**B.A. (Vocational Studies) - Tourism Management Three-Year (6-Semester)**

**CBCS Programme:**

**Basic Structure: Distribution of Courses**

<table>
<thead>
<tr>
<th></th>
<th>Ability Enhancement Compulsory course</th>
<th>2 Papers of 2 Credit Hrs. each (Total Credit Hrs. 2X2)</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Skill Enhancement Course</td>
<td>4 Papers of 4 Credit Hrs. each (Total Credit Hrs. 4X4)</td>
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<td></td>
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<td>(4 Lectures and 1 Tutorial)</td>
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<tr>
<td>2</td>
<td>Core Discipline</td>
<td>12 Papers of 6 Credit Hrs. each (Total Credit Hrs. 12X6)</td>
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<td>(5 Lectures and 1 Tutorial)</td>
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<tr>
<td>3</td>
<td>Elective Courses (Core Discipline)</td>
<td>3 Papers of 6 Credit Hrs. each (Total Credit Hrs. 3X6)</td>
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<td></td>
<td></td>
<td>(5 Lectures and 1 Tutorial)</td>
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<tr>
<td>4</td>
<td>Elective Courses (Inter Disciplinary)</td>
<td>3 Papers of 6 Credit Hrs. each (Total Credit Hrs. 3X6)</td>
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<td>(5 Lectures and 1 Tutorial)</td>
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<td>5</td>
<td>Total Credit Hrs</td>
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</tbody>
</table>
### B.A. (Vocational Studies) Tourism Management: Three-Year (6-Semester) CBCS Programme

#### Course Structure

<table>
<thead>
<tr>
<th>B.A. (VS) Tourism Management</th>
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#### Semester – I

<p>| | |</p>
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<tbody>
<tr>
<td>1.1</td>
<td>Environmental Studies/ Language: English/Hindi/Modern Indian Language</td>
</tr>
<tr>
<td>1.2</td>
<td>English/ MIL I</td>
</tr>
<tr>
<td>1.3</td>
<td>History of Tourism – I</td>
</tr>
<tr>
<td>1.4</td>
<td>Fundamentals of Management</td>
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#### Semester – II

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<tbody>
<tr>
<td>2.1</td>
<td>Language: English/Hindi/Modern Indian Language/ Environmental Studies</td>
</tr>
<tr>
<td>2.2</td>
<td>MIL / English I</td>
</tr>
<tr>
<td>2.3</td>
<td>History of Tourism – II</td>
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<tr>
<td>2.4</td>
<td>Entrepreneurship and Small Business</td>
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</table>

#### Semester – III

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<tr>
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<tbody>
<tr>
<td>3.1</td>
<td>English/ MIL II</td>
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<tr>
<td>3.2</td>
<td>Concept and Impacts of Tourism</td>
</tr>
<tr>
<td>3.3</td>
<td>Tourism Marketing</td>
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<tr>
<td>3.4</td>
<td>Computer Concepts and Software Packages</td>
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#### Semester – IV

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<tbody>
<tr>
<td>4.1</td>
<td>MIL / English II</td>
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</table>
### B.A. (VS) Tourism Management CBCS

<table>
<thead>
<tr>
<th>4.2</th>
<th>Profile of Modern Tourism</th>
<th>Core Discipline</th>
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</thead>
<tbody>
<tr>
<td>4.3</td>
<td>Managerial Accounting and Finance in Tourism</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>4.4</td>
<td>Business Communications</td>
<td>Skill Enhancement Course (SEC)</td>
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</table>

#### Semester – V

<table>
<thead>
<tr>
<th>5.1</th>
<th>Tourism Undertaking</th>
<th>Elective Core – Discipline Based</th>
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<tbody>
<tr>
<td>5.2</td>
<td>Internship Project / Project</td>
<td>Core Discipline</td>
</tr>
<tr>
<td>5.3</td>
<td>Corporate Laws</td>
<td>Elective Core – Generic</td>
</tr>
<tr>
<td></td>
<td>Culture In Indian Subcontinent I</td>
<td></td>
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<tr>
<td>5.4</td>
<td>Airport Handling</td>
<td>Skill Enhancement Course (SEC)</td>
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</tbody>
</table>

