



**St. Xavier's College – Autonomous,
Mumbai**

**Syllabus
Semester IV Course in**

**Tourism
(2017 onwards)**

Theory Syllabus for Course:

- A.VT.4.01 -Media and Society- II**
- A.VT.4.02 -Contemporary Social Issues - II**
- A.VT.4.03 -Introduction to Economics – II**
- A.VT.4.04 -Fundamentals of Accounts**
- A.VT.4.05 - Sustainable Tourism**
- A.VT.4.06 - Basic Components of Tourism Industry**
- A.VT.4.07 -International Tourism**
- A.VT.4.08 - Basic Communication Skills in French- II**

MEDIA AND SOCIETY- II

Course code: A.VT.4.01

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To build on the knowledge acquired in Semester III: Media and Society Part 1*
2. *To foster critical understanding of the role of media in contemporary society*
3. *To critically analyze media's depiction of the world*

UNIT –I Introduction to Indian Cinema

(15 Lectures)

- Origin of Cinema in the world
- History of Indian Film Industry and Important milestones
- Role of DadasahebPhalke
- Tradition and modernity in Indian Cinema
- Bollywoodization of Indian cinema
- Globalization and Indian Film Industry

UNIT –II Media and Nationalism

(15 Lectures)

- Benedict Anderson: Imagined Community
- Nationalism in Indian context
- Role of Hindi cinema in nationalism
- Sports, Gender and Nationalism

UNIT –III Television, New Media and Power

(15 Lectures)

- Growth and development of Television abroad and in India
- Indian Television & Issues of Representation
- New Media: Internet, Cyber Societies and Virtual Communities
- Social Network Site, Anonymity and Identity
- Propaganda: Techniques and case studies
- Censorship: Journalism, Film and Internet

C.I.A

REFERENCES :

AggarwalVirbala (2002). *Media and Society Challenges and Opportunities*.New Delhi: Concept Publishing Company

Anderson Benedict.*Imagined Communities*. 1991. Verso. London

Appadurai Arjun (1996) 'Playing with Modernity: The Decolonization of Indian Cricket' in Carol Breckenridge (ed.) *Consuming Modernity: Public Culture in Contemporary India*, New Delhi

Chakravarty, Suhas; V (1997) *Press and Media- The Global Dimensions*. New Delhi: Kanishka Publication

Chomsky Noam (1994). *Manufacturing Consent: The Political Economy of Mass Media*. London: Vintage Publishers

Derne, S.D. (2008). *Globalization on the Ground: New Media and the Transformation of Culture, Class and Gender in India*. New Delhi: Sage Publications.

Editorial, Cricket: Imagining the Nation, EPW, March 31, 2007

Johnson K. (2000). *Television and Social Change in Rural India*, New Delhi: Sage Publication.

Mehta N. (2008). *Television in India: Satellites, Politics and Cultural Change (Media, Culture and Social Change in Asia Series)*. London: Routledge.

Page, David, Crawley, William.(2000). *Satellites over South Asia*. New Delhi: Sage Publications.

CONTEMPORARY SOCIAL ISSUES - II

Course code: A.VT.4.02

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To introduce and analyze the impact of contemporary social issues in our everyday lives*
2. *To facilitate an objective understanding through research papers on social issues*
3. *To apply this skill in the vocation opted for by the students by using examples from their relevant fields of study*

UNIT –I Caste and Class in India

(15 Lectures)

- Politics of Identity and Representation
- Rise of the middle class
- Marginalization of social groups

UNIT –II Poverty and Aid

(15 Lectures)

- Poverty alleviation programmes in India: pros and cons
- Understanding inclusion and exclusion in welfare programmes
- Globalization and The Development debate

UNIT –IIICurrent Issues and Analysis

(15 Lectures)

- Communalism
- Urban conflict
- Legal rights

C.I.A

REFERENCES :

Das, G. (2000) India Unbound. New Delhi: Penguin

Ilaiah, K. (1998). "Towards Dalitisation of the Nation" Wages of Freedom. Partha

Chatterjee (ed.). New Delhi: Oxford University Press.

Pankaj, A.K. (2007) "Engaging with Discourse on Caste, Class and Politics in India".

South Asia Research (27):335-353.

Thorat, S. & Newman, K.S. (2007). "Caste in Economic Discrimination: Causes,

Consequences and Remedies". Economic and Political Weekly: 4121-4124

Varma, P.V. (1998). The Great Indian Middle Class. New Delhi: Viking India.

