

B.Voc
in
Travel and Tourism



All India Council for Technical Education
Nelson Mandela Marg, New Delhi

B. Voc. Travel and Tourism

Three-Years (6-Semesters)

B. Voc. Travel and Tourism

Three-Years (6-Semester)

LEVEL / YEAR	SEMESTER	SUBJECTS	CREDIT (HOURS)	MARKS	
Level 4 / 1 st Year	Semester - I	Theory			
		G.E.01	English	3	50
		G.E.02	Conceptual Framework of Tourism	3	50
		G.V.01	Geography for Tourism	3	50
		G.V.02	Computer Concepts and Software Packages	3	50
		Lab/ Practical			
		G.P 01	Map Reading etc.	1.5	25
		G.P 01	English Speaking/Personality Development	1.5	25
		QUALIFICATION PACK			
			Graphic Designer (MES/Q0601)	15 Credits (Any One)	200
		Social Media Executive (MES/Q0702)			
		Spreadsheet/PPT/ and Document			
	Semester - II	Theory			
		G.E.03	Travel and Tourism Through the Ages	3	50
		G.E.04	Fundamentals of Management	3	50
		G.V.03	Introduction to Hospitality, Hotels and Hoteliering	3	50
		G.V.04	Travel Agency and Tour Operations Business	3	50
		Lab/ Practical			
		G.P 01	Travel Desk Operations	1.5	25
		G.P 01	Front Office Operations	1.5	25
QUALIFICATION PACK					
		Front Office Associate (THC/Q0102)	15 Credits (Anyone)	200	
	Tour Escort (THC/Q4402)				
	Meet and Greet Officer (THC/Q4205)				
Level 5 / 2 nd Year	Semester- III	Theory			
		G.V.05	Regional / Foreign Language - I	3	50
		G.V.06	Tourist Transport Operations	3	50
		G.V.07	Indian History, Society & Culture	3	50
		G.V.08	Entrepreneurship for Tourism	3	50
		Lab/ Practical			
		G.P 01	Itinerary Preparation, Tour Packaging and Costing	1.5	25
		G.P 01	Travel Facilitation and Formalities	1.5	25
	QUALIFICATION PACK				
		Transport Coordinator (THC/Q4201)	15 Credits (Any One)	200	
		Meeting Conference and Event Planner (THC/Q4401)			
		Ticketing Consultant (THC/Q4302)			
	Semester- IV	Theory			
G.V.09		Regional / Foreign Language – II	3	50	

		G.V.10	Tourism Products of India	3	50
		G.V.11	Fundamentals of Tourism Marketing	3	50
		G.V.12	Emerging Trends and Dimensions of Tourism	3	50
			Lab/ Practical		
		G.P 01	Field Study Tours	1.5	25
		G.P 01	Hands on Exposure on Computer Applications	1.5	25
			QUALIFICATION PACK		
			Duty Manager (THC/Q0106)	15 Credits (Any One)	200
			<u>Meeting Conference & Event Planner (THC/Q4401)</u>		
			<u>Front Office Executive (THC/Q0109)</u>		
			Theory		
		Level 6 / 3rd Year	Semester - V	G.V.13	Fundamentals of Accounting and Finance
G.V.14	Destination Planning and Management			3	50
G.V.15	Business Communications			3	50
G.V.16	MICE and Events Management			3	50
	Lab/ Practical				
G.P 01	Accounting (Balance Sheet/ Profit and Loss Account, et			1.5	25
G.P 01	Exposure and Organization of Event			1.5	25
	QUALIFICATION PACK				
	Tour Manager (THC/Q4405)			15 Credits (Any One)	200
	Team Leader (Travel)THC/Q4304				
	Guest Relations Manager (THC/Q0108)				
	Semester- VI				
		On the Job Training (Four Months)	15	200	
		Dissertation/Project and Viva Voce Examination	15	200	

Detailed Syllabus

Semester I

G.E.01 English

(As per AICTE B.Voc Syllabus)

~~G.E.02 Conceptual~~ G.E.02 Conceptual Framework of Tourism

Learning Objectives

The course aims at creating 'basic understanding' on the nature of tourism business. After defining core tourism concepts, it gradually unfolds the personality of world's fastest growing industry by enumerating 'the factors responsible for its dramatic growth' and, elucidating 'Tourism Motivations' and 'Typology of Tourism'. The contents are also planned in a manner that the readers become aware about the 'Unique Features of Tourism Industry' and its 'Multidimensional Advantages'.

Unit I

Tourism- Meaning and Scope

Tourist, Visitor, Traveller, Excursionist and Transient - *Definition and Differentiation*;

Concept of Resource, Attraction, Product, Demand, Market and Destination in Tourism;

Components and Elements of Tourism;

Interrelationship between Leisure, Recreation and Tourism;

Tourism Infrastructure

Unit II:

Factors Influencing the Growth and Development of Tourism.

Motivation for Travel and Tourism; Travel de-motivators; Relevance of Motivation Studies;

'Push' and 'Pull' Forces.

Typology of Tourism

Unit III:

Inter disciplinary and Trans Disciplinary Nature of Tourism

Different approaches to study Tourism

Chain of Distribution in Tourism

Unique Features of Tourism Industry

Relevance Tourism Measurement; Measurement Techniques and Their Limitations

Unit IV:

Tourism Impacts: Socio-economic, Cultural and Environmental/Ecological Benefits

Negative Implications of Tourism

Concept of Tourism Carrying Capacity and EIA

References

- Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
- Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
- Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.

- Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010
- Abraham, Pizen and Yoel, Mansfiel, Ed. Consumer Behaviour in Travel and Tourism
- Butterworth and Heineman Burkhardt and Medlik -Tourism Past Present and Future.
- Jones and Radcllfe” Leisure and Tourism- Longman Harlem
- Pearce and Butler Ed. “ Contemporary Issues in Tourism Development- Routledge, London,
- Burns, P. and Holden, A. (1995).Tourism: A New Perspective. London, Prentice Hall.
- Cater, E. (1994). Introduction. In Ecotourism: A Sustainable Option?(E. Cater and G. Lowman, eds). London, John Wiley and Sons.
- Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (1998). Tourism: Principles and Practice. London, Longman. Davison, R. (1996).

G.V.01 Geography for Tourism

Learning Objectives

The Course aims at creating requisite perception of the readers on basics of world geography in a manner that they would readily understand the close inter-relationship prevailing between 'Geography and Tourism'. The knowledge thus acquired will be considerably useful for them while starting their professional career.

Unit-I

Introduction to World Geography,

Basics of World Geography: Latitudes and longitudes; Oceans and Continents; Major Mountain Ranges, Rivers and Islands of the World.

Physiographic and Bio-geographic Zones of the World;

Elements of Weather and Climate; Predominant Climatic Zones of the World; Impact of Climate on Tourist Flow Patterns.

Unit-II

Map Reading: Scale of the Map and Measurement of the Distance on Map; Understanding Contour Maps; Use of Conventional Signs and Symbols in maps; Map Reading with respect to Transport connectivity (road, rail, air and water) in International Context.

Location of Greenwich Mean Time and International Date Line on World Map; Calculation of Time Difference

Understanding and locating some prominent geographic features like, *islands, peninsulas, bays, inland water bodies, beaches, backwaters, deltas, black mountains, glaciers, valleys, plateaus, gorges, escarpments and meadows etc on World Map.*

Unit-III

Brief Overview on Geographic Personality vis-a-vis Tourism Performance of the following countries:

North America: *USA and Canada,*

South America: *Brazil and Argentina*

Africa: *South Africa and Kenya*

Europe: *France and United Kingdom*

Asia: *China and Thailand*

Oceania: *Australia and New Zealand*

Unit-IV

Major Physiographic and Climatic Zones of India.

USPs of Various Physiographic Zones of India with regard to Tourism Resource Potential

Existing Status of Tourist Activities in different Parts of the country during different seasons; India as an all season Tourist Destination. Climatic Extremes *vis-a-vis* Problem of Seasonality.

Brief Overview on 'Scope for Promotion of White, Green and Blue Tourism related major activities in different parts of the Country.

Location of India's ports of embarkation and disembarkation with reference to International Tourism.

Location of important religious, cultural, historical and nature tourist destinations on the map of India.

References

- Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
- Williams, Stephen: Tourism geography, Routledge, 1998.
- Lewis, Mark: Singapore, Rough Guides, 2003.
- McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
- Encyclopaedia of Indian Natural History – Hawkins R E
- Geography of Tourism – Robinson H
- Tourism Development and Resource conservation- Jagmohan Negi
- Indian Wildlife- Grewal, Bikram
- Topics in Applied Geography- Douglas Pearce

G.V. 02 Computer Concepts and Software Packages

(As per AICTE B.Voc Syllabus)

Semester II

G.E. 03 Travel and Tourism Through the Ages

Learning Objectives

The intent of the course is to systematically explicate the 'Growth and Development of Travel from sporadic movements of the primeval man to mass pursuit of the modern society'. It provides an insight on the factors during different phases of history that proved instrumental in transformation of 'Travel' in to the 'tourism phenomenon' of the present times. The contents also aim to highlight India's role as a pioneer of 'Organized Travel' in the form of Pilgrimages.

Unit - I

Nomadic Urge for 'Travelling'; Travel during Pre-Historic Periods;

Impact of changing Socio-Cultural and Political Scenario on Purpose, Means, Modes and Magnitude of Travel through Ancient Times;

Advent of 'Wheel', 'Maritime Voyaging' and 'Currency Use' as landmarks in the history of Travel and Tourism;

Inputs of Greco-Roman Empires in Promoting Travel Propensity;

Unit - II

Contribution of Great Discoverers, Adventurers and Curious Souls like and, *Hsuan Tsang, Ibn Battuta, Marco Polo, Christopher Columbus, Vasco De Gama and Captain James Cook* in promoting 'Travel Awareness'

Unit - III

Newer Dimensions to 'Travel' during the Period of 'Renaissance' and 'Grand Tour';

Industrial Revolution and Origin of the Concept of 'Modern Tourism'

Travel and Tourism during Interwar and Post World War - II Period

Unit - IV

Age Old Tradition of 'Travel and Tourism' in India;

India - the Pioneer of the Concept of Organized Travel in the form of 'Pilgrimages'

Significance of 'travel' outlined in Indian Philosophy

Concept of '*Chareveti Chareveti*' and '*Atithi Devo Bhav*'

References

- Burkhardt and Madlik "Tourist Past, Present and Future"-Butterworth Heinemann, several editions
- Gilbert Sigeaux "History of Tourism".
- Herbert "Heritage Tourism and Society".
- J. Christopher Holloway "The Business of Tourism.
- Maisels "Early Civilisations of the Old World"- Business Books Communica, 1978
- McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy"- John Wiley, New York, 1995
- Ratnagar "Trading Encounters"- Oxford Univ. New Press, 2004
- Roger Housden "Sacred Journeys in a Modern World"- Simon & Schuster, New York, 1979

G.E.04 Fundamentals of Management

Learning Objectives:

Objective of this module is to accustom the students to the basic principles, practices and philosophies of Management and accordingly instill the requisite Managerial skills in them.