#### Semester – VI

<table>
<thead>
<tr>
<th>6.1</th>
<th>Procedure and Operations in The Tourism Business</th>
<th>Elective Core – Discipline Based</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.2</td>
<td>Globalization</td>
<td>Elective Core – Discipline Based</td>
</tr>
<tr>
<td></td>
<td>Conservation And Preservation Of Nature And Culture</td>
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<tr>
<td>6.3</td>
<td>Business Law</td>
<td>Elective Core – Generic</td>
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<tr>
<td></td>
<td>Culture in Indian subcontinent II</td>
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<tr>
<td>6.4</td>
<td>E-Commerce</td>
<td>Skill Enhancement Course (SEC)</td>
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<tr>
<td></td>
<td>Business Tourism and Hospitality</td>
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</tbody>
</table>
Objectives

Develop perceptions of people and the world Understand the concepts of Motivation, Holiday and modes of Travel Learn how tourism products are based on social and political developments Learn about international tourist attractions, cultures and Hospitality Emergence of travel related services and distribution chains Role of Government, Regulatory bodies and associations Emergence of modes of transport and their role in the expansion of travel and tourism

CONTENTS

Unit I

History of Tourism as a new discipline Evolution of Tourism as an academic subject, Tourism and other social sciences. Methodology for History of Tourism. Primary and secondary sources for studying History of tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World. Tourism - basic concepts: Tourism - Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products - definition and Characteristics.

Unit – II

Ancient Civilization, Social conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece Middle Ages: Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations.

Tourism activity in the ancient and medieval world: Seven Wonders of the World Tourism. Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, TrampingRoyal Tourism and Educational tours

Unit – III

Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East

Unit – IV

Suggested Readings

2. A.L. Rouse “The Use of History”- 1971
5. Franck and Brwonstone “The Silk Road, A history.
6. Gilbert Sigeaux “History of Tourism”.
7. Herbert “Heritage Tourism and Society”.
Objectives:

To acquaint the students with the basics of Commerce and Business; concepts and functions of Business Organization and provide them practical exposure of entrepreneurial role in business using Commerce lab work and assignments. To acquaint the students with the Principles, functions and practice of management and provide them practical exposure giving stories of success/failure businessmen.

Unit I


Unit II


Unit III


Unit IV
B.A. (VS) Tourism Management CBCS


Unit V


Suggested Readings:

1. Govindarajan and Natarajan: Principles of Management, PHI
2. Bhushan Y K: Business Organization and Management, Sultan Chand
3. RK Sharma and ShashiK.Gupta: Industrial Organization and Management, Kalyani
4. CB Gupta : Industrial Organization and Management, Sultan Chand
5. Sherlekar: Business Organization and Management, Himalaya
6. Tallo: Business Organisation and Management. Tata
7. RK Sharma and ShashiK.Gupta: Industrial Organization and Management, Kalyani
8. SubbaRao P: Management and Organizational Behavior, Himalaya
10. Chandra Bose: Principles of Management and Administration, PHI
12. Sreendar and Madhavi: Industrial Organization and Management, Himalaya
14. Robins S P: Management, PHI
15. Rao VSP: Management, Excel
16. Gupta CB: Entrepreneurship Development in India, Sultan Chand
17. Prasad L M: Management, Sultan Chand
18. Dubrin: Essentials of Management, Cengage
19. Moshal: Organization and Management, Galgotia
Objectives:
Develop perceptions of people and the world. Understand the concepts of Motivation, Holiday and modes of Travel. Learn how tourism products are based on social and political developments. Learn about international tourist attractions, cultures and Hospitality. Emergence of travel related services and distribution chains. Role of Government, Regulatory bodies and associations. Emergence of modes of transport and their role in the expansion of travel and tourism.

Unit – I
Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, social tourism and Middle class tourism

Unit – II
1841 – 1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry

Unit – III
1950 – 2000: Tourism Phenomenon: Long Hauls, Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

Unit – IV

Unit – V
B.A. (VS) Tourism Management CBCS

Suggested Readings

- Burkhardt and Madlik “Tourist Past, Present and Future” - Butterworth Heinemann, several editions
- Franck and Brwonstone “The Silk Road, A history.
- Gilbert Sigeauxz “History of Tourism”.
- Herbert “Heritage Tourism and Society”.
- J. Christopher Holloway “The Business of Tourism.
- Nisbet “Social Change and History” - OxfordUniversity Press, 1972
Objectives

The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.

Unit I

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society’s problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit II

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalisation of management of small business in India.

