**Institute of Tourism Studies**

**University of Lucknow**

Proposed Online Certificate Course

**CERTIFICATE OF FOUNDATION IN TOURISM AND TRAVEL**

**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 entry level manpower that has the basic knowledge about travel and tourism industry and its functionality.

**ORDINANCES**

1. The Course shall be called **“Certificate of Foundation in Tourism and Travel”.**
2. The duration of the course shall expand to six months.
3. The COFTT shall be administered by the Institute of Tourism Studies, University of Lucknow.

**ELIGIBILITY**

1. The Course will be open to any 10+2 or equivalent whose courses are recognized by the University of Lucknow for the purpose of admissions to the Certificate Progarmme.

**NUMBER OF SEATS**

5. The COFTT programme shall have 60 seats.

**FEE STRUCTURE**

The fee for the Course shall be as under:

|  |  |  |
| --- | --- | --- |
| **S.NO.** | **Dues Description** | **Amount** |
|  | Enrolment Fee | 1,000.00 |
|  | Admission Fee | 1,000.00 |
|  | Refundable Caution Money | 2,000.00 |
|  | Tuition Fee | 5,000.00 |
|  | Development Fee | 5,000.00 |
|  | Examination Fee | 4,000.00 |
|  | Establishment Fee | 3,000.00 |
|  | **Total** | **21,000.00** |

**7. ADMISSION PROCEDURE**

* 1. Depending upon the number of applicants, admission will be done on merit basis.
  2. Reservation as per University rules.

**8. SCHEME OF EXAMINATION**

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

ii) Permission to appear in end of the course 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.

9. (a) The examination in each theory Subject shall consist of the following:\_

1. Online Examination: 70 Marks
2. Internal Assessment: 30 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) Online end of the course examination will be conducted as per the University norms for online courses.

(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 submitted by the candidate.

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.

**PAYMENT OF SUBJECT EXPERT**

Suitable honorarium and TA/DA as per University rules will be paid to the subject expert. The payment will be made out of tuition fees.

**COURSE STRUCTURE**

**CERTIFICATE OF FOUNDATION IN TOURISM AND TRAVEL**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paper Code** | **Name of Paper** | **Credit** | **ESE** | **IA** |
| COFTT-01 | Tourism and Travel Concepts | 4 | 70 | 30 |
| COFTT-02 | Tourism Industry Orientation | 4 | 70 | 30 |
| COFTT-03 | Communication Skills and Personality Development | 4 | 70 | 30 |
| COFTT-04 | Computer Applications & Information Technology | 4 | 70 | 30 |
| COFTT-05 | Tourism Resources of India | 4 | 70 | 30 |
| COFTT-06 | Project Report and Viva-voce | 4 | 70 | 30 |
| **Total** | | **24 Credit** | **420** | **180** |

**Total Marks = 600**

**Total Credit = 24**

**COFTT-01**

**TOURISM & TRAVEL CONEPTS**

**UNIT I**

* Definition of tourism
* History of tourism
* Nature and importance of tourism
* Components and typology of tourism

**UNIT II**

* 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 III**

* Significance and Impacts tourism:-
* Social
* Cultural
* Economic
* Environmental

**UNIT I V**

* Growth and development of Tourism in India.
* National and International trade Associations & Organisations TAAI, IATO, WTO, PATA, lATA, ASIA, UFTAA, ICAO.

**BOOKS RECOMMENDED**

1. Bhatia. A.K : Tourism Development
2. Negi. Jagmohan : Travel & Tourism
3. Tewari. S.P : Tourism Dimensions
4. Seth. P. N : Successful tourism Management in India.
5. Singh. R.D : Tourism Today (3 Volumes) .
6. Sinha. P.C : International Encyclopaedia of Tourism ( 12 Volumes)
7. Dixit, Manoj, Dimensions of Indian Tourism

**COFTT-02**

**TOURISM INDUSTRY ORIENTATION**

**UNIT I**

* Outline of sectors associated with tourism industry.
* Travel Agencies –origin, meaning, types, role ,prominent companies, job opportunities
* Tour Operators-meaning, types, role, major players, job opportunities

**UNIT II**

* Disintermediation and Online Travel Agencies-role ,prominent companies, job opportunities
* Indian Aviation-introduction, evolution, major airlines , recent reforms, air alliances

**UNIT III**

* Introduction of hospitality sector, potential, types of hotels, prominent hotel chains
* Air Cargo sector , sub-units of air cargo ,prominent companies

**UNIT IV**

* Overview and potential of MICE tourism in India
* Career in event management ,skills required, prominent companies
* Concept of Entrepreneurship, Prominent and recent entrepreneurial ventures of tourism sector.

