PONDICHERY UNIVERSITY
COMMUNITY COLLEGE: PUDUCHERRY

B. Voc. Degree in Tourism & Service Industry
(from 2019 - 2020 onwards)
Course Curriculum
Title of the Course:
B.Voc. (Tourism & Service Industry)

Eligibility:
10+2 (any discipline)

Course Significance:

India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism. It nevertheless draws tourists from around the world and from across India. Tourism in our country is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US$460 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US$3 billion, and it is projected to grow to US$7–8 billion by 2020. In 2014, 184,298 foreign patients travelled to India to seek medical treatment. Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists.

Among the four regions of this Union Territory, Pondicherry Town attracts the maximum number of foreign and domestic tourists primarily due to the presence here of the ‘Aurobindo Ashram’, and ‘Auroville’ in the nearby area of Tamil Nadu. They are attracted to these two institutions for the enshrined ‘Spiritualism’ and the ‘Way of life’ practised there. Pondicherry is also a popular weekend destination, which can be reached easily from the nearby cities such as Chennai and Bangalore. Studies also show that the tourism industry in Pondicherry town is growing steadily year on year (Tata Economic Consultancy services) and tourism would be one of the prime drivers of Pondicherry economy.

Course Aim:

This course covers the fundamental aspects of the tourism industry and is ideal for anybody who wants to build a career in the varied areas of this industry. It offers an all-round perspective and acquaints one with the requirements of this particular industry.
Sanctioned Student Strength: 30 students

Course Objectives and Learning Outcomes:

- This industry faces a shortage of over 200,000 trained persons annually and the existing institutes currently churn out 12,000 trained manpower and hence the course would provide a sizable talent required by it.

- The application course aims to familiarize the students with a brief background of tourism, its concepts, development and scope with special reference to India.

- Considering that Tourism Industry is experiencing a phenomenal growth world over, a student who has studied this course would be equipped to work in a Travel agency or as a tour guide and also inspires the participants to start a travel agency.
COURSE CONTENT FRAMEWORK

Total Number of Credits: 166

Total marks: 3900

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<td>AECC</td>
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REGULATIONS OF THE COURSE

1. Attendance required for appearing Examination:
   a) Examination will be conducted in both theory and practical as prescribed. Candidates will be permitted to appear for the Examinations in the subject, only if they secure not less than 75% of attendance in each subject of the respective semester / year.
   b) A student who does not meet the minimum attendance requirement in a semester or year must repeat the course work along with the next batch of students.

2. Condonation for lack of attendance:
   Condonation for shortage of attendance in aggregate up to 10% (between 65% and 75%) in each semester may be granted by the Institute’s Academic Committee and as per the regulations of Pondicherry University Community College.

3. Internal Assessment (IA):
   Internal assessment will be done in each subject of study and the marks will be awarded to the candidates as detailed in the scheme of examinations. The marks awarded will be done on the basis of the candidate’s performance in the assignments, class tests, quiz, presentation of Project work / seminars or any other accepted tools of assessment, as assessed by the teachers/ Skill Knowledge Providers (SKP). Candidate should have scored a minimum of 40% in Theory (IA) and 40% in Practical’s (IA) separately to be allowed to appear for the Summative / Final Examination of Pondicherry University.

   Assessment for FAM Tour/In Plant Training/Main Project will be done by trainers/Skill Knowledge Providers (SKP) and marks shall be submitted in sealed covers (in duplicates) to Community College. This will be forwarded to Pondicherry University from Community College.

   Also a certificate from the SKP/HOD/Institution shall be issued to each student at the end of undergoing an In Plant Training/Main Project on the training imparted in the respective Institution giving areas of skill performance of the candidate as grade (marks).
4. Marks Qualifying for a pass:

Candidate has to pass separately in theory and practical’s / viva by getting a minimum 40% each and an overall aggregate of 40% in each subject.

5. Eligibility for the award of the degree:

The candidates shall be eligible for:

(i). B.Voc. Degree in Tourism and Service Industry when they have undergone the prescribed course of study for the three academic years and have passed all the prescribed examinations in all the subjects.
(ii). Ad.Voc. (Tourism and Service Industry) when they have undergone the prescribed course of study for two years and have passed all the prescribed examination in all the subjects.
(iii). D.Voc. (Tourism and Service Industry) when they have undergone the prescribed course of study for one year and have passed all the prescribed examinations in all the subjects.

6. Semester End Assessment:

MODALITY OF ASSESSMENT

Internal Assessment 40 %  
40 Marks

1. Two periodical class test / case study/ observation studies/ viva voce or a

   Combination of these  
20 Marks

2. One assignment  
10 Marks

3. Active participation in class instructional deliveries  
05 Marks

4. Attendance  
05 Marks

Semester End Assessment 60 %  
60 Marks

1. Duration – These examinations shall be of 2 Hours duration.
2. Question Paper Pattern:-
   a) There shall be 3 sections
   b) Section A will have Seven 2 marks questions (Students have to answer 5 out of Seven)
   c) Section B will have Ten 5 marks questions under (A) or (B) options (Students have to answer 4 out of this)
   d) Section C will have Six 10 marks questions under (A) or (B) options (Students have to answer any 3 out of this)
SEMESTER- I
Certificate Level V (Semester I)
General Paper - I

Foundation course — ENGLISH

Objective and Learning Outcome: To strengthen the student’s academic English writing and reading skill; To strengthen skills in oral communication and be able to address different kinds of audiences.

Unit 1
Fundamentals of Language: Limited to the basic use of Parts of Speech, Tenses, Articles, Modal verbs, Conditional sentences, verbs, phrasal verbs and idioms, word-building through suffix and prefix, compound words, for specific usage related to their field of study.

