



UNIVERSITY OF KERALA

B.Voc Degree Programme in Travel and Tourism

Regulation, Scheme and Syllabus

2020 onwrds

1. Introduction

1.1 Key Features:

Objectives

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the Diploma, undergraduate level of higher education to enhance employability of the students and meet industry requirements. Such student apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students admitted in such vocational courses.
- The certification levels will lead to Diploma/Advanced Diploma/B. Voc. Degree in Travel & Tourism and will be offered by the University.
- Students may be awarded Diploma/Advance Diploma /Degree as out-lined in the Table below:

Awar d	Duration after class XII	Corresponding NSQF level
Diploma	1 Year	5
Advance Diploma	2 Year	6
B.Voc Degree	3 Year	7

2. Course Objectives

After successfully completing the vocational course, the student would have acquired appropriate and adequate technical knowledge together with the professional skills and competencies in the field of Travel & Tourism so that he/she is properly equipped to take up gainful employment in this Vocation. Thus he/she should have acquired: -

A. Understanding of

- (a) The concepts, principles of Travel & Tourism Industry .
- (b) The procedure of making Travel & Tourism Standards.
- (c) The concepts and principles used in Travel & Tourism sector.

B. Adequate Professional Skills and Competencies in

- (a) Knowledge of Travel & Tourism Industry.
- (b) Ability to create a rapport with people of different ages and different culture
- (c) Strong customer service , ethic and desire to help people.

C. A Healthy and Professional Attitude so that He/ She has

- (a) An analytical approach while working on a job.
- (b) An open mind while locating/rectifying faults.
- (c) Respect for working with his/her own hands.
- (d) Respect for honesty, punctuality and truthfulness

D. NSQF compliant skills in Qualification developed by sector skill council in Tourism and Hospitality sector

3. Course Structure

The course will consist of combination of practice, theory and hands on skills in the Travel and Tourism sector.

Skill Components:

- The focus of skill components shall be to equip students with appropriate knowledge, practice and attitude, to become work ready. The skill components will be relevant to the industry as per its requirements.
- The curriculum will necessarily embed within itself, National Occupational Standards (NOSs) of specific job roles within the industry. This would enable the students to meet the learning outcomes specified in the NOSs.
- The overall design of the skill development component along with the job roles selected will be such that it leads to a comprehensive specialization in few domains.
- The curriculum will focus on work-readiness skills in each of the year of training.
- Adequate attention will be given in curriculum design to practical work, on the job training, development of student portfolios and project work.

General Education Component:

The general education component adhere to the normal senior secondary and university standards. It will emphasize and offer courses which provide holistic development. However, it will not exceed 40% of the total curriculum.

- Adequate emphasis is given to language and communication skills.

The curriculum is designed in a manner that at the end of each year after class XII students can meet below mentioned level descriptors of NSQF:

Level	Process required	Professional Knowledge	Professional skill	Core skill	Responsibility
5	Job that requires well developed skill, with clear choice of procedures in familiar context	Knowledge of facts, principles, processes and general concepts, in a field of work or study	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools materials and information	Desired mathematical skill, understanding of social, political and some skill of collecting and organizing information, communication.	Responsibility for own work and learning and some responsibility for other's works and learning
6	Demands wide range of specialized technical skill, clarity of knowledge and practice in broad range of activity involving standard/non-standard practices	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Reasonably good in mathematical calculation, understanding of social, political and reasonably good in data collecting organizing information, and logical communication	Responsibility for own work and learning and full responsibility for other's works and learning

3.1. STRUCTURE OF B.VOC. Travel & Tourism

a) Title

Regulations for conducting B. Voc Programme under University of Kerala

b) Scope

The regulations stated in this document shall apply to all B.Voc Programmes Conducted by colleges affiliated to University of Kerala, Approved by AICTE with effect from ____ admission.

4. Definitions

4.1B.Voc: Bachelor of Vocation- is a scheme introduced by AICTE for skill development based higher education as part of technical education.

4.2 NSQF: National Skills Qualifications Framework

4.3 Programme: A Programme refers to the entire course of study and examinations for the award of the B. Voc degree.

4.4 Semester: A term consisting of a minimum of 450 contact hours distributed over 90 working days, inclusive of OJT & examination days, within 18 five- day academic weeks.

4.5 Course: Refers to the conventional paper, which is portion of the subject matter to be covered in a semester. A semester shall contain many such courses from general and skill development areas.

4.6 Credit: B. Voc programme follows a credit semester system and each Course has an associated credit.

4.7 Grade: Uses seven point grading system suggested by Hrdayakumari Commission to assess the students.

4.8 Words and expressions used and not defined in this regulation shall have the same meaning assigned to them in the Act and Statutes.

5. Eligibility for Admission

Eligibility for admissions and reservation of seats for B. Voc. Travel and Tourism shall be according to the rules that no student shall be eligible for admission to B. Voc. Travel and Tourism unless he/she has successfully completed the examination conducted by a Board/ University at the +2 level of schooling or its equivalent.

6. Duration of the Course

Duration of B. Voc. Travel & Tourism programme shall be 6 semesters distributed over a period of 3 academic years. Each semester shall have 90 working days inclusive of OJT & all examinations.

6.1 The duration of B.Voc programme shall be **6 Semesters.**

6.2 The duration of odd semesters shall be from **June to October** and that of even semesters from **November to March.**

6.3 A Student may be permitted to complete the Programme, on valid reasons, within a period of 12 continuous semesters from the date of commencement of the first semester of the programme.

6.4 The certification levels will lead to Diploma /Advanced Diploma /B.Voc.

Degree and will be offered under the aegis of the University as outlined in the Table given below

Award	Duration after class XII	Corresponding NSQF level
Diploma	1 Year	5
Advance Diploma	2 Year	6
B.Voc Degree	3 Year	7

7. Nature of the Course

- a) No open course is envisaged
- b) No Electives are included
- c) Total credits is 177
- d) Working hours per week is 30 hours
- e) All vocational subjects are treated as core course.
- f) Multiple exit points are permitted.
- g) A candidate who failed in a semester may get two supplementary chances. Only failed papers are to be written in the supplementary examination.

8. Readmission

Readmission will be allowed as per the prevailing rules and regulations of the university.

9. Assessment

- a. The Skill component of the course will be assessed and certified by the respective Sector skill Councils/Training Partner or Industry Partner.
- b. The credits for the skill component will be awarded in terms of NSQF level certification which will have 60% weightage of total credits of the course in following manner.
- c. The general education component will be assessed by the concerned university as per the prevailing standards and procedures.
- d. Letter grades and grade points

Letter Grades and Grade Points: A 10-point grading system with the following Letter grades as given below:

Letter Grade Point

O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

**FIRST SEMESTER SYLABUS
B.VOC TRAVEL & TOURISM**

Course code	Subjects	No of Hours /Week		Total Hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EXT	IC	
B.V.TT-01	Communication Skills	5	-	50	3	40	10	2
B.V.TT-02	Principles of Management	5	-	50	3	40	10	2
B.V.TT-03	Environmental Management	5	-	50	3	40	10	2
B.V.TT-04	Principles & Practice Of Tourism - 1	5	-	50	3	40	10	2
B.V.TT-05	Organizational behavior	-	4	50	1.5	40	10	3
Lab/Practical								
B.V.TT-06	Soft Skills & Personality Development-1	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
Travel Agency Operations				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

B.VOC TRAVEL & TOURISM

Course code	Subjects	No of Hours /Week		Total hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EXT	IC	
B.V.TT-07	Tourism products	5	-	50	3	40	10	2
B.V.TT-08	History & Culture	5	-	50	3	40	10	2
B.V.TT-09	IT & Cyber Law	5	-	50	3	40	10	2
B.V.TT-10	Tourism Principles & Practice -11	5	-	50	3	40	10	2
Lab/Practical								
B.V.TT-11	Soft Skills & Personality Development-11	-	4	50	1.5	40	10	3
B.V.TT-12	Industrial Visit	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
Orientation on Travel Agency Operation				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

THIRD SEMESTER

B.VOC TRAVEL & TOURISM

Course code	Subjects	No of Hours /Week		Total hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EXT	IC	
B.V.TT-13	Tour Guiding & Escorting	5	-	50	3	40	10	2
B.V.TT-14	Human Resource Management	5	-	50	3	40	10	2
B.V.TT-15	Hospitality Management	5	-	50	3	40	10	2
B.V.TT-16	Global Tourism Geography	5	-	50	3	40	10	2
Lab/Practical								
B.V.TT-17	Food & Beverage Service Management	-	4	50	1.5	40	10	3
B.V.TT-18	Tour Guiding & Escorting	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
House Keeping Operations				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

