



IIMSR

Imperial Institute of Management Science & Research

A Unit Of Wales Educational Trust

Diploma in Tourism Management

Duration: 1 Year

14,000/ Sem

1. Elements of a Tour:

Segments of Tourism Industry Major Function of A Travel Agency Tourism

Accommodations, Hotel Plans: Supplementary Accommodations: Palace Hotels: Heritage Hotels: Tourism Planning: Tourist Demand: Tourism Market Research, Tourism Infrastructure: Tourism Super Structure: Tourism Marketing: Shopping in India: Village Tourism: Fairs and Festivals: Farm Tourism: Pilgrimage Tourism: Domestic Tourism: Rural Tourism.

2. Places of Tourist Interest in India:

Tourist Product: Tourist Resorts: Legacy of Raj Era: India's Contribution to the World: 14 Cities of Delhi: Heritage Buildings: Way Side Facilities.

3. Geography of Tourism

Natural Resources: Eco Tourism Sustainable Tourism.

4. Out-bound Tourism:

Far East, Europe , U.S.A.

5. Bharatiya Tourism.

Places of Pilgrimage in India: Sikhism: Hinduism, Jainism, Christianity and Islamic : Buddhist: Adi Shankracharya's 4 Dhams.

6. Tour Operations:

Organization: Types and Functions:

Tour Planning: Itineraries

Basics of a Good Itinerary: Tour Pror

Tour Operator Recognition:

IATO: Special Interest Tours Adventure

Tourism off the Beaten Track Tours:

Stop Over's: Break Away Tours

ling / Actual Operations: