



कार्यालय प्राचार्य, शासकीय कमलाराजा कन्या स्नातकोत्तर स्वशासी महाविद्यालय, ग्वालियर GOVT. KAMLA RAJA GIRLS P.G. AUTO. COLLEGE, GWALIOR (M.P.) INDIA



(Affiliated to Jiwaji University, Gwalior under 2(f) & 12(b) NAAC - 'A' Grade Accredited Institute)
www.krgcgwalior.org krgc@rediffmail.com Phone : 0751- 2625495, 0751-2438173

ग्वालियर, दिनांक 18 अगस्त, 2018

पर्यटन विभाग

अध्ययन मंडल की बैठक का कार्यवाही विवरण

नवीन सत्र 2018-19 हेतु पर्यटन विषय से सम्बंधित

अध्ययन मण्डल की बैठक आज दिनांक 18 अगस्त, 2018 को प्रातः 11:00 बजे

पर्यटन विभाग में आयोजित की गई, जिसमें निम्नानुसार उपस्थिति रही --

1. डॉ. प्रो. के. रतनम् अध्यक्ष *[Signature]* 18/8/18
2. डॉ. मीना श्रीवास्तव सदस्य
3. डॉ. प्रधुवाला कुलश्रेष्ठ "
4. डॉ. प्रो. संजय स्वर्णकार " *[Signature]* 18/8/18
5. डॉ. अरविन्द दुवे " *[Signature]* 18/8/18
6. डॉ. सौरभ दीक्षित " *[Signature]* 18/8/18
7. डॉ. आर. स. शर्मा " *[Signature]* 18-8-2018
8. डॉ. मोनिका प्रकाश "
9. डॉ. चन्द्रशेखर बरुआ " *[Signature]* 18/08/2018
10. डॉ. सुनील सक्सेना " *[Signature]* 18/8/2018
11. डॉ. हरि ओम " "
12. डॉ. कामाक्षी प्रदेष्वरी " *[Signature]*
13. डॉ. पी.के. बंसल " *[Signature]* 18/8/18
13. " " " " " "

अध्ययनमंडल की बैठक की कार्यवाही निम्नानुसार रही -

1. पर्यटन - विषय के स्नातक स्तर के प्रथम एवं द्वितीय वर्ष का पाठ्यक्रम अंक योजना सहित सत्र 2018-2019 हेतु अध्ययनमंडल द्वारा मान्य किया जाता है।

2. लाग्रनदी - विषय के स्नातक स्तर के पंचम एवं षष्ठ सेमेस्टर के पाठ्यक्रम अंक योजना सहित सत्र 2018-2019 हेतु अध्ययनमंडल द्वारा मान्य किया जाता है।

3. पर्यटन - विषय की सत्र 2018-2019 में होने वाली परीक्षाओं हेतु संलग्न परीक्षकों की सूची को अध्ययनमंडल द्वारा मान्य किया जाता है।

4. विभाग में सत्र 2018-2019 में यदि कोई शोध संगोष्ठी/कार्यशाला/अधिवेशन/अध्ययन भ्रमण आदि के आयोजन का प्रस्ताव है तो उसका विवरण एवं अनुमोदन -

Per extension lectures and One National Seminar is proposed and expected budget is Rs Two lacs only.

5. यदि अन्य कोई विषय हो तो उसका विवरण एवं अनुमोदन।

1. शोर्ट टर्म प्रमाणपत्रों का अंक: छह मासिक - 01, एक मासिक - 02 पाठ्यक्रमों के पाठ्यक्रम एवं अंक योजना मान्य

2. वर्ष 2019 से प्रारंभ करने के लिए B.A. Tourism का पाठ्यक्रम एवं अंक योजना शासनाभ्युक्त अनुमोदित पाठ्यक्रम मान्य।

हस्ताक्षर अध्ययन मंडल अध्यक्ष एवं समस्त सदस्य

K. S. Singh
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18/8/2018

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18/08/2018

SIX MONTHLY
CERTIFICATE COURSE FOR SPECIALISED MODULE
"TOURISM & TRAVEL MANAGEMENT"
(EFFECTIVE FROM JULY 2018 ONWARDS)



Center for Job Oriented Courses
GOVT. K.R.G. AUTONOMOUS COLLEGE
GWALIOR (M.P.) INDIA

Prof. Sanjya Swarnkar
Academic Secretary

Prof. K. Ratnam
Course Coordinator
& Chairman

Dr. B.M. Kulshreshtha
Principal

SIX MONTHLY

CERTIFICATE COURSE FOR SPECIALISED MODULE "TOURISM & TRAVEL MANAGEMENT" (EFFECTIVE FROM JULY 2018 ONWARDS)

1. Name of the Course : SIX MONTHLY CERTIFICATE COURSE FOR SPECIALISED MODULE "TOURISM & TRAVEL MANAGEMENT"

2. Duration of Course : 6 Months

The course of study for the certificate course in Tour and Travel Management shall be full time intensive course extending over six months. The medium of instruction and examination shall be English or Hindi.

3. Objective of the Course:

- Creating awareness about tourism education and its job opportunities.
- Training students on both theory and practical aspect of Tour & Travel Management and creating professionals for tourism industry.
- Enable them to seek self-employment by starting their own tourism related business.

4. Eligibility for admission to the certificate course in tour & travel management: Students who have already been admitted by the College will be permitted to pursue the certificate course of tour and travel management as specialized module.

5. Admission procedure for the certificate course:

Selection of the candidates for the admission to the certificate course in tour and travel management shall be made on the basis of students who have been permitted and forwarded by K.R.G. College.

