

ORDINANCE No. 71

POST GRADUATE DIPLOMA IN TOURISM & HOTEL MANAGEMENT

1. The duration of the course of Post Graduate Diploma in Tourism & Hotel Management shall be of one academic year. It shall be run by University Teaching Department or School of Studies of the University.
2. A candidate, who after obtaining his Bachelor's Degree of the University or an examination or a degree recognized as of equivalent thereto with atleast 45% marks and has completed a regular course of study shall be admitted to the examination for the Post Graduate Diploma in Tourism & Hotel Management. SC/ST candidates shall be eligible for relaxation as per Government rules.
3. The course structure along with the scheme of the examination shall be prescribed by the Board of Studies in Ancient Indian History, Culture and Archaeology.
4. Passing Marks for each paper shall be 33%
5. Those candidates who have secured at least 40% marks in aggregate shall be declared successful at the examination. A candidate obtaining 60% marks or more in the total aggregate shall be declared to have passed with merit.
6. An examinee who fails in any of one subject / paper either theory, professional development or field / project report may appear in that paper without being required to attend the further course of regular study in next examination on payment of fee prescribed by the University.
7. If a candidate who appeared and failed at the examination shall be eligible to appear as an ex-student and shall be exempted to submit field project report again or to appear in any internal paper / practical if he has passed the same. Marks of the project report/internal papers shall be carried over for determining the result.
8. The earlier Ordinance relating to Post Graduate Diploma in Tourism is repealed, the present ordinance shall be effective from the date on which it is approved by the coordination committee.

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03/10/2013

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PT. RAVISHANKAR SHUKLA UNIVERSITY,
RAIPUR
SESSION 2017-18





POST GRADUATE DIPLOMA IN TOURISM AND HOTEL MANAGEMENT
SCHEME OF THE EXAMINATION FOR THE ACADEMIC YEAR
2016-2017

Paper No: Name of the Papers Max. Marks

1. Tourism : Concept, Policy & Planning 100
 2. Tourism Products of India 100
 3. Travel Agency, Tour Operation & Marketing for
Hospitality & Tourism
100
 4. Hotel Management 100
- Project Report 100
Viva-Voce 50
Professional Training 50
Total 600

(Dr. Dinesh Nandini Parihar)

DIRECTOR

PAPER-III

TRAVEL AGENCY, TOUR OPERATION & MARKETING FOR HOSPITALITY & TOURISM

UNIT-I

History and growth of Travel agency business. Definitions of Travel Agent and Tour Operator. Differentiations & interrelationships of TA & TO, Future prospects.

UNIT-II

Itinerary preparation:- Important Considerations, Costing, Packaging & Promotion. Definition of Tour Package. Types and Forms of Package Tours, Designing, Preparation and Costing of Tour Packages.

UNIT-III

Passport, Visa, Health, Customs and Currency Regulations. Baggage Rules and Travel Insurance. An overview of CRS and Ticketing. Types of Tours available in India. Inrail Passes etc.

UNIT-IV

Definition Concept and Scope of Marketing. Service Marketing and its Special Features. Tourism and Hospitality Marketing:- its Uniqueness.

UNIT-V

Market Segmentation. Identifying Market Segments and Selecting Target Markets. Marketing Mix vis-à-vis Hospitality and Tourism.

PAPER-IV

HOTEL MANAGEMENT

UNIT-I





HOTEL INDUSTRY AND ITS GROWTH

- 1.1 Introduction.
- 1.2 Evolution of Hotel.
- 1.3 Growth and Development.
- 1.4 Importance of Hotel and Tourism in India.

UNIT-II

FOOD AND BEVERAGE SERVICE

- 2.1 Introduction
- 2.2 Restaurant: - Types of Restaurant, Restaurant Brigade, The Hostess, Etiquettes of Restaurant Staff, Points while waiting at the table.
- 2.3 Equipments:

PAPER-II

TOURISM PRODUCTS OF INDIA

UNIT-I

Tourism Products, Concepts and Classifications. Typology of Attractions. Glimpses of India's Cultural Heritage.

UNIT-II

Indian Architecture: - Hindu, Buddhist, Jain and Indo-Islamic. Indian Painting:- Important Schools and Types.

UNIT-III

Performing Arts of India: - Classical and Folk Dances. Indian Music:- Prominent Schools of Indian classical music, Folk Music and Important Instruments.

UNIT-IV

Important World Heritage Sites in India. Places of Tourist Interest in Chhattisgarh State. Important Wildlife Sanctuaries and National Parks. Adventure and Eco- Tourism Destinations. Yoga and Meditation as a tourism products.

UNIT-V

Handicrafts:- Important objects and centers connected therein, craft melas. Fairs and Festivals of Tourist significance. Indian Cuisine.

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