**INSTITUTE** **OF** **TOURISM** **STUDIES**

**UNIVERSITY** **OF** **LUCKNOW**

﻿**DIPLOMA IN INTERNATIONAL AIRLINE TICKETING AND GLOBAL DISTRIBUTION SYSTEM**

**(DIAT & GDS)**

**PREAMBLE**

Tourism is the fastest expanding phenomenon in the world. With growing demand and expanding horizons, the management of this sector is becoming more and more important. Travel is at the core of tourism management and thus requires a deft handling. This Course aims at providing to the market such professional who are trained to deal with International Airline Ticketing & GDS, to be inducted in ever growing fields of travel agencies, GDS providers, airlines, tour operators etc.

**ORDINANCES**

1. The Course shall be called **“DIPLOMA IN INTERNATIONAL AIRLINE TICKETING AND GLOBAL DISTRIBUTION SYSTEM”** (DIAT & GDS)
2. The duration of the course shall expand to two semesters one year.
3. The DIAT & GDS shall be administered by the Institute of Tourism Studies, University of Lucknow.

**ELIGIBILITY**

1. The Course will be open to 10+2 or equivalent whose courses are recognized by the University of Lucknow for the purpose of admissions to the Diploma/ Under Graduate Classes.

**NUMBER OF SEATS**

5. The DIAT & GDS programme shall have 30 seats. Reservations in the seats shall be applicable as per the norms of University of Lucknow.

**FEE STRUCTURE**

The fee for the Course shall be as under:

**ONE TIME FEE (To be paid at the time of admission):**

|  |  |  |
| --- | --- | --- |
| **S.NO.** | **Dues Description** | **Amount** |
|  | Enrollment Fee | 1,000.00 |
|  | Admission Fee | 1,000.00 |
|  | Refundable Caution Money | 2,000.00 |

**FEE PAYABLE PER SEMESTER**

|  |  |  |
| --- | --- | --- |
| **S.NO.** | **Dues Description** | **Amount** |
|  | Tuition Fee | 6,000.00 |
|  | Development Fee\* | 5,000.00 |
|  | Examination Fee | 4,000.00 |
|  | Establishment Fee | 3,000.00 |
|  | Lab Fee | 3,000.00 |
|  | **Total** | **21,000.00** |

\* Development Fee Rs. 19,000.00 per semester (other fee items will be as mentioned above) is applicable for candidates who will take admission under the following categories:

1. Corporate Sponsored Candidates
2. Government Employees
3. Defense Personnel

**7. ADMISSION PROCEDURE**

* 1. Depending upon the number of applicants, the Institute shall hold entrance test/or Interview or both. The Director/ Coordinator will decide whether or not such a test is required subject to the approval of the Vice-Chancellor.
	2. The admission to the PGDIAT & GDS course shall be given on the basis of the candidate's performance in the entrance test and or interview.

8. For Foreign Nationals/ NRIs/ NRI sponsored/Company sponsored candidates. There shall be no admission test. The admission criteria for Scheme II Candidates shall be relative merit based on academic record.

**SCHEME OF EXAMINATION**

9. There shall be an examination at the end of the session and the students will be required to appear in Subjects as specified in the Course of study.

10. Permission to appear in a semester examination shall be granted to such candidates only who have fulfilled, except in a genuine case Subject to the permission of the Director/ Coordinator, the attendance requirement of 75% in each Subject.

11. (a) The examination in each theory Subject shall consist of the following:-

1. Semester Examination : 70 Marks
2. Internal Assessment : 30 Marks
3. For Computer Application and GDS examination will consist of the following :-
	* + 1. Semester Examination Theory = 35 Marks
			2. Internal Assessment = 30 Marks
			3. Practical & Viva Voce = 35 Marks

(b) The scheme of internal evaluation in each Subject shall be decided by the Director/ Coordinator of the Institute as per nature and requirement of the subject and shall be notified to the students in the beginning of the session.

(c) Semester Examination (written) in each subject shall be of three hours duration.

(d) The number of questions in each paper and the pattern of questions will be as per requirement of the Course to be decided by the Board of Studies of the Institute.