Unit 2
Reading Skills: Strategies: Skimming and scanning - Dealing with difficult vocabulary-Note-making-Reading comprehensions, marker words and fillers, transitional markers. Reading sub skills.

Unit 3
Sentence Pattern and Paragraph Writing: Basic writing skills and conveying specific, factual information using simple sentences of various patterns. Transformation of sentences, developing ideas and themes, writing introduction, welcoming, thanks giving and conclusion.

Unit 4
Creative writing: describing everyday events, recounting incidents, letter writing, using information from a reading passage in a writing task.

Effective Oral Communication [Spoken English]: Oral reports, discussion, telephonic conversations, pronunciation, stress, rhythm and intonation, primary neutral accent training. British and American English, synonyms and antonyms, voice culture and public speaking.

Unit 5
English for Job-search: Drafting covering letters and applications specific to a job.

Suggested Functions: Difference between CV and Resume and Bio-data - Writing error-free resumes - Tips for Interview Success - Body Language - Mock GD and Interviews for enhancing skills.

REFERENCES
1. Cambridge English for Job-hunting
3. Face to Face: Cambridge Communicative English Course Level B1
4. Web sources:
   a. www.cambridgeenglish.org
   b. www.bbc.co.uk/worldservice/learningenglish
   c. www.englishclub.com
APPLICATION OF COMPUTER SKILLS

Objective and Learning Outcome: To introduce the students to the basics of computer programming and MS-Office tools; To familiarize the students with the practical knowledge of MS – Office.

Unit 1

Introduction to computer – Function and components of a computer – Types & characteristics of computers – Input and output devices – Auxiliary storage devices.

Unit 2


Unit 3


Unit 4

Introduction to Power Point; Usage of Design Templates-Presentation Using Wizards-Slide Transition & Animations-Inserting Clip Arts & Pictures-Background & Colour Layouts

Unit 5


REFERENCES

Objective and Learning Outcome: - To understand the various elements of tourism industry and to familiarize the students to the various tourism policies in the national and international context.

Unit 1

History of travel through the ages – Introduction to the accounts of ancient, medieval and modern travellers – Evolution and the establishment of the first travel agency of the world.

Unit 2

Meaning and definition of tourism – Types of tourism - Inter-regional and Intra-regional tourism – domestic, inbound and outbound – Forms of tourism – religious, historical, social, adventure and health – Emerging forms of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., Components and elements of tourism.

Unit 3

Role of International organizations in the development of tourism e.g. Role of UNO, ASTA, PATA, TAAI, UFTAA, IATA, WTO, WATA etc., - Tourism in India – Introduction to the Indian Tourism Development Corporation(ITDC) – Tourism Financial Corporation of India (TAFCIL) – Case studies of the working of tourism systems in countries like Japan, Great Britain, Italy.

Unit 4

Essentials of Tourism Management – Problems of tourism management – Manpower planning for tourism – Marketing of tourism – Case studies.

Unit 5

Tourism policies of the government of India e.g. Wildlife protection act, Environment protection act, foreign exchange regulations act, Passport act – other International Laws – an introduction.

REFERENCES
Certificate Level V (Semester I)
Vocational Paper - II

TOURISM PRODUCTS OF INDIA – I

Objective and Learning Outcome: - To familiarize with the various tourism products of India especially with reference to cultural tourism elements.

Unit 1
Major Religions of India - Hinduism and their symbols, Buddhism, Jainism, Sikhism, Islam, Christianity.

Unit 2

Unit 3
Festivals of India (with respect to each religion and region): Role of Festivals as tourist attraction – destination associated with each festival Fairs of India - USP and destination - Tourism related fairs and events (such as fashion show, sporting events, Govt. sponsored in India: Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

Unit 4
Introduction to Indian Classical Arts: Introduction to Indian Dances from all parts of the country - Role of dance and music festivals for promoting tourism, Introduction to Indian Vocal & Musical Instruments, Yoga, Meditation, Martial Arts, Theatre- Different Theatrical forms, Indian Cinema- Evolution- Role in Tourism Development.

Unit 5
Indian Culture: Introduction to Indian Art and Culture, Indian Painting, Styles – examples, Modern Painters, Painting – Case study as per region/ locality, Application of Arts – Textile, Handicraft. Indian Cuisine – Speciality dishes – Costume and Jewellery, Yoga & Meditation.

REFERENCES
1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
Certificate Level V (Semester I)
Vocational Paper – III

BUSINESS COMMUNICATION I

Objective and Learning Outcome: - To strengthen the oral and written communication skills of students; To groom the etiquette and personality of the students with reference to the hospitality industry; To help them face job interviews.

Unit 1

Basic letter writing Letters of enquiry- Quotations- Orders- Complaints- Apologies,- Requests & replies from hotels point of view- Demi official letters- Circulars-Letters connected with sales- Letters for financial arrangements

Unit 2

Extempore speaking Elocutions - Report writing Basic format of reports- investigate reports on accidents-evaluation & appraisal reports - miscellaneous reports connected with hotel industry - Public speaking on selected topics from current issues - Group Discussion - Role play.

Unit 3

Manners : Cultural Differences – Politeness – Linguistic Devices - Table Manners: Fork Etiquette - Fork Etiquette – Variations - European (Continental) Style - Placement Of Forks In Different Countries – Drinking manners

Unit 4


Unit 5

Personality Development: Introduction: Meaning of Personality- Personality Factors- external, internal-Effective or winning personality - developing a selling personality. Communication skills - Personality grooming - physical fitness - dressing sense - formal and informal clothing - behaviour with male and female clients - behaviour in office

REFERENCES
1. Das et al: An introduction to Professional English and Soft Skills:, BPUT Text Book. CUP.
2. Ram Partap Verma: Manners & Etiquettes, Abhishek Publications, Chandigarh
3. Trade wings manual for Personality Development
Certificate Level V (Semester I)
Vocational - IV

FAM TOUR I

Objective and Learning Outcome: This FAM tour would provide a firsthand knowledge of the rich tourism products in the town of Puducherry.

