

University of Mumbai



No. AAMS_UGS/ICC/2023-24/43

Mumbai - 400 032.

27th July, 2023.

To
The Principal,
Kelkar Education Trust's,
Vinayak Vaze College of
Arts, Science & Commerce,
Mulund (E),
Mumbai - 400 081.

Sub :- B.Voc. (Tourism and Hospitality).

Ref :- RB/MU-2023/CR-490/Edn-3/950 dated 12th July, 2023.

Sir/Madam,

Please refer to the circular No.UG/164 of 2019-20 dated 28th November, 2019, relating to the B.Voc. (Travel and Tourism) Programme.

Further you are hereby informed that the recommendations made by the Board of Studies in Commerce at its meeting held on 07th August, 2022 vide item No. 8 and subsequently passed by the Board of Deans at its meeting held on 30th January, 2023 vide item No. 7.4 (A) have been accepted by the Academic Council at its meeting held on 6th April, 2023 vide item No. 7.12 (A) and subsequently approved by the Management Council at its meeting held on 27th April, 2023 vide item No. 11 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) for the amendment of **O. 6506 relating to the title of the course B.Voc. (Tourism and Hospitality) (Sem I to VI)** has been as the said course has been sanctioned by the U.G.C., New Delhi, under NSQF and the same have been brought into force with effect from the academic year **2018-19** and to read as under:-

Amendment of O. 6506 :-

Existing (Title)	Amended (Title)
<u>B.Voc. (Travel and Tourism) Programme</u>	<u>B.Voc. (Tourism and Hospitality)</u>

(The said circular is available on the University's website www.mu.ac.in).

MUMBAI - 400 032

27th July, 2023

A.C/7.12(A)/06/04/2023.

M.C/11/27/04/2023.


(Prof. Sunil Bhirud)
I/c. REGISTRAR

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Studies in Commerce.
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Department of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy for information and necessary action :-

1. The Deputy Registrar, College Affiliations & Development Department (CAD),
2. College Teachers Approval Unit (CTA),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)
5. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
6. The Deputy Registrar, Executive Authorities Section (EA)
He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
7. The Deputy Registrar, PRO, Fort, (Publication Section),
8. The Deputy Registrar, Special Cell,
9. The Deputy Registrar, Fort Administration Department (FAD) Record Section,
10. The Deputy Registrar, Vidyanagari Administration Department (VAD),

Copy for information :-

1. The Director, Dept. of Information and Communication Technology (DICT), Vidyanagari,
He is requested to upload the Circular University Website
2. The Director of Department of Student Development (DSD),
3. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,
4. All Deputy Registrar, Examination House,
5. The Deputy Registrars, Finance & Accounts Section,
6. The Assistant Registrar, Administrative sub-Campus Thane,
7. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
8. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
9. P.A to Hon'ble Vice-Chancellor,
10. P.A to Pro-Vice-Chancellor,
11. P.A to Registrar,
12. P.A to All Deans of all Faculties,
13. P.A to Finance & Account Officers, (F & A.O),
14. P.A to Director, Board of Examinations and Evaluation,
15. P.A to Director, Innovation, Incubation and Linkages,
16. P.A to Director, Department of Lifelong Learning and Extension (DLLE),
17. The Receptionist,
18. The Telephone Operator,

Copy with compliments for information to :-

19. The Secretary, MUASA
20. The Secretary, BUCTU.

University of Mumbai



Revised Syllabus for
B.Voc (Tourism & Hospitality)
(Sem I to VI)
(Choice Based Credit System)

(With effect from the academic year 2018-19)

University of Mumbai



Syllabus for Approval

O: _____	Title of Course	B.Voc. (Tourism & Hospitality)
O: _____	Eligibility	The Eligibility condition for admission to B.Voc. programme shall be 10+2 or equivalent, in any stream. O.6506
R: _____	Passing Marks	40 %
No. of years/Semesters:		3 Years / (Sem. I to VI)
Level:		P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
Pattern:		Yearly / Semester (Strike out which is not applicable)
Status:		Revised / New (Strike out which is not applicable)
To be implemented from Academic Year :		From Academic Year: 2018-2019

Dr. Ajay Bhamre
Chairman, Board of Studies
Faculty of Commerce and
Management

Prof. Kavita Laghate,
I/c Associate Dean,
Faculty of Commerce and
Management

Dr. Ajay Bhamre
I/c Dean,
Faculty of Commerce
and Management

**KELKAR EDUCATION TRUST'S V. G. VAZE COLLEGE OF ARTS, SCIENCE
AND COMMERCE MITHGAR ROAD, MULUND EAST, MUMBAI-81**

B.Voc. (Tourism & Hospitality) (Approved by U.G.C.) 2018-19

SYLLABUS FOR APPROVAL

INTRODUCTION

From academic year 2018-2019, Kelkar Education Trust's V.G.Vaze college, Mulund (East), Mumbai-89 has started B.Voc. (Tourism & Hospitality) Programme as per the U.G.C. approval.

COURSE STRUCTURE

The duration of the B.Voc. (Tourism & Hospitality) programme shall be 3 years consisting of 6 semesters. B.Voc is a programme with multiple exits. Students make exit after 6 months with certificate (NSQF LEVEL 4) or may continue for Diploma or Advanced Diploma or B.Voc Degree level.

College has proposed a syllabus including, General Components and Skill Component papers from Semester I to Semester VI. General Components have 40% weightage of credits in each of the 6 semesters. The General education components include the curriculums of normal university standards and attempt to provide holistic development of the students.

The syllabus of Skill Component in each semester is aligned to Qualification Packs of the selected job roles in the Tourism sector. This curriculum is as per National Occupational Standards (NOS) defined by the Sector Skill Council.

Thus the curriculum in each of the years of the programme would be a suitable mix of General education and skill development components.

The programme structure includes-

- ❖ Language studies
- ❖ Soft skills and personality development programmes
- ❖ Projects industrial training
- ❖ Internship
- ❖ Study tours

PROGRAM STRUCTURE

GENERAL COMPONENT PAPERS

As per the description of the programme structure in the following table all the semesters from I to VI, contain 4 General Component papers which are assigned 3 credits each. Each credit is equivalent to 15 periods for theory, workshop, labs and tutorials. Therefore, each paper will account for 45 lectures in each of the 6 semesters. Syllabus of every general component paper contains 3 units i.e. 15 lectures per unit.

SKILL COMPONENT PAPERS

In every semester there will be 3 papers having 6 credits for each paper i.e. 18 credits as a total in each of the 6 semesters. The curriculum is necessarily aligned to Qualification Packs of the selected job roles in the Tourism & Hospitality sector.

EVALUATION AND GRADING

The evaluation of each course shall contain 2 parts-

- 1. Internal or In-semester assessment (ISA)**
- 2. External or End- Semester Assessment (ESA)**

For the general component papers in all 6 semesters evaluation and grading will be done by Mumbai University as per the prevailing standards and procedures. The following formula may be used for the credit calculation in General component of the course-

General Component credits refers to a unit by which the course work is measured. It determines the number of hours of instructions required per week . As per the UGC guidelines, One Credit would mean equivalent of 15 periods of 60 minutes each- for theory- workshops/labs and tutorials.

The Skill component papers evaluation and grading will be independently done by Sector Skill Council. The credits for the skill component will be awarded in terms of NSQF level certification which will have 60% weightage of the total credits of the course, as per the UGC guidelines. One Credit would mean equivalent of 15 periods of 60 minutes each- for theory- workshops/labs and tutorials.

PASSING STANDARDS

The General Component of the first batch of B.Voc. (Tourism & Hospitality) which was previously mentioned as Tourism & Hospitality, (2018-2019 who were admitted in the year 2018) in all the semesters will be evaluated in the following pattern-

- 1. Internal OR In Semester Assessment (ISA) - For 25 Marks with Min. Passing of 40% i.e.10 Marks.**
- 2. External OR End Semester Assessment (ESA) - For 75 marks with Min Passing of 40% i.e. 30 Marks.**

Thus, Minimum marks for passing for the batch admitted in the year 2018, any General Component paper in all the 6 semesters would be 40 marks with separate heads of passing with 10 marks in ISA and 30 marks in ESA respectively.

The Skill Component Paper of the first batch of B.Voc. (Tourism & Hospitality) which was previously mentioned as Tourism & Hospitality, (2018-2019 who were admitted in the year 2018) in all the semesters will be evaluated in the following pattern-

- 1. Internal OR In Semester Assessment (ISA)- For 125 Marks with Min. Passing of 40% i.e. 50 Marks.**
- 2. External OR End Semester Assessment (ESA)- For 375 marks with Min Passing of 40% i.e. 150 Marks.**

Thus, Minimum marks for passing for the batch admitted in the year 2018, for Skill Component paper would be 200 marks with separate heads of passing with 50 marks in ISA and 150 marks in ESA respectively.

Intake capacity for this course is 50 students.

PERFORMANCE GRADING

The performance grading of the learners shall be on 10 Point ranking system as under;

Percentage of marks obtained	Grade Point	Grade	Performance
80 & Above	10	O	Outstanding
70 - 79.99	9	A+	Excellent
60 – 69.99	8	A	Very Good
55 – 59.99	7	B+	Good
50 – 54.99	6	B	Above Average
45 – 49.99	5	C	Average
40 – 44.99	4	D	Pass
Less than 40	0	F	Fail

The performance grading shall be based on the performance of Semester End Examination.

