



<b>DIPLOMA IN TRAVEL AND TOURISM</b>							
<b>Teaching Scheme/Week</b>			<b>Examination Scheme</b>				
<b>Theory Hrs</b>	<b>Practical Hrs</b>	<b>Total</b>	<b>CA Marks (TH)</b>	<b>TE Marks (TH)</b>	<b>CA Marks (PR)</b>	<b>TE Marks (PR)</b>	<b>Total</b>
6	4	10	40	60	40	60	200

**Duration: 1 (One) Academic Year**

**Fee: Rs. 40,000/-**

**Eligibility: 10<sup>th</sup> Pass; Age: Above 18 years.**

<b>Examination Scheme</b>		
<b>Theory - Continuous Assessment Theory (40 Marks)</b>		
Sr. No	Criteria	
1	Unit Test	30 Marks
2	Assignment	10 Marks
<b>Theory - Term End (60 Marks)</b>		
1	Term End Examination	60 Marks
<b>Practical – Continuous Assessment (40 Marks)</b>		
1	Practical Exam	30 Marks
2	Industrial Training - Log Book	10 Marks
<b>Practical – Term End (60 Marks)</b>		
1	Viva (Internal & External Evaluation)	20 Marks
2	General Knowledge (Internal & External Evaluation)	10 marks
3	Work Card, Industrial Training Report	15 Marks
4	Practical Assignment	15 Marks



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## **TERM I**





<b>Theory</b>		<b>Hours</b>	<b>Marks</b>
<b>Chapter 1</b>	<b>Introduction to Travel and Tourism</b>	14	04
1.1	Definition – Tourism, Tour; Tourist; Visitor; Excursionist; Domestic; International; Inbound; Outbound; Destination.		
1.2	Types of Tourist – FIT, FFIT, GIT, Single Lady Traveler Historical development of Tourism Industry		
1.3	Scope of Travel & tourism		
1.4			
<b>Chapter 2</b>	<b>Constituents of Tourism Industry</b>	14	06
2.1	Primary Constituents		
2.2	Secondary Constituents		
2.3	Introduction to 5 A's of Tourism – Attractions, Accessibility, Accommodation, Amenities, Activities.		
<b>Chapter 3</b>	<b>Infrastructure of Tourism</b>	14	04
3.1	Role of Transport in Tourism		
3.2	Modes of Transport: Road, Rail, Air, Sea.		
3.3	Types of Accommodation- Main Alternate & Supplementary accommodation		
<b>Chapter 4</b>	<b>Tourism Geography</b>	14	04
4.1	Geography and Tourism Interface		
4.2	Geography Location Aspects: Latitude, Longitude, Location of Places, International Date Line, Time Zones.		
4.3	Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, and Transportation & Communication.		
4.4	Map Reading, Cities, Countries, Capitals, Currencies, Airlines (Names & Codes)		
<b>Chapter 5</b>	<b>Types of Tourism</b>	14	04
5.1	Types of Tourism- Holiday, Social, Cultural,		
5.2	MICE, Religious, VFR (Visiting Friends and Relatives) Sports, Political, Health, Senior Citizen, Sustainable Tourism, Heritage		
5.3	SIT – Special Interest Tourism		
5.4	Alternative Tourism : Eco Tourism, Agro Rural Tourism		
<b>Chapter 6</b>	<b>The Tourism Organizations – Objectives, Role and Functions</b>	<b>10</b>	04
6.1	Government organizations: DOT, ITDC, MTDC, ASI, TFCI.		
6.2	Domestic organizations: TAAI, FHRAI, IATO		



6.3	International organizations : WTO, IATA, PATA		
6.4	Non-Government organizations : Role of NGO in making responsible tourists		
<b>Chapter 7</b>	<b>Travel Agency management &amp; Tour Manager</b>	<b>16</b>	<b>04</b>
7.1	Meaning & Definition of Travel Agent, Tour Manager		
7.2	Types of Travel Agent: Retail & Wholesale.		
7.3	Duties and Responsibilities of Travel Agent.		
7.4	Types of Tour operator: Inbound, Outbound & Domestic		
7.5	Types of Package Tour: Independent Tour, Inclusive		
7.6	Tour, Escorted Tour, Business Tour		
7.7	Guides & escorts – Their role and function Qualities required to be a guide or escort.		





