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Pune District Education Association's  
**Baburaoji Gholap College**  
Sangvi, Pune 411 027 (Maharashtra).

**Proposed Syllabus**

for  
**Certificate course**

In  
**Agro-Tourism**

Submitted to  
**University Grant Commission**  
Bahadur Shah Zafar Marg,  
New Delhi - 110002.

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## **Details about Structure/Pattern of Syllabus**

1. **Title of the Course:** Certificate course in Agrotourism
2. **Course Level:** Level 4: Certificate
3. **Trade / Sector:** Agriculture
4. **Syllabus to be implemented from the Academic year:** 2020 - 2021

### **5. Preamble of the Syllabus:**

**The certificate course in Agrotourism is the undergraduate course** of Savitribai Phule Pune University, Ganeshkind, Pune 411 007. It is a basic course. This undergraduate credit system based curriculum would develop a strong fundamentals and specialization in Agro tourism. Tourism is now a day well recognized subject and as an engine of growth in the various economies in the present world. The students with certificate degree in Agro-tourism can start their own Agri-business. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled personnel. The concepts, and the practical's with hands on training will enhance the skills and will bring confidence as a entrepreneur in future challenging World. Moreover, it will develop students to communicate with all tourism sectors of India and abroad and establish a good linkage by deeper understanding of rules and regulations in agro-tourism. The course proposes to skill based education due to which the student's ability to think out of box will be strengthened.

### **Objective of the course:**

- To augment participants knowledge and appreciation of the concept of Agrotourism and creating economic opportunities in rural areas.
- To provide students with knowledge of the tools and techniques for and enhance their skills in planning, management, promotion, and marketing of Agri tourism projects and products
- To encourage the development of Agri tourism and community-based, tourism-oriented enterprises in different states as a way of growing output and optimizing the use of local

resources.

### **Introduction:**

#### Salient Features of the Credit System:

- a) Certificate course in 'Agrotourism' has been designed as per the guidelines and objective of UGC, New Delhi, NSDC, New Delhi and NSQF to cater skill force to the retail Management.
- b) Certificate course is of six months duration.
- c) Certificate course 'Agrotourism' is of 30 credits, where one credit theory course is of one clock hour per week running for 15 weeks and one credit for practical course will consist of 10 of laboratory exercise including the revision and setting up the practical. Thus, each credit is equivalent to 15 hours.
- d) In one credit, 10 lectures are assigned for actual teaching in the classroom and 5 lectures are for seminars, discussions, home assignments and library work.
- e) Every student shall complete 30 credits in a minimum of six months.
- f) The student will be declared as failed if s/he does not pass in all credits within a total period of six months. After that such students will have to seek fresh admission as per admission rules prevailing at that time.
- g) In every year, the academic calendar showing dates for commencement and end of each semester, internal assessment examinations and term end examination will be prepared and duly notified before starting of each semester.

The students seeking admission to Certificate course in 'Agrotourism' are hereby informed that they are supposed to adhere to the following rules:

- a) A minimum of 75 % attendance for lectures / practical is the pre-requisite for grant of the course.
- b) There shall be tutorial / practical / surprise test / home assignment / review of article / seminar / industrial visits / training course as a part of internal assessment in the course. The students are supposed to attend all the examinations. The re-test will not be taken for the student absent for the any examination.
- c) The students opting for project course shall follow the rules framed for the same.

### **6. Faculty of the Course: Science and Technology**

## 7. Eligibility for Admission:

The eligibility condition for admission to Certificate course shall be 10 + 2 or equivalent from any stream

## Duration of the Course:

Award	Duration	Corresponding NSQF level
Certificate	6 month	4

## 8. Intake capacity of students:

50 students at entry level

## 9. Examination:

- a) The assessment and evaluation for the Certificate programme will be as per the guidelines of Savitribai Phule Pune University for credit based system.
- b) The assessment for the general education component should be according to the guidelines of Savitribai Phule Pune University as per their prevailing standards and procedures.
- c) The assessment for the skill development components will focus on practical demonstrations of the skills acquired. This may be by the consultation with respective Sector Skill Council for designing the examination and assessment pattern for the skill development components. This may be considered by using the designated assessors of Sector Skill Councils/industry associations for the conduct of practical assessment.

