

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BVOC

Course : Travel & Tourism

Semester : I

Credit Based Semester & Grading System

With effect from Academic Year 2019-20

List of Courses

Course: Travel & Tourism

Semester I

Semester <I>			
Course Code	Course Title	Credits	Lectures /Week
CBTT101	Communication Skills, Meet & Greet Professional Etiquettes	4	3
CBTT102	French Language, Culture, Historical milestones & local Etiquettes	4	3
CBTT103	Office Automation	4	3
CBTT104	History & Culture of the Indian Subcontinent (2500 BCE -1200 CE)	4	3
CBTT105	Heritage and Tourism Resources	5	3
CBTT106	Tourism Concepts & Principles	4	3
CBTT107	World Geography & International Tourist Circuits	5	3
	Total Credits	30	

Semester I – Theory

Course: CBTT101	Course Title: Communication Skills, Meet & Greet Professional Etiquettes (Credits :04 Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ The course enhances the skills of reading, writing, speaking and listening ➤ Trains students about fundamental concepts in Communication ➤ It introduces students to relevant aspects of grammar and usage ➤ Trains the students in Front Office & Meet and Greet Roles and presentation techniques ➤ Sensitization and social aptitude to students for professional life and personal growth <p>Outcomes:</p> <p>Being able to communicate effectively is the most important of all life skills. The course aims to build up the communication skills in the students who are getting ready to join the industry very soon. It teaches basics of communication, parts of grammar, speaking in listening skill, body language & personality development and provides socio-cultural sensitization, necessary in today's society and work place.</p>	
Unit I	<p>Basics of Communication Concept-7Cs, Process, Need, Feedback Barriers to Communication Channels of Communication Basic Reporting & Documentation Letters-Formal & Informal</p>	11 L
Unit II	<p>Parts of Grammar Prepositions & Articles Similes and metaphors Proverbs and Idioms</p>	10 L
Unit III	<p>Speaking Skills & Listening, First Impression & Body Language</p> <p>Pronunciation, diction and accents, Intonation & listening skills Body Language & Importance of eye contact Etiquettes & Personality Development</p>	12 L
Unit-IV	<p>Socio-Cultural Sensitization Gender and language sensitization Cross Cultural Sensibilities-vocabulary Practices & business etiquettes Appreciating Diversity Concept and methods for inclusiveness Sustainability</p>	12 L

Textbook:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
7. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
8. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd

Evaluation Scheme**[A] Evaluation scheme for Theory courses****I. Continuous Assessment (C.A.) - 40 Marks**

- (i) C.A.-I : - Case study, Assignment or Test, Test – 20 Marks of 40 mins. duration
- (ii) C.A.-II: Type Name (Field /industry- based Project.)- 20 Marks

II. Semester End Examination (SEE)- 60 Marks

- Q1. Concepts/Terms-Any 5 out of given 10=10 Marks
- Q2. Answer any one from given two questions based on Unit I 10 Marks
- Q3. Answer any one from given two questions based on Unit II 10 Marks
- Q4. Answer any one from given two questions based on Unit III 10 Marks
- Q5. Answer any one from given two questions based on Unit IV 10 Marks
- Q6. Case study-based question -Answer any one set from given 2 10 marks

Course: CBTT102	Course Title: French Language, Culture, Historical milestones & local Etiquettes (Credits :03 /Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ The course enhances the skills of reading, writing, speaking and listening of a foreign language. ➤ Train students in basic communication of French ➤ Learning a foreign language will give students an advantage in any field of work. <p>Outcomes:</p> <p>The course aims to teach students basics of a foreign language, French, which is the one most of the most spoken languages in the world. It will enable students to understand not only the language but also the culture and tourist destinations of the same which is very essential for tourism students to know.</p>	
Unit I	Basic Grammar -Conjugations, Oral and Written competence in French, Situational Communication in French, List of essential vocabulary	15 L
Unit II	Translation- Translation –Frenchwords to English /English to French, Translation of sentences from English to French and French to English.	15 L
Unit III	History and Culture History of France under Louis XIV History of France: French Revolution and Age of Napoleon Contemporary French Society: French educational System and French society Contemporary French Society: Political Systems in France	10 L
Unit-IV	Tourist Destinations & French Culture Tourist Destinations, Regulations Museums and Art Galleries Cuisine, Shopping, Local Etiquettes	5 L
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Easy French Step-by-step by Myrna Bell Rochester 2. Contacts: Langue et culture françaises by Jean-Paul Valette & Rebecca Valette. 3. En bonne forme by Simone Renaud & Dominique van Hooff. 		

