

CIRCULAR:-

A reference is invited to the syllabi relating at the B.A. degree course under the revised pattern vide this office Circular No.UG/71 of 1995 dated 15th February, 1995 and the Principals of the affiliated colleges in Arts and Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Dean of the Faculty of Arts has been accepted by the Academic Council at its meeting held on 6th August, 2005 vide item No.4.2 and that in accordance therewith the syllabus in the subject of Ancient Indian Culture Papers IV, V, VI VII, VIII and IX at the T.Y.B.A. degree examination is revised as per Appendix and that the same has been brought into force with effect from the academic year 2005-2006.

MUMBAI-400 032

29th November, 2005

G. J. K. 29/11
for REGISTRAR

The Principals, of the affiliated colleges in Arts and Professor-cum-Director, Institute of Distance Education.

AC/4.2/6.8.2005

No.UG/478 -A of 2005 MUMBAI-400 032 29th November, 2005

Copy forwarded with compliments for information to :

- 1) the Dean, Faculty of Arts
- 2) the Chairman, Ad-hoc Board of Studies in Ancient Indian Culture

G. J. K. 29/11
for REGISTRAR

Copy to :- The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Officer on Special Duty-cum-Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education, (10 copies) the Director University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO) . the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies) . They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above Circular and that no separate Action

Cir No. 381
16/9/05

Enclosure to item No. ~~4.27~~ 4.27

6/8/05

UNIVERSITY OF MUMBAI

SYLLABUS

FOR

CERTIFICATE COURSE

DIPLOMA/ADVANCE DIPLOMA

IN TOURISM & TRAVEL

MANAGEMENT

(ADD-ON-COURSE)

(with effect from the academic year 2005-2006
and 2006-2007)



Add On Course

CERTIFICATE, DIPLOMA AND ADVANCED DIPLOMA COURSE IN TOURISM & TRAVEL MANAGEMENT

The Career Oriented – Add on Courses for the Under Graduate students along with their conventional degree programme have been introduced by the University of Mumbai under the U. G. C. scheme of vocationalisation.

Objectives

The objectives of the course is to prepare and guide the youth of today in acquiring knowledge, skills and attitude for self employment and market oriented jobs.

Duration of the Courses

I	CERTIFICATE COURSE	One year	4 Credits
II	DIPLOMA COURSE (After successful completion of Certificate Course)	One year	8 Credits = 4 (Certificate course) + 4 (Diploma course)
III	ADVANCED DIPLOMA COURSE (After successful completion of Diploma Course)	One year	12 Credits = 4 (Certificate Course) + 4 (Diploma Course) + 4 (Advance Diploma Course)

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ADD-ON COURSE

TOURISM & TRAVEL MANAGEMENT

FIRST YEAR - CERTIFICATE COURSE

PAPER - I
PAPER - II

TOURISM BUSINESS
TOURISM PRODUCT

SECOND YEAR - DIPLOMA COURSE

PAPER - III
PAPER - IV

TOURISM MARKETING
TRAVEL AGENCY & TOUR OPERATORS
BUSINESS

THIRD YEAR - ADVANCED DIPLOMA COURSE

PAPER - V

FRONTIERS OF NEW TOURISM
SECTION - I (Sr. 1 - 4)
SECTION - II (Sr. 5 - 8)

PAPER - VI
SECTION - I
SECTION - II

ENTREPRENEURSHIP
CASE STUDIES / PROBLEMS

PAPER - VII

PROJECT WORK

ADD-ON COURSE

TOURISM AND TRAVEL MANAGEMENT

FIRST YEAR

CERTIFICATE COURSE

PAPER – I : TOURISM BUSINESS

This paper covers concept dimensions, trends and futuristic study in tourism.