### I. Pattern of Examination

- i. Internal examination, Term end examination, Practical, Oral and Project
- ii. Pattern of the question paper: As per university rules

### Evaluation of Students:

- 1 Assessment will consist of (a) internal continuous assessment and (b) final assessment with an equal weightage of 50 % marks each.
- 2 Minimum 30 % marks are required for passing the both internal examination and final examination separately. However, minimum 40 % mark is required for passing in the combined examination of internal and final examination.
- 3 The internal marks will not change and student cannot reappear for internal examination. If student missed the internal examination, s/he will have second chance

with the permission of the only concerned teacher. It will be the discretion of concerned teacher and internal departmental assessment committee. In case, s/he wants to repeat internal, s/he can do so only by registering for the said courses during next semester whichever is applicable.

- 4 The answer scripts for the only internal examination and not for final examination may be shown to the concerned student.
- 5 There shall be revaluation of answer script of final examination only, but not of internal examination.

- **Internal examination:**

The internal assessment for each course would be continuous and dates for all tests will be pre-notified in the time table. The internal assessment committee will coordinate this activity.

- **Theory Courses:**

The students should be encouraged to conduct various academic activities. A teacher must select a variety of the methods for internal assessment like: mid-semester test, online test, computer based examination, open book test (by the concerned teacher choice of allowed books), tutorial, surprise test, oral, assignments, review of article, Seminar presentation and journal / lecture / library notes. It is the responsibility of the student to preserve the documentation of the internal assessment except midterm test answer script.

- **Practical courses:**

It is a continuous evaluation process and practical courses will be evaluated on the basis of following points.

- 1 Performance assessment of each experiment on the basis of attendance, punctuality, journal completion, practical skills, results, oral and analysis.
- 2 Test on practical may be conducted before the end-semester examination.
- 3 Assessment of each experiment shall be done for each practical weekly.
- 4 The student strength of practical batch should be twenty. One practical session is of 3 hour duration for one practical batch.

- **Project Course:**

The project work will be evaluated by incharge of project batch in consultation with project guide. The assessment of project work will be done weekly in the respective batch and

evaluation will be on the basis of weekly progress of project work, referencing, oral, results and documentation.

- **Final examination:**

The end-semester examination for 50 marks for all courses would be held nearly two weeks after the completion of teaching for that semester. The paper setting and assessment for all courses would be the responsibilities respective course in-charges. The all activities related to examination like paper setting, evaluation, assessment, preparation of marks-sheets etc. would be coordinated by the examination committee of department.

## **II. Standard of Passing**

Minimum 30 % marks are required for passing the both internal examination and final examination separately. However, minimum 40 % mark is required for passing in the combined examination of internal and final examination.

## **III. ATKT Rules**

A student cannot take register for the next higher courses if s/he fails to complete 50 % credits of the previous two semesters.

## **IV. Award of Class**

Grades will be awarded from grade point average (GPA) of the credits.

### **GPA Rules:**

1. The formula for GPA will be based on Weighted Average. The final GPA will not be printed unless a student passes courses equivalent to minimum 30 credit hours. Total credits hours means the sum of credit hours of the courses which a student has passed.
2. A seven point grade system [guided by the Government of Maharashtra Resolution No. NGO-1298/[4619]/UNI 4 dated December 11, 1999 and University regulations] will be followed.
3. If the GPA is higher than the indicated upper limit in the third decimal digit then the student be awarded higher final grade (e.g. a student getting GPA of 4.492 may be awarded 'A')
4. The grade points will be awarded for each subject. Final GPA along with final grade will be awarded only at the end of course. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10 % marks and in the grade of the course.

5. After the declaration of result, for the improvement of grade, the student can reappear for the examination of 12 credits worth theory courses.
6. A student can go for the grade improvement program only after the declaration of final examination i.e. at the end of next academic year after passing Certificate course and within three years of completion of course. A student can appear for grade improvement programme only once.

#### **V. External Students**

There shall be no external students.

#### **VI. Setting of Question Paper/Pattern of Question Paper**

All general and skill education components based final examination question papers will be set by the college and centralized assessment of all papers will be done as per the guideline of Savitribai Phule Pune University. The Questions should be designed to test the conceptual knowledge and understanding of the basic concepts of the subject. Theory examination will be of 2 hours duration for each theory course. There shall be 4 questions each carrying marks as shown below. The pattern of question papers shall be:

Question 1 (10 Marks) 5 out of 10 answer in 20 words each of 2 marks

Question 2 (10 Marks) 2 out of 4 short note/answer in 50 words each of 5 marks

Question 3 (15 Marks) 2 out of 3 answer in 150 words each of 7.5 marks

Question 4 (15 Marks) 1 out of 3- answer in 300 words each of 15 marks

#### **VII. Verification/Revaluation**

There is also a provision for verification and revaluation. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10 % marks and in the grade of the course. There shall be revaluation of answer script of end semester examination, but not of internal assessment papers.

