

D.Voc
in
Travel and Tourism



All India Council for Technical Education
Nelson Mandela Marg, New Delhi

D.Voc Curriculum for Travel and Tourism

Level	Code	Educational Component	Credit	Marks
3 Semester I	Theory			
	3.GE.01	Language-I	3	50
	3.GE.02	Computer Applications	3	50
	3.GE.03	Fundamentals of Tourism	3	50
	3.GE.04	Geography for Tourism	3	50
	Lab/Practical			
	3.GP.01	Map Reading Etc.	1.5	50
	3.VP.01	Computer Application Lab work	1.5	50
	On-Job-Training (OJT)/Qualification Packs			
	Graphic Designer (MES/Q0601)		(Any one)	15
Social Media Executive (MES/Q0702)				
Tour Escort (THC/Q4402)				
3 Semester II	Theory			
	3.GE.05	General Foundation Course –I	3	50
	3.GV.06	Fundamentals of Management	3	50
	3.GV.07	Travel agency and Tour Operations Business	3	50
	3.GV.08	Hotel, Hospitality and Hoteliering	3	50
	Lab/Practical			
	3.VP.02	Itinerary Preparation, Costing and Tour Packaging	1.5	50
	3.VP.03	Front Office Operations and Customer Handling Practicals	1.5	50
	On-Job-Training (OJT)/Qualification Packs			
	Any one of the QP's can be opted as offered in Semester I		(Any one)	15
4 Semester I	Theory			
	4.GV.01	General Foundation Course– II	3	50
	4.GV.02	IT Tools (CBSE 795)	3	50
	4.GV.03	Fundamentals of Tourism Marketing	3	50
	4.GE.04	Language –II	3	50
	Lab/Practical			
	4.VP.01	IT –Tools Lab (advanced)	1.5	50
	4.GP.02	English Speaking and Personality Development	1.5	50
	On-Job-Training (OJT)/Qualification Packs			
	Reservation Desk Executive (THC/Q0113)		(Any one)	15
Visa Assistance Consultant (THC/Q4303)				
Travel Consultant (THC/Q4404)				
4	Theory			

Level	Code	Educational Component	Credit	Marks	
Semester II	4.GV.05	Tourist Transport Operations	3	50	
	4.GV.06	Tourism Products of India	3	50	
	4.GV.07	Emerging Tourist Traffic Trends and Dimensions	3	50	
	4.GV.08	Tour Guiding & Interpretation	3	50	
	Lab/Practical				
	4.VP.03	Travel Facilitations and frontier Formalities	1.5	50	
	4.VP.04	Itinerary Preparation, Costing and Tour Packaging	1.5	50	
	On-Job-Training (OJT)/Qualification Packs				
	Any one of the QP's can be opted as offered in Semester I		(Any one)	15	200
5 Semester I	Theory				
	5.GV.01	Tourism Policy and Planning	3	50	
	5.GV.02	Fundamentals of Accounting and Finance	3	50	
	5.GV.03	Mice and Events	3	50	
	5.GV.04	Indian History, Society & Culture	3	50	
	Lab/Practical				
	5.VP.01	Organisation of Meetings and Events	1.5	50	
	5.VP.02	Short Trip Project Report & Presentation	1.5	50	
	On-Job-Training (OJT)/Qualification Packs				
	Meeting, Conference and Event Planner (THC/Q4401)		(Any one)	15	200
	Travel Desk Manager (THC/Q0114)				
Heritage Tour Guide (THC/Q4501)					
5 Semester II	Theory				
	5.GV.05	Ethical, Legal & Regulatory Aspects of Tourism	3	50	
	5.GV.06	Strategic Management	3	50	
	5.GV.07	Entrepreneurship	3	50	
	Lab/Practical				
	5.VP.03	Project	6	150	
	On-Job-Training (OJT)/Qualification Packs				
	Trek Coach (THC/Q4511)		(Any one)	15	200
Tour Manager (THC/Q4405)					

Detailed Curriculum

Level 3 (Semester I)

(3.GE.01)Language - I

Module 1: Reading comprehension (prescribed texts) and functional grammar

A variety of genres – short stories, expository pieces, biographies, poems, plays, newspaper and magazine excerpts have been included. Teaching of grammar has been integrated with the reading texts. The emphasis is on functional grammar.

The following ten prose texts and five poems have been selected for development of different reading skills.

Prose texts (Prescribed)

1. A warmer or a colder earth (popular science) Arthur – C. Clark
2. The tiger in the tunnel (narrative) – Ruskin Bond.
3. First two or four pages from Sunny Days (autobiographical) – By Sunil Gavaskar
4. Case of suspension (narrative)
5. Big brother (narrative) Shekhar Joshi
6. Father, dear father (news paper article form the Hindu)
7. Face to face (autobiographical) Ved Mehta
8. I must know the truth (narrative) Sigrun Srivastva
9. If I were you (play) Douglas James
10. India, her past and her future (speech) Jawahar Lal Nehru

Poems

1. Leisure – W H Davis
2. The road not taken – Robert Frost
3. Where the mind is without fear- Tagore
4. My grandmother's house – Kamla Das
5. The night of the scorpion – Nissi, Ezekiel

Non prescribed

In this section learners will be exposed to newspaper, articles, tables, diagrams, advertisements etc. which they have to read carefully and interpret. In the examination similar pieces will be used.

Grammar and usage:

The following points of grammar and usage have been selected from the reading passages.

1. agreement/concord: number – gender etc.
2. Tenses: simple past (negatives/interrogatives) present perfect, past perfect continuous, past perfect, expressing future time (will and going to)
3. Passive voice (perfect tenses and modals)
4. Modals (must, should ought to, would)
5. Linking words (to like because although, instead of, if, as, since, who, which that, when however, inspite of)
6. Reported speech, statements, questions (yes/no)

Module 2: Functional writing and study skills

This module help the learner to write descriptive and narrative paragraph, letters, reports notices etc. and also practice skills of note making

1. Paragraph writing
 - Describing objects
 - Describing people
 - Narrating events, stories
2. Letter writing
 - Application for leave
 - Application for jobs
 - Asking for information form various agencies (e.g. Last date for getting prospects; price of items before placing doers etc.)
3. Note making
4. Ending (punctuation, spelling, appropriate vocabulary, structures)

(3.GE.02)Computer Applications

Learning Objectives:

To familiarize the students with basics of Computer system and applications.

Unit No. 1:MS Word

- Create a project report for starting a new interior design company using MS Word

Unit No. 2: MS Excel

- Perform Calculations and create relevant charts and insert in the project report created.

Unit No. 3: MS PowerPoint

- Prepare a PowerPoint presentation based on the project report.