The intake capacity for the course would be 30 candidates.

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6. On Job Training/Practical Training:

Candidates for the certificate course in Tourism and Travel Management shall be required to undergo 15 days practical training in metropolitan cities like Gwalior, Delhi, Agra, Jaipur, Chennai, Mumbai etc. in the following sectors:

- (i.) Approved Travel Agencies.
- (ii.) Hotels and Resorts.
- (iii.) Private Airlines.
- (iv.) M.P. Tourism Department.
- (v.) Indian Airlines.

7. Field Trip :

It would be optional for the students to attend the field trip to the tourist centres located in Gwalior and neighbouring destinations during the ~~4~~ ⁷ ~~days~~ months of the course period and have to submit a comprehensive tour reports to the department. Project report has to be prepared by the students in the organizations where they go for practical training. The candidates will have to submit the reports to the department for viva-voce examination.

8. Viva-Voce:

The viva-voce shall be conducted after the examination by board of two examiners (one external and one internal).

9. Attendance:

Students who has attended less than 75% of lecturers in each module will not be allowed to give examination. This requirement shall be fulfilled separately for each module of study. Deficiency up to 10% in each module may be condoned by the co-ordinator of the department on sufficient grounds.

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10. Internal Assignments:

As this programme is based on practical and theoretical classes, performing seminars, group discussions, test reports are assessed and evaluated by the teachers. All internal assignments shall be submitted before final theoretical examination.

11. Standard of Passing and Award of Division:

Paper Code	Course	CRC	L	T	P	Credit	Remarks
101	Tourism Concepts and products	Core	08	-	-	08	
102	Travel Agency & Tour operation	Core	08	-	-	08	
103	Assignment Seminar				01	01	
104	Project Report & Comprehensive Viva (Virtual Credit)				07	07	
	Total Valid Credits					20	
	Total Credits					24	

12. Syllabus:

The certificate course in tourism and travel management is an integrated programme to prepare students in all aspects of tour and travel management.

The certificate course in tour and travel management will assist the students to develop their skills in managing travel agencies, the varied departments of hotels as well as airline industry.

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13.Evaluation:

The evaluation for the certificate course in tourism and travel management examination is as follows:

Theory	-	85 marks each
Internal Assignments	-	15 marks each
Project Report/Field work	-	100 marks each
Comprehensive viva	-	100 marks each

After successful completion of final examination with minimum 40% marks in practical as well as in theory the certificate in tourism and travel management will be issued to the students.

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SIX MONTHLY

CERTIFICATE COURSE FOR SPECIALISED MODULE "TOURISM & TRAVEL MANAGEMENT" (EFFECTIVE FROM JULY 2016 ONWARDS)

SYLLABUS

Paper 101 – Tourism – Concept and Products of Indian.

Theory – 85
Internal – 15
Credit – 6

- Unit-I Introduction : Definition, Concept and Historical Development of Tourism
- Unit-II Deferent category of Tourism and its products.
- Unit-III Historical Buildings, Garden, Museum with emphasis of Indian.
- Unit-IV Cultural Heritage of India, Understanding of Indian History, Spirit of Indian Culture, Indian Rituals, Fairs and Festivals of India.
- Unit-V Elementary knowledge of chief Indian communities and religions Hindu, Buddhist, Jain Muslim, Sikh, Christian, Tribe.

Suggested Readings:

1. Tourism Systems, Mill & Morisson
2. Successful Tourism management, Prannath Seth
3. Tourism Development R. Gartner
4. Tourism Planning and Management, J.K. Sharma
5. Tourism Principles and Practice, Mclontosh, R.W.
6. Tourism Product of India, I.C. Gupta
7. A Cultural History of India, A.L. Basham
8. Indian Architecture, Percy Brown.
9. Travellers Indian, H.K. Kaul

Paper 102 - Travel Agency and Tour Operations

Theory – 85

Internal – 15

Credit – 6

- Unit-I History and growth of Travel, Definition of Travel Agency, Tour operation Unit, Tourist, Visitor and Excursionist, Nature and forms Travel, its components and elements.
- Unit-II Brief History and development of Travel Trade in India and abroad, significance of Travel (Domestic and International)
- Unit-III International conventions : Warsaw 1924, Chicago 1944, Brussels 1961, 1966 & 1970, Athens 1974, Helsinki 1976.
- Unit-IV Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Products of a Travel Agent .
- Unit-V Govt. Rules for getting approval. How to set up travel agency/Tour operation Business, IATA approval for Travel Agents.

Suggested Readings:

1. Travel Agency & Tour Operation, J.M.S. Negi.
2. Professional Travel Agency management, Chuck James, Dexter, Boberg.
3. The Business of Travel Agency Operations & management, D.L. Foster.
4. Travel Industry, Chunk Y. Gee
5. Transport for Tourism, Stephen Page
6. Successful Tourism Management, P.N. Seth
7. Tourism System, Mill, R.C. and Morrison

103 Assignment Seminar (Credit - 01)

104 Project Report (Credit - 03)

105 Comprehensive Viva (Virtual Credit - 04)

Total Valid Credits – 24

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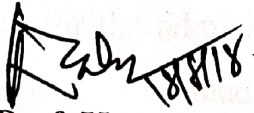


**ONE MONTHLY
CERTIFICATE COURSE FOR SPECIALISED MODULE
"TOURISM & TRAVEL MANAGEMENT"
(EFFECTIVE FROM JULY 2018 ONWARDS)**



**Center for Job Oriented Courses
GOVT. K.R.G. AUTONOMOUS COLLEGE
GWALIOR (M.P.) INDIA**

Prof. Sanjya Swarnkar
Academic Secretary


Prof. K. Ratnam
Course Coordinator
& Chairman

Dr. B.M. Kulshreshtha
Principal

ONE MONTHLY

CERTIFICATE COURSE FOR SPECIALISED MODULE "TOURISM & TRAVEL MANAGEMENT" (EFFECTIVE FROM JULY 2018 ONWARDS)

1. Name of the Course : ONE MONTHLY CERTIFICATE COURSE FOR SPECIALISED MODULE "TOURISM & TRAVEL MANAGEMENT"

2. Duration of Course : 1 Months

The course of study for the certificate course in Tour and Travel Management shall be full time intensive course extending over one months. The medium of instruction and examination shall be English or Hindi.