FOURTH SEMESTER SYLLABUS

Course code	Subjects	No of Hours /Week		Total hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EXT	IC	
B.V.TT-19	Hotel Management	5	-	50	3	40	10	2
B.V.TT-20	Customer Relationship Management	5	-	50	3	40	10	2
B.V.TT-21	Airline Management	5	-	50	3	40	10	2
B.V.TT - 22	Tourism Finance Management	5	-	50	3	40	10	2
Lab/Practical								
B.V.TT-23	Soft skills & Personality Development-111	-	4	50	1.5	40	10	3
B.V.TT-24	Customer Relationship Management	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
House Keeping Operations				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

FIFTH SEMESTER

Course code	Subjects	No of		Total Hours /Semester	Credits	Total Marks		Exam Duration
		Hours /Week				EXT	IC	
		T	P					
B.V.TT-25	Accommodation Management	5	-	50	3	40	10	2
B.V.TT-26	Eco Tourism	5	-	50	3	40	10	2
B.V.TT-27	Ethical, Legal, Regulatory Framework for Tourism	5	-	50	3	40	10	2
B.V.TT-28	Travel Agency & Tour Operation Management	5	-	50	3	40	10	2
Lab/Practical								
B.V.TT-29	Front Office Operations	-	4	50	1.5	40	10	3
B.V.TT-30	House Keeping Operations	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
Front Office Operations				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

SIXTH SEMESTER SYLLABUS

B.VOC TRAVEL & TOURISM

Course code	Subjects	No of Hours / Week		Total Hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EX T	IC	
B.V.TT-31	Destination Planning & Management	5	-	50	3	40	10	2
B.V.TT-32	Tourism Management & E tourism	5	-	50	3	40	10	2
B.V.TT-33	Entrepreneurship Development in Tourism	5	-	50	3	40	10	2
B.V.TT-34	Project Work	5		50	3	150		3
On-Job-Training(OJT)								
Hotel Management				150	15	200		
Total		20	8	450	30	470	30	
Total Marks of University		E		IC		Total		
		120	350	30		500		
		470		30				

DETAILED DISTRIBUTION OF COURSES SYLLABUS

B.VOCTRAVEL AND TOURISM

FIRST SEMESTER SYLLABUS

Course code	Subjects	No of		Total Hours /Semester	Credits	Total Marks		Exam Duration
		Hours /Week				EXT	IC	
		T	P					
B.V.TT-01	Communication Skills	5	-	50	3	40	10	2
B.V.TT-02	Principles of Management	5	-	50	3	40	10	2
B.V.TT-03	Environmental Management	5	-	50	3	40	10	2
B.V.TT-04	Principles & Practice Of Tourism - 1	5	-	50	3	40	10	2
B.V.TT-05	Organizational behavior	-	4	50	1.5	40	10	3
Lab/Practical								
B.V.TT-06	Soft Skills & Personality Development-1	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
Travel Agency Operations				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

OBJECTIVE:

1. To familiarize students with English sounds and phonemic symbols.
2. To enhance their ability in listening and speaking.

Name of the Course - COMMUNICATION SKILLS			
Course code : B.V.TT - 01 Semester - 1			
Duration : 50 hrs Maximum Mark : 50			
Teaching Scheme Examination scheme			
Theory : 5hrs/ week CE/ IC Mark : 10 Marks			
Credits: 3 End Semester Exam : 40 marks			
Unit no:	Contents	Hours	Weightage
1	Introduction: Theory of Communication, Types and modes of Communication Language of Communication: - Verbal and Non-verbal (Spoken and Written), Personal, Social and Business, Barriers and Strategies, Intra Personal, Inter Personal and Group Communication	(10hrs)	30%
2	Listening Skills Difference between Listening and Hearing, Active Listening, Barriers to listening, Academic listening, Listening for details, Listening to announcements, Listening to news Programme	(10hrs)	30%
3	Speaking Skills Interactive nature of communication, Importance of context, Formal and informal, set expressions in different situations, Greeting, Introducing, making requests, asking for / giving permission, Giving instructions and directions, agreeing / disagreeing, seeking and giving advice, inviting and apologizing, telephonic skills, Conversational manners	(20hrs)	20%
4	Writing Skills Documenting, Report Writing, Making notes, Letter Writing	(20hrs)	20%

References**Modules 1 - 4**

Core reading: *English for Effective Communication*. Oxford University Press, 2013

1. Marks, Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.

2. Lynch, Tony. *Study Listening*. New Delhi: CUP, 2008.

3. Kenneth, Anderson, Tony Lynch, Joan MacLean. *Study Speaking*. New Delhi: CUP, 2008

4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

5. Fluency in English Part II Oxford University Press, 2006

6. Business English, Pearson, 2008.

Course Objectives: To provide basic knowledge of the principles of management.

Name of the Course: PRINCIPLES OF MANAGEMENT	
Course Code : B.V.TT-02Semester - I	
Duration : 50 hrsMaximum Mark : 50	
Teaching Scheme	Examination Scheme
Theory : 5 hrs/ week	CE/ IC Mark : 10 marks
No. of Credits: 3End Semester Exam : 40 marks	

Unit no:	Contents	Hours	Weightage
UNIT I	<p>Nature and Process of Management</p> <p>Schools of Management Thought - Management Process School,- Human Behavioral School, - Decision Theory School, Systems Management School, Contingency School-Managerial role-Basis of Global Management</p>	(10hrs)	15%
UNIT II	<p>Planning</p> <p>Objectives - Types of plans - single use plan and repeated plan - MBO, MBE- Strategic planning and formulation- Decision making - Types and process of decision making-forecasting</p>	(10hrs)	10%
UNIT III	<p>Organizing</p> <p>Types of Organization - Formal and Informal, line and staff, Functional - Organization structure and design - Span of control, Delegation and decentralization of Authorityand Responsibility-Organizational cultureand Group dynamics</p>	(10hrs)	14%
UNIT IV	<p>Staffing</p> <p>Systems approach to HRM - Performance Appraisal and Career strategy - HRD - Meaningand Concept</p>	(10hrs)	20 %
UNIT V	<p>Directing</p> <p>Motivation - Meaning - Need for motivation-Theories of motivation -</p>	(10hrs)	14 %

	<p>Herzberg and McGregor Leadership-importance - Styles of leadership, Managerial Grid by Blake and Mouton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief)</p> <p>Controlling - Concept, -Significance, Methods of establishing control.</p>		
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References:

1. Moshal.B.S .*Principles of Management*, Ane Books India,NewDelhi.
2. BhatiaR.C.*BusinessOrganizationandManagement*,AneBooksPvt.Ltd.,NewDelhi.
3. Richard Pettinger. *Introduction to Management*, Palgrave Macmillan, NewYork.
4. Koontz and O'Donnel. *Principles of Management*,Tata McGraw-Hill Publishing Co.Ltd. NewDelhi.
5. Terry G.R. *Principles of Management*, D.B.Taraporevala Sons &Co.Pvt.Ltd.,Mumbai.

Course Objectives: To enable the students to acquire basic ideas about environment and emerging issues about environmental problems and remedies.

Name of the Course: ENVIRONMENTAL MANAGEMENT	
Course Code : B.V. TT-03Semester - I	
Duration : 50hrsMaximum marks : 50	
Teaching Scheme	Examination Scheme
Theory : 5hrs / week	CE/IC : 10 Marks
No. of Credits : 3	End Semester Exam : 40 marks

Unit no:	Contents	Hou rs	Wei ghta ge
UNIT I	Environmental studies Meaning - Scope -Importance	(5hrs)	10%
UNIT II	Ecology and Ecosystems Biodiversity and its Conservation, - Natural Resources - Meaning of Ecology - Structure and function of an ecosystem - Producers - consumers -decomposers- energy flow in the ecosystem - ecological succession- food chain - food webs and ecological pyramids . Ecosystem - concept- types of ecosystems - structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem. Biodiversity and its conservation- introduction- definition- genetic, species and ecosystem diversity- value of biodiversity- biodiversity at global, national and local levels- India as a mega-diversity nation- hot- spots of diversity- threats to diversity- conservation of diversity in in- situ, ex- citu. Natural resources- features- air resources, forest resources, water resources, mineral resources, food resources- energy resources, land resources- over exploitation of natural resources- consequences- conservation of natural resources- role of an individual in conservation of natural resources	(15hrs)	40%
UNIT III	Industry and Environment pollution - environmental pollution - soil pollution - air pollution - water pollution - thermal pollution - noise pollution - causes, - effect and control measures - Waste Management - waste minimization through cleaner technologies - reuse and recycling	(10 hrs)	20%

	- solidwaste management		
UNIT IV	Social issues and environment - unsustainable to sustainable development - urban problems related to energy - water conservation - water harvesting - resettlement and rehabilitation of people - environment ethics - waste land reclamation - consumerism and waste products	(10hrs)	20%
UNIT V	Human Population and Environment - population growth - variation among nations - population explosion - environment and human health - human rights - value education - women andchild welfare	(10hrs)	10%

REFERENCE

1. Misra. S.P and Pandey .S.N. Essential Environmental Studies, Ane Books India,New Delhi.
2. KiranB.Chokkasandothers.UnderstandingEnvironment,SagePublicationsNewDelhi.
3. Arumugam N. and Kumaresan V. Environmental Studies, Saras Publications, Kanyakumari
4. Benny Joseph. Environmental Studies, Tata McGraw-Hill Publishing Co.Ltd.,NewDelhi.

