

SRIDEV SUMAN UTTARAKHAND UNIVERSITY TEHRI GARHWAL



SYLLABUS FOR DIPLOMA IN TOURISM

Diploma in Tourism (DIT)
Semester Course Framework

Semester-I					
Course type	Name of course	Credit	Course code	Course duration (Months)	Marks 75+25
Paper I	Fundamentals Of Tourism	04	S-1-101	1.25	75+25=1
Paper II	Tourism Product And Management	04	S-1-102	1.25	75+25=1
Paper III	Tourism In India	04	S-1-103	1.25	75+25=1
Paper IV	Tourism Marketing	04	S-1-104	1.25	75+25=1
Total number of marks for semester 1st - 400, Total credits -16, total months-06					

Semester-II					
Course type	Name of course	Credit	Course code	Course duration (Months)	Marks 75+25
Paper I	Planning And Development Of Tourism	04	S-2-101	01	75+25=1
Paper II	Forms And Types Of Tourism	04	S-2-102	01	75+25=1
Paper III	Internship Report And Presentation	04	S-2-103	1.5	70+30=1
Paper IV	Dissertation Based On Field Work	04	S-2-104	1.5	100

Total number of marks for semester 2nd - 400, Total credits -16, total months - 05+01 (15 days post internship counselling and 15 days examination) = 06 months

SEMESTER-I

Code : DIT S-1-101

FUNDAMENTALS OF TOURSIM

PAPER I

Term End Exam. Marks	: 75	Time: 03 Hours
Internal Assessment Marks	: 25 (20 Marks allotted for Internal Assessment by Submitting One Assignments for Evaluation & 05 marks for attendance and over all performance in the class	
Total Marks	: 100	
Total Credits	: 04	

Unit-I	Concept, Definition, Scope, Nature, Aim And Objectives Of Tourism , Important Tourism Abbreviation, National And International Tourism Originations.
Unit-II	Approaches And Significance Of Tourism, Evolution And Development Of Tourism In Ancient And Modern Ages .
Unit-III	Tourism And Environment, Man - Environment And Tourism The Inter-Related Phenomenon.
Unit-IV	Essentials Of Tourism : Transport, Accommodation, Food And Recreation.

SEMESTER-I

Code : DIT S-1-102

TOURISIM PRODUCT AND MANAGEMENT

PAPER II

Term End Exam. Marks	: 75	Time: 03 Hours
Internal Assessment Marks	: 25 (20 Marks allotted for Internal Assessment by Submitting One Assignment for Evaluation & 05 marks for attendance and overall performance in the class)	
Total Marks	: 100	
Total Credits	: 04	

Unit-I	Definition, Salient Features And Types Of Tourism, Classification Of Tourism Product And Important Tourism Product Of India, Natural, Man Made And Symbiotic.
Unit-II	Management Concept And Functions Of Management. Task And Responsibilities Of Professional Manager In Tourism.
Unit-III	Procedure Of Recognition Of Travel Agency, Tour Operator, Types Of Logistics And Guide/Escort In India, their Structure And Function.
Unit-IV	Food Services, Tourist Transport (Land, Water And Air)

SEMESTER-I

Code : DIT S-1-103

TOURISIM IN INDIA

PAPER III

Term End Exam. Marks	: 75	Time: 03 Hours
Internal Assessment Marks	: 25 (20 Marks allotted for Internal Assessment by Submitting One Assignments for Evaluation & 05 marks for attendance and overall performance in the class)	
Total Marks	: 100	
Total Credits	: 04	

Unit-I	Study Of Historical Geographical, Social And Cultural Aspects Of India With Special Reference To Uttarakhand.
Unit-II	Outline Of Indian Art And Architecture, Main Indian Museums , Art Galleries, Heritage Sites Of India .
Unit-III	Main Tourist And Religious Centers Of India (North , South, East, West) In Reference To Hill, Plain, Plateau, Desert, Sea Sores.
Unit-IV	Forest, Wild Life, Sanctuaries And National Parks Of India.