3. Objective of the Course:

- Creating awareness about tourism education and its job opportunities.
- Training students on both theory and practical aspect of Tour & Travel Management and creating professionals for tourism industry.
- Enable them to seek self-employment by starting their own tourism related business.

4. Eligibility for admission to the certificate course in tour & travel management: Students who have already been admitted by the College will be permitted to pursue the certificate course of tour and travel management as specialized module.

5. Admission procedure for the certificate course:

Selection of the candidates for the admission to the certificate course in tour and travel management shall be made on the basis of students who have been permitted and forwarded by K.R.G. College.

The intake capacity for the course would be 30 candidates.

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6. On Job Training/Practical Training:

Candidates for the certificate course in Tourism and Travel Management shall be required to undergo 5 days practical training in metropolitan cities like Gwalior, Delhi, Agra, Jaipur, Chennai, Mumbai etc. in the following sectors:

- (vi.) Approved Travel Agencies.
- (vii.) Hotels and Resorts.
- (viii.) Private Airlines.
- (ix.) M.P. Tourism Department.
- (x.) Indian Airlines.

7. Field Trip :

It would be optional for the students to attend the field trip to the tourist centres located in Gwalior and neighbouring destinations during the ~~4~~ ⁵ months of the course period and have to submit a comprehensive tour reports to the department.

8. Project Report :

Project report has to be prepared by the students in the organizations where they go for practical training. The candidates will have to submit the reports to the department for viva-voce examination.

9. Viva-Voce:

The viva-voce shall be conducted after the examination by board of two examiners (one external and one internal).

10. Attendance:

Students who has attended less than 75% of lectures in each module will not be allowed to give examination. This requirement shall be fulfilled separately for each module of study. Deficiency up to 10% in each module may be condoned by the co-ordinator of the department on sufficient grounds.

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11. Internal Assignments:

As this programme is based on practical and theoretical classes, performing seminars, group discussions, test reports are assessed and evaluated by the teachers. All internal assignments shall be submitted before final theoretical examination.

12. Standard of Passing and Award of Division:

Paper Code	Course	CRC	L	T	P	Credit	Remarks
101	Tourism Concepts and products	Core	08	-	-	08	
102	Assignment Seminar				01	02	
103	Project Report & Comprehensive Viva (Virtual Credit)				03	05	
104	Total Valid Credits					15	
105	Total Credits					15	

13. Syllabus:

The certificate course in tourism and travel management is an integrated programme to prepare students in all aspects of tour and travel management.

The certificate course in tour and travel management will assist the students to develop their skills in managing travel agencies, the varied departments of hotels as well as airline industry.

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14. Evaluation:

The evaluation for the certificate course in tourism and travel management examination is as follows:

Theory	-	85 marks each
Internal Assignments	-	15 marks each
Project Report/Field work & Comprehensive viva	-	100 marks each

After successful completion of final examination with minimum 40% marks in practical as well as in theory the certificate in tourism and travel management will be issued to the students.

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ONE MONTHLY

CERTIFICATE COURSE FOR SPECIALISED MODULE "TOURISM & TRAVEL MANAGEMENT" (EFFECTIVE FROM JULY 2018 ONWARDS)

SYLLABUS

Paper 101 – Tourism – Concept and Products of Indian.

Theory – 85
Internal – 15
Credit – 6

- Unit-I Introduction : Definition, Concept and Historical Development of Tourism
- Unit-II Deferent category of Tourism and its products.
- Unit-III Historical Buildings, Garden, Museum with emphasis of Indian.
- Unit-IV Cultural Heritage of India, Understanding of Indian History, Spirit of Indian Culture, Indian Rituals, Fairs and Festivals of India.
- Unit-V Elementary knowledge of chief Indian communities and religions Hindu, Buddhist, Jain Muslim, Sikh, Christian, Tribe.

Suggested Readings:

1. Tourism Systems, Mill & Morisson
2. Successful Tourism management, Prannath Seth
3. Tourism Development R. Gartner
4. Tourism Planning and Management, J.K. Sharma
5. Tourism Principles and Practice, McLontosh, R.W.
6. Tourism Product of India, I.C. Gupta
7. A Cultural History of India, A.L. Basham
8. Indian Architecture, Percy Brown.
9. Travellers Indian, H.K. Kaul

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ONE MONTHLY

CERTIFICATE COURSE FOR SPECIALISED MODULE "TOURISM & TRAVEL MANAGEMENT" (EFFECTIVE FROM JULY 2018 ONWARDS)

15. Name of the Course : ONE MONTHLY CERTIFICATE COURSE FOR SPECIALISED MODULE "TOURISM & TRAVEL MANAGEMENT"

16. Duration of Course : 1 Months

The course of study for the certificate course in Tourism and Travel Management shall be full time intensive course extending over one months. The medium of instruction and examination shall be English or Hindi.