- An Introduction to tourism -
History, Nature, Definition, Traveller Travel terminology Abbreviations and Codes, Visitor, Tourist, Excursionist,
- A conceptual Frame work of tourism –
Static, Dynamic and consequential Elements.
- Components of tourism –
Area, Accessibility, Accommodation and Ammenities.
- Forms of tourism –
Types and Typology of tourism, Domestic – International Tourism, Long Haul, Short Haul Tourism.
Leisure, Religion, Pilgrimage, Health, Culture, Adventure, Convention, Incentive, Business Tourism etc.
- Organisations in promotion of tourism
WTO / IATA / UFTAA / ICAO / IATO / Warsaw Convention / TAAI / ITDC / MTDC etc.
- Role of transport in tourism growth and Development
Roadways, Railways, Airways and Waterways.
- Impact of tourism –
(Positive / Negative) Socio-Cultural, Economic, Physical and Environmental.
- Growth and development of tourism in India. Potential of domestic tourism in India.

PRACTICALS AND PROJECT WORK:

- Visit to : Department of Tourism and other state Tourism Development Corporation (i.e. MTDC, RTDC)
- Visit to Bus station, Railway Station, Airport and Seaport.
Procedure of Reservation, cancellation and to learn about amenities at various places.

Tourism Business : Paper – I

Recommended books:

1. Cristopher J. Holloway : The Business of Tourism: Macdonald and evans, 1983.
2. A. K. Bhatia : Tourism Development Principles and Practice, Sterling Publishers (P) Ltd. New Delhi.
3. Anand M. M. : Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd. New Delhi.
4. Kaul R. H. : Dynamics of Tourism : A Terrilogy, Sterling Publishers (P) Ltd. New Delhi.
5. IITM : Growth of Modern Tourism Monograph IITTM, New Delhi, 1989.
6. IITTM : Tourism as an Industry Monograph IITTM, New Delhi, 1989.
7. Burhat & Madlik : Tourism Past, Present & Futurem Heinemann, London.
8. Wahab, S. E. : Tourism Management : Tourism International Press, London, 1986.
9. Brymer, Robert A. : Introduction to Hotel and Restaurant Research Management : Hub Publication Co., Iowa 1984.
10. Riccline J. R. Brent : Travel and Tourism Hospitality Research, London, 1982.
11. Surinder Aggarwal : Travel agency Management : Communication India, 1983.

PAPER - II TOURISM PRODUCT

This paper deals with tourism products mainly covering tourism resources with reference to India

- Tourism Resources – Definition and differentiation
 - Natural Resources : Relief Features, Climate, Flora Fauna etc.
 - Cultural Resources : Arts, Crafts, Heritage, Dance, Festivals etc.
 - Man made Resources : Musuem, Aquarium, Water Parks, Films Cities etc.
- Resources and Resource use-patterns in the past, present and a future perspective.
- Tourism Resources of India.
- Natural Tourism Resource – Rich diversity in landform and landscape, outstanding geographic features, climate, water bodies, flora and fauna.
 - Tourism Resources Potential in Mountains with special reference to Himalayas.
 - India's main desert area, their geological structure, development of desert tourism, Desert Safaris, Desert Festivals, Facilities and Trends.
 - Coastal Areas, Beaches and Islands – Coastal and Beach tourism in India, Island tourism with reference to Andaman and Nicobar Islands.
- Tourism Development Strategies with reference to Natural Resource tourism in India.
- Socio Cultural Resource – Art and Architecturai Heritage of India, Glimpses of India's architectural styles adopted over ages, Historical monuments, ancient medieval and modern – their spatial and regional, dimension, religious and spiritual centers, fairs and festivals, craftsmanship, folk customs, costumes, monuments, museum, art galleries and libraries – their location and assets.
 - Performing arts of India, Dance Styles, Center of learning and performances, India folk dances.
 - Music and Musical Instruments, Different Schools of Indian Music.
 - Handicraft of India – Regional Variation – a potential resource.
 - Indian Folk Culture, Customs and Costumes.
- Man made Resources in Indian -
 - Created tourist Attractions for Entertainment, Academic, Scientific and Industrial purposes.