Unit No. 4: Internet

- Browse various interior design company websites, create an E-mail ID.

Suggested Readings:

1. Arora, Ashok & Bansal, Shefali. (2000). Computer Fundamentals. New Delhi: Excel Books.
2. Chauhan, S, Saxena, A, & Gupta, K (2006). Fundamentals of Computer. NP: Laxmi Publications
3. Sinha, Pradeep Kumar & Sinha, Priti. (2007). Computer Fundamentals. New Delhi: BPB Publication.
4. Stallings, William. (2007). Computer Networking with Internet Protocols and Technology. Delhi: Pearson Education.
5. Narang, R (2011). Database management systems.
6. Ramakrishnan, R & Gehrke, J (2002). Database Management Systems. ND: McGraw-Hill
7. Leon, Alexis & Leon, Mathews.(2006). Fundamentals of Database Management Systems. Chennai: Vijan Nicole.
8. Kumar, P. S. G. (2004). Information and Communication. Delhi: B. R. Publication.
9. Prasher, R. G. (2003). Information and its Communication. Ludhiana : Medallion Press
10. Crumlish, Christian. (2007). the ABCs of the Internet. New Delhi: BPB Publications.

(3.GE.03) Fundamentals of Tourism

Learning Objectives

The course aims at creating the basic understanding on the nature of tourism business. After defining core tourism concepts, it gradually unfolds the personality of worlds' fastest growing industry by enumerating 'the factors responsible for its dramatic growth' and, elucidating 'Tourism Motivations' and 'Typology of Tourism'. The contents are also planned in a manner that the readers become aware about the 'Unique Features of Tourism Industry' and its 'Multidimensional Advantages'.

Unit I

Tourism- Meaning and Scope

Tourist, Visitor, Traveler, Excursionist and Transient - *Definition and Differentiation*;

Concept of Resource, Attraction, Product, Demand, Market and Destination in Tourism;

Components and Elements of tourism;

Interrelationship between Leisure, Recreation and Tourism;

Tourism Infrastructure

Unit II:

Factors Influencing the Growth and Development of Tourism.

Motivation for Travel and Tourism; Travel de-motivators; Relevance of Motivation Studies;

Concept of 'Push' and 'Pull' Forces.

Typology of Tourism

Unit III:

Inter disciplinary and Trans Disciplinary Nature of Tourism

Different approaches to study Tourism

Chain of distribution in Tourism

Unique Features of Tourism Industry

Relevance Tourism Measurement; Measurement Techniques and Their Limitations

Unit IV:

Tourism Impacts: Socio-economic, Cultural and Environmental/Ecological Benefits

Negative Implications of Tourism

Concept of Tourism Carrying Capacity and EIA

Suggested Readings

- Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
- Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.
- Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
- Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi , 2010
- Abraham, Pizen and Yoel, Mansfiel, Ed. Consumer Behaviour in Travel and Tourism
- Butterworth and HeinemanBurkhardt and Medlik -Tourism Past Present and Future.
- Jones and Radcliffe” Leisure and Tourism- Longman Harlem
- Pearce and Butler Ed. “ Contemporary Issues in Tourism Development- Routledge, London,
- Burns, P. and Holden, A. (1995).Tourism: A New Perspective. London, Prentice Hall.

- Cater, E. (1994). Introduction. In Ecotourism: A Sustainable Option?(E. Cater and G. Lowman, eds). London, John Wiley and Sons.
- Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (1998). Tourism: Principles and Practice. London, Longman. Davison, R. (1996).

(3.GE.04) Geography for Tourism

Learning Objectives

The learner will understand the role and importance of geography in tourism. The learner will also acquire skills for map reading and time calculations alongside developing an understanding of geographical diversity and its impact on Destination.

Unit-I

Introduction to tourism geography, Understanding the World map. Major latitudes, longitudes, water bodies, continents, and countries with respect to tourism. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones. Greenwich Mean Time. International Date Line, Understanding and calculation of world time differences.

Unit-II

Map reading, scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for tourism sector Study of climatic, drainage, transport availability maps (road, air, water, and railway) of India.

Unit-III

Asia and Europe: General geographical features; physiography, climate, vegetation . Main countries, capitals & their tourist attractions.

Other countries: General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of USA (only 5 Places) South Africa, Australia

Unit-IV

Climate and Seasons of India, Local state as an attractive tourist Destination, Main Tourist attractions of India-focus USPs. Location of important physiographic features on the map of India. Location of important tourist cities, national parks, wildlife sanctuaries; cultural, historical and religious tourist spots in India

Suggested Readings

- Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
- Williams, Stephen: Tourism geography, Routledge, 1998.
- Lewis, Mark: Singapore, Rough Guides, 2003.
- McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
- Encyclopaedia of Indian Natural History – Hawkins R E
- Geography of Tourism – Robinson H
- Tourism Development and Resource conservation- Jagmohan Negi
- Indian Wildlife- Grewal, Bikram
- Topics in Applied Geography- Douglas Pearce

(3.GP.01) Map Reading

- **Types of Maps**
- **Map Reading**
- Viva Voce

(3.VP.01) Computer Applications – Lab

- Spreadsheets, Word, Presentation
- Multimedia Design
- Troubleshooting
- Project / Practical File
- Viva Voce

Level 3 (Semester II)

(3.GE.05) General Foundation Course – I

A. Business Management and Entrepreneurship

- (a) **Entrepreneurship Orientation**
Importance and relevance in real life: Emphasis on self-employment.
- (b) **Entrepreneurship Values and Attitudes**
Innovativeness, Independence, Risk Taking, Analytical ability.
- (c) **Entrepreneurial Motivation**
Achievement Planning, personal efficacy, entrepreneurial goal setting.
- (d) **Launching of a Business Venture**
Identification of project, steps in setting up a business, information about various institutions providing assistance, project formulation.

B. Computational Skills

- (a) Percentage, ratio & proportion, profit & loss, discount, simple and compound interest, population growth and depreciation of value of articles using logarithm.
- (b) Area and volume: rectangle, parallelogram, circle, cube, cone, cylinder & sphere.

C. Environmental Education

- (a) Environment and the society.
- (b) Environment properties risks in different economic enterprises, in use of raw materials, in processing / manufacturing and designing.
- (c) Poverty and environment.

D. Rural Development

- (a) Agriculture, the back bone of Indian Economy.
- (b) Rural development projects in India including Integrated rural development programme.
- (c) Agro based rural industries.
- (d) Community approach to rural development.

(3.GV.06) Fundamentals of Management

Learning Objectives: This module shall enable students to have an understanding of Management and Managerial skills so that the budding professionals can become future managers.

