

P.G. Diploma in Tourism & Hotel Management

Programme Objectives-

1. To educate and prepare post graduate students from rural and urban area who will get employment in tourism and hotel industries and museums as well as government sectors.
2. To provide students with broad theoretical and applied background in all main branches of tourism and hotel management.
3. To provide broad common frame work of syllabus to expose our young graduates to the recent & applied knowledge of inter disciplinary branches of tourism involving.
4. To encourage students to conduct various academic activities like midterm tests. Online test open book tests, tutorials, surprise test, oral seminar, assignments seminar presentation and training.
5. To give practical training to the students for touring purpose and hotel management.

Programme Outcome-

1. A graduate diploma in tourism & hotel management will have in depth and detailed functional knowledge of the fundamental theoretical concepts and experimental methods of tourism.
2. The students will have the knowledge of a well defined area within history culture and tourism.
3. The students will have specific skills in planning and conducting advanced training program will have the skill in examining specific phenomena theoretical and experimentally.
4. The students will be able to contribute to the generation of new touristic insights or to the innovation of new applications of research in tourism & hotel management sector.



5. The student would be trained in shaping the local tourism resources.

6. The course would be enable the students to create avenues for self employment.

Paper-I- Foundation Course in Tourism

Objectives- To impart the knowledge of

1. Tourism system, bio diversity, ecology and tourism.
2. Tourism planning, policy, industry.
3. Development dependency and manila declaration.
4. Tourism Accommodation, transport facilities & tours entertainment.
5. Tourism information, guide & escorts.

Outcomes- On completion of this course the students will be able to understand.

1. Concept, main characteristic, historical evolution, bio diversity, ecology & Tourism.
2. Forms and types of tourism with future trends.
3. Tourism department govt. of India state govt. Tourism.
4. Tourism regulations, statistics & measurements.
5. Tourism accommodation rules of photography, customs and immigration, health permits visa, foreign exchange & Tourist cards.

Unit 1 Tourism Phenomenon

Definition & Concept, Main Characteristics, Historical Evolution Biodiversity, ecology & Tourism
Forms & Types of Tourism with future trends
Tourism Impact–Economic, Social Political Threats, & Obstacles to Tourism.



Unit 2 Tourism Industry

Tourism System (Demand & Supply relations)
Constituents of Tourism Industry & Tourism Organizations (International & National IUOTO, IUNTOP, WTO, PATA, SITA Tourism Department Govt. of India, State Govt. Tourism
Tourism Regulations, Statistics and Measurements.

Unit 3 Tourism Planning & Policy

Tourism Planning & Policy, Infrastructural Development
Local Bodies, Officials & Tourism
Development Dependency and Manila Declaration

Unit 4 Tourism Planning & Policy

Tourism Accommodation, Transport Facilities & Tours
Entertainment, Guide & Escorts
Tourism Information

Unit 5 Rules & Regulations governing Foreign Tourists

Rules & Regulations governing Foreign Tourists
Rules of Photography
Customs and Immigration
Health Permits Visa, Foreign Exchange and Tourist Cards.

Paper-II- Management in Tourism

Objectives- To impart the knowledge of

1. Concepts and functions of management entrepreneurship, corporate forms & management, issues in tourism.
2. Tourism marketing management & communication.
3. Managing financial operations.



4. Managerial practices in tourism.

5. Management of wild life sanctuaries and spice gardens as tourist destinations.

Outcomes- On completion of this course, the students will be able to understand.

1. Understanding organization, planning and decision making.

2. Tourism marketing, product design, market research, publicity, sales.

3. Understanding P & L statements, balance sheet, profitability analysis, project formation.

4. Tour operators, travel agencies, transport, airlines, airports, food services and Hotels, public relations.

5. Management of wild life sanctuaries and spice gardens as tourist destinations, beaches, island & mounting resorts.

Unit 1 Concept of Management & Organizational Theory

Concepts & Functions of Management, Entrepreneurship, Corporate Forms and Management, Issues in Tourism, Understanding Organizations, Planning & Decision making.