COURSE STRUCTURE

Sem	Code No	Subject	Gen/Skill comp	Credits per paper	Total hours/lectures (each lecture of 60 mins)
Sem I	---	Communication skills in English	General Comp	03	45
	---	Communication skills in French I	General Comp	03	45
	---	Introduction to computers	General Comp	03	45
	---	Foundation Course I (general awareness and etiquettes)	General Comp	03	45
Sem I	QP code THC/Q4404- travel consultant	Skill paper 1 THC/N4410: Engage with customer to understand their tour packaging requirement THC/N4411: Plan travel itinerary as per customers requirement THC/N4412: Arrange tour packages in coordination with service providers and partners	Skill Comp	04	Theory 30 Practical 60

Sem I		Skill paper 2 THC/N4413:Monitor the tour progress THC/N9901:Communicate with customer and colleagues THC/N9902: Maintain customer centric orientation THC/N9903:Maintain standard of etiquette and hospitable conduct	Skill Comp	04	Theory 30 Practical 60
		Skill paper 3 THC/N9904: Follow gender and age sensitive service practices THC/N9905: Maintain IPR of organization and customer THC/N9906:Maintain Health & Hygiene	Skill Comp	04	Theory 30 Practical 60
		On Job Practical Training and Report	Skill comp	06	180
Sem II	---	Business communication	General Comp	03	45
	----	Communication skills in French II	General Comp	03	45
	--	Principles of management	General Comp	03	45
	----	Foundation course II Cultural Awareness	General Comp	03	45
Sem II	QP code THC/N4401 Meeting, Conference and Event planner	Skill Paper 1 THC/N4401:Map the customer requirement THC/N4402: Organise the meeting and conference THC/N4403: Organise the event	Skill Comp	04	Theory 30 Practical 60
		Skill Paper 2 THC/N4404:Coordinate and confirm the plans THC/N9901: Communicate with customer and colleagues THC/N9902: Maintain customer-centric service	Skill comp	04	Theory 30 Practical 60

		orientation			
		Skill Paper 3 THC/N9903: Maintain standard of etiquette and hospitable conduct THC/N9904: Follow gender and age sensitive service practices THC/N9906: Maintain health and hygiene	Skill comp	04	Theory 30 Practical 60
		On Job Practical Training and Report	Skill comp	06	180
Sem III	---	Accountancy I	Gen comp	03	45
	---	Organizational behaviour I	Gen Comp	03	45
	---	Media and advertising I	Gen comp	03	45
	---	History of tourism (India)	Gen comp	03	45
Sem III	QP code- THC/Q4302- ticketing consultant	Skill paper I THC/N4304: Engage with the customer for ticketing Service THC/N4305: Book the tickets THC/N4306: Follow up with the customer	Skill comp	04	Theory 30 Practical 60
		Skill paper II THC/N9901: Communicate with customer and colleagues THC/N9902: Maintain customer-centric service orientation THC/N9903: Maintain standard of etiquette and hospitable conduct	Skill comp	04	Theory 30 Practical 60
		Skill paper 3 THC/N9905: Maintain IPR of organization and customers THC/N9906: Maintain health and hygiene	Skill comp	04	Theory 30 Practical 60
		Skill Paper 4 World Maps, Airport &	Skill comp	06	Theory 45

		City codes, Travel Terminology, Airline baggage Allowances, Calculation of Airfares & Ticketing			Practical 90
Sem IV	-----	Accountancy II	General Comp	03	45
	-----	Organizational behaviour II	General Comp	03	45
	----	Media and advertising I	General Comp	03	45
	-----	History for tourism (world)	General Comp	03	45
Sem IV	QP code THC/4302 Ticketing consultant	Internship & report	Skill Comp	18	540
Sem V	----	Human resource management	General comp	03	45
	----	Entrepreneurship I	General comp	03	45
	-----	Tourism geography	General comp	03	45
	-----	Marketing	General comp	03	45
Sem V	QP code- THC/Q0106 Duty Manager	Skill paper 1 Computer Reservation system	Skill comp	02	Theory 15 Practical 30
		Skill Paper 2 THC/N0116 : Plan and control day to day front office activities THC/N0117 Assist in managing the front office operations THC/N0118 Manage the front office staffing process	Skill Comp	04	Theory 30 Practical 60
		Skill Paper 3 THC/N9901: Communicate with customer and colleagues THC/N9902: Maintain customer-centric service orientation THC/N9903: THC/N9903: Maintain standard of etiquette and hospitable conduct	Skill Comp	04	Theory 30 Practical 60

		Skill Paper 4 THC/N9904: Follow gender and age sensitive practices THC/N9905: Maintain IPR of organization and customers THC/N9906: Maintain health and hygiene	Skill comp	04	Theory 30 Practical 60
		Skill Paper 5 THC/N9907: Maintain safety at work place THC/N9909: Learn a foreign or local language including English	Skill comp	04	Theory 30 Practical 60
Sem VI	----	Customer service management	General Comp	03	45
	----	Entrepreneurship II	General Comp	03	45
	----	Sustainable tourism	General Comp	03	45
	----	Crisis management	General Comp	03	45
Sem VI	QP code THC/Q4405	Internship & Report	Skill Comp	18	540

DETAILED SYLLABUS

SEMESTER I

General component

Paper - I

COMMUNICATION SKILLS IN ENGLISH

Number of lectures: 45 per semester

Number of Credits: 03

Course: Communication Skills in English and Business Communication

Objectives:

1. To make the learners effective in reading, listening, writing and speaking
2. To familiarize them with various styles and registers of English
3. To enhance their communicative competence in English
4. To introduce them to business communication

Unit I: Listening and Speaking (in the Language Laboratory)

- a) Awareness of International variants of English
- b) Conversation techniques: at the counter, on phone and personalized interaction
- c) Sounds of English: Correct pronunciation, stress and intonation
- d) Comprehension of continuous oral discourse

Unit II: Reading

- a) Comprehension of Tourism related literature
- b) Reading with fluency and speed
- c) Skimming and scanning
- d) Identifying relevant information
- e) Map reading - Interpreting maps and geographical projections

Unit III: Grammar and Paragraph Writing

- a) Verbs and time expressions
- b) Articles and Prepositions
- c) Correct Sentence construction
- d) Correction of common errors
- e) Writing a paragraph: using appropriate linking devices: Cohesion and Coherence etc.
- f) Email: Inquiry, Thank you, Persuasion, Polite Refusal and Apology

Project: (For the internals)

1. Situation based Role Play
2. Situation based writing task/s

Reference books:

1. Bellare, Nirmala. *Reading Strategies*. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
Bhasker, W. W. S & Prabhu, N. S.: *English through Reading*, Vols. 1 and 2. Macmillan, 1975.
2. Blass, Laurie, Kathy Block and Hannah Friesan. *Creating Meaning*. Oxford: OUP, 2007.
3. Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate)*. Cambridge: CUP, 2004.
4. Doughty, P. P., Thornton, J. G, *Language in Use*. London: Edward Arnold, 1973.
5. Freeman, Sarah: *Written Communication*. New Delhi: Orient Longman, 1977.
6. Maley, Alan and Alan Duff. Second Edition. *Drama Techniques in Language Learning*. Cambridge: CUP, 1983.
7. Mohan Krishna & Banerji, Meera: *Developing Communication Skills*. New Delhi: Macmillan India, 1990.
8. Mohan Krishna & Singh, N. P. *Speaking English Effectively*. New Delhi: Macmillan India, 1995.
9. Narayanaswami, V. R. *Organised Writing*, Book 2. New Delhi: Orient Longman.
10. *Reading & Thinking in English*, Four volumes, (vol. 1 for the lowest level, vol. 4 for the highest level). The British Council Oxford University Press, 1979-1981.
11. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.

Paper - II

BASIC COMMUNICATION SKILLS IN FRENCH

Number of lectures: 45 per semester

Number of Credits: 03

Course: Basic communication skills in French

Objectives:

1. To acquire basic knowledge of the vocabulary and grammatical structures in French.
2. To familiarize them with various sounds of the foreign language.
3. To acquire the necessary communication skills required for day to day social interaction
4. To introduce them to tourist attractions in France and French speaking countries

Unité I: Ecouter et Parler

- a) Se présenter
- b) Donner des informations sur soi.
- c) Aborder quelqu'un
- d) Demander le renseignement

Unité II: Lecture

- a) Découvrir une ville
- b) S'orienter
- c) Connaître les endroits dans la carte.
- d) Décrire un itinéraire

Unité III: Ecrire

- a) Les articles, les noms et les prépositions
- b) Les phrases (3 formes)
- c) Les verbes et la conjugaison.
- d) Présenter une famille.

Project: (For the internals)

1. Se débrouiller en français
2. Présenter une famille.

Reference books :

1. Tendances - méthode de français A1 (CLE International) 2016
2. Tendances – Cahier d'activités A1 (CLE International) 2016
3. Grammaire française facile (Easy French Grammar for beginners) Paul Chinnapan
4. Get Ready – Writing skills – Rashmi Varma, Diego A. Agundez

Paper - III

INTRODUCTION TO COMPUTERS

Number of lectures: 45 per semester

Number of Credits: 03

Course: Introduction to computers

Objectives:

1. To make the students aware of basics of computers.
2. To help the students prepare presentations.
3. To prepare the students for creating documentations, excel sheets.
4. To introduce them to the database concepts.