17. Objective of the Course:

- d) Creating awareness about tourism education and its job opportunities.
- e) Training students on both theory and practical aspect of Tour & Travel Management and creating professionals for tourism industry.
- f) Enable them to seek self-employment by starting their own tourism related business.

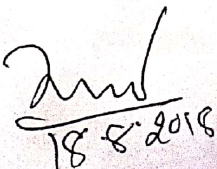
18. Eligibility for admission to the certificate course in tour & travel management: Students who have already been admitted by the College will be permitted to pursue the certificate course of tour and travel management as specialized module.

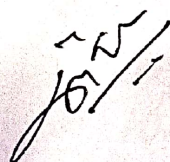
19. Admission procedure for the certificate course:

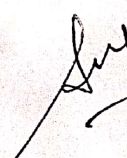
Selection of the candidates for the admission to the certificate course in tour and travel management shall be made on the basis of students who have been permitted and forwarded by K.R.G. College.

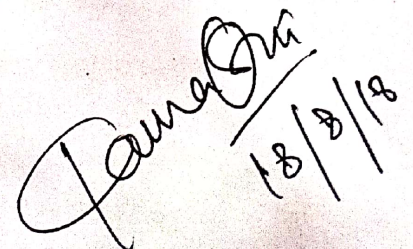
The intake capacity for the course would be 30 candidates.




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20. On Job Training/Practical Training:

Candidates for the certificate course in Tourism and Travel Management shall be required to undergo 5 days practical training in metropolitan cities like Gwalior, Delhi, Agra, Jaipur, Chennai, Mumbai etc. in the following sectors:

- (1) (xi.) Approved Travel Agencies.
(2) (xii.) Hotels and Resorts.
(3) (xiii.) Private Airlines.
(4) (xiv.) M.P. Tourism Department.
(5) (xv.) Indian Airlines.

21. Field Trip :

It would be optional for the students to attend the field trip to the tourist centres located in Gwalior and neighbouring destinations during the 4-7 days months of the course period and have to submit a comprehensive tour reports to the department.

22. Project Report :

Project report has to be prepared by the students in the organizations where they go for practical training. The candidates will have to submit the reports to the department for viva-voce examination.

23. Viva-Voce:

The viva-voce shall be conducted after the examination by board of two examiners (one external and one internal).

24. Attendance:

Students who has attended less than 75% of lecturers in each module will not be allowed to give examination. This requirement shall be fulfilled separately for each module of study. Deficiency up to 10% in each module may be condoned by the co-ordinator of the department on sufficient grounds.

25. Internal Assignments:

As this programme is based on practical and theoretical classes, performing seminars, group discussions, test reports are assessed and evaluated by the teachers. All internal assignments shall be submitted before final theoretical examination.

26. Standard of Passing and Award of Division:

Paper Code	Course	CRC	L	T	P	Credit	Remarks
101	Tourism Concepts and products	Core	08	-	-	08	
102	Assignment Seminar				01	02	
103	Project Report & Comprehensive Viva (Virtual Credit)				03	05	
104	Total Valid Credits					15	
105	Total Credits					15	

27. Syllabus:

The certificate course in tourism and travel management is an integrated programme to prepare students in all aspects of tour and travel management.

The certificate course in tour and travel management will assist the students to develop their skills in managing travel agencies, the varied departments of hotels as well as airline industry.

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28. Evaluation:

The evaluation for the certificate course in tourism and travel management examination is as follows:

Theory	-	85 marks each
Internal Assignments	-	15 marks each
Project Report/Field work & Comprehensive viva	-	100 marks each

After successful completion of final examination with minimum 40% marks in practical as well as in theory the certificate in tourism and travel management will be issued to the students.

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Paper 101 - Travel Agency and Tour Operations

Theory – 85
Internal – 15
Credit – 6

- Unit-I History and growth of Travel, Definition of Travel Agency, Tour operation Unit, Tourist, Visitor and Excursionist, Nature and forms Travel, its components and elements.
- Unit-II Brief History and development of Travel Trade in India and abroad, significance of Travel (Domestic and International)
- Unit-III International conventions : Warsaw 1924, Chicago 1944, Brussels 1961, 1966 & 1970, Athens 1974, Helsinki 1976.
- Unit-IV Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Products of a Travel Agent .
- Unit-V Govt. Rules for getting approval. How to set up travel agency/Tour operation Business, IATA approval for Travel Agents.

Suggested Readings:

8. Travel Agency & Tour Operation, J.M.S. Negi.
9. Professional Travel Agency management, Chuck James, Dexter, Boberg.
10. The Business of Travel Agency Operations & management, D.L. Foster.
11. Travel Industry, Chuck Y. Gee
12. Transport for Tourism, Stephen Page
13. Successful Tourism Management, P.N. Seth
14. Tourism System, Mill, R.C. and Morrison

103 Assignment Seminar (Credit - 01)

104 Project Report & (Credit - 03)

Comprehensive Viva (Virtual Credit - 04)

Total Valid Credits – 15

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1st of Experts for Paper security - 4

- ⇒ Dr. Saurabh Dixit, IITTM Gwalior
- ⇒ Mr. Amit Tiwari, IITTM Gwalior
- ⇒ Dr. Ashutosh Debey, IGNOU Gwalior
- ⇒ Dr. Chandras Shekhar Bano, IITTM Gwalior
- ⇒ Dr. Devesh Nigam Bundelkhand University
Jhansi
- ⇒ Prof. Sumit Kabis Bundelkhand University
Jhansi
- ⇒ Dr. Puneet Gantam, NEHU
- ⇒ Dr. Kumar Ashutosh, CBS College, Sheikh
sarasai, University of Delhi
- ⇒ Prof. Anand Choudhary, IIMI New Delhi
- ⇒ Dr. Kamakshi Maheshwari, IITTM Gur
- ⇒ Mr. Ravindra Kishore, CBS College Sheikh
sarasai University of Delhi
- ⇒ Dr. Sumit Saxena, PG College Guna
- ⇒ Dr. Meera Goyal, VRT College Nava
- ⇒ Dr. Ramesh Bhardwaj PG College Dat