Unit I

Management - definition, nature and purpose; management as an art, science, and profession;

Functions of management; Systems approach to management.

Unit II

Planning - Definition, Meaning and Concept;

Steps in planning process; purpose; type of plans,

Management by Objectives,

Decision making- meaning, definition, importance; process of decision making; limitations.

Unit -III

Organizing - meaning and definition; process of organizing; levels of organizing;
Span of management; forms - line, functional, line & Staff and Committee form of organizations.
Delegation of Authority, Decentralization and Centralization.

Unit -IV

Motivation: Meaning and Purpose; theories of motivation,
Leadership traits and styles.
Communication process and barriers, Controlling process, techniques and feedback

References

- V-Eannlce& Harold Koontz(2010) : Management: A Global and Entrepreneurial Perspective. Tata McGraw -Hill, New Delhi.
- Ghuman, Karminder& K. Aswathappa (2012): Management: Concept, Practice & Case,TataMcGraw - Hill, New Delhi.
- Kase , F. L. and Rasonu, J.E. (2000), Organization and Management -A System And Contingency Approach, McGraw Hill Book Company, New York'.
- Chandra Bose (2010) . Principles of Management & Administration, Prentice Hall of India
- Koontz & Wrihrich (2005). Essential of Management Tata Mc Graw – Hill Publishing Co. Ltd.

G.V. 03 Introduction to Hospitality, Hotels and Hoteleiring

Learning Objectives

Tourism and Hospitality are interdependent and complementary Sectors having Synergic Effect on the Growth and Development of each other. Therefore, the course has been designed in the manner that the readers are able to understand essential perspectives of Hospitality in general and Hotel Sector in Particular. Accordingly, the contents are organized in the manner that the students, after having had the idea on the origin of the concept of Hospitality and Hotel, gradually gathers knowledge on (i) growth and diversification of this sector, over the years; (ii) organization and Functions of a Standard Hotel; (iii) Classification and Gradation of Hotels; and (iv) Human Resource Requirements of the Sector

Unit I

Hospitality: Origin of the Concept, Meaning and Scope
Changing Dimensions of Hospitality Over the Years
Accommodation: 'Meaning' and, 'Types and Forms'; Distinction Between Hotel, Motel, Resort Property and Supplementary Accommodation
Tourism and Hospitality - Inter-relationship *vis a vis* Interdependence

Unit - II

Hotels: Origin and Growth;
Types and Forms of Hotels on the basis of 'Size', 'Location', 'Clientele' and, 'Range and Quality of Services, Amenities and Facilities' etc;
Functional Departments of a Standard Hotel; Organization and Functions of Front Office, Food & Beverages Service(F&B), Food Production and Housekeeping.

Unit - III:

Organizational Structure of a Standard International Hotel

Classification, Registration and Gradation of Hotels: Relevance and General Criteria

Multinational Chains and Their Impact on the 'Hoteliering Business' and 'Destination Image'.

Role and Contribution of ITDC and State Tourism Departments/Corporations in Hotel/Hospitality Sector in India

Module - IV

Manpower Requirement in Hotel Sector

An Overview on the Existing Institutions imparting Professional Education/Training for Hotel/Hospitality Sector in India

Ethical, Legal and Regulatory aspect of Hoteliering Business.

International Hotel Regulations

Existing State of Hoteliering Sector in India

References:

- Andrews, Sudhir: *Hotel Front office*, Tata Mc Graw Hill, New Delhi.
- Andrews, Sudhir: *Hotel House keeping*, Tata Mc Graw Hill, New Delhi.
- Andrews, Sudhir: *Food and Beverage Service*, Tata Mc Graw Hill, New Delhi.
- Paul R. Dittmer, Gerald G. Grifftin : *Dimensions of the Hospitality Industry*, Van Nostrandreinhold, New York.
- Peter Jones : *Introduction to Hospitality Operation*, Cassell, New York.
- Fred Lawson : *Hotels & Resorts*, Planning, Design and Refurbishment, Butter worth-Architecture,Oxford.
- Donald E. Lindbergh : *The Hotel and Restaurant Business*, Van Nostrand Reinhold, New York.

G.V.04 Travel Agency and Tour Operations Business

Learning Objectives

Ultimate success of a destination vitally depends on the quality and range of services extended by the travel agents and tour operators to the tourists. They are rightly acknowledged as the 'Brand Ambassadors' of the tourist destinations. In view of this, the course aims at acquainting the readers with the 'types, functions, role and responsibilities' of the travel Agencies and tour operators. The incumbent students will also acquire basic idea on the procedure to be followed in setting-up a 'travel agency' or 'tour operations venture'.