Unit III

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur’s associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV

Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity
B.A. (VS) Tourism Management CBCS


Suggested Readings:
8. SIDBI Reports on Small Scale Industries Sector.
B.A. (VS) Tourism Management

Semester III

Paper 3.2 Concept and Impacts of Tourism

Duration: 3 hours Marks: 100 lectures: 65

Objectives: This will be a preliminary module giving the basic knowledge of tourism studies.

Unit I


Unit II


Unit III


Suggested Readings


5. Dr. S. K. Kabia - Tourism and Environment


B.A. (VS) Tourism Management Semester III

Paper 3.3 Tourism Marketing

Duration: 3 hours  Marks: 100  lectures: 65

Objectives

The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches and to formulate marketing plans for tourism industry.

Unit I  20


Unit II  25

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

Unit III  20


Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

Suggested Readings:

- NamaKumari and Rama Swami- Marketing Management
B.A. (VS) Tourism Management CBCS

B.A. (VS) Tourism Management  Semester III

Paper 3.4 Computer Concepts And Software Packages

Duration: 3 hours  Marks:75  lectures: 50

Unit I  5

Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

Unit II  5


Unit III  15

Operating System: Need and functions of an Operating System, Graphic user interface and character user interface.Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc.Desktop, control panel, system tools, utilities such as calculator, calendar, etc.Explorer: file types, attributes, names, folders, drives, devices.File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

Unit IV  10


Unit V  15

Office Applications: Meaning and applications of word processing,


MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts.Meaning and applications of presentation.

MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc.
B.A. (VS) Tourism Management CBCS

The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.

Suggested Readings

- Absolute Beginner's Guide to Computer Basics by Michael Miller
- Fundamental of Computers by AkashSaxena, Kratika Gupta
- Fundamentals of Information Technology, Alexis and Mathew
- Computers Today, Donald H. Sanders.
- Basic Financial Accounting, J.R. Monga
- Computer Fundamentals, P.K. Sinha
- Double Entry Book-Keeping, T.S. Grewal and Grewal.

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

Computer Concepts, Software Packages and Computerized Accounting

<table>
<thead>
<tr>
<th>Time: 60 Minutes</th>
<th>Practical 20</th>
<th>Maximum Marks: 25</th>
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<tr>
<th>Ques. No.</th>
<th>Description of Question</th>
<th>Marks</th>
<th>Time Allowed</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Lab testing of various concepts MS word, PPT and Excel as mentioned in Unit V.</td>
<td>25</td>
<td>60 minutes</td>
</tr>
</tbody>
</table>

Note

1. There will be no internal assessment in Practical component of this Paper.
2. 10 minutes time may be given to the examinees for adjustment of computers before the practical.
3. Hard Copy of evaluation sheet and question paper will be given to examinees and they will produce soft copy as answer sheet for evaluation.
B.A. (VS) Tourism Management CBCS

B.A. (VS) Tourism Management  Semester IV
Paper 4.2 Profile of Modern Tourism

Duration: 3 hours             Marks: 100              lectures: 65

Objectives

This will give an overview of tourism industry and different related organisations. It also enable them to understand the basic concepts and environment of modern tourism.

Unit-I 20

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

Unit II 25

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism. Fairs and festivals. Counter seasonal policy. Special interest tourism and its resources. Wild life sanctuaries and national parks, Wildlife tourism.

Unit III 20


Suggested readings:

1. Abrahim, Pizen and Yoel Mansfiel, Ed. Consumer Behaviour in Travel and Tourism
3. Jones and Radcliffe “Leisure and Tourism” Longman Harlem
4. K. Ghimire “The Native Tourist” Earthscan, London,
6. Robinson- “The Geography of Tourism”
B.A. (VS) Tourism Management CBCS

B.A. (VS) Tourism Management  Semester IV

Paper 4.3 Managerial Accounting & Finance in Tourism

Duration: 3 hours  Marks: 100  lectures: 65

Objectives: The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.

Unit I:  15

Unit II:  15

Unit III:  10
Meaning, Role, Scope and Importance of Financial Management: Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function. Financial Planing, Capitalisation and Capital Structure: Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization,

Unit IV  15
Optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets

Unit V  10

Suggested readings

1. Anthony and Reece, Management Accounting Principles : Text and Cases
5. Pandey, I.M., Financial Management, Vikas Publication
7. Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.
Objectives

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Unit I

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit IV

Vocabulary Words often confused, Words often misspelt, Common errors in English.