Unit 2 Tourism Marketing Management & Communication

Tourism Marketing 1

Relevance, Product Design, Market Research

Tourism Marketing 2

Promotional events, Advertising, Publicity, Sales, Role of Media, Writing for Tourism Information, Technology & Management, Personality Development & Communicating Skills.

Unit 3 Managing Financial Operations

Understanding P & L Statements, Balance Sheet, Profitability Analysis, Project Formation & Appraisal.

Unit 4 Managerial Practices in Tourism

Tour Operators, Travel Agencies, Transport, Airlines, Airports, Food Services & Hotels, Public Relations.



Unit 5 Management of Wild Life Sanctuaries & Spice Gardens as Tourist Destinations, Beaches, Island & Mounting Resorts.

Paper-III- Indian culture- perspective for tourism

Objectives- To impart the knowledge of

1. Historical context Indian culture and heritage.
2. Socio- historical perspective, salient features of Indian culture.
3. Customs, rituals and cults.
4. Ethnic tourism, fairs & festivals in India.
5. A General survey of India art & architecture, painting of Ajanta, museums and antiquities.

Outcomes- The student would be trained and gained the knowledge of

1. Indian culture and Heritage, tourism and culture.
2. Fairs and festivals of India, pilgrimages, ethnic tourism.
3. Main temple styles & regional variations in M.P.
4. Main characteristics of Sultanate Mughals and colonial architecture.
5. Main characteristics of Indian classical dances, music, folk, music & dances, handicrafts, textiles, costumes, jewelry, theatre etc.

Unit 1

Historical Context of Indian Culture & Heritage
Tourism & Culture, Salient Features of Indian Culture.

Socio-historical Perspective



Unit 2

Customs, Rituals & Cults
Fairs & Festivals in India
Pilgrimages
Ethnic Tourism

Unit 3

A General Survey of Indian Art & Architecture–
Harappan, Mauryan, Sunga, Kushan, Gupta
Main Temple styles & the Regional Variations in M.P.
Main Characteristics of Sultanate Mughal & Colonial Architecture.

Unit 4

Painting of Ajanta, Bagh, Mughal & Rajasthani Painting
Chola Bronzes, Terracotta Art
Museums & Antiquities

Unit 5

Main Characteristics of Indian Classical Dances, Music,
Folk Music & Dances.

Unit 6

Handicrafts, Textiles, Costumes, Jewelry
Popular Culture, Theatre, Cinema, Policy Issues in Culture

Paper-IV- Hotel management and Catering

Objectives- To impart the knowledge of

1. Basics of accommodation, hotels and its history, supplementary accommodation
2. Hotel and its working, front office organization, food & beverages restaurants.
3. Hotel industry of India.
4. Major Hotel chains of India.
5. Sales and marketing of Hotel concepts of Guest satisfaction.



- Outcomes-** The students would be trained and & gained the knowledge of
1. Hotel industry, hotel from inside Hotel and its history, front office organization.
 2. Catering management, food & beverages, restaurants, menus and food plans.
 3. Major Hotel chains of India, state categorization.
 4. Concept of guest satisfaction.
 5. Role of conventions and seminar in sales.

Unit 1 Basics of Accommodation

Hotel & its History
Supplementary Accommodation

Unit 2 Hotel & its working

Understanding Hotel
Hotel from Inside
Front Office Organization

Unit 3 Catering Management

Food & Beverages
Restaurants
Menus & Food Plans

Unit 4 Hotel Industry of India

Major Hotel Chains of India
Star Categorization

Unit 5 Sales & Marketing of Hotel

Concept of Guest Satisfaction
Role of Conventions & Seminar in Sales



Paper-V- DISSERTATION	- 25
TOUR REPORTS	- 25
HOTEL TRAINING	- 25
WORKING KNOWLEDGE OF COMPUTER	- 25
Total	= 100 Marks

Books Suggested-

1. Tourism in Ujjain, Dr.Anjana Singh
2. Simhastha in Ujjain, Dr.Anjana Singh
3. Mahakal & Simhastha, Dr.R.K.Ahirwar
4. Tourism Development, Neggi