INTRODUCTION TO ECONOMICS – II

Course code: A.VT.4.03

[45 LECTURES]

LEARNING OBJECTIVES:

1. To introduce students to some macroeconomics concepts.
2. To enable the students to understand the nature of markets and behaviour of other individual economic variables.
3. To encourage students to relate micro theory to the real world and in particular newspaper economics and macroeconomic issues.

UNIT –I Economics and Markets

(15 Lectures)

- Distinction between microeconomics and macroeconomics
- Types of markets: Perfect competition, monopoly, monopolistic competition, oligopoly.
- Case studies: oligopoly in tourism sector, nature of the market in the software industry.

UNIT –II Demand, Elasticity and Advertising

(15 Lectures)

- Determinants of demand, the Law of Demand
- Meaning and types of elasticity, eg. price, income, cross and promotional elasticities.
- Advertising and demand, need and impact of advertising, factors affecting advertising.

UNIT –III Production, Supply Costs and Revenue

(15 Lectures)

- Concepts of production
- Concepts and Factors affecting supply.
- Types of costs
- Types of Revenue

C.I.A

REFERENCES :

Ahuja.H.L.,*Advanced Economic Theory*, S. Chand.

Dwivedi,D.N, *Principles of Economics* , Vikas Publishing House , New Delhi,2008

Mankiw,N.G.(2002), *Principles of Microeconomics*.

Samuelson,A,P and Nordhaus,D,W, *Economics*, McGraw Hill

FUNDAMENTALS OF ACCOUNTS

Course code: A.VT.4.04

[45 LECTURES]

LEARNING OBJECTIVES:

1. To explain the importance of maintenance of accounting records by the organizations
2. To gain basic understanding needed by the personnel working in Tourism Industry.

UNIT –I

(15 Lectures)

- Importance of accounting for various organizations engaged in tourism. – Definition of Book Keeping, Accountancy, Management Accountancy and related developments.
- Double entry system of Book Keeping .Accounting Concepts, Accounting Standards.
- Classification of accounts into Personal, Real and Nominal, Journalizing – Rules of Journalizing.
- Bank Reconciliation statement – meaning, need and importance, reasons for difference between cash book and pass book

UNIT –II

(15 Lectures)

- Meaning, need and contents of Ledger, specimen of ledger
- Meaning and purpose of trial balance, preparation of trial balance.
- Depreciation – concept, different methods of depreciation,
- Financial statements of proprietary concerns

UNIT –III

(15 Lectures)

- Forms of Business Organisations, legal requirements for maintenance of accounts by different kinds of organizations.
- Company form of organization – features of company, basic aspects of company law
- Share capital, Share premium, accounting entries relating to premium accounts
- Legal provisions under Companies' Act regarding maintenance of accounts.

C.I.A

REFERENCES :

Elements of Accounts – T.S.GrawalS.Chand& Co

Advanced Accounts – M.C.Shukla and GrawalS.Chand& Co

Advanced Accountancy – R.L.Gupta&M.RadhaswamyS.Chand& Co

Accounting Standards of Institute of Chartered Accountants of India

Treasury Management – IIBF Macmilon

SKILL COMPONENT

SUSTAINABLE TOURISM

Course code: A.VT.4.05

[45 LECTURES]

LEARNING OBJECTIVES:

- 1. To understand the significance of Sustainable Tourism*
- 2. To explain the significance of Tourism and the impact of a nation*
- 3. To appreciate and understand the preservation of culture and environment*
- 4. To project the relation of sustainable tourism and responsible tourism*

UNIT –I Introduction to Sustainable Tourism

(10 Lectures)

- Concept and Meaning of Sustainability
- Relation to Tourism/Destination/Sustainable Development
- Principles of Sustainable Tourism

UNIT –II Involvement of Sustainable Tourism

(20 Lectures)

- The Government, The public and the private sector, host country and the media
- National Tourism Policy 2002
- Tourism Policy of MTDC 2006-2012 Tourism Policy 2015
- Role of the Tourism Boards

UNIT –III Impact of Sustainable Tourism around the Globe and in India (20 Lectures)

- Environment, Social, Economic and Cultural
- Natural Resources- Mountains and Coastal
- Man Made- Monuments and Forts
- Rural- Agro and Village Tourism
- Urban- Infrastructure

UNIT IV: Sustainability for Future Development

(10 Lectures)

- Carrying capacity Responsible Tourism and Sustainable Tourism
- Future and Scope & Case Studies

C.I.A

REFERENCES :

Weaver, D. 2013. Sustainable Tourism. New York: Routledge

Honey, M. 2008. Ecotourism and sustainable development. Washington: Island Press

BASIC COMPONENTS OF TOURISM INDUSTRY

Course code: A.VT.4.06

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To understand the functions of travel agents / tour operators tour in the service industry*
2. *To understand the role of tour guides & tour managers*
3. *To highlight the types of tours provided as services*
4. *To enable the job profile towards professional skills in the tourism industry*

