

PG Diploma Courses : PG Diploma in Travel and Tourism Management (PGDTTM)

Paper title: Computer applications in Tourism and Travel Management

Paper number Paper - 5

Maximum marks

Model Question Papers / Past Question Papers

Syllabus details

UNIT 1

Data, Information and Knowledge – Tourism and Information, Types of Information – properties, organization as an information processing unit, MIS and data processing - Information needs for decision making – Role of computers in management - Computer – aided decision making.

UNIT 2

Introduction to computers – Evolution of computers – Computer hardware, software, networks – Classification of computers. Applications software Networks – Types of networks – Topologies – LAN and Wan Network Management.

UNIT 3

MIS – Introduction – Anthony framework for understanding computer, Management functions & Decision Making.

UNIT 4

Information Technology and Tourism, Travel services and computers and Tour services and computers. Media as an information tool to tourism. Internet-Browsing Internet.

UNIT 5

Social and legal dimensions of computerization; Social dimensions of computerization, impact of computers on living style – computer and organization – Computer and the society, computers and law – legal aspects and computers, privacy and confidential information.

REFERENCE BOOKS:

- 1) O' Brien - Management Information System
- 2) Murdick – Management Information System
- 3) World Tourism organization 1988, Guide lines for the Transfer of new technologies in the field of Tourism.

Paper number
Maximum marks

Paper - 4

Model Question Papers / Past Question Papers

Syllabus details

- UNIT-I:
Service Industry – Introduction, Services, Concepts and Characteristics, Classification – Services in Tourism. Tourism product development, Tourism product designing & development. Issues and Considerations. Considerations for marketing of Tourism products.
- UNIT-II:
Culture – Designing and Developing culture as a tourism product. Religious tourism – Designing religious tourism product. Designing ecology, wild life and adventure tourism products.
- UNIT-III:
Health Tourism – Introduction, Designing health product development and positioning the health tourism product. Resorts – Designing and management – Types of resorts – Growth of Indian resort market. Resort designin

Paper number
Maximum marks

Paper - 3

Model Question Papers / Past Question Papers

Syllabus details

UNIT 1

Introduction: Understanding Tourism Operations: Elements in Tourism operations. Respecting concerns at planning stage. Quality Management in Tourism, Caring for customers in Tourism.

UNIT 2

Management of Tour operations – setting up a Tour operation company. Management of In-house operations. Use of technology. Developing and managing linkages with principal suppliers. Managing Recruitment and Trained Manpower. Inbound & Out bound Tour operations – Managing and marketing of Tour packages.

UNIT 3:

Managing Distribution – Role of Distribution, Selling through Distribution chains. Managing a Tour.

UNIT 4

Managing Travel Agency operations – Travel agency operations. Use of technology – Departmentalised operations of Agency. Relationship with principal suppliers – Dealing with Air travel providers, Dealing with tourist transport supplier. Promotional activities – Promotion campaign.

UNIT 5

Managing Hospitality operations – Organised & unorganized managing front office. House keeping sector and food and beverage operation.

REFERENCE BOOKS:

- 1) Foster D, "Business of Travel Agency operations" Mc Graw Hill, 1991
- 2) Annual Report 2002-2003, Department of Tourism, Government of India.

Paper title: Communication skills

Paper number

Paper - 2

Maximum marks

Model Question Papers / Past Question Papers

Syllabus details

COMMUNICATION: The intent and content of Communication – Types of Communication – Process of Communication – Communication Networks in an Organisation – Formal Network – Informal Communication Network.

VERBAL COMMUNICATION: The use of the Seven C's of Communication – Courtesy – Clarity – Conciseness – Concreteness – Correctness – Consideration – Completeness – Oral Communication – Written Communication – Business English – Barriers in Sentence constructions.

NON-VERBAL COMMUNICATION: Human body-The Medium of the Message – Non-verbal Signifiers are like words – Non-verbal Communication Sub-disciplines

Body language: Kinesics – Occulesics – The Face – Paralinguistics – Proxemics: The Cultural Iceberg – Personal Space Must be Respected – Arifacts – Chronemics – Tactilics – Gesture Clusters – Meaning Attached to Certain Gesture Clusters – Neuro-Linguistic programming (NLP) and the power of the Non-verbal.

LISTENING: Misconceptions/Myths about Listening – Listening Barriers – Types of Listening – Marginal Listening – Evaluative Listening – Active/Analytical Listening – Different Stages in Listening – Overcoming Listening Barriers – How to Increase Listening Efficiency – Benefits of Effective Listening – The Body Language of an Active Listener.