Unit I: Introduction:

- a) What is Computer? Software, Hardware, Operating system, Software Applications, Computer Terminology, Starting and stopping computer, using mouse, working with files and directories, Working with windows environment, introduction to LAN and Internet
- b) Microsoft Word: Introduction to MSWord, Menus shortcuts
- c) Working with documents: opening (new and existing) and saving file, editing file, inserting and deleting (text, symbols etc) cut copy paste undo redo, find search replace, using toolbars ruler, using help
- d) Formatting Document: setting font style, setting paragraph style, setting page style

e) Creating tables: inserting tables, borders alignments, merging, splitting, sorting, insertion and deletion of rows and columns

Drawing and tools:

inserting pictures, clipart and wordart, formatting and editing pictures, clipart and wordart, word completion, spell check, mail merge

Unit II:

a) Microsoft Excel: Introduction: Opening and saving files, Menus and toolbars, using help, Shortcuts

b) Working with Spreadsheets: setting margins, Rows, columns and cells, referring cell and selecting cell, entering and editing cell data, cut copy paste undo redo, find search replace, filling continuous rows and columns, inserting column, row and spreadsheet, setting formula, Finding total in a row or column, Mathematical operations (addition, subtraction, multiplication, division, exponentiation)

c) Formatting Spreadsheets: Formatting cell, row, column: alignment, font border

d) Worksheets: sheet name, row, column headers, row height, column width

e) Working with sheets: Sorting, filtering, subtotal, validation

f) Creating charts: Selecting charts, Formatting charts, label, scaling etc.
printing worksheets

g) Microsoft Access: Introduction: Database concepts

h) Opening and saving the database files: Creating and modifying tables, entering data into table, importing data

i) Creating Queries: Simple SQL statements for inserting deleting, updating and displaying information.

j) Creating forms: GUI, Forms

Unit III:

a) Microsoft PowerPoint: Introduction:

Opening and saving presentation (new / old), Selecting presentation layout, setting background, presentation templates

b) Creating Presentation: Adding text to presentation, setting the font and style

c) Formatting Presentation: Adding style, gradient fill, headers and footers, Setting background, slide layout

d) Adding Graphics to Presentation: adding pictures movies, tables to presentation.

e) Adding effects to Presentation: Setting animation effects

f) Internet: What is internet? Browsers, Email, Electronic commerce, search engines, GPS and its uses

Practical's:

1. Create a word document and perform following

- i. Add some text to it
- ii. Format the text
- iii. Change the font and colour of the text
- iv. Change the alignment
- v. Insert a picture
- vi. Illustrate cut, copy, paste
- vii. Change paragraph setting
- viii. Illustrate find and replace

2. Create a word document and do the following

- i. Insert table
- ii. Add data to table
- iii. Illustrate - Adding new row / column, Deleting row /column, merging rows/columns
- iv. Illustrate - Splitting row /column
- v. Illustrate sorting

3. Create an Excel document and perform the following

- i. Add student data like name, address, email marks of 5 subjects etc
- ii. Change the name of the sheet to Student
- iii. Add new sheet and change its name to college
- iv. Add college information to college sheet (name, address, phone number, courses offered)
- v. Sort the data of college sheet by college name in chronological order.
- vi. in students sheet use formula to calculate the percent of student and store it in separate column.
- vii. Illustrate filtering.
- viii. add some relevant data to excel sheet and illustrate the creation of charts from these data.
- ix. Illustrate various mathematical operations.
- x. Change the font and colour of the text contained in cells.

4. Create a employee database containing three tables employee, salary, Department Employee (eno, name, email, phone, deptno) Salary (eno, basic, TA, DA, special allowance) Department(deptno, name)

- i. Insert few records into each table.
- ii. Fire few insert queries.
- iii. Fire few select queries.
- iv. Create a form for getting employee data.

5. Create a presentation which illustrate animation, use of pictures, videos etc.

Reference Books:

1. MS-OFFICE 2010 Training Guide by Prof. Satish Jain, M. Geetha, Kratika,,BPB Publications
2. Microsoft office 2010 All in One for dummies by Peter Weverka, Wiley Publications,
3. Microsoft Office Professional 2010 step by step by Joyce Cox, Joan Lambert, Curtis Frye, Microsoft Press
4. Introduction to Information Technology, by V. Rajaraman
5. Introduction to GPS by Ahmed El-Rabbany

Paper- IV

FOUNDATION COURSE I: GENERAL AWARENESS AND ETIQUETTE

Number of lectures: 45 per semester

Number of Credits: 03

Objectives:

1. To create general awareness amongst the students about the nation and the world.
2. To help the students to understand the nature of Indian society
3. To develop an understanding of the issues faced by the world
4. To develop the students' personality to make them ready to enter the employability market.

Unit I: Overview of Indian Society

- a) Multi-cultural nature of Indian Society: Regional, linguistic and religious diversities
- b) Understanding Disparities: Gender, Urban - Rural divide and Tribal society
- c) Globalization and Indian Society: Concepts of Liberalization, Privatization and Globalization, Impact of Globalization on industry, employment and migration

Unit II: Global Perspectives

- a) Environmental Awareness: Definition, Meaning and Functioning, relations between Man and environment
- b) Cultural Systems and Beliefs: Understanding the various cultural systems and beliefs of the world, inter- continental belief systems
- c) Language and Communication Techniques: Verbal and Non-verbal communication in major regions of the world

Unit III: Workplace Etiquette

- a) Professionalism, Attire and Voice Modulation
- b) Body language, Posture, Meeting and Greeting
- c) Table Manners and meal etiquette

SKILL COMPONENT

Semester I

Qualification Pack: Travel Consultant

Objective:

1. Engage with customers and identify their needs
2. Estimate the cost of the tour
3. Prepare the itinerary
4. Handover the final package to the customer

Skill paper I

Unit I- Engage with customer to understand their tour packaging requirement

To understand the need of customer the travel consultant must first understand:

The meaning of Tourism, Significance of Tourism, Five A's of Tourism, Types of Tourism, Leisure tourism, Cultural Tourism, Adventure Tourism, Sports Tourism, Religious Tourism, Business Travel, Tourism Infrastructure, Accommodation, Attractions – Man made, Natural, Tourism Organizations-International, government, private. Travel documents passports, visas.

Unit II - Plan travel itinerary as per customer's requirement

Understand how an Itinerary is planned and organized, Importance of knowing dates or month of travel of the client, knowing details like how many people travelling, preferred mode of travel with the class, budget of the client any extra services required. Gathering Resources for itinerary planning, Planning the itinerary – Importance of efficient routing, Pace of the itinerary, Interest of the tourist, Details to be considered, Energy level of tourists. Costing of a Tour with sufficient profit.

Unit III -Arrange tour packages in coordination with service providers and partners

To understand the importance of coordinating efficiently with different services providers such as Railways, Airlines, Hotels, Transport providers, take quotations from service providers, Sending Booking details of passengers, along with necessary documents like a photo id. Reconfirming the reservations of passenger before departure. Knowledge of Cancellations charges and refund policy of the various suppliers.

Skill paper II

Unit I- Monitor the tour progress

Monitor the tour closely. Coordinate effectively with the customers and service providers like airlines, hotels, local transporters to make sure customer doesn't face any kind of problems during the tour. In case of any mishaps like natural calamities, flight cancellations, delays. Make alternative arrangements for customers. Importance of acting in a quick and efficient way. Importance of seeking feedback from the customers. Achieving customer satisfaction.

Unit II - Communicate with customer and colleagues

Interacting with superiors; communicating with colleagues; communicating effectively with customers-Understanding guest needs-Handling customer complaints/ feedback- Build friendly but impersonal relationship with the customers-Use appropriate language and tone and listen actively-Show sensitivity to gender/ cultural and social differences- Understand customer expectations and provide appropriate product/services- Respond back to the customer immediately-Up selling /promoting suitable products and services- Seek feedback from customers-Explain terms and conditions clearly

Unit III-Maintain customer centric orientation

Understanding guest requirement- Inter-departmental communication-Responding to guest queries- Protocol to contact guest in the room-Front office consumables- What is customer service- Handling customer requests- Brand value

Skill paper III

Unit I - Follow gender and age sensitive service practices

Women rights- Women safety-Company policy on behaviour with women- Women equality- Educating customers on specific facilities and services available; providing different age and gender specific customer service; following standard etiquette with women at workplace

Unit II- Maintain IPR of organization and customer

Make sure new initiatives of your company are not leaked out- Report IPR violations- Read copyright clause

Protect infringement upon customer's interests- know which aspect of customer information can be used- Report any infringement

UNIT III - Maintain Health & Hygiene

Ensure cleanliness around workplace in hospitality and tourist areas- Follow personal hygiene practices - Take precautionary health measures- What is hygiene- Importance of Hygiene- Personal Hygiene- Safe health practices- What are hazards- Identifying work hazards- Preventive measures- health risks to the worker or customer- healthy work practices- internal hygiene-audit tests.

SEMESTER II

Paper I

BUSINESS COMMUNICATION

Number of lectures: 45 per semester

Number of Credits: 03

Course: Business Communication

Objectives:

1. To make the learners effective in reading, listening, writing and speaking
2. To familiarize them with various styles and registers of English
3. To enhance their communicative competence in English
4. To introduce them to business communication

Unit I

1. Theory of Business Communication

- a) Communication cycle
- b) Barriers to communication and how to overcome them

- Socio-psychological barrier
 - Cultural barrier
 - Language barrier
- c) Negotiation skills
- d) Business Ethics

Unit II: Workplace Interactions

- a) Conduct of meetings and Minute writing
- b) Presentations
- c) Interviews

Unit III: Writing Skills

- a) Business emails
- b) Destination Profiles
- c) Brochures and Flyers
- d) Advertisement
- e) Sales Letters

Project: (for internals)

1. Communication tasks from Unit 2, 3

Reference books:

1. Ashley, A. (1992) *A Handbook Of Commercial Correspondence*, Oxford University Press.
2. Bahl, J.C. and Nagam, S.M. (1974) *Modern Business Correspondence and Minute Writing*.
3. Balan, K.R. and Rayudu C.S. (1996) *Effective Communication*, Beacon New Delhi.
4. Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) *How to Write First Class Business Correspondence*, N.T.C. Publishing Group USA.
5. Banerjee, Bani P (2005) *Foundation of Ethics in Management* Excel Books
10. Businessworld Special Collector's Issue: Ethics and the Manager
6. Barkar, Alan (1993) *Making Meetings Work*, Sterling Publications Pvt. Ltd., New Delhi.
7. Basu, C.R. (1998) *Business Organisation and Management*, T.M.H. New Delhi.
8. Benjamin, James (1993) *Business and Professional Communication Concepts and Practices*, Harper Collins College Publishers, New York.
9. Bhargava and Bhargava (1971) *Company Notices, Meetings and Regulations*
10. Bovee Courtland, L. and Thrill, John V. (1989) *Business Communication*, Today McGraw Hill, New York, Taxman Publication.
11. Ecouse Barry, (1999), *Competitive Communication: A Rhetoric for Modern Business*, OUP.