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Q6. Casestudy-based question -Answer any one set from given 2 10 marks

Course: CBTT103	Course Title: Office Automation (Credits :04 /Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ Basic understanding of MS Office ➤ Gain an ability to use all the programs of M.S Office <p>Outcomes:</p> <p>The course aims to train students in the basics of MS office computer application which will give students an upper edge while working in any firm. The course teaches students MS office applications like Word, Excel, Power point, Outlook and Publisher.</p>	
Unit I	<p>INTRODUCTION TO MS OFFICE: About MS Office, Why MS Office, What Are Documents and Templates</p> <p>WORD: Introduction To Document, Formatting Text, Editing Text, Creating Template, Insertion Of- Table, Image, Text Box, Cover Page, Header, Footer, Date And Time, Page Number; Margin, Page Setup, Printing Document; Mail Merge- Creating Main Document, Data Source, Adding and Removing Fields, Bulleted and Numbered Lists, Page Formatting, Graphics, Adding tables, styles</p>	15 L
Unit II	<p>POWERPOINT: Introduction To Slide, Inserting Slide, Navigation In Presentation, Insert-Text, Text Style, Clip Art, Table, Chart, Picture, Audio, Video; Layout, Slide Design, Master Slide; Enhancing Presentation With Multimedia Effect -Animation, Transition, Slide Show, Recording Sound Slide By Slide, Auto Content Wizard, Template, Slide View, Printing Presentation, Sharing presentation, Working with multimedia, Formatting presentation, Editing presentation.</p>	10 L
Unit III	<p>EXCEL: Introduction To Spreadsheet, Rows, Columns, Cells, Navigation, Selection of Cells, Resizing Columns, Series Fill, Working with Formulas, Formatting worksheets, Formatting Cells, Editing worksheet, Alignment, Conditional Formatting, Cell Styles, Inserting Chart, Data Sort, Filters, Functions, Pivot Table, Pivot Charts, Workgroup, Protecting Worksheet, Printing Worksheet ,Data tables, Workbook security, Translate worksheet, Adding graphics, Marcos, Templates, Themes, Styles, Data validation</p> <p>ACCESS: What Is Database, Creating New Database, Database through Table Wizard, Creating New Table, Rename Columns, Creating Table through Design View, Relationship, Query, Forms, Reports, Webpage</p>	10 L
Unit-IV	<p>OUTLOOK: What Can Do with Outlook, Toolbars, Adding Contact, Address Book, Changing View, Finding Contact, Filtering Contact, Sorting Contacts, Calendar, Tasks, Journal, Inbox, Reviewing Email, Notes, Action on A Message, Personalizing Message with Signatures, Tracking Message, Automating Tasks Using Message Rules</p> <p>PUBLISHER: Introduction- Use The Catalogue Features, Use The Quick Publication Wizard, Creating a Letterhead, Saving Letterhead,</p>	10 L

	Changing Look of Publication, Formatting Text, Aligning the Text, Manipulating Frames, Adding Object to Publication, Banners	
<p>Textbook:</p> <ol style="list-style-type: none"> 1. OFFICE 2016 for Dummies by Peter Weverkar 2. Step by Step Microsoft Word 2013 by Joan Lambert and Joyce Cox 3. Step by Step Microsoft OFFICE 2013 		

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- (ii) C.A.-II : Type Name (Presentation.)- 20 Marks

II. Semester End Examination (SEE)- 60 Marks

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- Q2. Answer any one from given two questions based on Unit I 10 Marks
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- Q5. Answer any one from given two questions based on Unit IV 10 Marks
- Q6. Casestudy-based question -Answer any one set from given 2 10 marks