Destination – Puducherry – Organize a city tour that would cover museum, heritage sites, beaches, resorts and other major attractions in the town. A report covering the visit has to be submitted by the student and a power point presentation of the same to be made.
SEMESTER- II
Objective and Learning Outcome: To enable the students to understand the significance of travel agency and tour operation business.

Unit 1
Travel Agency and Tour Operation Business: History – Growth and present status of Travel Agency - Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business.

Unit 2
Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages – Understanding the functions of tour operator - Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management

Unit 3
Setting up a full - fledged travel agency - Approval of Travel Agents and Tour Operators - Approval by Department of Tourism, Government of India - IATA rules and regulations for approval of a travel agency - Approval by Airlines and Railways - Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business

Unit 4
Airline & Ticketing – Terms and Codes – IATA and Geography – Airport & City Codes – Time Difference and Calculations - Itinerary – Itinerary Planning – Pricing – Cost Analysis – Reading AT & APT Main Headings – IATA and UFTAA – Fare Formula and Calculation – Fare Break Point – Neutral Unit of Construction

Unit 5
Public and Private sector in Travel Agency Business and Tour Operation Business: Organisational Structure and various Departments of a Travel Agency - Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook - National Trade Associations: IATO and TAAI.

REFERENCES
5. OAG, Consultant, IATA, Geneva.
6. Air Tariff Book.
Certificate Level V (Semester II)
General Paper IV (Optional)

BASIC ACCOUNTING

Objective and Learning Outcome: To understand the basic accounting; To understand concepts of cash maintenance.

Unit 1


Unit 2


Unit 3


Unit 4

Preparation of Trading - Profit and Loss Account and Balance Sheet - Final Accounts with adjustments

Unit V

Sales credit / case - Material issued – Stock level – Minimum Level - Maximum Level - Re-order Level - Inventories.

REFERENCES

Certificate Level V (Semester II)
General Paper IV (optional)

MARKETING & SELLING

Objective and Learning Outcome: - To understand the basic principles and practices of Marketing management; To familiarize the students to the art and science of successful Selling.

Unit 1


Unit 2


Unit 3


Unit 4

Meaning of Pricing – Steps in Pricing – Channels of Distribution – Meaning – Factors governing choice of channel – Types of Marketing Intermediaries - Sales Promotion – Definition and Types – Consumer, Sales Force and Trade sales promotion - Social Media in Marketing

Unit 5

Introduction: Nature and importance of personal selling; Types of personal selling situations and selling jobs; Personal selling and salesmanship; Characteristics of a successful salesman; Customer knowledge – buying motives and selling appeals; Product and market knowledge. Process of Effective Selling: Prospecting, pre-approach and approach; Presentation and demonstration.

REFERENCE BOOKS:

- Marketing Management , Philip kotler, Tata McGraw Hill
- Nanakumari & Ramaswamy , Marketing Management , Himalaya Publishing House
- R.S.N Pillai & Bhagavathi , Modern Marketing , S.Chand
- Still and Cundiff ,Sales Management , Prentice Hall
- William J. Stanton ,Management of Sales Force, McGraw-Hill/Irwin (Jan 2007)
**Certificate Level V (Semester II)**

**General Paper V**

**Objective and Learning Outcome:** To familiarize the students with the fundamentals in French as a foreign language.

**Foreign Language – French / German / Spanish/ Japanese/ Chinese**

Bachelor’s Degree programme specially customized for the Tourism sector with Tourism Terminologies, Conversation and less of literature.

**French Syllabus** - Title of the Book : Synchronie I, Méthode de français  
Author : Dr.K.Madanagobalane et al

*Lessons 1 to 5*

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<th>Skills to be developed</th>
<th>Grammar</th>
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</table>
| Lesson 1  
Page 9-page 14 | A l’aéroport de Kamaraj domestic à Chennai | Saluer, demander et dire le nom, présenter quelqu’un, se présenter, souhaiter la bienvenue à quelqu’un, demander et dire l’identité de quelqu’un | Être, s’appeler, pronoms sujets, interrogation |
| Lesson 2  
Page 15-page 21 | A l’Université | Demander comment on se porte, présenter quelqu’un, prendre congé, exprimer l’appréciation. | Articles définis et indéfinis, genre des noms, adjectifs, présent de l’indicatif: Verbes réguliers en er, être, avoir, apprendre. Prépositions à, en, au, aux |
| Lesson 3  
Page 22-page 29 | Au café | Dire ce qu’on aime, donner des informations, exprimer l’admiration, demander des informations sur quelqu’un. | Adjectifs interrogatifs, présent de l’indicatif, avoir, savoir, qui est-ce, qu’est-ce que, c’est-ce que, adjectifs possessifs, négation, adjectifs irréguliers. |
| Lesson 4  
Page 30-page 37 | A la plage | Proposer une sortie, accepter, refuser la proposition. | Phrases au singulier et au pluriel, pronom indéfini on, il y a, adjectifs démonstratifs, négation, interrogation, présent de l’indicatif: faire, voir, aller, sortir, connaître |
| Lesson 5  
Page 38-page 44 | Un concert | Inviter, accepter, exprimer son incapacité d’accepter, complimenter, parler au téléphone. | Présent de l’indicatif: verbes en er, venir, pouvoir, vouloir, articles contractés avec à, chez, le futur, interrogation-est-ce que, adverbes interrogatifs |
TOURISM PRODUCTS OF INDIA – II

