

St. Xavier's College (Autonomous),
Mumbai



Syllabus of the courses offered by the
B. Voc (Tourism)
(June 2015 onwards)



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

**Syllabus
Semester I Course in**

**Tourism
(2017 onwards)**

A.SPC.1.01- SPC-Environment Studies

Theory Syllabus for Course:

A.VT.1.01 -Business Communication I

A.VT.1.02 -Introduction to French Language and Culture - I

A.VT.1.03 -SPC:Environment Studies

A.VT.1.04 - Office Automation Software

A.VT.1.05 - Principles of Travel & Tourism- I

A.VT.1.06 - Intro.to Indian History & Culture (North, East & North East India)

A.VT.1.07 - Intro.to World History & Culture (Europe &America)

A.VT.1.08- Web Designing

BUSINESS COMMUNICATION I

Course code: A.VT.1.01

[45 LECTURES]

LEARNING OBJECTIVES:

1. *The student will understand the importance, nature and scope of communication as well as its specific use in the workplace.*
2. *The student will be able to use English effectively for written as well as oral communication.*
3. *The student will be able to discuss the changing role of communication in the Digital Age.*

UNIT –I Nature and Scope of Business Communication (10 Lectures)

- Organizational Communication
- Classifications and Networks of Communication
- Business Communication in the Digital Age

UNIT –II Types of Communication (10 Lectures)

- Oral and Written Communication
- Principles of Communication
- Workplace Communication in the Digital Age

UNIT –III Written and Oral Communication Skills (25 Lectures)

- Business Report Writing
- Resume Writing
- Negotiation at the workplace
- Non-verbal communication skills

C.I.A

REFERENCES :

M.K.Sehgal, V. K. (2006).*Business Communication* .New Delhi : Excel Books.

Mary Ellen Guffey, D. L. (2016,2013). *Essentials of Business Communication* .Boston :Cengage Learning

INTRODUCTION TO FRENCH LANGUAGE AND CULTURE - I

Course code: A.VT.1.02

[45 LECTURES]

LEARNING OBJECTIVES:

1. *Introduce learners to French language: sound, words and structures.*
2. *Create interest in another country and culture .*
3. *Identify a few monuments .Locate a few cities on the map. Learn basic vocabulary to express simple sentences to talk about oneself.*

A Objectifs de communication: Thème :

Dire son nom

Epelerun mot

Les actesessentiels de politesse

Donner des renseignements sur soi

Identifier des personnes et des choses

Les pays et les nationalités

B Grammaire

Les alphabets

Les accents en Français

Les articles définis et indéfinis

Les nombres cardinaux

Le verbe :Etre et Avoir

C Culture et Civilisation (en anglais)

Des villes françaises

Paris et ses monuments

A la table !

Les salutations en France et en Inde

La France et ses produits d'exportation

Quelques marques / personnalités célèbres françaises

D Tâches / projets/projets actionnels

Compléter une fiche de renseignements

Préparer une carte d'identité/une carte de visite

Aborder ou accueillir quelqu'un (phrases simples)

Créer un blog

C.I.A

REFERENCES :

ENVIRONMENTAL STUDIES

Course code: A.VT.1.03

[45 LECTURES]

LEARNING OBJECTIVES:

1. To familiarize students to the basic concepts of Environmental studies.
2. To help students develop their own perspectives around environmental issues.
3. To enable students to take practical steps to conserve the environment.

UNIT –I Environment (12 lectures)

- Definition and Composition – Lithosphere, Hydrosphere, Atmosphere, Biosphere, Hydrological Cycle
- Historical Development and Approaches
- Man and Nature relation and interaction with respect to Food, Clothing, Shelter and
- Occupation : Concept of Ecology and Ecosystem.

UNIT-II Resources and Wealth (12 lectures)

- Meaning, Types of Resources, Exploitation of Resources, use of Technology and its Impact on Natural Environment
- Wealth – meaning, Distinction between wealth and resources, Optimum Conversion of Resources into wealth
- Anthropogenic Waste – its effects, Man made Industrial waste.

UNIT-III Environmental Degradation (12 lectures)

- Meaning, causes : Degradation of Urban Land, Forest and Agricultural Land due to natural causes and human interference.
- Global Warming : Problems of non-degradable Waste – Electronic Devices, Plastic and Man- made fibres.
- Environmental Assessment – Environmental Impact Assessment (EIA), Environmental Auditing, Environmental Legislation in India, Carbon Bank.

UNIT- IV Environmental Management (09 lectures)

- Meaning, development and environmental linkages.
- Environmental concerns in India. The need for sustainable development.
- Actions for environmental Protection: national and international initiatives, emerging environment management strategies, Indian initiatives.
- Environmental Protection Movements and NGOs in India.

C.I.A

REFERENCES :

R. Rajagopalan, R. (2005) *Environmental Studies – From Crisis to Cure*. Delhi: OUP

Additional reading:

Guha Ramachandra Environmentalism: A global history (OUP) (2000)

Movies:

An Inconvenient Truth, Al Gore

The 11th Hour, Leonardo DiCaprio

The Age of Stupid. Franny Armstrong.

Baraka, Ron Fricke.

Climate change: An Untold Story [Climate's First Orphans; The Weeping Apple Tree; A Degree of Concern; A Green Agony], Discovery Channel.

Liquid city--Mathew Gandy.

Story of Stuff --Free Range Studios Tides Foundation.

Story of bottled water---Free Range Studios Tides Foundation

OFFICE AUTOMATION SOFTWARE

Course code: A.VT.1.04

[45 LECTURES]

LEARNING OBJECTIVES:

To equip with advanced features of office automation software Microsoft Excel, so that they can apply this skill for office jobs in banking and finance domain and also across different industries.

UNIT –I

(15 Lectures)

Introduction to MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations

Use of Formulas and Functions like

1. VLOOKUP, HLOOKUP
2. SUMIF, SUMIFS, SUMPRODUCT, DSUM
3. COUNTIF, COUNTIFS, IF
4. IFERROR, ISERROR, ISNA, ISNUMBER, ISNONTEXT, ISBLANK, ISTEXT
5. GETPIVOTDATA
6. DCOUNT, DCOUNTA, OR, AND, SEARCH, INDEX, MATCH ETC

Using conditional formatting with Formulas and Function, Array Formulas, Charts, Advance features of MS-Excel-Pivot table & Pivot Chart, Linking and Consolidation Database Management using Excel-Sorting, Table, Data Validation, Creating drop down lists using different data sources, Goal Seek, Various Methods of Filter and Advance Filter options, Creating and Updating Subtotals

UNIT –II

(15 Lectures)

WhatIf Analysis

- Goal Seek
- Data Tables
- Scenario Manager
- Understanding Solver
- Configuring Solver

Charts

- Using Charts
- Formatting Charts
- Using 3D Graphs
- Using Bar and Line Chart together
- Using Secondary Axis in Graphs
- Sharing Charts with PowerPoint / MS Word, Dynamically
- (Data Modified in Excel, Chart would automatically get updated)

New Features Of Excel

- Sparklines, Inline Charts, Data Charts

Understanding Financial Functions

PMT , FV, PV, Compound Interest, Calculating Loan EMI
SLN , SYD, DB , DDB, VDB

UNIT –III

(15 Lectures)

Macros

Recording a Macro, Playing Macro, Placing Macro on Quick Access
Toolbar, Attaching Macro to a Button inside worksheet.

Use Relative References, MacroSecurity

Introduction to VBA

Creating Developer Tab, Purpose of VBA , Add command button to
spreadsheet,

Simple programs to read from and write to an excel sheet some data

Variables in VBA

Option Explicit, Variable Scope, Life of Variables.

MsgBox Function, InputBox Function to accept variable values and
display output.

If Then Statement using VBA

Logical Operators, Select Case, Tax Rates, Find Second Highest
Value, Sum by Color, Delete Blank Cells.

Loop in VBA

Loop through Defined Range, Loop through Entire Column, Do Until
Loop, Step Keyword, Sort Numbers, Randomly Sort Data, Remove
Duplicates,

Userform , Controls in VBA

Userform and Ranges, Currency Converter, Progress Indicator, Multiple
List Box Selections, Multicolumn Combo Box, Dependent Combo
Boxes, Loop through Controls, Controls Collection, Userform with
Multiple Pages, Interactive Userform, Adding Calendar control.

