

PT. RAVISHANKAR SHUKLA UNIVERSITY,
RAIPUR

POST GRADUATE DIPLOMA IN TOURISM AND HOTEL MANAGEMENT

SCHEME OF THE EXAMINATION FOR THE ACADEMIC YEAR
2014-2015

Paper No.	Name of the Papers	Max. Marks
1.	Tourism : Concept, Policy & Planning	100
2.	Tourism Products of India	100
3.	Travel Agency, Tour Operation & Marketing for Hospitality & Tourism	100
4.	Hotel Management	100
	Project Report	100
	Viva-Voce	50
	Professional Training	50
	Total	600

(Dr. Dinesh Nandini Parihar)

DIRECTOR

Paper-I

Tourism : Concept, Policy and Planning

UNIT-I

Concept, Definition, Growth & Development of Tourism . Types of Tourists. Forms of Tourism. Tourism System – Nature and Characteristics. Components of Tourism Industry.

UNIT-II

Travel Motivations. Tourism Demand and Supply. Tourism Impacts- Costs and Benefits of Tourism. Tourism Area Life Cycle (TALC), Doxey Index.

UNIT-III

New emerging areas of Tourism- Adventure Tourism, Eco-Tourism, Sustainable Tourism, Heritage Tourism, MICE, Rural Tourism, Medical Tourism, Indigenous Tourism, Space Tourism, Wellness Tourism. Role of ITDC, ASI, Ministries of Railways & Civil Aviation in the Promotion of Tourism. Organisation and working of Chhattisgarh Tourism Board.

UNIT-IV

Concept Need and Objective of Public Tourism Policy. An outline of L.K. Jha Committee-1963. National Tourism Policy -1982. National Committee Report-1988. National Action Plan on Tourism -1992. Tourism Policy-2002. An Overview of Organisations and Associations like- IATO, TAAI, WTO, ICAO, IATA, WTTC, Ministry of Tourism Govt. of India and FHRAI

UNIT-V

Tourism Planning- Background, Approach and Process, Tourism Planning at National, Regional, State and Local levels. An important feature of Five Year Tourism Plan in India. Concept of Carrying Capacity, Sustainable and Eco-tourism. Eco-Tourism and Community participation in Tourism Planning.

PAPER-II
TOURISM PRODUCTS OF INDIA

UNIT-I

Tourism product: Definition, types and unique features, Typology of Attractions, Glimpses of India's Cultural Heritage. Outstanding Geographical features- Climate, Land form & Landscape, Flora & Fauna.

UNIT-II

Indian Architecture: - Hindu, Buddhist, Jain and Indo-Islamic. Indian Painting: - Important Schools and Types. Major Tourism Circuits of India – Religious Circuits, Heritage Circuits, wild life Circuits.

UNIT-III

Performing Arts of India: Classical and Folk Dances. Indian Music: - Prominent School of Indian Classical Music, Folk Music and Important Instruments.

UNIT-IV

Important World Heritage Sites in India. Places of Tourist Interest in Chhattisgarh State. Natural Resources- Wild life Sanctuaries, National Parks, Biosphere reserves, Hill Station, Islands, Beaches, and Caves of India.

UNIT-V

Handicrafts:- Important objects and centers connected therein, Craft Melas. Fairs and Festivals. Indian Cuisine.

PAPER-III
Travel Agency, Tour Operation & Marketing for Hospitality and
Tourism.

Unit-I

History and growth of travel agency business. Definition of travel Agent and Tour operator. Differentiation and interrelationship of TA & TO, Future Prospects. Linkages in Travel agency business. Functions of travel agency and tour operations. Sources of income of travel agency business.

Unit-II

Itinerary Planning & Development- Meaning ,importance and types of itinerary, Resources and steps for itinerary planning- DO's and Dont's of Itinerary preparation. FIT Group Tour, SIT. Tour packaging and costing- Importance of Tour packaging, Classification of Tour packages. Components of package tours- concept of costing- types of costs- components if tour cost- preparation of cost sheet- tour pricing- calculation of tour price.

Unit-III

Passport , VISA, Health, Customs and Currency Regulations. Baggage Rules and Travel Insurance. An Overview of CRS and Ticketing- AIR Ticketing-Major Air port, Airlines and city codes by IATA. Indrail Passes etc.

Unit-IV

Definition Concept, Scope of Marketing. Service Marketing and its Special Features. Tourism and Hospitality Marketing- its uniqueness.

Unit-V

Market Segmentation. Selecting Target Markets. Marketing Mix Vis-à-vis Hospitality and Tourism.

Paper-IV

Hotel Management

UNIT-I

HOTEL INDUSTRY AND ITS GROWTH

- 1.1 Introduction.
- 1.2 Evolution and growth of Hotel.
- 1.3 Classification of Hotels & other types of Lodging.
- 1.4 Importance of Hotel and Tourism in India.

UNIT-II: FRONT OFFICE

- 2.1 Information: - Hotel Organisation, Departments of Hotel, Hotel Tariff Plan, Types of Guest Room. Front Office- Layout, Organisation, Co-ordination with other departments.
- 2.2 Reception: - Art of Reception, Arrival and Departure, Register, Rules for F.O. Staff, Room Status System, Rooming Procedure, wake calls. Scanty Baggage and Left Luggage
- 2.3 Reservation: - Model of Reservation, Reservation forms, Guest-Registration, Welcome Slip.
- 2.4 Cashier: - Credit in Hotel, Credit Cards, Traveler's cheque, Handling guest valuables.

UNIT- III: HOUSEKEEPING

- 3.1 Introduction.
- 3.2 Housekeeping:- Layout of Housekeeping department, Organisation of Housekeeping department .
- 3.3 Housekeeping Staff: - Job description, Qualities of Housekeeping staff, Co-Ordination with other department.
- 3.4 Linen and Uniform: - Types of uniform used, Types of Linens used, Parstock, Exchange of Linen and Uniforms.
- 3.5 Housekeeping Activities: - Public area cleaning, Housekeeping Supply room, Key control, Lost and Found Procedure, Inventory control.

UNIT-IV: FOOD AND BEVERAGE SERVICES

- 4.1 Introduction
- 4.2 Restaurant: - Types of Restaurant, Restaurant Brigade, The Hostess, Etiquettes of Restaurant Staff, Points while waiting at the table.
- 4.3 Equipments: - Measurement, Sideboard, Mise-en-Place, Mise-en-scene, Service, Equipment and use, Bar Equipment.
- 4.4 Menu and Food Service: - Classes of Menu, Taking an Order, Type of food services, Breakfast Services (English and Continental).
- 4.5 Beverage: - Beverages, Procedure of Beverage Service, Bar Service, Types of wine, Spirit.
- 4.6 Banquets: - Types of Banquets, Outdoor Catering

UNIT-V: FOOD AND BEVERAGE PRODUCTION

- 5.1 Introduction and popular cuisine
- 5.2 Preparation of Ingredients.
- 5.3 Cooking Methods.
- 5.4 Kitchen chart and duties of kitchen staff.