Objectives and Learning Outcome: To familiarize the students to the natural tourism products of India

Unit 1
Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Mudumalai, Kabini, Ranthambhore

Unit 2
Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andaman Nicobar & Lakshadweep islands

Unit 3
Water Based Adventure Activities: Rafting, Kayaking, Canoeing, Surfing, Scuba Diving, Water Skiing – Minimum standards for water based activities – Tools and equipments – Popular Destinations

Unit 4
Land Based Adventure Activities – Mountaineering, Trekking, rock gliding, Safari etc. - Minimum standards for land based activities – Tools and equipments – Popular Destinations

Unit 5
Air Based Adventure Activities – Paragliding, Para sailing, Bungee jumping, Hang Gliding etc. Minimum standards for air based activities – Tools and equipments – Popular Destinations

REFERENCES
Objectives and Learning Outcome: To enable the students to familiarize with resort and event management; To enable the students to understand the business of Event management and MICE.

Unit 1


Unit 2


Unit 3

Event Tourism: Nature – scope - significance and components of event tourism - relationship between business and leisure tourism - Responsibility of event planners - identifying suitable venue - layout

Unit 4

MICE: Meaning and functions of MICE tourism – meeting, incentive, conference and exposition, need for mice growth of incentive travel and incentive program, motivation for incentive travel - Infrastructure for mice tourism, players in the event industry, convention centres Transportation, accommodation, logistics catering, human resources, civic amenities and other supporting services

Unit 5


REFERENCES
3. Dr.Joe Gold Blatt, ‘Special Events’
4. Leonard H. Hoyle, Jr, ‘Event Marketing’
Certificate Level V (Semester II)
Vocational Paper - VI

FAM TOUR II

Objectives and Learning Outcome: This FAM tour 2 would help the student to have hands on experience of the various operational departments or functions in a travel agency; To have a knowledge of the operations of renowned tour operators; To gain exposure to destinations like Museum etc.

a) Case Study of ITDC/SITA/Thomas Cook/TCI
b) Travel Agency / Tour Operator/ Visit to a tourism organization
c) Report on the visit
d) Visit to a local/ nearby museum
e) Report on the visit.

(Note: The FAM Tour described above is only a sample. The tour will be designed based on the skill set and awareness level that needs to be developed among the students. It may be restricted to a local destination or to a nearby city.

It may also be planned as a self guided study and the report may be presented.)
SEMESTER- III
Certificate Level VI (Semester III)

General Paper -VI

ACCOMMODATION SECTOR

Objectives and Learning Outcome: - To understand and learn about the importance of the various operative departments for an efficient planning of accommodation in tourism industry; To equip the students with the skills sets for Front office and Housekeeping services.

Unit 1

Growth of Tourism and Accommodation Industry – Employment Opportunities in Accommodation sector – Introduction to hotels and its departments – accommodation aggregators

Unit 2


Unit 3


Unit 4


Unit 5


REFERENCES

4. Arthur & Glad well: Hotel Assistant Manager (London communication, Barril, Jenk)
HUMAN RESOURCE MANAGEMENT

Objectives and Learning Outcome:- To understand people management practices prevailing in organisations; To familiarize the students to concepts that will enable them to understand the importance of HR in people dominated organizations.

Unit 1


Unit 2


Unit 3


Unit 4

Transfers and Promotion Policies - Employee welfare measures and Discipline - Grievances-Handling Procedures - Compensation packages

Unit 5

Stress management & Quality of Work Life

REFERENCES

2. P.C. Tripathi, Personnel Management, Sultan Chand & Sons
4. Pigors & Myers, Personnel Management, Addison-Wesley Publishing Company
CONCEPT OF MANAGEMENT

Objectives and Learning Outcome: To familiarize the students with the fundamental principles and practices of Management function.

UNIT 1


UNIT 2

(i) Planning: The meaning and purpose of planning – Steps in planning – Types of plan.


UNIT 3

Organisation: Types of organisation structure- Span of control – Uses of staff units and committee- Line and staff relationships.

UNIT 4


UNIT 5

Directing: Nature and purpose of directing – controlling – Need for co-ordination – Meaning and importance of control

REFERENCES


2. L.M. Prasad, Principles of Management, Sultan Chand
Certificate Level VI (Semester III)

**General Paper – VIII**

**Objectives and Learning Outcome:** To familiarize the students to fundamentals in French as a foreign language.

**Foreign Language – French / German / Spanish/ Japanese/ Chinese**  
Bachelor’s Degree programme specially customized for the Tourism sector with Tourism Terminologies, Conversation and less of literature

**French Syllabus**

Title of the Book : Synchronie I, Méthode de français  
GOYAL Publishers & Distributors Pvt. Ltd.

Author : Dr.K.Madanagobalane et al

*Lessons 6 to 10*

<table>
<thead>
<tr>
<th>S.No</th>
<th>Title of the Lesson</th>
<th>Skills to be developed</th>
<th>Grammar</th>
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</table>
| Lesson 6  
| Lesson 7  
Page 53-page 60 | Nouvelles de l’Inde | Montrer son inquiétude, s’excuser, exprimer son admiration, décrire quelqu’un, décrire quelque chose. | présent de l’indicatif, verbes en er, ir, le futur, interrogation totale, féminin d’autres adjectifs. |
| Lesson 8  
| Lesson 9  
Page 68-page 74 | Un lit dans la cuisine! | Donner des ordres, localiser, dire qu’une proposition est stupide ou bizarre. | verbes en er, ranger, mettre, l’impératif, il faut, devoir+infinif, prépositions de lieu. |
| Lesson 10  
Page 75-page 80 | Pierre apprend à conduire | Rassurer, exprimer l’interdiction, exprimer l’autorisation, avertir. | Impératif-être, avoir, savoir, pronoms complements d’objet indirect, le passé composé avec avoir. |
Certificate Level VI (Semester III)
Vocational Paper -VI 

TOUR MANAGEMENT

Objectives and Learning Outcome: - To understand the growing importance of inbound /outbound tour planning; To enable the students to understand the trends in various forms of tourism.