Unit-I

Travel Agency and Tour Operations Business: Origin, Definition and Differentiation

Intensification of Travel Trade Services Over the Years

Role and Contribution of Travel Agents and Tour Operators in the Development of Tourism Industry

Changing Trends in Travel Trade Business *vis a vis* Internet Revolution

Growth Prospects

Unit - II

Function of Travel Agencies

Collection and Dissemination of Travel Information, Travel Documentation, Preparation of Itineraries, Planning and Costing of Tours, Ticketing, Product Promotion and other Miscellaneous work

Types of Tour Itineraries

Organizational Structure of a Standard Travel Agency

Unit - III

Functions of Tour Operators

Assembling, Processing and dissemination of information; Liaisoning with Principals; Preparation of Tour Itineraries and Pricing of Tour Package; Pre-tour-arrangements; Tour Operation and Post-tour Management.

Components of Standard Tour Packages

Unit - IV

Scope and Essence of Linkages and Integrations in Travel Trade Functions

Role and Relevance of TAAI, IATO, ATTOI and Adventure Tour Operators Association of India in the context of Travel Trade Business

Types of Travel Agencies - IATA, Non IATA and GSA

Procedure for recognitions of Travel Agency and Tour operations

References

- Syrratt Gweda, Manual of Travel Agency Practice, Butterworth Hienmann, London 1995
- Malik Harish and Chatterjee Asim, The Indian Travel Agents, Himalayan Books, New Delhi 1996
- Negi Jagmohan, Travel Agency and Tour Operation : Concepts and Principles, Kanishka, New Delhi 1997
- Medlik S, Dictionary of Travel, Tourism & Hospitality(1993) Butterworth-Heinemann, Oxford(U.K.)
- Foster, D.(2010) The Business of Travel Agency, Pitman,
- Dhiman. M.C. and Chauhan, V. (2019) . International Travel Agency and Tour Operation Management, IGI Global USA.
- Geo, Chack, (1990). Professional Travel Agency Management: (Prentice Hall, London,.
- Mohinder Chand , (2006) Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi,
- IATA, IATO, TAAI manual./
- Jag Mohan, Negi, (1990) Travel Agency and tour operation, Kanishka Publication New Delhi,

Semester III

G.V.05 Regional /Foreign Language -I

(As per the approved syllabus of Regional Language /Foreign Language)

G.V.06 Tourist Transport Operations

Learning Objectives

Transport is one of the key components of tourism industry. Interplay of availability, quality, diversity and integrity of prevailing transport system always has determining impact on the success rate of the tourist destinations. Accordingly, this module proposed to familiarize the students with the typology of transport system in general and prevailing transport facilities in India, in particular. The knowledge thus acquired will be vitally useful to them no matter which sector of tourism they work for.

Unit-I

Essence of Transportation; Type of Transport - Air, Water and Surface.

Growth and development of transport industry; brief history of different modes of transportation

Factors affecting the development of transport sector with special reference to India - *physiographic, socio-economic, technological and political*

Role and Significance of Transport System un Growth and Development of Tourism Industry

Unit-II

Surface transport and Tourism: Importance of surface transportation; Role of surface transport in tourism

Road transport in India; Coaches, and Car rental system in India

Roads system in India: National and State Highways; other categories of roads; Study of some major Highways of India.

Documentary Requirement for All India Permit, Stage Carriage, Contract Carriage, Pollution Check, Driver License, Comprehensive and Third Party insurance etc.

Unit-III

Airlines and Tourism

Scheduled and non scheduled airline services, History of Airlines in India.

IATA, DGCA: Organizational structures and functions.

Freedoms of air, Open skies policy

Role of airlines in tourism promotion.

Unit-IV

Railway and Tourism

History and present status of Indian railway

Different packages and facilities given by Railway; Reservation and Cancellation Procedures

Problems of Indian Railway.

Role of Railway of domestic and International Tourism; Important tourist trains in India; IND Rail passes;

Special trains for tourists

Water transport

History of Water transport system with special reference to India

Present Status of Water transport system in India

Limitation and scope of water transport in India.

Cruise ships and the role of water transport in tourism.

References

- Hollander S. - Passenger Transportation (Michigan: Michigan State University)
- Hannel Christine, Robert Harshman & Graham Draper- 'Travel & Tourism: A world Regional geography, John Wiley & Sons, New York
- Hurst, Elist, 'Transportation Geography' McGraw Hill, New York
- OAG, Airlines time table - OAG,
- Cruise lines time table - Indian Railway Time table

- Travel and Tourism Management- V V Vara Prasad, V B T Sundari
- Tourism Development in India- Suhita Chopra
- VNR's Encyclopedia of Hospitality and Tourism
- Dictionary of Travel, Tourism and Hospitality – S. Medlik
- Achariya “ Civil Aviation and Tourism Management”
- Murphy- “ Transport and Distribution”
- JagmohanNegi -Travel Agency Operations and Concepts and Principles
- S. P. Singh-Travel Tourism Management

G.V. 07 Indian History, Society and Culture

Learning Objectives

To realize the inter-relationship between History, Culture and Tourism To understand India and her achievements in the context of Society and Culture To know the cultural Development of India for Tourism