Course Objectives: To involve interest in students with basic concepts and contents of tourism studies

Name of the Course: PRINCIPLES AND PRACTICE OF TOURISM	
Course Code : B.TT- 04Semester - I	
Duration : 50hrsMaximum marks : 50	
Teaching Scheme Examination Scheme	
Theory : 5 hrs/ week	CE/ IC Mark : 10 Marks
No. of Credits : 3	End semester Exam: 40 marks

Unit no:	Contents	Hou rs	Weightage
UNIT - I	Travel and Tourism through the ages: Early Travels, - 'Renaissance' and 'Age of Grand Tours'; -EmergenceofModernTourism,- FactorsaffectinggrowthofTourism.	(5Hrs)	15%
UNIT - II	Tourism: Definition, - Meaning, - Nature and Scope; - Tourist, - Traveler, - Visitor and Excursionist- definition and differentiation; Leisure, Recreation and Tourism interrelationship; Typology and forms of tourism - International, Inbound, Outbound, inter regional, intra regional, Domestic, International, national and other forms ;Social tourism.	(10Hrs)	10%
UNIT - III	Tourism an Overview - Components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism System and Elements of Tourism (Leiper's Model) - Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility, Interrelationship of elements	(10hrs)	25%

UNIT - IV	Introduction to tourism industry - Travel Agency - History - Operation/Functions - Types- Tour Operators - Functions - Types- Accommodation Industry-Types - Classification - Supplementary - Souvenir Industry & Shopping.	(10Hrs)	10%
UNIT - V	Transportation (Air, Water, Land) - Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals, etc)	(5hrs)	20%
UNIT - VI	International travel requirements (Passport, Visa, Health Certificates & Insurance)- Role and functions of NTO and tourism authorities of various levels (National, State, Local) Tourism Organizations - National and International:-ITDC, FHRAI, IATO, TAAI, UNWTO, IATA, UFTAA,PATA.	(10hrs)	20%

REFERENCE

1. P.N Seth: Successful tourism Management (Vol. 1 & 2) , Sterling Publishers, New Delhi
2. A.K Bhatia: International Tourism Management, Sterling Publishers, A.K Bhatia: Tourism Development: Principles and Practices, Sterling Publishers,
3. Christopher.J. Hollway; Longman ; The Business of Tourism
4. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
5. A.K Bhatia: The Business of Tourism concept and strategies , Sterling Publishers
6. Page, S: Tourism Management: Routledge, London
7. Glenn.F.Ross-The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

Name of the Course : ORGANISATIONAL BEHAVIOUR			
Course Code : B.TT- 05		Semester-1	
Duration :40 hrs		Maximum Marks :50	
Teaching Scheme		Examination Scheme	
Theory : 4hrs /week		CE/IC Mark:10 Marks	
Credit :2		End Semester Exam : 40 Marks	
Unit.No	Contents	Hours	Weightage
1.	Organizational Behavior Definition, relevance and scope . FOUNDATIONS OF INDIVIDUAL BEHAVIOUR Environment, personal, organizational and psychological factors, Personality, perception, attitudes, learning	16	25%
2	MOTIVATION Nature, important theories-Maslow, Herzberg, equity and expectancy	06	35%
3	FOUNDATION OF GROUP BEHAVIOUR Group dynamics, group formation, group tasks, group decision making	06	25%
4	CONFLICT Reasons and ways of overcoming conflict	06	5%
5	ORGANIZATIONAL CHANGE Resistance to change and ways of overcoming the resistance	06	5%
6	ORGANIZATIONAL CULTURE How created and sustained	06	5%
REFERENCE BOOKS:			
Stephen P Robbins; Essential of OrganisationalBehaviour, New Delhi, Prentice Hall			
New Strom and Davis; OrganisationalBehaviour – Human Behaviour work, New York McGraw Hill			
Fred Lechans; OrganisationBehaviour, New York, McGraw Hill			
Aswathappa K; OrganisationalBehaviour, Mumbai, Himalaya Publishing House			

OBJECTIVES:

- To enable learners to develop their communicative competence.
- To facilitate them to hone their soft skills.
- To equip them with employability skills to enhance their prospect of placements.
- Developing the personality of students
- Enhancing their confidence and attitude

Name of the course : SOFT SKILLS& PERSONALITY DEVELOPMENT-1			
B.VOC.TT- 06 Semester - 1			
Duration : 32 hrs Maximum Mark :50			
Teaching Scheme		Examination Scheme	
Practical : 4 hrs/ week		CE/IC Mark :10 Marks	
Credits: 1.5 End Semester Exam : 40 marks			
Unit no:	Contents	Hours	Weightage
UNIT I	LISTENING AND SPEAKING SKILLS Conversational skills (formal and informal) - group discussion and interview skills - making presentations. Listening to lectures, discussions, news programmes, dialogues from TV/radio/Ted talk/Podcast - watching videos on interesting events on YouTube	(15 hrs)	40%
UNIT II	READING AND WRITING SKILLS Writing job applications - cover letter - resume - emails - letters - memos - reports - blogs - writing for publications.	(10hrs)	20%
UNIT III	DEVELOPMENTAL SKILLS Motivation - self image - goal setting - managing changes - time management - stress management - leadership traits - team work - career and life planning.	(7 hrs)	30%
UNIT - 1V	Identifying Personality, Personality Test- Types- Self Awareness	(10 hrs)	40 %
UNIT - V	Enhancing Personality Development, Grooming- Body language- Hygiene& Sanitation- Art of good Communication	(12hrs)	30 %
UNIT - VI	Working on Personality Changes - Focusing on attitude - Staying motivated - Increasing confidence -	(10hrs)	30%

	Watching body language		
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Name of the course : On Job Training
Course Code : OJT- 01 Semester - I
Duration : 150 hrsMaximum Mark : 200
Credits: 15

Unit. No	Contents	Marks Credit	Distribution
1.	OJT - Travel Agency Operations	OJT OJT Viva 15 Marks by Report SKP	
		100	50 50
Total Marks of University		200	

SECOND SEMESTER

Course code	Subjects	No of Hours /Week		Total Hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EXT	IC	
B.V.TT-07	Tourism Products	5	-	50	3	40	10	2
B.V.TT-08	History & Culture	5	-	50	3	40	10	2
B.V.TT-09	IT & Cyber Law	5	-	50	3	40	10	2
B.V.TT-10	Tourism Principles & Practices-11	5	-	50	3	40	10	2
Lab/Practical								
B.V.TT-11	Soft Skills & Personality Development -11	-	4	50	1.5	40	10	3
B.V.TT-12	Study Tour	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
Orientation on Travel agency Operation				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

SYLLABUS

Course Objectives: To study the tourism products and potential of India.

Name of the Course: TOURISM PRODUCTS	
Course Code : B.V.TT - 07	Semester - II
Duration : 50 hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Theory : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits:3	End Semester Exam : 40 Marks

Unit no:	Contents	Hou rs	Wei ghta ge
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UNIT - I	Tourism Product- Definition and Differentiation, - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India; Geography of India - Physical and Political features	(10hrs)	
UNIT - II	Cultural Resources- Performing Arts of India, Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments-Handicrafts of India, Craftsmanship-Indian Painting-Fairs and Festivals - Cuisines and speciality dishes	(5hrs)	
UNIT - III	Architectural Heritage of India - India's Architectural Styles- Historic Monuments of Tourist significance (ancient medieval and modern)- Important Historic / Archaeological sites, Museums, Art Galleries, Libraries their location and assets- Religious Shrines / Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others- World Heritage sites in India	(10 Hrs) (10hrs)	15 hrs)
UNIT - IV	Nature based Tourism: Wild Life Sanctuaries, National Parks, Botanical Gardens, Zoological parks, Biosphere reserves; Mountain Tourism with special reference to Himalayas	(10hrs)	
UNIT - IV	Desert Tourism with special reference to Rajasthan, Tourism in Coastal areas- Beaches, Islands, Coral reefs; Back water tourism with special reference to Kerala	(10hrs)	
UNIT -VI	Adventure tourism - Classification of Adventure Tourism - Land Based - Water Based -Aero Based with suitable examples (10hrs)	(5hrs)	

REFERENCE

1. Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, NewDelhi

2. Acharya Ram, Tourism and Cultural Heritage of India: ROSAPublication,
3. Basham.A.L , The Wonder that was India: Rupa and Company,Delhi.
4. Manoj Dixit, CharuSheela , Tourism Products, New RoyalBooks.
5. Hussain.A.K , The National Culture of India, national Book Trust, NewDelhi
6. SarinaSingh , India, Lonely PlanetPublication.
7. KaulH.K , 'Travelers India' Oxford UniversityPress.
8. Negi, Jagmohan,Adventure Tourism and sports, KanishkaPublisher

Course Objectives: To study the culture, tradition and potential of India.