12. Frailley, L.E. (1982) *Handbook of Business Letters*, Revised Edn. Prentice Hall Inc.
13. French, Astrid (1993) *Interpersonal Skills*. Sterling Publishers, New delhi.
14. Fritzsche, David J (2005) *Business Ethics: A Global and Managerial Perspective* McGraw Hill
15. Gartside, L.E. (1980) *Modern BusinessCorrespondence*, McDonald and Evans Ltd. Plymouth.
16. Ghanekar,A(1996) *Communication Skills for Effective Management*. Everest Publishing House, Pune.
17. Graves, Harold F. (1965) *Report Writing*, Prentice Hall, New Jersey.
18. Gupta, Anand Das (2010) *Ethics, Business and Society: Managing Responsibly Response Books 32*.

Paper- II

BASIC COMMUNICATION SKILLS IN FRENCH

Number of lectures: 45 per semester

Number of Credits: 03

Course: Basic Communication Skills in French

Objectives:

1. To acquire basic knowledge of the vocabulary and grammatical structures in French.
2. To familiarize them with various sounds of the foreign language.
3. To acquire the necessary communication skills required for day to day social interaction
4. To introduce them to tourist attractions in France and French speaking countries.

Unité – I Raconter un voyage

- a)Organiser un voyage.
- b)Rencontrer des difficultés
- c)Visiter une région.

Unité - II: Faire des achats

- a)Choisir un cadeau
- b)Choisir des vêtements
- c)Visiiter les attractions touristiques.

Unité - III: Ecrire les messages

- a)Comprendre un message spécifique.
- b)Comprendre un message téléphonique
- c)Exprimer son intérêt.
- d)Faire une brochure de tourisme.

1. Project: (for internals)

1. Situation based role play (at the counter, at the tourist spot, while shopping)

Paper- III

PRINCIPLES OF MANAGEMENT

Number of lectures: 45 per semester

Number of Credits: 03

Course: Principles of Management

Objectives -

1. The students will learn about the development of Management principles and how it will affect future.
2. Unit's are design to teach students the fundamentals of management as they are practiced today.

Unit – I

- a) Evolution of Management theories and approaches historical background. School of Management thoughts.
- b) Traditional and modern management.
- c) Contemporary management thoughts.
- d) Management processes and practices

Unit – II

- a) Planning: concept, importance, process, decision making, MBO
- b) Organizing: concepts, significance, centralization, decentralization, departmentation, structures.
- c) Staffing: sources, selection process.
- d) Directing: meaning, steps.
- e) Motivation: concept, theories.
- f) Coordination: communication, budgeting, and controlling.

Unit – III

- a) Leadership concept: qualities, styles of leadership.
- b) Leadership and its effects on business.
- c) Practical application.

Reference books:

1. Essentials of Management, Koontz H and W, Mc. Graw Hill, New York
2. Principles of management text and cases DR. M Shaktivel Mulugan, New Age Publication.
3. Principles of Management, Ramasamy, Himalaya Publication, Mumbai
4. Management concept and OB, P S Rao and N V Shah, Ajab Pustakalaya
5. Management Text and cases, VSP Rao, Excel Books, Delhi

Paper- IV

FOUNDATION COURSE II -CULTURAL AWARENESS

Number of lectures: 45 per semester

Number of Credits: 03

Course: FoundationCourse II -Cultural Awareness

Objectives:

1. To introduce the students to various cultural aspects of the world
2. To help students study the different cultural manifestations in different parts of the world

Unit I: Introduction to Cultural Awareness

- a) Meaning of Culture; determinants of Culture
- b) Mythological and Historical Background to the development of culture
- c) Cultural diversities in the World - regional, racial and religious

Unit II: Cultural Evidences

- a) Natural evidences of culture: Caves and other formations
- b) Manmade evidences of culture: Monuments, Structures and their Architecture
- c) Art: Sculptures and Paintings

Unit III: Intangible Culture

- a) Fairs and Festivals
- b) Music and Dance
- c) Cuisine, Textiles and Handicrafts

SEMESTER II

SKILL COMPONENT

Qualification Pack: Meeting, Conference and Event Planner

Objective:

1. Map the customer requirement
2. Organise the meeting and conference
3. Organise the event
4. Coordinate and confirm the plans

Skill Paper I

Unit I– Map the customer requirement

Meeting and Conference Planner should be able to coordinate effectively with the customers and understand their needs with respect to the number of people attending, the type of meal and snacks required and the target audience understand the purpose and type of the meeting and conference, understand the budget of the customer, dates on which the customer is planning the event, meeting or conference, identify the type of group for whom the event or conference is being targeted and organised such as family, friends, children, bachelors, spinsters, colleagues, etc. provide the rough cost estimate of the event and discuss with the customer.

Unit II- Organise the meeting and conference

Plan the most important aspects of the meeting and conference such as time, location, cost, budget, prepare the list of needed resources venues, suppliers, legal obligations, staffing. Analyze the cost of organizing the conference. Coordinate with the various service providers to get a break down of costs individually. Ensure to negotiate with the service providers. Ensure to have back up plans in case of errors

Unit III- Organise the event

Understand the most important aspects of the event such as time, location, cost, budget, procure the list of invitees that the customers are planning to invite. A event planner should be able to work on the cost department wise. Prepare the rough estimate of the total cost for the event organizing, brief the customers on the cost estimate and get the approval. Coordinate with the various departments and sections like venue management, caterers, musicians, cakes, sounds and speakers, photographers, calligraphers, designers, beauticians, banquet department, equipment hires, djs, videographers, florists, etc. based on the requirements for the events.

Plan some creative and innovative event plan organizing which will be unique to that particular event. Check if the location matches the purpose of the event, plan on the furniture, seating arrangement. Suggest menu options to the caterers based on the customer requirement or if own or menu plans have been charted out. Process the refund as per company policy in case of cancellation of event.

Skill Paper II

Unit I - Coordinate and confirm the plans

Confirm the planned arrangements with customer. Ensure the prepared plan is according to the requirements of the customer and their budget; update the customer on the planned schedule of the event. Follow up with the customers for the payments to be made, provide them with the detailed breakup of the cost, provide them invoice after the payment is done. Assist the customers if they want an up-gradation or alteration to the plan, offer quick solutions to any problems that arise during the event. Monitor the event timelines; ensure the required deadlines are met, both in arranging and also in the schedule organized, track

customer complaints and ensure to act on it with immediate effect. Prepare a summary report on the arranged event, conference or meeting for the management records. Ensure to maintain secrecy of the customers personal details. Build and maintain long term relationships and good rapport with the customers make sure all the needs of the customers are met.

Unit II

Communicate with customer and colleagues

Interacting with superiors; communicating with colleagues; communicating effectively with customers-Understanding guest needs-Handling customer complaints/ feedback- Build friendly but impersonal relationship with the customers-Use appropriate language and tone and listen actively-Show sensitivity to gender/ cultural and social differences- Understand customer expectations and provide appropriate product/services- Respond back to the customer immediately-Up selling /promoting suitable products and services- Seek feedback from customers-Explain terms and conditions clearly

Unit III

Maintain customer centric orientation

Understanding guest requirement- Inter-departmental communication-Responding to guest queries- Protocol to contact guest in the room-Front office consumables- What is customer service- Handling customer requests- Brand value

Skill Paper III

Unit I

Maintain standard of etiquette and hospitable conduct

How to address a guest- Friendliness v/s familiarity- Customer loyalty- Face-to-Face Conversation – Procedure- Behaviour- Personal Presentation – Telephone- Mannerism- Basic Manners- Perfect attitudes- Personality traits of employees in Front office- - Work Etiquettes – Common principles – Office etiquettes – Punctuality – Stay Away From Gossip – Appropriately; Business Etiquette: Greeting – Nametags – Reception-Office Parties Cultural Courtesy – Body Language – Telephone etiquette and manners. Front desk grooming- Greeting- handshakes- some polite expressions- apologies- remarks ; Western Etiquette.

Unit II

Follow gender and age sensitive service practices

Women rights- Women safety-Company policy on behaviour with women- Women equality- Educating customers on specific facilities and services available; providing different age and gender specific customer service; following standard etiquette with women at workplace

Unit III

Maintain Health & Hygiene

Ensure cleanliness around workplace in hospitality and tourist areas- Follow personal hygiene practices - Take precautionary health measures- What is hygiene- Importance of

Hygiene- Personal Hygiene- Safe health practices- What are hazards- Identifying work hazards- Preventive measures- health risks to the worker or customer- healthy work practices- internal hygiene-audit tests.

SEMESTER III

Paper- I

ACCOUNTING I

Number of lectures: 45 per semester

Number of Credits: 03

Course: Accounting I

Objectives:

1. Prepare basic financial statements and convert them into Analytical format
2. Prepare cash projection statement
3. Generate accurate cost budgets for tours
4. Monitor the cost as per the budget for financial discipline
5. Generate MIS reports for effective decision making.

