

Savitribai Phule Pune University

Department of Geography

Credit System (Certificate Course on Tourism Development and Administration):

Details of the Subjects and Credits -2019

Subject Code	Subject Title	Credits per Subject
CR 101	Tourism, Culture and Geography	03
CR 102	Travel Documentation Process Management	03
CR 103	Transportation and Hospitality	03
CR 104	Tour Planning and Costing, Tour Guide and Manager	03
	Total Credit	12

Code: CR 101 Tourism, Culture and Geography		
No. of Credits: 03		No. of Lectures:45
Sr. No.	Topic	Lectures
1	Introduction to travel and tourism, History & Impact	05
2	Tourism Products and Sectors Involved	07
3	Types and form of Tourism	04
4	National and international tourism organization - WTO, IATA, UPTAA, AI, IATO	05
5	Tourism trends world over and future of Tourism Industry	05
6	Role of Business Communication in Tourism Industry	05
7	Introduction of Culture and Cultural Influence on Tourism	04
8	Fairs and Festivals	04
9	World Geography	04
10	Practicals in Geography	02

Books:

1. Bhatia, A.K. : Tourism Development, Principles and practices: Sterling Publishers (P) Ltd., New Delhi.
2. Anand, M.M.: Tourism and Hotel Industry in India: Sterling Publishers (P) Ltd., New Delhi.
3. Burkart & Madlik : Tourism- Past, present and future, Heinemann, London.
4. I.I.T.T.M.: Growth of Modern Tourism Monograph: IITTM, New Delhi, 1989.
5. I.I.T.T.M.: Tourism as an Industry – monograph: IITTM, New Delhi, 1989.
6. Kaul, R.H. : Dynamics of Tourism: A Trilogy, Sterling Publishers (P) Ltd., New Delhi.
7. Wahab, S.B.: Tourism Management, Tourism International Press London, 1986.
8. Amnuay-ngertra, S. : Product Development for Heritage Tourism, 2003
9. Mckercher, B. and Du Cros, H. : Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management, New York: Haworth, 2002

Code: C R 102 Travel Documentation Process Management		
No. of Credits: 03		No. of Lectures: 45
Sr. No.	Topic	Lectures
1	Types of Passport and Documentation	02
2	Annexures and fees for Passport	02
3	Types of Visas and Documentation	14
4	Health Documentation for Visas	08
5	Currency Regulations and facilities	04
6	Travel Insurance	03
7	Practical : Passport Application	06
8	Practical : Visa Application	06

Books:

1. Travel Information Manual (TIM) – IATA
2. Entry and Exit Formalities – Lonely Planet
3. Archana Biwal, S. Roday and Vandana Joshi : Tourism Operations and Management
4. Chand, Mohinder: Travel Agency Management
5. National Publishers: The World of Travel
6. William Cordve: Travel in India

Code: CR 103 Transportation and Hospitality		
No. of Credits: 03		No. of Lectures: 45
Sr. No.	Topic	Lectures
1	Land Transportation-I: Modes of Land Transport – Rail and surface, surface transportation – types and growth, vehicles on rent, caravan, van, cars and others. Documentations required, driver qualification, fare calculations, global players in car rentals. Car Reservations	05
2	Indian Railways – General information, making reservations.	05
3	Water Transportation: History and growth of water transportation. Types –ocean liners, cruise liners, ferries, freighters, yachts, houseboats, rice boats, hovercrafts, tail boats. Understanding the cruise liner business	04
4	Role and function of DGCA, IATA & ICAO	05
5	Air Transportation-II: Introduction to Air Ticketing- Booking, Ticketing (Def.), City codes terminology and OAG flight schedules. Baggage Rules – Piece and weight concept, prohibited items, checked and unchecked baggage.	06
6	Types of Hotel and Hotel Reservations	05
7	Automated Ticketing – E-ticketing, Refund, Reissues	15

Books

1. Bhatia, A.K. – International Tourism
2. Burkart & Medlik (1981) – Tourism: Past, present and Future, Heineman, ELBS
3. Cooper, Fletcher et al (1993) - Tourism Principles & Practices, Pitman.
4. Mill & Morrisson (1992) – The Tourism System: An introductory Text, Prentice Hall.
5. Mill. R.C. (1990) - Tourism: The International Business, Prentice Hall
6. Seth, P.N. (1999) - Successful Tourism Management (Vol.I and II)
7. Manuals Which act as references checks and guides
8. Training CDs which allows for practices and examples

Code: CR 104		Tour Planning and Tour Costing	
No. of Credits: 03		No. of Lectures: 45	
Sr. No.	Topic	Lectures	
1	Tour Planning and Costing: Introduction, Definition, Resources, Elements	02	
2	Tour Planning and Costing: Various heads of Cost, Calculation of Tour Cost, Cost Inclusion & Exclusion	15	
3	Tour Guide and Manager: Introduction, types of guides	06	
4	Tour Guide and Manager: Guide License	05	
5	Escorting and Managing a Tour	06	
6	Core Skills Required by Tour Manager/Escort	02	
7	Managing Special Situations	05	
8	Practical: Tour Costing	04	

Books:

1. Mill and Morrison: The Tourism Systems: An Introductory Text, Prentice hall, 1992
2. Copper, Fletcher et.al.: Tourism Principles and Practices, Pitman, 1993
3. Burkart and Medlik: Tourism: Past, Present and Future, Heinemann, ELBS, 1981
4. James.C, Makens, John T. Bowen, and Philip Kotler: Marketing for Hospitality and Tourism
5. Douglas Foster: Travel and Tourism Management
6. Negi, M.S.: Tourism and Hoteliering
7. Seth, P.N.: Successful Tourism Management (Vol.1 &2) 1999