

PONDICHERRY UNIVERSITY

COMMUNITY COLLEGE: PUDUCHERRY



B. Voc. Degree in Tourism & Service Industry (from 2019 - 2020 onwards)

Course Curriculum

PONDICHERRY UNIVERSITY COMMUNITY COLLEGE

DEPARTMENT OF MANAGEMENT

Curriculum Document for B. Voc. (Tourism & Service Industry)

Title of the Course:

B.Voc. (Tourism & Service Industry)

Eligibility:

10+2 (any discipline)

Course Significance:

India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism. It nevertheless draws tourists from around the world and from across India. Tourism in our country is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$460 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients travelled to India to seek medical treatment. Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists.

Among the four regions of this Union Territory, Pondicherry Town attracts the maximum number of foreign and domestic tourists primarily due to the presence here of the 'Aurobindo Ashram', and 'Auroville' in the nearby area of Tamil Nadu. They are attracted to these two institutions for the enshrined 'Spiritualism' and the 'Way of life' practised there. Pondicherry is also a popular weekend destination, which can be reached easily from the nearby cities such as Chennai and Bangalore. Studies also show that the tourism industry in Pondicherry town is growing steadily year on year (**Tata Economic Consultancy services**) and tourism would be one of the prime drivers of Pondicherry economy.

Course Aim:

This course covers the fundamental aspects of the tourism industry and is ideal for anybody who wants to build a career in the varied areas of this industry. It offers an all-round perspective and acquaints one with the requirements of this particular industry.

Sanctioned Student Strength: 30 students

Course Objectives and Learning Outcomes:

- This industry faces a shortage of over 200,000 trained persons annually and the existing institutes currently churn out 12,000 trained manpower and hence the course would provide a sizable talent required by it.
- The application course aims to familiarize the students with a brief background of tourism, its concepts, development and scope with special reference to India.
- Considering that Tourism Industry is experiencing a phenomenal growth world over, a student who has studied this course would be equipped to work in a Travel agency or as a tour guide and also inspires the participants to start a travel agency.

COURSE CONTENT FRAMEWORK

Total Number of Credits: 166

Total marks: 3900

DSC	Discipline Specific Course - 11
DSE	Discipline Specific Elective - 14
SEC	Skill Enhancement Course – 05
AECC	Ability Enhancement Compulsory Course – 04

REGULATIONS OF THE COURSE

1. Attendance required for appearing Examination:

- a) Examination will be conducted in both theory and practical as prescribed. Candidates will be permitted to appear for the Examinations in the subject, only if they secure not less than 75% of attendance in each subject of the respective semester / year.
- b) A student who does not meet the minimum attendance requirement in a semester or year must repeat the course work along with the next batch of students.

2. Condonation for lack of attendance:

Condonation for shortage of attendance in aggregate up to 10% (between 65% and 75%) in each semester may be granted by the Institute's Academic Committee and as per the regulations of Pondicherry University Community College.

3. Internal Assessment (IA):

Internal assessment will be done in each subject of study and the marks will be awarded to the candidates as detailed in the scheme of examinations. The marks awarded will be done on the basis of the candidate's performance in the assignments, class tests, quiz, presentation of Project work / seminars or any other accepted tools of assessment, as assessed by the teachers/ Skill Knowledge Providers (SKP). Candidate should have scored a minimum of 40% in Theory (IA) and 40% in Practical's (IA) separately to be allowed to appear for the *Summative / Final Examination of Pondicherry University*.

Assessment for FAM Tour/In Plant Training/Main Project will be done by trainers/Skill Knowledge Providers (SKP) and marks shall be submitted in sealed covers (in duplicates) to Community College. This will be forwarded to Pondicherry University from Community College.

Also a certificate from the SKP/HOD/Institution shall be issued to each student at the end of undergoing an In Plant Training/Main Project on the training imparted in the respective Institution giving areas of skill performance of the candidate as grade (marks).

4. Marks Qualifying for a pass:

Candidate has to pass separately in theory and practical's / viva by getting a minimum 40% each and an overall aggregate of 40% in each subject.

5. Eligibility for the award of the degree:

The candidates shall be eligible for:

- (i). B.Voc. Degree in Tourism and Service Industry when they have undergone the prescribed course of study for the three academic years and have passed all the prescribed examinations in all the subjects.
- (ii). Ad.Voc. (Tourism and Service Industry) when they have undergone the prescribed course of study for two years and have passed all the prescribed examination in all the subjects.
- (iii). D.Voc. (Tourism and Service Industry) when they have undergone the prescribed course of study for one year and have passed all the prescribed examinations in all the subjects.

6. Semester End Assessment :

MODALITY OF ASSESSMENT

Internal Assessment 40 %	40 Marks
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1. Two periodical class test / case study/ observation studies/ viva voce or a

Combination of these	20 Marks
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2. One assignment	10 Marks
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3. Active participation in class instructional deliveries	05 Marks
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4. Attendance	05 Marks
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Semester End Assessment 60 %	60 Marks
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1. Duration – These examinations shall be of 2 Hours duration.

2. Question Paper Pattern:-

a) There shall be 3 sections

b) Section A will have Seven 2 marks questions (Students have to answer 5 out of Seven)

c) Section B will have Ten 5 marks questions under (A) or (B) options (Students have to answer 4 out of this)

d) Section C will have Six 10 marks questions under (A) or (B) options (Students have to answer any 3 out of this)

SEMESTER- I

Certificate Level V (Semester I)
General Paper -I

Foundation course — ENGLISH

Objective and Learning Outcome: To strengthen the student's academic English writing and reading skill; To strengthen skills in oral communication and be able to address different kinds of audiences.

Unit 1

Fundamentals of Language: Limited to the basic use of Parts of Speech, Tenses, Articles, Modal verbs, Conditional sentences, verbs, phrasal verbs and idioms, word-building through suffix and prefix, compound words, for specific usage related to their field of study.

Unit 2

Reading Skills: Strategies: Skimming and scanning - Dealing with difficult vocabulary- Note-making-Reading comprehensions, marker words and fillers, transitional markers. Reading sub skills.

Unit 3

Sentence Pattern and Paragraph Writing: Basic writing skills and conveying specific, factual information using simple sentences of various patterns. Transformation of sentences, developing ideas and themes, writing introduction, welcoming, thanks giving and conclusion.

Unit 4

Creative writing: describing everyday events, recounting incidents, letter writing, using information from a reading passage in a writing task.

Effective Oral Communication [Spoken English]: Oral reports, discussion, telephonic conversations, pronunciation, stress, rhythm and intonation, primary neutral accent training. British and American English, synonyms and antonyms, voice culture and public speaking.

Unit 5

English for Job-search: Drafting covering letters and applications specific to a job. **Suggested Functions:** Difference between CV and Resume and Bio-data - Writing error-free resumes - Tips for Interview Success - Body Language - Mock GD and Interviews for enhancing skills.

REFERENCES

1. Cambridge English for Job-hunting
2. David Green, "Contemporary English Grammar Structures and Compositions", Revised Edition, Macmillan India Ltd, 2008
3. Face to Face: Cambridge Communicative English Course Level B1
4. Web sources:
 - a. www.cambridgeenglish.org
 - b. www.bbc.co.uk/worldservice/learningenglish
 - c. www.englishclub.com

Certificate Level V (Semester I)
General Paper II

APPLICATION OF COMPUTER SKILLS

Objective and Learning Outcome : To introduce the students to the basics of computer programming and MS-Office tools; To familiarize the students with the practical knowledge of MS – Office.