Course: CBTT104	Course Title: History & Culture of the Indian Subcontinent (2500 BCE - 1200 CE) (Credits :04/Lectures/Week:03)	
	<p>Objectives:</p> <ol style="list-style-type: none"> 1. To provide an understanding on early Indian History and the making of Indian nation 2. Understanding rise of kingdoms and empires and their major contributions and legacies. <p>Outcomes:</p> <p>The course aims to make students understand the roots of Indian culture and developments. Tourism includes the culture and history of any destination a tourist visits and this course helps students to realize and explain to the tourist the importance of our history and culture. It teaches them the ancient civilization of India, various empires & dynasties that ruled over India, achievements during Mughal period and philosophies and religions in India.</p>	
Unit I	<p>OVERVIEW OF EARLY HISTORY-2500-326 BC</p> <ol style="list-style-type: none"> a) Harappan Civilization <ol style="list-style-type: none"> i. Area ii. dominant features iii. decline b) Vedic Period <ol style="list-style-type: none"> i. Polity ii. Society iii. Economy and Religion c). Iron age with reference to PGW <ol style="list-style-type: none"> i. Territorial States ii. the rise of Magadha d) Analysis of Alexander's Invasion and impact 	12 L
Unit II	<p>HISTORY OF MAJOR EMPIRES IN NORTH & DECCAN</p> <ol style="list-style-type: none"> a) <ol style="list-style-type: none"> i. Mauryan State-extent ii. features and legacy of ideas & architecture b) Sakas, Kushans & Gupta state <ol style="list-style-type: none"> i. Overview of achievements ii. Architecture c) Deccan Empires-Satavahanas <ol style="list-style-type: none"> i. Extent ii. Achievements and legacies d) Cholas and Cheras e) Architecture & Legacies 	11 L

<p>Unit – III</p>	<p>HISTORY OF ACHIEVEMENTS IN MEDIEVAL AND MUGHAL PERIOD</p> <p>a) Medieval period in India</p> <ul style="list-style-type: none"> i. - political system ii. architecture and legacies <p>b) Akbar to Aurangzeb</p> <ul style="list-style-type: none"> i. administrative structure ii. Mansab & Jagirs iii. State & Religion <p>c) Socio-Religious Movements</p> <ul style="list-style-type: none"> i. Entry of Trading companies and settlements ii. struggle for supremacy-an overview 	<p>12 L</p>
<p>Unit IV</p>	<p>HISTORY OF RELIGION & PHILOSOPHY</p> <p>a)</p> <ul style="list-style-type: none"> i. Hinduism ii. Shramanic traditions <p>b) Jainism and Buddhism</p> <p>c)</p> <ul style="list-style-type: none"> i. Philosophical literature ii. Bhakti & Sufi Movements <p>d) Socio-Religious Trends Under Mughals</p>	<p>10 L</p>
<p>Textbook:</p> <ol style="list-style-type: none"> 1. Asher, Catherine. (ed.)(1994). Perceptions of India’s Visual Past, Delhi: AIIS. 2. Basham A.L., The Wonder that was India. Volume I, New Delhi. 3. Chandra Prainod, (ed)(1975). Studies in Indian Temple Architecture, New Delhi: AIIS. 4. Brown Percy, (1956). Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai. 5. Basham A.L. (1987). A Cultural History of Indian Economic History, I.H.C. 6. Chitnis K.N.(1981). Glimpses of Medieval Indian ideas and Institutions, 2nd ed., Pune. 		

