



SYLLABUS OF DIPLOMA IN TOURISM STUDIES (DTS)

INSTRUCTIONAL DESIGN:

The University offers a lot of flexibility and openness in the courses and duration for the completion of programme. The University follows the credit system for its programmes. Diploma in Tourism Studies (DTS) is a 32 credits programme. The programme consists of six theory Papers viz, DTS-01, DTS-02, DTS-03 (1st Semester) and DTS-05, DTS-06, DTS-07 (2nd Semester) and two Field Familiarization report (Project) viz. DTS-04(P) & DTS-08(P). The learners must submit the field Familiarization report at least a month before the Term End Examination. You can complete this programme in 1Year and a maximum of 2 Years. Completion of the programme means clearing all the assignments, Term End Examinations and submission of Field Familiarization Report within the prescribed time by the University.

PROGRAMME CURRICULUM STRUCTURE

| Sl No. | Course Code | Course Title | Credits |
|-------------------------|-------------|------------------------------------|----------------------|
| SEMESTER-I | | | |
| 1 | DTS-01 | Fundamental of Tourism | 4 |
| 2 | DTS-02 | Travel Distribution Management | 4 |
| 3 | DTS-03 | Branding Tourism Products in India | 4 |
| 4 | DTS-04(P) | Field Familiarization Report-I | 4 |
| SEMESTER-II | | | |
| 5 | DTS-05 | Tour Package Management | 4 |
| 6 | DTS-06 | Event Management | 4 |
| 7 | DTS-07 | Air Transport Operations | 4 |
| 8 | DTS-08(P) | Field Familiarization Report-II | 4 |
| Total Papers - 8 | | | 32 Credit |

SEMESTER-1

Course Code: DTS-01 FUNDAMENTALS OF TOURISM

Course Objectives:

The objectives of learning this course is to:

- Study the fundamental concept of tourism.
- Understand nature and types of tourism.
- Measure the impact of tourism on socio, economic and culture.

| | BLOCK-1: Tourism: Concepts |
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| UNIT-01: | Historical Development of Tourism , Definitions & Nature, Tourism: Components and Characteristics |
| UNIT-02: | Visitor-Excursionist, Typology of Tourist, Forms of Tourism- Domestic Tourism, National Tourism: Inbound Tourism, Outbound Tourism, Internal Tourism, |
| UNIT-03: | International Tourism: Inbound and Outbound Tourism. |
| UNIT-04: | Tourism Systems, Tourism Motivations |

| | BLOCK-2: Domestic and International Tourism |
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| UNIT-05: | Regional Tourism: Features, Pattern of Growth and Profile |
| UNIT-06: | Domestic Tourism: Features, Pattern of Growth and Profile |
| UNIT-07: | Tourism Demand |
| UNIT-08: | Tourism Supply |

| | BLOCK-3: Tourism Impacts |
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| UNIT-09: | Economic Impacts |
| UNIT-10: | Socio-Cultural Impacts |
| UNIT-11: | Ecological Impacts |
| UNIT-12: | Environmental Impacts |

| | BLOCK-4: Tourism Organizations |
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| UNIT-13: | Objectives and Roles of MoT Govt. of India, ITDC, TFCI, IRCTC |
| UNIT-14: | An Overview of National and International Organizations and Associations: UNWTO, PATA, IATO, TAAI. |
| UNIT-15: | Objectives and Roles of MoT, Govt. of Odisha OTDC, |
| UNIT-16: | Ecotourism Society of Odisha, HARAO |

Learning Outcomes- At the end of the course, students should be able to:

- Find the basic concept of Tourism Industry.
- Identify the various motivational concept of tourism industry.
- Distinguish the difference between domestic and internal tourism.
- Evaluate the socio economic, cultural, and environmental impact of tourism industry.
- Imagine the scope of the tourism industry.

Course Code: DTS-02

TRAVEL DISTRIBUTION MANAGEMENT

Course Objectives:

Focusing on the use of new technologies in travel distribution, this course addresses the history, development, operations and management of traditional and evolving channels including retail travel agents, wholesalers, tour operators, specialty channels such as meeting planners and incentive houses, tourism associations, and destination marketing organizations. Three main components of distribution channels will be addressed: suppliers, connectivity systems, and intermediaries.