Unit 1

Introduction to computer – Function and components of a computer – Types & characteristics of computers – Input and output devices – Auxiliary storage devices.

Unit 2

Word processing using MS –Word; Introduction –Creating a New Document-Templates and Wizards-Controlling the Screen Display-Formatting-Searching & Replacing – Tables-Desktop Publishing with Word

Unit 3

Spread Sheet Management using Excel; Introduction-Basic Worksheet Mechanics – Worksheet Development-Editing & Formatting Worksheet-Printing Techniques-Sorting the Data filtering-List- Pictorial representation of Data in Excel; Creating a Chart-Customising & Embedding a Chart-Charting Techniques

Unit 4

Introduction to Power Point; Usage of Design Templates- Presentation Using Wizards-Slide Transition & Animations-Inserting Clip Arts & Pictures-Background & Colour Layouts

Unit 5

Communication Technology – Networking – LAN, WAN & MAN – Internet & Intranet – Data Transfer, storage and retrieval via network – email, DNS, Web servers and Web Browsers.

REFERENCES

1. Office 2000 – Michael Busley & Russell A. Stultz – BPB Publications

Certificate Level V (Semester I)
Vocational Paper - I

TOURISM PRINCIPLES & PRACTICES

Objective and Learning Outcome: - To understand the various elements of tourism industry and to familiarize the students to the various tourism policies in the national and international context.

Unit 1

History of travel through the ages – Introduction to the accounts of ancient, medieval and modern travellers – Evolution and the establishment of the first travel agency of the world.

Unit 2

Meaning and definition of tourism – Types of tourism - Inter-regional and Intra – regional tourism –domestic, inbound and outbound – Forms of tourism – religious, historical , social, adventure and health – Emerging forms of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., Components and elements of tourism.

Unit 3

Role of International organizations in the development of tourism e.g. Role of UNO, ASTA, PATA, TAAI, UFTAA, IATA, WTO, WATA etc., - Tourism in India – Introduction to the Indian Tourism Development Corporation(ITDC) – Tourism Financial Corporation of India (TAFCIL) – Case studies of the working of tourism systems in countries like Japan, Great Britain , Italy.

Unit 4

Essentials of Tourism Management – Problems of tourism management – Manpower planning for tourism – Marketing of tourism – Case studies.

Unit 5

Tourism policies of the government of India e.g. Wildlife protection act , Environment protection act, foreign exchange regulations act , Passport act – other International Laws – an introduction.

REFERENCES

1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
2. Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.
3. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press.
4. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
5. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.

Certificate Level V (Semester I)
Vocational Paper - II

TOURISM PRODUCTS OF INDIA – I

Objective and Learning Outcome: - To familiarize with the various tourism products of India especially with reference to cultural tourism elements.

Unit 1

Major Religions of India - Hinduism and their symbols, Buddhism, Jainism, Sikhism, Islam, Christianity.

Unit 2

Pilgrimage Destinations: **Hindu-** Char Dham , Jyotirlinga , Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Puri, Rameswaram, Tirupathi, Moogambiga. **Buddhist:** Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. **Jain:** Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana. **Muslim:** Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

Unit 3

Festivals of India (with respect to each religion and region) : Role of Festivals as tourist attraction – destination associated with each festival Fairs of India - USP and destination - Tourism related fairs and events (such as fashion show, sporting events, Govt. sponsored in India: Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

Unit 4

Introduction to Indian Classical Arts: Introduction to Indian Dances from all parts of the country - Role of dance and music festivals for promoting tourism, Introduction to Indian Vocal & Musical Instruments, Yoga, Meditation, Martial Arts, Theatre- Different Theatrical forms, Indian Cinema- Evolution- Role in Tourism Development.

Unit 5

Indian Culture : Introduction to Indian Art and Culture , Indian Painting , Styles – examples , Modern Painters, Painting – Case study as per region/ locality, Application of Arts – Textile, Handicraft. Indian Cuisine – Speciality dishes – Costume and Jewellery, Yoga & Meditation.

REFERENCES

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Sarina Singh (2008), Lonely Planet India.
4. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

Certificate Level V (Semester I)
Vocational Paper – III

BUSINESS COMMUNICATION I

Objective and Learning Outcome: - To strengthen the oral and written communication skills of students; To groom the etiquette and personality of the students with reference to the hospitality industry; To help them face job interviews.

Unit 1

Basic letter writing Letters of enquiry- Quotations- Orders- Complaints- Apologies,- Requests & replies from hotels point of view- Demi official letters- Circulars-Letters connected with sales- Letters for financial arrangements

Unit 2

Extempore speaking Elocutions - Report writing Basic format of reports- investigate reports on accidents-evaluation & appraisal reports - miscellaneous reports connected with hotel industry - Public speaking on selected topics from current issues - Group Discussion - Role play.

Unit 3

Manners : Cultural Differences – Politeness – Linguistic Devices - Table Manners: Fork Etiquette - Fork Etiquette – Variations - European (Continental) Style - Placement Of Forks In Different Countries – Drinking manners

Unit 4

Etiquette: Work Etiquette -Common principles – Office etiquettes – Punctuality - Stay Away From Gossip - Dress Appropriately; Business Etiquette: Greeting –Nametags -Reception- Office Parties Cultural Courtesy - Body Language - Telephone etiquettes and manners. Front desk grooming, Greetings, handshakes, some polite expressions, apologies, remarks. ; Western Etiquette

Unit 5

Personality Development: Introduction: Meaning of Personality- Personality Factors-external, internal-Effective or winning personality - developing a selling personality. Communication skills - Personality grooming - physical fitness - dressing sense - formal and informal clothing - behaviour with male and female clients - behaviour in office

REFERENCES

1. Das et al: An introduction to Professional English and Soft Skills:, BPUT Text Book. CUP.
2. Ram Partap Verma: Manners & Etiquettes, Abhishek Publications, Chandigarh
3. Trade wings manual for Personality Development

Certificate Level V (Semester I)
Vocational - IV

FAM TOUR I

Objective and Learning Outcome: This FAM tour would provide a firsthand knowledge of the rich tourism products in the town of Puducherry.

Destination – Puducherry – Organize a city tour that would cover museum, heritage sites, beaches, resorts and other major attractions in the town. A report covering the visit has to be submitted by the student and a power point presentation of the same to be made.

SEMESTER- II

Certificate Level V (Semester II)
General Paper - III
TRAVEL AGENCY MANAGEMENT

Objective and Learning Outcome: - To enable the students to understand the significance of travel agency and tour operation business.

Unit 1

Travel Agency and Tour Operation Business: History – Growth and present status of Travel Agency - Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business.

Unit 2

Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages – Understanding the functions of tour operator - Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management

Unit 3

Setting up a full - fledged travel agency - Approval of Travel Agents and Tour Operators - Approval by Department of Tourism, Government of India - IATA rules and regulations for approval of a travel agency - Approval by Airlines and Railways - Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business

Unit 4

Airline & Ticketing – Terms and Codes – IATA and Geography – Airport & City Codes – Time Difference and Calculations - Itinerary – Itinerary Planning – Pricing – Cost Analysis – Reading AT & APT Main Headings – IATA and UFTAA – Fare Formula and Calculation – Fare Break Point – Neutral Unit of Construction

Unit 5

Public and Private sector in Travel Agency Business and Tour Operation Business: Organisational Structure and various Departments of a Travel Agency - Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook - National Trade Associations: IATO and TAAI.

REFERENCES

1. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
2. Jaganmohan Negi, 'Air Travel ticketing and fare construction', Kanishka, New Delhi, 2005.
3. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
4. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
5. OAG, Consultant, IATA, Geneva.
6. Air Tariff Book.
7. IATA Guide, Geneva.