Unit V

B.A. (VS) Tourism Management CBCS

Suggested Readings:


3. Shirley Taylor, *Communication for Business, Pearson Education*


5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.

*Note: Latest edition of text books may be used.*
B.A. (VS) Tourism Management Semester V

Paper 5.1 Tourism Undertaking

Duration: 3 hours        Marks: 100        lectures: 65

Objectives: This will give an overview of tourism transportation system and various organizations. Further students will understand formalities and documentation needed to set up these units.

Unit I                        20

Modes of transport- Rail, Road, Air and Sea. Elements of transportation. Political influences on transport for tourism. Regulation of competition. Role of Railways in promotion of domestic tourism. Important tourist trains in India. Case study of Air India and a few important International Airlines.


Unit II                       25

Definitions of Travel Agency and Tour Operators, Itinerary making and costing, Approval of Travel Agency by Department of Tourism, Govt. of India. Rules and Regulations for approval. Classifications of travel agents and Forms of organizations. Functions of travel agency and the tour operators. Tour planning.

Unit III                      20


Suggested readings

- Achariya “Civil Aviation and Tourism Management”
- Mill and Morrison- “The Tourism System”
- Murphy- “Transport and Distribution”
- Jagmohan Negi - Travel Agency Operations and Concepts and Principles
- S. P. Singh – Travel Tourism Management
- Hollander S. - Passenger Transportation (Michigan: Michigan State University)
B.A. (VS) Tourism Management CBCS

B.A. (VS) Tourism Management

Semester V

Paper 5.2 Internship Project/ Project

Marks: 100 lectures: 20

Objectives: to provide basic and hand on understanding of the industry.

Note:

Each student of Vocational Courses shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.
B.A. (VS) Tourism Management CBCS

B.A. (VS) Tourism Management  Semester V

Paper 5. 3 Corporate Laws

Duration: 3 hours  Marks: 100  lectures: 65

Objectives: The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case law.

Unit I

Introduction: Characteristics of a company, concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, Formation of company – Promoters, their legal position, pre-incorporation contract and provisional contracts. Documents – Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building process

Unit II

Share Capital – issue, allotment and forfeiture of share, demat of share, transmission of shares, buyback, share certificate and share warrant, Members and shareholder – their rights and duties. shareholders meetings, kinds, convening and conduct of meetings, AGM, EGM, Class meetings.

Unit III

Management – Directors, classification of directors, dis-qualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, Key managerial personnel and remuneration, Dividend Provisions and issue of bonus shares. Investigations. Audit and accounts

Unit IV

Winding up – concept and modes of winding up

Emerging issues in company law: One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLP), Insider Trading, Rating Agencies, Producer Company – concept and formation.

Unit V
B.A. (VS) Tourism Management CBCS

**Depositories Act 1996:** Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

**Suggested Readings:**
- DagarInderjeet and AgnihotriAnurag “Corporate laws” Galgotia publishing company, New Delhi
- Bharat Law House, New Delhi, "*Manual of Companies Act, Corporate Laws and SEBI Guidelines*”.
- Charlesworth& Morse, “*Company Law*”, Sweet & Maxwell”, London, U.K.
B.A. (VS) Tourism Management CBCS

B.A. (VS) Tourism Management

Semester V

Paper 5. 3 Culture in Indian Subcontinent I

Duration: 3 hours Marks: 100 lectures: 65

Objective - This course is designed for vocational students to understand the Indian cultural traditions and heritage from ancient to modern times. It highlights the plurality of Indian culture through the medium of language, literature, music, dance and architecture.

Unit I

Definitions of Culture and its various aspects: (i) Perspective on Cultures: Indian Cultural tradition: An overview (ii) Plurality of Cultures: Social Content of Culture

Unit II

Language and Literature, Sanskrit: Kavya - Kalidasa’s Ritusambhara, Prakrit: GathaSaptasati, Development of vernacular language and literature, Indo-Persian Literature: Amir Khusro’s works, Urdu poetry and prose: Ghalib

Unit III

Performing Arts, Hindustani, Carnatic classical Music, Devotional music: bhakti and sufi Classical and Folk Dance, Theatre: Classical, Folk, Colonial and Modern

