

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma in Hotel Management & Catering Technology

Third Year

Subject Name: **Travel & Tourism**

Sr. No.	Course content
1.	The Tourism Phenomenon: 1.1 Definition – Tourism; Tour; Tourist; Visitor; Excursionist; Domestic; International; Inbound; Outbound; Destination. 1.2 Growth of Tourism / Evolution /History of Tourism & Present Status of Tourism in India. 1.3 Thomas Cook – Grand Circular Tour
2.	Constituents of Tourism Industry: 2.1 Primary Constituents 2.2 Secondary Constituents 2.3 The 4 A's of Tourism – Attraction, Accessibility, Accommodation, Amenities. 2.4 Career Opportunities for Tourism Professionals
3.	Infrastructure of Tourism: 3.1 Role of Transport in Tourism 3.2 Modes of Transport: Road, Rail, Air, Sea. 3.3 Types of Accommodation – Main & Supplementary
4.	Types of Tourism: 4.1 Types of Tourism: Various Motivators Holiday, Social & Cultural, MICE Religious, VFR (Visiting Friends And Relatives), Sports, Political, Health, Senior Citizen, Sustainable Tourism. 4.2 Alternative Tourism: Eco Tourism, Agro Rural Tourism
5.	The Impact of Tourism: 5.1 Economic Impact – Employment Generation, Foreign Exchange Earnings, Multiplier Effect, Leakage, Infrastructure Development. 5.2 Social, Cultural & Political Impact – Standard of Living, Passport to Peace, International Understanding, Social Integration, Regional Growth National Integration. 5.3 Environmental Impact – Tourism Pollution & Control, Wild Life & Bird Sanctuaries & Their Protection for Tourist Industry.
6.	The Tourism Organizations: 6.1 Objectives, Role & Function of: Government Organizations: Dot, Itdc, Mtdc, Asi, Tfci.

	<p>6.2 Domestic Organizations: Taai, Fhrai, Iato</p> <p>6.3 International Organizations: Wto, Iata, Pata.</p> <p>6.4 Ngo: Role of Ngo in Making Responsible Tourists.</p>
7.	<p>The Travel Agency:</p> <p>7.1 Meaning & Definition of Travel Agent.</p> <p>7.2 Types of Travel Agent: Retail & Wholesale.</p> <p>7.3 Functions of Travel Agent.</p> <p>7.3.1 Provisions of Travel Information</p> <p>7.3.2 Ticketing</p> <p>7.3.3 Itinerary Preparation</p> <p>7.3.4 Planning & Costing</p> <p>7.3.5 Settling of Accounts,</p> <p>7.3.6 Liaisons With Service Providers</p> <p>7.3.7 Role of Travel Agent in Promotion Of tourism.</p>
8.	<p>The Tour Operator :</p> <p>8.1 Meaning & Definition</p> <p>8.2 Types of Tour Operator: Inbound, Outbound & Domestic.</p> <p>8.3 Tour Packaging – Definition, Components of A Tour Package.</p> <p>8.4 Types of Package Tour:</p> <p>8.4.1 Independent Tour</p> <p>8.4.2 Inclusive Tour</p> <p>8.4.3 Escorted Tour</p> <p>8.4.4 Business Tour</p> <p>8.5 Guides & Escorts – Their Role and Function Qualities Required to be A Guide or Escort.</p>
9.	<p>Travel Formalities & Regulations:</p> <p>9.1 Passport – Definition, Issuing Authority, Types of Passport, Requirements for Passport.</p> <p>9.2 Visa – Definition, Issuing Authority, Types of Visa Requirements for Visa.</p> <p>9.3 Health Regulation – Vaccination, Health Insurance. Economic Regulation – Foreign Exchange.</p>
10.	<p>Itinerary Planning:</p> <p>10.1 Definition, Steps to Plan a Tour, Route Map, Transport Booking, Accommodation Reservations, Food Facilities, Local Guide / Escort, Climate / Seasonality, Shopping & Cultural Show, Costing.</p>

References Books:

1. Introduction to Travel & Tourism-Michael M. Cottmanvan Nostrand Reinhold New York, 1989.
2. Travel Agency & Tour Operation Concepts & Principles-Jagmohan Negi - Kanishka Publishes, Distributors, New Delhi, 1997.
3. International Tourism – Fundamentals & Practices -A. K. Bhatia -Sterling Publishers Private Limited, 1996.