Certificate Level V (Semester II)
General Paper IV (Optional)

BASIC ACCOUNTING

Objective and Learning Outcome: To understand the basic accounting; To understand concepts of cash maintenance.

Unit 1

Need and Importance - Book-keeping - Accounting - Accountancy, Accounting and Book-keeping - Users of Accounting Information - objectives of accounting - Branches of Accounting - Basic Accounting Terms - Basic Assumptions - Basic Accounting Concepts and Conventions - Accounting Standards.

Unit 2

Systems of Accounting - Double Entry System - Account - Golden Rules of Accounting - Accounting Equation - Personal Accounts, Real Accounts, Nominal Accounts.

Unit 3

Source Documents - Journal - Ledger - Income, Expenditure - Receipt and Payments - preparation of Trail Balance - Subsidiary Books including Cash Book

Unit 4

Preparation of Trading - Profit and Loss Account and Balance Sheet - Final Accounts with adjustments

Unit V

Sales credit / case - Material issued – Stock level – Minimum Level - Maximum Level - Re-order Level - Inventories.

REFERENCES

1. Principles of Accountancy: N. Vinayagam – P.L. Mani – K.L. Natarajan, Eurasia Publication House (Pvt.,) Ltd, New Delhi.
2. Financial Accounting - T.S. Reddy and A. Murthy, Margham Publications.
3. Financial Accounting - Charumathi & N. Vinayakam. S. Chand & Co.
4. Advance Accounting – S.N. Maheswari – Vikas Publishing
5. Advance cost Accounting – Jain & Narang.

Certificate Level V (Semester II)
General Paper IV (optional)

MARKETING & SELLING

Objective and Learning Outcome:-To understand the basic principles and practices of Marketing management; To familiarize the students to the art and science of successful Selling.

Unit 1

Definition and Functions of Marketing – Market – Types of Market – Buyer's Market – Seller's Market – Marketing & Selling – Marketing Concept – Selling Concept – Modern Marketing Concept – Marketing Mix.

Unit 2

Consumer Buying Behaviour – Consumer Buying Process – Market Segmentation – Meaning – Nature – Bases of Marketing Segmentation

Unit 3

Meaning of Product – Classification – Product Mix – Product Item – Width – Product Life Cycle – Product Modification – New Product Development

Unit 4

Meaning of Pricing – Steps in Pricing – Channels of Distribution – Meaning – Factors governing choice of channel – Types of Marketing Intermediaries - Sales Promotion – Definition and Types – Consumer , Sales Force and Trade sales promotion - Social Media in Marketing

Unit 5

Introduction: Nature and importance of personal selling; Types of personal selling situations and selling jobs; Personal selling and salesmanship; Characteristics of a successful salesman; Customer knowledge – buying motives and selling appeals; Product and market knowledge. Process of Effective Selling: Prospecting, pre-approach and approach; Presentation and demonstration.

REFERENCE BOOKS:

- Marketing Management , Philip kotler, Tata McGraw Hill
- Nanakumari & Ramaswamy , Marketing Management , Himalaya Publishing House
- R.S.N Pillai & Bhagavathi , Modern Marketing , S.Chand
- Still and Cundiff ,Sales Management , Prentice Hall
- William J. Stanton ,Management of Sales Force, McGraw-Hill/Irwin (Jan 2007)

Certificate Level V (Semester II)

General Paper V

Objective and Learning Outcome: To familiarize the students with the fundamentals in French as a foreign language.

Foreign Language – French / German / Spanish/ Japanese/ Chinese

Bachelor's Degree programme specially customized for the Tourism sector with Tourism

Terminologies, Conversation and less of literature.

French Syllabus - Title of the Book : Synchronie I, Méthode de français

Author : Dr.K.Madanagobalane et al

Lessons 1 to 5

S.No	Title of the Lesson	Skills to be developed	Grammar
Lesson 1 Page 9-page 14	A l'aéroport de Kamaraj domestic à Chennai	Saluer, demander et dire le nom, présenter quelqu'un, se présenter, souhaiter la bienvenue à quelqu'un, demander et dire l'identité de quelqu'un	Être, s'appeler, pronoms sujets, interrogation
Lesson 2 Page 15-page 21	A l'Université	Demander comment on se porte, présenter quelqu'un, prendre congé, exprimer l'appréciation.	Articles définis et indéfinis, genre des noms, adjectifs, présent de l'indicatif: Verbes réguliers <i>ener, être, avoir,</i> <i>apprendre</i> . Prépositions-à, <i>en au, aux</i>
Lesson 3 Page 22-page 29	Au café	Dire ce qu'on aime, donner des informations, exprimer l'admiration, demander des informations sur quelqu'un.	Adjectifs interrogatifs, présent de l'indicatif, <i>avoir</i> , verbes <i>ener, savoir, qui est-ce,</i> <i>qu'est-ce que</i> <i>c'est?</i> adjectifs possessifs, négation, adjectifs irréguliers.
Lesson 4 Page 30-page 37	A la plage	Proposer une sortie, accepter, refuser la proposition.	Phrases au singulier et au pluriel, pronom indéfini <i>on</i> , <i>il y a</i> , adjectifs démonstratifs, negation, interrogation, présent de l'indicatif: <i>faire, voir,</i> <i>aller, sortir, connaître</i>
Lesson 5 Page 38-page 44	Un concert	Inviter, accepter, exprimer son incapacité d'accepter, complimenter, parler au téléphone.	présent de l'indicatif: verbes <i>ener, venir, pouvoir,</i> <i>vouloir</i> , articles contractés avec à, chez, le futur, interrogation- <i>est-ce que,</i> <i>adverbes interrogatifs</i>

Certificate Level V (Semester II)
Vocational Paper IV

TOURISM PRODUCTS OF INDIA – II

Objectives and Learning Outcome: To familiarize the students to the natural tourism products of India

Unit 1

Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Mudumalai, Kabini, Ranthambhore)

Unit 2

Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty.

Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadweep islands

Unit 3

Water Based Adventure Activities: Rafting, Kayaking, Canoeing, Surfing, Scuba Diving, Water Skiing – Minimum standards for water based activities – Tools and equipments – Popular Destinations

Unit 4

Land Based Adventure Activities – Mountaineering, Trekking, rock gliding, Safari etc. - Minimum standards for land based activities – Tools and equipments – Popular Destinations

Unit 5

Air Based Adventure Activities – Paragliding, Para sailing, Bungee jumping, Hang Gliding etc. Minimum standards for air based activities – Tools and equipments – Popular Destinations

REFERENCES

1. Buckley.R.Adventure Tourism Management. Routledge Publishers.
2. Malik, S.S, Potential of adventure Tourism in India, Agam Kala Prakashan Publishers.
- 3.Negi.J.Adventure Tourism and Sports: Risks and Challenges. Kanishka Publications.
4. David Newsome, Ross K. Dowling, Susan A. Moore, Wildlife Tourism (Aspects of Tourism) 2005 , Channel View Publications

Certificate Level V (Semester II)
Vocational Paper -V

EVENT MANAGEMENT

Objectives and Learning Outcome: To enable the students to familiarize with resort and event management; To enable the students to understand the business of Event management and MICE.