Unit-I

Culture and Civilization : Definition according to UNESCO;
 Outline of Indian History - Ancient History: Indus valley Civilization;
 Vedic Culture: Pre Aryan and Aryan Culture
 Medieval History with special Reference to Moughal Empire; Akbar and Indo-Islamic Synthesis
 Modern History and the Western influence

Unit-II

Philosophy: Meaning and Concept
 Indian Philosophy: Principle and Doctrines,
 Scriptures, Sects, Rituals, Customs and Practices,
 Religions in India; India's Legacy of Secularism
 popular destinations in India of various religions of India such as Hinduism, Jainism, Buddhism, Islam and Christianity – World Heritage Sites of India

Unit-IV

Architecture, Sculpture and Painting:
 Hindu, Buddhist, Jain Architecture and other forms of Architecture (Indo-Islamic, Indo-Persian, Indo-Arabic etc.)
 Schools of Art (Amravati, Gandhara, and Mathura), Cave, Sittanavasal, Aihole, Mughal, Rajasthani, Pahari, Kishangarh Paintings

Music: Hindustani and Karnataka Style - distinction and differentiation; Gharanas
 Dance forms: Classical and Folk Dances
 Classical Dances: Bharatnatyam, Kuchipudi, Oddisi, Mohiniattam, Manipuri, Kath Kali and Kathak
 Folk Dances: Salient Features of of Garbha, Bhangada, Bihu, Chau, Rasleela, Kathi and Kolattam
 Handicrafts of India; Tradition of wood craft, stone craft, metal work and wool work

Unit-IV

Rich Prevalence and Diversity of Fairs and Festivals in India
 Major Festivity Seasons

Some Popular Fairs and Festivals of India: Republic Day, Pongal, Makarsankranti, Vasant Panchami, Baisakhi, Pooram, Onam, Ugadi, Dusshera, Deepawali, Holi, Teej, Vaishakhi, Bihu, Easter, Muharram, Christmas, Mahavir Jayanti, Navroz, Kumbha Mela, Surajkund Crafts Mela, Rath Yatra at Puri, Ganesh Festival and Magh Mela etc.

References:

- Basham, A.L, Cultural History of India (Oxford: Clarendon)
- Panikkar, K.M., Essential Features of Indian Culture (Bombay: Bharatiya Vidya Bhavan)
- Nilakanta Sastri, K.A., A History of South India
- Vidyarthi, M.L., Indian Culture through the ages
- Kundra D.N., History of India, Navdeep Publications, Delhi

G.V.08 Entrepreneurship for Tourism

Learning Objectives:

To prepare the budding entrepreneurs in tourism and to provide the students basic knowledge of entrepreneurship and entrepreneurial skills.

Unit- I

Enterprise, Entrepreneur and Entrepreneurship - Meaning, Definition, concept and evolution; Theories of entrepreneurship

Role of Entrepreneurship in economic development;

Tourism Entrepreneurship in India - Institutional framework, Scope and Deterrents

Unit -II

Scope for Entrepreneurship in Tourism Sector; Relationship between small and large tourism enterprises;

Problems of small scale industries in general and small scale tourism enterprises in particular;

Growth of SSI's and Entrepreneurial motivation; policy support to small scale industries and entrepreneurship tourism.

Unit-III

Forms of ownership- structural patterns, entrepreneurial development and training, aspects

involved in the growth of entrepreneurial environment in tourism. Issues relating to small tourism business; financial, marketing channels; technological challenges in small business.

Unit-IV

Tourism entrepreneurship - trends and pattern. Tourism entrepreneurship and innovation. Motivation for women entrepreneurship in tourism industry. Incentives for tourism entrepreneurship. Problems and remedies of tourism entrepreneurship in India.

Preparation of a Business Plan / Project Proposal and its presentation

References:

- Rajeev Roy (2009)- Entrepreneurship: 2nd Edition - Oxford University press
- Madhurima Lall & Shikha Sahai (2000)- Entrepreneurship- EB Excel Books

- David H Holt (2001) Entrepreneurship: New Venture Creation- Prentice Hall of India pvt Ltd.
- Methew J Manimala (1999) Entrepreneurship Theory at the cross road: Paradigms & praxis- Biztantra, New Delhi
- Robert D Hisrich (1999) : Entrepreneurship- Mc Graw Hill New Delhi.
- Kanishika Bedi(2000)- Management & Entrepreneurship oxford University press.
- Vasant Desai (2000)-The Dynamics of Entrepreneurial Development and Management-Himalaya publishing House.
- Richard Sharpley, David I. Telfer (2002) Tourism and development: Concepts & Issues, Channel View Publications,
- Harrison, D. (cd.) (1992), Tourism and Less Developed Countries . London: Belhaven Press.
- Alison ,M. ; Mike R. and Claire , W. (1999) Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Routledge.
- Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
- Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
- Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. McGraw Hill.
- Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
- Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited
- Panda, ShibaCharan. *Entrepreneurship Development*.New Delhi, Anmol Publications.
- Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
- SIDBI Reports on Small Scale Industries Sector.
- Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi:

Semester IV

G.V.09 Regional/Foreign Language –II

(As per the approved syllabus of Regional Language /Foreign Language)

G.V.10 Tourism Products of India

Learning Objectives

Tourist Attractions constitute the core product of tourism. Since, the relative prosperity, as well as, tourist demand patterns with regard to any tourist destination are basically determined by the prevalence of unique, rich and/or diverse tourist appeal(s), it become obvious for a budding tourist professional to have a deeper understanding on the subject. Thus, the course has been designed in the manner that the students have a keener perception on 'Tourism Products of India'.