#### **10. Structure of the Course:**

The basic structure (Framework) of the proposed Certificate course syllabus is for six months leading to Certificate course in 'Agrotourism' at Baburaoji Gholap College, Sangvi, Pune 411 027 affiliated to Savitribai Phule Pune University is given at the end of the Annexure - II.

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|-----------------------------|----------------------------|
| <b>I. Compulsory Paper:</b> | All papers are compulsory. |
| <b>II. Optional Paper:</b>  | No optional paper.         |

**III. Question Paper and Papers:** As mentioned above in the examination section.

**IV. Medium of Instructions:** English

**11. Equivalence of previous syllabus along with proposed syllabus**

This course is to be sanctioned from academic year 2020-2021. So new syllabus has been proposed. Hence no previous syllabus is available.

**12. University Terms:**

Certificate course contains total 1 Semester of six months.

**13. Subject wise Detailed Syllabus:**

A copy of subject wise detailed syllabus is attached with this Annexure - II.

**14. Recommended Books:**

The list of recommended books is given at the end of syllabus.

**15. Qualification of Teacher:**

The qualification of faculty will be as per guidelines and norms of University Grant Commission, New Delhi and National Skill Development Council.

## **Certificate Course in Agro-Tourism**

### **Course Structure**

#### **Structure /Pattern of syllabus for Certificate Course in Agro-Tourism**

**1. General objectives of the course/ paper:**

- To introduce the students to the basic concepts in Agro-Tourism.
- To orient the students about significance of Agro-Tourism.
- To Aware the students about different perspectives of Agro-Tourism.
- Understand the role of value added products to both tourism and agricultural products.
- Identify multiple career opportunities in Tourism and Agro-Tourism.

**2. Programme outcomes:** Students will be able to:



- Define agro-tourism and food tourism and articulate the latest trends and changing demographics.
- Discuss interdisciplinary academic approaches, theories and critical lenses on tourism.
- Explain the regulations, impediments, key organizations and partnerships required for small scale farmers to get involved with tourism opportunities.
- Understand the role of value added products to both tourism and food security.
- Link the promotion of sustainability and community resilience to agri- and food tourism.
- Identify multiple career opportunities in Tourism and Agro-Tourism.

Pune District Education Association's  
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### **Structure of Syllabus Certificate course in Agro-Tourism**

**Syllabus to be implemented from academic year 2020 - 2021**

#### **Credit Distribution**

<b>Course Code</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Contact Hours/ Week</b>	<b>Credit</b>
CCAT-1	Core	CCAT-C1-T1- Introduction to Agro-Tourism (Theory paper-I)	60/04	04
CCAT-2	Core	CCAT-C2-T2-Introduction to Travel & Tourism Management (Theory paper-II)	60/04	04

CCAT-3	Core	CCAT-C3-Pr1-Map Work (Practical Paper-I)	90/06	06
CCAT-4	Elective	CCAT-E1-T3-Tourism Operation Software (Theory paper-III)	60/04	04
CCAT-5	Elective	CCAT-E2-T4- Tour Packaging Management (Theory paper-IV)	60/04	04
CCAT-6	Core	CCAT-C4-Pr2- Tourism Operation Software (Practical Paper-II)	90/06	06
CCAT-7	Core	CCAT-C5-Pr3 DSE-6B: Dissertation (Practical Paper-III)	90/06	06
<b>Total Credit Theory 12 + Practical 18 = 30</b>				

<b>Certificate course in Agro-Tourism</b>			
<b>Course Name</b>	Introduction to Agro-Tourism		
<b>Course Code</b>	CCAT-1 (Theory paper-I)		
<b>No. of Credits</b>	04	<b>Contact Hours</b>	60
<b>General objectives of the course/ paper:</b>			
<ul style="list-style-type: none"> <li>➤ To introduce the students to the basic concepts in Agro-Tourism.</li> <li>➤ To orient the students about significance of Agro-Tourism.</li> <li>➤ To Aware the students about different perspectives of Agro-Tourism.</li> <li>➤ Understand the role of value added products to both tourism and agricultural products.</li> <li>➤ Identify multiple career opportunities in these fields.</li> </ul>			

