



L.V.H. College, Panchavati, Nashik-03

TOURISM GEOGRAPHY

Unit I: Fundamentals of Geography, Importance of Geography in tourism, Climate variation, Climatic regions of the world, Study of Maps, Longitude and Latitude, International date line, Time Variations, Time difference.

Unit II: What is tourism? Definitions and concepts, Historical development, General Tourism Trends, Types of Tourists, Visitors, Traveler and Excursionist

Unit III: Indian Geography, Physical and Political features of Indian subcontinents, Climatic conditions prevailing in India, Tourism attractions in different states and territories of India.

Unit IV: Types and Forms of Tourism

Inter-regional and Intra – regional tourism, Inbound and outbound tourism, Domestic and International Tourism, Forms of Tourism- Religious, Historical, Social, Adventure, Senior tourism, Special interest tourism like culture or nature oriented ethnic tourism.

Unit V: TOURIST TRANSPORTATION

Air Transport: The airline industries present policies, practices, Functioning of Indian Carriers, Air Corporation act, Air charters.

Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All India Permits.

Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways: Places-on-Wheels and Royal Orient, Deccan Odessy, Toy trains, Indrail Pass

Water Transport: Historical past, Cruise ships, Ferries, hovercrafts, rivers and canals boats, Fly-cruis

Unit VI: A STUDY OF INTERNATIONAL TOURISUM ORGANISATION

Origin, Location and functions of WTO,IATA, PATA, ASTA, UFTAA, and ICAO

Books:

1. The tourism System: An Introductory text, Mill and Morrison, Prentice Hall
2. Tourism Principals and Practices, Cooper, Fletcher et al, Pitman
3. Tourism: The International Business, Mill,R.C, Pretence Hall, New Jersey
4. International Tourism, Bhatia, A.K
5. Successful Tourism Management (Vol 1&2), Seth,P.N

TOURISM RESOURCES OF INDIA

Unit – I INTRODUCTION

Definition, Tourism Products Concept and classification

Cultural Heritage of India - Stages of evolution, continuity.

Heritage – Meaning, types, of Heritage Tourism, Heritage Management

Organisations- UNESCO, ASI, ICOMOS, INTACH.

Unit – II NATURAL RESOURCES

Wildlife Sanctuaries, National parks and Natural Reserves in India

Hill Stations: Study of hill stations, Importance, Attraction and Environment.

(Mussorie, Nainital, Munnar, Mahabaleshwar, Ooty)

Beaches and Islands- Beaches in Goa, Kerla, Orissa, Andaman & Nicobar Islands

Unit – III IMPORTANT TOURIST PLACES

Delhi, Agra, Jaipur, Khajurao, Varanashi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Konark, Fatehpur Sikri

Historical Monuments:

Qutub Minar, Atala Mosque, Kirtistambha, Sher Shah Suri's Tomb, Sikandar, Red Fort, Taj Mahal, Golden Temple, Hawa Mahal, Bara Imambara (Lucknow) . Forts in Maharashtra: Raighad, Shivnari, Shiagad, Prtapghad, Zanzira etc

Unit – IV RELIGIOUS PLACES

HINDU: Chara Dham Yatra, Jyotirlinga Yatra, Devi Yatra
(Vaishnavdevi, Kamakhya, Vindhychal, Saptarshungi) Kashi, Prayag, Gaya, Ayodhya, Mathura, Vrindavan, Allahabad, Ujjan, Haridwar, Nasik, Ganga sagar. Tirupati.

Buddhist: Lumbini, Bodhgya, Sarnath, Kushinagar, Sharavati, Sankissa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana.

Muslim: Ajmer Sarif, Nizamuddin, Fatehpur Sikri, Famous Mazars

Sikh: Patna, Nabbed, Guru-ka-Tal, Amritsar

Saint: Kabir, Tulasi, Raidas, Sankaracharya, Sai baba,

Unit – V IMPORTANT FESTIVALS AND FAIRS

Kumba Mela, Pushkar Mela, Sonipur, Dadri, Tarnetar, Chhatha, Pongal, Makar Sankranti, Baishakhi, Meenakshi kalyanam, Holi, Gangaur, Onam, Durga Puja, Ranalila, Diwali, Kartik purnima, Dashahara(Kullu) Ratyatra, Nag Nathiya(Varanashi) Bharawafat, Id-ul-fitr, Easter, Christmas, Carnival(Goa), Burhwa Mangal(Varanashi) Ganga Mahotsava, Taj Mohotsava, Khajurao Mahotsava, Desert Festival.