**BOOKS RECOMMENDED**

1. The Business of Travel Agency and Tour Operations Management by A.K Bhatia, Sterling Publication
2. Travel Agency Management by Mohinder Chand
3. The Heart of Hospitality by Micah Solomon
4. The Global Airline Industry, by [Peter Belobaba](https://www.wiley.com/en-us/search?pq=%7Crelevance%7Cauthor%3APeter+Belobaba) , [Amedeo Odoni](https://www.wiley.com/en-us/search?pq=%7Crelevance%7Cauthor%3AAmedeo+Odoni), [Cynthia Barnhart](https://www.wiley.com/en-us/search?pq=%7Crelevance%7Cauthor%3ACynthia+Barnhart)
5. Air Cargo Management: Air Freight and the Global Supply Chain by Michael Allen Sales
6. Meetings, expositions, events, and conventions: an introduction to the industry by George G. Fenich.

**COFTT – 03**

**COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT**

**UNIT – I**

**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 – II**

**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

**UNIT- III**

* Meaning, nature, importance and objectives of communication in business
* Channels of communication
* Ethics in Business Communication
* Barriers to communication
* Forms of communication

**UNIT-IV**

* 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.
* An effective kinaesthetic speaker
* Audio-visual Communication

**BOOKS RECOMMENDED**

1. Business Communication: Meenakshi Raman, Prakash Singh.
2. Business Communication: K. K. Sinha.
3. Business Communication: R. K. Madhukar.
4. Business Communication Concepts and Skills: T. N. Chhabra.
5. Business Communication: R. T. Chappeler and W. L. Read.
6. Bajpai, B.L.: Making Management still more effective
7. Bajpai, B.L: Indian Ethos and Modern Management
8. Handbook of Practical Communication Skills: Edited by Chrissie Wright.

**COFTT-04**

**COMPUTER APPLICATIONS & INFORMATION TECHNOLOGY**

**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.

**UNIT -III (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 -IV**

Understanding Information Technology,

Utility & Importance,

Introduction Network,

Introduction to Email,

Introduction to Social Media

**BOOKS RECOMMENDED:-**

1. Fundamentals of computers K. Rajaraman
2. Introduction to Information Technology; Leon & Leon; Vikas Publications
3. Computers Fundamentals. B. Ram
4. Fundamentals of Information Technology

**COFTT-05**

**TOURISM RESOURCES OF INDIA**

**UNIT-I**

* Tourism product: Definition, nature and characteristics of tourism products and classification of tourism products, role of UNESCO and ASI in developing and conserving Tourism Products.

**UNIT -II**

Architecture

* Archaeological sites, Forts, palaces, religious monuments
* Museums, art galleries

**UNIT -III**

Arts:

* Paintings,
* Sculptures,
* Museums,
* Art Galleries

**UNIT-IV**

• Natural tourist resources:-

* Land forms and landscapes
* Mountains as tourism products
* Deserts as tourism product
* Coastal and island products
* Wildlife Sanctuaries and National Parks in India

**BOOKS RECOMMENDED:-**

1. Brown percy Indian architecture volume 1& 2
2. Basham, A.L. The wonder that was India
3. Gupta I.C. Tourism products of India
4. Punja shobita Museums of India
5. Punja shobita Great monuments of India
6. Agarwala, V.S. The heritage of Indian art
7. Basham A.L. A cultural history of India
8. Kosambi D.D. The culture and civilization of ancient India
9. Ambrose, Kay Classical dances and customs of India
10. Govt. of India Indian handicrafts