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| | BLOCK-1: Introduction |
| UNIT-01: | Transport System-Air, Road, Rail and Water Transport |
| UNIT-02: | History and Growth of Travel Agency and Tour Operation Business, Distribution |
| UNIT-03: | Definition of Travel Agent and Tour Operator; Wholesale and Retail Travel Agency Business Differentiation & Interrelationship; |
| UNIT-04: | Destination Management Company (DNC) |

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| | BLOCK-2: Air Transport System |
| UNIT-05: | Air Transport: Evolution and Present Scenario Functions of ICAO, IATA |
| UNIT-06: | Objectives and Roles of DGCA, AAI |
| UNIT-07: | Objectives and Roles of Ministry of Civil Aviation Govt. of India Freedoms of Air |
| UNIT-08: | Open Sky Policy. Udaan Scheme |

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| | BLOCK-3: Surface Transportation System |
| UNIT-09: | Major Railway Systems of the World: Amtrak, British Rail, Euro Rail |
| UNIT-10: | Indian Railways, Luxury Tourist Trains- Palace on Wheels, Royal Orient Fairy Queen, Deccan Odyssey, Indrail Pass |
| UNIT-11: | Road Transport: Highway Tourism; National Highway, State Highway, Express Highway Coastal Highway |
| UNIT-12: | Dedicated Tourism Road, Recreational Vehicle |

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| | BLOCK-4: Water Transport System |
| UNIT-13: | Water Transport: Historical Past |
| UNIT-14: | Types of Water Transport System in India |
| UNIT-15: | National Water Ways, Inland Water Authority of India (IWAI) |
| UNIT-16: | Major Sea Ports with Facility for Cruise lines |

Learning Outcomes- At the end of the course, students should be able to:

- Define origin, genesis, and development of travel companies
- Explain about travel agency and tour operation business in a theoretical manner
- Apply cognitive skills for preparation of itineraries and tour plans
- List out various types of tour packaging and costing
- Assess the role and objectives travel trade organizations in connection with promotion of tourism
- Discuss the employment opportunities provided by travel agency business.

Course Code: DTS-03
BRANDING TOURISM PRODUCTS OF INDIA

Course Objectives:

- The students will understand the concepts, classification, and nature of tourism
- The students will understand the cultural heritage of the country and festivals of India.
- They will come to know how tourism and conservation can go hand in hand.
- They will come to know about national parks and patterns of India.

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| | BLOCK-1: Cultural Tourism Products of India |
| UNIT-01: | Meaning & Characteristics of Tourism Product, Branding , Brand Equity s Brand Management, Internationalization of Brands, |
| UNIT-02: | Positioning, Success Story of Incredible India, India’s Best Kept Secret as a Brand Campaign of Odisha. |
| UNIT-03: | Popular Religious & Pilgrimage Centers Pertaining to Hinduism, Buddhism, Jainism, Islamism and Christianity |
| UNIT-04: | Important Fairs, Festivals, Music, Dance, Paintings, Cuisine |

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| | BLOCK-2: Nature-Based Tourism Products of India |
| UNIT-05: | Important Hill Stations, Deserts |
| UNIT-06: | Beaches, Islands, Lakes, Rivers |
| UNIT-07: | Important National Parks, Wildlife Sanctuaries, Biosphere Reserves |
| UNIT-08: | Important Ecotourism Sites, Endogenous Tourism Sites |

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| | BLOCK-3: Manmade Tourism Products of India |
| UNIT-09: | UNESCO World Heritage Sites |
| UNIT-10: | Important Archaeological Sites & Important Forts & Palaces |
| UNIT-11: | Amusement Parks, Rural Tourism Sites |
| UNIT-12: | Shopping Centers, Medical and Wellness Tourism |

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| | BLOCK-4: Special Focus on Tourism Products in Odisha |
| UNIT-13: | Important Archaeological Sites, Museums |
| UNIT-14: | Ecotourism Sites, Rural Tourism Villages, |
| UNIT-15: | Ethnic Tourism, Medical Tourism, Indigenous Tourism |
| UNIT-16: | Religious & Pilgrimage Centers, Fairs and Festivals and Handicrafts & Handlooms, Cuisine; Odisha in general and Western Odisha in Particular. |

Learning Outcomes- At the end of the course, students should be able to:

- Know what are Culture Based Tourism Products
- What are the categories of Culture Based Tourism Products
- Types of Tourists Who Consume Culture Based Tourism Products
- Culture based Tourism Product – Festival and India