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18/8/2018

List of subject experts for paper setting

- 1) Dr. Arind Dubey, Dept. of Tourism,
IGNOU, N. Delhi, Tel-9871942804
- 2) Dr. Jitendra Mohan Mishra, IGNTU,
Amarkantak (M.P.), Tel-094861-43983
- 3) Dr. Sanvesh Uniyal, HNB Garhwal
University, Srinagar, Garhwal
Tel-094120-79253
- 4) Dr. Devash Nigam, Bundelkhand Univer-
sity, Jhansi - Tel-9628407383
- 5) Prof. S. Kabra, Bundelkhand Univer-
sity, Jhansi - Tel-9450070947
- 6) Prof. R. A. Sharma, Jiwaji University,
Gwalior - Tel-9425110503
- 7) Dr. C. S. Banerji, Course Chairman -
MBA, IITM, Gwalior - Tel-94254
07607
- 8) Dr. Puneet Gaurav, Dept. of Tourism
NEHU, Shillong. Tel-94365-65987
- 9) Dr. Lurkush Mishra, Baba Bhim
Rao Ambedkar University, Agre
Tel-09412256938
- 10) Prof. Sanjay Swarnakar, KRC
College, Gwalior - Tel-9301116371
- 11) Prof. Meena Shrivastava, KRC
College, Gwalior - Tel-

- (12) Dr. Heeraj Goel, VRC College,
Morar.
- (13) Dr. Kamlesh Maheshwari, IITM,
Gwalior. Tel - 9977191550
- (14) Prof. Sunil Saxena, KRQ College,
Gwalior, Tel - 9425773516
- (15) Dr. Pawan Gupta, IITM, ~~Gwalior~~
- NOIDA, Tel - 09990050707
- (16) Dr. Raghendra Singh, ~~Morar~~
Madhav College, Gwalior
- (17) Dr. Chenu Sheela Yadav,
IITM, NOIDA, Tel - 9911676807
- (18) Dr. S. Babu, Nodal office,
IITM, CoG. Tel - 9423885189
- (19) Dr. Prashant Gantam, Dept. of
Hospitality and Tourism,
Panjab University, Chandigarh
Tel - 09815978444

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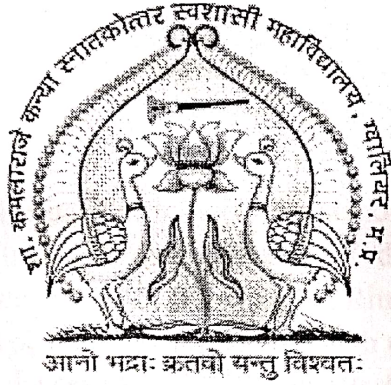
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Prashant
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Bachelor

B.A. (3 YEARS)

~~CERTIFICATE~~ COURSE FOR SPECIALISED MODULE
"TOURISM & TRAVEL MANAGEMENT"
(EFFECTIVE FROM JULY 2019 ONWARDS)



Center for Job Oriented Courses
GOVT. K.R.G. AUTONOMOUS COLLEGE
GWALIOR (M.P.) INDIA

Sanjya Swarnkar

Prof. Sanjya Swarnkar
Academic Secretary

K. Ratnam
18/8/18

Prof. K. Ratnam
Course Coordinator
& Chairman

Dr. B.M. Kulshreshtha
Principal

FOR 1ST YEAR

TOURISM CONCEPTS & PRODUCTS

Unit	Topic
UNIT - I	Definition of Tourism and Its components and Elements, Nature and forms of Travel. Definition, Concept and classification of tourism products, Historical development of tourism. Visitor, Tourist and Excursionist.
UNIT - II	Adventure tourism and its Types, Ecotourism and wildlife of India, Event based Tourism in India, Impacts of Tourism on destination.
UNIT - III	Historical buildings, gardens, museums and temples with emphasis on India.
UNIT - IV	Cultural Heritage of India, Understanding of Indian History, Spirit of Indian Culture, The early Vedic Age & later Vedic Age, Caste system of India; Indian Rituals, Fairs and Festivals of India, Indian cuisine with regional variations, classical dances of India, Handicrafts & Crafts of India.
UNIT - V	Elementary knowledge of chief Indian communities and religions Hindu, Buddhist, Jain, Muslim, Sikh, Christian, tribes.