Unit IV

Architecture: Meanings, form and Function, Rock-cut-Mamallapuram, Structural – temple architecture- Khajuraho complex and Tanjavur temple; Fort – Dalulatabad or Chittor forts; Palace-dargahat FatehpurSikri; Colonial – Lutyen’s Delhi

Suggested Readings

- Asher Catherine, Architecture of Mughal India.
- Basham A.L., The Wonder that was India. Volume I, New Delhi.
- Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.
B.A. (VS) Tourism Management CBCS

- Tillotson G, Havelis of Rajasthan.
- Zimmer, H., Myths and Symbolism in Indian Art and Civilization, Princeton Press, New Jersey, N.D.
- VatasayanaKapila; Indian Classical Dance, Publications Divisions, New Delhi, 1974 (in Hindi Translation also)
B.A. (VS) Tourism Management  Semester V

Paper 5.4 Airport Handling

Duration: 3 hours Marks: 100 lectures: 50

Objectives

To familiarize students with the functioning and operations at Airport and their handling from tourism point of view

Unit I 10

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time,

Unit II 10

Aviation organization: AAI, IATA and ICAO: Functions, Role, relevance in Aviation sector

Unit III 10

Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations.

Unit IV 10

Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passengers needing special attention.

Unit V 10

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Embarkation and Disembarkation Process. Mixed class journey, around the world fares (RTW) special fairs.

Suggested Readings:

- JagmohanNegi, ‘Air travel Ticketing and Fare construction’, Kanishka, NewDelhi,
- OAG, Consultant, IATA, Geneva
- Air Tariff Book
- Stephen Shaw, ‘Airlines in Shifts &Mgt’, Ashgate Pub, USA
- R. Doganis, ‘Airport Business’
- K.Sikdar, All you wanted to know about airlines functions
- Journal of Air Transport Management by Elsevier Science
B.A. (VS) Tourism Management Semester VI

Paper 6.1 Procedure and Operations in The Tourism Business

Duration: 3 hours  Marks: 100  lectures: 65

Objectives

The students will understand the conceptual meaning of Travel business and differentiation between Travel agency and Tour operator.

Unit I  20

Facilitation - passport, visas, immigration, customs, health requirements, travel insurance, Airport handling. Ticketing procedures, Credit and Commissions. Alliances and Loyalty programmes. CRS and GDS. GITs and FITs.

Unit II  25


Unit III  20

Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sight seeing, special interest, free time, emergency procedures, finance & accounting. Tourism trade and consumer protection acts. Issues relating to tourism laws and legislation. International Agreements viz. GATS. Tour escorting ethics.

Suggested Readings

1. Bull, A. The Economics of Travel and Tourism, Longman: UK.
2. Jagmohan Negi - Travel Agency & Tour Operations
3. IATO Manuals and reports.
7. Bezbaruah, M.P. Indian Tourism beyond the Millennium, Gyan Publication, New Delhi, 1999
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B.A. (VS) Tourism Management  Semester VI

Paper 6.2 Globalization

Duration: 3 hours       Marks: 100       lectures: 65

Objectives: The Paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/national policies than follow the one-size-fits-all approach.

Unit I

Meaning and contents of globalization- First and second phases of modern economic globalization.
Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit II

Role of globalisation in reducing inequality and poverty.
Distribution of benefits of globalisation shared by developed and developing countries

Unit III

Globalisation and the world economy - production, global value chains - a case of simultaneous integration and segmented production.

Unit IV

Critique of globalisation – To what extent globalisation implies a rise of neo-liberalism.
To understand the decline in the authority of the Nation-sate and reduction of policy space.Major brunt borne by social spending and decline of safety nets.

Unit V

- Global governance - IMF, World Bank and the WTO. Role of the WTO in governing the world trading systems.
- The way forward - stress on local/regional/national (context-specific) than global economy

Suggested Readings

- Deepak Nayyar, Globalisation
- Joseph Stiglitz, Globalisation and its discontents
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Semester VI

Paper 6.3 Conservation and Preservation of Nature and Culture

Duration: 3 hours       Marks: 100       lectures: 65

Objectives: A crucial course for undergraduates of all streams, this course addresses the contemporary environmental themes and concerns. Important themes of nature are environment history, impact of colonialism on forests and rivers, resource use and conflict, development, vulnerability & disaster. The objective of this course is to develop an understanding and appreciation of culture in South Asia built around diverse regions, languages, religions and traditions.