Unit I

Concept of management, definition, nature, purpose, management as an art, science, and a profession, functions of management, systems approach to management.

Unit II

Planning meaning, steps in planning process, purpose, type of plans, management by objectives, Decision making- meaning, definition, importance, process of decision making, limitations.

Unit -III

Organizing- meaning process of organizing, levels of organizing, span of management, forms - line, functional, line & Staff and Committee form of organizations. Delegation of Authority, Decentralization & Centralization.

Unit -IV

Motivation and theories of motivation, Leadership traits and styles.
Communication process and barriers, Controlling process, techniques and , feedback

Suggested Readings

- V-Eannlce& Harold Koontz(2010) : Management: A Global and Entrepreneurial Perspective. Tata McGraw -Hill, New Delhi.
- Ghuman, Karminder& K. Aswathappa (2012): Management: Concept, Practice & Case,TataMcGraw -Hill, New Delhi.
- Kase , F. L. and Rasonu, J.E. (2000), Organization and Management -A System And Contingency Approach, McGraw Hill Book Company, New York'.
- Chandra Bose (2010) . Principles of Management & Administration, Prentice Hall of India
- Koontz & Wrihrich (2005). Essential of Management Tata Mc Graw – Hill Publishing Co. Ltd.

(3.GV.07) Travel Agency and Tour Operations Business

Learning Objectives

Ultimate success of a destination vitally depends on the quality and range of services extended by the travel agents and tour operators to the tourists. They are rightly acknowledged as the 'Brand Ambassadors' of the tourist destinations. In view of this, the course aims at acquainting the readers with the 'types, functions, role and responsibilities' of the travel Agencies and tour operators. The incumbent students will also acquire basic idea on the procedure to be followed in setting-up a 'travel agency' or 'tour operations venture'.

Unit-I

Travel Agency and Tour Operations Business : Origin, Definition and Differentiation
 Intensification of Travel Trade Services Over the Years
 Role and Contribution of Travel Agents and Tour Operators in the Development of Tourism Industry
 Changing Trends in Travel Trade Business *vis a vis* Internet Revolution
 Growth Prospects

Unit - II

Function of Travel Agencies
 Collection and Dissemination of Travel Information, Travel Documentation, Preparation of Itineraries, Planning and Costing of Tours, Ticketing, Product Promotion and other Miscellaneous work
 Types of Tour Itineraries
 Organizational Structure of a Standard Travel Agency

Unit - III

Functions of Tour Operators
 Assembling, Processing and dissemination of information; Liaisoning with Principals; Preparation of Tour Itineraries and Pricing of Tour Package; Pre-tour-arrangements; Tour Operation and Post-tour Management.
 Components of Standard Tour Packages

Unit - IV

Scope and Essence of Linkages and Integrations in Travel Trade Functions
 Role and Relevance of TAAI, IATO, ATTOI and Adventure Tour Operators Association of India in the context of Travel Trade Business
 Types of Travel Agencies - IATA, Non IATA and GSA
 Procedure for recognitions of Travel Agency and Tour operations

Suggested Readings

- Syrratt Gweda, Manual of Travel Agency Practice, Butterworth Hienmann, London 1995
- Malik Harish and Chatterjee Asim, The Indian Travel Agents, Himalayan Books, New Delhi 1996
- Negi Jagmohan, Travel Agency and Tour Operation : Concepts and Principles, Kanishka, New Delhi 1997
- Medlik S, Dictionary of Travel, Tourism & Hospitality(1993) Butterworth-Heinemann, Oxford(U.K.)
- Foster, D.(2010) The Business of Travel Agency, Pitman,
- Dhiman. M.C. and Chauhan, V. (2019) . International Travel Agency and Tour Operation Management, IGI Global USA.
- Geo, Chack, (1990). Professional Travel Agency Management: (Prentice Hall, London,.
- Mohinder Chand , (2006) Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi,
- IATA, IATO, TAAI manual./
- Jag Mohan, Negi, (1990) Travel Agency and tour operation, Kanishka Publication New Delhi,

(3.GV.08) Hospitality, Hotels and Hoteleiring

Learning Objectives

Tourism and Hospitality are interdependent and complementary Sectors having Synergic Effect on the Growth and Development of each other. Therefore, the course has been designed in the manner that the readers are able to understand *essential perspectives* of Hospitality in general and Hotel Sector in Particular. Accordingly, the contents are organized in the manner that the students, after having had the idea on the origin of the concept of Hospitality and Hotel, gradually gathers knowledge on (i) growth and diversification of this sector, over the years; (ii) organization and Functions of a Standard Hotel; (iii) Classification and Gradation of Hotels; and (iv) Human Resource Requirements of the Sector

Unit I

Hospitality: Origin of the Concept, Meaning and Scope

Changing Dimensions of Hospitality Over the Years

Accommodation: 'Meaning' and, 'Types and Forms'; Distinction Between Hotel, Motel, Resort Property and Supplementary Accommodation

Tourism and Hospitality - Inter-relationship *vis a vis* Interdependence

Unit - II

Hotels: Origin and Growth;

Types and Forms of Hotels on the basis of 'Size', 'Location', 'Clientele' and, 'Range and Quality of Services, Amenities and Facilities' etc;

Functional Departments of a Standard Hotel; Organization and Functions of Front Office, Food & Beverages Service(F&B), Food Production and Housekeeping.

Unit - III:

Organizational Structure of a Standard International Hotel

Classification, Registration and Gradation of Hotels: Relevance and General Criteria

Multinational Chains and Their Impact on the 'Hoteliering Business' and 'Destination Image'.

Role and Contribution of ITDC and State Tourism Departments/Corporations in Hotel/Hospitality Sector in India

Module - IV

Manpower Requirement in Hotel Sector

An Overview on the Existing Institutions imparting Professional Education/Training for Hotel/Hospitality Sector in India

Ethical, Legal and Regulatory aspect of Hoteliering Business.

