

**ADVANCED DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
SCHEME OF EXAMINATION**

Subject code	Title of the Course	Credits	Hours	Passing Minimum
Semester I				
C21TR11/E21TR01	Fundamentals of Tourism	6	90	40/100
C21TR12/E21TR02	Global Tourism Destinations	6	90	40/100
C21TR13/E21TR03	Basic Accounting	6	90	40/100
C19CE10/E19CE10	Communicative English	6	90	40/100
C21TRP1/E21TRP1	Practical I - Gallie Ticketing System	4	120	40/100
Semester II				
C21TR21/E21TR04	Dimensions of Tourism & Cruise Tourism Management	6	90	40/100
C21TR22/E21TR05	Tourism Marketing	6	90	40/100
C19LS23 / E19LS05	Life Skill	6	90	40/100
C21TR24/E21TR06	Practical II -Tourist Management	4	90	40/100
C21TRP2/E21TRP2	Project /Internship	10	120	40/100
Semester III				
C21TR31/E21TR07	MICE Tourism	6	90	40/100
C21TR32/E21TR08	Modern Trends in Tourism Industry	6	90	40/100
C21TR33/E21TR09	Principles of Management	6	90	40/100
C21TRP3/E21TRP3	Practical III-Vendors Management	4	120	40/100
C21TRIP/E21TRIP	Mini Project with Internship	8	150	40/100
Semester IV				
C21TR41/E21TR10	Tour Guide Services	6	90	40/100
C21TR42/E21TR11	Legal and Ethical Issue in Tourism	6	90	40/100
C21TR43/E21TR12	Practical IV -Communication Skill for Tourism	6	90	40/100
C21TRP4/E21TRP4	Practical V-Execution and Handling real time Tourist	4	120	40/100
C21TRPW/E21TRPW	Intern Ship and Project Work	10	150	40/100

Eligibility for admission: Pass in 10th Std., 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 III

- Course XI - MICE Tourism
- Course XII - Modern Trends in Tourism Industry
- Course XIII - Principles of Management
- Course XIV - Practical III-Vendors Management
- Course XV - Mini Project with Internship

Semester IV

- Course XVI - Tour Guide Services
- Course XVII - Legal and Ethical Issue in Tourism
- Course XVIII- Practical IV- Communication Skill for Tourism
- Course XIX - Practical V- Execution and Handling real time Tourist
- Course XX - Intern Ship and Project Work

***(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.

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.Prabahar&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.

MICE TOURISM

Unit 1

Defining MICE tourism and its importance to the global tourism industry - Understanding the various components of MICE tourism (meetings, incentives, conferences, and exhibitions) - Examining the economic, social, and environmental impacts of MICE tourism.

Unit 2

Understanding the planning and organization of meetings and conventions - Analyzing the role of stakeholders, including meeting planners, venues, and suppliers - Examining the trends and challenges in the meetings and conventions industry.

Unit 3

Defining incentive travel and its purpose in motivating employees and customers - Analyzing the process of designing and implementing incentive travel programs - Examining the challenges and opportunities in the incentive travel industry.

Unit 4

Understanding the differences between conferences and exhibitions - Examining the planning and organization of conferences and exhibitions - Analyzing the role of stakeholders, including conference organizers, exhibitors, and attendees.

Unit 5

Sustainable MICE Tourism: Understanding the concept of sustainable MICE tourism - Analyzing the environmental, social, and economic impacts of MICE tourism - Examining the strategies and practices for promoting sustainability in MICE tourism.

References

1. "Meetings, Expositions, Events, and Conventions: An Introduction to the Industry" by George G. Fenich
2. "Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions, and Events" by Cynthia D'Amour
3. "Incentive Travel: The Professional's Guide to Planning and Executing Successful Programs" by William H. Coleman
4. "The Convention Industry Council Manual" edited by Susan Krug and Carole McKelvey
5. "Sustainable Tourism in Theory and Practice: Analyzing the Great Debates" by Callum M. J. Nolan and Peter Murphy.