Unit 1

Forms of Tourism – Domestic, Inter regional and Intra regional, inbound and outbound

Unit 2

Major Inbound Tourism Destinations: Physical features of India - Location of major tourist destination in India - Characteristics of India’s major international markets

Unit 3

Major Outbound Destinations: Characteristics of Indian outbound tourism - Singapore & Dubai shopping festival – Attractions in Singapore, Malaysia, Spain, France and USA (Grand Canyon, Hershey Chocolate Factory, Statue of Liberty & Madame Tussauds Museum)

Unit 4

Introduction to Demand for outbound Tourism Patterns, Determinants and Motivations of outbound Tourism Demand - Sources, methods, dimension. Emerging trends, cause of variation of tourism trends, some important outbound Tourism packages & Destinations

Unit 5

Factors affecting global and regional tourist movements – demand and origin factors - destination and resource factors - Contemporary trends in International Tourist movements

REFERENCES:
1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
Objective and Learning Outcome: To learn the role of various transportation modes that integrate the tourism industry.

Unit 1
Introduction to Transportation and linkage with tourism – Air, Water and Surface - Aviation - Types of Flight- Aircraft Manufacturers- Airport Types LCC – customs- airport manager - AAI – Ground handling- pilot- airport procedures for rental flyers - Visa types

Unit 2
Supersonic flights- airhostess- steward- IATA-airline employment opportunities- runway taxiway- airport – hanger- aircraft maintenance ICAO – scheduled and non-scheduled services - types of seats, booking, cancellation and refunds

Unit 3

Unit 4
Rail transport: Indian rail way, express train, luxury train, train hill train, mail, passenger, metro - high speed - emergence of super train, bullet train, goods train, Pullman coaches. AM TRAK - Rail transport network – major railway system of world - types of special package offered by Indian railways to tourists- end rail pass- palace on wheels and types & Royal Orient

Unit 5
Surface transport: Surface transport option available to the clients – Car, coach, bus, Rent-a-car Scheme and coach - Bus Tour, Fare Calculation, Transport & Insurance documents, transportation cycle, calculation of rates for surface travel; Latest Modes of Transportation in India and abroad

REFERENCES
1. Air Cargo Tariff Manuals
2. IATA Live Animals Regulations Manuals
4. Tourism In India Planning & Development by Asif Iqbal Fazili, S Husain Ashraf
5. Travel and Tourism Management (4 Vols.) by Prakash Talwar
Objectives and Learning Outcome: This FAM tour III would provide a firsthand knowledge in organizing a tour for 2-3 days and learn from it.

- 2 – 3 days tour with an approved tourist guide
- Trip to an adventure tourism destination

(Note: The FAM Tour described above is only a sample. The tour will be designed based on the skill set and awareness level that needs to be developed among the students. It may be restricted to a local destination or to a nearby city.

It can also be organized as a self guided and a report/video/presentation of the same can be made by the students).
SEMESTER- IV
Certificate Level VI (Semester IV)
General paper IX
BUSINESS COMMUNICATION II

Objectives and Learning Outcome: To enable the students to strengthen their oral and written communication skills; To strengthen their vocabulary and develop their personality to face job interviews

Unit 1

Phonology of English - Phonemes: Consonants, Vowels and Diphthongs-Phonetic transcription of words and sentences- Syllables and CVC pattern- Rules for word accents- Weak forms and strong forms- Accent patterns in connected speech - Intonation: Rising tone, falling tone etc.

Practical Test: Loud reading of a poem/ passage- Pronunciation of words- Observation of accent and pronunciation of a given text

Unit 2


Practical test: Check the learning of useful informal expressions that are more frequently used in conversations.

Unit 3

Using English in Real Life Situation - At the Bank/ post office/ College office- At the Green Grocer- At the Temple- At the College Canteen or Restaurant- At the Police station- At the Railway Station/ Bus Station- At the Medical Shop- At the Library- Interviews- Booking a Room in a Hotel- At the Travel Agency

Practical Test: All the topics in the Unit that is Using English in Real Life Situations

Unit 4

Written and Oral communication -Paragraph writing based on topics of general interest- write simple letters and e-mails- write Whatsapp message and twitter message - Note Making- Oral Communication: Preparing Power Point Slides for Presentations – Delivering a Presentation - Oral Communication: Group Discussion, Role Play & Debate

Unit 5

Non-verbal Communication and Body Language - Forms of non-verbal communication; Interpreting body-language cues; Kinesics; Proxemics; Chronemics; Effective use of body language

REFERENCES
- Bansal R. K. and Harrison J. B. Spoken English for India. Orient Longman, Mumbai, 200
- Katamba, F. An Introduction to Phonology, Longman, 1989
Certificate Level VI (Semester IV)
General paper – X (Optional)

BASIC RESEARCH METHODOLOGY

Objectives and Learning Outcome: To understand the basics of research methodology and to sharpen their data collection, analysis and report writing skills.