Unit 1

Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics-Aim of event - Develop a mission - Establish Objectives Preparing event proposal - Use of planning tools- Protocols - Dress codes – staging - staffing- Leadership - Traits and characteristics

Unit 2

Practices in Event management – Organising and Planning events – customer care management – starting and managing event business – Event Marketing – Marketing Equipments & tools – Event coordination

Unit 3

Event Tourism: Nature – scope - significance and components of event tourism - relationship between business and leisure tourism - Responsibility of event planners - identifying suitable venue - layout

Unit 4

MICE: Meaning and functions of MICE tourism – meeting, incentive, conference and exposition, need for mice growth of incentive travel and incentive program, motivation for incentive travel - Infrastructure for mice tourism, players in the event industry, convention centres Transportation, accommodation, logistics catering, human resources, civic amenities and other supporting services

Unit 5

Travel Industry Fairs - Benefits of Fairs – marketing tour brochures through fairs. ITB – WTM – BTF – TTW – PATA TRAVEL MART, Rules & Regulations governing event management

REFERENCES

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt.Ltd.Delhi,2001
2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002
3. Dr.Joe Gold Blatt, 'Special Events'
4. Leonard H. Hoyle, Jr, 'Event Marketing'
5. Lawson, F (2000). Congress, Convention & exhibition facilities: Planning, Design & Management Oxford: Architectural press.

Certificate Level V (Semester II)
Vocational Paper - VI

FAM TOUR II

Objectives and Learning Outcome: This FAM tour 2 would help the student to have hands on experience of the various operational departments or functions in a travel agency; To have a knowledge of the operations of renowned tour operators; To gain exposure to destinations like Museum etc.

- a) Case Study of ITDC/SITA/Thomas Cook/TCI
- b) Travel Agency / Tour Operator/ Visit to a tourism organization
- c) Report on the visit
- d) Visit to a local/ nearby museum
- e) Report on the visit.

(Note: The FAM Tour described above is only a sample. The tour will be designed based on the skill set and awareness level that needs to be developed among the students. It may be restricted to a local destination or to a nearby city.

It may also be planned as a self guided study and the report may be presented.)

SEMESTER- III

Certificate Level VI (Semester III)

General Paper -VI ACCOMMODATION SECTOR

Objectives and Learning Outcome: - To understand and learn about the importance of the various operative departments for an efficient planning of accommodation in tourism industry; To equip the students with the skills sets for Front office and Housekeeping services.

Unit 1

Growth of Tourism and Accommodation Industry – Employment Opportunities in Accommodation sector – Introduction to hotels and its departments – accommodation aggregators

Unit 2

Front Office Department – Organization structure – Staffing pattern – Designation – Duties – Attributes – Basic Terminology – Room Reservation – Reception – Information – Cash Billing – Communication – Check in & Check Out Procedures

Unit 3

House Keeping Department – Introduction - Organization structure – Staffing pattern – Designation – Duties – Attributes – Basic Terminology – Cleaning – Resources – Guest Room – Bed Making - Public area – House keeping records – House Keeping Equipments – Linen and Laundry

Unit 4

Food & Beverage Department - Introduction - Organization structure – Staffing pattern – Designation – Duties – Attributes – Basic Terminology – Menu Knowledge – Types of Meal Plan – Types of Cuisine – Types of F & B services – Beverages

Unit 5

Support Departments – Human Resource – Marketing – Finance – IT – Maintenance – Security – Guest Relations – Spa – Gym – Parlour – Banquet Hall etc.

REFERENCES

1. Gray and Ligouri : 'Hotel and motel management and operations' PHI, New Delhi, 2000.
2. Andrews: 'Hotel front office training manual' Tata Mcgraw Hill, Bombay.
3. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
4. Arthur & Glad well: Hotel Assistant Manager (London communication, Barril, Jenk)

Certificate Level VI (Semester III)

General paper VII (Optional)

HUMAN RESOURCE MANAGEMENT

Objectives and Learning Outcome:-To understand people management practices prevailing in organisations; To familiarize the students to concepts that will enable them to understand the importance of HR in people dominated organizations.

Unit 1

Meaning of Human resource management-nature-objectives and scope-functions-significance—role of Human Resource Manager-Qualities of a Human Resource manager.

Unit 2

Manpower Planning - Job Analysis- Recruitment Process –Selection Process – Interview Process and types – Induction

Unit 3

Performance Appraisal – Process – Methods and techniques – Employee counselling Process and Methods -Training & Development- Meaning - Methods of Management Development Programmes

Unit 4

Transfers and Promotion Policies - Employee welfare measures and Discipline - Grievances-Handling Procedures - Compensation packages

Unit 5

Stress management & Quality of Work Life

REFERENCES

1. Edwin B. Flippo ,Personnel Management , McGraw-Hill Series
2. P.C. Tripathi, Personnel Management,Sultan Chand & Sons
3. C.B. Memoria, Personnel Management,Himalaya Publishing House
4. Pigors & Myers, Personnel Management, Addison-Wesley Publishing Company
5. C.S. Venkatarathinam & Sri. Vasthav , Personnel Management, Tata Mgraw Hill (1991)

Certificate Level VI (Semester III)
General paper VII (Optional)

CONCEPT OF MANAGEMENT

Objectives and Learning Outcome: To familiarize the students with the fundamental principles and practices of Management function.

UNIT 1

Nature and Scope of Management Process- Management, Science or Art – Scientific Management Principles - Function of Manager- Managerial Skills (Conceptual, Technical & Human Skills)

UNIT 2

- (i) Planning: The meaning and purpose of planning – Steps in planning – Types of plan.
- (ii) Objectives & Policies: Objectives, policies, procedures and methods – Nature and types of policies.
- (ii) Decision Making: Process of decision making – types of decision-problems involved in decision making – Qualitative techniques.

UNIT 3

Organisation: Types of organisation structure- Span of control – Uses of staff units and committee- Line and staff relationships.

UNIT 4

Delegation: Definition & Principles of Delegation – Decentralisation and Centralisation: Meaning and difference – staffing – Sources of recruitment – selection process – Training.

UNIT 5

Directing: Nature and purpose of directing – controlling – Need for co-ordination – Meaning and importance of control

REFERENCES

1. Koontz Weihrich , Essentials of Management , 6'th Edition , Tata McGraw-Hill
2. L.M. Prasad, Principles of Management, Sultan Chand

Certificate Level VI (Semester III)

General Paper –VIII

Objectives and Learning Outcome: To familiarize the students to fundamentals in French as a foreign language.

Foreign Language – French / German / Spanish/ Japanese/ Chinese

Bachelor's Degree programme specially customized for the Tourism sector with Tourism Terminologies, Conversation and less of literature

French Syllabus

Title of the Book : Synchronie I, Méthode de français

GOYAL Publishers & Distributors Pvt. Ltd.

Author : Dr.K.Madanagobalane et al

Lessons 6 to 10.

S.No	Title of the Lesson	Skills to be developed	Grammar
Lesson 6 Page 45-page 52	Chez Nalli	Demander le prix, protester contre le prix.	Adjectifs possessifs, accord de l'adjectif, adjectifs exclamatifs, très/trop, présent de l'indicatif: <i>acheter</i> , <i>regarder</i> , l'impératif.
Lesson 7 Page 53-page 60	Nouvelles de l'Inde	Montrer son inquiétude, s'excuser, exprimer son admiration, décrire quelqu'un, décrire quelque chose.	présent de l'indicatif: verbes <i>ener</i> , - <i>ir</i> , le futur, interrogation totale, féminin d'autres adjectifs.
Lesson 8 Page 61-page 67	A la gare Central Station	Réserver des billets, demander des renseignements, donner des renseignements.	Pronoms compléments d'objet direct, présent de l'indicatif: <i>payer</i> , <i>partir</i> /s <i>ortir</i> , l'impératif, expression du temps, construction avec infinitif..
Lesson 9 Page 68-page 74	Un lit dans la cuisine!	Donner des ordres, localiser, dire qu'une proposition est stupide ou bizarre.	verbes en <i>er</i> , - <i>ranger</i> , <i>mettre</i> , l'impératif, <i>il</i> <i>faut</i> , <i>devoir</i> + <i>infinitif</i> , prépositi ons de lieu.
Lesson 10 Page 75-page 80	Pierre apprend à conduire	Rassurer, exprimer l'interdiction, exprimer l'autorisation, avertir.	Impératif- <i>être</i> , <i>avoir</i> , <i>savoir</i> , pronoms compléments d'objet indirect, le passé composé avec <i>avoir</i> .