Function and Sub in VBA

User Defined Function, Custom Average Function, Volatile Functions, ByRef and ByVal.

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C.I.A

REFERENCES :

M.K.Sehgal, V. K. (2006). *Business Communication* .New Delhi : Excel Books.

TEXT BOOKS

1. Advanced Excel Essentials – Jordan Goldmeier
2. Excel VBA Programming For Dummies – John Walkenbach
3. Learn Microsoft Office – Russell A. Stultz– BPB Publication

REFERENCES BOOKS

1. Microsoft Office – Complete Reference – BPB Publication
2. Microsoft Excel 2013 VBA and Macros by Bill Jelen–Pearson Publication
3. Excel 2010 Bible – John Walkenbach

SKILL COMPONENT

PRINCIPLES OF TRAVEL & TOURISM- I

Course code: A.VT.1.05

[45 LECTURES]

LEARNING OBJECTIVES:

1. To acquaint students with the Travel and Tourism industry
2. To understand the impact of and challenges in the Tourism industry
3. To enable the students to know the basics of tourism

UNIT –IA historical perspective of travel

(05 Lectures)

- The antiquity of travel & Famous travelers
- The Industrial revolution European Renaissance /Grand Tour Silk
- Impact of the World War I&II on Tourism
- Pre-post independence tourism in India

UNIT –II Tourism today: shifting paradigms

(15 Lectures)

- Motivation for travel- Maslow's Hierarchy of Needs and Travel Motivations
- Definition of Tourism and tourist, excursionist, adventurer.
- Elements and types of tourism: Domestic, Inbound and Outbound.
- Understanding tourist customer behavior
- Travel Distribution Channels: Travel Agent, Tour Operator, Travel Agencies, Tour Operators; Consolidators, Suppliers.

UNIT –III Basics of Tourism

(25 Lectures)

- Tourism: Type and Features
- Introduction to Accommodation Industry:
- Basic of Transportation: International air, train and water networks
- International, National and State Tourism organizations

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C.I.A

REFERENCES :

Bhatia, A.K., *International Tourism: Fundamentals and Practices*. Sterling Publishers Pvt. Ltd., New Delhi, 1991

Bhatia, A.K., *Tourism Development: Principles and Practices* Sterling Publishers Pvt. Ltd., New Delhi, 2012.

Chaudhary, M. ,*Tourism Marketing*. Oxford Higher Education, New Delhi, 2010

Chaudhary, N., *Handbook For Tour Guides*. Matrix Publishers, New Delhi, 2013

Goeldner, C.R. and Ritchie, J.R.B., *Tourism: Principles, Practices, Philosophies*. John Wiley & Sons, New Jersey, 2009.

Page, S.J., *Tourism Management: An Introduction (4th Edition)*. Routledge, New York 2011.

INTRO. TO INDIAN HISTORY & CULTURE (NORTH, EAST & NORTH EAST INDIA)

Course code: A.VT.1.06

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To enable students to have a basic knowledge of the important travel destinations of North India especially through and understanding of broad historical trends against the cultural backdrop of the region.*
2. *To work towards capacity building of students especially for a thorough knowledge and understanding of Indian tourism*

UNIT –I History

(20 Lectures)

- North India major trends in history. Ancient India from the Harappan Civilisation to the Rajput age
- 1200-1700 CE: The Delhi Sultanate, Mughal age and regional states
- 1700-1947 CE: The Colonial age, the struggle for freedom and Indian independence and partition.

UNIT –II Culture

(15 Lectures)

- Languages
- Religions
- Festivals, Fairs,
- Dances, Music, Handicrafts

UNIT –III Popular Circuits and Emerging Destinations

(10 Lectures)

- Important circuits and Itineraries of North India

C.I.A

REFERENCES :

Basham.A.L ,*The Wonder that was India*, Macmillan Publication, London, 1967.

Basham.A.L, *The Illustrated Cultural History of India*, OUP, New Delhi, 2007.

Basham, A.L, (ed.) *A Cultural History of India*, OUP, 1975.

Bawa, K. & Kadur, S. *Himalaya: Mountains of Life* (1st Edition), Natraj Publishers, 2012.

Craven Roy .C, *Indian Art a Concise History*, Thames and Hudson, London, 1976.

Husain, M. *Geography of India*. McGraw Hill Education, New Delhi, 2014

INTRO. TO WORLD HISTORY & CULTURE (EUROPE & AMERICA)

Course code: A.VT.1.07

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To enable students to have a basic knowledge of the important travel destinations of Europe and North America especially through and understanding of Geographical conditions, broad Historical trends against the cultural backdrop of the region.*
2. *To work towards capacity building of students especially for an understanding of outbound tourism.*

UNIT –I History

(20 Lectures)

- Early Europe the Greek and the Roman empires
- The Renaissance
- The French Revolution
- The Industrial Revolution
- The World Wars.
- USA: the thirteen colonies and Independence

UNIT –II Culture

(15 Lectures)

- Languages
- Religions
- Festivals, Fairs,
- Dances, Music, Handicrafts and local products

UNIT –III Popular Circuits and Emerging Destinations

(10 Lectures)

- Important circuits and Itineraries of Europe and North America

C.I.A

REFERENCES :

Fergusson, W and Brunn, G, *A Survey of European Civilization*, 3rd edition, Boston, Houghton and Co. 1958.

Grenville, J.A.S, *A History of the World in the Twentieth Century*, Harvard University Press, Cambridge Massachusetts, 1994

Johnson, L. *What Foreigners Need to Know About America from A to Z: How to Understand Crazy American Culture, People, Government, Business, Language and More*. Createspace, 2012.

WEB DESIGNING

Course code: A.VT.1.08

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To learn Web page designing and programming using HTML, CSS, JQuery and Javascript*

UNIT –I HTML

(15 Lectures)

HTML Tag Reference, Global Attributes,

- Document Structure Tags, Formatting Tags, Text Level formatting, Understanding the difference between a tag, element and attributes in HTML
- Organizing Text in HTML
- Preformatted Text, DIV Element, SPAN Element
- Creating Lists (Definition, Unordered and Ordered)

Imagemaps

- What are Imagemaps?
- Client-side Imagemaps,
- Server-side Imagemaps,
- Using Serverside and Client-side Imagemaps together,
- Alternative text for Imagemaps,

Hyperlink tags

- Exploring the Hyperlinks, href attribute,
- target attribute (_blank, _parent, _self, _top) and id attribute,
- Images and text as hyperlinks,

Tables

- Understanding Tables, Describing the TABLE Element,
- CAPTION, COLGROUP, COL, TBODY, THEAD, TFOOT, TR, TD, TH, Spanning Rows and Columns,
- Placing images and text in a table, Nested Tables

Introduction to Frames, Applications,

- The <FRAMESET> tag, Placing content in frames with the <FRAME>tag, Targeting named frames,
- iframes

Forms

- Creating Forms using <FORM> tag and its attributes,
- The <input> tag and its attributes, Single and Multiple lines text fields, Password Field, Radio Button, Checkboxes, Submit button,

- Select element, Hidden Text, Text Area, Button, Label, fieldset, legend, Option, Optgroup, Disabled and read-only fields,
- Form field event handlers,
- Passing form data

UNIT –IIStyle Sheets using CSS3

(15 Lectures)

Evolution of CSS, Understanding the CSS Syntax, Exploring CSS Selectors (universal, type, class, id, child, descendant, adjacent sibling),

Inserting CSS in an HTML document:

- The Internal Style Sheet
- The External Style Sheet
- The Inline Style Sheet

Effects of a stylesheet: hover effect, Drop shadow effect,Blur, rotating an image(rotate, rotateX,rotateY,skew

Defining Inheritance in CSS

Backgrounds and Color Gradients, Fonts and Text Styles, Creating Boxes and Columns, Displaying, Positioning, Floating an Element, List Styles, Table Layouts

Pseudo-classes and Pseudo-elements

UNIT –IIIJava Script &jQuery

(15 Lectures)

Introduction Client-Side JavaScript, Server-Side JavaScript,

Operators Assignment Operators, Comparison Operators, Arithmetic Operators, % (Modulus), ++ (Increment), -- (Decrement), - (Unary Negation), Logical Operators, Short-Circuit Evaluation, String Operators, Special Operators, ?: (Conditional operator), , (Comma operator), delete, new, this, void

Statements Break, comment, continue, delete, function, return, switch, var

Core JavaScript (Properties and Methods of Each)

Array, Boolean, Date, Function, Math, Number, Object, String, RegExp

Events and Event Handlers

General Information about Events, Defining Event Handlers, Event, onAbort, onBlur, onChange, onClick, onDblClick, onDragDrop, onError, onFocus, onKeyDown, onKeyPress, onKeyUp, onLoad, onMouseDown, onMouseMove, onMouseOut, onMouseOver, onMouseUp, onMove, onReset, onResize, onSelect, onSubmit, onUnload

jQuery

Fundamentals of jQuery, Loading and using jQuery, jQuery Syntax, jQuery Selectors, Element properties and attributes, Methods to access HTML Attributes, Methods for Traversing, jQuery Events, CSS using jQuery

C.I.A

REFERENCES :

Web Design The Complete Reference by Thomas Powell, Tata McGraw Hill

HTML black book, Steven Holzner

HTML and XHTML The Com



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

Syllabus

Semester II Course in

Tourism

(2017 onwards)

A.SPC.2.01- Giving Voice to Values

Theory Syllabus for Course:

A.VT.2.01 -Business Communication II

A.VT.2.02 -Introduction to French Language and Culture - II

A.VT.2.03 - Giving Voice to Values

A.VT.2.04 -Elements of Digital Design

A.VT.2.05 -Principles of Travel & Tourism- II

A.VT.2.06 -Intro.to Indian History & Culture (South, West &Central India)

A.VT.2.07 -Intro. to World History & Culture (Asia, Africa &Australia)

A.VT.2.08 - Applied Geography

BUSINESS COMMUNICATION II

Course code: A.VT.2.01

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To facilitate advancement in career based on students' need to present his or her personality efficiently.*
2. *To equip the students with the necessary speech skills/basic writing skills for professionally interacting with others in an effective manner*

UNIT –IAdvanced Communication Skills

(15 Lectures)

- Initiating, Sustaining and Closing a Business Conversation
- Participating in Business Discussions
- Making Formal Speeches
- Diction and pronunciation

UNIT –IITelephone and Internet Communications Skills

(15 Lectures)

- Agreeing and Disagreeing in Industry
- Appointments and Complaints
- Drafting business e-mails
- Writing blogs and articles

UNIT –IIIOffice Communication

(15 Lectures)

- Presentation Techniques
- Group Discussions
- Situational Role Play

C.I.A

REFERENCES :

Morris and Smith, *Business Writing*, Orion Business Toolkit

Thomas Huskin and Leslie Olsen, *Technical Writing and Professional Communication*, McGRAW-HILL International Editions

Jane Dorner, *Writing for the Internet*, Oxford University Press

Paul Nelson and Judy Pearson, *Confidence in Public Speaking*, Jaico Publishing House

L. Sue. Baugh, *How to Write First Class Business Correspondence*, Viva Books Pvt. Limited

INTRODUCTION TO FRENCH LANGUAGE AND CULTURE - II

Course code: A.VT.2.02

[45 LECTURES]

LEARNING OBJECTIVES:

1. Introduce learners to French language: sound, words and structures.
2. Create interest in another country and culture
3. Identify a few monuments .Locate a few cities on the map. Learn basic vocabulary to express simple sentences to talk about oneself.

UNIT –I Unité

A Objectifs de communication:Thème:

- Parler de ses goûts et ses passe-temps
- Identifier les endroits sur le plan d'une ville
- Les nombres ordinaux

B Grammaire

- Voici/Voilà
- Verbes réguliers "ER "
- Les adjectifs interrogatifs
- Les prépositions

C Culture et Civilisation (en anglais)

- La France et ses régions
- La gastronomie française
- Les spécialités régionales

D Tâches /projets/projets actionnels

- Ecrire une carte de vœux (format simple)
- Ecrire un mél (simple)
- Préparer un itinéraire (en anglais) avec le plan de Paris
- Préparer et présenter un plat français

UNIT –II

A Objectifs de communication: Thème :

- Parler de sa famille
- Décrire une personne

B Grammaire

- Les verbes irréguliers: faire /aller/prendre/dire..
- La forme négative
- Quelques adjectifs qualificatifs/possessifs

C Culture et Civilisation (en anglais)

- La France et ses symboles
- Quelques films français / chansons françaises

D Tâches /projets/Projets actionnels

- Préparer un arbre généalogique

Travail Comparatif:loisirs et passe-temps en Inde et en France

Jeu de role en classe: Ex:scene de classe...

Présenter une personnalité célèbre (sous forme de devinette)

C.I.A

REFERENCES :

Hachette:

1 Bien Joué1

2 Alter Ego 1

3 Le kiosque

Clé International

1 Amis etCompagnies 1

2 Grammaire Progressive du Français

Hatier

1 Premiers Exercices de Grammaire

Magazine Langers publication

On y va

Video Methods:

1 Taxi

2 Connexions

GIVING VOICE TO VALUES

Course code: A.VT.2.03/ A.SPC.2.01

[45 LECTURES]

LEARNING OBJECTIVES:

1. To familiarize students with foundational value concerns.
2. To help students to critically analyse and develop their own values.
3. To enable students to take practical steps to act on their values.

UNIT– I: Value Clarification (5 lectures)

- What is a value?
- Exercises to reveal values.
- Value Formation.

UNIT – II: Comparative Religions (7 lectures)

- Inter-religious sensitivity: main ideas from the major religions
- Sharing Faith: what is the religious meaning that is precious to you
- Breaking through stereotypes
- Communalism and Building community

UNIT- III: Corruption as a way of life (5 lectures)

- Case studies e.g. CWG, Adarsh, 2G, Coalgate...
- Attempt to analyse causes
- Strategies to avoid corruption: RTI, Civil society groups, other strategies to bring
- accountability and transparency

UNIT – IV: Violence and Conflict Resolution (5 lectures)

- Understanding violence and conflict
- Causes and forms of violence and conflict
- Conflict resolution

UNIT - V: Youth and Substance Abuse (6 lectures)

- Substance abuse - Causes and symptoms
- Forms of substance abuse - Alcoholism, Drug addiction, Smoking
- Preventive and curative measures

UNIT – VI: The problem of evil (4 lectures)

- Conceptualising evil
- Manifestations of evil
- Mitigation

UNIT – VII: Prayer - communal and personal (3 lectures)

- What is prayer?
- The importance of prayer and silence in one's life

UNIT – VIII: Critical Thinking (3 lectures)

- What is critical thinking?
- The value of critical thinking
- Analysis of Newspapers, TV, Film

UNIT – IX: Ethical Relationships (7 lectures)

- Young People: Suicide, Depression, Ragging
- Causes and symptoms
- Coping strategies

C.I.A

REFERENCES :

In Harmony: Value education at college level- Department of Ethics and Religious studies, Loyola College, Chennai.

Y Masih , *Introduction to Religious Philosophy* – (Chapters- 1, 2, 13, 15)

Godfrey Harris , *Corruption: How to deal with its impact on Business and Society-*.

Irwing G Sarason and Barabara Sarason, *Abnormal Psychology* (Chapter- 13- Substance Abuse: Drugs / Alcohol)-

Resources:

Film: The Four Religions – Arnold Toynbee

Film: The Seven Circles of Prayer – Martin Smith

Film: God in the Dock – Ellwood Kieser

Film: Teenage depression and suicide – Andrew Schlessinger

Film: Portrait of addiction- Moyers collection on DVD- Films for Humanities and sciences.

ELEMENTS OF DIGITAL DESIGN

Course code: A.VT.2.04

[45 LECTURES]

LEARNING OBJECTIVES:

Learn to explore the beauty of digital design software from the practical to the painterly artistic. In 45 sessions, practice the editing concepts to understand how Photoshop will help to create successful customized images.