International Hotel Regulations

Existing State of Hoteliering Sector in India

Suggested Readings:

1. Andrews, Sudhir: *Hotel Front office*, Tata Mc Graw Hill, New Delhi.

2. Andrews, Sudhir: *Hotel House keeping*, Tata Mc Graw Hill, New Delhi.

3. Andrews, Sudhir: *Food and Beverage Service*, Tata Mc Graw Hill, New Delhi.

4. Paul R. Dittmer, Gerald G. Grifin : *Dimensions of the Hospitality Industry*, Van Nostrandreinhold, New York.

5. Peter Jones : *Introduction to Hospitality Operation*, Cassell, New York.

6. Fred Lawson : *Hotels & Resorts*, Planning, Design and Refurbishment, Butter worth-Architecture, Oxford.

7. Donald E. Lindbergh : *The Hotel and Restaurant Business*, Van Nostrand Reinhold, New York.

(3.VP.02) Itinerary Preparation, Costing and Tour Packaging

- Types of Itineraries (Cultural Tour, Wild Life Tour, Monuments , Adventure Tours etc)
- Costing and Planning of Itineraries
- Preparation of Tour Packages

(3.VP.03)Front Office Operations and Customer Handing Lab

- Introduction to Front Office Operations
- Role Playing of Customer Care
- Complaint Handling
- Preparation of various documents in Front Office

Level 4 (Semester I)

(4.GE.01) General Foundation Course – II

A. Business Management and Entrepreneurship

Management of Business, Elementary treatment/exposure to basic conceptual frame work of the topic listed below:

(a) Basic Function (b) Marketing Management (c) Financial Management (d) Production Management (e) Personnel Management

B. Computational Skills

1. (a) Solution of linear equations and their application to problem of commercial mathematics.
(b) System of linear equations and in equation in two variables. Applications in formation of simple linear programming problems.
2. Statistics: Raw data, bar charts and Histogram; Frequency Tables; Frequency Polygon; Ogive; Menu, Median and Mode of ungrouped and grouped data; Standard Deviation; Introduction to Mortality tables; Price Index etc. Introduction to Computers.

C. Environmental Education & Rural Development

Environmental Education:

- a. Modernization of agriculture and environment, irrigation, water logging, use of fertilizers, pesticides, soil erosion, land degradation (desertification and deforestation), silting and drying of water resources.
- b. Rational utilization, conservation and regeneration of environmental resources (soil, air, water, plant, energy, minerals).

2. Rural Development

Principles and goals of rural development, major problems/constraints in rural development in India.

(4.GV.02)IT Tools

- I. Computer Organization & OS: User perspective.
 - Understanding of Hardware.
 - Basics of Operating System.
- II. Networking and Internet.
 - Network Safety concerns.
 - Network Security tools and services.
 - Cyber Security.
 - Safe practices on Social networking.
- III. Office automation tools:
 - Spreadsheet.
 - Word processing.
 - Presentation.
- IV. Multi Media Design: (Open Source Design Tools)
 - Interface and Drawing Tools in GIMP.
 - Applying Filters.

- Creating and handling multiple layers.
 - Using Stamping and Smudging tools.
 - Importing pictures.
- V. Troubleshooting: Hardware, Software and Networking.
- Commonly encountered problems.
 - (Monitor: No display, KB/Mouse not responding, monitor giving beeps, printer not responding, check for virus, Delete temporary files if system is slow, adjust mouse speed).
- VI. Work Integrated Learning IT – ISM
- Identification of Work Areas.
 - Work Experience.

(4.GV.03) Fundamentals of Tourism Marketing

Learning Objectives: The course familiarizes students with the basic concepts of tourism marketing. The objective is to enable students to develop an understanding of application of these concepts. The themes covered are approaches towards marketing and marketing mix.

Unit I

Introduction to Tourism Marketing- Tourism Marketing: Nature, Process and Growth. Services and their Marketing, Tourism Marketing and Development: Socially Responsible Marketing, Social Marketing, Participants in Socially Responsible Marketing and their Roles. Government Bodies- National Tourism Offices, State Tourism Offices and Local Bodies, Private Organizations, Non-Governmental Organizations in Tourism

Unit II

Challenges of Tourism Marketing- Nature and Characteristics of Tourism Offers: Tangibility and Intangibility, Non-perishability and Perishability, Homogeneity and Heterogeneity, Separability and Inseparability, Ownership and Non-ownership. Issues and Challenges in Tourism Marketing, Marketing Strategies to overcome limitations of Tourism

Unit III

Tourism Marketing Environment- Concept of Marketing Mix, Developing Marketing Mix, Tourism Markets, Types of Tourism Markets, Tourist Behavior, Tourist Buying Process, Factors Influencing Tourists' Buying Process, Tourism Product and Distribution- Concept of Tourism Product, Tourism as a packaged Product, Destination as a Product, Managing Products, New Product Development, Product Life Cycle.

Unit IV

Tourism Pricing and Promotion- Concept, Importance and Process of Pricing, Factors influencing Tourism Pricing, Methods of Price Fixation, Pricing Strategies, Price Fixation.

Tourism Promotion and Communication: Objectives of Promotion, Promotion Mix, Factors affecting Promotion Mix, Components of Promotion Mix, Important Promotional Tools in Tourism- Brochures, Events, Movies and Cinema

Suggested Readings:

Burkart, A.J., Medlik, S.(1981). *Tourism, Past, Present and Future*, Heinemann, London.
 Chris Cooper, Fletcher John, Gilbert David, Wanhill Stephen (1993). *Tourism Principles and Practice*, Pitman Publishing London.
 Christopher Lovelock and JochenWirtz.(2004), *Services Marketing-People, Technology,*

- Strategy*, Pearson Education, India.
- Kotler Philip (2003). *Marketing Insights from A to Z: 80 concepts every manager needs to know*. John Wiley and sons, USA.
- Schiffman G. Leon, KanukLazer Leslie (1992). *Consumer Behaviour*, Prentice Hall of India.
- Zeithaml, V.A. & Bitner, M.J. (1996). *Services Marketing: Integrating Customer Focus Across the Firm*, US: McCraw-Hill Higher Education.
- Zeithaml A. Valarie, Bitner Jo Mary (1996). *Services Marketing*, The Tata Mcgraw Hill Companies, Inc.
- Chaudhary, M. (2010) *Tourism Marketing*, Oxford press, New Delhi.

(4.GE.04) Language - II

Module – 3: Listening and speaking skills

In this module the learners will be exposed to a variety of listening activities recorded on audiotapes. These will be samples of good spoken English, which the learners can use as models. Work sheets will accompany the listening material.

This module will include the following:

1. Introducing yourself/friends in formal and informal situations.
2. Inviting people (over the phone and face to face) giving details of occasion, time place and date. Acceptance and refusal of invitation – formal and informal.
3. Seeking and supplying information (example opening an account in a bank, applying for loans etc.)
4. Talking and conveying messages (over the phone and face to face).
5. Giving directions / instruction.
6. Discussing contemporary issues related to environment, child labour, gender bias etc.
7. Listening to excerpts from television and radio.
8. Listening to poems/plays (prescribed).
9. Listening to speeches / talks.
10. Listening to songs like “We shall overcome”.

Module – 4 to 6

(English for specific purposes) (opt any one)

There modules are being offered. A learner has to opt for any one. The first is for academic purposes and the next two are for vocational purposes. The focus is not on the teaching of the subject matter like science and literature but on the way in which language is used in the deferent subjects.