PRACTICALS AND PROJECT WORK:

- Usage of various Maps
 - Map Reading and Interpretation (World / India / States/District and City)
- Filling Blank Maps: India and states
- Reading and Analysing Time tables: Airways, Railways, Roadways and Waterways

Tourism Business : Paper – II

Recommended books:

1. Percy Brawn : Indian Architecture Hindu and Buddhist Period.
2. Harle J. C. : The Art and Architecture of Indian Sub-Continent.
3. Bhartiya Vidya Bhavan : Imperial Unity
4. Bhartiya Vidya Bhavan : Classical Age
5. Acharya Ram : Tourism & Cultural Heritage of India
ROSA Publication (Jaipur 1986)
6. Basham A. L. : The Wonder that was India Rupa and Co. Delhi,
1988.
7. Basham A. L. : The Gazetteer of Indian History and culture, Vol:2,
Publication Division, Ministry of Information and
Broadcasting, Government of India, 1988
8. Hussain, A. A. : The National Culture of India, National Beek Trust,
New Delhi, 1987.
9. Mukherjee R. K. : The culture and Art of India, George Allen Unwin Ltd.
London, 1959.
10. The Treasures of India : Marg Publication, Bombay, Museums.

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SECOND YEAR

DIPLOMA COURSE

PAPER – III : TOURISM MARKETING

Tourism business has to be customer oriented. The multi-pronged developments in the global socio-economic environment make it essential that tourism industry which is internationally competitive now, prioritizes innovative marketing practices.

This course focuses on the aspects related to principles, practices, policies and strategies in tourism marketing.

- The concept of Marketing, tourism marketing, nature, marketing in the hospitality industry and travel industry characteristics of Hospitality – travel and tourism marketing - Linkage in tourism and other sectors (Travel Agency, Accommodation, Catering Transport and other amenities), Customer orientation and satisfaction, Tourism Marketing in India.
- Tourism product – Concept – Salient features, product life cycle, Tourism product planning, product strategy and Branding, Destination Marketing
- Tourism market analysis – Segmentation and its Viability (measurable, accessible, substantial, durable, defensible and competitive) and categories (product related, geographic, socio-economic and psychographic), market potential, Market Survey, Marketing Management Philosophies.
- Tourism Pricing – objectives, policies, strategies.
- Tour Packaging concept, characteristics, Methodology, Considerations and Pricing of tour Packaging.
- Marketing and Advertising, Publicity aids – Books, Periodicals, Brochures, Posters, handouts, press releases, audiovisuals etc.
- Tourism Marketing and Public Relations.
- Planning Process in Marketing, Market Research, Tourism Finance.

PRACTICALS AND PROJECT WORK :

- Visit to Travel Agencies,
- Visit to Tour operators
- Visit to Hotels – (Room Reservation Front Desk, Guest Folio)
- Making Itineraries
- Tour Costing exercises
- Familiarizing with Modes of communication – Phone/PBX/EPBX/Fax/Computer/Email/Internet
- Good Communication skills

Tourism Business : Paper – III

Recommended books:

1. Kotler, Philip : Marketing Management, Universal publications, New Delhi.
2. Maccarthy, L.K.J. : Basic Marketing-A Management approach.
3. Douglas Foster : Travel and Tourism Management
4. Negi, M. S. : Tourism and Hoteliering
5. Wahab, S. Grampter, L. : Tourism Marketing, Tourism International press, London, 1976
6. Stephen F. Witt & Luiz : Tourism Marketing and Management Moutinch Handbook, Brentice Hall, New Work, 1985.
7. Renal A. Nykiel : Marketing in Hospitality Industry (2ne Ed.) Van Nestrand Reinhold, 1986.
8. Maclean, Hunter : Marketing Management (Tourism in your Business) Canadian Hotel and Restaurant Ltd., 1984.
9. Philip Kotler, John Bowen, James Makens : Marketing for Hospitality & Tourism

PAPER – IV : TRAVEL AGENCY & TOUR OPERATORS BUSINESS

This Course analyses the role and contribution of travel suppliers and tourism distributors. The study includes functions, differentiation, regulations, cognition of travel agents (TA) tour operators (TO) and Excursion Agents (EA's) It also includes the role of allied services and ancillary services which are the arteries of tourism.