(e) There shall be a comprehensive Viva-Voce examination on the basis of Project Report/ Tour Report at the end of Examination carrying 100 Marks.

The panel for the Viva-Voce examination shall consist of following:

1. The Director/ Coordinator

2. One External examiner

The Director/ Coordinator of the Institute will have a right to co-opt one faculty member to conduct the Viva-Voce examination.

(f) A candidate will be declared to have passed the examination if he/she secures not less than 40% marks in each individual subject am 50% marks in the aggregate.

(g) A candidate securing 75% or more marks in any subject shall be declared to have passed in that subject with distinction. A candidate securing 75% or more marks in the combined aggregate of all the semester examinations shall be declared to have passed First Division with 'HONOURS'.

**PAYMENT OF VISITING FACULTY**

Suitable honorarium and TA/DA as per University rules will be paid to the visiting faculty. The payment will be made out of Composition fees.

**COURSE STRUCTURE**

The DIAT & GDS Programme shall have the following courses of study.

**COURSES OF STUDY**

The course shall consist of following papers:

**SEMESTER-1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit** | **ESE** | **IA** | **Practical/ Viva Voce** |
| DIAT-101 | International Airline Ticketing-1 | 4 | 70 | 30 |  |
| DIAT-102 | Tourism Concepts & Travel Agency Management | 4 | 70 | 30 |  |
| DIAT-103 | Computer Applications | 4 | 35 | 30 | 35 |
| DIAT-104 | Marketing Management | 4 | 70 | 30 |  |
| DIAT-105 | Destination Geography | 4 | 70 | 30 |  |
| DIAT-106 | Personality Development & Business Communications | 4 | 70 | 30 |  |
| **Total Credit** | **24** | **385** | **180** | **35** |
| **Total Marks 600** |

**SEMESTER-2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit** | **ESE** | **IA** | **Practical/ Viva Voce** |
| DIAT-201 | International Airline Ticketing-2 | 4 | 70 | 30 |  |
| DIAT-202 | Global Distribution Systems (GDS) | 4 | 35 | 30 | 35 |
| Elective-1 | Aviation Management | 4 | 70 | 30 |  |
| Elective-2 | Cargo Management |
| DIAT-203 | Hotel Management | 4 | 70 | 30 |  |
| DIAT-204 | Dissertation (Tour or Field Based) & Comprehensive Viva Voce | 8 |  |  | 200 |
| **Total Credit** | **24** | **245** | **120** | **235** |
| **Total Marks 600** |

**DETAILED SYLLABUS OF DIAT & GDS**

**SEMESTER-I**

**DIAT 101 INTERNATIONAL AIRLINE TICKETING -1**

**UNIT I**

* Air transportation industry:
* Bilateral conventions
* Warsaw convention
* Freedom of air
* Carrier codes
* Policies: practice and rules(procedure at airport)

**UNIT II**

* Baggage allowance
* Weight concept
* Piece concept
* Check and unchecked baggage
* Free baggage allowance o Lost and found baggage

**UNIT III**

* Reservation
* How to take reservation
* Passport and visa (Travel Formalities)
* Ticket and Fares
* ABC familiarization and travel information manual (TIM) etc.

**UNIT IV**

* Introduction to fare construction
* Mileage principle
* Extra mileage allowance(EMA)
* Extra mileage surcharge
* Higher intermediary points(HIP)
* Circle trip minimum
* Back haul check
* Add-ons
* General limitations of indirect travel
* Mixed class journeys
* Special fares
* Domestic and international tickets o Different kinds of ticket

**BOOKS RECOMMENDED:-**

1. Louis Grialloreto :: Strategic Airlines Management
2. Gwenda Syratt :: Manual of Travel; Agency Management
3. ABC World Airway Guide
4. Air Traffic Book-I, World Wide Fares

**DIAT 102 TOURISM CONCEPTS & TRAVEL AGENCY MANAGEMENT**

**UNIT I**

* Definition of tourism
* History of tourism
* Nature and importance of tourism
* Components and typology of tourism
* Tourism as an industry
	+ Visitor
	+ Tourist
	+ Excursionist
* Basic travel motivators
* Concept of Domestic and International tourism and recent trends.
* Various travel documents Passport, VISA, Health, Economic etc.

