

Diploma in Tourism Studies (DTS)

The thrust at the Diploma Level is to give basic knowledge and skill to the learner so as to enable him / her to meet the basic requirements for joining the tourism industry. Diploma in Tourism Studies will be of use to those, who:

- * intend to make a career in the tourism industry (travel agency, hotel, tour operator, etc.),
- * are associated with tourism awareness programmes and research,
- * would like to learn skills and knowledge to work in the field of tourism, and
- * are already employed (directly or indirectly in any branch of tourism industry and state and central government tourist organisations), and would like to be aware of the tourism industry

CORE COURSES

TS - 1

Foundation Course in Tourism

This course is the foundation course in Tourism and

- # introduces the learners to the basics of tourism and the prevalent concepts of tourism studies and management;
- # explains the different component and elements of elements;
- # discusses the different components of the tourism industry;
- # describes the process of tourism marketing and planning;
- # and also explains the relevance of impact study and analysis in the tourism development

Assessment

1. Assignment
2. Term-end Examination

TS - 2

Tourism Development: Products, Operations and Case Studies

- This course, as is evident from its title, primarily deals with tourism resources and product development. The course –
- # explains the relationship between guest and host at a destination;
 - # discusses the role of guides and escorts;
 - # discusses the development of tourism products development and operations of tourism in India;
 - # and also introduces learners to the amalgamation of different disciplines which has contributed to tourism studies.

Assessment

1. Assignment
2. Term-end Examination

TS - 3

Management in Tourism

- The course has been designed to
- # familiarize the learners with the management concepts and functions;
 - # explain the financial operations and their applicability in tourism;
 - # discuss the various managerial practices and skills required in tourism operations;
 - # and also discuss the promotion and management of convention business.

Assessment

1. Assignment
2. Term-end Examination

ELECTIVE COURSE

TS 4

Project on Indian Culture: Perspective for Tourism

This course attempts to provide an integral view of Indian culture from the perspective of the tourism sector.

PTS - 4 Project on Indian Culture: Perspective for Tourism

Learner will have to submit a Project on a topic related to Indian Culture and Tourism

OR

TS 5

Ecology, Environment and Tourism

This course aims to sensitize tourists and tourism professionals to the issues pertaining to the problems of ecology and environment today.

PTS 5

Project on Ecology, Environment and Tourism

Learner will have to submit a Project on a topic related to environment and ecology in relation to Tourism

OR

TS-6

Tourism Marketing

This course familiarizes the students with marketing concepts, techniques and skills as required in the marketing of tourism products and attractions.

PTS-6

Project on Tourism Marketing

Learner will have to submit a Project on a topic related to Tourism Marketing

Assessment

1. Assignment
2. Term-end Examination
3. Project report submitted for evaluation