Name of the Course: HISTORY AND CULTURE OF INDIA	
Course Code : B.V.TT - 08	Semester - II
Duration : 50 hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Theory : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits:3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT -I	History and Culture - Definition, Source, Scope and Importance in reference to Tourism. Brief History of Tourism in India	(14hrs)	13 %
UNIT -II	Indus Valley Civilization, Vedic Period, Epics and Archaeology	(5hrs)	11 %
UNIT -III	Maurya - Shunga - Kushan - Gupta and Harsha Periods of Classical Development -Religion, Philosophy, Art, Literature, Society, Science, Economy and Foreign Contact.	(8hrs)	30%
UNIT -IV	Early Medieval India (700 to 1200 AD) Brief Introduction to History and Society of North India - Pratihara, - Pala, Chandella, Kalchuri, Paramara, Solanki Brief Introduction to History and Society of South India - Chalukya, Pallava, Rastrakuta, Chola, - Hoyasala.	(11hrs)	20%
UNIT -V	Medieval and Modern India - Cultural Contributions of Mughals and Europeans Bhakti Movement - (12th to 16th Century) - Ramanuja, Ramanand, Kabir, Tulsai, Meera, Raidasa, Chaitanya, Nanak. Renaissance or Revival of Indian Culture in 19th Century- Brief History of Independence of India	(12hrs)	26%

REFERENCE

1. An Introduction to the Study of Indian History, D.D. Kosambi, Popular Prakashan Pvt Ltd
2. Evolution of Indian Culture, B.N. Luniya, Lekshmi Publication

Course Objectives: To study the networking and technology of India

Name of the course: IT & CYBER LAW	
Course Code : B.V.TT - 09	Semester - II
Duration : 50 hrs	Maximum marks : 50
Teaching scheme Examination Scheme	
Theory : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits:3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	<p>Overview of Informatics- Meaning, feature and Importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology,</p> <p>Purchase of technology, license, guarantee and warranty. New development in informatics</p>	10 Hrs	20 %
UNIT II	<p>Knowledge Skills for Higher Education- Data, information and knowledge, Knowledge management, Internet access methods -Dial-up, DSL, - Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence- Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services - INFLIBNET, NICNET, BRNET</p>	10 Hrs	20 %
UNIT III	<p>Social Informatics- IT & Society- issues and concerns- digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defense, law, crime detection,</p>	10Hrs	20 %

	publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT - Artificial intelligence, Virtual reality, bio computing. Health issues - guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues		
UNIT - IV	Cyber world - Cyber space, Information overload, - cyber ethics, cyber addictions, cybercrimes - categories - person, - property, Government - types - stalking, harassment, threats, security & privacy issues	10Hrs	20 %
UNIT V	Cyber regulations - Scope of Cyber laws, - Provisions under IT Act 2000, Cyber related Provisions under IPC	10Hrs	20 %

References:

1. Ramesh Bangia. *Learning Computer Fundamentals*, Khanna Publishers, New Delhi.
2. Rajaraman, *Introduction to information Technology*, PHI, NewDelhi.
3. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, NewDelhi.
4. Barbara Wilson. *Information Technology: The Basics*, ThomsonLearning. GeorgeBeekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, NewDelhi. IT Act 2000,
5. RohasNagpal, IPR & Cyberspace - Indian Perspective

Course Objectives: To study the tourism products and potential of India.

Name of the course: TOURISM PRINCIPLES AND PRACTICES -II	
Course Code : B.V.TT -10Semester - II	
Duration : 50 hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Theory : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits:3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weig htag e
UNIT I	Travel Motivations - Definition of Motivation - Concept of motivation - evolution of demand. Growth factors - physical motivators - rest and recreation motivators - health motivators- ethnicandfamilymotivators- professionalandBusinessmotivators	8 Hrs	15 %
UNIT II	Demand for Tourism - Measurement of tourism, Types of tourist statistic - general problems of measurement - methods of measurement - Tourism Satellite Account - Tourism Barometer - statistical review of spenders and Earners of Tourism- Kerala, India and Major worlddestinations	12Hrs	20 %
UNIT III	Socio-Economic factor In Tourism: Impacts of Tourism - Economic, Environmental, Social, Cultural. Economic benefits - the multiplier effect - development of infrastructure - regional development - effects on employment - tourism and economic value of cultural resources - tourism and international understanding, National Integration through tourism	15Hrs	15 %
UNIT IV	Tourism planning and Development - tourism planning process -	5Hrs	20 %

	assessment of tourist demand - environmental Dimensions of tourism - carrying capacity - sustainability - conservation policy, Responsible tourism		
UNIT V	Features of Tourist Destinations- Essential facilities and services for tourism development- tourism development - Tourism Development in India - Sargent committee - 5 year plan - tourism Policy	5 Hrs	20 %
UNIT VI	Tourism Products -Definitions - Product levels of Kotler-, Product design - Issues and considerations, Leiper's Tourism System, Tourism Area Life Cycle	5Hrs	10 %

REFERENCES

1. Pran Seth: Successful tourism Management (Vol. 1 &2)
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1&2)
4. Milland Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
8. Christopher.J. Hollway; Longman ; The Business of Tourism
9. Percy K Singh: fifty Years of Indian Tourism (Kanishka Pub)
10. Sipra Mukhopadhyay: Tourism Economics (Ane Books India)
11. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited (Response - SAGE)
12. R. Jacob et al : Tourism products of India- A National Perspective (Abhijeet Publications)

Course Objectives:

- To enable learners to develop their communicative competence.
- To facilitate them to hone their soft Skills
- To equip them with employability skills to enhance their prospect of placements

Name of the Course: SOFT SKILLS& PERSONALITY DEVELOPMENT -11	
Course Code : B.V.TT -11	Semester - II
Duration : 32hrsMaximum marks : 50	
Teaching scheme	Examination Scheme
Practical : 4 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits:1.5	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	Business communication: Communications skills, debates - language games, situational dialogues, essay writing, presentations. Business Correspondence: Principles of clear writing, applications and requests, positive and negative responses to requests, routine messages, memos, report writing, organizing meetings, preparation of agenda and minutes, business etiquette, telephone etiquette, e-mail etiquette.	12 Hrs	40 %
UNIT II	Psychological Tests: Aptitude and personality assessment, suggestions for improvement, listening skills	10 Hrs	30%

	Leadership Skills: Concepts of leadership, leadership styles, insights from great leaders		
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Name of the Course: Industrial Visit	
Course Code : B.V.TT -12	Semester - II
Duration : 50	Maximum marks
Teaching scheme	
Practical : 4 hrs/week	
No. of Credits:1.5	

1. Visiting Travel Agencies
2. Visiting Tour Operation Company
3. Visiting Hotels

- Students have to prepare assignment based on places visited in study tour and should submit report as a record for project presentation.

Course code	Subjects	No of Hours /Week		Total Hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EXT	IC	
B.V.TT-13	Tour Guiding & Escorting	5	-	50	3	40	10	2
B.V.TT-14	Human Resource Management	5	-	50	3	40	10	2
B.V.TT-15	Hospitality Management	5	-	50	3	40	10	2
B.V.TT-16	Global Tourism Geography	5	-	50	3	40	10	2
Lab/Practical								
B.V.TT-17	Food & Beverage Service Management	-	4	50	1.5	40	10	3
B.V.TT-18	Tour Guiding & Escorting	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
House Keeping Operations				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

n Credit

15

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DETAILED DISTRIBUTION OF COURSES

B.VOC TRAVEL & TOURISM

THIRD SEMESTER

Course Objectives: To acquire an in-depth knowledge about the profession of tour guiding and escorting.