Course Code: DTS-04(P)
FIELD FAMILIARIZATION REPORT-I

Semester-II

Course Code: DTS-05

TOUR PACKAGE MANAGEMENT

Course Objectives:

This Course will enable students to

- develop an understanding of the creation of the inclusive tour product in the leisure travel market
- develop interactive and communication skills
- examine human behaviour as it relates to the purchase of tours

| BLOCK-1: Concept of Package Tour | |
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| UNIT-01: | Historical development of Package Tour Business, Role of Thomas Cook and Other Pioneering Travel Agents. |
| UNIT-02: | Innovation in travel solutions, meaning & definition of packaging and package Tour |
| UNIT-03: | Types of package tour with relation to tourists, destinations and tour companies Components & significance of Package Tour. |
| UNIT-04: | Marketing, Selling, Branding and Positioning of package tour, opportunities, issues and challenges of package tour business. |

| BLOCK-2: Tour Formulation Process | |
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| UNIT-05: | Tour Formulation – Influencing factors, stages involved in tour formulation – initial research (destination and market) |
| UNIT-06: | Itinerary development, types of itinerary, do's and don not's of itinerary |
| UNIT-07: | Factors influencing itinerary preparation and operation, linkage between itinerary and package tour. |
| UNIT-08: | Brochure designing, printing and distribution. |

| BLOCK-3: Tour Costing | |
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| UNIT-09: | Concept of tour cost, components of tour cost – fixed and variable costs, direct and indirect tour cost. |
| UNIT-10: | Factors affecting tour costs. Tour cost sheet – meaning and significance |
| UNIT-11: | Calculation of tour pricing, pricing strategies. negotiations, confidential tariff, costing & pricing |
| UNIT-12: | Costing procedure for independent foreign tours (FITs) Group Inclusive Tours (GITs) and conference and convention packages |

| BLOCK-4: Special and Common Interest Package Tours | |
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| UNIT-13: | Tourists' activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aero sport etc. |
| UNIT-14: | Cultural and pilgrimage i.e., place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, conference and conventions and special events. |
| UNIT-15: | Case studies of Tour Packages offered by ITDC, Balmer Lawrie, Thomas Cook, Make my Trip.Com |
| UNIT-16: | Case studies of Tour Packages offered by Ria Travels, International Travel House, FCM Travel, Trip Factory, SOTC, Pickyourtrail |

Learning Outcomes-

Upon completion of this course, the learner will:

- define the key elements of Tour Planning and Operations
- evaluate key management issues and processes at operational stages and at post-production
- define principles of sound financial management in tour operating

Course Code: DTS-06

EVENT MANAGEMENT

Course Objectives:

The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

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| | BLOCK-1: Introduction to Event Management |
| UNIT-01: | Definition, characteristics and scope of Event Management. |
| UNIT-02: | Target audience. Venue and understanding the event market. |
| UNIT-03: | Growth and development of event industry. |
| UNIT-04: | Economic and Social significance. |

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| | BLOCK-2: Dynamics of Event Management |
| UNIT-05: | Event infrastructure. Logistics and support services. |
| UNIT-06: | Event planning and organizing. Typology and importance of events. |
| UNIT-07: | Checklist for different events, planning schedule and action agenda. |
| UNIT-08: | Safety and Risk Management. |

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| | BLOCK-3: Fundamentals of Event Marketing |
| UNIT-09: | Marketing equipment and tools. |
| UNIT-10: | Promotion – Media Relations and Publicity. |
| UNIT-11: | Event coordination. Visual and electronics communication. |
| UNIT-12: | Customer care. Event presentation and event evaluation. |

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| | BLOCK-4: Business Tourism |
| UNIT-13: | Events and Tourism: Business Tour, Special Interest Tour and Incentive Tour. MICE (Meetings, Incentives, Conferences and Exhibitions). |
| UNIT-14: | Corporate and independent meeting planners. Travel Agents and Tour Operators as meeting planners. |
| UNIT-15: | National and International scenario. International Trade Fairs and Marts: Dubai, Hong Kong, U.K., etc. |
| UNIT-16: | National and International scenario. International Trade Fairs and Marts: Germany, China, Singapore |

Learning Outcomes- At the end of the course, students should be able to:

- acquire an understanding of the role and purpose(s) of special events in the organizations.
- acquire an understanding of the techniques and strategies required to plan successful special events.
- acquire the knowledge and competencies required to promote, implement and conduct events.
- acquire the knowledge and competencies required to assess the quality and success of events