Unit I-Introduction, Definition of Accounting

- a) Need for Accounting, Methods of Accounting
- b) Branches of Accounting – Financial Accounting, Cost Accounting & Management Accounting
- c) Financial Accounting Process – Recording, Classifying, Summarizing, Interpreting the Results, Preparation of Bank Reconciliation Statement
- d) Accounting Concepts and Principles

Unit II-Financial Statements

- a) Revenue Statements
- b) Balance Sheet
- c) Ratio Analysis and Cash Flow

Unit III- Introduction to Computerised Accounting – Tally 15 Lectures

Reference Books:

1. Text book for Book Keeping as prescribed by Maharashtra State Board for Class XI and XII.
2. Accountancy and Financial Management I/II/III/IV- By MananPrakashan or Sheth Publication

3. Introduction to Cost Accounting by Manan Prakashan or Sheth Publication
4. Introduction to Management Accounting by Manan Prakashan or Sheth Publication
5. Advanced Accounts Vol – I by Shukla & Grewal
6. Advanced Accounting by R. L. Gupta -S.Chand Publication
7. Advanced Accounting – Financial Accounting – Ashok Sehgal, Deepak Sehgal – Taxmann Publication
8. Direct Taxes – By Manan Prakashan or Sheth Publication
9. Indirect Taxes – By Manan Prakashan or Sheth Publication

PAPER II

ORGANIZATIONAL BEHAVIOR I

Number of lectures: 45 per semester

Number of Credits: 03

Course: Organizational Behaviour II

Objectives:

1. To facilitate understanding of the different facets in organizational behaviour.
2. To examine the major sources and outcomes of various behavioural components in work.

Unit I: Introduction to Organizational Behaviour

- a) Defining Organizational Behaviour
- b) Theoretical framework- cognitive framework, behaviouristic framework and social cognitive framework
- c) Diversity and ethics: the nature of diversity, managing diversity, ethics and ethical behaviour in organization

Unit II: Attitudes:

- a) Definition of Attitudes
- b) Components of Attitude
- c) Antecedents of work-related Attitudes
- d) Job satisfaction and organizational commitment

Unit III: Motivation:

- a) Definition
- b) Early theories: Maslow hierarchy of needs, Herzberg two factor theory, theory X and theory Y
- c) Modern theories: goal setting theory, equity theory, expectancy theory

Reference books:

1. Fred Luthans, Organizational Behaviour: McGraw-Hill International Edition, Management and Organizational Series.
2. Stephen P. Robbins, Organizational Behaviour, San Diego State university, Prentice-Hall of India, New Delhi.
3. Spector, P.E (2012), Industrial and Organizational Psychology: Research and Practice. Singapore: John Wiley & Sons Pte. Ltd (Indian reprint 2015).

Paper- III**MEDIA AND ADVERTISING**

Number of lectures: 45 per semester

Number of Credits: 03

Course: Media and Advertising**Objectives:**

1. To familiarize the learners with the basics of media and advertising
2. To make them aware of the roles of media and advertising in Travel and Tourism
3. To make them understand the features of tourism related advertising
4. To enable them to create campaigns in the relevant field

Unit I: Media: an introduction

- a) Constituents of media: Language, religion, discourse and technology
- b) Types of Media: Print Media, Television, Outdoor and New Media (along with their respective advantages and disadvantages)

Unit II:

- a) Media planning, Media strategies, Media mix
- b) Digital media planning: SEO, Email marketing, Mobile marketing, Social media, Travel Blogs

Unit III: Advertising: An Overview

- a) Meaning, definition, objectives, functions and stakeholders of advertising
- b) Creativity in Advertising: copy writing, illustrations, techniques of visualization

For internals and projects: a) Students to prepare a newspaper ad or a magazine ad for Travel agency/ tourism departments of state governments

b) Case studies

Paper IV

HISTORY OF TOURISM – INDIA

Number of lectures: 45 per semester

Number of Credits: 03

Course: History of Tourism – India

Objectives:

1. To create an awareness amongst the students about the various aspects of Indian tourism industry
2. To develop an understanding of functioning of tourism in India
3. To increase familiarity with the new trends in the tourism industry in India

Unit I: Concepts of Tourism

- a) Definition, Scope and importance of Tourism in India
- b) Forms of Tourism
- c) Factors promoting Tourism in India

Unit II: Tourist Circuits in India

- a) Northern, Western, Southern and Eastern circuits
- b) Natural tourist destinations
- c) Manmade tourist destinations

Unit III: New Trends in Tourism in India

- a) Agro-tourism, eco-tourism and medical tourism
- b) Adventure and Gig tourism
- c) Home-stays, gastro-tourism and slum tourism

Semester III

SKILL COMPONENT

Qualification Pack: Ticketing Consultant

Objective:

1. Interact with the customer to understand their travel plan and specific requirements
2. Provide travel advisory
3. Book the tickets
4. Follow up with the customers

Skill paper I

Unit I

Engage with the customer for ticketing Service

Greet the customer. Interact with the customer to understand their travel plan and specific requirements, understand their plan for domestic or international travel. Assess Customer's approximate travel budget. Understand the purpose of travel - business, leisure, medical, religious, group, family. Suggest the appropriate mode of travel such as airline, rail, bus, cruise, etc. as per the customer requirement and their budget. Ensure to provide most accurate information to customers. Check on the availability of tickets at the preferred dates. Baggage allowance for check-in and hand baggage. Destination specific advisory. Coordinate with airlines, railways and bus transport operators for tickets.

Unit II-

Book the tickets

Liaise with the transport operators (airlines, railways, cab, cruise and bus, Check the availability of tickets for the dates on which customer desires to travel. Reading the timetables (Railways, Airlines). Having knowledge of latest promotional offers, laws, procedures and policies of the various railways, airlines and other modes of travel. Collection of necessary documents for making booking like ID proof, passport, visa. Providing final cost of the ticket including any taxes. Collect the payment. Book the ticket at the specified dates of travel. Double check on the booking. Prepare the customer invoice and handover to customer.

Unit III

Follow up with the customer

Effectively communicate with the customer for bookings. Draft the mails for different reasons such as sending tickets, cancellation of flights, apologizing for mistakes done. Brief the customer about baggage allowance, web check in process. Inform the customer in case of schedule change of the flight. Compensate the customers with better options if there is a mistake and as per company's policy. Process for refunds as per company policy.

Skill Paper II

Unit I

Communicate with customer and colleagues

Job requirements and work standards - Communication with superior- Interacting with colleagues- Teamwork- Interacting with customers- Understanding guest needs- Handling customer complaints/ feedback- Delivering message / materials to guest
Understanding guest problem- Identification of possible resolution- Complaint handling procedure- Empathy- Guest Feedback

Unit II

Maintain customer centric orientation

Understanding guest requirement- Inter-departmental communication-Responding to guest queries- Protocol to contact guest in the room-Front office consumables- What is customer service- Handling customer requests- Brand value

Unit III

Maintain standard of etiquette and hospitable conduct

How to address a guest- Friendliness v/s familiarity- Customer loyalty- Face-to-Face Conversation – Procedure- Behaviour- Personal Presentation – Telephone- Mannerism- Basic Manners- Perfect attitudes- Personality traits of employees in Front office- - Work Etiquettes – Common principles – Office etiquettes – Punctuality – Stay Away From Gossip – Appropriately; Business Etiquette: Greeting – Nametags – Reception-Office Parties Cultural Courtesy – Body Language – Telephone etiquette and manners. Front desk grooming- Greeting- handshakes- some polite expressions- apologies- remarks; Western Etiquette.

Skill Paper III

Unit I

Follow gender and age sensitive service practices

Women rights- Women safety-Company policy on behaviour with women- Women equality- Educating customers on specific facilities and services available; providing different age and gender specific customer service; following standard etiquette with women at workplace Securing company's IPR; respecting customer's copyright-Make sure new initiatives of Hotel are not leaked out-Report IPR violations- Read copyright clause-Protect infringement upon customer's interests- Know which aspect of customer information can be used- Report any infringement

Unit II

Maintain IPR of organization and customer

Make sure new initiatives of your company are not leaked out- Report IPR violations- Read copyright clause. Protect infringement upon customer's interests- know which aspect of customer information can be used- Report any infringement

Unit III

Maintain Health & Hygiene

Ensure cleanliness around workplace in hospitality and tourist areas- Follow personal hygiene practices - Take precautionary health measures- What is hygiene- Importance of Hygiene- Personal Hygiene- Safe health practices- What are hazards- Identifying work hazards- Preventive measures- health risks to the worker or customer- healthy work practices- internal hygiene-audit tests.

Skill Paper IV

Airfares & Ticketing

Unit I

Geography in travel planning

World Political maps, IATA Traffic conference areas, Sub areas, Coding and decoding three letter city and airport codes, destination geography, physical geography. World Time Zones and Elapsed travel times.

Unit II

Air Transport essentials

Airport Terminals, Departure formalities, Transit areas, Arrival formalities, Airlines alliances networks, airlines loyalty programs, cabin classes, booking class codes, aircraft seat configuration and seat assignment, special meals, ancillaries, Baggage Allowances, Interpreting flight timetable, Industry codes, Terminology and definitions.

Unit III

Fundamentals of Air Fares and Ticketing

Global indicators, One way fare construction, Maximum permitted mileage, Excess mileage allowance, excess mileage surcharge, higher intermediate point check, Calculating fare for round trip & circle trip, taxes fees and charges and currency conversions, child and infant discounted fares, special fares types, interpreting special fare rule paragraphs, open jaw journeys, Consolidator net fares, The Ticket, description of tickets, ticket data elements, coupon status indicators. Electronic miscellaneous documents.