Module 4: English for Science

This course will introduce learners to some interesting pieces of popular science

1. Health and hygiene
2. Conservation of (nearly extinct) animals.
3. Plant life.
4. Bio gas / solar energy.

These pieces illustrate the use of English in scientific writing: giving information factually, logically and objectively.

Module 4: English for Receptionist

This module will introduce the learners to a variety of exercises, tasks and meaningful

activities related to the receptionist's use of English. The printed course materials will be supported by tapes.

The following competencies be developed:

1. Receiving messages, making request etc.
2. Supplying information
3. Giving advice and making suggestions
4. Dealing with complaints
5. Making entries in an appointment book, register etc.

Module 4: English for Office Use

This course will help the learner to use English effectively and appropriately in the office environment. The competencies will be developed.

1. Using the telephone taking and passing messages.
2. Receiving messages
3. Marking noting on files and circular.
4. Writing office notes, memos, notices, agendas for meetings.
5. Telegrams and fax messages.
6. Writing business letters, application enquires, complaints.
7. Filling in forms, cheques, pay in slips etc.

(4.VP.01) IT Tools Lab (Advanced)

- Study of computer components, Booting of Computer and its shutdown
- Practicing some fundamental DOS Commands
- Simple Programs in BASIC to compute Mean, Variance, Correlation and Regression
- Creating database in MS-Access, structuring with different types of fields and use of query facility for accessing the information

(4.GP.02) English Speaking and Personality Development

- Learning to Effectively Communicate in English
- Knowledge of Composing Business messages, Letters , Memos and others
- Writing reports
- Conducting Meetings and Interviews
- Guidelines for Interviewer and Interviewee
- Body Language
- Personality Development

Level 4 (Semester II)

(4.GV.05) Tourist Transport Operations

Learning Objectives

The objective is to familiarise the students with the different stages and development of various modes of Transport. The students should be made aware of the role and importance of Transport in the promotion of Tourism.

Unit-I

Introduction to Tourism transportation as an essential feature of tourism infrastructure. Growth and development of transport industry. Type of transport, Air, Water and Surface.

History of different modes of transportation. The physiographic & socio- economic factors affecting development of different modes of transportation with special reference to India. Political influences on transport for tourism.

Unit-II

Surface transport & Tourism: Importance of surface transportation Road transport in India, Coaches, Car rental system in India. Roads system in India: National and State Highways, Role of surface transport in tourism, Study of some major Highways of India. Documentations Requirement for All India Permit, Stage Carriage, Contract Carriage, Pollution Check, Driver License, Comprehensive and Third Party insurance etc.

Unit-III

Airlines & Tourism, Scheduled and non scheduled airline services, History of Airlines in India. IATA, DGCA: Organizational structures and functions. Freedoms of air, Open skies policy, Role of airlines in tourism promotion.

Unit-IV

Railway & tourism- History & present status of Indian railway, Special trains for tourists. Different packages & facilities given by Railway. Problems of Indian Railway. Role of Railway in tourism. Role of Railways in promotion of domestic tourism. Important tourist trains in India. Reservation and Cancellation Procedures, IND Rail passes, Special Trains.

Water transport- Water transport system in Indian history, Limitation & scope of water transport in India. Cruise ships and the role of water transport in tourism.

Suggested Readings

- Hollander S. - Passenger Transportation (Michigan: MichiganStateUniversity)
- Hannel Christine, Robert Harshman & Grahan Draper- 'Travel & Tourism: A world Regional geography, John Wiley & Sons, New York
- Hurst, Elist, 'Transportation Geography' McGraw Hill, New York
- OAG, Airlines time table - OAG,
- Cruise lines time table - Indian Railway Time table
- Travel and Tourism Management- V V Vara Prasad, V B T Sundari
- Tourism Development in India- Suhita Chopra
- VNR's Encyclopedia of Hospitality and Tourism
- Dictionary of Travel, Tourism and Hospitality – S. Medlik
- Achariya " Civil Aviation and Tourism Management"
- Murphy- " Transport and Distribution"
- JagmohanNegi -Travel Agency Operations and Concepts and Principles
- S. P. Singh-Travel Tourism Management

(4.GV.06) Tourism Products of India

Learning Objectives

- To enable students to develop conceptual and theoretical basis of various tourism products and resources in general.
- To give information of country's tourist places of national and international importance and it helps students to know the background elements of tourism industry of our country.

Unit - I

Concept of resource, attraction & product in tourism, meaning & characteristics, typology & nature of tourism resources & nature & Scope to tourist places in India.

Unit - II

Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation-Conflicts, Symbiosis and Synergy.

Unit- III

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Raja Ji National Park, Jim Corbett, Bharatpur Bird Sanctuary, Valley of Flowers & Gir National Park. Study of Hill station attractions & their environs with case studies of Mussoorie, Nainital, Shimla & Manali. Zeeches & Islands: Resources & their use patterns case studies of Goa, Kovalam, Andaman Lakshwedweep.

Unit- IV

Buddhist Resences- Bodh Gaya, Kushnagar, Sarnath, Sanchi & Ajanta.
Islamic resources- Delhi, Agra & Fatehpur sikri vlindu
Hindu resources-Khajuraho, Mahabalipuram, Tarupati, Madurai, Panyore & Konark
Socio cultural resources - Important fairs & Festivals with case studies of Kumbha Mila, Dussehra, Onam Puri Rath Yatra- & Chhath.

Suggested Readings:

- Rajkumar (2010) *Essays in Indian Art and Architecture*, Discovery Publishing House, Pvt. Ltd., New Delhi.
- Gupta, S.P, Lal, K, Bhattacharya, M. (2010) *Cultural Tourism in India*, DK Print
- Douglas, E (2001) *Special Interest Tourism*, John Wiley & Sons, Australia.
- Basham, A.L (2002) *Cultural History of India*, Oxford University Press.
- Manoj Dixit & Charu Sheela (2010) : *Tourism Products* , New Royal Books, Lucknow
- Jacob, Robinet (2009): *Indian Tourism Products*; Abhijeet Publications, New Delhi
- Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012) ; *Tourism Products of India National Perspective*; Abhijeet Publications, New Delhi
- A L Basham (2007) : *The Wonder that was India* , Surjeet Publication , New Delhi

(4.GV.07) Emerging Tourist Traffic Trends and Dimensions

Learning Objectives

The course intends to develop an insight on the 'Trends in Global Tourism, in the present and future perspectives and, the various processes and factors responsible therein. It also explains regional distribution of Global Tourism, and briefly outlines the role and contribution of leading International and Regional Institutions in the growth and development of the 'Burgeoning Tourism Industry. The course also aims at developing an insight on the strongly emerging types and forms of tourism so that the students are able to perceive the scope of Tourism development at a given 'Destination'/Destination Region.