UNIT –Getting started with Photoshop

(10 Lectures)

- **Fundamentals of Photos editing softwares**
- **What new in photoshop**
- **Basics of Images**
- **Vector Images**
- **Bitmap Images**
- **Interfacing with the Photoshop Desktop**
- **Working with The Menu Bar and Tool Box**
- **File and Edit Menus**
- **The Image Menu**
- **The Layer Menu**
- **The Select Menu**
- **The Filter Menu**
- **The View Menu**
- **The Help Menu**
- **ToolBox**
- **New Features in Photoshop**
- **Custom Brushes**
- **Healing Brush**
- **Picture Package**
- **Web Photo Gallery**
- **Spell Checking**
- **Opening Recent Images**
- **Importing Images**
- **PDF Image**
- **Annotations**
- **WIA Support**
- **Placing Images**
- **Optimizing Images**
- **File Browser**
- **PDF Security**
- **Understanding the Selecting Tools**
- **Rectangular Marquee**
- **Move Tool**
- **Lasso Tool**
- **Magic Wand**

- Painting and Drawing Tools
- Editing and Retouching Tools
- Background Eraser (E)
- Erasing Image Background Color
- Guides, Grid and Slices
- Transform
- Layers
- Effects
- Filters
- Using the Color Tools
- Working with Palettes
- Actions palette
- History Palette
- Swatches Palette
- Brushes Palette
-

UNIT –II Painting & drawing Tools

(10 Lectures)

- Using The Brush and Pencil Tool
- Choosing a Brush Size
- Picking a Painting or Drawing Mode
- Setting Opacity And Flow
- Using Airbrush Mode
- Blending with the Smudge Tool
- Loading Brush Sets
- Working With The Brushes Palette
- Renaming Brush Presets
- Deleting Brush Presets
- Working with the Healing Brush
- Patching Images

UNIT –III Color Management in Photoshop

(25 Lectures)

Applying Colors to your Image

- Using the Color Picker
- Selecting Colors with the Eyedropper Tool
- Working with Color Channels
- Displaying and Hiding Channels
- Mixing Color Channels
- Working with the Color Table
- Using Auto Color
- Using Special Color Effects
- Inverting Colors
- Working with Color Thresholds
- Equalizing Colors
- Posterizing Images
- Creating a Gradient Map
- Desaturated Colors

UNIT IV - Working with Layers Session 27

- Layer concepts
- Creating New Layers
- Activating a Layer
- Duplicating Layers
- Arranging Layers
- Working with Layer Locks
- Deleting Layers
- Creating Layer Based Slice

UNIT V - Using fills & styles Session 31

Using the Pattern Stamp Tool

- Applying Pattern Fills
- Working with Styles Palette
- Understanding the Gradient Tool
- Customizing a Gradient
- Applying a Gradient
- Working with the Pattern Maker
- Creating your Own Patterns
- Working with the Layer Style Dialog Box
- Customizing Blending Options
- Drop Shadow
- Inner Shadow
- Outer Glow
- Inner Glow
- Bevel and Emboss

C.I.A

REFERENCES :

PRINCIPLES OF TRAVEL & TOURISM- II

Course code: A.VT.2.05

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To sensitize students about aspects of tourist interactions*
2. *To acquaint students with the nature of global heritage tourist sites*

UNIT –I Introduction

(10 Lectures)

- Handling tourists
- Tourist behaviour
- Meet and Greet formalities to inbound & domestic tourists
- Tourist guide mannerisms

UNIT –II World UNESCO Sites and Monuments of India

(25 Lectures)

- Aspects of world heritage sites
- Seven wonders of the ancient and modern world
- Monuments of Northern, Eastern and Central India
- Monuments of Western and Southern India

UNIT –III Types of Tourist Guides/ Assistant Tour Managers

(10 Lectures)

- Leisure guides /Heritage guides/ World Heritage Site guides
- Tourism: Fairs at the UNESCO sites in India
- Architecture of UNESCO monuments in India

C.I.A

REFERENCES :

Bhatia, A.K., International Tourism: Fundamentals and Practices. Sterling Publishers Pvt. Ltd., New Delhi, 1991

Bhatia, A.K., Tourism Development: Principles and Practices Sterling Publishers Pvt. Ltd., New Delhi, 2012.

Chaudhary, N., Handbook For Tour Guides. Matrix Publishers, New Delhi, 2013.

INTRO.TO INDIAN HISTORY & CULTURE (SOTH, WEST &CENTRAL INDIA)

Course code: A.VT.2.06

[45 LECTURES]

LEARNING OBJECTIVES:

To enable students to have a basic knowledge of the important travel destinations of South and West India especially through and understanding of broad historical trends against the cultural backdrop of the region.

To work towards capacity building of students especially for a thorough knowledge and understanding of Indian tourism.

UNIT –IHistory

(20 Lectures)

- History of South and West India- Major kingdoms- Pandyas, Cholas, Cheras, Chalukyas, Vijayanagara, Bahmani, Rajput, Marathas.
- Architectural styles of Deccan and South India with special reference to rock cut architecture, Vesava and Dravida styles of Temple architecture, Islamic Architecture of the Deccan

UNIT –II Culture

(15 Lectures)

- Languages
- Religions
- Festivals, Fairs,
- Dances, Music, Handicrafts

UNIT –III Popular Circuits and Emerging Destinations

(10 Lectures)

- Important circuits and Itineraries of South India

C.I.A

REFERENCES :

Acharya, R. *Tourism and Cultural Heritage of India* RBSA Publishers, Jaipur, 2007.

Amitabh, M. *Heritage tourism in Central India: Resource interpretation and sustainable development planning*. Kanishka Publishers, New Delhi, 2007.

Basham.A.L, *The Illustrated Cultural History of India*, OUP, New Delhi, 2007.

Craven Roy .C, *Indian Art a Concise History*, Thames and Hudson, London, 1976

Karashima, Noboru, *History and Society in South India*, Oxford University Press, New Delhi 2001.

Kulkarni, A.R., *Maharashtra in the Age of Shivaji*, RekhaPrakashan, 2nd Revised Ed, Pune 2002.

Michell, G., *The New Cambridge History Of India Architecture And Art Of Southern India*. Cambridge University Press, Cambridge, 1995.

Mitter, P., *Indian Art*, Oxford University Press, Oxford, 2001.

Nadkarni, R.V., *The Rise and Fall of the Maratha Empire*, Popular Prakashan, 1966.

Pagadi, SetuMadhavRao, *ChatrapatiShivaji*, Continental Prakashan, Poona 1974.

Salma Ahmed Farooqui, *A comprehensive History of Medieval India*, Pearson Education, New Delhi, 2011.

Sastri.Nilakanta.K.A, *A History of South India*, Fourth Edition, Oxford University Press, 1976.

Upinder Singh, *A History of Ancient and Early Medieval India: from the Stone Age to the 12th century*, Pearson Longman, 2008.

Websites of Tourism Boards of respective states

INTRO. TO WORLD HISTORY & CULTURE(ASIA, AFRICA & AUSTRALIA)

Course code: A.VT.2.07

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To enable students to have a basic knowledge of the important travel destinations of Asia, Africa and Australasia especially through and understanding of Geographical conditions, broad Historical trends against the cultural backdrop of the region.*
2. *To work towards capacity building of students especially for an understanding of outbound tourism*

UNIT –I History

(20 Lectures)

- Ancient civilizations of Egypt, Mesopotamia and China.
- Indian influence on South—East Asia
- The birth and spread of Islam through Asia.
- Colonialism in Asia/Australasia and its impact.
- The rise of modern Asia post World War II.

UNIT –II Culture

(15 Lectures)

- Languages
- Religions
- Festivals, Fairs,
- Dances, Music, Handicrafts and local products.

UNIT –III Popular Circuits and Emerging Destinations

(10 Lectures)

Important circuits and Itineraries of Asia/Australasia/Africa

C.I.A

REFERENCES :

Boniface, B., Cooper, C. and Cooper, R. *World wide Destinations, the Geography of Travel and Tourism(6th Edition)*. Routledge, New York, 2012.

Grenville, J.A.S, *A History of the World in the Twentieth Century*, Harvard University Press, Cambridge Massachusetts, 1994.