Certificate Level VI (Semester III)
Vocational Paper -VII

TOUR MANAGEMENT

Objectives and Learning Outcome: - To understand the growing importance of inbound /outbound tour planning; To enable the students to understand the trends in various forms of tourism.

Unit 1

Forms of Tourism – Domestic, Inter regional and Intraregional, inbound and outbound

Unit 2

Major Inbound Tourism Destinations: Physical features of India - Location of major tourist destination in India - Characteristics of India's major international markets

Unit 3

Major Outbound Destinations: Characteristics of Indian outbound tourism - Singapore & Dubai shopping festival – Attractions in Singapore, Malaysia , Spain , France and USA (Grand Canyon, Hershey Chocolate Factory, Statue of Liberty & Madame Tussauds Museum)

Unit 4

Introduction to Demand for outbound Tourism Patterns, Determinants and Motivations of outbound Tourism Demand - Sources, methods, dimension. Emerging trends, cause of variation of tourism trends, some important outbound Tourism packages & Destinations

Unit 5

Factors affecting global and regional tourist movements – demand and origin factors - destination and resource factors - Contemporary trends in International Tourist movements

REFERENCES:

1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
2. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
3. Dixit, M. Tourism Products, Royal Publishers.

Certificate Level VI (Semester III)
Vocational -VIII
TRANSPORTATION SECTOR

Objectives and Learning Outcome: - To learn the role of various transportation modes that integrate the tourism industry.

Unit 1

Introduction to Transportation and linkage with tourism – Air, Water and Surface - Aviation- Types of Flight- Aircraft Manufacturers- Airport Types LCC –customs- airport manager-AAI – Ground handling- pilot- airport procedures for rental flyers - Visa types

Unit 2

Supersonic flights- airhostess- steward- IATA-airline employment opportunities- runway taxiway- airport – hanger- aircraft maintenance ICAO – scheduled and non-scheduled services - types of seats, booking, cancellation and refunds

Unit 3

Water transport-cruises- types of cruises- luxury cruises – Sea- Ocean - Rivers, lakes - Canal boats and house boats – hover craft – Case Study: Cunard steamship company vessel – Voyage by sea

Unit 4

Rail transport: Indian rail way, express train, luxury train, train hill train, mail, passenger, metro - high speed - emergence of super train, bullet train, goods train, Pullman coaches.AM TRAK - Rail transport network – major railway system of world - types of special package offered by Indian railways to tourists- end rail pass- palace on wheels and types & Royal Orient

Unit 5

Surface transport: Surface transport option available to the clients – Car, coach, bus, Rent-a-car Scheme and coach - Bus Tour, Fare Calculation, Transport & Insurance documents, transportation cycle, calculation of rates for surface travel; Latest Modes of Transportation in India and abroad

REFERENCES

1. Air Cargo Tariff Manuals
2. IATA Live Animals Regulations Manuals
3. IATA Special Mail Manual.
4. Tourism In India Planning & Development by Asif Iqbal Fazili, S Husain Ashraf
5. Travel and Tourism Management (4 Vols.) by Prakash Talwar

Certificate Level VI (Semester III)
Vocational Paper -IX

FAM TOUR III

Objectives and Learning Outcome: This FAM tour III would provide a firsthand knowledge in organizing a tour for 2-3 days and learn from it.

- 2 – 3 days tour with an approved tourist guide
- Trip to an adventure tourism destination

(Note: The FAM Tour described above is only a sample. The tour will be designed based on the skill set and awareness level that needs to be developed among the students. It may be restricted to a local destination or to a nearby city.

It can also be organized as a self guided and a report/video/presentation of the same can be made by the students).

SEMESTER- IV

Certificate Level VI (Semester IV)
General paper IX
BUSINESS COMMUNICATION II

Objectives and Learning Outcome: To enable the students to strengthen their oral and written communication skills; To strengthen their vocabulary and develop their personality to face job interviews

Unit 1

Phonology of English - Phonemes: Consonants, Vowels and Diphthongs-Phonetic transcription of words and sentences- Syllables and CVC pattern- Rules for word accents- Weak forms and strong forms- Accent patterns in connected speech - Intonation: Rising tone, falling tone etc.

Practical Test: Loud reading of a poem/ passage- Pronunciation of words- Observation of accent and pronunciation of a given text

Unit 2

Conversation in English- Sentence Construction-Greeting-Introducing Oneself- Invitation-Making Request-Expressing Gratitude- Complimenting and Congratulating- Expressing Sympathy- Apologizing- Asking for Information- Seeking Permission- Complaining and Expressing Regret

Practical test: Check the learning of useful informal expressions that are more frequently used in conversations.

Unit 3

Using English in Real Life Situation - At the Bank/ post office/ College office- At the Green Grocer- At the Temple- At the College Canteen or Restaurant- At the Police station- At the Railway Station/ Bus Station- At the Medical Shop- At the Library- Interviews-Booking a Room in a Hotel- At the Travel Agency

Practical Test: All the topics in the Unit that is Using English in Real Life Situations

Unit 4

Written and Oral communication -Paragraph writing based on topics of general interest-write simple letters and e-mails- write Whatsapp message and twitter message - Note Making- Oral Communication: Preparing Power Point Slides for Presentations – Delivering a Presentation - Oral Communication: Group Discussion, Role Play & Debate

Unit 5

Non-verbal Communication and Body Language - Forms of non-verbal communication; Interpreting body-language cues; Kinesics; Proxemics; Chronemics; Effective use of body language

REFERENCES

- Nayar, Dutt, et al. *Impressions II*, New Delhi: Foundation Books, Cambridge University Press, 2011.
- Pillai, Radhakrishnan and Geetha Rajeevan. *Impressions I*, New Delhi: Foundation Books, Cambridge University Press, 2010.
- Bansal R. K. and Harrison J. B. *Spoken English for India*. Orient Longman, Mumbai, 200
- Katamba, F. *An Introduction to Phonology*, Longman, 1989
- Balsubramanian. *A Textbook of English Phonetics for Indian Students*. Macmillan, New Delhi, 1999.

Certificate Level VI (Semester IV)
General paper – X (Optional)

BASIC RESEARCH METHODOLOGY

Objectives and Learning Outcome:-To understand the basics of research methodology and to sharpen their data collection, analysis and report writing skills.

