

**DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
SCHEME OF EXAMINATIONS**

Subject Code	Title of the Course	Credit	Hours	Passing Minimum
Semester I				
C21TT11/E21TT01	Fundamentals of Tourism	6	90	40/100
C21TT12/E21TT02	Global Tourism Destinations	6	90	40/100
C21TT13/E21TT03	Basic Accounting	6	90	40/100
C19CE10/E19CE10	Communicative English	6	90	40/100
C21TTP1/E21TTP1	Practical I -Gallie Ticketing System	4	120	40/100
Semester II				
C21TT21/E21TT04	Dimensions of Tourism & Cruise Tourism Management	6	90	40/100
C21TT22/E21TT05	Tourism Marketing	6	90	40/100
C19LS23 /E19LS05	Life Skill	6	90	40/100
C21TTP2/E21TTP2	Practical II - Tourist Management	4	120	40/100
C21TTPW/E21TTPW	Project /Internship	10	150	40/100

Eligibility for admission: Pass in 10thStd examination conducted by the Govt. of Tamil Nadu Board of Secondary Education, Government of Tamil Nadu or any other equivalent examination.

Examination: Passing Minimum for each Course is 40%. Classification will be done on the basis percentage marks of the total marks obtained in all the Courses and as given below:

40% but less than 50%	-	Third class
50% but less than 60%	-	Second class
60% and above	-	First class

Theory Paper (Internal Marks-25, External Marks-75)

Syllabus

Semester I

Course – I	: Fundamentals of Tourism
Course – II	: Global Tourism Destinations
Course – III	: Basic Accounting
Course – IV	: Communicative English
Course – V	: Practical I - Gallie Ticketing System

Semester II

Course – VI	: Dimensions of Tourism & Cruise Tourism Management
Course – VII	: Tourism Marketing
Course – VIII	: Life Skill
Course – IX	: Practical II - Tourist Management
Course – X	: Project / Internship

***(Semester Pattern for Community College only)**

FUNDAMENTALS OF TOURISM

Unit 1

Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveller, excursionists; Forms of tourism: inbound, outbound, domestic and international.

Unit 2

Nature and forms of Travel/Tourism. Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism.

Unit 3

Motivation for travel- basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.

Unit 4

Organizations in tourism- need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & tourism.

Unit 5

Impacts of tourism at the destination. Its impact: socio-cultural, environmental and economic. Factors affecting the future of tourism business. Sociology of tourism.

References

1. Introduction to Tourism :A.K.Bhatia
2. Tourism System : Mill R.C & Morrison
3. Tourism Development :R.Garther
4. Successful Tourism Management : Pran Nath Seth

GLOBAL TOURISM DESTINATIONS

Unit 1

Definition of Travel and Tourism, Definitions related to global tourism, Classification of Tourism Destinations, Inter relationship between tourism and other industries.

Unit 2

Future developments in global tourism, International Dimensions of Tourism, International tourism and tourist, travel flows and tourism peace, Environmental perception and tourism behaviour.

Unit 3

World tourism and its organization, Economic impact of global tourism, Types of global and analysis, and Communication national tourism, Growing impact of tourism, Global Tourism Destinations Importance of geography, map reading, climate

Unit 4

Travel and Tourism: Job profiles and Top recruiters – Holiday/ Travel Agent, Travel Executive, Tourism Manager, Travel Officer or Coordinator, Airlines or Ground Staff, Tourist Guide, Transport Officer, Travel Counsellor or Consultant, Tour Operator, Travel Writer.

Unit 5

Types of Tourism in India – Cruise Tourism, Adventure Tourism, Medical Tourism, Wellness Tourism, Golf Tourism, Polo Tourism, Eco-Tourism, Film Tourism.

