

PROGRAMME PROJECT REPORT FOR DIPLOMA IN TOURISM STUDIES (DTS)

Mission & Objectives: The mission of the DTS programme is to provide a complete understanding and knowledge to the students about the Tourism and Travel industry. In this programme learners will study all courses directly or indirectly associated with the industry of travel and tourism. After completing this programme students will easily able to correlate and connect all the theoretical aspects with the practical in the industry. The objectives of the programme are listed below:

- To provide theoretical knowledge to learners through different compulsory courses.
- It will make students able to find a suitable job in the industry.

Relevance of the program with HEI's Mission and Goals:

One of the important missions of higher education particularly through Open and Distance Learning Institutions is to provide greater opportunities and access to such section of society who are unable to reach at Higher Educational institutions. Uttarakhand is one of the remotest and hilly states of India due to which large no. of the youths of the state are not able to reach and attend the higher educational institutions. Thus this Diploma programme in Tourism will provide them overall information and understanding about tourism industry. After completing the DTS Programme learners will capable to apply for the industry as well as higher teaching positions in various universities.

Nature of prospective target group of learners:

Uttarakhand is one of the hilly and remotest states of India. Most of the youths of this state are not able to reach at higher educational institutions. Remote Villages located in high hills and unavailability of higher educational institutions in state are some major factors which continuously keeping away youths of Uttarakhand from the higher education. Professional programmes such as DTS running under the umbrella of Uttarakhand Open University are providing greater opportunities of jobs travel and tourism companies located in different metropolitan cities of India.

Appropriateness of programme to be conducted in Open and Distance learning mode to acquire specific skills and competence:

DTS is a one of the professional programmes running in Uttarakhand Open University from past seven years. Students will study all important courses during their programme. Most part of this programme is theoretical and students gets practical experience through the two months Internship from any reputed travel company.

Instructional design:

Programme Code: DTS-17

Medium of Instruction: The medium of instruction will be English.

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Eligibility: For admission in Diploma in Tourism Studies programme the learner should possess 10+2 degree. There is no upper age limit to admit a candidate in DTS programme.

Duration of the Programme: Minimum one Year/Maximum Four Years.

Admission: All the rules related to admission of university shall be applicable for admission in Diploma in Tourism Studies.

Nature of the Programme: Year-Wise

Credit/Marks: 20/250

Programme fee and Examination fee: The programme fee will be Rs. 5,500/-. All other charges fixed by the University shall be applicable. The examination fee will be in accordance with the decision of the examination Committee of the University. Presently the examination fee per course is Rs. 150/- and project fee is Rs. 1000/-

Question Paper Pattern for Theory Papers: The pattern of question papers will be according to the standard pattern followed by university.

Evaluation Scheme of Diploma in Tourism Studies

Sl. No.	Course Code	Course Name	Credits	Marks Theory
1.	ETS 101	Introduction to Tourism & Travel Management	4 Credits	50
2.	ETS 102	Tourism Resources of India	4 Credits	50
3.	ETS 103	Travel Agency & Tour Operations	4 Credits	50
4.	ETS 104	Transport Services in Tourism	4 Credits	50
5.	ETS 105	Business Communication	4 Credits	50
			Total Credits 20	Grand Total 250

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ETS-101
Introduction to Tourism & Travel Management

Code: ETS-101

Programme:

Diploma in Tourism Studies DTS-17

Year / Semester: 1st Year

Objective: 1. To understand the tourism phenomena and the distribution of the components of tourism.

2. To learn the concept and importance of tourism in different sectors.

Credits: 4

Block-1 Conceptual Meaning and Typology of Tourism	
Unit 1	Tourism: Concepts and Perspectives
Unit 2	Tourism Plant Facilities- Infrastructure and Superstructure
Unit 3	Basic Components of Tourism
Unit 4	Principles and Practices of Tourism
Block-2 Growths and Development of Tourism	
Unit 5	Growth and Development of Tourism in the World
Unit 6	Tourism Development in India after 2nd World War
Unit 7	Diversification of Tourism Industry from Traditional to Non-Traditional Resources
Unit 8	Alternative Tourism
Block 3 Tourism Systems and Industry Structure	
Unit 9	Nature, Characteristics of Tourism Industry
Unit 10	Tourism Industry- Dynamic and Static Nature
Unit 11	Tourism System- Basic Typology and Their Uses
Unit 12	Structure of Tourism Industry and Destination Use
Block 4 Tourism Demand and Supply	
Unit 13	Determinants and Motivational Factors Stimulating Growth of Tourism
Unit 14	Tourism Demand and Supply- Measurement Methods
Unit 15	Tourism Statistics- Volume and Value statistics
Unit 16	Propensity of Travel