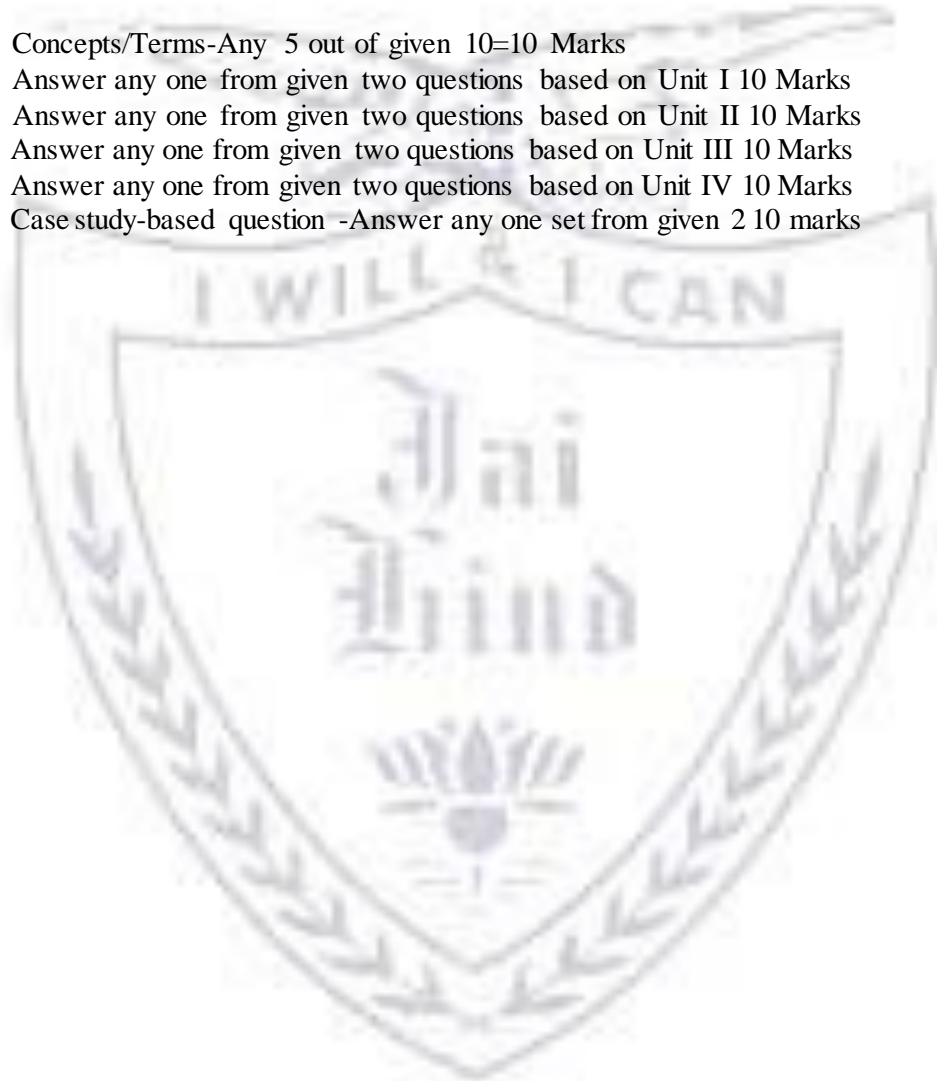
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- Q5. Answer any one from given two questions based on Unit IV 10 Marks
- Q6. Case study-based question -Answer any one set from given 2 10 marks



Course: CBTT105	Course Title: Heritage and Tourism Resources (Credits :05 Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To provide an understanding to students on concept of heritage, challenges in the field of heritage and management ➤ To emphasize the connect between Tourism and heritage ➤ Understanding heritage tour guide responsibilities <p>Outcomes:</p> <p>This course aims to teach students the importance of heritage tourism in the travel industry. As heritage tourism is one of the upcoming tourism trend in travel industry, this course teaches students heritage & architectural resources in India & world, cultural products and the managing of heritage sites.</p>	
Unit I	<p>Heritage and Tourism</p> <ul style="list-style-type: none"> a) Tangible Heritage & Intangible Heritage b) Significance of Heritage in Tourism Industry & Business of Tourism c) Managing Heritage Tourism: <ul style="list-style-type: none"> i) Challenges & Solutions ii) Rules and regulations at Heritage sites & associated Code of Conduct through examples-national & international c) Concept of Indian Cultural Heritage d) Aspects & Impact on Tourism in India 	10 L

Unit II	Tourism Resources of India a) Topographical features & Scenic beauty of North India & South India b) Topographical features & Scenic beauty of East India & West India c) Tourism destinations in India i) Heritage wise ii) Natural Beauty iii) Manmade and Cultural destinations	10 L
Unit III	Architectural Heritage-Comparative perspective a) a) Heritage structures and living traditions in India i) Overview ii) Issues iii) Case studies b) World Heritage Sites & Conservation-Issues, c) Challenges and case studies d) Heritage and Cultural Tour Guide role-Job design e) attributes and skills(based on QP document of THSC)	10 L
Unit IV	Cultural Products & Tourism Circuits in India a) Cultural Products & Tourism Circuits in India b) Folklore, Festivals, Fairs c) Dances, Music, Handicrafts	15 L
Textbook: 1. Acharya, R.(2007)Tourism and Cultural Heritage of India, Jaipur: RBSA Publishers. 2. Basham.A.L ,(1967). The Wonder that was India, London :Macmillan Publication. 3. Basham,.A.L, (2007)The Illustrated Cultural History of India, New Delhi: OUP. 4. Craven Roy .C.(1976).Indian Art a Concise History, London: Thames and Hudson 5. Husain, M. (2014).Geography of India. New Delhi: McGraw Hill Education.		