Unit 1

Meaning of Research – Objectives – Types – Approaches – Research Methods - Research Process – Criteria of good Research

Unit 2

Definition of Research Problem- Selecting the problem – Meaning of research design- Need – Features – Important concepts related to research design – census and sample survey

Unit 3

Sample and sample Design- Primary Data- Secondary Data- Tools for collection of Data – Sources of Secondary Data

Unit 4

Processing operations – Problems in processing – Types of Analysis - Measures of Central Tendency - Measures of Dispersion – Measures of Skewness – Regression and Correlation Analysis - Times Series – Components – Trend Analysis- Moving Average method

Unit 5

Meaning of interpretation - Why interpretation – Techniques of precautions - Steps in writing report – Layout of a research report – Types of reports – Mechanics of writing a research report – Precautions

Reference Books :

1. C.R. Kothari ,Research Methodology ,Wishva Prakasam C.R. Kothari
2. Duane Davis and R.M. Cosenza Business research and Decision Making ,Kent Publishing Co. Bost.
3. Richard. I . Levin , Statistics for Mangement, Prentice Hall , 6'th edition
4. Pillai & Bhagawathi – Statistics, S.Chand
5. S. P Gupta - Statistical Techniques, S.Chand

Certificate Level VI (Semester IV)
General paper X (Optional)

ADVERTISING & BRANDING

Objectives and Learning Outcome: To teach the students the strategies of advertising and to familiarize with the elements of designing an advertisement copy; To enable them to the core concepts in branding

Unit 1

Introduction: Meaning and importance of advertising; Types of advertising; Advertising objectives - Media Decisions: Major media types - their merits and demerits; Factors influencing media choice.

Unit 2

Message Development; Advertising appeals, Advertising copy and elements - Measuring Advertising Effectiveness: Evaluating communication and sales effects; Pre and Post testing techniques - Advertising Agency: Role, types and selection of advertising agency.

Unit 3

Basics in understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

Unit 2

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

Unit 3

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions – Brand Equity – Role of Brand managers – Branding challenges and opportunities.

REFERENCE BOOKS:

1. Advertising, publicity, personal selling, sales promotion by Richard E. Stanley
Prentice-Hall, 1982
2. Advertising and Sales Management by Mukesh Trehan and Ranju Trehan
3. Brand Management by Sagar Mahim, Ane Books Pvt. Ltd, 2009

Certificate Level VI (Semester IV)
Vocational Paper -X
PACKAGE DESIGN AND DEVELOPMENT

Objectives and Learning Outcome: - To enable the students to understand tour operations & itinerary planning; To introduce the roles & responsibilities of a tour manager; To familiarize the work requirements, financial operations and customer satisfaction in Tour Packaging.

Unit 1

Tour Packaging Management Concept- Origin and development of Tour Packaging - Types of Tour - Component of a Standard Package Tour - Factors affecting Tour Formulation - Tour Designing Process - Significance of Package Tour - Tour Brochure

Unit 2

Tour Package designing - Steps in Tour package designing – Destination Survey, property survey, seasonal consideration, confidential tariff arrangements, payment procedures, Ground handling - Limitations of a package tour

Unit 3

Developing a customized Package Tour - FITs & Group– Special Interest Tours (SITs), Tour Packaging - Pre Tour Management, Tour Operation, and Post Tour Management - Designing and importance of brochures- Presentation Skills

Unit 4

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts

Unit 5

Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card

REFERENCES

1. C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
2. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the unique Proposition, Butterworth and Heinemann.
3. Chand, M, Travel Agency Management: An introductory Text

Certificate Level VI (Semester IV)
Vocational Paper - XI

TOURISM GEOGRAPHY

Objectives and Learning Outcome: - To understand how the geographic perspectives can help in better understanding of tourism.

Unit 1

Importance of Geography in Tourism - Major Landforms - Elements of Weather and Climate - Climatic regions of the world in brief - Impact of Weather and Climate on tourist destinations - Weather and climate as a resource and a barrier for tourism- climate variations and regions of India and their role in tourism - Impact of Global Climate change.

Unit 2

Fundamentals of geography, physical and political features of Indian Subcontinent, Flora and Fauna of India - Backwater and Rivers - Major tourist generating destinations and states within India.

Unit 3

Golden Triangle, Diamond Triangle, Southern Triangle – Bangalore, Mysore, Ooty, Temple Triangle – Tanjore, Madurai, Rameshwaram; U.P. Circuits – Buddhist Circuit, others;

Unit 4

Rajasthan – Jaipur, Jodhpur, Jaisalmer, Udaipur, Bikaner, Shekhawat region; Kerala-Munnar, Kottayam, Ernakulam, Trivandram, Backwater; Goa; Himachal Pradesh – Shimla, Kullu, Manali, Pragpur; Andaman & Nicobar Island; Lakshadweep Islands, Sikkim; Konark, Mahaballipuram.

Unit 5

New and recent destinations in India - Equatorial climate case study: Singapore, Tropical Climate: Case study: Jamaica, Darwin.

REFERENCES

1. Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.
3. History and Geography of Tourism by M. Ratti (2007) Rajat Publication
4. Michael Hall (1999), Geography of Travel and Tourism, Routledge, London.

Certificate Level VI (Semester IV)
Vocational Paper –XII

TOUR GUIDING & ESCORTING SERVICES

Objectives and Learning Outcome: The idea behind introducing this course is to orient the students about the scope of tour guiding & escorting as a career option; To help the students to appreciate better what the profession of tour guiding & escorting is all about by giving them a practical experience

Unit 1

Guiding Concept: Meaning - Concepts and Types of Guides: Conceptual meaning of Tourist Guide, grooming and personal hygiene

Unit 2

Duties & Responsibilities of Guides: Preparation of a tour: Review of itinerary, Participant list, accuracy, timings and practicality, Identifying the group or individual traveller's special needs, Checking Vehicle, Locating Vehicle and contacting driver; Greeting participants and introducing self; Leading the participant: Skills in leading the group, General instruction to Participants at monuments, sacred places and crowded areas, Giving Commentary, answering Questions, concluding a tour.

Interpreting Sites: Characteristics of natural, historical, and urban sites; potential of public and private agencies, interpretation of specific groups, especially the young.

Unit 3

Tour Escorting: Introduction to tour leadership - Characteristics of tour escorting profession, difference between tour escorting and tour guiding - Advantages and disadvantages of choosing tour escorting as a profession - Tour management in India and abroad - Skills and competencies required to be a tour manager - Challenges faced by a tour manager

Unit 4

Roles, Duties & Preparation: Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure

Prepare for the tour-Coordinating with the travel agent or tour operator - Understanding the tour, Updating on the required information, performing the required pre activities

Unit 5

Responsibilities at the Airport- Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage

Responsibilities at the hotel- Check In, Check out, Rooming List, Meal requests

Responsibilities during sight-seeing tours: On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a "Mental Picture" of Routing & Landmarks; Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide

REFERENCES

1. Goddy B. & Parkin I., Urban Interpretation : Vol. I, Issues and Settings; Vol. II Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991.
2. Pond K.L., The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.
3. Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)
4. Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd

Certificate Level VI (Semester IV)

Vocational Paper -XIII

INTERNSHIP REPORT

Objectives and Learning Outcome: This would give the students an opportunity to gain practical skills in the area of hotel or travel industry; To enable the students to identify a career choice.

The student has to undertake in plant training in any area covered under certificate level IV and should be assessed by the Skill Knowledge Provider – SKP. A report on the same should be submitted.

SEMESTER- V

Certificate Level VII (Semester V)

General Paper XI

SOURCES OF TOURIST INFORMATION

Objectives and Learning Outcome: - To enable the students to develop acumen towards learning and documenting the sources of tourist information.

Unit 1

Objectives – Introduction – Importance of Information – Key areas of information generation – Government: Department of Tourism, Air India, Indian Railways, Tourism Development Corporation – Public sources: UNWTO, Incredible India – Private sources – Publications by international bodies: EEC, UNDP.

