

Tourism

Unit 1: Basics of Tourism

- **Introduction to Tourism:** Overview of the history and concept of tourism, including early and modern developments.
- **Forms of tourism:** Inbound, Outbound, National, International, and Alternative Tourism.
- **Tourism Dynamics:** Understanding tourists' motivations, trends in global and domestic tourism.
- **Tourism Products :** Nature, Types and Characteristic of Tourism Products
- **Tourism Industry Structure:** Understanding the components and integration within the tourism sector.
- **Tourism Organizations:** Overview of key organizations and their contributions to tourism development. UN Tourism (former UNWTO), IATA, ICAO, PATA, WTTC, IHA, TAAI, IATO, FHRAI, ITDC, State Tourism Development Corporations, Airport Authority of India, Archeological Survey of India, and Ministry of Tourism.

Unit 2: Geography and Attractions

- **Geographical Essentials:** Key geographical knowledge for tourism, including climate, aviation geography and impact of geography on travel destinations.
- **World Geography** - Climate & Vegetation of North, South and Central America – Europe Africa, Asia, Australasia & Oceania
- **Indian Geography** - Physical Geography of India - Distribution of Rivers, Mountains, Plateaus & Plain area, Coastal area, Deccan, major lakes, deserts. Natural wonders of India including Major National Parks, Wildlife Sanctuaries and Biosphere reserves of India.
- **Major Attractions in India:** Highlighting major tourist sites, heritage locations, and UNESCO World Heritage sites of India. Handicrafts and textiles of India; Fairs and Festivals of Social & Religious importance, Forms & Types of Performing Art, Classical Dances, Folk Dances of different regions & Folk Culture, Indian Music and Painting. Major religious centers of India connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and other religious sects.

Unit 3: Transportation in Tourism

- **Modes of Transport:** Transportation - Evolution and importance of Transportation Systems; Role of Transportation in Tourism – Rail, Road, Air and Water transport.

- **Air Transport** :Airline Business in the World and India , Major Air Carriers and Major Low-cost Airlines, Domestic Air Transport Business. Latest Global trends in Aviation Industry and Technology in Aviation Industry .
- **Railway System of World & India** : British Rail, Euro Rail, Amtrak, Orient express, Trans-Siberian railway and luxury train of the world. Indian Railways - types of tours available in Indian Rail, Indrail pass, special schemes and tourist train packages available and toy trains.
- **Water Transport System** :Major cruise lines of the world and their packages. Current Status , prospects and future growth of water transport in India.
- **Surface Transport**:Understanding travel logistics.Leading tourist transport companies includingcar rental scheme and tourist-coach companies.
- **Emerging Trends in Transportation**: Innovation and sustainability in Aviation, Railway and Car rental and Cruise Industry .

Unit 4: Hospitality and Accommodation

- **Hospitality Basics**: Relationship between tourism and hospitality,the unique features of the hospitality industry.
- **Types of Accommodations** :Range of accommodations from traditional hotels to alternative lodging options, including the classification and operation of hotel chains.
- **Core Departments of Hotels** : Overview of the major hotel departments and their roles in ensuring guest satisfaction, focusing on the front office and housekeeping.Details the structure and responsibilities within the Food &Beverage department, from kitchen operations to buffet and beverage management.
- **Guest Relations and Services**: Describes the processes from check-in to check-out, room types, tariffs, meal plans, and handling of guest complaints, emphasizing the importance of inter-departmental communication and service excellence.
- **Performance Evaluation and Yield Management** : Key performance indicators like occupancy ratio, average daily rate, and RevPAR, along with yield management principles
- **Emerging Trends in Hospitality**: Innovation and sustainability in hospitality services.

Unit 5: Tourism Industry – Players & Functions

- **Travel Agency and Tour Operator Fundamentals** : Overview of travel agency types and tour operators, emphasizing their roles, services, and the importance of skills in managing a successful travel business. Key operations include itinerary planning, tour costing, and managing various tour types to meet diverse customer needs.
- **Digital Transformation**: Impact of information technology, Online Travel Agencies (OTA), and travel metasearch engines on the travel trade.

- **Regulations and Compliance:** Understanding international regulations, passport and visa procedures, health and safety standards, and customs and immigration policies.
- **Service Excellence:** Crafting personalized itineraries, ensuring quality service delivery, and managing customer feedback to enhance service quality.
- **Emerging Trends in Tour Operations:** Innovation and sustainability in Tour Operations.

Unit 6: Tourism Marketing and Management

- **Understanding Tourism Services and Marketing :** Introduction to tourism marketing, Differences and the unique characteristics of services in tourism. The 7 P's of tourism marketing (Product, Place, Price, Promotion, Physical Evidence, People, Process, Packaging) and their application. Introduction to the Service Quality Gap Model and the importance of delivering high-quality services
- **Strategic Marketing and Planning :** Identifying target markets and tailoring marketing strategies, Techniques for building a compelling destination image and branding. The role of social media, direct marketing, and the importance of corporate social responsibility in tourism.
- **Organizational Management in Tourism :** Overview of planning, organizing, staffing, directing, and controlling within tourism organizations. Key concepts in raising funds, capital budgeting, and internal financial controls specific to the hospitality industry. Approaches to budgeting, including zero-based budgeting, and evaluating investment opportunities in tourism.

Unit 7: Event and Special Interest Tourism

- **Foundations of Event Tourism :** Concept and Scope - Define event tourism and its significance in the broader tourism industry. MICE (Meetings, Incentives, Conferences, and Exhibitions): Examine the components of MICE and their economic and social impacts on destinations. Role of ICPB (India Convention Promotion Bureau): Understand the functions and contributions of ICPB in promoting and facilitating event tourism in India.
- **Management and Marketing of Event Tourism :** Explore the planning process for various events, considering logistics, audience, and objectives. Effective marketing techniques for promoting events to different target demographics. Stakeholder Coordination- importance of collaboration between event organizers, tourism boards, local governments, and other stakeholders. Emerging Trends in Event and Mice Industry with special reference to Innovation and sustainability in hospitality services.
- **Emerging Trends in Event Industry:** Innovation and sustainability in Event Industry.

- **Special Interest Tourism Types** :Special Interest Tourism- concept, Health & Wellness tourism, Adventure tourism, Rural tourism, ecotourism, rural tourism, Agri tourism, Farm tourism, Film tourism, Caravan tourism, Golf tourism, Light house tourism, Sufi tourism, Textile tourism, Culinary tourism, Indigenous tourism, Geo-Tourism, Astro -Tourism.

Unit 8: Skilling in Tourism and Policy Framework , Sustainable Tourism Development

- **Policies Influencing Tourism Education:** Insight into National Education Policy, Ministry of Education. Institutes imparting Tourism Education in India
- **Skill Development:** Importance of skills for tourism professionals, with an emphasis on service excellence and technological adaptability.
- **Skilling in India,** and their implications for tourism education and training - National Skill Development Mission , the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) ,the National Council of Vocational Training (NCVT), National Skill Development Corporation (NSDC).
- **Career Paths:** Overview of career opportunities within the tourism industry in India with special focus on Aviation industry, Hospitality industry, Event Industry, Tourism Industry, Cruise Industry etc.
- **Sustainable Tourism Development** : Importance of sustainable tourism development, environmental impact assessments, Promoting responsible tourism, community involvement, and the conservation of natural and cultural heritage.Sustainable Developmental Goals for Tourism. ESD (Education for Sustainable Development)