- Distribution chain – Organisational structure need and role of a travel Agency and Tour Operator, their functions different types and their responsibilities. Role and importance of Sub-Agents, Procedures for becoming a Travel Agent and tour operator in India, Travel agency organizations. Changes in the organization, IATA vs Non IATA Agents.
- Tour Operations – Group tours, Special Interest Group Tours, Religious Tours, Pilgrimage tours, Convention tours, Adventures tours, Cultural tours, Incentive tours, Executive tours, Honeymoon packages, Tours and Excursions.
- Documentation: Passport, Visas, Health documents, overseas Medical Insurance, ECNR, Income Tax clearance, credit cards, Travelers cheques, Miscellaneous services for documentation.
- Foreign Exchange – Leisure Travel and Business Travel
- Role of Indian Airlines, Air India and other Airline Services, Railways, Roadways in the growth of Business, Map Charting (Domestic and International) Airline Routing, Global Indicators. Handling of special cases by Airlines
- Accommodation types, organization and Management
- Basics of Ticketing, Fare Construction
- Itineraries basics in preparation – their costing and other considerations
- Glossary of the travel trade, Time Zones

PRACTICALS AND PROJECT WORK:

- To learn and draw Advertisement for magazines and newspapers
- Prepare Brochures, Pamphlets and Letters
- Knowing Documentation
- Exercises on Ticketing and Fare construction

Travel Agency & Tour Operators Business: Paper IV

Recommended books:

1. Merissen Jome, W. : Travel Agents and Tourism
2. David H. Howel : Principles and Methods of scheduling reservation
(National Publisher)
3. Agarwal, Surinder : Travel Agency Management (Communication India
1983)
4. Geo, Vhack : Professional Travel Agency Management. Prentice
Hall, London, 1990
5. Bhatia, A.K.J. : Tourism Development – Principles and Policies
Sterling Publisher, 1991, New Delhi
6. William Cordve : Travel in India
7. National Publishers : The World of Travel, National Publisher Delhi, 1979

Third Year

ADVANCED DIPLOMA COURSE

PAPER – V : FRONTIERS OF NEW TOURISM

Tourism had phenomenal growth in the later part of 20th century. Tourism has to be rationalized to meet the needs and challenges of present and these are to be met with professional management and careful planning. This paper covers various emerging issues, concerns and challenges. It also throws light on the emerging concepts for effective development of tourism and the technology which supports the development.

- 1 Tourism Development – relevant concepts and approaches for effective tourism development Tourism and its dynamics
- 2 Role of Environment in tourism development – Physical cultural, political, economic etc – Impacts of tourism on natural, cultural environment. Economic impacts of tourism.
- 3 Destination Development – Tourism and carrying capacity, Management aspects and strategies, Destination growth Management planning – land Management, Visitor Management, Traffic Management Facilitation Management.
- 4 Tourism and Manpower, development – needs and approach
- 5 Global code of Ethics for tourism – rationale of reconciling environmental protection, economic development, fight against poverty and terrorism.

Ten commandments:

Tourism 's contribution to mutual understanding, A vehicle for individual and collective fulfillment, A factor of sustainable development, A user of cultural heritage of mankind and contributor to its enhancement, A beneficial activity for host countries and communities, Obligations of stake holders in tourism development, Right to tourism, Liberty of tourist movements, Rights of workers and entrepreneurs in the tourism industry, Implementation of the principles of the global code of ethics for tourism.

- 6 Tourism Policy and Planning – policy analysis tourism legislation – consumer protection in tourism National Action Plan and policy measures for development of tourism in India.
- 7 Alternative tourism and Mass tourism, MICE tourism, Health tourism, Sustainable tourism, Eco tourism etc., Rio declaration on environment and development
- 8 Information – Communication and Automation.
Techniques of Communication, data collection, role tour guides. Information technology, role of computers, Internet, CRS, GDS, India Travel Mart, World Travel Mart Tourism and Travel Trade Fair.