Hudman,L. & Jackson, R. Thomson. *Geography of Travel and Tourism (4th Edition)*. Thomson Delmar Learning, USA, 2003.

Husain, M. *World Geography*. Rawat Publications, Jaipur, 2012.

Lowe, Norman, *Mastering World History*, Macmillan Education Ltd., London 1985.

Palmer R. and Colton, Joel, *A History of the Modern World*, 4th edition, Alfred Knopf, New York, 1971

Revill J.C, *World History*, Longmans Green and Co., London,

Roberts, J.M, *History of the World*, Oxford University Press, New York, 1993.

The Asia Book: A Journey Through Every Country in the Continent, Lonely Planet Publications, 2007.

.Wallbank, Walter T and Taylor, Alistair, M, *Past and Present*, Scott &Fordsman, Chicago, 1955

World's Best Travel Experiences: 400 Extraordinary Places, National Geographic, 2012.

APPLIED GEOGRAPHY

Course code: A.VT.2.08

[45 LECTURES]

LEARNING OBJECTIVES:

1. To enable students to have a basic knowledge of geography of the world.
2. To work towards capacity building of students especially for a thorough knowledge and understanding of physical features of the world.
3. To review the geographical resources of tourism development & natural resources.

UNIT –I Introduction

(05 Lectures)

- Scope of Geography
- Tourism Geography
- Solar System / Planet Earth

UNIT –II Map Plotting

(20 Lectures)

- India: Political and Physical
- World: Political.
- World: Physical

UNIT –III World Topography and Terminology

(20 Lectures)

- Landscapes
- Weather & climate
- Ecology & environment
- Forests & National Parks

C.I.A

REFERENCES:

Acharya, R. *Tourism and Cultural Heritage of India* RBSA Publishers, Jaipur, 2007.

Boniface, B., Cooper, C. and Cooper, R. *World wide Destinations, the Geography of Travel and Tourism(6th Edition)*. Routledge, New York, 2012.

Hudman, L. & Jackson, R. Thomson. *Geography of Travel and Tourism (4th Edition)*. Thomson Delmar Learning, USA, 2003.

Husain, M. *World Geography*. Rawat Publications, Jaipur, 2012



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

**Syllabus
Semester III Course in**

**Tourism
(2017 onwards)**

A.SPC.3.01 SPC- Human Rights

Theory Syllabus for Course:

A.VT.3.01 -Media and Society- I

A.VT.3.02 -Contemporary Social Issues - I

A.VT.3.03- SPC- Human Rights

A.VT.3.04 -Introduction to Economics – I

A.VT.3.05 -Introduction to Tourism Marketing

A.VT.3.06 - Forms of Tourism

A.VT.3.07 -Domestic Tourism

A.VT.3.08- Basic Communication Skills in French - I

MEDIA AND SOCIETY- I

Course code: A.VT.3.01

[45 LECTURES]

LEARNING OBJECTIVES:

- 1. Introduce students to history, evolution and development of mass communication around the world with specific reference to India*
- 2. Study evolution of mass media as an important social institution*
- 3. Critically analyse media messages*
- 4. Develop understanding of media's role in the contemporary world*

UNIT –I Introduction to Mass Communication

(15 Lectures)

- Meaning, definitions and types of communication
- Elements, Process of Communication
- Models of Communication
- Functions of Mass Communication

UNIT –II Introduction to Mass Media

(15 Lectures)

- Meaning and definition of mass media
- Tools of mass communication
- Theories of Mass Media

UNIT –III Understanding Contemporary Media

(15 Lectures)

- Print Journalism-
- Broadcast Journalism
- Making of News
- Media and Representation
- Advertisement Analysis- Types of advertisement, Issues of Representation: Gender stereotypes, body image, concept of beauty.
-

C.I.A

REFERENCES :

Mass Communication & Development: Dr.Baldev Raj Gupta

Mass Communication in India: Keval J Kumar

The Process of Communication: David K Berlo

Mass Media Today: SubirGhosh

The Communication Revolution: NarayanaMenon

Introduction to Communication Studies: John Fiske

Here's the News: Paul de Maesener

The Myth of Mass Culture: Alan Swing wood

CONTEMPORARY SOCIAL ISSUES - I

Course code: A.VT.3.02

[45 LECTURES]

LEARNING OBJECTIVES:

1. To introduce students to a basic conceptual understanding of society and structure
2. To create an awareness of social realities among students
3. To apply this skill in the vocation opted for by the students by using examples from their relevant fields of study

UNIT –I (15 Lectures)

- Social Structure
- Social Institutions
- Social Stratification

UNIT –II (15 Lectures)

- Components of culture
- Popular
- Cultural diversity and challenges

UNIT –III (15 Lectures)

- Tourism and leisure in society
- Tourist gaze
- Software technology and its impact on society

C.I.A

REFERENCES :

- Abraham, M. Francis. 2008 Contemporary Sociology: An Introduction to Concepts and Theories. Second edition, New Delhi. Oxford University Press.
- Haralambos & Holborn. (2014). Sociology: Themes and Perspectives (8th Edition). London: Collins Education. Fifth edition, Harper Collins, London.
- Storey, John, Popular Culture
- Mohanty, Manoranjan (ed) Caste, Class & Gender
- Urry, John. Tourist Gaze

INTRODUCTION TO ECONOMICS – I

Course code: A.VT.3.03

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To introduce students to basic microeconomics and macroeconomics concepts*
2. *To encourage students to relate macro theory to the real world and in particular newspaper economics before their exposure to the microeconomic approach.*
3. *To enable the students to understand the impact of current Indian and International macroeconomic policy on their lives*

UNIT –I Introduction to Economics

(15 Lectures)

- Basic concepts
- National Income: concepts of GDP, NNP etc. and measurement
- Case Study: Contribution of tourism and IT sectors to the national income

UNIT –II Price and Inflation

(15 Lectures)

- Price Movements- Meaning , types and causes
- Effects of inflation. Measures to control/ mitigate inflation,
- Case Study: Inflationary pressures in the neighbourhood.

UNIT –III International Economics and Globalisation

(15 Lectures)

- Balance of payments
- Foreign Exchange:
- WTO: Accords (AoA, TRIMs, TRIPs and GATS)

C.I.A

REFERENCES :

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

Froyen,R.T.Macroeconomics: Theories and Policies, Delhi :Pearson Education Asia,2001

Mankiw,N.G.(2002), Principles of Macroeconomics. Thomson Asia Pte.Ltd. ,Singapore.

SKILL COMPONENT

INTRODUCTION TO TOURISM MARKETING

Course code: A.VT.3.05

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To acquaint students with concepts, functions and techniques of Tourism Marketing*
- 2. To help the students understand the importance of Marketing in the tourism industry through real life case studies and examples*

UNIT –I Introduction to Marketing for Tourism

(15 Lectures)

- Definition and Service Characteristics of Tourism Marketing
- Marketing Environment
- Understanding the Customer- Buying Behavior and Buying Process

UNIT –II Understanding markets

(15 Lectures)

- Market Segmentation
- Market Targeting
- Market Positioning
- Marketing Mix

UNIT –III Product Life Cycle

(15 Lectures)

- Product Pricing
- Product Pricing Strategies
- Promotional Pricing

UNIT –IV Product Promotion

(15 Lectures)

- Communication Mix, Public Relations, Sales Promotion
- Marketing through SEO, SEM-Narotam
- Use of Social Media in Promotion -Narotam
- Distribution Channels

C.I.A

Evaluation:

- Application based :the Case study method is to be used in this course
- Project work involving creating a marketing strategy for a mock travel agency which involves various promotion techniques.

REFERENCES :

Chaudhary, M., *Tourism Marketing*. Oxford University Press, New Delhi, 2010.

Kothari, A.A *Textbook of Tourism Marketing*.Wisdon Press, Delhi, 2011.

Kotler, P. Bowen, J. & Makens, J., *Marketing for Hospitality and Tourism*. Pearson Education, Essex, 2014.

Morrison, A.M., *Marketing and Managing Tourism Destinations*. Routledge, Oxon, 2013.