Unit	Unit	Sub Units	No. of
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No.			Periods
1	Introduction	i. Concept of agro-tourism-definition, nature and scope of agro tourism. ii. Needs and opportunities of agro-tourism. iii. Agro-Tourism and Traditional Tourism.	04
2	Agro-Tourism	i. Types of agro-tourism, ii. Concept of rural tourism, iii. Concept of food and agriculture tourism.	04
3	Important Factors related to Agro-Tourism	i. Location for agro-tourism centre. ii. Geographical factors- relief, climate, drainage pattern, soil. iii. Socio-economic factors- Capital, transportation facilities, market, landholding of farmers, tradition, cropping pattern.	10
4	Concerns of Agro-Tourism Centers.	i. Who Can Start Agro-Tourism Centers. ii. Requirements for Agro-Tourism Centers- Infrastructure Facilities, livestock, Recreation facilities, Other Miscellaneous. iii. Benefits of Agro-Tourism Centers. iv. Problems of the Agro-Tourism centers.	10
5	Understanding Activities in Agro-Tourism centers.	Enlisting and Understanding Daily activities in the agriculture farm/Agro-Tourism centers like. i. Animal Feeding, Guided field visits and tour, Watching domestic animals, Harvest Festival. ii. Rural Festival/Jatra, Farmer's markets, Milking the Cow and Buffalos, Religious Temple visits. iii. Swimming at well, ponds or river, fishing, Local site seeing iv. Rural games to be demonstrated and played- Bullock cart, Bicycle, Tractor rides. <i>Vittidandu, Surparambhya, Kabaddi, Langadi, Kho-Kho, Bullock ploughing, Lagore &amp; Gallori.</i> a) Arranged adventure Activities like	08

		mountaineering, trekking, river crossing, cycling etc. b) Arranged evening entertainment program like folk dance/music etc.	
6	Agro-Tourism policies.	i. Agro-Tourism policies in India. ii. Agro-Tourism policies in Maharashtra state. iii. Maharashtra <i>Krishi Paryatan Vistar Yojana-MKPVY</i>	06
7	Registration of Agri-Tourism center in Maharashtra	i. Introduction and the concept. ii. Guidelines for approval and Guidelines of agro-tourism. iii. Application form for registration. iv. Checklist of facilities for approval. v. Declaration by the farmer. vi. Undertaking by the farmer. vii. Performa for police verification.	08
8	Field Visit/Study Tour.	i. Field visits to major local agro-tourism centers. ii. On completion of each tour the students have to submit a tour report, these will be treated as assignments, which would carry scores.	10

**References:**

1. Dennis M. Brown and Richard J. Reeder, 'Agri-tourism Offers Opportunities for Farm Operators' 2004, U.S.A.
2. Dev, Mahendra S. (1996), Agricultural Policy Framework for Maharashtra: Issues and Options, Proceeding/Project Report No. 21, July 1996, Indira Gandhi Institute of Development Research, Mumbai.
3. Taware Pandurang, Director – Marketing A.T.D.C., Pune, Agri – Tourism: Innovative Supplementary Income Generating Activity For Enterprising Farmers.
4. Maharashtra Krishi Paryatan Vistar Yojana 2008, A.T.D.C., Pune.
5. [www.agritourism.in](http://www.agritourism.in)
6. [www.ncagr.com](http://www.ncagr.com)

<b>Certificate course in Agro-Tourism</b>			
<b>Course Name</b>	Introduction to Travel & Tourism Management		
<b>Course Code</b>	CCAT-2 (Theory paper-II)		
<b>No. of Credits</b>	04	<b>Contact Hours</b>	60
<b>General objectives of the course/ paper:</b>			
<ul style="list-style-type: none"> <li>➤ To familiarize the students with aspects of tourism which have a relation with the subject matter of Geography.</li> <li>➤ To orient the students to the logistics of tourism industry and the role of tourism in regional development.</li> <li>➤ To understand the impact of tourism on physical and human environments.</li> <li>➤ To familiarize the students with local, regional and national tourism.</li> </ul>			

