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UNIVERSITY OF MUMBAI

No.UG./ 474 of 2004

MUMBAI-400 032

4th November, 2004

The Director,
Garware Institute of Career Education and
Development
University of Mumbai,
Vidyanagari, Santacruz(E),
MUMBAI-400 098.

Sir,

With reference to your letter NO.GICE/D/543 of 2003 dated 14th June, 2004. I am to inform you that the recommendations made by the Advisory committee of the Garware Institute of Career of Education and Development has been accepted by the Academic Council at its meeting held on 18th June, 2004 vide item No.7.11 and subsequently approved by the Management Council at its meeting held on 31st July, 2004 vide item No.17 and that in accordance therewith the part-time Diploma course in Tour Management to be conducted by the Garware Institute of Career Education and Development has been introduced from the academic year 2004-2005.

Further I am to inform that in exercise of the powers conferred upon the Management Council under Section 54(1) and Section 55(1) of the Maharashtra Universities Act 1994, it has made the Ordinances 5456 and the Regulations 4830,4831,4833, and 4834 respectively relating to the scheme, syllabus and standard of passing for the part-time Diploma Course in Tour Management and passed as per Appendix and that the same has been brought into force with effect from the academic year 2004-2005.

MUMBAI-400 032

4th November, 2004

Yash
for I/c. REGISTRAR

AC/7.11/18.06.2004

MC/17/31.07.2004

Copy to :-

The Director, Board of College and University Development, the Controller of Examinations, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), Deputy Registrar, Affiliation Section (2 copies), the Director University Computer Center (IDE Build), Vidyanagari, (2 copies) the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Management Council (2 copies). They are requested to treat this as action taken report on concerned resolution adopted by the Academic Council referred to in the above Circular and that no separate Action Taken Report will be sent in this connection. the Assistant Registrar Constituent Colleges Unit (2 copies), BUCT (1 copy), the Deputy Account Unit V (1 copy), the In-charge Director, Centralize Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Post-Graduate Section (2 copies), the Deputy Registrar (Special Cell), the Deputy Registrar, (P)

UNIVERSITY OF MUMBAI



ORDINANCES & REGULATIONS TO THE DIPLOMA IN TOUR MANAGEMENT (UGDTM)

Garware Institute of Career Education and Development
Kalina, Santacruz (East), Mumbai - 400 078.

ORDINANCES, REGULATIONS AND SYLLABUS RELATING TO UNDERGRADUATE

Diploma Course in Tour Management

PREAMBLE: -

The Tourism and Travel Industry has been one of the fastest growing segments of national activity. The industry needs large numbers of professionally trained personnel at different levels. The Central Government and State Tourism development corporation's have encouraged the growth of training in this field.

The University of Mumbai's Garware Institute of Career Education and Development has been in the field of tourism training ever since its inception in 1985. Large numbers of students today man senior positions in Travel agencies, hotels and airlines. The Institute has been able to develop a pool of training expertise in this area of specialization.

The Institute currently offers a full time under graduate course in Tourism and Travel Industry Management, which trains students for supervisory positions in travel agencies, and an Advanced Diploma Course in Tourism and Travel Industry Management which trains students for managerial positions.

The proposed course aims to fill an important training gap a need not met by these two course - namely that for tourist guides, tour operators and escorts. This course has been approved by the course committee of the Institute on Tourism and Travel headed by the Managing Director of the Maharashtra Tourism Development Corporation.

COURSE OBJECTIVE: -

To impart training in the field of tourism to persons who wish to function as Tour Manager / Guide / Escort / Business Tour Operator especially for emerging tourist destinations.

CAREER SCOPE :-

Career prospects are bright both in the public and private sectors. Students completing this course would be helped to gain entry into the industry as tour operators and guides. They may also wish to start their own tour operation on a small scale.

ORDINANCES AND REGULATIONS AND SYLLABUS RELATING TO THE DIPLOMA COURSE IN TOUR MANAGEMENT

O. 5456 Eligibility

1. For admission to Module 1 a candidate must have passed the H.Sc. Examination of the Maharashtra State Board of higher Secondary education or an examination of a body recognized as equivalent thereto.
2. For admission to Module 2 a candidate must have passed in all the papers of Module 1. Preference will be given to students who have had relevant work experience in tourism.
3. A student undergoing any other degree / diploma course of the university will be permitted to simultaneously take admission to this diploma course.

R. 4830 Admission Procedure

Admission will be on the basis of a written test and / or personal interview.