SEMESTER IV

Paper I

ACCOUNTING I

Number of lectures: 45 per semester

Number of Credits: 03

Objectives:

1. Prepare basic financial statements and convert them into Analytical format
2. Prepare cash projection statement
3. Generate accurate cost budgets for tours
4. Monitor the cost as per the budget for financial discipline

5. Generate MIS reports for effective decision making.

Course: Accounting I

Unit I-

- a) Basic Costing - - b)
Cost Concept, Cost Unit, Cost Centre
- c) Elements of Cost – Service Industry - Cost build up -Marginal Costing – Breakeven point-Standard Costing- Variances

Unit II- Financial Planning

- a) Sources of Finance
- b) Cash Budget
- c) Working Capital
- d) Projected Financial Statements

Unit III- Introduction to Taxation

- a) Direct Tax – Income Tax (Business Income)
- b) Indirect Tax – Introduction to GST

Reference Books:

1. Text book for Book Keeping as prescribed by Maharashtra State Board for Class XI and XII.
2. Accountancy and Financial Management I/II/III/IV- By MananPrakashan or Sheth Publication
3. Introduction to Cost Accounting ByMananPrakashan or Sheth Publication
4. Introduction to Management Accounting ByMananPrakashan or Sheth Publication
5. Advanced Accounts Vol – I by Shukla & Grewal
6. Advanced Accounting by R. L. Gupta -S.Chand Publication
7. Advanced Accounting – Financial Accounting – Ashok Sehgal, Deepak Sehgal – Taxmann Publication
8. Direct Taxes – By MananPrakashan or Sheth Publication
9. Indirect Taxes – By MananPrakashan or Sheth Publication

Paper II

ORGANIZATIONAL BEHAVIOR II

Number of lectures: 45 per semester

Number of Credits: 03

Course: Organizational Behaviour II

Objectives:

- 1.To facilitate understanding of the different facets in organizational behaviour.
2. To examine the major sources and outcomes of various behavioural components in work.

Unit I: Communication

- a) Communication Media and Technology
- b) Interpersonal communication
- c) Interactive communication in organization
- d) Communication across culture

Unit II: Leadership:

- a) What is leadership?
- b) The Historical important Studies of Leadership: The Iowa Leadership studies, The Ohio State Leadership Studies, The Early Michigan Leadership Studies.
- c) Traditional theories of Leadership: trait theories of Leadership, Group and Exchange theories of Leadership, Contingency theory of Leadership, Path-Goal Leadership Theory.
- d) Modern Theoretical Processes of Leadership: Charismatic Leadership.
- e) Theories, Transformational Leadership Theory, Leadership Across Cultures.

Unit III:

- a) Stress and Conflict:
 - b) The Emergence of Stress, the cause of Stress, intraindividual Conflict, interactive Conflict,
 - c) The Effects of Stress, Coping Strategies for Stress and Conflict,
 - d) Negotiation skills: Going beyond Conflict management.

Reference books:

1. Fred Luthans, Organizational Behaviour: McGraw-Hill International Edition, Management and Organizational Series.
2. Stephen P. Robbins, Organizational Behaviour, San Diego State university, Prentice-Hall of India, New Delhi.
3. Spector, P.E (2012), Industrial and Organizational Psychology: Research and Practice. Singapore: John Wiley & Sons Pte. Ltd (Indian reprint 2015).

Paper III

MEDIA AND ADVERTISING – LEVEL 2

Number of lectures: 45 per semester

Number of Credits: 03

Course: Media and Advertising – Level 2

Objectives:

1. To familiarize the learners with the basics of media and advertising
2. To make them aware of the roles of media and advertising in Travel and Tourism
3. To make them understand the features of tourism related advertising
4. To enable them to create campaigns in the relevant field

Unit I:

- a) Brand Building in Travel and Tourism: Importance of Brand Ambassador, Consumer Review and Feedback, Promotion of Tourist Destinations, National and International Branding
- b) Creation of Websites/Blogs/Brochures for Historical Sites, Sanctuaries, Religious Sites/Cultural Events/Nature Trail etc.

Unit II:

- a) Social Media for Tourism Promotion: Facebook, Twitter, WhatsApp, Instagram (essentials and their relative merits and demerits)
- b) Creating tourism/travel agency campaign for the above-mentioned social media

Unit III:

- a) Essentials of Tourism and Travel Promotion through brochures, websites, emails,
- b) Creation of above-mentioned campaigns

Reference books:

1. Jenkins I.R. & Jif J.J. Planning Advertising Campaign, McMillan, New Delhi
2. Chunawalla S.A. Advertising Sales and Promotion Management, Himalaya, Mumbai.
3. Hutson Simon. Tourism and Hospitality Marketing; A Global Perspective. London; Sage Publication, 2008
4. Minazzi Roberto. Social Media Marketing in Tourism and Hospitality, Springer Publications, 2014

Paper IV

HISTORY OF TOURISM – WORLD

Number of lectures: 45 per semester

Number of Credits: 03

Course: History of Tourism – World

Objectives of the Course:

1. To understand the development of international tourism industry
2. To develop an understanding of functioning of tourism in the world
3. To increase familiarity with the new trends in the international tourism industry

Unit I: Understanding World Tourism

- a) Historical Background and Development of Modern Transport
- b) Role of World Tourism in International Trade
- c) World Tourist Zones: Tropical, Temperate and Arctic

Unit II: Forms of World Tourism

- a) Religious; Pilgrim centres
- b) Entertainment and Adventure
- c) Leisure

Unit III: Recent Trends

- a) Tourism through Sports and Trade Fairs
- b) Beauty Pageants, Fashion shows and Film Festivals to promote tourism
- c) Destination Weddings and Theme Parties as Tourist attractions

Semester IV

SKILL COMPONENT

Internship and report

MAIN PROJECT GUIDELINES

Project Report / Market Survey Report

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

Students may be 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 text book may be used for preparing the report. However, mechanical preparation of the report by filling in the information in the proforma should be discouraged.

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, organization, 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

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.

SEMESTER V General Component

Paper I

HUMAN RESOURCE MANAGEMENT

Number of lectures: 45 per semester

Number of Credits: 03

Course: Human Resource Management

Objectives:

1. Identify each of the major HRM functions and processes of strategic HRM Planning, Job Analysis & Design, Recruitment, Selection, Placement, Training & Development, Performance Appraisal, Compensation & Other benefits.
2. Define HR Planning and recall the wide range of sources of attracting and recruiting talent & appropriate practices for job placement.
3. Recognize emerging trends, opportunities and challenges in performance appraisal.

Unit I – HUMAN RESOURCE MANAGEMENT

- a) Human Resource Management – Meaning – Features – Significance – Functions
- b) Human Resource Planning – Meaning – Steps – Job Analysis – Job Design – Scientific Recruitment & Selection – Employment Test - Modern Techniques of Interview

Unit II – HUMAN RESOURCE DEVELOPMENT

- a) Human Resource Development – Meaning – Functions
- b) Training & Development – Meaning – Importance - Methods
- c) Performance Appraisal – Meaning – Benefits – Limitations – techniques
- d) Leadership – Traits & Styles
- e) Motivation – Features & Importance- factors of motivation- Theories of motivation

Unit III – CURRENT ISSUES & TRENDS IN HRM

- a) Challenges before HR Manager in changing business environment – Workforce Diversity – Attrition – Downsizing – Ethical Issues in HRM
- b) Emotional Quotient- Spiritual Quotient
- c) Crisis Management in Tour Management
- d) Group Dynamics & Team building

THIS COURSE IS NOT TEXT DEPENDENT

Reference books-

- 1)Personnel Management (Management of Human Resources) by Dr. C.B. Mamoria, Himalaya Publishing House, Bombay – 1980
- 2)Human Resource Management: Text and Cases (7th Edition) byK. Aswathappa by

McGraw Hill Education, 2013

3) Human Resource Management (12th Edition) by Dessler, Pearson India, 2011^[1]_{SEP} Human Resource Management 1st Edition by S. S. KHANKA, S.Chand Publishing, 2003

4) Human Resource Management: Text and Cases (14th Edition) by C. B. Gupta, Sultan Chand And Sons, 2012

Paper II

ENTREPRENEURSHIP – I

Number of lectures: 45 per semester

Number of Credits: 03

Course: Entrepreneurship – I

NUMBER OF LECTURES: 45 NUMBER OF CREDITS: 03

Objectives:

- 1) Role of entrepreneurship in the context of regional, local, national and international business development through interdisciplinary approach.
- 2) Understanding importance of entrepreneurship for economic success.
- 3) Strategies and policy issues for successful tourism entrepreneurship.
- 4) Prepare a feasible Business Plan.

UNIT I- Fundamentals of Entrepreneurship

- a) Concept features and functions of entrepreneurship, factors contributing to growth of entrepreneurship, entrepreneurship and economic development, scope of entrepreneurship in tourism.
- b) Types of entrepreneurs, Entrepreneur and intrapreneur, women entrepreneurs.
- c) Skills for successful entrepreneurship.

UNIT II– ENTERPRISE PLANNING AND INSTITUTIONAL FRAMEWORK

- a) Types of Business models in tourism industry, Process of a Start-up Business, preparing a Business Plan.
- b) Sources of financing a Start-up Business, Financial needs of a business and Working Capital Management.
- c) Government measures to promote entrepreneurship, regulatory requirements, and foreign collaborations.

UNIT III – ENTREPRENEURSHIP AND MANAGEMENT FUNCTIONS

- a) Human Resource Management - Organizational structure and team formation, leadership and motivation, Corporate Governance, Ethical Practices.
- b) Marketing Management – Types of Market Research, Process of effective Market Research, Mapping Domestic and International Market, Advertisement and cultivating customer loyalty.
- c) Generating ideas and indentifying Business Opportunities, Risk Management in Travel and Tourism, Case Studies of Start-up ventures.

Reference books:

- 1) Alison Morrison , Michael Rimmington , Clare Williams , *Entrepreneurship in the Hospitality, Tourism and Leisure Industries* 1st Edition, Routledge, New York, 1999.
- 2) Gordon, E., K. Natarajan, and Amishi Arora, *Entrepreneurship Development*, Himalaya Publishing House, 2009.
- 3) JovoAteljjevic, Stephen J. Page, *Tourism and Entrepreneurship*, Routledge, 04-Dec-2017.
- 4) Lawrence, Peter. *Enterprise in Action: A Guide to Entrepreneurship*, John Wiley & Sons, Incorporated, 2013.
- 5) Morris, Michael, *A Practical Guide to Entrepreneurship: How to Turn an Idea into a Profitable Business*, Kogan Page, Limited, 2012.
- 6) Saroj, Umesh, and VaibhavMehndiratta, *Entrepreneurship Development and Management*, Abhishek Publications, 2009.
- 7) Y. Venkata Rao, G. Anjaneya Swamy ed., *Tourism Entrepreneurship*, Published by Excel Books Pvt. Ltd., 2010.