Suggested Readings:

1. Tourism Product of India, I.C. Gupta
2. A Cultural History of India, A.L. Basham
3. Indian Architecture, Percy Brown
4. Travellers Indian, H.K. Kaul
5. Tourism Concepts and Practices, Sampad Kumar Swain and Jitendra Mohan Mishra

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1ST YEAR

पर्यटन की अवधारणा एवं उत्पाद

इकाई	शीर्षक
इकाई- 1	पर्यटन की परिभाषा एवं तत्व, पर्यटन की प्रकृति एवं रूप, पर्यटन उत्पाद की परिभाषा, अवधारणा एवं वर्गीकरण, पर्यटन का ऐतिहासिक विकास, आगन्तुक (Visitor), पर्यटक एवं भ्रमणकर्ता।
इकाई- 2	साहसिक पर्यटन एवं उसके विचार, पारिस्थितिक पर्यटन एवं भारत का वन्य जीव, भारत में पर्यावरणीय पर्यटन, भारत में परिस्थिति जन्य पर्यटन, गन्तव्य पर पर्यटन के प्रभाव।
इकाई- 3	भारतीय महत्व के ऐतिहासिक भवन, उद्यान, संग्रहालय और मंदिर।
इकाई- 4	भारत की सांस्कृतिक धरोहर, भारतीय इतिहास की समझ, भारतीय संस्कृति की भावना, पूर्व वैदिककाल और उत्तर वेदिक काल, भारत में जाति व्यवस्था, भारत में रीति रिवाज, भारत के तीज त्यौहार और मेले, भारतीय खान-पान में क्षेत्रीय विभिन्नताएँ, भारत के शास्त्रीय नृत्य, भारत के हस्तशिल्प एवं शिल्पकला।
इकाई- 5	प्रमुख भारतीय समुदायों एवं धर्मों का प्रारंभिक ज्ञान-हिन्दू, मुस्लिम, बुद्ध, जैन, सिख, ईसाई और जनजातियाँ।

Suggested Readings:

1. Tourism Product of India, I.C. Gupta
2. A Cultural History of India, A.L. Basham
3. Indian Architecture, Percy Brown
4. Travellers Indian, H.K. Kaul
5. Tourism Concepts and Practices, Sampad Kumar Swain and Jitendra Mohan Mishra

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MADHYA PRADESH TOURISM

Unit	Topic
Unit I	Madhya Pradesh - Its Geography, Geology, Climate, Flora, Fauna, River and Mountain.
Unit II	Brief History of Madhya Pradesh - Ancient, Medieval and Modern with special reference to tourism perspective.
Unit III	Heritage, Pilgrimage, Sanctuaries, National Park and Fair and Festivals of Madhya Pradesh.
Unit IV	Transport, Accommodation, Other Facilities and Amenities available in M.P.
Unit V	Tourist flow in M.P. and their social and economic impact, role of government, private and public sector in the promotion of tourism in M.P. Recent Developments in Tourism in M.P.

Suggested Readings:

1. Ancient Geography of M.P. - Bhattacharya D.K.
2. M.P. EkBhugolikAdhyan - Thakur Promila.
3. Regional Geography of India (Relevant Chapter) - Singh R.L.
4. All Districts Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.
6. M.P. KaPuratatvyaSangrahGranth - Sharma R.K.
7. M.P. Tourism Policy Reports.
8. M.P.T.D.C. Publications.

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मध्यप्रदेश पर्यटन

इकाई	शीर्षक
इकाई- 1	मध्यप्रदेश - भूगोल, भू-गर्भशास्त्र, जलवायु, जीव-जन्तु, नदियां और पर्वत।
इकाई- 2	मध्यप्रदेश का संक्षिप्त इतिहास- प्राचीन, मध्यकालीन, एवं आधुनिक इतिहास पर्यटन के विशेष संदर्भ में।
इकाई- 3	विरासत, तीर्थयात्रा, राष्ट्रीय उद्यान एवं मध्यप्रदेश के तीज व्यौहार एवं मेले।
इकाई- 4	परिवहन, आवास, एवं मध्यप्रदेश में पर्यटन हेतु अन्य सुविधाएँ।
इकाई- 5	मध्यप्रदेश पर्यटक प्रवाह एवं सामाजिक एवं आर्थिक प्रभाव, मध्यप्रदेश में पर्यटन के प्रचार में निजी एवं शासकीय भूमिका, मध्यप्रदेश में पर्यटन में तात्कालिक विकास।

Suggested Readings:

1. Ancient Geography of M.P. - Bhattacharya D.K.
2. M.P. EkBhugolikAdhyan - Thakur Promila
3. Regional Geography of India (Relevant Chapter) - Singh R.L.
4. All Districts Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.
6. M.P. KaPuratatvyaSangrahGranth - Sharma R.K.
7. M.P. Tourism Policy Reports
8. M.P.T.D.C. Publications.

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FOR 2ND YEAR

**TRAVEL AGENCY AND TOUR OPERATIONS, TOUR PACKAGE DESIGNING
AND ITINERARY COSTING**

Unit	Topic
UNIT - I	Definition of Travel Agency, Tour operation Unit, Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of Travel Agency/Tour Operator, Products of a Travel Agency/Tour Operator.
UNIT - II	Govt. Rules for getting approval to set up travel agency/Tour operation Business, IATA and other mandatory approvals for Travel Agents/Tour Operators.
UNIT - III	Introduction of Tour Package designing basics. Steps in Tour package designing - Destination Survey, property survey, seasonal consideration, confidential tariff arrangements, payment procedures, Ground handling and Costing etc.
UNIT - IV	Itinerary Planning of: Agra-Jaipur-Delhi, Gwalior-Ujjain-Indore-Mandu, Gwalior-Shivpuri-Orchha, Gwalior-Vidisha-Bhopal Gwalior-Bhopal-Pachmari, Gwalior-Khajuraho-Chitrakoot- Bandhavgarh.
UNIT - V	Hotel Voucher, Airline Voucher, Exchange order, Pax docket, status report, daily sales record. Itinerary Planning, Designing and Costing Calculation.