BASIC COMMUNICATION SKILLS IN FRENCH - I

Course code: A.VT.3.06

[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 :

Les éléments importants pour une carte de visite

Se localiser

Découvrir son voisinage

Le logement

Donner /demander des directions

Les moyens de transport

Réserver un billet (train et avion)

Les pays et les nationalités

Décrire un endroit touristique

B Grammaire

Quelques verbes réguliers –'IR' et "RE"

Quelques verbes irréguliers

Les adjectifs possessifs/démonstratifs/interrogatifs

L'Impératif

Les prépositions

C Culture et Civilisation (en anglais)

Régions françaises

Les moyens de transport/les supermarchés

Comprendre les panneaux en France

D Tâches / projets/projets actionnels

Donner les directions

Préparer le plan de votre quartier

Décrire un endroit touristique

C.I.A

REFERENCES :

TYPES OF TOURISM

Course code: A.VT.3.07

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To acquaint students with different types of Tourism*
2. *To focus on contemporary types of tourism with real life examples which would enable them to apply their knowledge in developing new themes in tourism products*

UNIT –I Introduction to Various Types of Tourism(15 Lectures)

- Mass versus Alternate tourism
- Niche Tourism
- Ecotourism
- MICE Tourism

UNIT –II Culture and nature based tourism (15 Lectures)

- Tribal Tourism
- Wildlife tourism
- Heritage Tourism
- Religious\Spiritual `tourism

UNIT –III Activity-Based tourism (15 Lectures)

- Sports Tourism
- Volunteer Tourism
- Cruise tourism
- Adventure tourism

UNIT –IV Special Interest Tourism (15 Lectures)

- Dark tourism
- Film induced tourism
- Gastronomic Tourism
- Medical and Wellness Tourism
- Future Trends of Tourism- space tourism, virtual tourism

C.I.A

REFERENCES :

Douglas, N., Douglas, N. &Derrett, R. *Special Interest Tourism : Context and Cases*. John Wiley & Sons Milton, Australia, 2001.

Novelli, M., *Niche tourism: Contemporary Issues, Trends and Cases*. Butterworth-Heinemann, Oxford, 2005.

Dhar, P,N. *Cultural and heritage tourism. [An overview]*. Kanishka Publishers, New Delhi, 2008.

Chattopadhyay, M. *Religious Tourism : An Introduction*. The ICFAI University Press, Hyderabad, 2006.

DOMESTIC TOURISM

Course code: A.VT.3.08

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To enable students to have a basic knowledge of the important travel destinations of India*
- 2. To work towards capacity building of students for a thorough knowledge and understanding of Indian tourism.*
- 3. To learn the potential of tourist destinations in India.*

UNIT –I Introduction and Indicators

(15 Lectures)

- Fact File, Location and Major tourist cities
- Accessibility-Airports, Railway Junctions & Highways
- Attractions- Natural and Constructed
- Adventure Activities

UNIT –II Northern Zone

(15 Lectures)

- Jammu Kashmir & Ladakh- Himachal Pradesh-Uttarakhand
- Punjab-Haryana-Uttar Pradesh
- West Bengal
- North Eastern States

UNIT –III Central Zone

(15 Lectures)

- Rajasthan- Gujarat
- Bihar- Jharkhand-Chhattisgarh
- Madhya Pradesh-Odisha
- Maharashtra

UNIT –IV Southern Zone

(15 Lectures)

- Goa- Karnataka
- Telangana -Andhra Pradesh- Tamil Nadu
- Kerala
- Delhi and Other Union Territories

C.I.A

REFERENCES :

Lonely Planet –India

Reader Digest –India as a Tourist Destination

www.incredibleindia.com

www.tourindia.co.in

www.maharajaindia.com



**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 I*
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
Acheter/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



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

**Syllabus
Semester V Course in**

**Tourism
(2017 onwards)**

Theory Syllabus for Course:

A.VT.5.01 -Popular Culture

A.VT.5.02 -Entrepreneurship I

A.VT.5.03 -Applied Psychology I

A.VT.5.04 -Tourism Operations Management

A.VT.5.05 - Basic Ticketing

A.VT.5.06 - Introduction to Event Planning and Management

POPULAR CULTURE

Course code: A.VT.5.01

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To introduce students to the different understandings of Popular Culture.*
2. *To combine a theoretical and artefactual study through case studies.*

UNIT –I Introduction

(15 Lectures)

- Meaning and types
- Popular Culture
- High Culture and Low Culture
- Mass Culture and Folk Culture
- Culture Industry

UNIT –II Popular Music

(15 Lectures)

- America
- Britain
- India
- Middle East
- Africa

UNIT –III Popular Culture & Social Representations (Screenings & Discussions)

(15 Lectures)

- Race: Reel Bad Arabs
- Gender: Women in Indian Cinema
- Caste in Indian Popular Films
- Bombay & The Working Class: Popular Literature, Theatre, Films, Songs

UNIT –IV Important Trends and Debates

(15 Lectures)

- Class and Cultural Consumption
- Introduction to Fandom
- Fashion
- Subculture: The Meaning of Style

C.I.A

REFERENCES :

Appadurai, A. (1997). *Modernity at Large: Cultural Dimensions of Globalisation*. Delhi: Oxford University Press.

Fiske, John. *The Cultural Economy of Fandom*

Gokulsing, K. M. and W. Dissanayake (eds.). (2009). *Popular Culture in a Globalised India*. Oxon & New York: Routledge.

Gray, J., Sandvoss, C., and Harrington, C.L. (Eds.). 2007. *Fandom: identities and communities in a mediated world*. New York: NYU Press.

Grindstaff, Laura. (2008). "Culture and Popular Culture: A Case for Sociology." In *Annals of the American Academy of Political and Social Science*, 619: 206-222.

Grossberg Lawrence. *Is There A Fan In The House? The Affective Sensibility of Fandom*

Guins, Raiford et al (eds.) (2005). *Popular Culture: a Reader*. London: Sage Pub.

Hebdige, Dick (2002). *Subculture: The Meaning of Style*. London & New York: Routledge

Lewis, Lisa (ed). (1992). *The Adorning Audience: Fan Culture and Popular Media*. London & New York: Routledge

Rege, Sharmila. (2002). "Conceptualising Popular Culture: The *Lavni* and *Pawdain* Maharashtra," *Economic and Political Weekly*. **37** (11): 1038 – 1047.

Storey, John. (2009) *Cultural Theory and Popular Culture: An Introduction. Fifth Edition*. New Delhi: Pearsons

Strinati, Dominic. (1995). *An introduction to theories of popular culture*. London: Routledge.

ENTREPRENEURSHIP I

Course code: A.VT.5.02

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To equip students with knowledge of creating, establishing, managing, developing or pruning enterprises, either of their own or to understand enterprises that they will be dealing.*

UNIT –I The Entrepreneurial Evolution (15 Lectures)

- Nature & Development of Entrepreneurship.
- The Entrepreneurial Decision Process.
- Role of Entrepreneurship.
- Entrepreneurial background & characteristics.

UNIT –II Starting an Enterprise (15 Lectures)

- New Venture Formation.
- Resource requirement to set-up & start-up & operate Enterprise.
- Licenses/Permissions/Approvals/etc.
- Government schemes for Enterprises.

UNIT –III Creativity in Enterprise (15 Lectures)

- Idea Generation.
- Creative Problem Solving.
- Product Identification & Development.
- The Plans.

UNIT –IV Managing the Enterprise (15 Lectures)

- Organization structure.
- Functions/Activities/Processes/Systems.
- Growth/Development of the Enterprise.
- Exiting the Enterprise

C.I.A

REFERENCES :

Entrepreneurship – 6th Edition. Robert D Hisrich, Michael P Peters, Dean A Shepherd. McGraw-Hill.

Entrepreneurship – David Stokes, Nick Wilson, Martha Mador. South-Western Cengage Learning.

The Oxford Handbook of Entrepreneurship – Mark Casson, Bernard Yeung, Anuradha Basu, Nigel Wadeson. Oxford University Press.

Entrepreneurship in India. Dr Sanjay Tiwari, Dr Anshuja Tiwari. Sarup & Sons.