MODERN TRENDS IN TOURISM INDUSTRY

Unit 1

Sustainable Tourism: Evolution, Concepts, Principles, Sustainability as a development and management Approach, Planning, Issues and Challenges, Techniques for sustainable development.

Unit 2

Adventure Tourism: Definition, Concepts, Classification (Surface/Air/Water) and grading, GIS and weather and climate and their relationship with adventure tourism, Facilities required equipment, clothing, instructors; Guiding Principles for adventure activities.

Unit 3

Definition, concept, principles, environmental issues and tourism, responsibility of visitors, involvement of local community in tourism, case study of a project in North-eastern states.

Unit 4

Rural Tourism and Ethnic Tourism: Concepts, difference with other rural based tourism, village tourism, Govt of India Policy on Rural Tourism, identified villages, Scope of developing ethnic tourism in India.

Unit 5

Health Tourism: Concepts, introduction to natural living, Physical and mental well-being, Medical tourism and Wellness Tourism, Ayurveda, Siddha, Unani, Homeopathy, Aromatherapy, Yoga, Spa (Water Therapy) Role of Ayurveda in Health Tourism - Scope of Health Tourism In India.

References

1. Ashworth, G.J.: The tourist Historic city: Retrospect and Prospect of Managing the Heritage City.
2. Dr. S. P. Bansal., Sushma, Sonia & Chander Mohan: Tourism in the New Millennium.
3. Erlet Cater & Gwen Lowman: Ecotourism
4. Foster, D. S.: The Business of Travel Agency Operation and Administration
5. Local Agenda 21, U.N-World Tourism Organisation.
6. Malik, S.S.: Adventure Tourism
7. Negi, J. : Adventure Tourism and Sports – Part- I & II, Inskeep, Edward: Tourism

PRINCIPLES OF MANAGEMENT

Unit 1

Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.

Unit 2

Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, ration, process of decision making, limitations.

Unit 3

Organizing- meaning process of organizing, levels of organizing, span of management, forms -line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization.

Unit 4

Motivation and theories of motivation, Leadership traits and styles, Communication process and barriers, controlling process, need, feedback and feed forward control.

Unit 5

Understanding the principles of tourism planning and development - Examining the role of stakeholders in tourism planning and development, including government, industry, and local communities - Analyzing the challenges and opportunities in tourism planning and development, including sustainability and cultural preservation.

References

1. Harold Koontz and Heinz Weihrich. Management: A Global and Entrepreneurial Perspective. Tata McGraw -Hill, New Delhi.
2. Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw -Hill, New Delhi.
3. Kase, F. L. and Rasonu, J.E. 1985, Organization and Management -A System and Contingency Approach, McGraw Hill Book Company, New York'

Practical III

Vendors Management

1. Vendor Selection: Identify the criteria for selecting vendors in tourism, such as price, quality, reputation, and service.
2. Contracting Fundamentals : Develop an understanding of the legal framework governing contracts in the tourism industry, including the impact of consumer protection laws, international regulations, and ethical considerations.
3. Contract Development: Develop a contract template that meets the needs of the tourism industry, including key terms and conditions, such as payment, delivery, warranties, and liability.
4. Sample contract: Draft a sample contract for a specific vendor, such as a hotel, transportation provider, or activity operator, that addresses the vendor's unique requirements and the buyer's needs.
5. Contract Management: Develop an understanding of the importance of contract management in the tourism industry, including record-keeping, performance monitoring, and dispute resolution.

TOUR GUIDE SERVICES

Unit-1

Basic requirement of an escort or a guide; Personal grooming, smartness, proper dress sense, hygiene, pleasing personality, hard working. Etiquettes- how to welcome a visitor, the traditional style of welcoming in north India.

