

PT. RAVISHANKAR SHUKLA UNIVERSITY,
RAIPUR
SESSION 2017-18

POST GRADUATE DIPLOMA IN TOURISM AND HOTEL MANAGEMENT
SCHEME OF THE EXAMINATION FOR THE ACADEMIC YEAR
2016-2017

Paper No. Name of the Papers Max. Marks

1. Tourism : Concept, Policy & Planning 100

2. Tourism Products of India 100

3. Travel Agency, Tour Operation & Marketing for
Hospitality & Tourism
100

4. Hotel Management 100

Project Report 100

Viva-Voce 50

Professional Training 50

Total 600

(Dr. Dinesh Nandini Parihar)

DIRECTOR

PAPER-I

TOURISM: CONCEPT, POLICY AND PLANNING

UNIT-I

Concepts, Definitions, Growth & Development of Tourism. Types of Tourists. Forms of Tourism. Tourism System- Nature and Characteristics. Components of Tourism Industry.

UNIT-II

Travel Motivators. Demand for Tourism. Characteristics of Supply. Life Cycle Stages. Tourism Impacts- Costs and Benefits of Tourism.

UNIT-III

New thrust areas of Tourism:- Adventure Tourism, Eco-Tourism, Sustainable Tourism, Heritage Tourism, MICE, Role of ITDC, ASI, Ministries of Railways & Civil Aviation in the Promotion of Tourism. Organization and Working of Chhattisgarh Tourism Board. An Overview of Organizations and Associations like IATO, TAAI, WTO, ICAO & IATA.

UNIT-IV

Concept Need and Objective of Public Tourism Policy. An outline of L.K. Jha Committee-1963. National Tourism Policy-1982. National Committee Report-1988. National Action Plan on Tourism-1992.

UNIT-V

Tourism Planning:- Background, Approach and Process. Tourism Planning at National, Regional, State and Local levels. An important feature of Five Year Tourism Plans in India. Destination Life Cycle, Concept of Carrying Capacity, Sustainable and Eco-tourism. Eco-Tourism & Community participation in Tourism Planning.

PAPER-II

TOURISM PRODUCTS OF INDIA

UNIT-I

Tourism Products, Concepts and Classifications. Typology of Attractions. Glimpses of India's Cultural Heritage.

UNIT-II

Indian Architecture: - Hindu, Buddhist, Jain and Indo-Islamic. Indian Painting:- Important Schools and Types.

UNIT-III

Performing Arts of India: - Classical and Folk Dances. Indian Music:- Prominent Schools of Indian classical music, Folk Music and Important Instruments.

UNIT-IV

Important World Heritage Sites in India. Places of Tourist Interest in Chhattisgarh State. Important Wildlife Sanctuaries and National Parks. Adventure and Eco- Tourism Destinations. Yoga and Meditation as a tourism products.

UNIT-V

Handicrafts:- Important objects and centers connected therein, craft melas. Fairs and Festivals of Tourist significance. Indian Cuisine.

PAPER-III

TRAVEL AGENCY, TOUR OPERATION & MARKETING FOR HOSPITALITY & TOURISM

UNIT-I

History and growth of Travel agency business. Definitions of Travel Agent and Tour Operator. Differentiations & interrelationships of TA & TO, Future prospects.

UNIT-II

Itinerary preparation:- Important Considerations, Costing, Packaging & Promotion. Definition of Tour Package. Types and Forms of Package Tours, Designing, Preparation and Costing of Tour Packages.

UNIT-III

Passport, Visa, Health, Customs and Currency Regulations. Baggage Rules and Travel Insurance. An overview of CRS and Ticketing. Types of Tours available in India. Intrain Passes etc.

UNIT-IV

Definition Concept and Scope of Marketing. Service Marketing and its Special Features. Tourism and Hospitality Marketing:- its Uniqueness.

UNIT-V

Market Segmentation. Identifying Market Segments and Selecting Target Markets. Marketing Mix vis-à-vis Hospitality and Tourism.

PAPER-IV

HOTEL MANAGEMENT

UNIT-I

HOTEL INDUSTRY AND ITS GROWTH

- 1.1 Introduction.
- 1.2 Evolution of Hotel.
- 1.3 Growth and Development.
- 1.4 Importance of Hotel and Tourism in India.

UNIT-II

FOOD AND BEVERAGE SERVICE

- 2.1 Introduction
- 2.2 Restaurant: - Types of Restaurant, Restaurant Brigade, The Hostess, Etiquettes of Restaurant Staff, Points while waiting at the table.
- 2.3 Equipments:

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- 2.2 Restaurant: - Types of Restaurant, Restaurant Brigade, The Hostess, Etiquettes of Restaurant Staff, Points while waiting at the table.
- 2.3 Equipments: - Measurement, Sideboard, Mise-en-Place, Mise-en-scene, Service, Equipment and use, Bar Equipment.
- 2.4 Menu and Food Service: - Classes of Menu, Taking an Order, Type of Food Service, Breakfast Service (English and Continental).
- 2.5 Beverages: - Beverages Chart, Types of wine, Food and wine chart, Spirit.
- 2.6 Banquets: - Types of Banquets, Outdoor Catering.

UNIT-III

- 3.1 Information: - Types of Hotel, Classification of Hotel, Basis of Charging a guest, Reception terms, Job Description, Co-ordination and other department.
- 3.2 Reception: - Art of Reception, Arrival and Departure, Register, Rules for F.O. Staff, Room Status System, Rooming Procedure, Black List, Wake calls, G-H Card. Scanty Baggage and Left Luggage
- 3.3 Reservation: - Modes of Reservation, Reservation forms, Guest- Registration, Welcome Slip.
- 3.4 Cashier: - Credit in Hotel, Credit Cards, Traveler's cheque, Handling guest valuables.

UNIT-IV

HOUSEKEEPING

- 4.1 Introduction.
- 4.2 House Keeping: - Layout of Housekeeping Department, Layout Organisation of Housekeeping Department.
- 4.3 Housekeeping Staff:- Job Description, Qualities of Housekeeping Staff, Co-Ordination with other Departments.
- 4.4 Linen and Uniform:- Types of uniform used, Types of Linens used, Parstock, Exchange of Linen and Uniforms.
- 4.5 Housekeeping Activities:- Public area Cleaning, Housekeeping Supply room, Key control, Lost and Found Procedure, Inventory Control.

UNIT-V

FOOD AND BEVERAGE PRODUCTION

- 5.1 Introduction and Popular cuisine.
- 5.2 Preparation of Ingredients.
- 5.3 Cooking Methods.
- 5.4 Kitchen chart and Duties of Kitchen Staff.