Suggested Readings:

1. Travel Agency & Tour Operation: J.M.S. Negi
2. Professional Travel Agency Management: Chunk, James, Dexter, Boberg
3. The Business of Travel Agency: D. L. Foster
Operations & Management
4. The Cultural Tourism of India by Subramaniam
5. Travel Tourism by Dr. J.M.S. Negi
6. The Professional Guide (Dynamic of tour Guiding) by Kathleen Lingle Pond
7. Sales & Marketing: D. L. Foster
8. Group Travel Operating Procedure: Susan Websters

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2ND YEAR

यात्रा अभिकरण (ट्रेवल एजेन्सी, यात्रा संचालन इकाई)

इकाई	शीर्षक
इकाई- 1	ट्रेवल एजेन्सी की परिभाषा, टूर ऑपरेशन इकाई , टूर ऑपरेटर के कार्य, इनके बीच के अन्तर संबंध एवं इनके मध्य विभिन्नताएँ, ट्रेवल एजेन्सी – टूर ऑपरेटर के उत्पाद।
इकाई-- 2	ट्रेवल एजेन्सी/टूर ऑपरेशन को स्थापित करने हेतु शासकीय नियमन एवं स्वीकृतियां, आई.ए.टी.ए. (IATA) द्वारा निर्धारित स्वीकृतियां एवं अन्य स्वीकृतियां।
इकाई- 3	टूर पैकेज के रूपरेखा के मूलतत्वों का परिचय, टूर पैकेज रूपरेखा के चरण, गन्तव्य सर्वेक्षण एवं सम्पत्ति (आवास) सर्वेक्षण , मौसमी परिस्थितियों पर विचार, गोपनीय शुल्कदर व्यवस्थायें , भुगतान प्रक्रिया, जमीन प्रबंधन लागत इत्यदि।
इकाई- 4	यात्रा विवरण योजना – आगरा-जयपुर-दिल्ली, ग्वालियर-उज्जैन-इन्दौर-माण्डू, ग्वालियर-शिवपुरी-ओरछा, ग्वालियर-विदिशा-भोपाल। ग्वालियर-भोपाल-पचमढ़ी। ग्वालियर-खजुराहो-चित्रकूट-बांधवगढ़।
इकाई- 5	होटल वाउचर , एअरलाइन्स वाउचर , विनिमय आदेश (एक्सचेंज ऑर्डर), स्टेट्स रिपोर्ट , दैनिक ब्रिकी अभिलेख, यात्रा विवरण योजना ; रूपरेखा एवं लागत गणना।

Suggested Readings:

1. Travel Agency & Tour Operation: J.M.S. Negi
2. Professional Travel Agency Management: Chunk, James, Dexter, Boberg
3. The Business of Travel Agency: D. L. Foster
Operations & Management
4. The Cultural Tourism of India by Subramaniam
5. Travel Tourism by Dr. J.M.S. Negi
6. The Professional Guide (Dynamic of tour Guiding) by Kathleen Lingle Pond
7. Sales & Marketing: D. L. Foster
8. Group Travel Operating Procedure: Susan Websters



POLICY & PLANNING FOR TOURISM DEVELOPMENT

Unit	Topic
Unit I	Tourism planning-Introduction, Objectives, methods, and steps.
Unit II	Importance, role, and responsibilities of various stake holders in the development and growth of tourism.
Unit III	Elements of tourist destination and their influence on tourism planning.
Unit IV	Planning for new thrust areas in tourism (like eco, sustainable, responsible tourism): Process, catalysts, and hindering factors.
Unit V	Tourism Policy: need, and principles. Factors influencing tourism policy, Tourism Policy of India and Madhya Pradesh, Eco Tourism Policy of Madhya Pradesh.

Suggested Readings:

1. Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism: Past, Present, Future, Burkart A.J. & Medlik
3. Tourism Planning, Gunn. Clare A. (New York Taylor)
4. Essays On Tourism Chib, Somnath
5. National Tourism Policy, 1982

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पर्यटन विकास की नीति और योजना

इकाई	शीर्षक
इकाई - 1	पर्यटन योजना - परिचय , उद्देश्य , तरीके और चरण।
इकाई - 2	पर्यटन विकास एवं वृद्धि में विभिन्न अंशधारकों का महत्व, भूमिका एवं दायित्व।
इकाई - 3	पर्यटक गन्तव्य के तत्व एवं पर्यटन योजना में उनका प्रभाव।
इकाई - 4	पर्यटन में नवीन सम्भावित क्षेत्रों की योजना जैसे- पर्यावरणीय पर्यटन, सम्पोषित पर्यटन, एवं उत्तरदायी पर्यटन की विधि, इनके उत्प्रेरक एवं बाधाकारक तत्व।
इकाई - 5	पर्यटन नीति : आवश्यकता और सिद्धांत, पर्यटन नीति को प्रभावित करने वाले कारक, भारत और मध्यप्रदेश की पर्यटन नीति, मध्यप्रदेश की पर्यावरणीय पर्यटन नीति।

Suggested Readings:

1. Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism: Past, Present, Future, Burkart A.J. & Medlik
3. Tourism Planning, Gunn. Clare A. (New York Taylor)
4. Essays On Tourism Chib, Somnath
5. National Tourism Policy, 1982

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FOR 3RD YEAR

TOUR GUIDING, ESCORTING AND INTERPRETATION

Unit	Topic
Unit I	Tour Guide: Definition, Education, Scope of work & Mannerism. Guiding in Monuments & Wild life, Subsidiary duties of a Guide, Responsibility of a Guide, Training of a Guide, Earning of a Tourist Guide, Leadership & Social skills of a Guide.
Unit II	Definition of Escort, Qualities of a good Escort, Difference between Guide & Escort, Presentation & Speaking Skill of an Escort & a Guide, Personality of an Escort & a Guide.
Unit III	Definition of Interpreter, Role of Interpreter, Personality and Skills of Interpreter.
Unit IV	Dealing with different types of tourists, Tools of Conducting tours, Travelers with Special needs.
Unit V	Tour Guide, Urban Guide, Business & Industry Guide, Adventure Guide, Tour Manager. How to become Government Approved Guide.