**UNIT II**

* Tourism Resources
* Growth and development of Tourism in India.

National and International trade Associations & Organisations TAAI, IATO, WTO, PATA, lATA, ASIA, UFTAA, ICAO.

**UNIT-III**

* Definition and history of travel agency
* Functions and types of travel agency
* Rights and duties of travel agency
* Definition of travel agent: appointment, functions and resources of travel agent
* Process of approval of travel agency in India
* Organisation and working of travel agency

**UNIT-IV**

* Reservations and bookings.
* Travel retailing and operation.
* Traffic documents
* Travel Agency automation

**BOOKS RECOMMENDED:-**

1. Negi, Jagmohan Travel Agency and Tour Operation
2. Shakunthala & Jagannathan Plan your Own Holiday
3. Dennis. I. Foster; An Introduction to Travel & Tourism
4. HollowayJ.C ;The Business of Tourism
5. Christie Mill. R; Tourism the International Business
6. Travel & Tourism

**DIAT 103 COMPUTER APPLICATIONS**

**UNIT-I**

* Computer: History, classification, generations.
* Hardware- Input, Output, Storage Devices
* Software- System, application software, Computer Languages, Memory, Windows Operating Systems and Concept of GUI
* Windows - Features Running Application. Desk Top, Task Bar, Types of Buttons, window, parts of a windows, window Manipulation, Dialog Boxes, My Computer, File/Directory Manipulation, Recycle Bin. **Application Applets -** Calculators, Paint Brush, Notepad, Wordpad, Phone Dialer, Clipboard Viewer. Changing date & time, wall paper, Finding Files & Folders,

**UNIT-II**

**(MS Word)** MS Word Window Components, New File, Open File, Save, Save As, Close File, Working with Toolbars, Editing Text, Finding & Replacing Text, Adding Word Art, Creating Organization Chart, Select Text, Finding & Replacing Formatting, Checking Spelling & Grammar, Formatting text for Emphasis, Changing Paragraph Alignment, Changing Line Spacing, Setting Paragraph Tabs, Setting Paragraph Indents, Applying Style, Creating Bulleted & Numbered Lists, Adding Headers & Footers, Inserting Page Numbers & Date & Time, Arranging text in Columns, Creating Table, Modifying a Table, Formatting a Table, Mail Merge, Macros.

**(MS Excel) Creating Worksheet with Excel:** Viewing the Excel Window, Making Label Entries, Entering Values, Editing Cell Contents, Inserting Deleting Cells, Selecting & Naming a Worksheet, Formatting text Numbers, Changing Data Alignments, Adding Borders to Cells.

* **Designing a Worksheet:** Creating a Simple Formula, Editing Formula, Performing Calculations Using Functions, Creating a Chart, Editing a Chart, Adding a Chart Type, Enhancing, Data Series, Data Fill, Data Filter, Setting up the Page, Previewing & Printing a Worksheet, Functions, Types of Functions.

**UNIT III**

**(MS Powerpoint)**

* **Creating a Presentation with Powerpoint:** Creating a New Presentation, Choosing a Template, Viewing Powerpoint Window, Creating Consistent Slides, Entering Text, Auto Content Wizard, Rearranging Slides, Working with Color Schemes, Adding Header & Footer.
* **Creating a Slide Show in Powerpoint:** Adding Action Buttons, Creating Slide Transitions, Adding Animation, Timing a Presentation, Types of Views, Setting up a Show, Creating a Custom Slide Show, Starting a Slide Show, Printing a Presentation.

