

NETAJI SUBHAS OPEN UNIVERSITY
Detailed Syllabus

Post Graduate Diploma in Travel & Tourism (PGDTT)

Eligibility: 10+2+3

Duration: 1-year

Course Structure: Full marks: 600.

Paper-1 : Fundamentals of Tourism

Paper-2 : Entrepreneurship Development

Paper -3: Accounting and Legal aspects of Tourism

Paper-4: Tourism Business and Operations

Paper-5: Business Communication

Paper-6: Project & Viva-voce

Examination pattern: As per university rules, the weightage of internal assessment/mid-term examination would be 20%.

Paper-1: Fundamentals of Tourism

Unit 1: Tourism Concept : Concept- Definition-Evolution of Tourism; Tourism Demand and Tourism impact; Tourism as an Industry-Emerging trends of opportunities; Components of Tourism

Unit 2: Profiling the tourists: Tourism typology- characteristics-

Business Travel, Family Travel, Education Travel, Employment Travel, Leisure Travel, Health Check Travel, Diplomatic Travel, transportation (Road, Rail, Water & Air)

Unit 3: Types of Tours with examples from Indian Scenario:

- Heritage; Natural sites; Beach; Business; Religious; Adventure (Hiking, Skiing, River Rafting, Mountaineering etc.); Wildlife; Desert Safari.
- Ethnic; Golf Tours; Special Interest

Unit 4 : Tourism Impacts: Socio-cultural; Economic; Environmental

Unit 5: Tourism Resources of West Bengal and neighboring North-Eastern States:

Paper-2 : Entrepreneurship Development

Unit 1: Concept of Entrepreneurship- Definition of Entrepreneurship and Entrepreneur, Features of Entrepreneurship, Importance of Entrepreneurship; Characteristics of Entrepreneurship, Entrepreneurship and Creativity; Qualities of Entrepreneur, Definition of Innovation.

Unit-2: Types of enterprises- Reasons for popularity of small business; entrepreneurship, Role of small entrepreneurship in Indian economy, Role of the Govt. of India in the growth of small business entrepreneurship.

Unit-3: Definition of service- nature of service industries, growing; importance of service industries.

Unit-4: Procedure and formalities for starting small scale enterprises- Definition of a project, project planning, need for project planning in entrepreneurship, preparation of project report.

Unit-5: Market survey and demand analysis - Facilities and incentives available from state Govt. and procedure for SSI registration, procedure to avail financial assistance from bank.

Paper -3: Accounting and Legal aspects of Tourism

Unit -1: Basic Accounting: Book Keeping – Definition – Object – system of book keeping – cash system – double entry – classification of accounts – golden rules for debit & credit.

Journal – form of journal – journal entry – forms of ledger – posting – balancing of accounts – significance of balance. Preparation of Cash Book. Trial balance – preparation of trial balance – final accounts. Concepts of Cash Profits.

Trading and Profit & Loss Account – Balance Sheet. Adjustments for stocks, accruals, prepayments, provisions for depreciation and doubtful debts; Interpretation of financial statement

Unit -2: Airlines sales reporting and payment: General transaction (relating to transaction with airlines) :

Books of accounts; Bank reconciliation; Simple Profit and Loss account and Balance Sheet.

Cash budget-Credit Cards-Foreign Exchange- Export Import Procedures etc.

Unit-3: Laws pertaining to accommodation: classification and grading of hotels; issues and operating of liquor license, Liability laws with respect to guests and their belongings; Consumer Protection Law, 1986 applicable to the tourist as consumer; Travel Insurance, Passport Act, VISA, Manila Declaration, Tourism Convention-Legal aspects.

Unit-4: Risk Management and Insurance :Types of coverage- Travel by Air, Travel by Rail, Travel by Road; Personal Accident; Baggage Insurance; Mediclaim; Road Safety Insurance.

Unit-5: Cargo and Dangerous goods

Paper-4: Tourism Business and Operations

Unit -1: Historical Background of Travel Agency: Business, major travel agencies operating in India, profile of a modern travel agency, how to set up a travel agency.

Unit-2: Tour operation business in India: Rules for recognition of tour operators in India, types and forms of tour operators, package tour preparation, itinerary preparation, pricing of tour package.

Unit-3: Tour guiding and visitors interpretation: Escorts, group management skills, modalities for handling inbound and outbound tourists, language proficiency and opportunities.

Unit-4: Tourism Products in India: Types- definition and characteristics; Astrological sites of India, World Heritage sites of India; Religious sites of India; Indian Museum (any important one); Beach and wild life tourism.

Unit-5: Marketing: Introduction-tourism marketing; service marketing; difference between service and product marketing; tourism as a service industry; hospitality & Tourism; market segmentation; marketing of Indian tourism in the world tourism scenario.

Paper-5: Business Communication

Group A: Soft Skill Development (50 marks)

Unit-1: Communication: Meaning & definition; objectives; process of communication; scope of communication; role of communication in business organization.

Unit-2: Personality development: Hygiene- habits-fitness-etiquettes and manners. Effective written communication guidelines for effective writing, writing proposals, sales report, business letter writing, CV writing, facing interviews-dos and don'ts.

Group-B: Information Technology in Tourism (50 marks)

Unit 3: Automation in Hospitality Industry: Computers and its application in hospitality industries; Internet and its use.

Unit-4: Different software: Using operating system- Microsoft office (Ms-office), Database Management System (DBMS), preparation of documents etc.

Paper-6: Project & Viva-voce

Project to be evaluated centrally by selected experts.