References

1. "Tourism Destination Management: Principles and Practices" by Rob Harris, Peter Williams, and Tony Griffin
2. "Destination Marketing: An Integrated Marketing Communication Approach" by Steven Pike
3. "Tourism Geography: Critical Understandings of Place, Space and Experience" by Stephen Williams
4. "Tourism and Climate Change: Impacts, Adaptation and Mitigation" edited by Daniel Scott, C. Michael Hall, and Stefan Gössling
5. "Tourism and War: Contemporary Geographies of Leisure, Tourism and Mobility" edited by Brent Lovelock and Kirsten Lovelock

BASIC ACCOUNTING

Unit 1

Introduction to Accounting: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting Principles. Recording of transactions: Voucher system; Accounting Process.

Unit 2

Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.

Unit 3

Final Accounts: Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Closing Stock, Pre-paid Income and Expenses, Outstanding Income and Expenses, Depreciation.

Unit 4

Cost Accounting, Cost Sheet/Tender/Marginal Costing & Break even Analysis, Budgetary Control.

Unit 5

Ratio analysis-meaning-types of ratios-importance of ratio analysis-uses and limitations - calculation of ratios.

References

1. Sharma, R.K. and Shashi K. Gupta, Management Accounting, Kalyani Publisher, Ludhiana.
2. Gupta, R.L., Booking keeping & Accounting, Sultan Chand, New Delhi.
3. Grewal T.S., Introduction to Accounting, S. Chand

(C19CE10/E19CE10) COMMUNICATIVE ENGLISH

OBJECTIVES

90 Hours

To expose students to the fundamentals of academic and professional communication in order to develop professionals who can effectively apply communication Skills, theories and best practices to meet their academic, professional and career communication need

1. Basic Grammar:

- a. Review of grammar
- b. Remedial study of grammar
- c. Simple sentence
- d. Word passive voice etc.

2. Bubbling Vocabulary:

- a. Synonyms
- b. Antonyms
- c. One – work Institution

3. Reading and Understanding English

- a. Comprehension passage
- b. Précis – writing
- c. Developing a story from hints.

4. Writing English

- a. Writing Business letters.
- b. Paragraph writing
- c. Essay writing
- d. Dialogue writing

5. Speaking English

- a. Expressions used under different circumstances
- b. Phonetics

Reference

1. V.H.Baskaran – —English Made Easy||
2. V.H.Baskaran – —English Composition Made Easy|| (Shakespeare Institute of English Studies, Chennai)
3. N.Krishnaswamy – —Teaching English Grammar|| (T.R.Publication, Chennai)
4. Life Skillll – P.Ravi, S.Prabakar and T.TamzilChelvam, M.S.University, Tirunelveli.

Practical I

Gallie Ticketing System

1. Introduction to ticketing systems: Basics of ticketing systems, including how they work, their purpose, and the different types of ticketing systems available.
2. Understanding the Gallie Ticketing System: An overview of the user interface, the various functions available to users, and how to navigate the system.
3. Ticket management: Instruction on how to create, edit, and close tickets, as well as how to search and filter tickets to find the information you need.
4. User management: Instruction on how to create new user accounts, set user permissions, and manage existing user accounts.
5. Reporting and analytics: Instruction on how to generate reports and analyze data in the Gallie Ticketing System, including how to use the system's reporting tools to identify trends, track progress, and optimize performance.

DIMENSIONS OF TOURISM & CRUISE TOURISM MANAGEMENT

Unit 1

Introduction, International Dimensions, various types of dimension, Services for the Traveller, Marketing Perspectives and Planning, Tourism Policy, Factors of dimensions of tourism

Unit 2

Social interaction, cross cultural interaction, pull factor of region, What is core tourism, historical dimensions, psychological and attitudes Psychological Dimensions: Motivation, Personality, Values, and Learning Social and Cultural Dimensions.

Unit 3

Introduction for cruise tourism, meaning and definition of cruise tourism, impact of cruise tourism, history of cruise tourism, Organization of cruise management.

Unit4

Regional industries, safety and security of cruise tourism. The common fact of cruise industry, Environmental impact, Comparison of cruise tourism with others.