Tourism : Paper – V

Recommended books:

Burhat Madlik	:	Tourism – Past, Present and Future
Romilla Chawla	:	Tourism in the 21 st Century
Young George	:	Tourism
Cooperetal	:	Tourism Principles & Practice
Foster	:	Travel and Tourism Management
Shaloo Sharma	:	Indian Tourism Today
M.P.Bezbaruah	:	Frontiers of New Tourism
Pearce	:	Tourism Development
A.K.Bhatia	:	Tourism Development
J. K. Bhatia	:	Tourism Planning and Development
Gunn	:	Tourism Planning
Pran Nathseth	:	Successful Tourism Management
Prabhas Chumbra	:	International Eco Tourism
Burns / Holder	:	Tourism – A New Perspective
Leela Shelley	:	Tourism Development in India
Ratandeep Singh	:	Indian Eco Tourism
WTO	:	Year Book of Tourism statistics
Cyber space	:	Yellow Pages (CD Rom)

PAPER VI : SECTION – I

ENTREPRENEURSHIP -

(Theory – 35 Marks)

- Characteristics and qualities of an Entrepreneur
- Role of Government subsidies
- Selection of product/services
- Project report
- Choice of Technology
- Quality and Manpower Management
- Sources, uses and management of finance
- Sales & marketing – Import-Export Management,
- Office, Accounts & Tax Management

ENTREPRENEURSHIP

(PROJECT – 15 Marks)

PAPER VI - SECTION – II (50 MARKS)

Questions based on case studies and practical questions on the application of theory of paper V.

PAPER VII : PROJECT WORK [200 MARKS]

- **FIRST YEAR - CERTIFICATE COURSE**
Tour Report – Field Report (50 Marks)
- **SECOND YEAR - DIPLOMA COURSE**
On- the-job Training Report (50 Marks)
- **THIRD YEAR - ADVANCED DIPLOMA COURSE**
Dissertation / Viva (100 Marks)

ADD-ON COURSES EVALUATION SCHEME

- Tourism & Travel Management
- Advertising, Sales Promotion & Sales Management
(Advertising & Brand Management)
- Tax Procedure & Practice

Year	Course	Credit Weightage
First Year	Certificate Course	4 Credits
Second Year	Diploma Course	8 Credits = 4 (Certificate Course) + 4 (Diploma Course)
Third Year	Advanced Diploma Course	12 Credits = 4 (Certificate Course) + 4 (Diploma Course) + 4 (Advanced Diploma Course)

First Year

Criteria	Paper	Credit	Total	Duration
Theory - I Term - II Term	Paper -I (75 Marks)	1.5 Credits (150 Marks)	3.0 Credits (300 Marks)	2½ Hrs. Each Paper
	Paper - II (75 Marks)			
	Paper -I (75 Marks)	1.5 Credits (150 Marks)		
	Paper - II (75 Marks)			
Practical & Project Work	Paper - I	0.5 Credit (50 Marks)	1.0 Credit (100 Marks)	
	Paper - II	0.5 Credit (50 Marks)		
			4.0 Credits (400 Marks)	

Second Year

Criteria	Paper	Credit	Total	Duration
Theory - I Term	Paper -III (75 Marks)	1.5 Credits	3.0 Credits (300 Marks)	2½ Hrs. Each Paper
	Paper - IV (75 Marks)	(150 Marks)		
- II Term	Paper -III (75 Marks)	1.5 Credits		
	Paper - IV (75 Marks)	(150 Marks)		
Practical & Project Work	Paper - III	0.5 Credit (50 Marks)	1.0 Credit (100 Marks)	
	Paper - IV	0.5 Credit (50 Marks)		
			4.0 Credits (400 Marks)	

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Third Year
(Annual Examination only)