Unit 2

Travel Agencies – Tour operators - Online Travel portals – Hotel Travel Desk – Tour Guides – Marketing Agencies – Travel/ Tourism Information collection from makemytrip.com and IRCTC website.

Unit 3

Print media sources – Newspaper, Magazines, Trade journals, Special publications - Hoardings – Brochures – Hotel and Restaurant guide of India – Tourist guides (Lonely Planet) - Maps of sites - Sales Support Techniques – Sales letters –Display materials – Special Offers – Folders – Direct Mail – Tourist Publicity & its Types.

Unit 4

Electronic Media sources – Television, Radio, Touch Screen, Kiosk, Documentary movies, In film advertisement, Internet and Social media tools, websites, blogs.

Unit 5

Other Types of Management that promote tourism: sport events – Exhibitions: IITM, IFTM, ITB Berlin - Cultural festival, Photography exhibition

REFERENCES

1. Tourism and India – A Critical Introduction by Kevin Hannam, Anya Diekmann
Published 17th November 2010 by Routledge
2. Annual Report of ministry of tourism, Govt of India
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford

Certificate Level VII (Semester V)
General paper XII (Optional)

TOURISM ENTREPRENEURSHIP

Objectives and Learning Outcome: - To encourage the entrepreneurial spirit of the students by studying the stories of successful entrepreneurs and understanding the rules and regulations governing small business.

Unit 1

Small Business-Definition-Characteristics, Small, Ancillary, tiny sector, Village Industries- Definition of MSME according to MSME Act 2006 - Role of Small Scale Business in India in India's Economic Development

Unit 2

Micro and SME's – Description – Problems and solutions- Management problems of Small Scale Industry -Production-Finance-Personal_ Marketing. A study of Sickness in Small Scale Sectors

Unit 3

Role of Central And State Governments in Promoting Small Scale Industry- Financial & Fiscal incentives - Institutional Framework for Small Scale Industry- IFCI, IDBI, SIDBI, SISI, DIC, Commercial banks, SFC and Venture Capital - Government policies towards Small Scale Sector in the context of economic liberalization

Unit 4

Entrepreneurship - Definition, Characteristics of Entrepreneur, Difference between entrepreneur and manager – Types of Entrepreneur – Entrepreneurial Motivation – Factors Influencing Entrepreneurship

UNIT 5

Evaluation of Tourism Entrepreneurship in India - A Study of Tourism Businesses IRCTC, makemytrip.com, Cleartrip.com, trivago.com , Sita , Raj Travels , Mahindra Club, redbus.in and Oyo

REFERENCES

- 1.Renu Arora,Small business management & Entrepreneurship , Kalyani Publishers
2. Small business Management & Entrepreneurship, Vasanth Desai
- 3.C.B. Gupta & K.L. Srinivasan ,Small business management & Entrepreneurship, Sultan Chand and. Sons,
4. S.P.Singh,Entrepreneurship & Samll Business Gita Piramal ,Business Maharajas

Certificate Level VII (Semester V)
General Paper –XII (Optional)

TOURISM BUSINESS ENVIRONMENT

Objectives and Learning Outcome:-To enable the students to learn about the factors influencing Business environment & to understand basic concepts of economics; To familiarize with the economic principles influencing business.

Unit 1

Economic Policies: Internal, External, Macro and Micro Environment: Competitive Structure of Industries- Environmental Analysis and Strategic Management, Trade Policy: FEMA- GATT, MRTP, GST - Business Ethics and Corporate Governance: Consumer Protection Act and Competition Law- Social Responsibilities of Business- Social Audit

Unit 2

Tourism Impacts: Positive- Negative Economic-Social-Cultural-Political-Environmental Factors Affecting Future of Tourism Business - Seasonality & Tourism

Unit 3

Role of State in Tourism Development and Promotion: Overview of Five Year Plans for Tourism Development and Promotion- National Action Plan- National Tourism Policy - Role of NITI AYOJ, Tourism Business During Post Liberalization & Post Globalization Period. Regulations and Licenses under Legal Environment for Starting Tourism Ventures

Unit 4

Micro Economics: Demand – Law of Demand – Types of demand – Exceptions – factors influencing demand – Supply – Law of Supply – Utility – Marginal Utility - Law of Diminishing Marginal Utility – Principles of Business economics

Unit 5

Macro Economics: National Income – National Income Analysis: GDP- GNP- Per Capita Income- Multiplier Effect – Business Cycles

REFERENCES

1. R . L. Varshney & B.Bhattacharya, International marketing Management, Himalaya Publishing House
- 2 .T.A.S. Balagopal, An perspective Export Management
3. John D.daniels & Lee H..International Business , Addison publishing Company
4. Varshney RL & Maheswari KL, Managerial Economics, Sultan Chand, New Delhi. 2
- 5.Dwivedi DN, Managerial Economics, Vikas, New Delhi

Certificate Level VII (Semester V)
Vocational -XIV

TOUR ITINERARY & COSTING

Objectives and Learning Outcome: - To learn the operational dynamics of tour operation and costing.

Unit 1

Custom made itinerary and Read made itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.

Unit 2

Costing a Tour: Components, Considerations- Types of Costs - Cost sheet, FIT Costing and Group Costing - Differential Tariff Plan-Accommodation Cost-Transportation Cost - Meals Plan etc

Unit 3

Tour costing – Tariff – Confidential Tariff – Commission – Mark up service Charge and other remuneration for tour operation – quotation - methodology of quotation preparation – preparation of sample quotation for tour operation with various plans and services

Unit 4

Pricing Strategies and Distribution Mechanism - Tour pricing - Calculation of tour price

Unit 5

Tour costing of popular destinations and circuits in India (GT, Buddhist circuit, Chardham etc) Pricing strategies - Thomas Cook, Kuoni, Cox & Kings

REFERENCES

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Travel Agency Management, M.N. Chand 2. Tour Operations and Tour Guiding, J.N. Negi 3. What time is this place, David Hetchenbe rg
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.

Certificate Level VII (Semester V)
Vocational Paper- XV
SUSTAINABLE TOURISM

Objectives and Learning Outcome : To expose the students to the growing importance of sustainable tourism; To familiarize them to the concepts and approaches in sustainable tourism

Unit 1

Sustainable Tourism: Historical Background, Nature and Scope of Sustainable Tourism,. Dimensions of Sustainability; Social, Economic, Environmental- Stockholm Conference 1972- Brundtland Commission 1987- Rio Declaration 1992- WSSD 2002 Global Warming and Sustainable Development

Unit 2

Sustainable Tourism and Poverty Alleviation, Pro-poor Tourism and Community Participation, Waste Management, Eco-friendly Practices

Unit 3

Role of different agencies in Sustainable Tourism: Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media-advantages and disadvantages of public/private sector tourism planning partnerships- Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable Tourism

Unit 4

Responsible Tourism - Responsible Tourism Approaches to Sustainable Tourism, Standardization and Certification, Alternative Tourism, Responsible Tourism, Collaboration and Partnership, Responsible Tourism & Sustainable Tourism difference, driving forces in the growth of responsible tourism.

Unit 5

Standardization and Certification: Standardization and Certification for Tourism Sustainability: ISO 14000- Role of WTTC, UNWTO, PATA, UNEP and IUCN.

REFERENCES

1. Inskip, E. (1991), Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G (2005), the Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. (2003), Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. (1998), Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.

Certificate Level VII (Semester V)

Vocational Paper-XVI

TOURISM PRODUCTS OF INDIA – III

Objectives and Learning Outcome: - To understand and learn about the growing importance of manmade tourism products.

