TYBA Travel & Tourism Syllabus (2010-2011)

Annexure-II

Structure/ Pattern of Syllabus must be as follows:

1) **Title of the Course:** Travel and Tourism (Vocational)
2) **Introduction:** Pattern - Annual
3) **Eligibility:** Should have offered Travel and Tourism (Vocational) at F.Y.B A & S.Y.BA and passed as per University rules
4) **Examination**
   A) **Pattern of examination**
      i) 80-20 University semester examination of 80 marks & Internal assessment of 20 marks. Details as per syllabus
      ii) Pattern of the question paper- As per specimen given
   B) **Standard of Passing:** As per University norms
   C) **ATKT Rules:** As per University norms
   D) **Award of Class:** As per University norms
   E) **External Students:** Not allowed
   F) **Setting of Question paper/ Pattern of Question paper:** As per University norms
   G) **Verification of Revaluation:** As per University norms

5) **Structure of the Course** :
   i) Optional
   ii) **Medium of instruction:** English

6) **Equivalence subject/ papers & Transitory Provision:** Travel and Tourism (Vocational)

7) **University terms:** As per University norms

8) **Subject wise Detail Syllabus:** Attached

9) **Recommended books:** Mentioned in the syllabus
Paper V: Emerging Concepts of Tourism & Tourism Development

Objectives:

- To help students understand various emerging concepts in Tourism.
- To enable study of the various tourism policies so as to understand Government’s initiatives for Tourism Development.
- To impart information about recent trends in Domestic & International Tourism in India.
- To impart knowledge of MICE and its importance in Destination Development.
- To provide knowledge of key concepts for effective Tourism Development.
- To impart knowledge of Sustainable Tourism.
- To make students aware of various Pull factors affecting Tourism Destination.
- To provide information about Stress & Conflict Management & Right to Information Act.

Course Content

Term I (Total Lectures: 48)

1. Emerging Concepts in Tourism 20
   - Agro-Tourism
   - Adventure Tourism
   - Medical Tourism
   - Eco Tourism
   - Rural Tourism

Tourism Policies 12
   - National Tourism Policy-2002
   - National Tourism Plan-1992
   - Tourism Action Plan of Maharashtra

2. Recent Trends in Domestic and International Tourism in India 8
3. Importance of Meetings, Incentives, Conferences & Exhibitions (MICE) in Destination Development. 8

Term II (Total Lectures: 48)

4. Key Concepts for Effective Tourism Development 20
   - Negative Impacts of Tourism
   - Carrying Capacity
   - Destination Life Cycle
   - Doxey’s Irridex.

5. Sustainable Tourism: Principles & Guidelines 8
6. Pull Factors affecting Tourism Destination 10
7. Key Competency Modules 10
   - Stress, Time and Conflict Management
   - Introduction to Right to Information
   - Developing Creative Thinking
Reference Books:

1. Tourism Employment: Riley, Ladkin, Szivas
2. Tourism and Development: Concepts & Issues: Sharpley & Telfer
3. Tourism, Globalization & Cultural Change: Donald Macleod
4. Successful Tourism Management: Pran Nathseth
5. Tourism Principles & Practices: Cooper et al.
6. Tourism System: Mill & Morrison

Paper V: Evaluation Pattern
Total Marks: 100 Internal Assessment: 20 Marks
Annual Examination: 80 Marks

Internal Assessment total marks: 20
A) Class work/tutorials/home assignments 10 marks
   Attendance and participation in activities 10 marks
B) Term End Examination
   (60 marks to be reduced to) 20 marks
   Total of A and B to be reduced to 20 marks

Total of A and B to be reduced to 20 and sent to the University as Internal Marks

Term End Examination: Pattern

Q 1. Definition & short notes (8 marks X 3 out of 6) 24
Q 2. Long Answer question (10 marks X 2 out of 4) 20
Q 3. Essay Type Question (16 marks X 1 out of 2) 16

Annual Examination Pattern: (Total 80 marks)
Q1. Give Definitions, Concepts in Brief (50 words)
   2 out of 4 (5 marks X 2) 10
Q2. Write Short notes on (100 words)
   4 out of 6 (5 marks X 4) 20
Q 3. Write answers in 250 words
   3 out of 5 (10 marks X 3) 30
Q4. Write answer in detail in 500 words
   1 out of 2 (20 marks X 1) 20

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Total Marks 80

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Paper VI: Entrepreneurship and Practical knowledge of Tourism Industry

Objectives:

- To impart knowledge of Entrepreneurship and Motivate students for Tourism Entrepreneurship
- To encourage students study various qualities and functions required for Tourism Entrepreneurship
- To provide information on various governmental institutions promoting entrepreneurship & Tourism
- To inform them about preparation of feasibility report
- To make them aware of concepts like Human Resource Management as well as Manpower development needs for Tourism Industry
- To draw their attention towards Social responsibility of an Entrepreneur and Business ethics.
- To impart practical knowledge of entrepreneurship by visiting two successful entrepreneurs and providing practical solutions to cope with uncertainties and stress management.
- To incorporate the theory learned in Term 1 and Paper 5 by preparing Tourism Project Report.
- To learn practical aspects in starting Entrepreneurship venture and day to day operation by going on short visit.

