policies & strategies, other aspects of channel management, conflict & cooperation in distribution channel
- Physical distribution Meaning, objectives & organization, role & relevance of physical distribution in the Indian setting, physical distribution management
- Marketing Service sectors

740 COMMUNICATIVE ENGLISH-

- Basic languages Tenses, one word substitution, Synonym & antonym, special terms related to management studies
- Basic letter writing Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests & replies from hotels point of view, Demi official letters, Circulars, Letters connected with sales, Letters for financial arrangements
- Extempore speaking Elocutions, etiquettes & manners, phonetics
- Report writing Basic format of reports, investigate reports on accidents, evaluation & appraisal reports, miscellaneous reports connected with hotel industry
- Writing bio-data interviews

741 INTERNATIONAL TOURISM-

- Globalisation & tourism sector Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements.
- The emergence of international hotels & tourisms Historical aspects, development of chains, development abroad, airline connection
- Political aspects of the international travel, tourism Barriers to travel, tourism investment & business, regulations, international organisations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management
- International hotels
- Balancing global & local perspectives Operating in a multinational environment
- International rules & regulations -a brief study
- Human resources & cultural diversity Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations

- International tourism sales & marketing Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning
- Global competition & the future Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.

Hotel French –

- Grammar & conjugation
- Details of French words with pronunciation
- Making phrases in French
- Theory les terminologies, le restaurant, la cuisine, le material, de la cuisine, articles du restaurant, les boissons, la table, la chambre d'hotel, les repas , le menu, le jour de la semaine , les nombres , les heures, les saisons , les menus francais, les recettes , les vins etc. (paragraph for translation in to english and vice versa)
- Paragraphs for translation French to English, English to French
- Travel and Tourism Terminologies

ART HERITAGE OF INDIA

Indian Culture and Heritage

Concept- History-Stages of evaluation-The Mohenjodaro and Harappan period- Vedic Age, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern Period Features of Indian Cultural Heritage-Conservation of Culture

Study of Indian Architecture

The prominent Architectural style in different period-Harappan Architecture, Ancient Indian Architecture viz Hindu_ Buddhist style, Mughal Architecture, The Rock-Cut monuments-colonial Architecture. Study of Important Architectural sites of India

Study of Indian Temple Architecture and popular Religious Centres-Hindu, Buddhist, Jain, Sikh, Muslims, Parsis and Christian

Paintings

Indian Paintings- Characteristic features- Medieval and Modern Paintings

Study about Performing Arts of India

Dances of India, Historical Evolution- archeological and literary evidence Indian Classical Dances-Folk Dances Music of India- classification-Marg & Desi, Karnatic style, North Indian Music- Musical instruments Role of Performing Art in Tourism Development Indian Theatre- Different Theatrical forms Indian Cinema- Evolution- Role in Tourism Development

Handicrafts

Indian Handicrafts-textiles, clayworks, stone works, woodworks etc.- craft melasMarketing of Handicrafts- Bottleneck

Museums and their role

Role of Museums in preservation of art Heritage- Types of Museums- Acquisition of Museum Articles- Role of Museum in Special Interest Tourism

742 ORGANIZATIONAL BEHAVIOUR

Introduction to Organisational Behaviour: What is Organisational Behaviour. The Hawthorne Studies, contributing disciplines to the OB field, OB Models, S-O-B-C Model, contingency OB Models, challenges and opportunities for OB.

Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes

Personality: Definition, determination, Traits, attributes, Locus of control

Motivation: Meaning and importance, Maslow's need hierarchy. Herzberg's two factor theory, theory x and theory y. McClelland's theory. Vroom's expectancy theory. Management by objectives. Job enrichment.

Interpersonal Behaviour: Nature of Interpersonal Behaviour, Transactional Analysis (TA), levels of self-awareness, Johari window, Ego states, Transactions. Benefits and uses of TA.

Group Dynamics & Behaviour: Group Dynamics, concept of group. Types of groups. Stages of group development, group interaction factors influencing group behaviour, group structure, power, intergroup relationships, group decision making, conflicts, work teams.

Leadership: What is Leadership, Leadership theories styles, Managerial grid, Fiedler model, Trust and Leadership. Organizational developing a sound Organizational climate, climate and culture. Concept of Organizational climate, factors of Organizational climate, Participation and Organizational climate, Morale, Morale and productivity, Organizational culture, impact of Organizational culture, Developing sound Organizational culture. Management of Organizational Change: Nature of change, forces of

change, resistance to change, role of change agents, stages in planned change, concept of Organizational Development (OD), step in OD, OD intervention techniques.