<b>Unit No.</b>	<b>Unit</b>	<b>Subunit</b>	<b>Learning Points</b>	<b>No. of Periods</b>
1	Nature, Scope and History of Tourism	Nature, Scope & Historical importance	Definition, Nature & Scope, Tourism & Geography, Importance of Tourism, Historical importance of Tourism Growth through ages	10
2	Impact of various factors on Tourism	Physical factor Cultural and historical factors, Social, Economical & Environmental	Topography, Climate, Vegetation. Cultural Factors: Religious & Pilgrimages factors Historical factors: Temples, Forts, Sport centers, Dames, Social importance, Economic Importance and Environmental impact	10

3	Infrastructure in Tourism	Types, Accommodation, Transportation.	1) Tourism Infrastructure - Types, Forms and Significance 2) Accommodation: Forms and types 3) Transport Sectors: Modes and relative significance 4) Other support Infrastructures required for tourism.	20
4	Tourism Demand and supply	Concept	1) Concept of demand and supply in tourism 2) Unique features of tourist demand 3) Constraints in creating ideal destination	20

**References:**

- i) Geography of Tourism: Robinson H.
- ii) Geography of Tourism & Recreation :-S. N. Singh
- iii) Tourism: - Economic Physical & Social Impact Mathieson A & wall C Logman U.K.
- iv) Geography of Travel & Tourism: Hudman L.E.
- v) Tourism in India: Gupta V.K.
- vi) Geography of Tourism S.B. Shinde, Phadke Prakasjan, Kolapur

<b>Certificate course in Agro-Tourism</b>			
<b>Course Name</b>	Map Work (Based on SOI Toposheet )		
<b>Course Code</b>	CCAT- 3 (Practical Paper I)		
<b>No. of Credits</b>	06	<b>Contact Hours</b>	90
<b>General objectives of the course/ paper:</b>			
<ul style="list-style-type: none"> <li>➤ To introduce the students SOI Toposheets to acquire the knowledge physical &amp; cultural features.</li> <li>➤ To enable the student to use techniques of specific maps and their geographical</li> </ul>			

interpretation.

<b>Unit No.</b>	<b>Unit</b>	<b>Subunits</b>	<b>No. of Periods</b>
1	Introduction	Meaning, definition and importance.	06
2	Types of Maps	Physical, Political, Weather maps	16
3	Indexing Toposheets and Marginal information	Million sheet, Quarter inch sheet, Half inch, One inch, Modern maps. Marginal information.	16
4	Signs & Symbols	Conventional Signs & Symbols on topographical maps	16
5	Toposheet Reading	Mountain and Plateau Plain, Coastal	16
6	Applications of toposheet	Application of toposheet in tourism, Application of toposheet in Agro-tourism	16
7	Journal & Oral	Journal & Oral	04

#### **References**

1. Singh, G., 2005. Map work and practical geography. Vikas Publishing House Pvt. Ltd., New Delhi.
2. Singh, R.L., and Dutt, P.K., 1968. Elements of practical geography, Students' Friends, Allahabad.
3. Singh, L.R. and Singh, R., 1973. Map work and practical geography, Central Book Allahabad.
4. Siddhartha, K., 2006. Geography through maps, Kisalaya Publications Pvt. Ltd, Delhi.
5. Monkhouse, F.J. and Wilkinson, H.R., 1971. Maps and Diagrams. Methuen and Co. Ltd., London.
6. K. Singh, R.L., 2005. Elements of Practical Geography. Kalyani Publishers, New Delhi. India.
7. Steers, J.A., 1970. An Introduction to Study of Map Projections. University of London Press Ltd., London.
8. Various websites of internet.

<b>Certificate course in Agro-Tourism</b>			
<b>Course Name</b>	Tourism Operation Software		
<b>Course Code</b>	CCAT- 4 (Theory paper-III - Elective One)		
<b>No. of Credits</b>	04	<b>Contact Hours</b>	60
<b>General objectives of the course/ paper:</b>			
<ul style="list-style-type: none"> <li>➤ To make the students familiar with the basics of the computer skills and the application of travel and Hotel soft-wares in the tourism and travel industry.</li> <li>➤ The course is prescribed in the course to inform the students about the role of Computer Information systems (Tourism operation software) Agro-Tourism. The prescribed units enhance the skills of students especially when they will be attached for practical.</li> <li>➤ They are to learn about the value of information as a corporate asset, deal with the impact of IT, Hardware and software fundamentals, and management control of IS.</li> <li>➤ This course is intended to prepare the students to enter a travel agency where he will be required to be well-versed with the modalities of air, train, hotel booking, tour packages and car ticketing.</li> </ul>			