Suggestions for Teaching: (Paper V and VI)

- Theory for Entrepreneurship development is to be covered in term I
- Tourism Project Report in Unit 5: Please assign a separate topic to each student related to practical aspects of Tourism, latest trends in tourism, projects on destination, projects on Tourism concepts and emerging concepts of Tourism.
- Presentation should be taken based on this project to assess the subject understanding of students
- A short Entrepreneurship visit (Preferably with 1 Night accommodation) should be conducted to Tourism entrepreneurship venture such as Hotels, Agro Resort, Theme park, Large Travel agency etc. to get first hand knowledge about set-up of these projects.
- During the Practical course teachers will be have to work closely with students in order to make them a polished Tourism professional.
Course Content:

Term I Entrepreneurship Development (Total Lectures: 48)

UNIT 1: 12

- Meaning, Scope, and Need for entrepreneurship
- Qualities of Tourism entrepreneur.
- Functions of entrepreneurship.
- Identification of Opportunities for Tourism Entrepreneurship.

UNIT 2: 14

- Meaning, definition, and scope of SSI
- Role of Government agencies and financial institutions in promotion of Tourism & entrepreneurship development.
  
  i. DIC
  ii. MIDC
  iii. MSFC
  iv. MSSIDC
  v. SICOM
  vi. TFCI- Tourism Finance Corporation of India.
  vii. India Tourism
  viii. Maharashtra Tourism Development Corporation.

UNIT 3: 16

- Feasibility report for starting a Tourism Company
- Meaning, Importance and Scope for Human Resource Management
- Manpower Development needs for Tourism Development
- Social responsibility & Business Ethics
- Managing with uncertainties, stress management and positive reinforcement & Challenges in business
- SWOT Analysis.

Practical 06

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<thead>
<tr>
<th>Sr No</th>
<th>Title of the Practical</th>
<th>Objective</th>
<th>Mode</th>
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<tbody>
<tr>
<td>1</td>
<td>1Experiences of Entrepreneur</td>
<td>Identification of Entrepreneurial Qualities</td>
<td>Interview</td>
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<td>2</td>
<td>2Pitfalls of Entrepreneurship</td>
<td>Problems faced by an Entrepreneur</td>
<td>Interview</td>
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<td>3</td>
<td>Preparation of a project report</td>
<td>Understanding Techno Economic Feasibility Assessment</td>
<td>Project work</td>
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<td>Term II</td>
<td>Practical knowledge of Tourism Industry (Total Lectures: 48)</td>
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<td>UNIT 4:</td>
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<td>• Study of two successful tourism entrepreneurs- Based on Qualities &amp; functions learned in unit 1.</td>
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<td>• Practical solutions to cope with uncertainties, stress management, positive reinforcement, social responsibility and business ethics, inter-personal relations and communication skills- <strong>Guest Lectures</strong>.</td>
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<td>• Study of Various impacts of Tourism on a nearby Tourist Destination.</td>
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<td>UNIT 5:</td>
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<td>• Tourism-Project Report &amp; Presentation (Different Topics will be allotted to every student by the Subject Lecturer/Project Guide.)</td>
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<td>UNIT 6:</td>
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<td>• On the Job Training Report</td>
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<td>• Visit to any Tourism entrepreneurship venture such as Hotels, Agro Resort, Theme park, Large Travel agency etc. &amp; Prepare a report.</td>
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**Books Recommended:**

- Various Travel magazines such as TRAVTALK, Travel & Tourism Industry etc.
Paper VI: Evaluation Pattern

Total Marks: 100

Internal Assessment: 20 Marks
Annual Examination: 80 Marks

Internal Assessment total marks: 20
A) Class work/tutorials/home assignments 10 marks
   Regularity and participation in activities 10 marks

B) Term End Examination
   (60 marks to be reduced to) 20 marks
   Total of A and B to be reduced to 20 marks

Total of A and B to be reduced to 20 and sent to the University as Internal Marks

Term End Examination: Pattern

Q 1. Definition & Brief Questions (8 marks X 3 out of 6) 24
Q 2. Answer in Detail (10 marks X 2 out of 4) 20
Q 3. Essay Type Question (16 marks X 1 out of 2) 16

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Total Marks 60

Annual Examination (Practical) 80 marks (Conducted with External Examiner)

Evaluation Criteria

<table>
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<tr>
<th>Topics</th>
<th>Marks</th>
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<tr>
<td>VIVA on the syllabus of Term 1</td>
<td>15</td>
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<tr>
<td>Tourism Project Report &amp; Presentation</td>
<td>30</td>
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<tr>
<td>Entrepreneurship Visit and Report</td>
<td>15</td>
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<tr>
<td>On the Job Training Report</td>
<td>10</td>
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<tr>
<td>Attendance &amp; Active Participation in variousActivities organized by Dept.</td>
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Total Marks 80