R. 4831 Duration

This will be a part time course of a years' duration divided into two modules each of six months' duration. The course will be conducted for 3 hours a day for five days a week. The expected workload will be 3 teaching hours a day for five days a week plus 6 hours of field work/assignments a week.

R. 4832 Examination Pattern :-

Module 1	Marks for Continuous Assessment		Final Test	Total
Paper 1	50	+	50	100
Paper 2	50	+	50	100
Paper 3	50	+	50	100
Paper 4	50	+	50	100
Paper 5	50	+	50	100
Paper 6	50	+	50	100

The continuous evaluation of students and final test of Module 1 will be conducted internally by the faculty.

Module 2	Marks for Continuous Assessment		Final Test	Total
Paper 1	50	+	50	100
Paper 2	50	+	50	100
Paper 3	50	+	50	100
Paper 4	50	+	50	100
Paper 5	50	+	50	100
Paper 6	50	+	50	100

The continuous evaluation of students of Module 2 will be conducted internally by the faculty and the final test will be conducted externally by an examiner from a panel of examiners approved by the Institute.

Module 1 - Certificate in Tour Planning

Paper No.	Title	Marks	Hours
1.	Tourism Industry Overview	100	50 (30+20)
2.	Heritage & Environment	100	50 (30+20)
3.	Indian Tourism	100	50 (30+20)
4.	Travel Formalities	100	50 (30+20)
5.	Techniques of Tour Planning	100	50 (30+20)
6.	Project Work	100	50 (30+20)

Module 2 - Diploma in Tour Management

Paper No.	Title	Marks	Hours
1.	International Tourism	100	50 (30+20)
2.	Tour Planning & Costing	100	50 (30+20)
3.	Guiding the Tourist	100	50 (30+20)
4.	Tour Management	100	50 (30+20)
5.	Tourism Promotion	100	50 (30+20)
6.	Project Work	100	50 (30+20)

In all papers 40% of the time allotted i.e. 20 hours will be devoted to practicals/assignments.

R. 4833 Detailed Syllabus

Module 1 :

Paper 1 : Tourism Industry Overview

List of Topics	Hours
Overview of Development of Tourism	04
Set - up and functions of DOT, ITDC, MTDC, TAAI	10
General set up of Travel Agency Tour Operator	02
Accommodation section overview	02
International & information Services	04
<u>Project work</u> a) Scrap book preparation	08
b) Group presentation	
c) Report writing & Viva	
<u>Total Hours</u>	30

As part of field work students should visit above places and industry set up in a group led by person in charge and should collect field data.

Visits & Total Hours
write a Report 20

Paper 2 : Heritage & Environment

List of Topics	Hours
Overview of chronological History Indus, Buddhist, Jainism Hinduism Mughal & British Period, modern Indian history & physical Environment.	15
Culture - Architecture, Performing arts	08
overview of museums	02
Traditions-Cuisine, Handicrafts, Festivals	05
Overview	
<u>Total Hours</u>	30
<u>Object Work</u> : a) Report on local tourist Attraction/event	05
b) Written Report & Viva on culture/traditional event	05
c) 2 Visits & reports	10
<u>Total Hours</u>	20

Paper 3 : Indian Tourism

List of Topics	Hours
zone wise study of places of tourist Interest with Map Work	15
Major Tourist Circuits	10
Eco Tourism & Ethnic Tours	05
<u>Total Hours</u>	30

<u>Project Work :</u>	Compilation of project report on PTI by referring to class notes, guide books and brochures with Viva	10
	Zonewise exercise on Route planning for a Tour, with individual student (report & viva)	10
<u>Total Hours</u>		20

Paper 4 : Travel Formalities

List of Topics	Hours
Map work exercises of the world & of India	04
Familiarization of rail, air, time tables & its usage	06
Hotel directories	05
Booking of accommodation & transport reservations	06
Local Services & Information Centres	04
Study of Brochures, Insurance & documents for travel	05
<u>Total Hours</u>	30

Project Visit to State or Central Govt. information outlets & reports on the same.	10
Visit to Airport / Railway Station & report on booking procedure.	10
<u>Total Hours</u>	20

Paper 5 : Techniques of Tour Planning

List of Topics	Hours
Overview of types of tour formalities (Domestic & international) Visa, Passport.	10

Phases of tour planning (Routing, Booking & Accommodation & transport)	05
Tours Sales & Promotion	10
Group Discounts & Costing	05
Total Hours	20

Paper 6 : Project Work

List of Topics	Hours
<u>Project Work :</u> Basics of Oral & Written Communication Skills,	20
Exercise in Organising an event With exhibits/Presentation report	10
Total Hours	30
Project Work : Preparation of a report on External event related to tourism arranged in the local environment (Visited) & oral presentation on the same.	10
Individual study project through field work survey on any select topic with written report & viva	10
Total Hours	20

Emphasis on self study methods with interactive class-room work
Application oriented exercise should be planned to suit local environment with the objective of understanding industry potential in the vicinity.