Unit - I

Tourism Product: Meaning, nature and concept

Unique Features of the Core Tourism Products(Tourist Attractions/Resources) - Non-renewability, monopolistic nature and on-the spot consumption

Types of Tourist Attractions/Resources: Natural (*Physical and Biotic*) and Man Made (*Socio-cultural, Religious, Spiritual, Historical and Technological etc*)

Tourism Products of India: Typology, Nature and Uniqueness

Unit - II

Natural Tourism Resources in India and their Use Patterns

Case Examples

Wildlife Watching - Corbett Tiger Reserve and Kaziranga National Park);

River Running (Rafting and Kayaking etc) - Kaudiyala - Rishikesh(on the Ganges)

Trekking: Bhrigulake Trek (Himachal Pradesh)

Ice Skiing - Gulmarg (J & K)

Mountaineering - Nanda Devi Peak (Uttarakhand)

Scuba Diving and Water Skiing - Goa

Unit- III

Hill Station - Ooty (Tamilnadu) and Manali (Himachal Pradesh)

Beach Destination- Kovalam (Kerala) and Calangute (Goa)

Island Tourism - Andman and Nicobar Islands

Lake Destination - Srinagar (J & K) and Nainital (Uttarakhand)

Aero Sport Destination (Hang Gliding) - Kangra Valley (Himachal Pradesh)

Unit- IV

Destinations with rich Historical/Architectural Heritage

Case Examples:

Jaipur, Delhi, Agra and Mysore

Cave Temples : Ajanta and Elephanta Cave Temples (Maharashtra)

Monolithic Temples: Mamallapuram (Tamilnadu)

Case Examples of Popular Religious Destinations:

Bodhgaya (Bihar), Kushinagar (UP), Golden Temple (Panjab), Ajmer Sharif (Rajsthan), Venkateswara Temple (Andhra Pradesh), Jagnnath Temple (Orissa), Dilwara Temples (Rajsthan) and Santa Cruz Basilica Church (Kerala)

G.V. 11 Fundamentals of Tourism Marketing

Learning Objectives

The course familiarizes students with the basic concepts of tourism marketing. The objective is to enable students to develop an understanding of application of marketing concepts and strategies.

Unit I

Marketing: Concept and Significance

Services Marketing; Unique Feature of Services Marketing

Tourism Marketing: Meaning and Scope

Tourism Marketing and Development: Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles.

Multiplicity of Players in Tourism Marketing: Government Bodies - National Tourism Offices, State Tourism Offices and Local Bodies; Private Organizations; Role of Non-Governmental Organizations

Unit II

Challenges in Tourism Marketing;

Nature and Characteristics of Tourism Offers: Tangibility and Intangibility, Perishability and Non-perishability; Homogeneity and Heterogeneity, Separability and Inseparability, Ownership and Non-ownership. Issues and Challenges in Tourism Marketing; Strategies to overcome Marketing Constraints and Challenges.

Unit III

Tourism Marketing Environment

Concept of Marketing Mix, Developing Marketing Mix;

Tourism Markets, Types of Tourism Markets;

Tourist Behavior, Tourist Buying Process, Factors Influencing Tourists' Buying Process;

Tourism Product and Distribution- Concept of Tourism Product, Tourism as a packaged Product; Destination as a Product, Managing Products, New Product Development, Product Life Cycle.

Unit IV

Tourism Pricing and Promotion- Concept, Importance and Process of Pricing, Factors influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation.

Tourism Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix, Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema

References

- Burkart, A.J., Medlik, S.(1981). *Tourism, Past, Present and Future*, Heinemann, London.
- Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). *Tourism Principles and Practice*, Pitman Publishing London.
- Christopher Lovelock and JochenWirtz.(2004), *Services Marketing-People, Technology, Strategy*, Pearson Education, India.
- Kotler Philip (2003). *Marketing Insights from A to Z: 80 concepts every manager needs to know*. John Wiley and sons, USA.
- Schiffman G. Leon, KanukLazer Leslie (1992). *Consumer Behaviour*, Prentice Hall of India.
- Zeithaml, V.A. &Bitner, M.J.(1996).*Services Marketing: Integrating Customer Focus Across theFirm*,US:McCraw-Hill Higher Education.
- Zeithaml A. Valarie, Bitner Jo Mary (1996). *Services Marketing*, The Tata Mcgraw Hill Companies, Inc.
- Chaudhary , M. (2010) *Tourism Marketing*, Oxford press , New Delhi.

G.V.12 Emerging Trends and Dimensions of Tourism

Learning Objectives

The course intends to develop an insight on the 'Trends in Global Tourism', in the present and future perspectives and, the various processes and factors responsible therein. It also explains regional distribution of Global Tourism, and briefly outlines the role and contribution of leading International and Regional Institutions in the growth and development of the 'Burgeoning Tourism Industry'. The course also aims at developing an insight on the strongly emerging types and forms of tourism so that the students are able to perceive the scope of Tourism development at a given 'Destination'/'Destination Region'.