Unit5

Domestic Tourism: features, pattern of growth and profile International tourism: Tourist generating and destination regions Tourism motivation and tourism demand

References

1. "Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, and Stephen Wanhill
2. "Tourism Management: Analysis, Behaviour and Strategy" by Stephen J. Page
3. "Cruise Operations Management: Hospitality Perspectives" by Philip Gibson and Atle Hauge
4. "Cruise Ship Tourism" by Ross A. Klein
5. "Cruise Business Development: Safety, Product Design and Human Capital" by Alexis Papathanassis and Tihomir Lukovic

TOURISM MARKETING

Unit1

Concept of Marketing, Definition of Tourism Marketing, Significance of Tourism Marketing, Definition of Service, Difference between Consumer product & Service product, features of service product.

Unit 2

Uniqueness of Tourism Marketing, Market Segmentation and Tourism Market. Selecting Target Market. Identifying & developing market activities of Tourism Market, Marketing mix for travel and tourism.

Unit 3

Selection of Target Market, Marketing Mix in Tourism, Product Life Cycle Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

Unit 4

Pricing Tourism Products: Pricing Considerations and Approaches, Pricing Strategies and Methods. Marketing of Small Tourism Business. Distribution Channel in Travel and Tourism, conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling and Publicity.

Unit 5

Need for Advertisement, Publicity, Digital Marketing-concept, uses of social media for marketing.

References

1. Tourism Marketing for Cities and Towns: Using Social Media and Branding to Attract Tourists by Bonita Kolb
2. Tourism Marketing: A Collaborative Approach by Alan Fyall and Brian Garrod
3. Destination Marketing: An Integrated Marketing Communication Approach by Steven Pike
4. Marketing Tourism Destinations: A Strategic Planning Approach by Simon Hudson and Louise Hudson
5. Tourism Marketing and Management Handbook by Stephen F. Witt, Luiz Moutinho, and Geoffrey I. Crouch

(C19LS23 / E19LS05) LIFE SKILLS

OBJECTIVES

90 HRS

To educate about Life skills includes on Life Coping or adjustment, Attitude, Problem solving and basic computer Knowledge with internets

I Life Coping or adjustment

- (a) External and internal influence in one's life
- (b) Process of coping or adjustment
- (c) Coping with physical change and sexuality
- (d) Coping with stress, shyness, fear, anger far live and criticism.

II Attitude

- (a) Attitude
- (b) Self-acceptance, self - esteem and self-actualization
- (c) Positive Thinking

III Problem Solving

- (a) Goal Setting
- (b) Decision Making
- (c) Time Management and stress Management;

IV Computers

- (a) Introduction to Computers
- (b) M.S Office
- (c) Power Point

V Internet

- (a) Introduction to internet
- (b) E - Mail
- (c) Browsing

Reference:

- 1) Life Skill Programme course I & II by Dr.XavierAlphona MCRDE Publications. R.K.Mutta Road, Chennai -2
- 2) Life Skill P.Ravi, S.Prabakar&T.TamilChelvam, M.S.University, Tirunelveli

Practical II

Tourist Management

1. **Destination Analysis:** Conduct a destination analysis of a selected location, including its tourism infrastructure, attractions, and tourism demand and supply.
2. **Tour Planning and Itinerary Design:** Develop a detailed tour plan and itinerary for a selected destination, including transportation, accommodations, attractions, and activities.
3. **Cost Analysis:** Conduct a cost analysis of the tour plan, including pricing strategies and profit margins.
4. **Tourism Marketing and Promotion:** Develop a marketing and promotion plan for the tour, including advertising, public relations, and social media campaigns.
5. **Marketing materials:** Develop marketing materials, such as brochures, flyers, and posters, to promote the tour.

Project/Internship

A project/internship in tourism management should be structured, well-planned, and focused on addressing a relevant issue or challenge in the industry. It should also provide students with the opportunity to apply their theoretical knowledge to real-world situations, develop practical skills, and build professional networks in the tourism industry.