Name of the course: TOUR GUIDING AND ESCORTING

Course Code : B.V.TT -13 Semester - III

Duration : 50 HrsMaximum Marks : 50	
Teaching scheme	Examination Scheme
Practical : 5 hrs/week CE/ IC Mark : 10 Mark	
No. of Credits:3 End Semester Exam : 40 Marks	

Unit no:	Contents	H ou rs	Weightage
UNIT -I	The Tour Guide- Meaning and classification, qualities of an ideal tour guide, various role of tour guide, the business of guiding, organizing a guiding business	10hrs	15 %
UNIT -II	The guiding techniques- leadership and social skills, presentation and speaking skills	5hrs	10 %
UNIT III	The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances	10hrs	25 %
UNIT IV	The role of guide and interpreter: Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society. Tour guides code of conduct	10hrs	10 %
UNIT V	Conducting tours: Pre tour planning, Modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies	5hrs	20 %
UNIT VI	Dealing with emergencies- Accidents, Law and order, Theft, Loss of documents; First Aid- importance, general procedures, evaluation of situation; Complaint handling.	10hrs	20 %

REFERENCE

1. Jagmohan Negi - Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster - Introduction to Travel Agency Management 4.
4. Pat Yale - Business of Tour Operations

Course Objectives: To give a conceptual understanding of human resource practices in business organizations

Name of the Course: HUMAN RESOURCES MANAGEMENT	
Course Code : B.V.TT -14	Semester - III
Duration : 50 Hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	Introduction to Human Resource Management—Importance - Scope and objectives of HRM- Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage-Traditional Vs Strategic human resource management	15Hrs	25 %
UNIT II	Human resource planning, Recruitment and selection —Job analysis - process of job analysis- job discretion- job specification - methods of job analysis - Conventional Vs strategic planning—job evaluation—Recruitment—source of recruitment-methods.	15Hrs	10 %
UNIT III	Placement, Induction and Internal mobility of human resource Training of employees—need for training-objectives- approaches -methods-training environment- areas of training- Training evaluation.	10Hrs	15 %
UNIT IV	Performance appraisal and career planning- Need and importance-objectives process- methods and problems of performance appraisal- . Concept of career planning -features-methods -uses career development.	10Hrs	10 %
UNIT V	Compensation management and grievance redressal- Compensation planning objectives- Wage systems-	10Hrs	40 %

	factors influencing wage system-. Grievance redressel procedure- Discipline- approaches- punishment- essentials of a good discipline system- Labor participation in management		
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REFERENCE:

1. Human Resource Management- Text and Cases—VSPRao
2. Human Resource Management—Snell,Bohlander
3. Personal Management and Human Resources—VenkataRatnam.Srivasthava.
4. A Hand Book of Personnel Management Practice—DaleYolder.

Course Objectives: To introduce the student to the world of Hospitality industry in general and to develop the hospitality culture among the students

Name of the course: HOSPITALITY MANAGEMENT	
Course Code : B.V.TT -15	Semester - III
Duration : 50 Hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3 End Semester Exam : 40 Marks	

Unit no:	Contents	Hou rs	Wei ght age
UNIT I	Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, AthithiDevoBhavah, Expectations of the guest	10	10 %
UNIT II	Classification & Categorization of Hotels - Hotel Ownership- A brief account of Commercial Hotels, Residential Hotels, Hotel Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotel- Major Hotel chains in India-FHRAI	15	10 %
UNIT III	Brief Account of Hotel Operations: Front office and back office areas, Public and Private areas - Organizational structure and Functions - Major Departments - Types of hotel rooms - Use of IT inHotelindustry	10	25 %
UNIT - IV	Front Office Management: Organizational structure and Functions - House Keeping: Organizational structure - important housekeeping activities in hotels - coordination with other departments - advantages of good housekeeping and problems of poorhousekeeping. Food and Beverage Operations: Organizational structure and Functions - Food Production and Service. Restaurants: Types of Menu, Types ofService	15	10 %
UNIT VI	Case study of important Hotels	10	30 %

References

1. John R Walker - Introduction to Hospitality Management - Pearson Education India
2. Mohammed Zulfiker - Introduction to Tourism and Hotel Industry, UBSPub, New Delhi
3. Dennis . L. Foster - VIP and Introduction to Hospitality , McGraw-Hill, New Delhi
4. M. L. Ksavana and R. M. Brooks - Front Office procedures, Educational Institute. A.H.M.A
5. Sudhir Andrews - Hotel front Office Management. McGraw -Hill, New Delhi

Course Objectives: To study the global tourism geography.

Name of the course: TT- 16 -GLOBAL TOURISM GEOGRAPHY			
Course Code : B.V.TT -16		Semester - III	
Duration : 50 Hrs		Maximum marks : 50	
Teaching scheme Examination Scheme			
Practical : 5 hrs/week		CE/ IC Mark : 10 Mark	
No. of Credits: 3		End Semester Exam : 40 Marks	
Unit no:	Contents	Hours	Weightage
UNIT I	Geography and Tourism Importance of geography in Tourism, Latitude-Longitude-International Date Line-Time zone-Time differences, Major landforms as tourist resources, Impact of weather and climate on tourist destinations,	20	15 %
UNIT II	Map Reading Map reading and practical exercise of major countries, Study of continents: North America- South America-Europe- Asia-Africa- Oceania	10	10 %
UNIT III	Global and Regional Tourist Movement Factors affecting global and regional tourist movement, Demand and origin factors, Destination and resource factors,	10	25 %
UNIT IV	Outbound Tourism and International Tourism Market Location of major tourist destinations in India, Characteristics of Indian Outbound Tourism, Characteristics of India's major international markets	10	10 %

REFERENCES:

1. Robinson, H.A.; A Geography of Tourism
2. Burton, Rosemary; The Geography of Travel and Tourism
3. Boniface, B and Cooper; Geography of Travel and Tourism
4. Encyclopaedia of World Geography
5. India - Lonely Planet Publication

COURSE OBJECTIVE :To get knowledge about various Food & Beverages

Name of the Course: Food & Beverage Service Management

Course Code : B.V.TT -17 Semester - III

Duration : 32 Hrs

Maximum marks : 50

Teaching scheme

Examination Scheme

Practical : 4 hrs/week

CE/ IC Mark : 10 Mark

No. of Credits: 1.5

End Semester Exam : 40 Marks

Unit no:

Contents

Hours

Weightage

UNIT I

Identification of Equipment's

Table Laying & Relaying, Table Setup (TDH & A la cart menu), Napkin Folding (Bishop Cap, Ladies Shoe, Book Etc..), Receiving and Seating of Guest, Procedure of Table Service (Chair Assistance, Napkin Assistance, Water, soup service), Pre Plated and Silver Service, Holding of Service Gear, Holding of Salver and Plate, Inventory Procedure, Cleaning and Maintenance of Equipment

12

30%

UNIT- II

Basic Service of Tea, Coffee, Juice, Aerated water and Mineral Water

French Classical Menu, Food and Accompaniments, Menu Compiling (3 course, 5 course & 7 course)

8

20 %

UNIT- III

Service of Beer, - Wines and Champagne

Food and Wine Harmony, Service of Spirits, Service of Liquors and Cocktails

10

20%

UNIT - IV

Banquet Seating Arrangements, Buffet Menu (Breakfast, Lunch &Dinner), Making Duty Roaster and Writing Job Descriptions and Specifications

20

30%

Reference Book:

1. Food & Beverage Service Training Manual - Sudhir Andrews, Tata McGraw Hill
2. Food & Beverage Service - R. Singaravelavan
3. Food & Beverage Service - Lillicrap&Cousins, ELBS
4. Food & Beverage Service Management - Brian Varghese
5. Professional Food & Beverage Service Management - Brian Varghese

Course Objective : To get familiarize with Promotion of tourism and escorting skills

Name of the Course: Tour Guiding & Escorting			
Course Code : B.V.TT -18 Semester - III			
Duration : 32 Hrs		Maximum marks : 50	
Teaching scheme		Examination Scheme	
Practical : 4 hrs/week		CE/ IC Mark : 10 Mark	
No. of Credits: 1.5		End Semester Exam : 40 Marks	
Unit no:	Contents	Hours	Weightage
UNIT - 1	To familiarize the students with guide & escorting skills	10	20 %
UNIT - II	To understand the role of guide and escort in promotion of tourism	15	20 %
UNIT - III	Demonstrate the knowledge of guiding through case studies	15	20 %
UNIT - V	Explain the qualities of guide to perform duties	10	20 %

Name of the Course: On Job Training	
Course Code : OJT -03	Semester - III
Duration : 150 Hrs	Maximum marks : 200
No. of Credits: 15	

Unit. No	Contents	Marks Distribution	Credit
1.	Tour Operations	OJT OJT Viva Marks by Report SKP	15
		100	50
		50	50
Total Marks of University		200	