<b>List of Practical's</b>	
<b>Practical 1</b>	<b>Introduction to Travel and Tourism</b>
<ul style="list-style-type: none"> <li>• An overview of Travel and Tourism Industry Terminology</li> <li>• Departments overview</li> <li>• Career opportunities</li> </ul>	
<b>Practical 2</b>	<b>Communication Skills and Customer Service</b>
<ul style="list-style-type: none"> <li>• Communication skills</li> <li>• Written and oral communication</li> <li>• Customer handling</li> <li>• Situation handling</li> </ul>	
<b>Practical 3</b>	<b>Airline Management</b>
<ul style="list-style-type: none"> <li>• Coordination between the Airline and Tourism Industry.</li> <li>• Airport Operations and Airline Operations</li> </ul>	
<b>Practical 4</b>	<b>Travel Agency Management</b>
<ul style="list-style-type: none"> <li>• Organizations in Tourism Industry</li> <li>• Departments in Travel agency</li> <li>• Interdepartmental coordination</li> <li>• Global Travel Trade fair</li> </ul>	
<b>Practical 5</b>	<b>Geography</b>
<ul style="list-style-type: none"> <li>• Political Geography: City &amp; Countries locations, City code, Airport code, Airline code, Currency Code etc.</li> <li>• Physical Geography: Correlation with Tourism</li> </ul>	
<b>Practical 6</b>	<b>Transportation-</b>
<ul style="list-style-type: none"> <li>• Modes of transport air, water, rail, road</li> <li>• Air transport: Online air ticketing</li> <li>• Water transport: Types of water transport with overview of amenities, activities, bookings etc.</li> <li>• Rail transport: Domestic, International &amp; luxurious train bookings</li> <li>• Road transportation: Private cars, buses and other modes of road transport bookings, services, amenities etc.</li> </ul>	
<b>Practical 7</b>	<b>Domestic Destinations</b>
<ul style="list-style-type: none"> <li>• All Indian states with History, Geography, Culture, Cuisine, sightseeing etc.</li> </ul>	
<b>Practical 8</b>	<b>International Destinations</b>
<ul style="list-style-type: none"> <li>• All Tourist Countries with History, Geography, Currency, Best Time to Travel, Culture, Cuisine, sightseeing etc.</li> </ul>	
<b>Practical 9</b>	<b>Travel Formalities</b>
<ul style="list-style-type: none"> <li>• Passport,</li> <li>• All type Visa's</li> <li>• Foreign Exchange</li> <li>• Travel Insurance</li> </ul>	
<b>Practical 10</b>	<b>Air Ticketing</b>
<ul style="list-style-type: none"> <li>• Manual Air</li> <li>• Fare Calculations (IATA Foundation Ticketing)</li> </ul>	