Paper III

TOURISM GEOGRAPHY

Number of lectures: 45 per semester

Number of Credits: 03

Course: Tourism Geography

Objectives:

- 1. To provide review of the geographical distribution oftourism and travel patterns
- 2. To study relation between places, landscapes and people
- 3. To describe Travel and tourism as an economic, social and cultural activity
- 4. To study Spatial and temporal dynamics and interactions between the tourism resources
- 5. Analysing economic, socio-cultural and environmental data to interpret their impact on tourist destinations.
- 6. To analyse the tourism impacts on the physical and local populations

7. Developing critical thinking skills about the processes of tourism development in relation to the ethics.
8. To orient to the logistics of tourism industry and the role of tourism in the regional development

UNIT -I Nature and scope of Tourism geography

- a) Meaning and definition, importance, objectives
- b) Tourism as an engine of economic growth and as a social and cultural activity
- c) Motivators of tourism – Role of environment - World and Indian case studies

UNIT - II

- a) Factors affecting tourism development - Tourist resource – Physical – relief, climate, vegetation, wildlife, water bodies,
- b) Socio-cultural factors – religious, historical - cultural factors, economic factors, tourism infrastructure
- c) Tourism resources in India and Maharashtra

UNIT III

- a) Types and forms of tourism – Recent concepts- Agrotourism ,eco-tourism , Heritage tourism Adventure tourism etc – case studies
- b) Impacts of tourism on economy, socio-cultural aspects, environmental impacts -case studies
- c) sustainable growth of tourism – case studies -Maharashtra, India and World
- d) World Tourism Organisation

Reference books:

1. International Tourism: Fundamentals and practices - A.K.Bhatia
2. Tourism development-A.K.Bhatia
3. Geography of Tourism- Robinson
4. Tourism planning and development Issues- Donal
5. Leong G.- Human and Economic Geography
6. Tourism Marketing – Manoram, Ashok
7. Tourism- Murphy, Peter E
8. Tourism Development: A new Approach – Nagapathi K
9. Tourism and Travel – Negi and Jagmohan

Paper IV

MARKETING

Number of lectures: 45 per semester

Number of Credits: 03

Course: Marketing

Objectives:

1. Demonstrate understanding of marketing terminology & concepts.
2. Identify wants and environmental factors that shape marketing activities of certain target markets.
3. Demonstrate knowledge of the individual components of a marketing-mix.
4. Demonstrate knowledge of regulatory & ethical factors considered essential to making marketing decision

Unit I – INTRODUCTION TO MARKETING

- a) Meaning Marketing – Features - Importance, Tourism marketing
- b) Functions of Marketing, Evolution of marketing concept
- c) Product Marketing Vs Service Marketing
- d) Consumer Behaviour – Meaning – Factors – Buying Decision Making Process
- e) Marketing Information System – Meaning- features – Components
- f) Marketing research- Meaning, features, Process

Unit II – MARKETING MIX

- a) Market Segmentation – Meaning- Importance - Bases
- b) Market Targeting Strategies
- c) Marketing Mix – Concepts - Elements/Components – Importance
- d) Product-Product Mix-Product Life Cycle, Branding-Service Positioning
- e) Price-Meaning- Factors affecting price- Pricing methods & Strategies
- f) Place- Meaning-Recent trends in distribution
- g) Promotions – Meaning- elements of promotion- IMC

Unit III – CONTEMPORARY PRACTICES IN MARKETING

- a) Customer Relationship Management – Meaning – Techniques

- b) Digital Marketing – Meaning – Forms
- c) Social Marketing – Meaning – Significance – Concept of Green Marketing
- d) Event Marketing - Meaning – Steps
- e) Emerging Ethical Issues in Marketing - Importance of Ethics in Marketing

THIS COURSE IS NOT TEXT DEPENDENT

Reference books:

- 1.AK Bhatia, Tourism Development
- 2.Kotler Philip, Marketing Management
- 3.J. Christopher Holloway, Marketing for Tourism^[1]Victor
- 4.Middleton, Marketing in Travel and Tourism^[1]

Semester V

SKILL COMPONENT

Qualification Pack: Duty Manager

Objective:

- 1. Plan and schedule work requirement
- 2. Set standards for front office activities
- 3. Prepare budget and control costs
- 4. Recruit and select appropriate staff for front desk operations
- 5. Recognise the staff performance

Skill paper I

Computer Reservation system

Encoding and Decoding, Flight availability, selling from availability, selling by carrier and flight, Name element, contact element, ticketing element, Building a PNR, Retrieving and displaying PNRs, Cancelling PNR elements, Modifying PNR elements, Fare Displays, Itinerary pricing, Issuing Tickets, Advance Seat assignment.

Skill paper II

Unit I

Plan and control day to day front office activities

Planning for resources periodically based on reservations and other banquet operations, Manpower planning, setting standards for front office activities, ensure standards are followed in billing, cash handling and payment collection, monitor the staff behavior and level of communication. Interact with the guests and understand their concern, ensure guest complaints are addressed on time, coordinate with various departments to provide better experience at the hotel during stay.

Unit II

Assist in managing the front office operation

Assist the management in taking strategic decisions, prepare reports on occupancy rate of hotel at different period, prepare report on results of promotions and offers, prepare report on loyalty membership program. Preparing budget and controlling costs, identify areas where cost can be controlled, inform and train employees on cost effective processes. Be aware of globally best practices and trends followed in hotel management and operation, arrange for training of staffs on standards to be implemented in the hotel, arrange for training of staffs on standards to be implemented in the hotel.

Unit III

Manage the front office staffing process

Recruit and select appropriate staff for front desk operations, plan the manpower requirement for each level in front office, plan the manpower requirement for each level in front office, selecting appropriate candidates for the job suiting the organization requirement. Supervise front office employees, ensure the selected candidates undergo various training required, monitor performance of front office staff, maintain positive relationship with staff and motivate them to work. Recognise the staff performance, set measurable goal & sub-activities for each of the job role in front desk operations, approves for rewards, incentives and promotions, provide feedback for improvements

Skill paper III

Unit I

Communicate with customer and colleagues

Job requirements and work standards - Communication with superior- Interacting with colleagues- Teamwork- Interacting with customers- Understanding guest needs- Handling customer complaints/ feedback- Delivering message / materials to guest
Understanding guest problem- Identification of possible resolution- Complaint handling procedure- Empathy- Guest Feedback

Unit II

Maintain customer centric orientation

Understanding guest requirement- Inter-departmental communication-Responding to guest queries- Protocol to contact guest in the room-Front office consumables- What is customer service- Handling customer requests- Brand value

Unit III

Maintain standard of etiquette and hospitable conduct

How to address a guest- Friendliness v/s familiarity- Customer loyalty- Face-to-Face Conversation – Procedure- Behavior- Personal Presentation – Telephone- Mannerism- Basic Manners- Perfect attitudes- Personality traits of employees in Front office- - Work Etiquettes – Common principles – Office etiquettes – Punctuality – Stay Away From Gossip – Appropriately; Business Etiquette: Greeting – Nametags – Reception-Office Parties Cultural Courtesy – Body Language – Telephone etiquette and manners. Front desk grooming- Greeting- handshakes- some polite expressions- apologies- remarks; Western Etiquette

Skill paper IV

Unit I

Follow gender and age sensitive service practices

Women rights- Women safety-Company policy on behaviour with women- Women equality- Educating customers on specific facilities and services available; providing different age and gender specific customer service; following standard etiquette with women at workplace

Unit II

Maintain IPR of organization and customer

Make sure new initiatives of your company are not leaked out- Report IPR violations- Read copyright clause. Protect infringement upon customer's interests- know which aspect of customer information can be used- Report any infringement

Unit III

Maintain Health & Hygiene

Ensure cleanliness around workplace in hospitality and tourist areas- Follow personal hygiene practices - Take precautionary health measures- What is hygiene- Importance of Hygiene- Personal Hygiene- Safe health practices- What are hazards- Identifying work hazards- Preventive measures- health risks to the worker or customer- healthy work practices- internal hygiene-audit tests.

Skill paper V

Unit I

Maintain safety at workplace

Take precautionary measures to avoid work hazards, assess the various hazards in the work areas, analyse the causes of accidents at the workplace and suggest measures to prevent them, suggest methods to improve the existing safety procedures at the workplace. Follow standard safety procedure, be aware of the locations of fire extinguishers & emergency exits, and practice correct emergency procedures. Use safety tools or personal protective equipment, ensure all equipment and tools are stored and maintained properly and safe to use, make sure to display safety signs at places where necessary, achieve safety standards, comply with the established safety procedures of the workplace, ensure zero accident at workplace, adhere to safety standards and ensure no material damage.

Unit II

Learn a foreign language including English

Gain understanding of common vocabulary required to address customers' queries in English, learn key words helpful for effective communication, practice short oral conversations, listen to recorded sentences, achieve proficiency as specified by employer. Learn to speak with confidence, exhibit basic range of vocabulary and range of expression, seek to improve language proficiency to 'working knowledge' level.