**UNIT IV (MS Access)**

* What is Access?, Types of Data
* Create the table, Forms
* What is Internet, Websites
* Types of Websites
* Types of Connectivity
* Email, Search Engines

**BOOKS RECOMMENDED**

1. Windows - Instant Reference by Mathew & Mathews

2. Microsoft Office Professional Instant Ref by Dienes

4. Fundamentals of computers K. Rajaraman

5. Introduction to Information Technology; Leon & Leon; Vikas Publications

6. Computers Fundamentals. B. Ram

**DIAT 104 MARKETING MANAGEMENT**

**UNIT I**

* Evaluation of marketing, marketing concepts and its application other concepts of marketing
* Marketing management, marketing and marketing mix • Marketing information system and marketing research

**UNIT II (PLANNING FOR MARKETING)**

* Consumer Behaviour & Demand forecasting
* Meaning and development of plan and determination of marketing strategies

**UNIT III (MARKETING MIX STRATEGIES)**

* Product life cycle concept and uses
* Product line and product mix
* Promotion as a component of marketing communication and the promotion mix personal selling, sales promotion advertising and publicity
* Price & place mix strategies

**UNIT IV (SERVICE MARKETING)**

* + Services – Concept, goods and Services Comparison, Features of Marketing Services, Significance
	+ Behavioural Profile of Users, Emerging key services, Building Service Aspirations
	+ Management of Service Marketing, Marketing Mix, Product, Price, Place, Promotion Mix, Capacity planning and Internal Marketing
	+ Total Quality Management – Service Quality, Dimensions of TQM, Management of People, Technologies, Quality Control and Effects of TQM

**BOOKS RECOMMENDED:-**

1. Ramaswany V. S & NamKumari S :: Marketing Management - Planning- Implementation and control: The Indian Context"
2. Kotler, Philip :: Marketing Management
3. Gandhi JC :: Marketing a Management Introduction
4. Neelamegham S :: Marketing in India
5. Pradhan Hemal Bhende DS .. Business Communication & Thakur Vijaya
6. Kumar Niraj :: Communication in Indian Industry
7. Vardhman George T . Management control through communication
8. Berlo David :: Process of Communication
9. Lesikar Raymond :: Business Communication

**DIAT 105 DESTINATION GEOGRAPHY**

**UNIT-I**

* Concepts of Physical geography,
* Climate & its impact on tourism,
* World topography

**UNIT -II**

* Political geography of the world

**UNIT -III**

* Understanding cartography,
* Maps symbols and colors,
* map projections

**UNIT-IV**

* Understanding the world map,
* Map spotting,
* IATA codes for airports and cities

**BOOKS RECOMMENDED:-**

1. Boniface. Brian Getal : The Geography of Travel & tourism (London, England, Heinemann Professionals Publishing 1987.
2. Burton Rosemary : Travel Geography ( Pitman Publishing London)
3. Devies. D : The Art of Managing Tourism (Mc Graw Hill)

**DIAT 106 PERSONALITY DEVELOPMENT & BUSINESS COMMUNICATION**

**UNIT- I**

* Meaning, nature, importance and objectives of communication in business
* Dimensions of communication
* Channels of communication
* Ethics in Business Communication

**UNIT-II**

* Barriers to communication
* Forms of communication
* Guidelines for effective communication
* Technology enabled Business Communication
* Non-Verbal communication: Kinesics or Body language, Para language or Para linguistics, Proxemics or space language, Time language and surroundings, Sign Language-Visual and Audio elements.

**UNIT-III**

Understanding Personality

* Benefit of Self knowledge, Personality type, patterns of diversity, Energy sources – Extroversion or Introversion,
* Ways to people Like You
* Make People think in Your Way
* Analyse Worry

**UNIT-IV**

Personality Development Training

Interview Skill

* Interview dress code, Dress to fit in, Controlling your nerves, Interview nerves can help you, Positive visualization, time your arrival, creating a positive first impression, opening conversation, assessing the degree of formality, Getting Comfortable, Recovering from poor start, Selling yourself at Interview, what does the Interview want, sell the sizzle not the sausage

Group Discussion

* Question that evaluators ask themselves during group discussion, Attributes that an evaluator focuses upon a group discussion, Individual characteristics, demonstrated in a group discussion, Do’s and Don’ts, Musts and Must Not’s for a candidate