Unit 1


Unit 2

Definition of Research Problem- Selecting the problem – Meaning of research design- Need – Features – Important concepts related to research design – census and sample survey

Unit 3

Sample and sample Design- Primary Data- Secondary Data- Tools for collection of Data – Sources of Secondary Data

Unit 4


Unit 5


Reference Books :

1. C.R. Kothari ,Research Methodology ,Wishva Prakasam C.R. Kothari


4. Pillai & Bhagawathi – Statistics, S.Chand

5. S. P Gupta - Statistical Techniques, S.Chand
Certificate Level VI (Semester IV)  
General paper X (Optional)  

ADVERTISING & BRANDING

Objectives and Learning Outcome: To teach the students the strategies of advertising and to familiarize with the elements of designing an advertisement copy; To enable them to the core concepts in branding

Unit 1

Introduction: Meaning and importance of advertising; Types of advertising; Advertising objectives - Media Decisions: Major media types - their merits and demerits; Factors influencing media choice.

Unit 2

Message Development; Advertising appeals, Advertising copy and elements - Measuring Advertising Effectiveness: Evaluating communication and sales effects; Pre and Post testing techniques - Advertising Agency: Role, types and selection of advertising agency.

Unit 3


Unit 2


Unit 3


REFERENCE BOOKS:

1. Advertising, publicity, personal selling, sales promotion by Richard E. Stanley  
   Prentice-Hall, 1982

2. Advertising and Sales Management by Mukesh Trehan and Ranju Trehan

Certificate Level VI (Semester IV)
Vocational Paper -X

PACKAGE DESIGN AND DEVELOPMENT

Objectives and Learning Outcome: - To enable the students to understand tour operations & itinerary planning; To introduce the roles & responsibilities of a tour manager; To familiarize the work requirements, financial operations and customer satisfaction in Tour Packaging.

Unit 1

Tour Packaging Management Concept- Origin and development of Tour Packaging - Types of Tour - Component of a Standard Package Tour - Factors affecting Tour Formulation - Tour Designing Process - Significance of Package Tour - Tour Brochure

Unit 2

Tour Package designing - Steps in Tour package designing – Destination Survey, property survey, seasonal consideration, confidential tariff arrangements, payment procedures, Ground handling - Limitations of a package tour

Unit 3

Developing a customized Package Tour - FITs & Group– Special Interest Tours (SITs), Tour Packaging - Pre Tour Management, Tour Operation, and Post Tour Management - Designing and importance of brochures- Presentation Skills

Unit 4

Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do’s and Don’ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts

Unit 5

Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card

REFERENCES
3. Chand, M, Travel Agency Management: An introductory Text
TOURISM GEOGRAPHY

Objectives and Learning Outcome: - To understand how the geographic perspectives can help in better understanding of tourism.

Unit 1

Importance of Geography in Tourism - Major Landforms - Elements of Weather and Climate - Climatic regions of the world in brief - Impact of Weather and Climate on tourist destinations - Weather and climate as a resource and a barrier for tourism- climate variations and regions of India and their role in tourism - Impact of Global Climate change.

Unit 2

Fundamentals of geography, physical and political features of Indian Subcontinent, Flora and Fauna of India - Backwater and Rivers - Major tourist generating destinations and states within India.

Unit 3

Golden Triangle, Diamond Triangle, Southern Triangle – Bangalore, Mysore, Ooty, Temple Triangle – Tanjore, Madurai, Rameshwaram; U.P. Circuits – Buddhist Circuit, others;

Unit 4

Rajasthan – Jaipur, Jodhpur, Jaisalmer, Udaipur, Bikaner, Shekhawat region; Kerala-Munnar, Kottayam, Ernakulam, Trivandram, Backwater; Goa; Himachal Pradesh – Shimla, Kullu, Manali, Pragpur; Andaman & Nicobar Island; Lakshadweep Islands, Sikkim; Konark, Mahaballipuram.

Unit 5

New and recent destinations in India - Equatorial climate case study: Singapore, Tropical Climate: Case study: Jamaica, Darwin.

REFERENCES

3. History and Geography of Tourism by M. Ratti (2007) Rajat Publication
TOUR GUIDING & ESCORTING SERVICES

Objectives and Learning Outcome: The idea behind introducing this course is to orient the students about the scope of tour guiding & escorting as a career option; To help the students to appreciate better what the profession of tour guiding & escorting is all about by giving them a practical experience

Unit 1
Guiding Concept: Meaning - Concepts and Types of Guides: Conceptual meaning of Tourist Guide, grooming and personal hygiene

Unit 2
Duties & Responsibilities of Guides: Preparation of a tour: Review of itinerary, Participant list, accuracy, timings and practicality, Identifying the group or individual traveller’s special needs, Checking Vehicle, Locating Vehicle and contacting driver; Greeting participants and introducing self; Leading the participant: Skills in leading the group, General instruction to Participants at monuments, sacred places and crowded areas, Giving Commentary, answering Questions, concluding a tour.
Interpreting Sites: Characteristics of natural, historical, and urban sites; potential of public and private agencies, interpretation of specific groups, especially the young.

Unit 3
Tour Escorting: Introduction to tour leadership - Characteristics of tour escorting profession, difference between tour escorting and tour guiding - Advantages and disadvantages of choosing tour escorting as a profession - Tour management in India and abroad - Skills and competencies required to be a tour manager - Challenges faced by a tour manager

Unit 4
Roles, Duties & Preparation: Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure
Prepare for the tour- Coordinating with the travel agent or tour operator - Understanding the tour, Updating on the required information, performing the required pre activities

Unit 5
Responsibilities at the Airport- Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage
Responsibilities at the hotel- Check In, Check out, Rooming List, Meal requests
Responsibilities during sight-seeing tours: On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a “Mental Picture” of Routing & Landmarks; Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide
REFERENCES

Certificate Level VI (Semester IV)

Vocational Paper -XIII

INTERNSHIP REPORT

Objectives and Learning Outcome: This would give the students an opportunity to gain practical skills in the area of hotel or travel industry; To enable the students to identify a career choice.