Criteria	Paper	Credit	Total	Duration
Theory	Paper - V	1.0 Credit (100 Marks)	1.0 Credit (100 Marks)	3 Hrs. Each Paper
	Paper - VI (Project)	0.15 Credit (15 Marks)	0.50 Credit (50 Marks)	
	Sec-I(Theory Entrepren.)	0.35 Credit (35 Marks)		
	Sec-II (Case Study/ Problems)	0.50 Credit (50 Marks)	0.50 Credit (50 Marks)	
			2.0 Credits (200 Marks) =====	
Practical & Project Work	Paper - VII			
	FYBCOM	0.50 Credit (50 Marks)	0.50 Credit (50 Marks)	
	SYBCOM	0.50 Credit (50 Marks)	0.50 Credit (50 Marks)	
Dissertation & Viva	TYBCOM	1.0 Credit (100 Marks)	1.0 Credit (100 Marks)	
			2.0 Credits (200 Marks)	
			4.0 Credits (400 Marks)	

ADD ON COURSES

Regulations - Scheme of Examinations - Credit based Assessment

**Advertising Sales Promotion & Sales Management
Tourism & Travel Management
Tax Procedure & Practice**

Certificate / Diploma / Advanced Diploma Course

- i) The University of Mumbai has accepted U.G.C. guidelines in respect of Vocational Subjects - Skill oriented and Value added programmes and these will be treated add-on-courses for students pursuing degree education.
- ii) A student has to earn 4 credits to successfully complete each year of education and training in the Add on course which he/she offers.
- iii) A student is entitled to a Certificate on getting 4 credits, A Diploma on getting 8 credits and an Advanced Diploma on getting 12 credits.
- iv) Satisfactory completing of each component, (as mentioned below) of the Scheme, prescribed for the subject is compulsory.
- v) A candidate shall have to obtain a minimum of 50% marks allotted to each criteria laid down, to be eligible for credit.
- vi) A student will be allowed to continue to the next higher course provided he/she earns the credits of the previous year.
- vii) A candidate who misses or fails in any of the criteria (A & B) laid down for assessment has to fulfil/complete the requirement to be entitled for the credit.

The detailed scheme is as follows :

(A) Scheme of Semester / Term End Examinations and internal Assessment :

(4 Credits – 400 Marks)

Aggregate of the two examinations and internal assessment will be taken as the criteria for passing. Candidates have to score minimum 50% at the Theory and Internal assessment separately.

Semester / Term End Examinations (3 Credits - 300 Marks)

- a) There shall be two examinations – one each held at the end of each term/semester for Certificate & Diploma Courses.
- b) The examination shall be of 2 ½ hours duration for all papers.
- c) It will cover the portion prescribed for that term.
- d) There shall be 8 questions. One question may be compulsory. Five questions have to be answered.

Internal Assessment / practical (1 Credit- 100 Marks)

It shall comprise of the following :

- a) Two assignments and the class presentation.
- b) Group discussion
- c) Periodical class tests or Quiz
- d) Organising related academic activities, mannerism and exhibit of leadership qualities.
- e) Research project or other Internship.
- f) **On the job training :**
A student has to successfully complete minimum three weeks of On-the-job-training at the allotted/approved organization.
- g) The assessment for this criteria will be based on the Report and feedback received from the trainer organization/body and also on submission of a 15 page report and presentation made by the student towards his learning experience.

C) Scheme of Annual Examination for Advance Diploma Course (2 Credits – 200 Marks)

- a) There shall be one examination at the end of the year covering Two Theory papers for 100 Marks each and also Practical/Project work / Dissertation / Viva for (200 Marks).
- b) The theory examination will be of 3 hrs. duration and Maximum marks will be 100 for each paper i.e. V & VI. However Paper VI which comprises of section I Entrepreneurship and Section II Case study / Problems will have 15 Marks project work and the pattern of Question Paper will be as follows.
Section I Entrepreneurship (35 Marks)
Section II Case Study & Problems (50 Marks)