Detailed Distribution of Courses

B.Voc .Travel and Tourism

SEMESTER - IV

Course code	Subjects	No of Hours /Week		Credits	Total Marks		Exam Duration
		T	P		EXT	IC	
B.V.TT-19	Hotel Management	5	-	3	40	10	2
B.V.TT-20	Customer Relationship Management	5	-	3	40	10	2
B.V.TT-21	Airline Management	5	-	3	40	10	2
B.V.TT -22	Tourism Finance Management	5	-	3	40	10	2
B.V.TT-23	Soft Skills and Personality Development-111	-	4	1.5	40	10	3
B.V.TT-24	Customer Relationship Management	-	4	1.5	40	10	3
House Keeping Operations				15	200		
Total		20	8	30	440	60	
Total Marks of University		E			Total		
		16	280		500		
		0					
		440					

Course Objectives: To familiarize students with the concept of Hotel management

Name of the course: HOTEL MANAGEMENT
Course Code : B.V.TT -19 Semester - IV
Duration : 50 Hrs Maximum marks : 50
Teaching scheme Examination Scheme
Practical : 5 hrs/week CE/ IC Mark : 10 Mark
No. of Credits: 3 End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	Hotel Management- Historical perspective, Indian scenario, basic characteristics, phases of Hotel planning and development, Trends and factors in developed tourist markets leading to growth to Hotel concept	(10Hrs)	15 %
UNIT II	Basic element of a Hotel complex- Lodging facility, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services	(10Hrs)	20 %
UNIT III	Mountain based Hotels - introduction - development process - visitor profile. Beach Hotels - marinas - introduction - development process - profile of visitors - environmental impacts and management. Golf/tennis Hotels - introduction - market segments - visitor profiles. Health Hotels / Ayurvedic Hotels).	(10Hrs)	25 %
UNIT IV	External challenges for Hotel management: Changing market and competitive conditions - global demand trends - benefit segmentation - market segmentation - competition	(5Hrs)	20 %
UNIT V	Internal challenges for Hotel management: Planning and financial management - planning process- phases of Hotel development - functional tools of Hotel development - planning and financial feasibility	(5Hrs)	10 %
UNIT - VI	Marketing issues for Hotels: introduction, place marketing, destination image formation - cluster theory marketing - changing product emphasis - marketing changing	(10Hrs)	10 %

	seasons, seasonality management strategies - Branding - services marketing and management- Recreation management in Hotels: rides, games and parks		
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REFERENCE

1. Peter E Murphy (2007), The Business of Hotel Management, Butterworth Heinemann Robert
2. Christie Mill (2008), Hotels Management and Operations, Wiley.
3. JagmohanNegi (2008), Hotel, Hotel and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), Hotel Lodging, Restaurant and Hotel Management, Kanishka Publications, New Delhi
5. Chuck Y Gee (1996), Hotel Development and Management, AHMA, USA

Course Objectives: **To explain the principles behind understanding the customer and thereby providing better service.**

Name of the Course: CUSTOMER RELATIONSHIP MANAGEMENT	
Course Code : B.V.TT -20	Semester - IV
Duration : 50Hrs Maximum marks : 50	
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	Introduction to CRM: Conceptual frame work of Customer Relationship and its Management. Evolution customer Relationship Marketing, Types of CRM - Win Back, Prospecting, Loyalty, Cross Sell and Up Sell, Significance and Importance of CRM in Modern Business Environment.	(10Hrs)	20 %
UNIT II	CRM Strategy: Introduction CRM- Planning, Strategy for CRM, Process of segmentation, Choice of Technology, Choice of organizational Structure for CRM, Understanding Market Intelligent Enterprises.	(10Hrs)	25 %
UNIT III	CRM Implementation: Implementation of CRM: Business oriented solutions, Project Management, Channel Management, CRM in Services, CRM in Financial Services	(10 Hrs)	20 %
UNIT IV	E - Commerce in CRM: Use of E- Commerce in CRM, CEM and Data Mining, Information required for Effective CRM	(10Hrs)	25 %
UNIT V	Customer Loyalty and CRM: Concept of Loyalty at CRM: Definition of Loyalty, Customer Loyalty and Customer decency, Process of Developing Customer Loyalty. Status of CRM in India	(10Hrs)	10 %

REFERENCE

1. Kotler P, *Marketing Management*, Pearson Education
2. Saxena R, *Marketing Management*, Tata McGraw-Hill
3. Ramana V, Somayagulu G, *Customer Relationship Management*, Excel Book Govinda.K, Bhat, *Customer Relation Management*, Himalaya

Course Objectives: To familiarize with the concepts and practices of tourism marketing

Name of the course: TOURISM MANAGEMENT	
Course Code : B.V.TT -21	Semester - IV
Duration : 50 Hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	History of Aviation Types of Aircrafts, Airline Terminology	(15Hrs)	10 %
UNIT II	Cabin Crew Announcements, Airport Jobs	(15Hrs)	25 %
UNIT III	Airport Codes, Airline Codes, Phonetic Alphabet	(10Hrs)	20 %
UNIT IV	Airport Lounges, How airports work, Baggage Handling, Airport Security	(5Hrs)	25 %
UNIT V	World Organizations (IATA, ICAO, DGCA)	(5Hrs)	20 %

REFERENCE

1. Brain McAllister, Crew Resource Management, Air life
3. Thomas L Seamster, Aviation Information Management - From Documents Data, Ashgate
4. Harry W Orlady & Linda M Orlady, Human Factors in Multi Crew Flight Operation
5. Eduardo Sales, Katherine A Wilson, Crew Resource Management, Ashgate.

Course Objectives: To familiarize the student with the basic accounting terminologies and capable of journalizing, posting and preparing final accounts both manually and in computerized form

Name of the course: TOURISM FINANCE MANAGEMENT	
Course Code : B.V.TT -22	Semester - IV
Duration : 50 Hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	Introduction -Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting	(10Hrs)	20 %
UNIT II	Conceptual Frame work - Accounting Concepts, Principles and Conventions, Accounting Standards	(10Hrs)	10 %
UNIT III	Recording of transactions - Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement- Trial Balance- Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation	(10Hrs)	25 %
UNIT IV	Preparation of final accounts - Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business with adjustments.	(10Hrs)	20 %
UNIT V	Computerized Accounting - Journalizing and preparing final accounts using TALLY	(10 Hrs)	25 %

REFERENCE

1. Gupta R.L. and Radhaswamy.M. Advanced Accounting, Sultan Chand & Sons, New Delhi.
2. Shukla M.C., Grewal. T.S and S.C. Gupta. Advanced Accounts ,S. Chand & Co. Ltd. New Delhi.
3. Jain S.P. and Narang. K.L. Financial Accounting, Kalyani Publishers, NewDelhi.
4. Naseem Ahmed, Nawab Ali Khan and Gupta.M.L. Fundamentals of Financial Accounting Theory and Practice, Ane Books Pvt. Ltd. NewDelhi.

Course Objective : To study various developmental skills and behavioral activities

Name of the course: SOFT SKILLS AND PERSONALITY DEVELOPMENT-111	
Course Code : B.V.TT -23	Semester - IV
Duration : 32 Hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Practical : 4 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 1.5	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT- 1	Inter personal Skill Handling other people, Behavior & Attitudes, Social & Dining Etiquettes	12	20 %
UNIT - 2	Leadership Skills- Types of leaders, Punctuality & Time Management, Art of Intelligent Listening, Team Building	12	20 %
UNIT - III	Group Discussion, Public Speaking, Extempore, Mock Interview	5	20 %
UNIT - IV	Evaluation	3	20 %

COURSE OBJECTIVE : To study on dealing with customers

Name of the course: CUSTOMER RELATION MANAGEMENT	
Course Code : B.V.TT -24	Semester - IV
Duration : 32 Hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Practical : 4 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 1.5	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT -1	Role play in CSR	10	20 %
UNIT -II	Case study	12	20 %
Unit - III	Handling Customers, Handling Guest Complaints	8	20 %
Unit - IV	Industrial Visits to units	2	20 %

Name of the Course: On Job Training	
Course Code : OJT -04	Semester - IV
Duration : 150 Hrs	Maximum marks : 200
No. of Credits: 15	

Unit. No	Contents	Marks Distribution			Credit
1.	Customer Relation Management	OJT	OJT	Viva	15
		Marks by Report			
		SKP			
		100	50	50	
Total Marks of University		200			

SEMESTER - V

Bachelor Of Vocation (B.Voc) in Travel & Tourism

Course Objectives: To familiarize with the Accommodation operations.

