

DIPLOMA COURSE

DEPARTMENT OF COMMERCE

COURSE NAME: LFCCCOM01 Diploma in Tourism and Hospitality Management

Objectives:

1. To analyze the investment trends and hospitality development patterns of international hospitality firms.
2. To identify emerging overseas markets for tourism and hospitality development.
3. To understand the socio-economic impact of developing tourism industry in developing countries.
4. To understand the management functions of tourism and hospitality industry including human resource management, marketing and the technology applications.

Duration: 1 year

Syllabus:

Module 1

Fundamentals of Tourism: Meaning and definition of Tourism, Types and forms of Tourism, Tourism motivation, barriers to travel.

Module 2

Tourism products: Meaning and definition of Tourism products, characteristics of Tourism products, Major Tourism products offered by India and Kerala.

Module 3

Hospitality management: Meaning and definition of hospitality, Types of accommodation (primary and secondary), Types of hotels, different functional departments in a hotel, resort - types of resorts.

Module 4

Tour operation and guiding skills: Tour operator – Functions of tour operator – Types of tours – Travel documents

Tour guide – definition – Types of tour guide – nature and scope of work – income sources of tour guides – essential skills required for a tourist guide.

Module 5

Emerging trends in tourism : Eco Tourism – Meaning and definition – major eco tourism products from India : Responsible tourism – Meaning and definition – reasonable tourism and community development – responsible tourism initiative in Kerala.

Reference :

01. Bhatia A.K : Tourism development – Principles and practices, sterling, New Delhi.
02. Pran Nath Seth : Successful tourism management (Vol 1 and 2) , Sterling New Delhi.
03. John R Walker : Introduction to hospitality management, Pearson education, New Delhi.
04. Mohammed Zulfiker : Introduction to tourism and hospitality industry.
05. www.keralatourim.org