Module I:

Growth in Global Tourist Traffic and Tourism Receipts Over the Decades
International Tourism Trends in Contemporary Context
Tourism Gap and Changing Regional Tourism Distribution Patterns.
Leading Tourism Market and Tourism Destination Countries of the World

Module II:

Perspective on Future Trends in International Tourism. Tourism Forecasts and Projections
India's Performance in Tourism in Terms of International Tourist Arrivals and Tourism Receipts
India's Effective and Potential Tourist Markets
State of Domestic Tourism In India

Module III:

Role of international and Regional Institutions in Growth and Development of Tourism with special Reference to UNWTO, WTTC, IATA and PATA.
Multinationals contribution in promotion of International Tourism.

Module IV:

Emerging Dimensions of International Tourism with Particular Reference to Eco Tourism, Wildlife Tourism, Wellness Tourism, Medical Tourism, MICE Tourism, Sports Tourism, Adventure Tourism, Trekking Tourism, Rural Tourism, Ethnic Tourism, Agri Tourism and Farm Tourism.
Concept of Sustainable Tourism

Suggested Readings:

- Hall, M (2008), Geography of Travel and Tourism, Routledge, London.
- Boniface B. & Cooper, C. (2009). Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London.
- Stephen Williams, Alan A. Lew (2014), Tourism Geography: Critical Understandings of Place, Space and Experience, Routledge
- Jackson, Richard H.& Hudman, Lloyd E.(2003), Geography on Travel & Tourism, Thomson
- Sinha, P.C., Tourism Geography, Anmol Publication
- International Atlas, Penguin Publication and DK Publication
- National Atlas of India – Government of India Publication.
- Dixit, M. Tourism Geography and Trends, Royal Publication
- Travel Information Manual, IATA, Netherlands, 2012.
- India, Lonely Planet Publications

(4.GV.08) TOUR GUIDING AND INTERPRETATION

Learning Objectives:

- To investigate the job of the tour guide and the primary functions involved in this role.
- To understand the process of tour conducting/managing and the aspect of tour guiding.

Unit 1 Theoretical Background of Tour Guiding

The definition and history of tour guiding , the importance and functions of guiding today Identify the roles, functions and responsibilities of a tour guide, List and differentiate between types of tour guides, Identify tour types, Describe tour guiding principles

Unit 2 The Policy of Tour Guiding, Institutional and Legal Framework

Organizations active and initiatives in tour guiding in the region with a national (possibly international) outlook

- The legal environment of tour guiding - nature conservation, cultural, tourism;
- international strategies and conventions Laws;
- national legislation, national standards and guidelines related to tour guiding
- Regional/local strategies and management plans

Unit 3 Develop guiding skill and knowledge

Identify guide information sources and contacts, Acquire and up-date industry skills and knowledge, Identify legal, ethical and safety requirements that apply to provision of guiding services; the natural history of the target area; the cultural and human aspects.

Unit 4 Interpretation

Planning routes and guided tours ;Theme and message development and delivery ;Organizing the group (from meeting a group and conducting the tour to finishing the programme) and group dynamics ; Communication skills (verbal and non-verbal) ; Using realia and other demonstrative techniques ; Communicating competence and authenticity; sustaining leadership.

Suggested Readings:

- Handbook for Tour Guides (2013) by Nimit Chaudhary, Matrix Publisher New Delhi.
- Travel Agency and Tour Guide Operations, Study Guide (First edition 2011), BPP Learning Media Ltd.
- How to start a Tour Guiding Business (2005) by G.E. Mitchell, Library of Congress Cataloging Publication Data.

(4.GP.03) Travel Facilitations and Frontier Formalities

- Familiarization with Travel Documents (Passport, Visa, Health Check, Travel Insurance, Special Permits, Disembarkation and Embarkation Card etc)
- Immigration Check, Customs Formalities, TBRE Form etc
- Application Forms , Formats and procedure for obtaining above documents

(4.GP.04) Itinerary Preparation, Costing and Tour Packaging (Advance)

- Types of Itineraries (Cultural Tour, Wild Life Tour, Monuments , Adventure Tours etc)
- Costing and Planning of Itineraries
- Preparation of Tour Packages

○ **Level 5 (Semester I)**

(5.GV.01) Tourism Policy and Planning

Learning Objectives:

Tourism today has, indeed, emerged as a fast growing industry and therefore, one of the pivotal concerns of the nation and the international community. The paper endeavors to develop necessary insight on the Tourism Planning process, Strategy and Policy after elaboration of basics: Community Tourism Planning has been incorporated in view of its weight and growing recognition. Problems and Grey areas in Tourism Planning in Indian context have also been reviewed.

Module I:

Tourism Planning

- Origin, Concerns and approaches.
- Levels and types of Tourism Planning: Sectoral, Spatial, Integrated, Complex, Centralized and Decentralized.
- Urban and Rural Tourism Planning.
- Formulating Tourism Policy, Approaches to policy formulation and policy considerations.
- Role of International, Multinational, State and Local Tourism Organizations in carrying out Tourism Policies.
- Product Life Cycle theories and their applicability in Tourism Planning.

Module II:

Tourism Planning and Policy Perspectives

Overall National, State and Regional Policy goals versus Tourism Policy Goals.
India's Recent Tourism Policy.
Consequences of unplanned development: environmental, social, marketing, organizational and other negative impacts.

Module III:

Tourism Planning Process

Factors influencing planning; characteristics of attractions and topography: natural and historical factors, entrepreneurial factors, accessibility, accommodation and other facilities, seasonality; the problem and solutions.

Objectives setting, Background Analysis, detailed research and analysis, synthesis, Goal Setting and Plan formulation,

Evaluation of Tourism Project, Project feasibility study; plan implementation, development and monitoring.

Tourism Master Plans.

Module IV:**Emerging Concepts in Tourism Planning**

Sustainable vis-à-vis Integrated Tourism Planning.

Scope of Destination and Resort Planning, concept of community approach for Tourism Development.

Planning and its relevance in Indian context.

Module V:**Evaluation of Tourism Planning in India**

- Tourism Planning under different five year plans with specific emphasis on 12th five year plan.
- Place of Tourism in India's planning process.
- Institution/Department responsible for evolving Tourism Plans in India.
- The Concept of National Tourism Board.
- Case study of Tourism Policies of a few states (e.g. Uttar Pradesh, Rajasthan, Kerala, Himachal Pradesh).