Module I:

Growth in Global Tourist Traffic and Tourism Receipts Over the Decades
International Tourism Trends in Contemporary Context
Tourism Gap and Changing Regional Tourism Distribution Patterns.
Leading Tourism Market and Tourism Destination Countries of the World

Module II:

Perspective on Future Trends in International Tourism. Tourism Forecasts and Projections
India's Performance in Tourism in Terms of International Tourist Arrivals and Tourism Receipts
India's Effective and Potential Tourist Markets
State of Domestic Tourism In India

Module III:

Role of international and Regional Institutions in Growth and Development of
Tourism with special Reference to UNWTO, WTTC, IATA and PATA.
Multinationals contribution in promotion of International Tourism.

Module IV:

Emerging Dimensions of International Tourism with Particular Reference to Eco Tourism, Wildlife Tourism, Wellness Tourism, Medical Tourism, MICE Tourism, Sports Tourism, Adventure Tourism, Trekking Tourism, Rural Tourism, Ethnic Tourism, Agri Tourism and Farm Tourism.
Concept of Sustainable Tourism

Recommended Books

1. American Express Company, 1987. The Contribution of the world Travel and Tourism Industry to the Global Economy (Executive Summary).
2. British Tourist Authority: Digest of Tourist Statistics.

Semester V

G.V. 13 Fundamentals of Accounting and Finance

Learning Objectives

The enormous changes in the 'Tourism Industry' occurred during last few decades and the revolutionary advancements in information technology have dramatically affected the accounting and financial information environment. Tourism Management, to service in this labile business environment, needs reliable, timely, complete and understandable accounting and finance formation. Accordingly, this course aims at equipping the students with counting techniques, Methods and tools for preparation, understanding, analysis and interpretation of financial statements.

Unit-I

Accounting: meaning of accounting, accounting cycle, types of accounting. Main functions of accounting in tourism industry. Generally accepted accounting principles - concepts and conventions.

Unit-II

Double entry system of accounting. Cardinal rules of debit and credit; preparation of journals and other subsidiary books; preparation of ledger accounts and trail balance.

Unit III

Final accounts: need and importance in tourism business, Preparation of Business Income Statement and Balance sheet (format with imagery figures) . Financial Statement Analysis- meaning and techniques.

Unit-IV

Finance -Meaning, Role, Scope, types and Importance tourism industry. Financial management – meaning, importance and Goals. Financial Planning- meaning, process and importance,

Financial sources for tourism ventures- Long term, medium terms and, short term source of finance. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.

References:

- Chandra, P. (2014) Fundamentals of Financial Management, 6e Edition, McGraw Hill , New Delhi.
- Pandey , I.M. (2015) Essentials of Financial Management, 4/e ,Vikas Publishing, New Delhi.
- Needles, Belverd E.; Powers, Marian (2013). Principles of Financial Accounting. Financial Accounting Series (12 ed.). Cengage Learning.
- Sharma , D.G. (2014) .Fundamentals of Accounting (CA CPT) Taxmann, New Delhi.
- Donald F.Sutton, 1986 : Financial Management in Hotel and Catering, Heinemann,
- LondonG. Boni and F.F. Shartes, 1988 : Hotel Organisation Management and Accountancy, Sir ISAAR.Pitman, London
- Horwarth, E.B.andToth, 1986 : Hotel Accounting, Ronald Press, New York
- Robert and Anthony, 1995: Management Accounting, Prentice Hall of India Pvt.Ltd., New Delhi

G.V.14 Destination Planning and Management

Learning Objectives

Tourism has already emerged as a dominant socio-economic force on the global horizon and is all set to grow stronger and stronger over the period. Realizing the unprecedented socio-economic, cultural and environmental advantages of this fastest growing industry, as well as, eyeing the far reaching consequences of unplanned or badly planned tourism, due care is now being taken by all the destinations towards 'systematic and scientific tourism planning. This module endeavors to develop necessary insight of the students on the steps and strategies involved in the development of tourism in a sustainable and environmentally responsible manner.

Unit I

Planning: Nature, Scope and significance

Concept of Sustainable and environment friendly Development

Destination development and its components

General concepts of planning and their applicability to Destination Planning

Different Approaches to destination planning; Levels and types of destination planning,

Role and input of multinationals in Destination Planning and Development

Unit II

Major considerations, constraints and barriers in destination planning

Steps and stages of destination planning: Conceptualization, selection of survey tools and techniques; collection and documentation of requisite secondary information; survey of '*available tourist resources*', '*on-going tourist use patterns*', '*Prevailing tourist plant facilities*', '*existing support services and their development prospects*', '*state of destination environment*' and '*demographic perspective of the resident society especially in terms of income, employment, education, awareness level and, living standard*'

Unit III

Market Survey: review of existing market trends - general and specific; survey of effective tourist demand patterns in terms of preferred *vis a vis* available tourist goods and services; assessment of Tourist expectation and satisfaction level;

Evaluation and mapping of tourist resource potential

Prognosis on Potential tourist market(domestic and international)based on strength of the available tourist attractions, tourist plant facilities and other key aspects

SWOT Analysis

Market segmentation, market penetration perspective

Assessment of Carrying Capacity

Unit IV

Analysis and Synthesis

Preparation of position statements encompassing such key perspectives like, *Tourist Attraction; Demand of Effective and Potential Tourist Market; Existing and Required Tourist Plant facilities; scope for qualitative and quantitative improvement of support services and infrastructure; scope for improvement in socio-cultural, economic and ecological environment of the destinations to ensure healthy interaction between guests and hosts; HR and entrepreneurial assessment; Assessment on budgetary aspect etc.*

Objective Setting, Goal Setting, Strategy setting and Plan Writing, Project feasibility, Plan implementation, development and monitoring.

