

ADVANCE DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT

(Career Oriented Programmes at First Degree Level in Universities and Colleges)

1. Nomenclature

The Advance Diploma in Travel and Tourism Management Course shall be spread over One Year.

2. Duration and Time Schedule

1. The One Year Advance Diploma Course shall be of 3 Courses (4 Credits for each Course, that is, total 12 Credits) and Job Training of 4 to 6 weeks (8 Credits) and a student will be required to earn 20 Credits to complete the course.

The Course will be of 60 credits (20 credits earned during Certificate Course and 20 credits earned during Diploma Course and 20 credits earned during Advance Diploma Course)

2. Each Academic Year shall be of 90 working days. Each Paper/Course will be covered in total 60 hours in which 45 hours are allotted for regular teaching and 15 hours for internal tests, seminar, assignments, tutorials, presentation, etc.
3. The Course will ordinarily commence in July/August and end in May.

3. Eligibility

1. A student holding 10 + 2 or equivalent with minimum 50% marks in any discipline from recognized Board with not less than 50% marks in aggregate with Diploma course in Travel and Tourism Management is eligible to apply for the Course.
2. The student should be enrolled in the concerned college in Undergraduate or Post Graduate course. Preference will be given to undergraduate students.
3. Advance Diploma in Travel and Tourism Management (Career Oriented Programmes at First Degree Level in Universities and Colleges) has total 40 seats, admission to which will be on merit (Marks obtained in qualifying examination 10+2 and Certificate/ Diploma Course).

4. Fees

1. The prescribed fee for this Career Oriented Programme at First Degree Level in Universities and Colleges will be Rs. 7100/- (Rs. Seven Thousand One Hundred only) per year. It may be enhanced by the colleges in future keeping the economies of running the course in mind.
2. In addition, other fees usually charged from a BHU student (Day/Hostel) and Examination Fee also will be charged as per UGC directives and University/College rules.

5. Course

1. The Course will be of 60 credits (20 credits earned during Certificate Course and 20 credits earned during Diploma Course and 20 credits earned during Advance Diploma Course). Each credit will have 15 hours workload out of these 8 credits should necessarily be assigned to Job Training of 4 to 6 weeks.
2. Thus, the total number of courses in Advance Diploma will be 3 with 4 credits for each course, that is, 12 Credits for Course work and Job Training of 4 to 6 weeks will be of 8 Credits and a student will be required to earn 20 Credits to complete the course.

3. All the students of Advance Diploma course shall be required to undergo **Job Training of 4 to 6 weeks.**
4. In addition to the Job Training, the College may organize some excursion tours to nearby areas to give practical exposure to tourism students.
5. The Board of Studies empowers the local members of the Board of Studies of History of Art to update the syllabus in case of exigency to sustain the true spirit of the course, which may subsequently be approved by the Board of Studies and other bodies.

6. Examination

1. The maximum credits for each paper shall be 4 while Job Training will be of 8 credits for the Advance Diploma course.
2. Out of 4 Credits, 2 Credits will be assigned for internal assessment and 2 Credits will be assigned for final University examination to be conducted at the end of the course.

The duration of the Final written Examination shall be of 3 hours for each paper/Course.

3. The Principal/Coordinator shall forward the internal assessment marks (2 Credits for each paper/course) on the basis of the periodical tests, written assignments, seminars, presentation, etc and Job Training Report and Viva-voce marks (8 credits) to the Controller of Examination/Registrar.
4. A candidate who has completed the prescribed course of instruction in the College for any examination but does not appear in it on medical ground may be allowed on the recommendations of the Principal/Coordinator to reappear in the next regular examination when such examination is held, without attending fresh course of studies. However, the candidate shall be exempted from reappearing in the practical papers provided he/she has obtained 40% marks in the practical papers including the internal assessment marks.
5. Candidate must pass all the examination within **two years** duration from the time of admission to the first year of the course, failing which he/she will be not declared pass in Advance Diploma in Travel and Tourism Management Course.
6. The Job Training Report shall be examined by the internal examiner and will be followed by viva-voce conducted jointly by the internal and external examiners. The Job Training Report should be submitted before the date of Viva-voce.
7. **Course Structure:** The programme shall be of one academic year and the modules are as follows:

Advance Diploma in Travel and Tourism Management Course Layout

Paper	Paper Name	Credit
TTM – AD-101	Tourist Resources of India	04 Credits
TTM – AD-102	Communication Skill & Personality Development	04 Credits
TTM – AD-103	Transportation and Travel Management	04 Credits
TTM – AD-104	Job Training (4 to 6 weeks)	08 Credits
	Total Credits (04+04+04+08)	20 Credits

[The Course will be of 60 credits (40 credits earned together during Certificate and Diploma Courses and 20 credits earned during Advance Diploma Course). Each credit will have 15 hours of workload. Out of this 8 credits should necessarily be assigned to Job training of 4 to 6 weeks.]