Suggested Readings:

- Tourism Policy and Planning: Yesterday, Today and Tomorrow by David L. Edgell, Sr., Maria DelMastro Allen, Ginger Smith and Jason R. Swanson. Oxford, Butterworth and Heinemann, Elsevier, 2008.
- Tourism Policy and Planning by Chris Cooper, Oxford University Press, 2009.
- Tourism Policy & Planning by Geetanjali, ABD Publishers, 2010.
- Band Boay, Mundueland Lawson, 'Tourism & Recreation Development
- Bossalman, Fred P, 'In the wake of tourist : Special Places in Eight Countries' 3. Bouyden John N. 'Tourism & Development'
- Kaul R.N., 'Dynamics of Tourism-A Trilogy'

(5.GV.02) Fundamentals of Accounting and Finance

Learning Objectives - The enormous changes during the past ten years in 'Tourism Industry' and the technology of information accessing have dramatically affected the accounting & financial information environment. Tourism Management, to service in this labile business environment, needs reliable, timely, complete and understandable accounting and finance formation. This course equips the students with counting techniques, Methods and tools for preparation, understanding, analysis and interpretation of financial statements and well as finance function of tourism companies.

Unit-I

Accounting: meaning of accounting, accounting cycle, types of accounting. Main functions of accounting in tourism industry. Generally accepted accounting principles- concepts and conventions.

Unit-II

Double entry system of accounting. Cardinal rules of debit and credit; preparation of journals and other subsidiary books; preparation of ledger accounts and trail balance.

Unit III

Final accounts: need and importance in tourism business, Preparation of Business Income Statement and Balance sheet (format with imagery figures) . Financial Statement Analysis- meaning and techniques.

Unit-IV

Finance -Meaning, Role, Scope, types and Importance tourism industry. Financial management – meaning, importance and Goals. Financial Planning- meaning, process and importance, Financial sources for tourism ventures- Long term, medium terms and, short term source of finance. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.

Suggested Readings:

- Chandra, P. (2014) Fundamentals of Financial Management, 6e Edition, McGraw Hill , New Delhi.
- Pandey , I.M. (2015) Essentials of Financial Management, 4/e ,Vikas Publishing, New Delhi.
- Needles, Belverd E.; Powers, Marian (2013). Principles of Financial Accounting. Financial Accounting Series (12 ed.). Cengage Learning.
- Sharma , D.G. (2014) .Fundamentals of Accounting (CA CPT) Taxmann, New Delhi.
- Donald F.Sutton, 1986 : Financial Management in Hotel and Catering, Heinemann,
- LondonG. Boni and F.F. Shartes, 1988 : Hotel Organisation Management and Accountancy, Sir ISAAR.Pitman, London
- Horwarth, E.B.andToth, 1986 : Hotel Accounting, Ronald Press, New York
- Robert and Anthony, 1995: Management Accounting, Prentice Hall of India Pvt.Ltd., New Delhi

(5.GV.03) MICE and EVENTS MANAGEMENT**Learning Objectives:**

- To give students the concept of MICE market and explain how the MICE market fits into the tourism industry and the importance of MICE in the tourism industry.
- To enhance knowledge and skills in the management of MICE.
- To familiarize students with the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a MICE context.

Unit - I

Event Management: Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Surajkund Fair and Taj Mahotsava)

Unit - II

Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. Role of travel Agency in the management of conferences. The impact of conventions on local and national communities.

Unit - III

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

Unit - IV

Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

Suggested Readings:

- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
- Getz, D. (1997). Event Management & Event Tourism. New York: Cognizant Communication Corporation.
- Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.
- Kilkenny, Shannon (2006) The Complete Guide to Successful Event Planning, Atlantic Pub. Group
- Schaumann, P. (2005) Practical advice from an event planner. The Guide to Successful Destination Management. Wiley.
- Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar Publishers Inc. (L)

(5.GV.04) Indian History, Society and Culture**Learning Objectives**

To realize the inter-relationship between History, Culture and Tourism To understand India and her achievements in the context of Society and Culture To know the cultural Development of India for Tourism

Unit-I

Culture & Civilization - Definition according to UNESCO; Outline of Indian History - Ancient History: Indus valley Civilization; Vedic culture: Pre Aryan and Aryan Culture - Medieval History: specially Akbar (indo-Islamic Synthesis) Mughal Emperor – Modern History: Western influence

Unit-II

Philosophy, Principle, Doctrines, Scriptures, Sects, Rituals, Customs and Practices, Etiquettes and manners, and fairs and festivals, and popular destinations in India of various religions of India such as Hinduism, Jainism, Buddhism, Islam and Christianity – World Heritage Sites of India

Unit-III

Major Traditional, Cultural and Tourism Fairs and Festivals in North India and South India Like Pongal, Makarsankranti, Vasant Panchami, Baisakhi, Pooram, Onam, Ugadi, Dusshera, Deepawali, Holi, Bihu, Easter, Muharram, Christmas, Mahavir Jayanti, Navroz, Kumbha Mela, Surajkund Crafts Mela, Rath Yatra at Puri, Ganesh Festival, Magh Mela etc.

Unit-IV

Architecture, Sculpture and Painting: Hindu Architecture, Buddha and Jain Architecture and other forms of Architecture (Indo-Islamic, Indo-Persian, Indo-Arab etc.) - Schools of Art (Amravati, Gandhara, and Mathura), Cave, Sittanavasal, Aihole, Mughal, Rajasthani, Pahari, Kishangarh Paintings

Music: Basics-Hindustani and Karnataka style Major differences; Gharanas – Dance: Classical-Bharatnatyam, Kuchipudi, Oddisi, Mohiniattam, Manipuri, Kath Kali, Kathak and other forms – Folk Dances: Garbha, Bhangada, Bihu, Chau, Rasleela, Kathi, Kolattam and other forms – Handicrafts of India

Suggested Readings:

- Basham, A.L, Cultural History of India (Oxford: Clarendon)
- Panikkar, K.M., Essential Features of Indian Culture (Bombay: Bharatiya Vidya Bhavan)
- Nilakanta Sastri, K.A., A History of South India
- Vidyanarthy, M.L., Indian Culture through the ages
- Kundra D.N., History of India, Navdeep Publications, Delhi

(5.VP.01) Organisation of Meetings and Events

- Procurement of Logistics
- Participation in IATO, FHRAI, ICBP events
- Budget Preparation for Events
- Making Sales Close for organisation of Events

(5.VP.02) Short Trip Project Report and Presentation

The student shall undertake a short trip to popular Tourism Destinations and prepare a Tour Report for evaluation

Level 5 (Semester II)

(5.GV.05) Ethical, Legal & Regulatory Aspects of Tourism

Learning Objectives:

This course deals with the basic of business ethics in general and tourism and travel in particular. In the case of developing nations, ethics plays an important role when it comes to face to face interaction. It shall be deal with the various aspects of ethical interactive as well as the legal and regulatory aspects of tourism as a business activity. It deals with the various rules and regulations prescribed under certain legislation in relation to tourism, travel, hotel management as well as laws regarding consumer protection and preservation of ancient monument etc. A pertinent discussion will be on the various measure endeavors to develop an insight into the mechanism which ultimately helps in promoting these activities.