References

- Band Boay, Mundueland Lawson, 'Tourism & Recreation Development
- Bossalman, Fred P, 'In the wake of tourist : Special Places in Eight Countries' 3. Bouyden John N. 'Tourism & Development'
- Kaul R.N., 'Dynamics of Tourism-A Trilogy'

G.V. 15 Business Communication

Learning Objectives

To equip students in a manner that they are able to effectively acquire proficiency in speaking, reading, writing and comprehension alongside efficiently using electronic media for business communication.

Unit I

Nature and Process of Communication; Types of Communication (*Verbal & Non Verbal*), Importance of Communication,

Different forms of Communication,

Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers and Organizational Barriers

Unit II

Business Correspondence: Letter Writing, Presentation, Inviting and Sending Quotations, Orders Placing, Inviting and Preparing Tenders, Sales Letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application, preparation of the Resume.

Unit III

Report Writing:

Business Reports: Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit IV

Vocabulary Words often confused, Words often mis-spelt, Common errors in English. Oral Presentation, Importance of Oral Presentation, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Practical to be conducted along with each unit

References:

- Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Bovee, and Thill, *Business Communication Today*, Pearson Education
- Shirley Taylor, *Communication for Business*, Pearson Education
- Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
- Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.

G.V. 16 MICE and EVENTS MANAGEMENT

Learning Objectives

MICE is one of the robustly growing form of tourism, the world-over. Consequently, the employment and entrepreneurial openings in this specific field are increasing at a faster face, as compared to other sectors of tourism. Thus, this module has been particularly designed to familiarize the incumbent students with the intricacies involved in dealing with the MICE Market.

Unit - I

Event Management: Meaning, Nature and Scope;

Types of Events: Cultural, Social, Religious, Business, Sports, Exhibitions, Workshops, Seminars, Conferences, Parades, Reunions, Birthdays, Anniversaries, Weddings and Festive Events etc.

Typology of Events on the basis of *theme of the event, number of participants, profession of the delegates, duration of the event, domicile of the participants, duration of the event and budget of the event etc*

Factors responsible for augmentation of Event Management Business; Role of Events in promotion of tourism and *vice versa*.

Unit - II

MICE: Meeting, Incentives, Conference and Exhibition: *Definition and Differentiation*; Distinguishing features of MICE Market; Growing trends in organization of seminars, conferences and Exhibitions.

Essentials of Event Management: Concept Development; Research; Planning; Site Selection; Time Management; event costing and budgeting; Man Power -selection of team in accordance with nature and magnitude of the event; Layout, Design and Decor at the Site; Support Infrastructure and Services; Smooth Functionality of Equipment and Devices; Logistics; Preparedness for Crisis/Event Risk Management; Arrangements concerning Stay, Transport, Recreation and entertainment of the guests; Food and Drinks perspectives of the guests on and off the site; Code of ethics; Knowledge of appropriate legislation, liquor license, trade acts; Requisite agreements and contacts; and, consistent monitoring of the diverse functions of the event; Innovative Marketing and advertising of the event, etc.

Project planning and development

Unit - III

Qualities of Event Management Professional: Communication and Presentation skills; knowledge of the concerned legislation/laws; interpersonal skills; leadership ability; organizational skills; flexibility; enthusiasm; Time Management; operational knowledge of audio-visual and other requisite electronic devices; capability to readily overcome the crisis situations; creative imagination for marketing of the vent in innovative manner; and, competence with regard to event accounting and costing etc.

Role and contribution of Travel Agencies in the Organization and Management of Events with special reference to MICE segment.

Participation of Leading Hotel and Resort Properties in Event Management, in India.

Economic and socio-cultural implications of MICE tourism in Indian Context

Unit - IV

Budgeting Event Management: Budget preparation, Estimating fixed and variable costs, cash flow, sponsorship and subsidies. Final accounts, Preparation of Business Income Statement and Balance sheet, Financial Statement Analysis- meaning and techniques

Mice Tourism in India - Existing State vis a vis Scope for Development

Relevant policies and schemes of Government towards promotion of conferences, exhibitions and other events in the country

Case Study of Ganga Mahotsava and Surajkund Craft Mela

Semester VI

Four Months (16 weeks) On-the-Job Training, Training Report and Dissertation

Semester VI has been designed to expose the students to real life perspectives of the profession. Alongside undertaking the 16 weeks' on-the-job training, they will also have to maintain the training logbook, while also working on their training report and dissertation (Project Work) /Mini research. Combination of these activities will provide opportunities to the students for self-assessment and self-realization. This in turn will also help them to perceive their interest and aptitude for specific area where they can effectively carve-out successful career niche for themselves.

Immediately on the commencement of Sixth semester studies, an applied research topic/problem, under the supervision of one of the faculty members shall be assigned to the incumbent students. It is advised and expected that students should take the problem according to their area of interest, *vis a vis* the specialization areas they intend to opt for their studies in the seventh semester. The dissertation shall stand for 200 marks (*150 for evaluation of Dissertation and remaining 50 for viva voce examination*).