Reference Books: -

1. The Wonder that was India : A.L. Basham
2. A Cultural History of India : A.L. Basham
3. India - Lonely Planet :
4. India - Plan your own holiday : S. Jagannathan
5. Travellers Indian : H.K. Kaul
6. Museums of India : S. Punja
7. The Art of Ancient India : S. Huntington
8. Indian Architecture : Percy Brown
9. Monuments of India: Davies Philips (Vol.II,London)
10. Indian wildlife: Grewal, Bikram(ed)
11. Cultural Tourism in India: Gupta, SP, Lal, K, Bhattacharya

TOUR OPERATIONS MANAGEMENT

Unit –I Introduction to Tour Operation Managements

Tour Operation: Definition- Concept-History and Growth of Tour Operation business.

Types of Tour Operators

Organizational Structure, Forms of Organization, Departments and its functions

The Process of travel decision making, Mode and Destination

Unit – II Establishment of Travel Agency

How to set up travel agency/tour operation business

- (a) Market research, sources of funding
- (b) Comparative study of various types of organisation proprietorship, Partnership, private limited and limited
- (c) Govt. rules for getting approval
- (d) IATA rules, regulation for accreditation
- (e) Documentation
- (f) Practical exercise in setting up a TA/TO
- (g) Sources of earning: commissions, service charges etc
- (h) Entrepreneurial skill for travel, tourism and hospitality trade; problems of Entrepreneurship in travel trade.

Unit-III Reservations

Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel

Commission Structures from Suppliers of Service

Unit-IV Tour operation

Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards

Importance and Future

RBI Regulations for Tour Operators

Unit –V Tour Guiding: Concept

Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct.

Personal hygiene and grooming checklist for tour guides.

Principles of Tour Guide-How to develop tour guiding skills.

Communication for tour guiding-Language –Posture and Presentation.

Roadblocks in Communication-Speaking faults-Body language for speaking.

Tour commentary-Composition and Contains-Microphone Technique-Sense of Humor-How to deals with awkward questions Timing and Indications-Apology and Pausing.

Linking commentary with what to be seen.

Unit –VI World Tourism

Associations and Organizations promoting tour operators: IATO, TAAI, ASTA,WATA, PATA, FHRAI, UFTA
European and Indian Directive on Tour operation.

Reference books:

1. Travel Agency Management, M.N. Chand
2. Tour Operations and Tour Guiding, J.N. Negi
3. What time is this place, David Hetchenberg.
4. Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.
5. Travel Agency & Tour Operations, Foster D
6. Conducting Tours, Dellers
7. Travel Agency and Tour Operat TT-311ion, J M Negi

PRACTICAL TOURISM

A) Field Study Tour Report

Each student is required to participate in about two weeks Field study Tour. The tour will be arranged by department contributing the train and other conveyance charges. The objectives behind the field tour are to provide practical knowledge of tourist recourses of the country and to analyse the existing infrastructure and amenities of tourism development and to examine future prospects of Tourism promotion. Each candidate has to meet his expenditure towards local travel, boarding, lodging etc. After the completion of the study tour each student is required to submit Field Study Tour Report for evaluation at least 45 days before the final examination.

B) Practical Tourism-job Training & Report

The training will be based on the 8 weeks practical training with any recognized Travel Agency/Tour Operating Company/ Hotel. The department will request various tour organizers to provide training to students. During the training period each student is required to prepare practical report and submit it for evaluation.

- Student will have to submit the job Training report after completion of their job or Training before the Viva-voce examination.

C) Viva- Voce

The Viva-voce examination will be conducted on the basis of the tour Package prepared, Tour and Job Training report and other theory papers taught.

Dr. Deepak Thakre

Coordinator

Career Oriented Course in Tourism

Loknete Vyankatrao Hiray Arts, Science and Commerce College

Panchavati, Nasik-3

Department of Geography

Career Oriented Course in Tourism

Sr. No	Name of Subject	Hours Per Week	Internal Assessment	External Assessment	Total Marks
1	Tourism Geography	03	20	80	100
2	Tourism Resources of India	03	20	80	100
3	Tour Operations and Management	03	20	80	100
4	Practical Tourism	03	100	----	100
* Practical Tourism: 40 Marks Tour Report, 40 Marks Training Report /Dissertation, 40 Viva-Voce.					

- 1) Duration of certificate course will be of Five months, Student will be required to earn 08 credits to complete the course.
- 2) Each paper will be of 60 hours in which 40 hours for regular teaching and 20 for internal tests, Seminars, Assignments, Tutorials.
- 3) Course will commence in August and end in January.
- 4) Total number of Theory course will be 03 with 04 credit points to each course and Practical will be of 08 credit point.

Dr.D.N.Thakre

Coordinator

Career Oriented Course in Tourism