BASIC SKILL-SETS OF A MANAGER: Interpersonal Skills – The Closed Style – The Blind Style – The Hidden Style – The Open Style – Dealing with Criticisms – Managing Conflict – Communicating Assertively – Negotiating Skills – Communication in a Team – Manager's Telephone Skills – Gender Communication.

PRESENTATION SKILLS: Pre-presentation Jitters – Misconceptions about Presentation – Getting ready for a Presentation - Preparation and Practice – Presentation Structure – Getting Started – Practice before you present – Take Care of How You Dress/Look – Writing Down the Presentation – Delivering the Presentation – The Introduction – Body Language – Qualities of a Skilful Presenter – Capturing and Maintaining Attention – Bringing Your Presentation to a Close – Handling Questions: ' Things that you should not commit in Public Speaking.

WRITTEN COMMUNICATION: Basic Requirements of a Business Letter – Organizing Your Thoughts – Strategies for Writing Business Letters – Direct Approach – Structure of a Bad News Letter (Idea of BILL) – The Debate Over the use of Direct/Indirect Approach for Bad/Neutral Message – Report Writing – Types of Report – How to become a Good Report Writer - Constructing a Long Formal Report – Resume Writing – Types of Resumes – Miscellaneous Letters.

COMMUNICATING IN A MULTICULTURAL WORLD: The Idea of a Global World – The Communication Dimensions of Multicultural Business – Example – Impact of Globalization on Organizational and Multicultural Communication – Understanding Culture for Global Communication – An Effective Communicator Always Adapts to Global Audiences – Etic and Emic Approaches to Culture – How can we Overcome Cross-Culture Communication Problems - Non-verbal Communication – Overcoming Cultural Barriers – Cultural Protocol in Various Countries – Expatriate Manager's Experiences in India.

KEEPING PACE WITH A CHANGING WORLD: THE PR WAY: Definitions of PR – Misconceptions about PR – The Realities of Public Relations – Use of Communication Skills for Media and Public Relations – Exhibit – Press Release – How to Write a Good Release – How to Handle a Press Conference – Media Interviews.

PRESCRIBED BOOK:

1. Leena Sen : Communication Skills, Prentice Hall of India – New Delhi – 2005.

RECOMMENDED BOOKS:

1. Allen, W.S. Living English Speech. Orient Longman.
2. Balasubramanian. T. A Textbook of English Phonetics for Indian Student Macmillan.
3. Bansal, R.K.& Harrison, J.B.Spoken English for India: A manual of Speech and Phonetics.

Orient Longman.

4. Homy A.S. Oxford Advanced Learners Dictionary of Current English (ELBS).
5. Bhaskar, W.W.S. & Prabhu, N.S. English Through Reading, Books 1&2, Madras□ Macmillan 1975.
6. Central University, Pondicherry. Developing Reading Skills, Books I &II Pondicherry□ Central University, 1986.
7. Bhaskaran, M. & Horsburgh, David. Strengthen your English. Delhi: OUP 1973.
8. Freeman, Sarah, Written Communication in English. Bombay: Orient Longman, 1977.
9. Das, B.K.David, Annie. A. Remedial Course in English for Colleges. Books 1,2,&3. OUP.
10. Wood, F.T. A. Remedial English Grammar for Foreign students. Macmillan.
11. Green, D. Contemporary English Grammar Structures & Composition. Macmillan.
12. Allen, W.S.Living English Structure. Orient Longman.
13. Ghosh, R.N.Moody, K.W. & Inthira, S.R.A course in Written English.(NCERT)
14. Narayanaswamy, V.R.Strengthen your writing. Madras: Orient Longman 1984.

PG Diploma Courses : [PG Diploma in Travel and Tourism Management \(PGDTTM\)](#)

Paper title: Principles of Tourism

Paper number

Paper - 1

Maximum marks

Model Question Papers / Past Question Papers

Syllabus details

UNIT-I: Meaning and nature of Tourism, Basic components and elements of Tourism

UNIT-II: Causes for the rapid growth of Tourism in modern times. A brief history of Tourism in India.

UNIT-III: Tourism services: Modes of transport, Tourist accommodation, cuisines, Travel agency, Tour operators, Guides and Escorts.

UNIT-IV: Tourism Marketing: Promotional events, Advertising Publicity, Role of Media, Communicating skills

UNIT-V: Tourism Impact: Economic Impact, Social and Environmental Impact, Impact on Tourist Destinations

RECOMMENDED BOOKS:

1. Tourism phenomenon – Foundation course in Tourism TS-I-IGNOU
2. Understanding Tourists and Hosts – Tourism Development: Products, Operations and case studies – IGNOU
3. Bhatia.A.K., -Tourism Development – Principles and Practices
4. Mathieson A. Wall.G: Tourism – Economic Physical and Social Impacts.