

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 on 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	20marks

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

Total Marks

80

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 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

Sr No	Title of the Practical	Objective	Mode
1	1Experiences of Entrepreneur	Identification of Entrepreneurial Qualities	Interview
2	2Pitfalls of Entrepreneurship	Problems faced by an Entrepreneur	Interview
3	Preparation of a project report	Understanding Techno Economic Feasibility Assessment	Project work

4	Modern Management Techniques	Technique To study/survey the development of an Industry	Visit
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Term II Practical knowledge of Tourism Industry (Total Lectures: 48)

UNIT 4: 20

- Study of two successful tourism entrepreneurs- Based on Qualities & functions learned in unit 1.
- Practical solutions to cope with uncertainties, stress management, positive reinforcement, social responsibility and business ethics, inter-personal relations and communication skills- **Guest Lectures.**
- Study of Various impacts of Tourism on a nearby Tourist Destination.

UNIT 5:

- Tourism-Project Report & Presentation 14
(Different Topics will be allotted to every student by the Subject Lecturer/Project Guide.)

UNIT 6: 14

- On the Job Training Report
- Visit to any Tourism entrepreneurship venture such as Hotels, Agro Resort, Theme park, Large Travel agency etc. & Prepare a report.

Books Recommended:

- Entrepreneurship Development: G.R. Basotia / K K Sharma.
- 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

Total Marks		60

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

Evaluation Criteria

Topics	Marks
• VIVA on the syllabus of Term 1	15
• Tourism Project Report & Presentation	30
• Entrepreneurship Visit and Report	15
• On the Job Training Report	10
• Attendance & Active Participation in various Activities organized by Dept.	10

Total Marks -----
80