UNIT I

Approaches to environmental history: the emergence of a field and its multi-disciplinary orientations, Asian landscapes, Environmental thought and environmentalism, Colonialism and environmental change

UNIT II

The politics of resource control and extraction over forests, Water politics, The city and its environment, Disasters and vulnerability.

UNIT III

Defining national and regional culture, Rediscovering Religion, Tradition and Myth, Language, Literature and state, Unity in diversity

UNIT IV


UNIT V


Suggested Readings:

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- Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences, ed. by Ranjan Chakrabarti. Kolkata: Readers Service, 2006
- Geertz, Clifford. The Interpretation of Cultures. New York, 197
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**Semester VI**

**Paper 6. 3 Business Law**

**Duration:** 3 hours  \hspace{1cm}  **Marks:** 100  \hspace{1cm}  **lectures:** 65

**Objectives:** The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

**Unit I: The Indian Contract Act, 1872**  \hspace{1cm}  **20**

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts

**Unit II: The Indian Contract Act, 1872: Specific Contracts**  \hspace{1cm}  **10**

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Unit III: The Sale of Goods Act, 1930**  \hspace{1cm}  **10**

a) Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Unit IV: Partnership Law**  \hspace{1cm}  **15**

**The Partnership Act, 1932:** Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Mode of Dissolution of Partnership

**The Limited Liability Partnership Act, 2008:** Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, winding up

**Unit V: The Negotiable Instruments Act, 1881**  \hspace{1cm}  **10**

Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheques
Suggested Readings


**Note:** Latest edition of text books may be used.
Objective - This course is designed for vocational students to understand the Indian cultural traditions from ancient to contemporary times. It explains classical and popular art forms, communication and patronage.

Unit I  

Unit II  
Medieval idiom – Mughal paintings, painters and illustrated texts, Modern – company school, Ravi Varma, Bengal School, Amrita Shregil and Progressive Artists.

Unit III  
Popular Culture  
   a) Folk Lore and Oral tradition of Kathas, narratives, legends and proverbs, Linkages of bardic and literary traditions.  
   b) Festivals, fairs and fasts; Links with tirtha, pilgrimage and localities.  
   c) Textile and Crafts; the Culture of Food.

Unit IV  
Communication, Patronage and Audiences  
   a) Court Merchant groups and communities.  
   b) Culture as Communication.

Unit V  
Nationalism and the issue of Culture; Institutions of Cultural Practices Colonial and Post Colonial.
Suggested Reading:

- K. T. Acharya, A Historical Dictionary of Indian Food, OUP.
- Banerjea J.N.: The Development of Hindu Iconography, Calcutta, 1956
- Bussagli M and Srivaramamurthy C.: 5000 Years of Indian Art, New York, n.d.
- History and Culture of the Indian People, BharatiyaVidyaBhavan Series.
- Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992
- MitterPartha: Art and Nationalism in Colonial India, OUP, Delhi.
- Mukherji: Folk Art of India
- Ramanujan, A.K., Collected Papers OUP.
- Richman, Paula, Many Ramayanas OUP.
- Traditional Indian Theatre: Multiple Streams, Hindi translation: ParamparikBharatiya
- Rangmanch: AnantDharayed NBT, New Delhi 199
B.A. (VS) Tourism Management

Semester VI

Paper 6.4 E - Commerce

Duration: 3 hours Marks: 100 lectures: 50

Objectives: To give on hand knowledge on the issues related to E-Commerce. So that student should become familiar with mechanism for conducting business transactions through electronic means

Unit I: 10

Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Unit II 10

Technology: technologies used in E-commerce, The dynamics of world wide web and internet (meaning, evolution and features); Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit III 15

Security and encryption: Need and concepts, The E-commerce security environment: (dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cybervandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), IT Act 2000 (meaning and provisions)

Unit IV 10

E-payments system: Models and methods of E-payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

Unit V 5

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like (banking, insurance,
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payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment

Suggested readings

- Management Information System: Jawadekar
- Management Information System: Laudon&Laudon
- The Essential Guide to Knowledge management: AmritTiwana
- The GIS Book: George B. Karte.
- Internet (Use of Search Engines Google & yahoo etc)
- E-Commerce: Milind Oka
- E-Commerce: C.V.S. Murty
- Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
- E-Governance Case Studies – Ashok Agarwal