**RECOMMENDED READINGS:-**

1. Business Communication: Meenakshi Raman, Prakash Singh.
2. Business Communication: K. K. Sinha.
3. Business Communication: R. K. Madhukar.
4. Business Communication: R. Lisiker and John D. Petit.
5. Practical Communication: Francis J. Bergin.
6. Handbook of Practical Communication Skills: Edited by Chrissie Wright.
7. Personality Development and Soft Skills by Barun Mitra
8. Handbook of Personality Development

**DIAT-201 INTERNATONAL AIRLINE TICKETING-2**

**UNIT–I**

**AIR TRANSPORTATION ORGANIZATION**

International Organisations- IATA, ICAO, Flight Safety Association (FSA), Concept of Low Cost Carrier (LCC), Ministry of Civil Aviation, Govt. Of India, Role of Director General Civil Aviation (DGCA) in India.

# UNIT–II

# AVIATION GEOGRAPHY

Definition, latitude, longitudes, international dateline, time zones, calculation of time, time differences, GMT variations, concepts of elapsed time, flying time, ground time, standard time and summer time (=day light saving time), minimum connecting time, IATA areas, sub areas, sub regions, IATA three letter city and airport codes.

# UNIT–III

# TRAVEL FORMALITIES

Passport, visa, health regulations, airport tax, customs and currencies

Weight concept, piece concept, checked and unchecked baggage allowance and lost and found baggage.

OAG airline schedules, planning air itinerary, reservations.

***Reservations:*** How to take reservations, computerized reservations and booking (an overview) and OAG books, Fare books, TIM, E-Ticketing

# UNIT IV

**Introduction to Aviation Management**

Concept of Aviation Management, Air Travel Marketing, Structure of Aviation Industry, Human Resource Management in Airline Industry, Ethics & regulatory aspects, crisis handling and role of public relations

**DIAT 202 GLOBAL DISTRIBUTION SYSTEM (GDS)**

**UNIT I**

* History,
* Overview and Concepts of Global Distribution System,
* Uses,
* Types

**UNIT-II**

**ABACUS Global Distribution System (CBT)**

* Abacus Keyboard, Help
* Calendar, Time Calculation, Weather, Calculator, Rate of Exchange, Minimum Connecting Time, Other Misc. Entries, Schedule, Follow Up Entries, Encoding, Decoding, City Pair Availability, Continuation Entries, Participation Level, Selling Seats A Selling A Seat, PNR Creation, Name Field, Phone Field, Ticketing Field, Received Field, End Transaction, Retrieval Entries, PNR Optional Fields, OSI Information, SSR Information, Remarks Field, Frequent Flyer Number, PNR Email, Itinerary Cancellation, Rearrange Segments, PNR Modifications, Pre Reserved Seats, Divide PNR, Queue Entries, Fare Quote

**UNIT III**

**AMADEUS Global Distribution System (CBT)**

* Encoding, Decoding, City Pair Availability, Continuation Entries, Participation Level, Selling Seats A Selling A Seat, PNR Creation, Name Field, Phone Field, Ticketing Field, Received Field, End Transaction, Retrieval Entries, PNR Optional Fields, OSI Information, SSR Information, Remarks Field, Frequent Flyer Number, Itinerary Cancellation, Rearrange Segments, PNR Modifications, Queue Entries, Fare Quote

**UNIT IV**

**GALILEO Global Distribution System (CBT)**

* Encoding, Decoding, City Pair Availability, Continuation Entries, Participation Level, Selling Seats A Selling A Seat, PNR Creation, Name Field, Phone Field, Ticketing Field, Received Field, End Transaction, Retrieval Entries, PNR Optional Fields, OSI Information, SSR Information, Remarks Field, Frequent Flyer Number, Itinerary Cancellation, Rearrange Segments, PNR Modifications, Queue Entries,

**RECOMMENDED READINGS:-**

1. Manual of Abacus GDS
2. Manual of Amadeus GDS
3. Manual of Galileo GDS

**ELECTIVE-1 AVIATION MANAGEMENT**

**UNIT I Aviation Geography-I**

(i) Importance of geography in tourism

(ii) Latitude, Longitude, International Date Line, Time Zones and Calculation of Time

(iii) Location of major tourist destinations in India, use of kilometer/mileage chart.

(iv) Impact of weather and climate on tourist destinations.