Patterns of Entrepreneurship Management. 3rd Edition. Jack M Kaplan, Anthony C Warren. John Wiley & Sons Inc.

APPLIED PSYCHOLOGY I

Course code: A.VT.5.03

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To enhance the thinking, emotions, communication and interpersonal skills of students so that they can be good at customer handling and services.*
2. *Enable them to maintain a healthy work-life balance.*

UNIT –I Understanding The Self

(15 Lectures)

- Self-esteem and Subjective well being
- Positive Thinking and Optimism
- Creative Thinking, Problem Solving and Decision Making
- Goal setting and Time management
- Motivation
- Emotional intelligence

UNIT –II Working with others

(15 Lectures)

- Communication (Verbal and Non Verbal)
- Empathy and Listening skills
- Giving and receiving Feedback
- Conflict Management
- Team Building and Team work

UNIT –III Customer Satisfaction

(15 Lectures)

- Psychology of customer service: Creating and sustaining customer relationships
- Product knowledge
- Sales and its relation with customer satisfaction
- Handling complaints

UNIT –IV Balancing work and life

(15 Lectures)

- Work Life Conflict
- Impression Management
- Job satisfaction and Employee satisfaction
- Stress Management

C.I.A

REFERENCES :

Weiten.W.,Hammer.E.&Dunn.D.,(2009), *Psychology and Contemporary Life: Human Adjustment*,Wadsworth,CenagageLearning,USA.

Feldman.R.,(2016), *Understanding Psychology* ,Tenth Edition, McGraw Hill Education Pvt.Ltd, India.

Kumar.V., (2008), *General Psychology*, Himalaya Publishing House ,India.

SKILL COMPONENT

TOURISM OPERATIONS MANAGEMENT

Course code: A.VT.5.04

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To explore the concept of Tourism Operation & Management.*
- 2. To motivate the students towards a job profile in documentation process.*
- 3. To highlight the need for Tourism Business in an organization.*
- 4. To identify the application approach of skilled professionals in Tourism Operation.*

UNIT –I Introduction

(15 Lectures)

- Meaning of Tourism Operation
- Relation of Tourism & Management
- Statistical Tourist Entry in India

UNIT –II Role of Tour Operators

(15 Lectures)

- The Position of Tour Operators
- The Role of Travel Trade Operators
- Special services of Tour/Charter Operators
- Revenue from Tour Operators Business
- Role of IATO /MOT.
- Role of ATOAI Adventure Tour Operators Association of India.

UNIT –III Tourism Operation & Documentation

(15 Lectures)

- Passport -definition, Types & process for application
- VISA- definition, Types & process for application
- Health Regulations, TIM & Travel Insurance
- FOREX & Credit Cards
- Airport Formalities

UNIT –IV Tourism Operation Business

(15 Lectures)

- Instability & Business Conflict
- Tourism Forecast & Seasonality
- Operation & Office Management
- Operation & Time Management

C.I.A

REFERENCES :

RainaAbhinav 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*

BASIC TICKETING

Course code: A.VT.5.05

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To motivate the students towards a job profile in ticketing process.*
- 2. To identify the Basic application approach for booking Air Tickets .*
- 3. To get accustomed with the usage of fares book, rules book, A B C guide etc.*

UNIT –I Introduction to Basic Ticketing

(05 Lectures)

- Travel Terminology
- Books for constructing fares & the procedure for their use.
- IATA Areas & World map

UNIT –II Codes international & domestic

(20 Lectures)

- 3 letter city codes ,Airport codes
- International & domestic Airports
- Various Concepts in fare construction FBP, NUC, GI, MPM, TPM, EMA, EMS, HIP,

UNIT –III Calculating different types of fares

(20 Lectures)

- One way journey
- Return journey
- Mixed class journey
- Concept of Add on and Special fares

UNIT –IV Time Calculation(15 Lectures)

- Time calculation Greenwich Mean Time and International date line Daylight saving time & its effective period.
- Flight duration To find appropriate flights (direct / Connecting) from a given point of origin to the point of destination.

C.I.A

REFERENCES :

1.IATA Publications:

- Airline Passenger tariff (Rules)
- Airline Passenger tariff (Fares)
- ABC – World Airways Guide
- OAG – World Airways Guide
- International Travel Agents Training Programme – Standard Course.

Perlitz Lee, *Air fares & Ticketing*, Australia. Prentice Hall Publications, (2001), .

MarwahGanguly&Shetty, *Travel Management*

INTRODUCTION TO EVENT PLANNING AND MANAGEMENT

Course code: A.VT.5.06

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To introduce students to event management as an allied industry of the tourism sector*
- 2. To provide an overview of the components, and planning process of events*
- 3. To understand event management through case studies*

UNIT –I Introduction & Overview: Basic Concepts (10 Lectures)

- Introduction to events and entertainment industry
- Basic terms and concepts in events/ destination management
- Nature of event markets and demand for facilities
- Types of events (for) MICE

UNIT –II Introduction to Experiential Marketing (15 Lectures)

- What is experiential marketing?
- Above The Line Media (ATL) & Below The Line Media (BTL)
- Achievements and co-existence of ATL & BTL
- Brand experience and MICE destination
- Stakeholders of destination event/MICE industry

UNIT –III Planning Process (10 Lectures)

- Planning: Categorization of events, Goal Setting, Program development and Design, Selection Process, Negotiations, Pre-Event Buzz, Insurance
- Human Resource Management: Plan and training, event operating committee
- Ethics and Legal Requirements: Relevant legislations, licensing, contracts

UNIT –IV Operations and Logistics (10 Lectures)

- Setting up, registration, welcome events, vendor relations, arrangements, food and beverages
- Management: Traffic strategy and solutions, Site management, Crowd management, Safety and Risk management
- Client Service and Customer Satisfaction
- Monitoring, Control and Evaluation: Assessing and Measuring Event Success, Impact on local and national communities

C.I.A

REFERENCES :

Wagen L.V.D, Carlos B. R., *Event Management: For Tourism, Cultural, Business and Sporting Events*. Pearson Education, Delhi, 2005.

Lemaire C., Foster-Walker M., *Start and Run An Event Planning Business*. JAICO Publishing House, Mumbai, 2007



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

**Syllabus
Semester VI Course in**

**Tourism
(2017 onwards)**

Theory Syllabus for Course:

- A.VT.6.01 -Business Ethics**
- A.VT.6.02 -Entrepreneurship II**
- A.VT.6.03 -Applied Psychology II**
- A.VT.6.04 -Tour Planning & Promotion**
- A.VT.6.05 - Tourism and Allied Services**
- A.VT.6.06 –Project**
- Internship (6 weeks)**

BUSINESS ETHICS

Course code: A.VT.6.01

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To equip students with knowledge of ethics in creating and managing enterprises or organizations.*

UNIT –I Introduction

(15 Lectures)

- Overview of Business Ethics.
- Differentiate/Distinction between Rules/Policies/Law & Ethics & Social Responsibility.
- Evolution & Purpose of Ethics in Business.
- Elements of Business Ethics.

UNIT –II Ethical Decision Making

(15 Lectures)

- Disputes in Business Ethics. Dispute Resolution.
- Ethical Issue Intensity.
- Statutory Requirements. Cognitive Moral Development. Kohlberg's Model.
- Business Ethics Evaluation & Intentions

UNIT –III Influences and Conflicts

(15 Lectures)

- Organization Structure and Ethical Decision Making.
- Cultural differences influencing Ethics.
- Key Influences in Ethical Behaviour.
- Improving Ethical Behaviour

UNIT –IV Implementation of Business Ethics

(15 Lectures)

- Development of an Effective Ethics Program.
- Codes of Ethics.
- Ethical Compliance Audit.
- Case Studies on Business Ethics (National & International).

C.I.A

REFERENCES :

Business Ethics Decision Making & Cases OC Ferrell, John Fraedsrich, Linda Ferrell 6th Edition Houghton Mifflin. India Edition.

Business Ethics. Linda Ferrell. 4th edition. Custom Publication

A Primer on Business Ethics. Tibor R Machan & James E Chesher. Rowman & Littlefield Publishers.

Managing Business Ethics. Linda K Trevino & Katherine A Nelson. 5th Edition. John Wiley & Sons.