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**TERM II**

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<b>Theory</b>		<b>Hours</b>	<b>Marks</b>
<b>Chapter 8</b>	<b>Travel Formalities &amp; Regulations</b>	10	02
8.1	Passport – Definition, issuing authority, Types of Passport, Requirements for passport.		
8.2	Visa – Definition, issuing authority, Types of visa Requirements for visa.		
8.3	Health Regulation – Vaccination, Health Insurance.		
8.4	Economic Regulation – Foreign Exchange		
<b>Chapter 9</b>	<b>Itinerary Planning</b>	16	04
9.1	Definition, Steps to plan a Tour, Route map, Transport booking, Accommodation reservations, Food facilities, Local guide / escort, Climate / seasonality, Shopping & cultural show, Costing		
9.2	Domestic Destinations: History, Geography, Culture, Cuisine, Sightseeing		
9.3	International Destinations: History, Geography, Currency, Best Time to Travel, Culture, Cuisine, sightseeing		
<b>Chapter 10</b>	<b>The Impact of Tourism</b>	10	04
10.1	Economic Impact – Employment generation, Foreign Exchange earnings, Multiplier Effect, Leakage, Infrastructure Development		
10.2	Social, Cultural and Political Impact – Standard of living, Passport to Peace, International Understanding, Social Integration, Regional growth, National Integration		
10.3	Environmental Impact – Tourism Pollution and Control, Wildlife and Bird Sanctuaries and their protection for tourist industry		
<b>Chapter 11</b>	<b>Attributes of Travel Professional</b>	14	04
11.1	Personality		
11.2	Communication		
11.3	Etiquettes and Presentation		
11.4	Ethics and Values		
<b>Chapter 12</b>	<b>Products</b>	16	04
12.1	Product lifecycle		
12.2	Sightseeing Attractions		
12.3	Recreational Activities, Entertainment experiences,		
12.4	Adventure Activities		
12.5	Spiritual Experiences		
<b>Chapter 13</b>	<b>Meetings, Incentives, Conventions, Exhibitions – I</b>	14	04



13.1	Concept of MICE		
13.2	Event Management		
13.3	Event Planning		
13.4	Event Marketing		
<b>Chapter 14</b>	<b>Meetings, Incentives, Conventions, Exhibitions – II</b>	16	08
14.1	Budgeting for Events and Conferences		
14.2	Event Logistics		
14.3	Other aspects of Event Management: Stage Planning and Cost effective production execution, MC anchoring, Interviewing and handling celebrities, Venue lighting and sound specifics, fire and safety regulations, security perception planning and execution		







**List of Practical's**

<b>Practical 11</b>	<b>GDS- Amadeus – Part 1</b>
<ul style="list-style-type: none"><li>• Concept and Hands on Training</li></ul>	
<b>Practical 12</b>	<b>GDS- Amadeus – Part 2</b>
<ul style="list-style-type: none"><li>• Use of GDS, Equivalent options &amp; hands on Training</li></ul>	
<b>Practical 13</b>	<b>GDS- Amadeus – Part 3</b>
<ul style="list-style-type: none"><li>• Hands on Training</li></ul>	
<b>Practical 14</b>	<b>Tour Manager</b>
<ul style="list-style-type: none"><li>• Roles and Responsibilities, Qualities, Situation handling, Skills etc.</li></ul>	
<b>Practical 15</b>	<b>Sales and Marketing</b>
<ul style="list-style-type: none"><li>• Marketing Management</li><li>• Marketing Research</li><li>• Digital Marketing</li><li>• Global Marketing</li><li>• Sales Preparation</li></ul>	
Consumer behavior	
<b>Practical 16</b>	<b>Business Management</b>
<ul style="list-style-type: none"><li>• Project Management</li><li>• Business Administration</li><li>• Finance</li><li>• Marketing</li></ul>	
Human Resource Management (HRM)	
<b>Practical 17</b>	<b>Itinerary Pricing</b>
<b>Practical 18</b>	<b>Role play pertaining Guide Services</b>
<b>Practical 19</b>	<b>Complaint Handling</b>
<b>Practical 20</b>	<b>Case Studies</b>

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**TERM III**

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<b>Industrial Exposure and Report</b>		
<b>Training Hours / Week</b>	<b>Total Weeks</b>	<b>Examination Scheme</b>
<b>54</b>	<b>14</b>	Evaluation will be based on Practical Exam During Term End Practical Exam.

- In the Term III the student shall be sent for industrial training for a period of 14 weeks, where they would work in Travel and Tourism sector in classified Tour Operators, travel agencies, Travel Desk of classified Hotels, online travel agents, and travel desks of any organization.
- At the end to the Industrial Training the student shall submit a training report along with the logbook maintained on daily basis during period and the performance appraisal from organization.
- The training report is to be prepared by the student in two typed copies and to be submitted to the Principal within the stipulated time for assessment.
- The student is required to practice the discipline norms laid down by the Institute and also follow the rules and regulations of the travel agency or organization in which he/she is undergoing training.

**IHMCT**  
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