Evaluation Scheme

III. [Continuous Assessment (C.A.) - 40 Marks

(iii)C.A.-I : - Case study, Assignment or Test – 20 Marks of 40 mins. duration

(iv)C.A.-II : Type Name (Field /industry- based Project.)- 20 Marks

IV. Semester End Examination (SEE)- 60 Marks

Q1. Concepts/Terms-Any 5 out of given 10=10 Marks

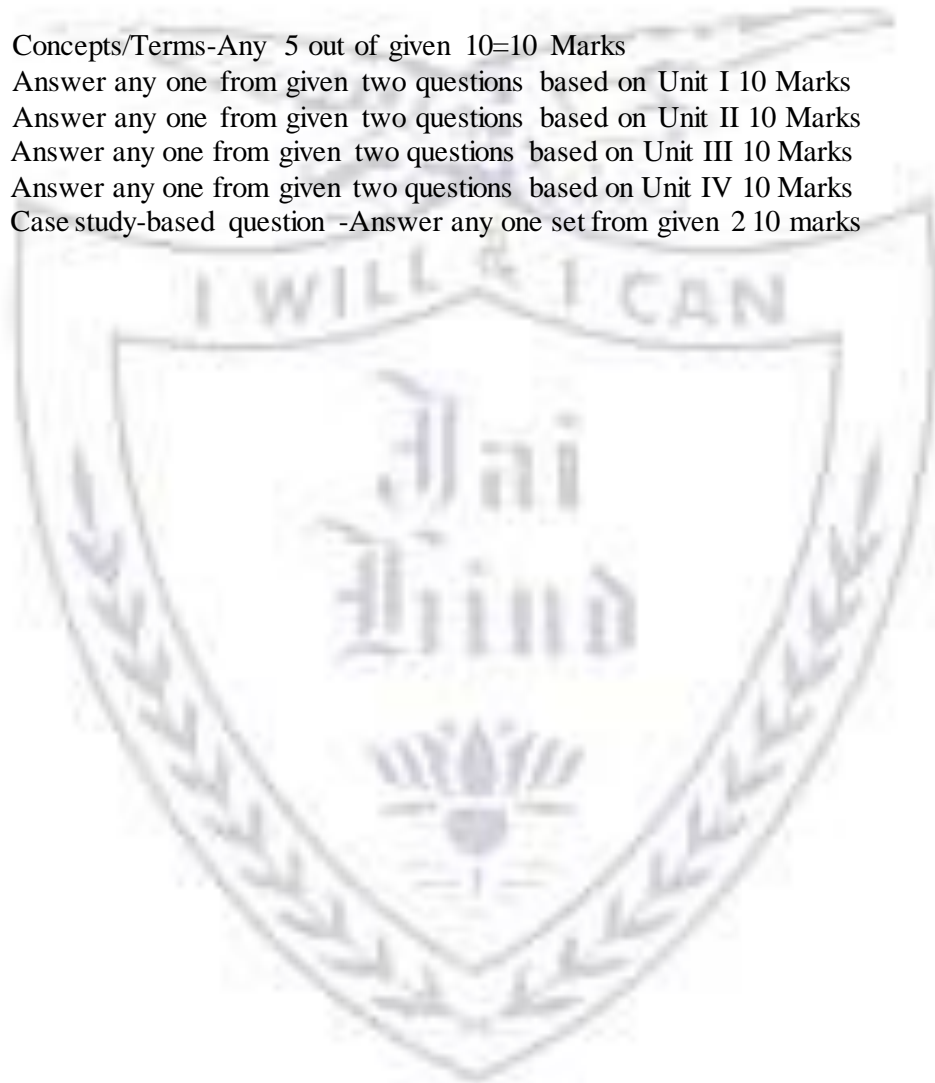
Q2. Answer any one from given two questions based on Unit I 10 Marks

Q3. Answer any one from given two questions based on Unit II 10 Marks

Q4. Answer any one from given two questions based on Unit III 10 Marks

Q5. Answer any one from given two questions based on Unit IV 10 Marks

Q6. Case study-based question -Answer any one set from given 2 10 marks



Course: CBTT106	Course Title: Tourism Concepts & Principles (Credits :04 Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ Make students understand the meaning, concept and types of Tourism and their interrelationships ➤ To make students aware of Tourism products & Transportation aspects An ability to identify, formulate, and solve engineering problems. <p>Outcomes:</p> <p>This course aims to create the basic understanding of tourism elements in travel industry. It teaches students the introduction of tourism, it's products & attraction, types & forms of tourism and transportation.</p>	
Unit I	<p>Introduction to Tourism</p> <p>a) What is Tourism?</p> <ul style="list-style-type: none"> i. Definitions and Concepts, ii. tourist destination, services and industry iii. definition and historical development- <p>b) Past to 2nd world war- recent growth</p> <p>c) Definition and differentiation.</p> <ul style="list-style-type: none"> i. Types of Tourists, ii. Visitor, iii. Traveler and Excursionist <p>d) Tourism</p> <ul style="list-style-type: none"> i. recreation and leisure and their inter-relationships 	10 L