<b>Unit No.</b>	<b>Unit</b>	<b>Sub Units</b>	<b>No. of Periods</b>
1	Fundamentals of computers.	Input/output devices, Hardware and Software, Storage and Retrieval of massive data on computers. Classification of software Operating systems Windows, spreadsheet and database applications, MS Word, MS-Excel, for statistical analysis of data, MS Access, MS PowerPoint.	12
2	Networking of computers.	Networking of computers. LAN, WAN, Enterprise. wide networks, Internet technologies, WWW and Internet users. E. Mail, Electronic payment systems, Electronic Fund Transfer (EFT) and Electronic Data Interchange (EDI). Electronic Payment	12



		Systems.	
3	Information Systems for Tourism Management	Information Systems for Tourism Management- GPS, GIS, Decision Support Systems, Knowledge Based Systems, Entertainment, Leisure, Trade Bodies, Bench Marking and TQM.	12
4	Computerization. Prospects and Problems:	Information Technology as a strategic tool for achieving Competitive edge in Tourism Industry. Infrastructure Requirement, Selection of Hardware and Software, Problems and Managing change. IT outsourcing, Cyber crimes and cyber laws. Computer viruses, Digital Signature, Cryptography.	12
5	Booking and Ticketing	Introduction, Meaning, .Nature & Scope, Types, components, processing, availability, schedules, arrival, departure and websites of Car, Cab, Bus, Train, Air and Hotel booking,	12

**References:**

1. Lucey T, *Management information system*: New Delhi: BPB Publication.
2. Obrien James, A, *Management Information Systems: managing information technology in the e-business enterprise*, New Delhi: Tata McGraw- Hill Publication Company.
3. Michael I. Kasavana, John J. Cahill, *Managing Computers in the Hospitality Industry*, EI-AH&LA, USA.
4. Basandra SK, *Computer Today*" New Delhi Galgotia Publications Leon Alexis and Mathews Leon: *Introduction to Computers*, Vikas Publishing House Pvt Ltd. New Delhi.
5. Bhatnagar S C and Ramani K V, *Computers and information management. A Primer for Practicing Managers*, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today.
6. Goel Ritender and D N Kakkar, *Computer Application in Management*, New Age International Publishers, New Delhi.
7. Jaggi V P and Jain Sushma, *Computers for Everyone, Academic India*, New Delhi

Publishers.

8. Simpson Alan, *Your First Computers (2nd Edition)*, BPB Publications. New Delhi.
9. Saxena S and Prabhpreet Chopra, *Computer Applications in Management*, Vikas Publishing House Pvt. Ltd. New Delhi.
10. Automating Managers: the implications of IT for Managers, John Moss Jones, Pinter, and London2000.
11. Dimitrios Buhalis; e Tourism: information technology for strategic tourism management, Financial Times Prentice Hall, 2003.
12. Pauline J. Sheldon; Tourism Information Technology, CAB International, 2002.
13. Steven Otfinoski; Computers; Marshall Cavendish, 2007.
14. Manuel Ortega, José Bravo; Computers and education in the 21st century; Springer, 2000.

<b>Certificate course in Agro-Tourism</b>			
<b>Course Name</b>	Tour Packaging Management		
<b>Course Code</b>	CCAT- 5 (Theory paper-IV - Elective Two)		
<b>No. of Credits</b>	04	<b>Contact Hours</b>	60
<b>General objectives of the course/ paper:</b>			
<ul style="list-style-type: none"><li>➤ To provide comprehensive information about the intricacies of tour packaging&amp; programming for an agro-tourism operators.</li><li>➤ It will help students understand various methods of designing tour packages and programming for more value addition to the customers.</li></ul>			

- To give comprehensive information on the methods of package tour costing that a tour operator adopts for designing the organized package tour.
- It will help students to gain clarity on the costing a package tours.
- The course includes the operation techniques of Agro-Tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.