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ETS-102
Tourism Resources of India

Code: ETS-102

Programme: Diploma in Tourism Studies DTS17

Year / Semester: 1st Year

Objective: (a) To familiarize the important tourism destinations in India. (b) To understand the relevance and importance of famous tourism destinations. (c) This course helps to study the various forms of tourism products in India.

Credits: 4

Block: 01 Tourism Resources- An Introduction	
Unit 1	Tourism Resources Inventory- Concept and Meaning
Unit 2	Characteristics of Tourism Resources
Unit 3	Classification of Tourism Resources
Unit 4	Tourism Product
Block: 02 Typology and Usage Patterns of Tourism Resources	
Unit 5	Typology of Tourism Resources
Unit 6	Motivational factors and Tourism Resources
Unit 7	Psychographic spectrum of Tourists and Usage Characteristics
Unit 8	Destination life cycle and their Impact on resources
Block: 03 Conservation of Tourism Resources	
Unit: 9	Natural Resources of India
Unit: 10	Socio Cultural Tourism Resources of India
Unit: 11	Man Made Tourism Resources of India
Unit 12	Resources Management and Conservation- Approaches and Techniques
Block: 04 Tourism Resources of India	
Unit 13	Adventure Tourism Resources of Uttarakhand
Unit 14	Religious and Spiritual Tourism Resources of Uttarakhand
Unit 15	Historical Places and other Monuments of Uttarakhand
Unit 16	Major Fairs and Festivals of Uttarakhand

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मुख्य अधिकारी
उत्तराखण्ड टूरिज्म विभाग
देहरादून (उत्तराखण्ड)

ETS-103
Travel Agency and Tour Operation

Code: ETS-103

Programme: Diploma in Tourism Studies DTS 17

Year / Semester: 1st Year

Objective: To impart knowledge regarding the operation and functioning of travel agency and tour operators.

Credits: 4

Block: 01 History and Growth of Travel Agency	
Unit 1	History of Travel Agency and Tour Operation
Unit 2	Growth and Development of Travel Agency and Tour Operation in India
Unit 3	Factors Responsible for Growth of Travel Sector
Unit 4	Travel agency and Tour Operation
Block: 02 Basic Aspects of Travel Operation	
Unit 5	The Indian Travel Agents and Tour Operators- An Overview
Unit 6	Forms and Types of Travel Operation
Unit 7	Components and elements of Tour Operation
Unit 8	International Conventions on Travel and Tour Operations
Block: 03 Role and Function of Travel Intermediaries	
Unit 9	Linkages and arrangement with other Tourism Components
Unit 10	Travel Information and Counseling
Unit 11	Documentation and Ticketing:
Unit 12	Itinerary Preparation and Tour Packaging
Block: 04 Entrepreneurship in Travel Operation	
Unit 13	Setting up of Travel agency and Tour Operation Business:
Unit 14	Role and Functions of Tourism Organisations:
Unit 15	Trade Association and Organisations in Travel Promotion:
Unit 16	Present Business trends and Future prospects:

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ETS-104
Transport Services in Tourism

Code: ETS-104

Programme: Diploma in Tourism Studies DTS 17

Year / Semester: 1st Year

Objective: To educate learners regarding the transport system, role of various national and international organizations and the marketing.

