

**School of Studies in Ancient History Culture & Tourism & Hotel Management**

**Syllabus**

**POST GRADUATE DIPLOMA IN TOURISM AND HOTEL MANAGEMENT**  
**SCHEME OF THE EXAMINATION FOR THE ACADEMIC YEAR 2024-2025**



**PT. RAVISHANKAR SHUKLA UNIVERSITY, RAIPUR (C.G.)**

**School of Studies in Ancient History Culture & Tourism & Hotel Management**  
**Pt. Ravishankar Shukla University, Raipur (C.G.)**

**POST GRADUATE DIPLOMA IN TOURISM AND HOTEL MANAGEMENT**  
**SCHEME OF THE EXAMINATION FOR THE ACADEMIC YEAR 2024-2025**

**Syllabus**

Total Marks-600

Paper No.	Course Code	Name of the paper	Total Marks	Passing Marks
I	701	Tourism : Concept, Policy & Planning	100	33
II	702	Tourism Products of India	100	33
III	703	Travel Agency, Tour Operation & Marketing for Hospitality & Tourism	100	33
IV	704	Hotel Management	100	33
	706	Project Report	100	33
	707	Viva-Voce	50	17
	708	Professional Training	50	17

  
**DIRECTOR**

Institute of Tourism & Hotel Management  
Pt. Ravishankar Shukla University  
Raipur (C.G.) 492010

**PAPER-I**  
**TOURISM: CONCEPT, POLICY AND PLANNING**

**UNIT-I**

Concepts, Definitions, Growth & Development of Tourism. Types of Tourists. Forms of Tourism. Tourism System- Nature and Characteristics. Components of Tourism Industry.

**UNIT-II**

Travel Motivators. Demand for Tourism. Characteristics of Supply. Life Cycle Stages. Tourism Impacts- Costs and Benefits of Tourism.

**UNIT-III**

New thrust areas of Tourism:- Adventure Tourism, Eco-Tourism, Sustainable Tourism, Heritage Tourism, MICE, Role of ITDC, ASI, Ministries of Railways & Civil Aviation in the Promotion of Tourism. Organization and Working of Chhattisgarh Tourism Board. An Overview of Organizations and Associations like- IATO, TAAL, WTO, ICAO & IATA.

**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.

**UNIT-V**

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

**PAPER-II**  
**TOURISM PRODUCTS OF INDIA**

**UNIT-I**

Tourism Products, Concepts and Classifications. Typology of Attractions. Glimpses of India's Cultural Heritage.

**UNIT-II**

Indian Architecture: - Hindu, Buddhist, Jain and Indo-Islamic. Indian Painting:- Important Schools and Types.

**UNIT-III**

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

**UNIT-IV**

Important World Heritage Sites in India. Places of Tourist Interest in Chhattisgarh State. Important Wildlife Sanctuaries and National Parks. Adventure and Eco-Tourism Destinations. Yoga and Meditation as a tourism products.

**UNIT-V**

Handicrafts:- Important objects and centers connected therein, craft melas. Fairs and Festivals of Tourist significance. Indian Cuisine.

### **PAPER-III**

## **TRAVEL AGENCY, TOUR OPERATION & MARKETING FOR HOSPITALITY & TOURISM**

### **UNIT-I**

History and growth of Travel agency business. Definitions of Travel Agent and Tour Operator. Differentiations & interrelationships of TA & TO, Future prospects.

### **UNIT-II**

Itinerary preparation:- Important Considerations, Costing, Packaging & Promotion. Definition of Tour Package. Types and Forms of Package Tours, Designing, Preparation and Costing of Tour Packages.

### **UNIT-III**

Passport, Visa, Health, Customs and Currency Regulations. Baggage Rules and Travel Insurance. An overview of CRS and Ticketing. Types of Tours available in India. Indrail Passes etc.

### **UNIT-IV**

Definition Concept and Scope of Marketing. Service Marketing and its Special Features. Tourism and Hospitality Marketing:- its Uniqueness.

### **UNIT-V**

Market Segmentation. Identifying Market Segments and 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 of Hotel.
- 1.3 Growth and Development.
- 1.4 Importance of Hotel and Tourism in India.

### **UNIT-II**

#### **FOOD AND BEVERAGE SERVICE**


- 2.1 Introduction
- 2.2 Restaurant: - Types of Restaurant, Restaurant Brigade, The Hostess, Etiquettes of Restaurant Staff, Points while waiting at the table.
- 2.3 Equipments:

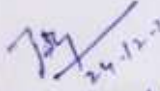
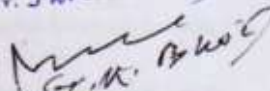
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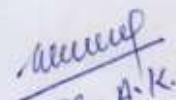
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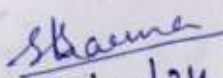
SYLLABI OF ANNUAL EXAMINATION

SESSION 24-26

  
Dr. Madhu Kanse  
Chairman  
1308

  
24/12/24  
(Dr. Javed K. Shah)  
  
G.K. Bhowik

  
(Dr. A.K. Mishra)

  
24/12/24