Unit 1

Architectural heritage of India – Indo Islamic, Mughal, Gupta's, Temple Architecture, Colonial Architecture – Pallava, Chola and Chalukya Architecture

Unit 2

Major Monuments- Qutub Minar, Kirtistambha (Chittor), Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Mahaballipuram, Hampi, Badami

Unit 3

Museum and Archaeological sites – Important Museums, Art galleries, Libraries, Caves – Location, assets and characteristics.

Unit 4

Entertainment products: Amusement Park, Theme park, Disney World, Ramoji Film City, Universal Studio, Shopping Malls

Unit 5

Souvenir shopping - Emporiums & its types - private shops & its types and cooperative outlets - Craft villages such as Dilli haat for case study

REFERENCES

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Oki Morihiko, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
4. Mitra, Devla, Buddhist Architecture, Calcutta.
5. Michell, George, Monuments of India, Vol. 1. London.
6. Davies, Philip, Monuments of India, Vol. II., London.

Certificate Level VII (Semester V)

Vocationnal paper - XVII

FAM TOUR IV

Objective and Learning Outcome : To enable the students to appreciate the role of guiding in Tourism destination ; To plan and execute a tour plan

- 2 - 3 days tour with a govt. approved guide

- 1 week tour with an approved tourist guide either for Geography based destination or

festival based destination

(Note: The FAM Tour described above is only a sample. The tour will be designed based on the skill set and awareness level that needs to be developed among the students. It may be restricted to a local destination or to a nearby city.)

SEMESTER- VI

Certificate Level VII (Semester VI)
Vocational Paper XVIII

HOSPITALITY MANAGEMENT

Objectives and Learning Outcome: - To understand the elements and functioning of the hospitality industry in tourism; To enable the students to understand the dynamics and qualities of a hospitality staff.

Unit 1

Nature of hospitality industry – Characteristics of Hospitality Industry – Hospitality Industry Services: An Introduction -Hotel hierarchy: GM, departmental heads, supervisors, operational employees (To be explained generally and with specific reference to hospitality).

Unit 2

Origin of Hotel Industry – Definition – Classification: Size, Location, Ownership, Star , Level of service – Duration of stay – Other emerging types of accommodation – Forest Lodges, Travellers Bungalow, Youth Hostel etc..

Unit 3

Qualities of a Hospitality Employee - Skills and personality traits of hospitality staff, Be passionate, Good communication skills, teamwork qualities, attention to detail, Patience and listening skills, Knowledge about safety and hygiene, Multitasking, problem solver, Local and cultural knowledge. Interpersonal skills Commitment, Tech savvy, Leadership.

Unit 4

Guest Relationship Management –complaint handling emergencies importance and use of PMS in hospitality industry-Opera/IDS

Unit 5

Current issues/emerging trends in hospitality – career opportunity in hospitality industry & Benefits of working in the hospitality industry - (hospitality technology for energy conservation, cloud based services, instant check-in and checkout, guest experiences, sustainability, security, use of social media)

Critical Success factors of business units in the hospitality industry – Visit to any Hotel / Restaurant and Travel agency firms and preparation of a brief report

REFERENCES

- Gray Andligouri – Hotel and Motel Management and Operations (Delhi: Prentice Hall of India)
- Andrews – Hotel Front Office Training Manual (Bombay: Tata Mc Graw Hill)
- Negi – Hotels for Tourism Development) Delhi: Metropolitan India

Certificate Level VII (Semester VI)
Vocational Paper XIX
PROJECT

Project Report/Market Survey Report

a) Project Report:

Preparation of a Project Report for an enterprise involving products/services

Students maybe provided adequate guidance to choose a project based on their interests and Availability of information and authentic inputs in the locality. The specimen proforma of project report given in the textbook may be used for preparing the report. However, mechanical preparation of the report by filling in the information in the proforma should be discouraged.

Further, as the students will be required to appear for a Viva-voce on the basis of their projects, sufficient care should be taken by the students to prepare the report after studying the various aspects involved thoroughly. In a nutshell, the project report should lead to viable enterprise.

b) Market Survey Report

Market research is the process and technique of finding out who your potential customers are and what they want. The survey may be on products and services already available in the market or students may also conduct surveys for new products and services. The report of the survey should be organized under the following broad headings:

1. Objectives.
2. Methods and tools (interviews, questionnaires etc.) to be used to collect information.
3. Records of data and information.
4. Analysis of data and information.
5. Interpretation and conclusion.

For example, a survey may be conducted to find out the choice of households in toiletry soap, tooth paste etc. The data may be analyzed to establish a pattern that may be useful to an entrepreneur.

c) Guidelines for assessment of Project Report / Survey Report

1. Presentation: Format, Clarity, Use of graphs, tables and other visuals, organisation, methodical recording of data and information and general neatness of execution
2. Originality and Creativity
3. Authenticity of information and correctness of calculations and general feasibility of the project/sustainability of conclusion drawn in the survey.

d) Viva Voce on the Project /Market Survey Report

The questions should establish that the report is the original work of the student and that the student has a reasonably clear understanding of the work carried out by him/her. Entrepreneurial qualities such as leadership, self-belief, creativity, originality, initiative etc. may also be assessed by asking a variety of questions related to the report.99999

Certificate Level VII (Semester VI)
Vocational - XX

DIGITAL TOURISM

Objectives and Learning Outcome: - To learn about the role and impacts of Information and Communication Technology on tourism industry in the light of the digital revolution.

Unit 1

Introduction to e-tourism, ICT as enablers for effective tourism management, ICT devices and operations in tourism,

Unit 2

E-commerce- Starting an E-business- E-marketing of tourism products, Payment systems in E-Tourism, Security issues, Online Travel Portals, Business to Business B2B and Business to Consumer B2C Models

Unit 3

Global Distribution System (GDS)- functions. GDS & CRS, CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available), Practical of CRS

Unit 4

Social networking: Meaning, types of social media platforms: Email, Facebook, Instagram, Pinterest, Twitter, Blogs, Importance and its impacts on tourism business.

Unit 5

Current debates in E-tourism- Challenges, Competitive Strategies, and Future of E-tourism

REFERENCES

1. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
2. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
3. Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
4. Malvino A.P (1995), Electronic Principles, McGraw-Hill

Certificate Level VII (Semester VI)
Vocational XXI
SPECIAL INTEREST TOURISM

Objectives and Learning Outcome: To familiarize the students to the provision of customized tourism activities that caters to specific interests of groups and individuals.

Unit 1

Special Interest Tourism - Definition, Components of special interest tourism- Motivators- Perception of modern traveller – Building own package-Factors facilitating growth of SIT, Internet, social media & T V influence

Unit 2

Classification of SIT- Active, social, educational, hobbies, excitement, relaxation, health & therapy - special interest tourism and its relationship with mass tourism- the diversity of special interest tourism products

Unit 3

Eco-tourism - Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts - Eco-tourism strategies with special reference to environmental protection (Environmental impact analysis)

Unit 4

Emerging concepts & issues: Eco/rural/agri/farm/green/wilderness/country side-special interest tourism. Issues associated with the development and use of natural and cultural resources - Authenticity and resource commodification

Unit 5

Key skills required for special interest tourism: Communication and literacy; Problem Solving; Independent working and learning

REFERENCES

1. Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication.
2. Special Interest Tourism, 3rd Edition by Bongkosh N. Rittichainuwat (2018) Cambridge Scholars Publishing
3. Special Interest Tourism: Concepts, Contexts and Cases by Sheela Agarwal, Graham Busby and Rong Huang (2018) , CABI Publisher