SEMESTER-I

Code : DIT S-1-104

TOURISIM MARKETING

PAPER IV

Term End Exam. Marks	: 75	Time: 03 Hours
Internal Assessment Marks	: 25 (20 Marks allotted for Internal Assessment by Submitting One Assignments for Evaluation & 05 marks for attendance and overall performance in the class)	
Total Marks	: 100	
Total Credits	: 04	

Unit-I	Introduction To Tourism Marketing, Approaches, Relevance And Role.
Unit-II	Market Research , Market Analysis And Strategies, Understanding Tourism Market : National And International
Unit-III	Role Of Technology In Tourism Marketing, Public Organization, Local Bodies, NGO'S, Social Marketing .
Unit-IV	Marketing Mix, Destination Marketing , Accommodation Marketing Transport And Travel Services Marketing.

SEMESTER-II

Code : DIT S-2-101

PLANNING AND DEVELOPEMNT OF TOURISM

PAPER I

Term End Exam. Marks : 75 Time: 03 Hours
Internal Assessment Marks : 25 (20 Marks allotted for Internal Assessment by Submitting
One Assignments for Evaluation & 05 marks for attendance
and overall performance in the class
Total Marks : 100
Total Credits : 04

Unit-I	The Evolution Of Tourism Planning, Planning Defined, Planning Processes, Planning Approaches. Environmental And Social-Cultural Consideration In Planning.
Unit-II	Planning Of Tourism At Local, Regional, National And Global Level.
Unit-III	Communication Skills And Personality Development In Tourism.
Unit-IV	Pre And Post Planning For Tourism (Need Based : Age, Interest And Satisfaction).

SEMESTER – II

Code: DIT S-2-102

FORMS & TYPES OF TOURISM

PAPER II

Term End Exam. Marks	: 75	Time: 03 Hours
Internal Assessment Marks	: 25	(20 Marks allotted for Internal Assessment by Submitting Two Assignments for Evaluation & 05 for attendance and overall performance in the class)
Total Marks	: 100	
Total Credit	: 04	

Unit – I	Forms & types of tourism: Adventure Tourism. Ecotourism. Bicycle Tours. Beach Tourism. Cultural Tourism. Industrial Tourism. Medical Tourism, Religious Tourism
Unit – II	Measurements and Dimensions of Tourism: Types of Tourist Statistics; Methods of Measurement; The Importance of Measurement; The Organization of Tourism, The National Tourism Organization; Dimensions of World Tourism; International Tourist Movements.
Unit – III	Logistics Tourism Management: Tourism transit, tourism resource supply and the adoption of related logistics technology to manage tourism vehicles and tourists.
Unit –IV	Logistics and Supply Chain Management in Tourism: Planning and management activities concerning purchasing, Internal logistics, the supply chain structure between various number of participants, from raw materials suppliers (their impact is visible especially in catering, foods or beverage suppliers services), up to end consumers.

SEMESTER-II

Code : DIT S-2-103

INTERNSHIP REPORT AND PRESENTATION

PAPER III

Internship Report : 70
Presentation and Viva voce : 30

Total Marks : 100
Total Credits : 04

The Students Of Diploma In Tourism Shall Required To Submit A Internship Report After Completion of Internship Course work and Will Have To Present A Feed - Back Seminar Presentation . The Internship Report Will Carry 70 Marks And 30 Marks For Presentation And Viva - Voce.

NOTE: Students have to do one month compulsory internship in selected field.

SEMESTER – II

Code: DIT S-2-104

DISSERTATION BASED ON FIELD WORK

PAPER IV

Total Marks: 100

Total Credits: 04

Each student will be allotted a field work individually on the bases of the type of tourism selected by them. After completing the field work of one month duration, student is expected to prepare a dissertation of at least 100 pages applying SWOT (Strength, Weaknesses, Opportunities, Threats) Analysis. The dissertation must be submitted in the Department of Geography one week before the commencement of the theory examinations. The dissertation will be evaluated by both Internal and External Examiners (50 marks each).