Credits: 4

Block 1 Introduction to Transportation System:	
Unit 1	Characteristics of Transport System
Unit 2	Types and Modes of Tourist Transport
Unit 3	Landmarks in the Development of Transport Sector
Unit 4:	Tourist Transport System
Block 2 Various Modes of Transport	
Unit 5	Air Transport: Origin and Growth in International Context
Unit 6	Surface Transport: Growth and Development
Unit 7	Water Transport
Unit 8	Linkages and Inter Relationship between different Modes of Transport
Block 3 National and International Organizations	
Unit 9	Role and Importance of IATA and ICAO in Development of Air Transport Industry
Unit 10	Role and Functions of DGCA
Unit 11	Contribution of ITTA in Growth of Indian Tourist Transport Industry
Unit 12	Indian Railways and Tourism
Block 4 Marketing of Tourist Transport	
Unit 13	Demand and Supply Equation vis-à-vis of Tourist Transport
Unit 14	Promotion of Tourist Transport: Approaches and Techniques
Unit 15	Effective Sales and Advertising for Tourist Transport
Unit 16	Marketing of Tourist Transport: Challenges and Prospect

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ETS-105
Business Communication

Code: ETS-105

Programme: Diploma in Tourism Studies DTS 17


Year / Semester: 1st Year

Objective: This course will introduce learners to the role and importance of effective communication at workplace. It presents principals of communication responsible for good interpersonal interaction.

Credits: 4

Unit-1	Principles of Communication: Meaning and Definitions of Communication. Features, Objectives, Need, Process and Types of Communication, Models, Importance of Communication, Barriers of Communication, How to make Communication Effective, Differences between Oral and Written Communication, 7C's in Communication.
Unit-2	Verbal Communication: Introduction, Definition, Features and Types of Verbal Communication. Advantages of Verbal Communication. Guidelines for Effective Verbal Communication.
Unit-3	Non-Verbal Communication: Meaning and Definitions of Non-Verbal Communication, Characteristics, Advantages & Disadvantages of Non-Verbal Communication, Types of Non-Verbal Communication, Impacts of Body Language in Tourism Industry. Differences between Verbal and Non-Verbal Communication.
Unit-4	Listening: Significance of Effective Listening, Active Listening, Some Do's for Listeners and Some Don'ts for Listeners, Obstacles to Effective Listening, Guidelines to Effective Listening, How to Become A Good Listener
Unit-5	Public Speaking: Selection of the Topic, Audience Analysis, Researching and Planning the Speech, Organizing the Speech, Tips for Effective Public Speaking, Developing Confidence and Overcoming Fear, Essential Qualities of a Good Speaker.
Unit-6	Meeting and Conference: Meaning, Features, Procedure, Planning and Arrangement of Meeting and Conference, Chairmanship, Participation, Physical Arrangement, Nature and Definition of Meeting and Conference, Types of Discussion Group, Regulating Speech. Organising Conferences and Evaluating Oral Presentation
Unit-7	Group Discussion: Meaning and Definitions of Group Discussion, Features and Types of Group Discussion, Preparation for Group Discussion, Process of Group Discussion, Category of Topics Discussion, What is Observed in Group Discussion? Guidelines to Improve Performance in Group Discussion, Overcoming Mistakes in Group Discussion.
Unit 8	Interview: Meaning, Features & Purposes, Types of Interview, Successful Interview, Appearance & Dress. How to conduct yourself during the interview.

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Unit 9	Written Communication: Introduction, Features, Advantages & Disadvantages, Writing an Effective Mail, Rules for Good Writing
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Requirement of the laboratory support and Library Resources:

To run any Tourism programme there is no requirement of laboratory. Similarly for library, a learner may utilize the resources available at the designated study centre. Selected learning centres are well equipped with the Teaching staff, Classrooms & other necessary facilities. Well established library facility is also available at the Headquarter of the University.

Cost estimate of the programme and the provisions:

- Writing of 80 units in English:
Rs. 5000 x 80 = Rs. 400000
- Typing of 1600 pages (per unit approx. 20 pages):
1600 x 20 = Rs. 32000
- Postal charges (Approx.) Rs. 5000
Total amount: 437000

Quality assurance mechanism and expected programme outcomes:

The programme will help in the development of professionalism in learners. The programme will be offered only through those Government Degree Colleges/Institutions which are fully equipped with the basic infrastructural facilities such as computer lab, library, counsellors etc. Further, the already developed Programme and SLM will be continuously upgraded and necessarily be revised after a period of 5 years. This programme will provide suitable jobs to the unemployed youths of Uttarakhand.

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