Unit-2

Communication Skills - Principles of communications, Verbal and non-verbal, personal and organizational, effective communications, communication gaps and barriers - Audio- visual aids, Body language

Unit- 3

Pre tour preparation; Pre tour research about place, monuments and itinerary, timings of flights& railways. Bus and cars arrangement at hotels, airports and railway stations - Reconfirmation of ground arrangement -Group arrival and departure - Welcome at airports/ railway station or hotels.

Unit- 4

Role and responsibility; Escort/ guide is the first and last contact with destination - Image maker, His responsibilities. Ethics, helpful attitude - Knowledge of tourism related laws and acts such as passport act, foreigners act, currency regulations, Immigration checks.

Unit -5

Knowledge of geography, history, art & culture of the place, latest information about frontier formalities, e.g. passport, VISA, foreign exchange etc.

References

1. "The Tour Guide: Walking and Talking New York" by Jonathan R. Wynn
2. "The Art of Guiding: Interpretation for the 21st Century" by Doug Knudson and Lisa Brochu
3. "Becoming a Tour Guide: The Principles of Guiding and Site Interpretation" by Marc Mancini
4. "Tourism and Tour Guide Performance: The Case of City Sightseeing" by Tom Baum and Glenn Ross
5. "Tour Guiding Research: Insights, Issues and Implications" edited by Betty Weiler and Rosemary Black

LEGAL AND ETHICAL ISSUES IN TOURISM

Unit-1

Meaning and definition of legal and ethical tourism - Importance of legal and ethical tourism
- Risk of legal and ethical tourism.

Unit-2

Consumer Protection Act & tourism - MRTP Act, Applicable tourism as consumers - FEMA 1999 - Foreigner's Act- Passport Act - Tourism bill of rights - Travel insurance, passport, visa & health.

Unit-3

Custom & currency regulations - World cultural & natural heritage, 1972 UNESCO - Ethics in tourism, Barmuda Agreement

Unit 4

Understanding the rights and responsibilities of tourists - Reviewing laws that protect consumers in the tourism industry, such as consumer protection and data privacy laws - Examining the role of government agencies and industry associations in consumer protection.

Unit 5

Analyzing current legal and ethical issues in the tourism industry- over tourism, COVID-19 travel restrictions, and social justice concerns - Discussing emerging trends in tourism and their potential legal and ethical implications - Evaluating the role of technology and innovation in addressing legal and ethical issues in tourism

References:

1. "Legal and Ethical Issues for Tourism and Hospitality Management" by Karen Lieberman and Heide A. Harrell
2. "Tourism Ethics" by David A. Fennell and Ross K. Dowling
3. "Tourism and Hospitality Law: Cases, Materials, and Problems" by Karen L. Morris and Thomas A. Maier
4. "Global Cases on Hospitality Industry" by Seoki Lee and Judy Siguaw
5. "Handbook of Hospitality Ethics" by Pauline J. Sheldon and Steven R. Shaw

Practical IV

Communication skills for Tourism

1. Identify different types of communication, such as verbal, nonverbal, written, and electronic communication.
2. Customer Service Communication: Develop customer service communication skills, including active listening, empathy, and conflict resolution.
3. Interpersonal Communication: Develop interpersonal communication skills, including effective speaking, self-awareness, and emotional intelligence.
4. Business Communication: Develop business communication skills, including report writing, presentation skills, and negotiation skills.
5. Technology Communication: Develop technology communication skills, including email etiquette, social media communication, and digital marketing.

Practical V

Execution and Handling real time Tourist

1. Tourist Arrival: Develop knowledge of immigration and customs procedures and documentation requirements.
2. Transport and Accommodation: Develop knowledge of transport and accommodation options, including public transportation, private transfers, and hotel accommodation.
3. Tourist Activities and Attractions: Develop knowledge of tourist activities and attractions in the local area.
4. Crisis Management and Emergency Response: Develop knowledge of crisis management and emergency response procedures, including evacuation, medical emergencies, and natural disasters.
5. Tourist Departure: Develop knowledge of transportation options for tourists departing the destination, including public transportation, private transfers, and airport procedures.

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.