Suggested Readings:

1. Travel Agency & Tour Operator by Dr. J.M.S. Negi
2. The Cultural Tourism of India by Subramaniam
3. Travel Tourism by Dr. J.M.S. Negi
4. The Professional Guide(Dynamic of tour Guiding) by Kathleen Lingle Pond

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3RD YEAR

पर्यटक मार्गदर्शन, मार्गअनुरक्षण एवं व्याख्याकरण

इकाई	शीर्षक
इकाई - 1	पर्यटन मार्गदर्शक की परिभाषा, मार्गदर्शक के प्रकार, मार्गदर्शक की शिक्षा, कार्य का क्षेत्र, तौर-तरीके, मार्गदर्शक के पूरक कर्तव्य, मार्गदर्शक के दायित्व, मार्गदर्शक का प्रशिक्षण, पर्यटक मार्गदर्शक की आय, पर्यटक मार्गदर्शक की समाजिक एवं नेतृत्व योग्यताएँ।
इकाई - 2	मार्गअनुरक्षक की परिभाषा (एस्कोर्ट), अच्छे मार्गअनुरक्षक के गुण, पर्यटन मार्गदर्शक एवं पर्यटन अनुरक्षक के मध्य भेद, मार्गदर्शक एवं पर्यटन अनुरक्षक का व्यक्तित्व।
इकाई - 3	व्याख्याकार (इन्टरप्रेटर) की परिभाषा, व्याख्याकार की भूमिका, व्याख्याकार का व्यक्तित्व एवं योग्यताएँ।
इकाई - 4	विभिन्न प्रकार के पर्यटकों से व्यवहार, यात्रा परिचालन के उपकरण, विशेष पर्यटकों की आवश्यकताओं की पूर्ति।
इकाई - 5	पर्यटन मार्गदर्शक, शहरी पर्यटन मार्गदर्शक, व्यवसायिक एवं औद्योगिक पर्यटन मार्गदर्शक, साहसिक पर्यटन मार्गदर्शक, पर्यटन प्रबंधक। शासन अनुमोदित पर्यटन मार्गदर्शक बनने की प्रक्रिया।

Suggested Readings:

1. Travel Agency & Tour Operator by Dr. J.M.S. Negi
2. The Cultural Tourism of India by Subramaniam
3. Travel Tourism by Dr. J.M.S. Negi
4. The Professional Guide (Dynamic of tour Guiding) by Kathleen Lingle Pond

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मीटिंग्स, इन्सेन्टिव्स, कॉन्फ्रेन्सिस एवं एग्जीविशन्स (M.I.C.E.) प्रबंधन

इकाई	शीर्षक
इकाई - 1	एम.आई.सी.ई. (M.I.C.E.) का परिचय और अवयव, बैठक, हितलाभ यात्रा, सम्मेलनो, प्रदर्शनियों का उद्भव।
इकाई - 2	सम्मेलन की प्रकृति, सम्मेलन की सुविधाओं की मांग, सम्मेलनों के प्रबंधन में ट्रेवल एजेन्सी की भूमिका।
इकाई - 3	बैठक योजक/सम्मेलन प्रबंधक, विभिन्न आयोजनों की योजना, बैठक योजक के प्रमुख लक्षण। बैठक योजकों के प्रकार।
इकाई - 4	सम्मेलन व्यवसाय में विज्ञान एवं प्रौद्योगिकी का आधुनिकीकरण। व्यापारिक प्रदर्शनियाँ, प्रदर्शनियों के प्रमुख उद्देश्य, प्रदर्शनियों के प्रकार।
इकाई - 5	सम्मेलनों के सामाजिक एवं आर्थिक महत्व, सम्मेलनों का स्थानीय एवं राष्ट्रीय समुदायों पर प्रभाव, भारत में सम्मेलन व्यवसाय के बढ़ते अनुगामी आयाम। इंडिया कन्वेंशन प्रमोशन ब्यूरो (ICPB), भारत में प्रसिद्ध प्रदर्शनी केन्द्र, भारत में व्यवसायिक पर्यटन के उभरते हुए गन्तव्य स्थल।

Suggested Readings:

1. Albert and Zamke (1985) Service America! Warner
2. Coleman, Lee Finkle(1991)Power house conferences ,Educational institute of AH&MA.
3. Hoyle ,Dorf and Jones(1995)Managing conventions and group business.Educational institute of AH&MA.

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MEETING, INCENTIVES, CONFERENCE & EXHIBITION (MICE)MANAGEMENT

Unit	Topic
Unit I	Introduction to MICE, components of MICE, evolution of Meetings, Incentives, Convention, Exhibition and Expositions.
Unit II	The nature of conference markets, the demand for conference facilities, role of travel agencies in the management of conferences.
Unit III	Meeting planner/Convention manager. organizing and planning events. major attributes of meeting planners. types of meeting planners.
Unit IV	Advancement of science and technology and conference business. trade shows and exhibitions, principal purposes, types of shows.
Unit V	The economic and social significance of conventions. The impact of conventions on local and national communities. emerging dimensions of convention business in India. India Convention Promotion Bureau (ICPB). Famous Exhibition Centers in India. Emerging MICE destinations in India.

Suggested Readings:

1. Albert and Zamke (1985) Service America! Warner
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