<b>Unit No.</b>	<b>Unit</b>	<b>Sub Units</b>	<b>No. of Periods</b>
1	Meaning and Classifications of Tour Packages	Introduction, Classifications of Tour Packages- Escorted Tour, Independent Tour, Hosted Tour, Incentivized Tour, and Freedom Tour.	04
2	Components of Package	Components of Package- Accommodation, Sightseeing Tour, Event Services, Insurance, Ground Handling Services, Miscellaneous Services,	04
3	Customized Package and Group Inclusive Tours.	Group Inclusive Travel (GIT) and Independent tourists.	06
4	Tour Formulation & Designing Process.	Tour Formulation & Designing Process, Tour Brochure Designing, Tour Programming and its Importance.	08
5	Tours package Costing Preparation of Cost Sheet	Introduction, Meaning and Types of Cost, Direct Costs and Indirect Costs.	08
6	Components of Tour Cost	Research and Product Development, Travelling and Transfer, Accommodation, Sightseeing & Activity, Training and Development, Marketing and Sales Promotion, Printing and Publicity,	15

		Payment of Interest, Depreciation of Assets, Miscellaneous Cost etc.	
7	Pricing Package Tour	Pricing Strategies- Cost-Based Pricing, Competition-Based Pricing, Consumer-Based Pricing, Rack Rate Pricing, Seasonal Pricing, Last Minute Pricing, Per Person Pricing and Per Unit Pricing.	15
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Roday. S., Biwal, A &amp; Joshi. V., Tourism Operations and Management, Oxford University Press, New Delhi.</li> <li>2. Goeldner, R and Ritchie, B., Tourism: Practices, Principles and Philosophies, John Wiley and Sons, London.</li> <li>3. Holloway, J.C., The Business of Tourism, Prentice Hall, London.</li> <li>4. Bhatia A.K , Travel Agency and Tour Operations, Sterling Publications, New Delhi</li> </ol>			

<b>Certificate course in Agro-Tourism</b>			
<b>Course Name</b>	Tourism Operation Software		
<b>Course Code</b>	CCAT- 6 (Practical paper-II)		
<b>No. of Credits</b>	06	<b>Contact Hours</b>	90
<p><b>General objectives of the course/ paper:</b></p> <ol style="list-style-type: none"> <li>To make the students familiar with the basics of the computer skills and the application of Travel and Hotel Software in the tourism and travel industry.</li> <li>The course is prescribed in the course to inform the students about the role of</li> </ol>			

Computer Information systems (Tourism operation software) Agro-Tourism. The prescribed units enhance the skills of students especially when they will be attached for practical.

- iii. This course is intended to prepare the students to enter a travel agency where he will be required to be well-versed with the modalities of air, train, hotel booking, tour packages and car ticketing.

<b>Unit No.</b>	<b>Unit</b>	<b>Sub Units</b>	<b>No. of Periods</b>
1	Knowing applications and Fundamentals of computers.	Input/output devices, Hardware and Software, Storage and Retrieval of massive data on computers. Classification of software Operating systems Windows, spreadsheet and database applications, MS Word, MS-Excel, for statistical analysis of data, MS Access, MS PowerPoint.	18
2	Networking of computers.	Applications of Networking of computers. LAN, WAN, Enterprise. wide networks, Internet technologies, WWW and Internet users. E. Mail, Electronic payment systems, Electronic Fund Transfer (EFT) and Electronic Data Interchange (EDI). Electronic Payment Systems in tourism.	18
3	Information Systems for Tourism Management	Applications and prospecting Information Systems for Tourism Management- Use and scope of GPS, GIS, Decision Support Systems, Knowledge Based Systems, Entertainment, Leisure, Trade Bodies, Bench Marking and TQM in tourism management	18
4	Computerization. Prospects and Problems:	Applications of Information Technology as a strategic tool for achieving Competitive edge in Tourism Industry. Infrastructure	18

		Requirement, Selection of Hardware and Software, Problems and Managing change. IT outsourcing, Cyber crimes and cyber laws. Computer viruses, Digital Signature, Cryptography, security.	
5	Booking and Ticketing	Searching, processing, purchasing , booking and Retrieving of schedules, arrival, departure and websites of Car, Cab, Bus, Train, Air and Hotel booking,	18

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4. Basandra SK, *Computer Today*" New Delhi Galgotia Publications Leon Alexis and Mathews Leon: *Introduction to Computers*, Vikas Publishing House Pvt Ltd. New Delhi.
5. Bhatnagar S C and Ramani K V, *Computers and information management. A Primer for Practicing Managers*, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S:Computer Today.
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8. Simpson Alan, *Your First Computers (2nd Edition)*, BPB Publications. New Delhi.
9. Saxena S and Prabhpreet Chopra, *Computer Applications in Management*, Vikas Publishing House Pvt. Ltd. New Delhi.
10. Automating Managers: the implications of IT for Managers, John Moss Jones, Pinter, and London 2000.
11. Dimitrios Buhalis; *eTourism: information technology for strategic tourism*

management, Financial Times Prentice Hall, 2003.