(v) Aviation geography, IATA areas

**UNIT –II Aviation Geography-II**

(i) Major tourist attractions worldwide, Recent trends in international tourist movements.

(ii) Major outbound tourism countries.

(iii) Characteristics of Indian outbound travel, Special requirements of Indian outbound tourist

**UNIT-III. Basic Air Fares and Ticketing:**

(i) Review of world and IATA geography

(ii) IATA, ICAO

(iii) ABC familiarisation

(iv) Practice itinerary planning

(v) Airline schedule

(vi) Passenger documentation/travel formalities (TIM)

**UNIT-IV Familiarisation of Air Tariff**

(i) Introduction to fare construction

(ii) Mileage principle

(iii) Fare construction with Extra Mileage Allowance & Extra Mileage Surcharge

(iv) Higher intermediates point (HIP)

(v) Circle trip minimum (CTM)

(vi) Backhaul check

(vii) Add-ons

(viii) General limitations on indirect travel

1. Mixed class journeys
2. Special fares (excursion, student & seamen)
3. Passenger ticket & baggage check (with issuance of ticket with itineraries-one way (OW), Return (RT), Circle Ticket (CT) Mixed class special fares.
4. Passenger expenses en route
5. Credit cards universal air travel plan (UATP)
6. Baggage Rules
7. Govt. of India & Airline formalities to be fulfilled by agents.
8. Passenger agency sales reports
9. Auxiliary travel services ( Hotel, Ground, Transportation, Tours, Air Taxis)

#### BOOKS RECOMMENDED:

1. ABC World Wide Airways Guide (Red & Blue)
2. Air Tariff Book 1. Worldwide Fares, Worldwide Rules. IT Fares etc., Worldwide Maximum Permitted Mileage
3. Travel Information Manual (TIM)
4. IATA Ticketing Hand Book

**ELECTIVE 2 CARGO MANAGEMENT**

UNIT I

Introduction, Indian Cargo Industry: An overview, Export and Import Cargo Operations, Industry: Transportation and Warehousing, Services, Transportation in Logistics, International Transportation.

###### UNIT II

The Industry’s Role, Acceptance and Dispatch of Air Cargo, Cargo Handling, Airway Bill, FIATA (International Federation of Freight Forwarders Associations), IATA Cargo Agent and Cargo Agency Operations, Transportation Charges of Air Cargo, Cargo Automation, Carriage by Air Act, 1972

###### UNIT III

Road Freight Industry, Rail Freight Industry, India’s Rail Road System, Road Transport Development in India.

###### UNIT IV

Shipping Cargo and Charter Parties, Seaway Bill, Carriage of Goods by Sea and Multimodal Transport Indian Legislation, Carriage of Goods by Sea, Logistics in Shipping, Risk Management,

**RECOMMENDED BOOKS:**

Dixit, Manoj : Cargo Management, An International Perspective

**DIAT 203 HOTEL MANAGEMENT**

**UNIT-I**

* Introduction and overview of accommodation industry in India.
* Classification of hotels
* Heritage Hotels
* Departments of hotel
* Hotel categories

**UNIT II**

* Types of Rooms
* Types of Plans and types of rates
* Organization of Hotel: small, medium and luxury
* Function of Front Office Department
* Reservation-Types & Procedures

**UNIT -III**

* Registration: Pre registration activities, receiving guests, selling techniques, Handling of VIP Group, FIT, Foreign FIT guest and maintenance of records.
* Methods of payments
* Checkout & settlement procedure
* Co-ordination with other departments.

**UNIT- IV**

* Role of Housekeeping department, Cleaning-Daily, periodical & renovation.
* Cleaning equipment and agents.
* Supervisor daily routine & supervision
* Linen room – Linen, laundry & exchange procedure.
* Various records to be maintained by Hose Keeping department.

**BOOKS RECOMMENDED:-**

1. Sudhir Andrews - Hotel Front office Training Manual
2. Zulfikar Mohammad - Introduction to Tourism and Hotel Industry
3. Sudhir Andrews : Hotel Front Office training Manual
4. Sudhir Andrews : Hotel Housekeeping.