The student has to undertake in plant training in any area covered under certificate level IV and should be assessed by the Skill Knowledge Provider – SKP. A report on the same should be submitted.
SEMESTER- V
Certificate Level VII (Semester V)

General Paper XI

SOURCES OF TOURIST INFORMATION

Objectives and Learning Outcome: - To enable the students to develop acumen towards learning and documenting the sources of tourist information.

Unit 1


Unit 2

Travel Agencies – Tour operators - Online Travel portals – Hotel Travel Desk – Tour Guides – Marketing Agencies – Travel/ Tourism Information collection from makemytrip.com and IRCTC website.

Unit 3


Unit 4

Electronic Media sources – Television, Radio, Touch Screen, Kiosk, Documentary movies, In film advertisement, Internet and Social media tools, websites, blogs.

Unit 5

Other Types of Management that promote tourism: sport events – Exhibitions: IITM, IFTM, ITB Berlin - Cultural festival, Photography exhibition

REFERENCES

1. Tourism and India – A Critical Introduction by Kevin Hannam, Anya Diekmann Published 17th November 2010 by Routledge

2. Annual Report of ministry of tourism, Govt of India


Certificate Level VII (Semester V)
General paper XII (Optional)

TOURISM ENTREPRENEURSHIP

Objectives and Learning Outcome: - To encourage the entrepreneurial spirit of the students by studying the stories of successful entrepreneurs and understanding the rules and regulations governing small business.

Unit 1

Small Business-Definition-Characteristics, Small, Ancillary, tiny sector, Village Industries- Definition of MSME according to MSME Act 2006 - Role of Small Scale Business in India in India’s Economic Development

Unit 2


Unit 3


Unit 4

Entrepreneurship - Definition, Characteristics of Entrepreneur, Difference between entrepreneur and manager – Types of Entrepreneur – Entrepreneurial Motivation – Factors Influencing Entrepreneurship

UNIT 5

Evaluation of Tourism Entrepreneurship in India - A Study of Tourism Businesses IRCTC, makemytrip.com, Cleartrip.com, trivago.com , Sita , Raj Travels , Mahindra Club, redbus.in and Oyo

REFERENCES

1. Renu Arora, Small business management & Entrepreneurship , Kalyani Publishers
2. Small business Management & Entrepreneurship, Vasanth Desai
4. S.P. Singh, Entrepreneurship & Samll Business Gita Piramal ,Business Maharajas
TOURISM BUSINESS ENVIRONMENT

Objectives and Learning Outcome:- To enable the students to learn about the factors influencing Business environment & to understand basic concepts of economics; To familiarize with the economic principles influencing business.

Unit 1


Unit 2

Tourism Impacts: Positive- Negative Economic-Social-Cultural-Political-Environmental Factors Affecting Future of Tourism Business - Seasonality & Tourism

Unit 3


Unit 4


Unit 5


REFERENCES

2. T.A.S. Balagopal, An perspective Export Management
4. Varshney RL & Maheswari KL, Managerial Economics, Sultan Chand, New Delhi. 2
5. Dwivedi DN, Managerial Economics, Vikas, New Delhi
Certificate Level VII (Semester V)
Vocational -XIV

TOUR ITINERARY & COSTING

Objectives and Learning Outcome: - To learn the operational dynamics of tour operation and costing.

Unit 1

Custom made itinerary and Read made itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.

Unit 2

Costing a Tour: Components, Considerations- Types of Costs - Cost sheet, FIT Costing and Group Costing - Differential Tariff Plan-Accommodation Cost-Transportation Cost - Meals Plan etc

Unit 3

Tour costing – Tariff – Confidential Tariff – Commission – Mark up service Charge and other remuneration for tour operation – quotation - methodology of quotation preparation – preparation of sample quotation for tour operation with various plans and services

Unit 4

Pricing Strategies and Distribution Mechanism - Tour pricing - Calculation of tour price

Unit 5

Tour costing of popular destinations and circuits in India (GT, Buddhist circuit, Chardham etc) Pricing strategies - Thomas Cook, Kuoni, Cox & Kings

REFERENCES


3. Travel Agency Management, M.N, Chand 2. Tour Operations and Tour Guiding, J.N. Ne Gi 3. What time is this place, David Hetchenbe rg

Certificate Level VII (Semester V)
Vocational Paper- XV
SUSTAINABLE TOURISM

Objectives and Learning Outcome: To expose the students to the growing importance of sustainable tourism; To familiarize them to the concepts and approaches in sustainable tourism

Unit 1

Unit 2

Unit 3
Role of different agencies in Sustainable Tourism: Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media-advantages and disadvantages of public/private sector tourism planning partnerships- Tourist In Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable Tourism

Unit 4
Responsible Tourism - Responsible Tourism Approaches to Sustainable Tourism, Standardization and Certification, Alternative Tourism, Responsible Tourism, Collaboration and Partnership, Responsible Tourism & Sustainable Tourism difference, driving forces in the growth of responsible tourism.

Unit 5
Standardization and Certification: Standardization and Certification for Tourism Sustainability: ISO 14000- Role of WTTC, UNWTO, PATA, UNEP and IUCN.

REFERENCES
Certificate Level VII (Semester V)

Vocational Paper-XVI

TOURISM PRODUCTS OF INDIA – III

Objectives and Learning Outcome: - To understand and learn about the growing importance of manmade tourism products.

Unit 1

Architectural heritage of India – Indo Islamic, Mughal, Gupta’s, Temple Architecture, Colonial Architecture – Pallava, Chola and Chalukya Architecture

Unit 2

Major Monuments- Qutub Minar, Kirtistambha (Chittor), Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Mahaballipuram, Hampi, Badami

Unit 3

Museum and Archaeological sites – Important Museums, Art galleries, Libraries, Caves – Location, assets and characteristics.