Name of the Course: Accommodation Management								
Course Code : B.V.TT -25 Semester - V								
Duration : 50 Hrs Maximum marks : 50								
Teaching scheme Examination Scheme								
Course code	Subjects	No of Hours /Week		Total Hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EXT	IC	
		B.V.TT-25	Accommodation Management			5	-	
B.V.TT-26	Eco Tourism	5	-	50	3	40	10	2
B.V.TT-27	Ethical, Legal, Regulatory Framework for Tourism	5	-	50	3	40	10	2
B.V.TT-28	Travel Agency & Tour Operation Management	5	-	50	3	40	10	2
Lab/Practical								
B.V.TT-29	Front Office Operations	-	4	50	1.5	40	10	3
B.V.TT-30	House Keeping Operations	-	4	50	1.5	40	10	3
On-Job-Training(OJT)								
Front Office Operations				150	15	200		
Total		20	8	450	30	440	60	
Total Marks of University		E		IC		Total		
		160	280	40	20	500		
		440		60				

Unit no:	Contents	Hours	Weightage
UNIT - I	Front Office Department -Sections and layout of Front Office - Organizational chart of front office department (small, medium and large hotels)	(15Hrs)	25 %

	-Duties and responsibilities of various staff.- Attributes of front office personnel - Co-ordination of front office with other departments of the hotel- Equipments used(Manual and Automated)		
UNIT II	Role of Front Office - Key control and key handling procedures - Mail and message handling Paging and luggage handling - Rules of the house [for guest and staff] -Black list -Bell Desk and Concierge	(10 Hrs)	20 %
UNIT III	Reservation - Importance of guest cycle (Various stages, sectional staff in contact during each stage)- Modes and sources of reservation- -Procedure for taking reservations (Reservation form, conventional chart, density chart, booking - diary with their detailed working and formats) Computerized system (CRS, Instant reservations) - Types of reservation (guaranteed, confirmed, groups, FIT) -Procedure for amendments, cancellation and overbooking	(10Hrs)	25 %
UNIT IV	Pre-Arrival Procedures - Pre arrival activities(Preparing an arrival list, notification etc)- Procedure for VIP arrival- Procedure for group arrival(special arrangements, meal coupons, etc) Guest Arrival - Types of registration.(Register, Loose Leaf, Registration Cards) - Receiving guests. Arrival procedure for various categories of guests (Foreigners along with C-forms, FITs- walk-in with confirmed reservation) -Notification of guest arrival. -Criteria for taking advance.(Walk-ins, Scanty Baggage etc)	(Hrs10)	10 %
UNIT VI	Guest Stay - Rooming a guest (introduction to the hotel facilities, orientation of the room) Procedure for room change - Safe deposit procedure. -Assisting guest with all possible information and help(medical etc.) Guest Departure - Departure notification - Task performed at bell desk,cashier /reception- Express check outs -Late check outs and charges . Methods of Payment -Credit card handling -Traveler cheques, Personal checks -Handling cash Indian, Foreign currency -Other methods of payment [Travel Agent , Bill to Company etc--]	(5 Hrs)	20 %

REFERENCE

1. *J.Vallen*; CheckinCheckout
2. *S Andrews*; Hotel front Office TrainingManual
3. *S Baker, P. Bradley, J. Huyton*; Principles of Hotel Front Office Operations
4. *B Braham*; Hotel FrontOffice
5. *M Kasavana, C Steadmon*; Managing Front OfficeOperation
6. *P Abbott*; Front Office Procedures andManagement
7. *C Dix*; Front Office operations/AccommodationsOperations
8. *D Foster* ; Front Office Operation andAdministration

Course Objectives: To familiarize students with the concept of Eco Tourism.

Name of the course: ECO TOURISM	
Course Code : B.V.TT -26 Semester - V	
Duration : 50 Hrs Maximum marks : 50	
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	H o	Weight age
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		u r s	
UNIT I	Emergence of Ecotourism, concept and definitions, growth and development- Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism	(15hrs)	20 %
UNIT II	Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.	(10Hrs)	25 %
UNIT III	UNIT III National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population	(5 Hrs)	20 %
UNIT IV	Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation	(15Hrs)	10 %
UNIT VI	Eco Tourism practices Case Studies- Kerala	(5 Hrs)	10 %

REFERENCE

1. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
2. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
3. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
4. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood
5. Cliffs, N.J., Prentice Hall, 1985
6. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing

Course Objectives: To familiarize the students with the ethical and legal aspects of tourism sector

Name of the course: ETHICAL, LEGAL & REGULATORY FRAMEWORK FOR TOURISM	
Course Code : B.V.TT -27	Semester - V
Duration : 50 Hrs	Maximum marks : 50

Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	H o u r s	Weightage
UNIT I	Defining ethics and its significance in tourism - Principles and practices in business ethics. Business compulsions, motivation and ethical parameters	(15Hrs)	20 %
UNIT II	Laws relating to accommodation, travels agencies land tour operation sector, Law regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India	(10Hrs)	20 %
UNIT III	Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure	(15Hrs)	20 %
UNIT IV	Travel Insurance and Consumer protection Act, International consumer protection acts in tourism, Evacuation and International insurance business, Foreigners act, passport act and VISA extension- Ancient Monument Act, RTI, Laws related to environment and wildlife	(10Hrs)	20 %

REFERENCE

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
3. Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.
4. R.K. Malhotra (2005) Socio-Environmental and Legal Issues in Tourism, New Delhi.
5. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi

Name of the course: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT	
Course Code : B.V.TT -28	Semester - V
Duration : 50 Hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	Travel Agency and Tour Operation Business: Definition and Differentiation; Linkages and Scope; Origin and Growth of Travel Agency and Tour Operations Sector -Role and contribution of travel agency and tour operations sector in the development of Tourism Industry	(12Hrs)	30 %
UNIT II	Functions of a Standard Travel Agency- Travel Information, Documentation, Tour Counseling, Ticketing, Reservation and Itinerary Immigration related services etc.- Source of Income: Commission, Service Charges and Mark up on Tours -Organizational Structure in a standard Travel Agency	(7Hrs)	15 %
UNIT III	Functions of Tour Operators- Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management.-Tour operators' role as a principle, broker, whole seller and retailer- Tour Operators' role and function in Event Management-Source of income-Organizational Structure	(14Hrs)	18 %
UNIT IV	Procedure for setting up Travel Agency and Tour Operating Enterprises; type of organization to be independent, proprietorship, partnership, private or public limited ,etc	(7Hrs)	20 %
UNIT VI	Market Research, Feasibility	(4Hrs)	7 %

	Analysis, Source of Investment and other procedural requirements- Approval from (DOT) and other organizations		
UNIT VI	Travel agency and Tour Operations Sector in India- Organization and Functions of TAAI and IATO- Impact of Technological advancements - Impact of MNCs on Travel Trade Sector with special reference to India	(6Hrs)	10 %

REFERENCES

1. Jagmohan Negi - Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster - Introduction to Travel Agency Management
4. Pat Yale - Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)

Name of the Course: FRONT OFFICE OPERATIONS	
Course Code : B.V.TT -29	Semester - V
Duration : 32 Hrs	Maximum marks : 50
Teaching scheme	Examination Scheme
Practical : 4 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 1.5	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weig htag e
UNIT -1	SOP 1 Telephonic Skills - Telephonic conversations and Phonetic Alphabets. SOP II : Emergency calls, handling procedures	8 hrs	20 %
UNIT - 2	How to greet guest, confirming reservation via telephone	7 hrs	20 %
UNIT - 3	Handling guest complaints, providing local information to guests	10 hrs	20 %
UNIT - 4	How to handle amenity requirements, making guest familiar with room facilities	7 hrs	20 %

COURSE OBJECTIVE : To familiarize the students with house keeping equipments

Name of the course : HOUSE KEEPING OPERATIONS
Course Code : B.V.TT -30 Semester - V

Duration : 32 Hrs		Maximum marks : 50	
Teaching scheme		Examination Scheme	
Practical : 4 hrs/week		CE/ IC Mark : 10 Mark	
No. of Credits: 1.5		End Semester Exam : 40 Marks	

Unit no:	Contents	Hours	Weightage
UNIT -I	Identification, use and care of cleaning equipment's	8hrs	20 %
UNIT - II	Identification of cleaning agents	5 hrs	20 %
UNIT - III	Identification of hotel linen	7 hrs	20 %
UNIT - IV	Room Attendant Trolley	6 hrs	20 %
UNIT - V	Bed Making	3 hrs	20 %
UNIT - VI	Cleaning of guest rooms- Departure, Occupied and Vacant	3 hrs	20 %

Reference Books:

1. Hotel Housekeeping Training Manual, Sudhir Andrews
2. Text book of Hotel Housekeeping Management & Operations, Sudheer Andrews, The McGraw - Hill Companies
3. Hotel House Keeping, A Training Manual, Second edition, Sudheer Andrews, The McGraw - Hill Companies
4. Hotel House Keeping Operations and Management, Mr. G Raghubalan, SmriteeRaghubalan, Oxford Higher Education