Essentials of Business Ethics - Creating an Organization of High Integrity and Superior Performance. Dennis Collins. 3rd Edition. John Wiley & Sons

ENTREPRENEURSHIP II

Course code: A.VT.6.02

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To equip students with knowledge of creating, establishing, managing, developing or pruning Enterprises through the practice of Management.*

UNIT –I Enterprise and Entrepreneurship (15 Lectures)

- Functional areas of Management (Contexts of Finance- HR- Marketing- Manufacturing- etc.)
- Personality- Attitudes- Work Behaviour- Ability- Values- Job Performance
- Localization/Globalization
- Value-based Leadership

UNIT –II Principles of Management (15 Lectures)

- Management Ideas
- Developing Mission- Vision- Values
- P-O-L-C (Planning-Organizing-Leading-Control)
- Stakeholders interests

UNIT –III Strategizing (15 Lectures)

- Strategic Management Process- Corporate Strategy.
- SWOT - Porter's Generic Strategy.
- Value-Chain- VRIO Blocks (Value-Rarity-Inimitability-Organizational).
- 5-Forces. STEPLE. Strategy Diamond

UNIT –IV Principles of Organisation (15 Lectures)

- Goals- Objectives- MBO- Balanced Score-Card.
- Organization Structures & Change.
- Organization Culture.
- Social Networks.

C.I.A

REFERENCES :

Management Fundamentals - Management & Entrepreneurship: Concepts, Application, Skill-Development. Robert N Lussier. South-Western Cengage Learning.4th Edition.

The Oxford Handbook of Entrepreneurship – Mark Casson, Bernard Yeung, AnuradhaBasu, Nigel Wadson.Oxford University Press.

Entrepreneurship Development in India. Sami Uddin. Mittal Publications.

Dynamics of Entrepreneurial Development & Management - Vasant Desai.Himalaya Publishing House.

APPLIED PSYCHOLOGY II

Course code: A.VT.6.03

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To enhance the thinking, emotions, communication and interpersonal skills of students so that they can be good at customer handling and services.*
2. *Enable them to maintain a healthy work-life balance.*

UNIT –I Understanding the Workplace (15 Lectures) **(Stress, Work schedules, Legal issues)**

- Physiological effects of stress
- Individual differences in responding to stress
- Stressors in the work environment
- Psychological and social issues at work (Sexism at work)

UNIT –II Understanding Leadership and its challenges (15 Lectures) **(Enhancing leadership skills)**

- The Role of power and expectations
- Leadership styles
- Leadership functions
- Pressures and problems of leadership

UNIT –III Understanding the Psychology of Purchase (15 Lectures) **(Enhancing one's knowledge of consumers)**

- Research Methods in Consumer Psychology
- The Mind of the Buyer
- Compliance and Conformity in Consumers
- The Art of Advertising
-

UNIT –IV Understanding the Role of Ethics (15 Lectures) **(Promoting a healthy ethical stance at work)**

- Evolution and purpose of Ethics at the Workplace
- Key Influences in Ethical behavior
- Improving Ethical Behavior
- Case studies on Business Ethics

C.I.A

REFERENCES :

Schultz.D&Schultz.S.,(2010), Psychology and Work Today, Indian Edition, Dorling Kindersley Pvt. Ltd, New Delhi, India.

Feldman.R.,(2016), Understanding Psychology ,Tenth Edition, McGraw Hill Education Pvt. Ltd, India.

Aamodt.M. ,(2013), Industrial/Organization Psychology: An Applied Approach, Cengage Learning, USA.

Tracy.B.,(2006), The Psychology of Selling, Thomas Nelson Publishers, USA.

Ferrell.O. &Fraedsrich.J.,(2011), Business Ethics Decision Making & Cases, 8th Edition South Western CengageLearning,USA.

SKILL COMPONENT

TOUR PLANNING & PROMOTION

Course code: A.VT.6.04

[45 LECTURES]

LEARNING OBJECTIVES:

2. *To understand Tour Planning & Promotion*
3. *Detailed study of Domestic / International Itineraries*
4. *Practical Approach & Application of Tour Packages*

UNIT –I Introduction to Tour Planning

(05 Lectures)

- Classifications & category of tours ,FIT/independent/Inclusive
- Package Tours /Advantages/Disadvantages.
- Types of Package Tours.

UNIT –II MAJOR DOMESTIC CIRCUITS

(20 Lectures)

- Jammu & Kashmir
- Himachal Pradesh
- Uttrakhand
- Rajasthan
- Maharashtra
- Kerala

UNIT –III MAJOR INTERNATIONAL CIRCUITS

(20 Lectures)

- Europe
- South East Asia
- Australia/New Zealand
- South Africa
- East Coast USA
- West Coast USA
-

UNIT –IV Itinerary Theory + Costing

(15 Lectures)

- Itinerary detailed explanation/importance/need.
- Costing examples
- Terminology
- Resources for planning itineraries

Evaluation: Circuits Plotting & Routing

C.I.A

REFERENCES :

TOURISM AND ALLIED SERVICES

Course code: A.VT.6.05

[45 LECTURES]

LEARNING OBJECTIVES:

- 1. To understand the importance of hospitality in India*
- 2. Explain the relationship of infrastructural needs in a destination*
- 3. To project the importance of allied /accommodation tourism services .*
- 4. To project the importance of electronic communication*

UNIT –I Introduction

(20 Lectures)

- Definition of Infrastructure
- Airport Terminals/road network/parking & toll facilities
- Water & Electricity / Food & Beverage /
- Waste disposal & Sewage treatment
- Health facilities /Security
- Shopping malls & Entertainment

UNIT –II Accommodation Industry

(15 Lectures)

- Types-Primary & Ancillary, Supplementary
- Reservations/Gradation//Category
- Automation /Terminology

UNIT –III Importance of Print and Electronic Communication(25 Lectures)

- Print media: Newspaper & display boards
- Radio Television
- Internet /Video conferencing
- Telephone booths: Calling cards

UNIT –IV Essential Components Under Allied Services (10 Lectures)

- Customer service skills
- Importance of customer care & satisfaction
- Good customer relation
- Sales process
- Handling customer complaints

C.I.A

REFERENCES :

PROJECT

Course code: A.VT.6.06

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To provide an in-depth research based project that could be beneficial to the travel industry*
2. *To enable the creation of a professionally done project accompanied by a presentation*

INSTRUCTIONS

- The project has to be developed in sync with the decided theme
- A **Professional Proposal** has to be made with the complete title of the project based on a tourist circuit, where stress must be made on the procedure /process of the research.
- The destination within the circuits should be clearly defined as it gives guidance in the construction of the research.

1. Countries applicable.

- Content/Introduction.
- Fact File /capital /currency /language/ IATA Area location
- Map - Political/Physical/Tourism

2. Countries applicable

- History
- Culture
- Heritage Sites

3. Position of each country

- Current Scenario
- Position in Tourism
- Tourist inflow. Statistics

4. 6A's

- Accessibility –Air/Rail/Road /Water (cruise)
- Attraction –location & description (known & unknown)
- Accommodation –variety of Category
- Amenities
- Activities
- Affordability-Tour Packages

5. Documentation

- Consulates location in India
- VISA –Form & Process
- Health Requirements.
- Forex-- Credit Card formalities & procedure.

6. Itineraries

- Tourist Circuits & the type of tours (FIT & GIT)

7. Market Research, Survey and Analysis

- INTERVIEWS (OPEN ENDED QUESTIONS) -This must be from the travel agency or related organization.
- PUBLIC SURVEY (CLOSED ENDED QUESTIONS) This is the general public who knows about the topic. This is for statistical data. (Minimum 50 to 100)
- Analytical report through pie charts & Graphs

8. Sustainability of the Destination.

- Positive Factors
- Negative Factors
- Political/Social/Economic Impact

9. Promotion & Future Destination Planning

- Role of the Tourism Board –Campaign
- Tourism Policy
- Different media used for Promotion /Advertisement tools/
- Social Media/Website

10. Conclusion

- The future & the importance of the countries in tourism globally.
- A CD of the final project and presentation must be submitted.

MARKS –100 (40M- Internal evaluation, 60M- External evaluation)