UNIT –I Components of Tourism Industry & Services (10 Lectures)

- Role of travel agent/tour operator
- Definition of a Travel Agency / The Types, functions
- Role of Guides and Tour Managers

UNIT –II Types of Tours (20 Lectures)

- The Role related to the Tourism Industry
- The Tourism System Today
- FIT/GIT/ Independent/Inclusive/Escorted/Hosted
- Package Tours - Advantages and Disadvantages
- Resources for planning tours

UNIT –III The Airways & Indian Railways (20 Lectures)

- Types of Airlines
- Air transportation /fare class /frequent flying programs
- Types of Indian Railways /heritage & toy trains
- Reservation Process – Rates/ Tatkal and Cancellation Policy

UNIT –IV Accommodation Industry (10 Lectures)

- Types- Primary and Secondary
- Reservation Process – Rates and Cancellation Policy
- Role of FHRAI & Meal Plans & Food & Beverage

C.I.A

REFERENCES :

Raina Abhinav Kamal, *Tourism Destination Management*.

Gupta Deepika, *Principles and practices of Tourism.*

Bhatia A K, *Tourism Development & practices.*

Foster & Douglas, *Travel & Tourism management.*

J.K.Sharma, *Tourism Planning & Development*

Raina A K, *Essence of Tourism Development*

Tourism Statistic MOT

[www/tourismofindia.com](http://www.tourismofindia.com)

www.incredibleindia.com

INTERNATONAL TOURISM

Course code: A.VT.4.07

[45 LECTURES]

LEARNING OBJECTIVES:

1. To enable students to have a basic knowledge of the important global tourist destinations.
2. To showcase the tourist attractions of world dividing it as per the IATA Area Zones.
3. To learn the potential of every continent alongwith the countries & cities as tourist destinations.

UNIT –I Area 1 (North America & South America)

(15 Lectures)

- A1. North America – Canada, United States of America, Mexico
- A1. South America -Argentina, Brazil, Chile, Peru, Venezuela

UNIT –II Area 2 (Europe, Africa)

(22 Lectures)

- A2. Europe
- Austria, Belgium, Croatia, France, Germany
- Greece, Italy, Spain, Switzerland
- United Kingdom
- A2. Africa
- Egypt, Ethiopia, Kenya, Mauritius, South Africa

UNIT –III Area 3 (Asia)

(15 Lectures)

- Bhutan, Nepal, Cambodia, Vietnam, Malaysia, Singapore, Thailand
- China, Japan
- United Arab Emirates

UNIT –IV Area 3 Contd.

(15 Lectures)

- Australia
- Fiji
- New Zealand

C.I.A

REFERENCES :

Lonely Planet Series

The World on the Globe

BASIC COMMUNICATION SKILLS IN FRENCH- II

Course code: A.VT.4.08

[45 LECTURES]

LEARNING OBJECTIVES:

1. *Discover a few aspects of French life.: people , food and customs.*
2. *Acquire basic language skills to deal with everyday situations such as buying, asking for directions...*
3. *Develop communication skills to interact with a French speaking person .*
4. *Communicating with francophone person using computer and language skills.*

Unité 1

A Objectifs de communication:Thème:

Lister des activités touristiques

Décrire sa vie quotidienne

Comprendre des balises

B Grammaire

Les interrogatifs: qui, quoi, quand, où, pourquoi, comment

Le future proche

C Culture et Civilisation (en anglais)

La vie quotidienne en France

La vie scolaire en France

Découvrir l'histoire de la France à travers des monuments

D Tâches /projets/projets actionnels

Ecrire une carte postale

Ecrire une recette simple

Préparer un itinéraire (en français)

Jeu de rôle: acheter au marché

Situation de communication: acheter au marché

Situation de communication: commander au restaurant/réserver une chambre à l'hôtel

Unité 2

A Objectifs de communication: Thème :

Comprendre un réseau social/communiquer sur un réseau social

Lexiques d'un réseau social –facebook, twitter, snapchat

Aceter/vendre un objet en ligne/décrire un objet à vendre en ligne

B Grammaire

Quelques verbes irréguliers

Le passé composé

C Culture et Civilisation (en anglais)

La Francophonie au monde

Les actualitésfrançaises

D Tâches /projets/Projetsactionnels

Interviewer un francophone

Chercher les menus des restaurants surgoogle pour trouver les plats françaispopulairesdans la ville

C.I.A

REFERENCES :

Alter Ego, Saisons, Connexions, Echo