SEMESTER VI General component

Paper -I

CUSTOMER SERVICE MANAGEMENT

Number of lectures: 45 per semester

Number of Credits: 03

Course: Customer Service Management

Objectives: -

1. To understand customer service concepts and the relationship between customer service and current management
2. To get familiarised with approaches and practical aspects of key decision areas of Customer Service Management

Unit I-Introduction to Customer Service Management

- a) 7 P's of services
- b) Meaning Customer Service Management
- c) Importance of Customer Service Management
- d) Growth of Service sector
- e) Societal factors affecting customer service
- f) Consumer Behavior Shifts
- g) The Customer Service Environment

Unit II-Customer Handling

- a) Know your customer
- b) Gap Model
- c) Skills required (Communication skills and Listening skills)
- d) Critical Incidental Techniques
- e) Services breakdown and service recovery
- f) Time Management strategies
- g) Create customer service policy
- h) Handling challenging customers

Unit III-New Horizon

- a) Customer Service in Diverse world
- b) Benchmarking
- c) Customer service via Technology (Telephone and Internet)
- d) Encouraging customer loyalty
- e) CRM in Tourism sector
- f) Case studies related to topics

Reference Books:

1. Customer Service, Skills for Success 6th Ed, Lucas, Robert W. (2015). McGraw-Hill, New York, NY. (ISBN: 978-0-07-354546-2)
2. Customer relationship management research in tourism and hospitality: a state-of-the-art, Roya Rahimi
3. Services Marketing - Valarie A. Zeithmal, Mary Jo Bitner, Dwanye G. Gremler, Ajay Pandit- 4th Ed. McGraw Hill
4. Services Marketing: People, Technology and Strategy, Lovelock / Chatterjee (Author)/ Jochen Wirtz- 6th Edition - Pearson
5. Getting Things Done: The Art of Stress-Free Productivity – David Allen

Paper II

ENTREPRENEURSHIP – II

Number of lectures: 45 per semester

Number of Credits: 03

Course: Entrepreneurship – II

MODE OF TEACHING: INTERNSHIP

Objective:

1. To develop entrepreneurial skills by giving the students hands on training in a travel and tourism firm.

Unit I

- a) The student will do Internship of minimum three months in a Travel and Tourism firm. They are expected to be trained in designing of tour package and day to day operations of the firm. This will also include experience in survey of tourist destinations and being a tour escort.

Unit II

- a) The student will submit a detailed report of their internship to the concerned faculty in V.G. Vaze College. A performance report by the concerned authority of the firm where the student has gained internship should be attached along with the project.

Unit III

- a) Viva Voice conducted by an expert from the industry.

Paper III

SUSTAINABLE TOURISM

Number of lectures: 45 per semester

Number of Credits: 03

Course: Sustainable Tourism

Teaching format: Lectures, discussions group activities, study tours

Objectives:

- 1. To understand notion of sustainability and its impact on regional development
- 2. To study economic policies for sustainable tourism
- 3. Ability to develop models for sustainable development with the help of local tourism.
- 4. To plan and assess process of economic development through tourism

UNIT I

- a) Concept of sustainable Tourism
- b) Development of sustainable tourism in the world and India -
- c) Impact of tourism activity on environment and culture - Pollution, loss of
- d) Biodiversity, waste management- Case studies
- e) Need for development of sustainable tourism-

UNIT II

- a) Theories and concepts of sustainable tourism-

b) Indian case studies

UNIT III

a) Sustainability based marketing

b) Planning of sustainable tourism

Reference books:

1. Sustainable and Responsible Tourism – Trends, practices and Cases – Manhas, Parikshit Singh
 2. Tourism in India- Sharma Vivek
 3. International Tourism : Fundamentals and practices - A.K.Bhatia
 4. Tourism development-A.K.Bhatia
 5. Geography of Tourism- Robinson
 6. Tourism planning and development Issues- Donal
 7. Leoug G.- Human and Economic Geography
 8. Tourism Marketing – Manoram, Ashok
 9. Tourism- Murphy, Peter E
 10. Tourism Development : A new Approach – Nagapathi K
- Tourism and Travel – Negi and Jagmohan

Paper IV

CRISIS MANAGEMENT IN TOURISM

Number of lectures: 45 per semester

Number of Credits: 03

Course: Crisis Management in Tourism

Objectives:

1. To make understand the student's significant laws including tourism laws, laws related to contracts, protection of consumers (tourists), environmental laws, insurance laws regulations.
2. To understand different types and stages of crisis management in the tourism industry- co-ordination with governing bodies, local agencies for efficient crisis management, forecasting Organization Crisis in tourist destinations
3. To train to become crisis management leader and to prepare to face any emergency situation emerging in the tourism sector.

UNIT I – FUNDAMENTALS OF CRISIS MANAGEMENT IN TOURISM

- a) Definition, Need for Crisis Management, Inevitability of Crisis, Features of Modern Society.
- b) Types of Crisis- Organizational, Political, Natural calamities, Accidents, Conflict Situations, Terrorism, Cultural Variations, Technological, Pandemic Conditions.

- c) Challenges of Crisis Management in Tourism, some legal issues in Tourism Crisis Management.

UNIT II – EMERGENCY CRISIS MANAGEMENT IN TOURISM

- a) Stages of Crisis Management, Emergency Response, Assessment and Evaluation of Crisis; Handling Media response to crisis situations, Business continuity.
- b) Role of Governing Bodies and localized support system during a crisis.
- c) Legal aspects, Comparative study of Eastern and Western methods of Crisis Management in Tourism.

UNIT III – CRISIS MANAGEMENT STRATEGY

- a) Crisis Management Model- Avoidance, Mitigation, Recovery; Tourist Organizational Structure and Crisis Management, Influence of Tourist Destinations on Crisis Management.
- b) Crisis Leadership, planning ahead – SWOT Analysis, Research on Crisis in Tourist destinations, Forecasting Crisis within Organization and Tourist Destinations, Building Consumer Confidence by addressing Tourist concerns about personal comforts and tourist destinations.
- c) Qualifications of Personnel for back office and field work in a Tourism Organization, Government regulations for Travel and Tourism Organizations with respect to Crisis Management, Tourism Laws- Indian Contract Act, Consumer Protection Act, Environmental Laws, Safety Laws, Insurance Laws, Competition Act; International Organizations and laws related to Crisis Management in Tourism and Hospitality.

Note: Case Studies and Case Laws will be part of each topic in this syllabus.

Reference books:

1. Barton, L. Crisis leadership now: A Real-World Guide to Preparing for Threats, Disaster, Sabotage, and Scandal, McGraw-Hill, New York, 2008.
2. Beirman, D. (2003), Restoring Tourism Destinations in Crisis, Cambridge: CABI Publishing.
3. Campiranon, K. and Scott, N. (2007), Factors Influencing Crisis Management in Tourism Destinations, Wallingford, London: CAB International.
4. Chawla, Romila, Tourism Marketing and Crisis Management, Rajat Publications, 2008.
5. E. Laws, B. Prideaux, and K. Chon, Crisis Management in Tourism, CABI, 2006.
6. Gilpin, D. R. and Murphy, P. J. (2008), Crisis management in a complex world, Oxford: Oxford University Press.
7. Mitroff, Ian I., and Gus Anagnos. Managing Crises Before They Happen: What Every Executive and Manager Needs to Know about Crisis Management, AMACOM, 2000.

8. Oxelheim, Lars, and Clas Wihlborg. Corporate Decision-Making with Macroeconomic Uncertainty: Performance and Risk Management, Oxford University Press USA - OSO, 2008
9. Ishikawa, Akira, and Atsushi Tsujimoto. Risk and Crisis Management: 101 Cases, World Scientific Publishing Co Pvt Ltd, 2009.
10. Rachelra, P. and Hu, C. 2009. A Framework for Knowledge-Based Crisis Management in the Hospitality and Tourism Industry, **Cornell Hospitality Quarterly**. 50, 4, pp. 561-577. Sage Publications. (Available on Infilbnet)
11. Susan L Slocum, Carol Kline ed., Tourism and Resilience, CABI, 09-Jun-2017
12. Tourism Risk Management: An Authoritative Guide to Managing Crises in Tourism, AICST, 2006<https://earthcheck.org/media/7635/tourism-risk-management.pdf>

SEM VI

SKILL COMPONENT

Internship and report

MAIN PROJECT GUIDELINES

Project Report / Market Survey Report

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

Students may be 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 text book 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

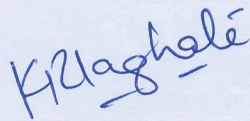
For example, a survey may be conducted to find out the choice of households in toiletry soap, tooth paste etc. The data may be analyzed to establish a pattern that may be useful to an entrepreneur.

c) Guidelines for assessment of Project Report / Survey Report

1. Presentation: Format, Clarity, Use of graphs, tables and other visuals, organization, 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



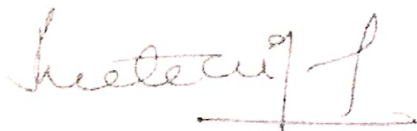
Prof. Kavita Laghate,
I/c Associate Dean,
Faculty of Commerce and
Management



Dr. Ajay Bhamre
I/c Dean,
Faculty of Commerce
and Management

(A) Reasons/Justification for Amending the Ordinance/ Regulation B.Voc (Tourism & Hospitality)

1. Necessity for starting the course/Amending the Title/Eligibility of the course	The sanctioned name for the course by UGC and the University of Mumbai was B.Voc (Tourism & Hospitality). (Enclosed UGC and University of Mumbai Circular) It was inadvertently mentioned as B. Voc. (Travel & Tourism) by the college.
2. Whether the UGC has recommended the course:	Yes
3. Whether all the courses have commenced from the academic year 2019-2020 (2022-23).	The course commenced from the academic year 2018-2019.
4. The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes.
5. To give details regarding the duration of the Course and is it possible to compress the course?	The course is 3 years undergraduate level program. It is not possible to compress it.
6. The intake capacity of each course and no. of admissions given in the current academic year.	The intake capacity of the B. Voc (Tourism and Hospitality) is 50. 32 Students (2022-2023)
7. Opportunities of Employability / Employment available after undertaking these courses	Placement and Employment Opportunities in Travel, Tourism and Hospitality.



Prof. (Dr.) Preeta Nilesh
Principal

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