Module I:

Meaning and nature of law, Characteristics of law, law and morality, sources of Indian Law, Legal Environment of Business.
Basic Legal Concepts – Legal Entity, Legal Rights, Property, Intellectual Property Rights, Ownership and Possession.
Essentials of Law
Mercantile Law – Meaning and nature, objectives and sources
Types of Courts

Module II:

Law of Contract, Agency and Partnership

Law of Sale of Goods and Services
 Law of Wages – Payment of Wages Act, 1936, Minimum Wages Act 1948,
 Employee State Insurance Act, 1948.
 Maternity Benefits Act 1961

Module III:

A study on rules and laws relating to accommodation
 A study on rules and laws relating to travel agency
 Foreigners act 1946
 Passport act 1967
 Custom act 1962

Module IV:

Ancient Monuments and Archaeological sites and remain act 1972
 Wildlife (Protection) act 1972

Module V:

Consumer protection act, 1986
 Law of Negotiable Instruments
 Foreign Exchange Management Act 1999
 Information Technology Act, 2000
 Right to Information Act, 2005

Suggested Readings:

- Ancient Monuments Preservation Act 1904
- Ancient Monuments and Archaeological Site and Remains Ac 1958
- Customs Act 1962
- Consumer Protection Act 1986
- David A. Fennell., Tourism Ethics. Kindle, Kindle Publishing House.
- Glen Cohen, Patients with Passports: Medical Tourism, Law and Ethics. OUP USA
- Sajnani M, Indian Tourism Business, a Legal Perspective
- Foreign Exchange Management Act, 1986
- Foreigners Registration Act 1946
- Forest Conservation Act 1980
- RTI Act 2005
- Passports Act 1967
- Wild life Protection Act 1972
- RBI guidelines - Sale of Goods Act 1930

Learning Objectives: The objective of this course is to understand the nature and significance of strategic management. It also aims at developing an understanding about strategic management processes and techniques and their impact on a firm for intelligent decision-making.

Module I:

Introduction

Definition & Scope of Strategic Management
 Evolution of Strategic Management
 Need for Strategic Planning
 Nature & Scope of Strategic Planning
 Strategic Management Process
 Approaches to Strategic Decision Making
 Patterns of Strategic Behaviour

Module II:

Analysis & Diagnosis for Strategic Management

Mission & Aspects of Business Policy
 Environmental Analysis
 Industry Analysis
 SWOT Analysis

Module III:

Strategy Formulation

Setting the Corporate Objective
 Formulating the corporate strategy
 International Analysis of the firm
 Major type of strategies – The generic strategy alternatives
 Strategy Choice – BCG model, DPM model, Stop light model

Module IV:

Strategy Implementation

Operationalizing the strategy
 Institutionalizing the Strategy
 Structural, Functional & Behavioral Implementation

Module V:

Strategy Evolution

Evolution of Strategic Alternative
 Strategic Control
 Techniques of Strategic Evolution and Control

Suggested Readings

- Glueck & Jauch, 'Business Policy and Strategic Management', Mc Graw Hill International
- Azhar Kazmi, 'Business Policy', Tata Mc Graw Hill
- V.S. Ramaswamy & S. Namkumri, 'Strategic Planning – Formulation of Corporate Strategy, Mac Millian New Delhi.

- John Pearce II & Richard B. Robinson Jr., 'Strategic Management – Strategy Formulation & Implementation', Richard D. Irwin Inc., Illinois.
- Srinivasan R., Strategic Management – The Indian Context, PHI.
- Wheelen T.L./Hunger J.David – Essential of Strategic Management, PHI.
- Wheelen, Rangarajan- Concepts in Strategic Management and Business Policy- Pearson
- Hamel G. and Prahalad C.K., Competing for future, HBS Press

(5.GV.07) Entrepreneurship

Learning Objectives:

- To develop conceptual understanding of the topic among the students and comprehend the environment of making of an Entrepreneur
- To understand the scope for entrepreneurship in tourism.

1. Entrepreneurship and Entrepreneur:

Need of Employment and Opportunities, Essential Characteristics of a good Entrepreneur, Industrial Policy, Classification of industries- Micro, small scale, Medium scale, Large scale, Type of industries- Production, Job based & Service

2. Entrepreneurial Development:

Product identification/ selection, Site selection, Plant layout, Institutional support needed, Pre-market survey.

3. Entrepreneurship Support System and Start-ups:

Introduction to start-up's, Role of District Industries Centre in setting up industry, Function of NSIC, SISI, NISIET, NRDC, SSIC, SIDO, NMTC, KVIC, RSMML, Role of state finance corporation, state electricity corporations, pollution control board, BIS, I.S.O. etc.

4. Introduction to Tax System, Insurance and Acts:

Idea of income tax, sales tax, excise duty and custom duty, Industrial and fire insurance, procedure for industrial insurance, Introduction to Industrial acts, factory act, Workmen's compensation act 1923, Apprentices act 1961, Environmental protection act 1986

5. Project Report Preparation:

Procedure of preparing a project report, Format of project report, Preparation of project report, Introduction to ISO: 9000 Series of Quality System

Suggested Readings:

- Peter F. Drucker (1985), Innovation & Entrepreneurship, Harper & Row, New York.
- Bedi, Kanishika: Management & Entrepreneurship, Oxford, New Delhi.
- Vasant Desai, Entrepreneurship & Small Business Management
- S. S Khanna, Entrepreneurial Development
- C B Gupta, N P Srinivasan, Entrepreneurial Development
- D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India.
- Nimit Chowdhary and Monika Prakash(2010), Managing Small Tourism Business, NewDelhi:Matrix Publisher(L)
- Monika Prakash and Nimit Chowdhary (2010), Starting a Tourism Company, New Delhi:Matrix Publishers(L)

- N.M. Scarborough and T.W.Zimmer (1996), Effective Small Business Management, 5/e, New York: Prentice Hall, Inc.

(5.VP.03) Project

On the basis of learning in the vocational diploma, a project to be taken up by the student strengthening his/ her vocational skills. The student shall have to submit a Project report for evaluation.