Unit 4

Entertainment products: Amusement Park, Theme park, Disney World, Ramoji Film City, Universal Studio, Shopping Malls

Unit 5

Souvenir shopping - Emporiums & its types - private shops & its types and cooperative outlets - Craft villages such as Dilli haat for case study

REFERENCES

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
Objective and Learning Outcome: To enable the students to appreciate the role of guiding in Tourism destination; To plan and execute a tour plan

- 2 - 3 days tour with a govt. approved guide

- 1 week tour with an approved tourist guide either for Geography based destination or festival based destination

>Note: The FAM Tour described above is only a sample. The tour will be designed based on the skill set and awareness level that needs to be developed among the students. It may be restricted to a local destination or to a nearby city.>
SEMESTER- VI
HOSPITALITY MANAGEMENT

Objectives and Learning Outcome: To understand the elements and functioning of the hospitality industry in tourism; To enable the students to understand the dynamics and qualities of a hospitality staff.

Unit 1

Unit 2
Origin of Hotel Industry – Definition – Classification: Size, Location, Ownership, Star, Level of service – Duration of stay – Other emerging types of accommodation – Forest Lodges, Travellers Bungalow, Youth Hostel etc..

Unit 3
Qualities of a Hospitality Employee - Skills and personality traits of hospitality staff, Be passionate, Good communication skills, teamwork qualities, attention to detail, Patience and listening skills, Knowledge about safety and hygiene, Multitasking, problem solver, Local and cultural knowledge. Interpersonal skills Commitment, Tech savvy, Leadership.

Unit 4
Guest Relationship Management – complaint handling emergencies importance and use of PMS in hospitality industry-Opera/IDS

Unit 5
Current issues/emerging trends in hospitality – career opportunity in hospitality industry & Benefits of working in the hospitality industry - (hospitality technology for energy conservation, cloud based services, instant check-in and checkout, guest experiences, sustainability, security, use of social media)

Critical Success factors of business units in the hospitality industry – Visit to any Hotel / Restaurant and Travel agency firms and preparation of a brief report

REFERENCES
- Gray Andligouri – Hotel and Motel Management and Operations (Delhi: Prentice Hall of India)
- Negi – Hotels for Tourism Development) Delhi: Metropolitan India
Project Report/Market Survey Report

a) Project Report:
Preparation of a Project Report for an enterprise involving products/services

Students maybe provided adequate guidance to choose a project based on their interests and Availability of information and authentic inputs in the locality. The specimen proforma of project report given in the textbook may be used for preparing the report. However, mechanical preparation of the report by filling in the information in the proforma should be discouraged.

Further, as the students will be required to appear for a Viva-voce on the basis of their projects, sufficient care should be taken by the students to prepare the report after studying the various aspects involved thoroughly. In a nutshell, the project report should lead to viable enterprise.

b) Market Survey Report

Market research is the process and technique of finding out who your potential customers are and what they want. The survey may be on products and services already available in the market or students may also conduct surveys for new products and services. The report of the survey should be organized under the following broad headings:
1. Objectives.
2. Methods and tools (interviews, questionnaires etc.) to be used to collect information.
3. Records of data and information.
4. Analysis of data and information.
5. Interpretation and conclusion.

For example, a survey may be conducted to find out the choice of households in toiletry soap, tooth paste etc. The data may be analyzed to establish a pattern that may be useful to an entrepreneur.

c) Guidelines for assessment of Project Report / Survey Report
1. Presentation: Format, Clarity, Use of graphs, tables and other visuals, organisation, methodical recording of data and information and general neatness of execution
2. Originality and Creativity
3. Authenticity of information and correctness of calculations and general feasibility of the project/sustainability of conclusion drawn in the survey.

d) Viva Voce on the Project /Market Survey Report

The questions should establish that the report is the original work of the student and that the student has a reasonably clear understanding of the work carried out by him/her. Entrepreneurial qualities such as leadership, self-belief, creativity, originality, initiative etc. may also be assessed by asking a variety of questions related to the report.99999
Certificate Level VII (Semester VI)
Vocational - XX

DIGITAL TOURISM

Objectives and Learning Outcome: - To learn about the role and impacts of Information and Communication Technology on tourism industry in the light of the digital revolution.

Unit 1

Introduction to e-tourism, ICT as enablers for effective tourism management, ICT devices and operations in tourism,

Unit 2


Unit 3

Global Distribution System (GDS)- functions. GDS & CRS, CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available), Practical of CRS

Unit 4

Social networking: Meaning, types of social media platforms: Email, Facebook, Instagram, Pinterest, Twitter, Blogs, Importance and its impacts on tourism business.

Unit 5

Current debates in E-tourism- Challenges, Competitive Strategies, and Future of E-tourism

REFERENCES


Objectives and Learning Outcome: To familiarize the students to the provision of customized tourism activities that cater to specific interests of groups and individuals.

Unit 1
Special Interest Tourism - Definition, Components of special interest tourism- Motivators-Perception of modern traveller – Building own package-Factors facilitating growth of SIT, Internet, social media & TV influence

Unit 2
Classification of SIT- Active, social, educational, hobbies, excitement, relaxation, health & therapy - special interest tourism and its relationship with mass tourism- the diversity of special interest tourism products

Unit 3

Unit 4
Emerging concepts & issues: Eco/rural/agri/farm/green/wilderness/country side-special interest tourism. Issues associated with the development and use of natural and cultural resources - Authenticity and resource commodification

Unit 5
Key skills required for special interest tourism: Communication and literacy; Problem Solving; Independent working and learning

REFERENCES
3. Special Interest Tourism: Concepts, Contexts and Cases by Sheela Agarwal, Graham Busby and Rong Huang (2018) , CABI Publisher