Paper I – TTM-AD-101: Tourist Resources of India (4 Credits)

Unit-01 **Natural Resources:** Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Kanha, Gir, Dachigam, Ranthambhore).

Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nanital and Ooty.

Beaches and Islands: Beaches in Goa, Kerala, Orissa, Andaman Nicobar & Lakshdvp islands.

Unit-02 **Popular Tourist Resources-** Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri.

Unit-03 **Pilgrimage Destinations: Hindu-** Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyaachal (U.P.), Kamakhya (Assam), Vaishnodevi, Kashi, Prayag, Gaya, Ayodhya, Mathura-Vridavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.

Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sravasti, Sankasia, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Jain: Kashi, Pavapuri, Shatrunjata, Girnar, Mt. Abu, Sharavanbelgola, Parsnath (Giridih)

Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri.

Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Saint: Kabir, Tulasi, Raidas, Sankaracharya.

Unit-04

Fairs and Festivals: Kumbha, Pushkar, Sonapur, Dadari, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathyatra, Nag Nathaiya (Varanasi), Barawafat, Id-ul-Fitra, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

Paper II-TTM-AD-102: Communication Skill & Personality Development (4 Credits)

Unit-01 Effective Communication

- i. Communication – Process and Types; Barriers and Principles of effective communication (Horizontal and Vertical Communication).
- ii. Verbal Communication Skill – Situational conversation (at the airport, railway, travel agency, tourist sites,etc).
- iii. Principles of Public speaking and Speech skills.
- iv. Group Methods of Communication – Handling interviews, Group-Discussion, Role play.
- v. Body Language.

Unit-02

Written Communication Skill: Office correspondence, Memos, Circulars, Brochures, Public-notice, Resume, Covering letters, Letters of invitation and refusal, Notice board communication.

Unit-03

Personality development: Meaning of Personality, Personality vs. Character, Personality vs. Individuality, Role of heredity and learning, Personality Factors – external, internal, Effective or winning personality, developing a selling personality.

Unit-04

Personality grooming: Physical fitness, dressing sense, formal and informal clothing, behavior with male and female clients, behavior in office.

Unit-05 Time Management

Paper III–TTM-AD-103: Transportation and Travel Management (4 Credits)

Unit-01 Transportation

- i. Dynamically Changing Needs & Means
- ii. Evolution of Transport System
- iii. Importance of Transport in Tourism
- iv. Cultural & Environment Implication in Tourism Transport System

Unit-02 Airlines Transportation

- i. The Airlines Industry - Origin & Growth
- ii. Air Corporation Act
- iii. Case Studies of Indian Airlines & Air India (now merged).
- iv. Multinational Air Transport Regulation – Nature, Significance & Limitations.
- v. Role of IATA, ICAO & other agencies.
- vi. Future of Air Transport Industry

Unit-03 Rail Transport System

- i. Major Railway Systems of World – British Rail, Eu rail, Amtrak
- ii. Indian Railways – Past, Present & Future
- iii. Types of Special Packages offered by Indian Railways to Tourists – Indrail Pass, Palace on Wheels, Royal Orient, etc
- iv. Reservation Procedures – GSA's Abroad

Unit-04 Surface Transportation

- i. Approved Tourist Transport, Car Hire Companies including Rent-a-Car Scheme and Tourist Coach Companies.
- ii. Documents connected with Road Transport viz. Regional Transport Authority, Transport & Insurance Documents, Road Taxis, Fitness Certificate, Contract Carriage, All India Permit, State carriage.

Unit-05 Water Transport System

- i. Different Types of Water Transport System like Cruise, Ships, Ferries, Hovercraft, Hydrofoil, River Canal Boats, and Catamarans.
- ii. Prospects & Future Growth of Water Transport in India.

Paper IV – TTM-D-104: Job Training (08 Credits)

1. All the students shall be required to undergo **Job Training of 4 to 6 weeks.**
2. The Job Training will be conducted with the approval of the Principal/Course Coordinator. The student shall be required to submit comprehensive Job Training Report to the Coordinator of the course. It will be followed by **Viva-Voce.**