Unit II	Tourism Products & Attraction a) Nature, Characteristics and Components of Tourism Industry b) Difference from other types of consumer product c) Elements and characteristics of tourism products d) Elements and characteristics of tourism products e) Tourism Product Life Cycle f) Typology of tourism products	10 L
Unit III	Types and Forms of Tourism a) Inter-regional and intra-regional tourism b) Tourism product production system c) Inbound typology of tourism products d) Outbound tourism e) Domestic and international tourism	10 L
Unit IV	Tourist Transportation a) Air transportation i. The airline industry present policies, practices ii. Functioning of Indian carriers. Air Corporation Act. iii. Air charters b) Road Transport: i. Rent-a-car Scheme and coach-Bus Tour, ii. Fare Calculation. Transport & Insurance documents c) All-India Permits d) Rail Transport i. Major Railway Systems of World ii. General information about Indian Railways iii. Types of rail tours in India; Place-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains e) Intrain Pass and Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise	15 L
Textbook: 1. Bhatia, A.K.. (1991). International Tourism: Fundamentals and Practices, New Delhi: Sterling Publishers Pvt. Ltd. 2. Bhatia, A.K.,(2012). Tourism Development: Principles and Practices, New Delhi : Sterling Publishers Pvt. Ltd. 3. Goeldner, C.R. and Ritchie, J.R.B. (2009) Tourism: Principles, Practices,		

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 Q5. Answer any one from given two questions based on Unit IV 10 Marks
 Q6. Case study-based question -Answer any one set from given 2 10

Course: CBTT107	World Geography & International Tourist Circuits (Credits :05 Lectures/Week:03)	
	<p>Objectives:</p> <ul style="list-style-type: none"> ➤ To provide an overview and understanding on various destinations and tourist circuits ➤ To make students understand the geographical features -World <p>Outcomes: This course aims to teach students the geography of the world which is very essential for all the tourism students to learn. It teaches them the topographical, cultural & political geography with the main cities and destinations. It also teaches students the different time zones and international tourism circuit.</p>	
Unit I	<p>Geography of Africa</p> <p>a) Topography-</p> <ul style="list-style-type: none"> i. Drainage & lakes, ii. Climate & natural vegetation & soils <p>b) Mineral & resources</p> <p>c)</p> <ul style="list-style-type: none"> i. People & languages ii. Economy iii. Transport & communication <p>d) Characteristic features of-</p> <ul style="list-style-type: none"> i. North & east Africa ii. South, west & central Africa <p>e) Names of prominent countries</p>	10 L

Unit II:	Geography of Asia a) Topography- i. Climate & drainage, ii. Vegetation, iii. Mineral and other resources. b) i. Ethnicity ii. Religions iii. Language. c) Countries and features in i. South East Asia & East Asia ii. West Asia and South West Asia iii. Central Asia d) Major Tourist Circuits	12 L
Unit –III	Geography of Europe & North America, Middle America & South America a) Topography- i. Climate, Vegetation & drainage ii. Ethnicity, People & Economy iii. Transportation & Trade b) Prominent destinations, States & cities:- i) - UK, France, Sweden, Denmark, Austria, Germany, Belgium, Czechoslovakia, Italy, Spain, Portugal & Russia c) Oceania –Australia, New Zealand & Papua New Guinea d) Destinations in South America & Central America e) Prominent World Tourist Circuits	13 L
Unit IV:	Travel Geography a) World Geographical Regions b) Time zones c) Climate and Seasonalities d) Countries and capitals e) City and Airport codes f) Travel Statistics i. Culture ii. Time calculation sums g) Major Tourist Circuits	10 L
Textbook: 1. Cole, J (1996). A Geography of the World's Major Regions, London: Routledge. 2. Dickenson, J.P. (1996). The Geography of the Third World, London: Routledge. 3. Stamp, L. Dudley. (1959). Asia: A Regional and Economic Geography, London: Methuen & Co. 4. Tirtha, Ranjit (2001). Geography of Asia, Jaipur & New Delhi: Rawat Publications. 5. Tikka, R.N (Latest Edition). Geography of Asia, Jalandhar: New Academic Publishing Co. Educational Publishers		

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