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14. Manuel Ortega, José Bravo; Computers and education in the 21st century; Springer, 2000.

### **Certificate course in Agro-Tourism**

<b>Course Name</b>	Tour Packaging Management - Dissertation		
<b>Course Code</b>	CCAT- 7 (Practical paper-III)		
<b>No. of Credits</b>	06	<b>Contact Hours</b>	90

#### **General objectives of the course/ paper:**

- To provide comprehensive information about the intricacies of tour packaging & programming for an agro-tourism operators.
- It will help students understand various methods of designing tour packages and

programming for more value addition to the customers.

- To give comprehensive information on the methods of package tour costing that a tour operator adopts for designing the organized package tour.
- It will help students to gain clarity on the costing a package tours.
- The report writing will add to their soft skills will the value addition of collecting, drafting, compiling, editing , analyzing and concluding about the data and information
- All reports will be submitted by the students in compiled dissertation form.

Unit No.	Unit	Sub Units	No. of Periods
1	Meaning and Classifications of Tour Packages	Introduction, Classifications of Tour Packages-Escorted Tour, Independent Tour, Hosted Tour, Incentivized Tour, and Freedom Tour. <i>Activity: Visit one Agro-Tourism operating company and observe the operation and functioning of package tour designing.- Report</i>	08
2	Components of Package	Components of Package- Accommodation, Sightseeing Tour, Event Services, Insurance, Ground Handling Services, Miscellaneous Services. <i>Activity: Interact with two or three executives of an Agro-tourism operation companies.-Report</i>	08
3	Customized Package and Group Inclusive Tours.	Group Inclusive Travel (GIT) and Independent tourists. <i>Activity :Evaluate one GIT tour brochures and find the differences of services included in the package tour.-Report</i>	08
4	Tour Formulation & Designing Process.	Tour Formulation & Designing Process, Tour Brochure Designing, Tour	08



		<p>Programming and its Importance.</p> <p><b>Activity:</b> <i>Collect five different Agro-Tourism brochures comprising of group and individual tour package tour and read them carefully and present the unique features of these brochures.</i></p>	
<p><b>Practical Activities:</b></p> <p>1. List out the main content of packages tour.-Report</p> <p>2. Prepare a model package tour of your own- report</p>			
5	Tours package Costing	Introduction, Meaning and Types of Cost – Case Study Report	08
6	Preparation of Cost Sheet.	Direct Costs and Indirect Costs. <b>Activity:</b> <i>Preparation of Cost Sheet.</i>	10
7	Components of Tour Cost.	<p>Research and Product Development, Travelling and Transfer, Accommodation, Sightseeing &amp; Activity, Training &amp; Development, Marketing &amp; Sales Promotion, Printing &amp; Publicity, Payment of Interest, Depreciation of Assets, Miscellaneous Cost etc.</p> <p><b>Activity:</b> <i>Make a list of component of tour costs and assess the percentage cost that is shared by each component.-Report</i></p>	20
8	Pricing Package Tour.	<p>Pricing Strategies- Cost-Based Pricing, Competition-Based Pricing, Consumer-Based Pricing, Rack Rate Pricing, Seasonal Pricing, Last Minute Pricing, Per Person Pricing and Per Unit Pricing.</p> <p><b>Activity:</b> <i>Collect five tour packages of five different companies and indentify this strategy adopted by the respective companies in pricing of the packages.-</i></p>	20

**Practical Activities:**

1. Draw chart with comparative statements of all components involved in tour package costing and pricing.- Report
2. Collect brochure of different tour packages of different companies understand message behind the size, style and content of the brochures.- Report
3. Stay during office hours at any office of the Agro-Tourism Centre for one or two days during weekends and take note and prepare a small report sit in the office with a request to observe components of a group tour.-Report

**References:**

1. Roday. S., Biwal, A & Joshi. V., Tourism Operations and Management, Oxford University Press, New Delhi.
2. Goeldner, R and Ritchie, B., Tourism: Practices, Principles and Philosphies, John Wiley and Sons, London.
3. Holloway, J.C., The Business of Tourism, Prentice Hall, London.
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