Name of the course : On Job Training	
Course Code : OJT -05	Semester - V
Duration : 150 Hrs	Maximum marks : 200
No. of Credits: 15	

Unit. No	Contents	Marks	Distribution
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		Credit		
1.	Front Office Operations	OJT	OJT	Viva 15
		Marks by Report		
		SKP		
		100	50	50
Total Marks of University		200		

Course code	Subjects	No of Hours / Week		Total Hours /Semester	Credits	Total Marks		Exam Duration
		T	P			EX T	IC	
B.V.TT-31	Tour Packaging	5	-	50	3	40	10	2
B.V.TT-32	Tour Operation Agency	5	-	50	3	40	10	2
B.V.TT-33	Entrepreneurship Development	5	-	50	3	40	10	2
B.V.TT-34	Project Work	5		50	3	150		3
On-Job-Training(OJT)								
Hotel Management				150	15	200		
Total		20	8	450	30	470	30	
Total Marks of University		E		IC		Total		
		120	350	30		500		
		470		30				

SEMESTER - VI

B.VOC TRAVEL & TOURISM

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Course Objectives: To familiarize with tour packaging in tour operation

Name of the course : DESTINATION PLANNING AND MANAGEMENT	
Course Code : B.V.TT -31 Semester - VI	
Duration : 50HrsMaximum Marks : 50	
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weightage
UNIT I	Meaning, definition, origin, development, types, components and significance of tour packages with relation to tourists, destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business	(7Hrs)	10 %
UNIT II	Tour Formulation- Influencing factors, stages involved in tour formulation- initial research (Destination and Market).	(10Hrs)	20 %
UNIT III	Itinerary development- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist.	(8Hrs)	20 %
UNIT IV	Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet-Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies	(5Hrs)	20 %

UNIT V	Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage-Prepare package based on these activities	(10hrs)	10 %
UNIT - VI	Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, Thomas Cook, SOTC, Intersight- IRCTC and its Tour Packages	(10 hrs)	20 %

REFERENCE

1. Marketing of Travel & Tourism by Middleton
2. International Encyclopaedia of Tourism Management by P. Sinha
Dynamics of Tourism by R.N. Kaul
3. Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans,
4. Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990
5. Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.
6. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007
7. Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990
8. Frenmount P., How to open and Run a Money Making Travel Agency, John Wiley and Sons, New York. 1994
9. Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London.

Course Objectives: To study the roles of travel agents and tour operators

Name of the course: TOURISM MANAGEMENT& E-TOURISM			
Course Code : B.V.TT -32 Semester - VI			
Duration : 50HrsMaximum marks : 50			
Teaching scheme		Examination Scheme	
Practical : 5 hrs/week		CE/ IC Mark : 10 Mark	
No. of Credits: 3		End Semester Exam : 40 Marks	
Unit no:	Contents	Hours	Weightage
UNIT I	Travel Agency and Tour Operation Business: Definition and Differentiation; Linkages and Scope; Origin and Growth of Travel Agency and Tour Operations Sector -Role and contribution of travel agency and tour operations sector in the development of TourismIndustry.	(05Hrs)	10 %
UNIT II	Functions of a Standard Travel Agency- Travel Information, Documentation, Tour Counseling, Ticketing, Reservation and Itinerary Immigration related services etc.- Source of Income: Commission, Service Charges and Mark up on Tours -Organizational Structure in a standard Travel Agency	(10Hrs)	15 %
UNIT - III	Functions of Tour Operators- Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management.-Tour operators' role as a principle, broker, whole seller and retailer- Tour Operators' role and functionsinEventManagement- Sourceofincome-OrganizationalStructure	(10 Hrs)	15 %
UNIT - IV	Procedure for setting up Travel Enterprises; proprietorship,partnership, private or public limited, etc	(05Hrs)	15 %
UNIT V	Market Research, Feasibility Analysis, Source of Investment and other procedural requirements- Approval from (DOT) and other organizations	(10Hrs)	15 %
UNIT VI	Introduction to E-tourism	(10Hrs)	15 %

	Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism. Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.		
UNIT VI1	Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - & Business to Government (B2G).	(10Hrs)	15 %

REFERENCES

1. Buhalis D. (2004), ETOURISM: INFORMATION TECHNOLOGY FOR STRATEGIC TOURISM MANAGEMENT, Prentice Hall India.
2. Poon A. (1998), TOURISM, TECHNOLOGY AND COMPETITIVE STRATEGIES, CABI.
3. Rayport J.F. & Jaworski B.J. (2002), INTRODUCTION TO ECOMMERCE, McGrawHill.
4. Malvino A.P (1995), ELECTRONIC PRINCIPLES, McGraw-Hill.
5. Jagmohan Negi - Travel Agency and Tour Operations.
6. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
7. Dennis L Foster - Introduction to Travel Agency Management
8. Pat Yale - Business of Tour Operations
9. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
10. Manual of Travel Agency Practice - Butterworth Heinemann Pub, London (1995)
11. Betsy Fay - Essentials of Tour Management - Prentice Hall
12. Mark Mancini: Conducting tours - Delmar Thomson, New York

Course Objectives: To recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism industry.

NAME OF THE COURSE: ENTREPRENEURSHIP DEVELOPMENT IN TOURISM	
Course Code : B.V.TT -33	Semester - VI
Duration : 50HrsMaximum marks : 50	
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : 10 Mark
No. of Credits: 3	End Semester Exam : 40 Marks

Unit no:	Contents	Hours	Weight age
UNIT I:	Entrepreneurship, Definition role and expectation- Entrepreneurial motivations, types- Entrepreneurship opportunities in tourism- Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade	(10Hrs)	20 %
UNIT II:	Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development	(10Hrs)	20 %
UNIT III:	Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under MoT scheme- Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.	(10Hrs)	20 %
UNIT IV:	Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.	(10Hrs)	20 %
UNIT V:	Ownership Structures & Organizational Framework, Financial Management Issues, HR Issues, Strategies for Growth & Stability, Managing Family Enterprises	(10Hrs)	20 %

REFERENCE

1. Vasant Desai, Entrepreneurship & Small Business Management
2. Peter Drucker, Innovation & Entrepreneurship
3. S S Khanna, Entrepreneurial Development
4. C B Gupta, N P Srinivasan, Entrepreneurial Development
5. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India

PRACTICAL COURSE: PROJECT WORK	
Course Code : B.V.TT -34	Semester - VI
Duration : 50Hrs Maximum marks : 50	
Teaching scheme	Examination Scheme
Practical : 5 hrs/week	CE/ IC Mark : - Mark
No. of Credits: 3	End Semester Exam : 150 Marks

PROJECTREPORT

10marksforChap1-INTRODUCTION(introductions should be from general to specific with explanation of new terms, concepts, **need and significance of the study; objectives and Hypothesis**)

50 marks for Chap 2- REVIEW OF LITERATURE- Secondary Data (except for historical researches maximum marks are allotted for **latest references**, apt and correct **format** of writing bibliography)

20marksforChap3-METHODOLOGY (correct use of tools and techniques **asper the principles/theories** of Research Methodology)

50 marks for Chap 4- RESULT AND DISCUSSION- Primary Data (marks for reliability of data and presentation of results, for explaining and establishing the findings with citation of apt references and related studies, graphs, pictures, tables, correct statistical analysis and its detailed citation in appendix)

20 marks for Chap 5- SUMMARY AND CONCLUSION (List of findings, suggestions and recommendations)

VIVA VOCE

- **5** mark for **Chap 1-INTRODUCTION**
- **15** marks for **Chap 2- REVIEW OF LITERATURE**
- **10** marks for **Chap 3-METHODOLOGY**
- **15** marks for **Chap 4- RESULT AND DISCUSSION**
- **5** marks for **Chap 5- SUMMARY AND CONCLUSION**

Submission of the Report

Three copies of the Report have to be submitted before the due date as specified by the college. The original copies should be submitted to the university through the college concerned. The College copy is to be retained by the college and personal copy should be duly signed by the faculty guide and principal or HOD/research coordinator. The students should carry the personal copy to the Viva Voce.

The Student should also carry the following for the viva voce:

- Duly signed personal copy of the project
- Examination Hall Ticket
- College Identity Card
- Dress Code should be formal.

Name of the course : On Job training					
Course Code : OJT - 06		Semester - VI			
Duration : 150 Hrs		Maximum marks : 200			
No. of Credits: 15					
Unit. No	Contents	Marks Distribution		Credit	
1.	Hotel Management	OJT	OJT	Viva	15
		Marks by Report			
		100	50	50	
Total Marks of University		200			