Course Code: DTS-07

AIR TRANSPORT OPERATIONS

Course Objectives:

After reading this Unit, you will be able to understand:

- The development of aviation in India.
- The role of air travel in promoting tourism.
- The open sky and freedom of the air policies in aviation.
- The globe ICAO, the DGCA, and other significant Indian civil aviation institutions.
- world's most significant international airlines.

| BLOCK-1: Air Transport and Airport | |
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| UNIT-01: | Aviation: Concept, types, air transportation system and elements, Airport, Airline, Aircraft, air navigation services, Role of air transport in tourism |
| UNIT-02: | Airport, Concept, functions, Socio economic significance of airport, Structure of an airport, Facilities and services in Airside (Runway, Taxi ways, Apron/ Ramp Area, Hangar, Air Traffic Control Tower), Land side and Terminal (structure and facilities in departure and arrival areas). |
| UNIT-03: | Airport ownership and management: Airport ownership, PPP models and privatization AAI-role and functions, |
| UNIT-04: | Airport codes, international airports in India and codes. Organization and personnel in airports. |

| BLOCK-2: Airport Operations | |
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| UNIT-05: | Ground handling (Deplaning and Boarding, Cargo and Baggage Loading, Gate arrival and Push Back Operations, Refuelling, Winter operations, Rescue and Fire Fighting), Ground handling equipment. |
| UNIT-06: | Departure procedures, Arrival procedures, Formalities at Airport – Check in and Check out Formalities - Cabin Crew – Inflight services - Types of class – upgrading and downgrading, Passengers requiring special handling- passengers with medical problems, Expectant women, unaccompanied minors, infants – VIPS/CIPS. |
| UNIT-07: | Baggage Handling – Regulations –Baggage and Excess baggage - Types of Baggage: Checked and unchecked baggage – piece and weight concept |
| UNIT-08: | Pooling of baggage –free carryon items – Baggage clearance. Customs-Green channel and Red channel. Cargo handling, cargo types. |

| BLOCK-3: Airline Operations | |
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| UNIT-09: | Airline, Airline Industry, Characteristics, Airline product, Types of Airlines: Scheduled and non-scheduled airlines, International and domestic airlines, Flag Carrier, Full-Service Carriers (FSCs), Low-Cost Carriers (LCCs), Hybrid airlines. |
| UNIT-10: | Airline planning: Fleet Planning, flight schedules, fleet assignment, Aircraft Routing, Crew scheduling, Passenger processing and flight operation, Aircraft Maintenance, Inflight staff-types and duties. |
| UNIT-11: | History of airlines in India, Air Corporation act, privatization, |
| UNIT-12: | Major airlines in India, DGCA-role and functions, Role of airlines in Indian tourism. |

| BLOCK-4: Air Fares and Ticketing | |
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| UNIT-13: | Common terms, Journey types-OW and RT, IATA areas of the world, Traffic Conference Sub areas, Global Indicators, Fare types, Normal Fare, Special Fare, Fare Basis Code, Fare Type Code, Carrier fare selection, Currency Rounding, NUC & IROE. One Way fare construction formula. |
| UNIT-14: | Maximum Permitted Mileage, MPM, ticketed Point Miles TPM, Extra Mileage Allowance EMA Extra Mileage Surcharge EMS, Higher Intermediate Point HIP, Round and Circle Trip fare. RT, CT fare construction steps. |
| UNIT-15: | Introduction to GDS and crss, Types of GDSs- Amadeus- Galileo- Sabre and World Span, ETR explanation, |
| UNIT-16: | Building a PNR-supplementary Data-Optional Service Information-Special Service Request-Retrieving and Displaying a PNR-Cancelling PNR Elements-Modifying PNR elements- Changing Segment Status-Splitting a PNR. BSP Billing and Settlement Plan. |

Learning Outcomes- At the end of the course, learners:

- Can interpret fundamental management functions in airline industry.
- Can be aware of the place and the importance of rapidly developing national/international airline industry.
- Can describe the international airline management approach.
- assess the mission and responsibilities of medium and top management in airline industries.
- Can explain the importance of human resource in aviation industry.
- Can discuss the importance of team work, total quality and effective communication in competition.

Course Code: DTS-08(P)
FIELD FAMILIARIZATION REPORT-II