**Institute of Tourism Studies**

**University of Lucknow**

Proposed Online Certificate Course

**CERTIFICATE OF INDIAN TOURISM DESTINATION SPECIALIZATION**

**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 destination specialists (domestic/inbound) with professional skills who can serve the tourism industry as tour manager/designer/escort.

**ORDINANCES**

1. The Course shall be called **“Certificate of Indian Tourism Destination Specialization”**.
2. The duration of the course shall expand to six months.
3. The COITDS 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 COITDS 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 | 9,000.00 |
|  | Development Fee | 5,000.00 |
|  | Examination Fee | 4,000.00 |
|  | Establishment Fee | 3,000.00 |
|  | **Total** | **25,000.00** |

**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 End Semester 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 INDIAN TOURISM DESTINATION SPECIALIZATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paper Code** | **Name of Paper** | **Credit** | **OESE\*** | **IA\*\*** |
| COITDS-01 | Tourism Resources of India | 4 | 70 | 30 |
| COITDS-02 | Introduction to State  (**Choose One Destination Specialization** - U.P./ M.P/ Kerala/ Uttarakhand/ Maharasthra/ Rajasthan/ Gujarat/ North-East Region) | 4 | 70 | 30 |
| COITDS-03 | State Specific Tourism Resources | 4 | 70 | 30 |
| COITDS-04 | Circuit Development | 4 | 70 | 30 |
| COITDS-05 | Destination Portfolio Development and Marketing | 4 | 70 | 30 |
| COITDS-06 | Project Report and Viva-voce | 4 | 70 | 30 |
| **Total** | | **24 Credit** | **420** | **180** |

**Total Marks = 600**

**Total Credit = 24**

\* OESE- Online End Semester Examination

\*\*Internal-Assessment

**COITDS-01**

**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 RECOMMENED**

1. Basham, A.L. The wonder that was India
2. Gupta I.C. Tourism products of India
3. Punja shobita Museums of India
4. Agarwala, V.S. The heritage of Indian art
5. Basham A.L. A cultural history of India
6. Kosambi D.D. The culture and civilization of ancient India

**COITDS-02**

INTRODUCTION TO STATE

(**Choose One Destination Specialization** - U.P./ M.P/ Kerala/ Uttarakhand/ Maharasthra/ Rajasthan/ Gujarat/ North-East Region)

**UNIT-I**

History, Creation, Culture, Demography, Tourism Trends (Past, Present & Future)

**UNIT-II**

Geography of the State-Topography, vegetation, Climate, Impact on Tourism and Tourism Activities.

**UNIT-III**

Transport Network of State (Air & Surface), Airports, Railway & Road Network Connectivity etc.

**UNIT-IV**

State Tourism Boards, Tourism Policy, Status of accommodation, Tour operator, Travel agents and DMC’s.

**BOOKS RECOMMENDED**

1. Lonely Planet India
2. Geography of India by Arvind Kumar, Periyar Publications
3. Geography of Transport Development in India by [B. C. Vaidya](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=B.+C.+Vaidya&search-alias=stripbooks), Concept Publishing Co (2003)
4. Ministry of Tourism, Govt. Of India, Annual Publication
5. Exploring Indian Railways by Bill Aitken

**COITDS-03**

**STATE SPECIFIC TOURISM RESOURCES**

**UNIT-I**

Art Forms & Architecture-

Ancient, Medieval & Modern

**UNIT-II**

Dances & Music (Classic & Folk),

Folklore,

wellness and medical tourism

**UNIT-III**

Cuisines,

Handicrafts,

Souvenir Industry,

Museums & Art Galleries,

**UNIT-III**

Important Tourism Cities of the state, Fairs & Festivals

**BOOKS RECOMMENED**

1. Brown percy Indian architecture volume 1& 2
2. Punja shobita Museums of India
3. Punja shobita Great monuments of India
4. Agarwala, V.S. The heritage of Indian art
5. Basham A.L. A cultural history of India
6. Ambrose, Kay Classical dances and customs of India
7. Govt. of India Indian handicrafts

**COITDS-04**

**CIRCUIT DEVELOPMENT**

**UNIT-I**

Concepts of circuits,

Requisites of good circuits,

Costing & packaging, popular destinations of the state (amongst domestic & International Tourist)

**UNIT-II**

Historic,

Religious,

Heritage & architectural circuits

**UNIT-III**

Cultural circuits,

Food circuits,

Rural & agri circuits

**UNIT-IV**

Nature based Circuits,

photography & videography,

wellness circuits

**BOOKS RECOMMENDED**

1. E-Book Ministry of Tourism, Govt. Of India
2. Bundelkhand Circuit Uttar Pradesh by [Supriya Sehgal](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Supriya+Sehgal&search-alias=stripbooks),
3. Lonely Planet Publications (India)
4. Ram Ramayan - Potential Tourism Circuit by Dr. Anant D Dubey

**COITDS-05**

**DESTINATION PORTFOLIO DEVELOPMENT AND MARKETING**

**UNIT-I**

* Marketing concepts
* 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
  + Services – Concept, goods and Services Comparison, Features of Marketing Services, Significance

**UNIT-II**

* Components of Destination Marketing Mix, Product Strategy – Nature & characteristics, Managing existing Tourism Products, New Product development in Regional Tourism, Pricing Strategies – Tourists Perception of Price.

**UNIT-III**

* The Tourism Distribution Strategy – Choice of distribution channel, Developing a Destination Promotional strategy, Evaluation and Control

**UNIT-IV**

Digital Marketing

Shooting Videos & Photographs, Use of Facebook, Instagram, YouTube and other social Media

Graphic Designing (Flayers, Pamphlets, Broachers)

**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. Ernie Health & Geoffrey Wall,Marketing Tourism Destinations , John Wiley & Sons. Inc.
6. J. Christopheo Holloway & Chris Robinson,Marketing for Tourism
7. Philip Kotler, Jon Bower, Marketing for Hospitality and Tourism