Module 2 - Paperwise Syllabus & Allotted Hours

Paper No.1 : - International Tourism

List of Topics	Hours
International Tourism - Overview of world Geography	20
Overview of Major routes	02

	Overview of frontier formalities	08
	Norms for foreign Exchange & travel insurance	
<u>Total Hours</u>		30
<u>Project Work :</u>	Country Profiles	08
	Planning International Itineraries	12

<u>Total Hours</u>		30
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Paper No. 2 Tour Planning & Costing

List of Topics	Hours
Study of various domestic & International tour circuits	10
Basics of costing with cost analysis norms for tours	10
Phases of Tour Planning	10
<u>Total Hours</u>	30

<u>Project Work :</u>	Comparative study of Tour Brochures	05
	Presentation of an Itinerary with costing	15
<u>Total Hours</u>		20

Paper No. 3 : Guiding the Tourist

List of Topics	Hours
Sources of Information collection	05
Customer Service Norms	10
Training of Human Resources for Guiding the tourist	15
<u>Total Hours</u>	30

<u>Project Work :</u>	Role play exercise in simulated Situations	10
	Visits to information outlets & taking a local tour with authorized guide	10
<u>Total Hours</u>		20

Paper No. 4 : Tour Management

List of Topics	Hours
Understanding requirements of Domestic & International formalities	15
Study of Customer profile	10
Co-ordination for group handling	05
<u>Total Hours</u>	30
<u>Project Work :</u> Seminar with the help of Experienced tour Escort/ Managers' (Panel discussion). Preparation of Written Report on field survey on the same	15
	05
<u>Total Hours</u>	20

Paper No. 5 : Tourism Promotion

List of Topics	Hours
Overview of services marketing techniques	10
Specialty of Tourism Product & Sales	10
Campaign in tourism	10
Organising events for tourism Promotion	10
<u>Total Hours</u>	30
<u>Project Work :</u> Report on event of tourism promotion visited by the students with oral & written presentation (group)	08
Field survey of advertising & Promotion of tours- a critical analysis written & oral by individual students.	12
<u>Total Hours</u>	20

Paper No. 6: Project Work

List of Topics	Hours
An individual Home Paper on selected topic under the guidance a faculty involving field-data collection.	20
Oral & Written analysis of events / published Articles on tourism (group)	10
<u>Total Hours</u>	30
Organising an event to promote tourism awarress (with a special. Theme.)	20

R. 4834 (STANDARD OF PASSING)

Evaluation will be done on the basis of the following Grading system

(KEY TO LETTER GRADE)

<u>Letter Grade</u>	<u>Assessment</u>	<u>Grade Points</u>
<u>Percentage</u>		
<u>Marks</u>		
O	Outstanding	5.50 - 6.00
A	Very Good	4.50 - 5.49
B	Good	3.50 - 4.49
C+	Satisfactory	3.00 - 3.49
C	Average	2.50 - 2.99
D	Below Average	1.50 - 2.49
E	Poor	0.50 - 1.49
F	Very Poor	0.00 - 0.49
		75-100
		65 - 74
		55 - 64
		50 - 54
		45 - 49
		35 - 44
		25 - 34
		00 - 24

The Certificate will be awarded only to candidate who have obtained minimum C+ grade aggregate marks of the theory and practical work in each paper of Module 1 and in the project work of that Module.

A candidate who has passed in all but two papers of Module 1 will be permitted to appear in a supplementary examination in those papers to be held within one month of the deciaration of results.

The Diploma will be awarded only to students who have obtained at least a C+ grade aggregate marks of the theory and practical work in each paper in Module 2 and in the project work of that Module.

A candidate who fails in any paper of Module 2 may be permitted to appear in a supplementary examination to be offered by the Garware Institute of Career education and Development. Such a candidate who passes in all the papers and in project work will be declared to have passed the examination but will not be eligible for the award of a Grade higher than C+.