

University of Mumbai



No. UG/17 of 2019-20

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty is invited to the syllabus by Academic Authority Unit which was accepted by the Academic Council at its meeting held on 6th August, 2005, **vide** item No. 4.27, relating to the syllabus for Certificate Course/ Diploma/Advance Diploma in Tourism & Travel Management (Add-on-Course) w.e.f. the academic year 2005-2006 and 2006-2007.

They are hereby informed that the recommendations made by the I/c Dean, Faculty of Commerce & Management, have been accepted by the Academic Council at its meeting held on 26th December, 2018 **vide** item No. 4.16 and that in accordance therewith, the revised syllabus for Add-on-Vocational Certificate, Diploma and Advanced Diploma Course in Tourism & Travel Management (Sem. I to VI) (intake capacity 25 students) has been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032

20th May, 2019

To

(Dr. Ajay Deshmukh)
REGISTRAR

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.16/26/12/2018

No. UG/17 -A of 2019-20

MUMBAI-400 032

20th May, 2019

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Commerce & Management,
- 2) The Director, Board of Examinations and Evaluation,
- 3) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)
REGISTRAR

AC - 26/12/2018
Item No. : 4.16

UNIVERSITY OF MUMBAI



**Syllabus for Add-on-Vocational
Certificate, Diploma and Advanced Diploma Course
in
Tourism & Travel Management
Semester I to VI**

**Under the Faculty of Commerce & Management
(with effect from the Academic Year 2018-19)**

FIRST YEAR ADD-ON-VOC TOURISM & TRAVEL MANAGEMENT
CERTIFICATE, DIPLOMA AND ADVANCED DIPLOMA COURSE
SYNOPSIS OF SYLLABUS

(w.e.f. 2018-2019)

PAPER – I
TOURISM PRODUCT AND BUSINESS

OBJECTIVES OF THE COURSE :

- Understand the concept of tourism product
- Know the elements of tourism product
- Understanding basic process of developing the tourism product
- Know the components of tourism product
- Understanding concept of branding and marketing the tourism product

SEMESTER – I

Unit I **(10 Lectures)**
Definition of Tourism – Types of Tourism – Basic Components of Tourism – Motivation for Tourism.

Unit II **(10 Lectures)**
Different kinds of Accommodations : Star Hotels – Resort Groups – Cottages – Time share Hotels – Motels. Different kinds of Transport: Air Transport – Rail Transport – Sea way Transport and Road Transport.

Unit III **(10 Lectures)**
Tourism Development in India : Sargent Committee – Ministry of Tourism – ITDC – TTDC – Trade Fair – Travel Agents Association of India (TAAI).

SEMESTER – II

Unit I **(10 Lectures)**
Travel Intermediaries : Travel Agency – Tour Operator – Tourist Guides – International Air Transport Association (IATA) – Pacific Area Travel Association (PATA) – International Civil Aviation Organisation (ICAO) – World Tourism Organisations (WTO).

Unit II **(10 Lectures)**
Documentation: Passport - Visa – Emigration and Immigration – Foreign Exchange – Balance of Payment – Insurance Cover – Overseas Tour Packages.

Unit III **(10 Lectures)**
Tourism Marketing – Purpose of Tourism Marketing – Marketing Information System (MIS) – Tourism promoting strategy – Tourism planning – Tourism Advertisement Strategy – Publicity – Overseas Marketing and Domestic Marketing.

REFERENCES :

- Ramachary, Tourism in India, 2001
A.K. Bhatia, Tourism in India, 2001
Davison Rob, Toursim Pitman, London 2004
G.K. Puri, Handbook of Tourism.

PAPER – II

CULTURAL TOURISM IN INDIA (PROJECT BASED PAPER) 6 PROJECTS RESEARCH / PRESENTATION PROJECTS RELATED TO THE TOPICS COVERED

OBJECTIVES OF THE COURSE :

- To discuss the need to preserve and respect our cultural heritage
- To explain the types of cultural heritage
- Understanding the significance or importance of cultural heritage
- Contribution of Cultural Heritage in Indian tourism
- Role of government in preserving this heritage.

SEMESTER – I

Unit I (10 Lectures)

Travel for Knowledge and Education – Travel during Ancient Period – Nalanda, Taxila.

Unit II (10 Lectures)

Culinary Traditions, Performing Arts Crafts, Melas, Emporias, Folklores, Traditions. Music – Hindustani, Carnatic Dance – Kuchipudi, Odisi, Kathakalli, Bharathanattiyam.

Unit III (10 Lectures)

Research based Projects / Live Projects on Cultural Tourism.
Usage of various Maps and Experiential Learning.

SEMESTER – II

Unit I (10 Lectures)

Fairs – Festivals – Eco-Tourism – The Concept, Significance & Importance – Recent Trends in Eco Tourism – Geography of Tourism – South Indian Culture – Art & Architecture – Temples in West Coast – Thiruvananthapuram and Guruvayur.

Unit II (10 Lectures)

Temples – Heritage Tourism – Sports Tourism – Health Tourism – Adventure Tourism.

Unit III (10 Lectures)

Research based Projects / Live Projects on Cultural Tourism.
Usage of various Maps and Experiential Learning.

REFERENCES :

- Rometa Chawla – Economics of Tourism and Development 2002.
K.K. Sharma – Tourism and Economics Development 2003.
M.Pankaj Bhalla – potential of Tourism in Study of Himachal Pradesh 2004.
Diamond J. – Tourism Role in Economic Development and Cultural Change 2004.
Jafari – Economic Costs of Tourism Developing Countries.

OUTLINE OF THE QUESTION PAPER : (Maximum Marks – 50)

- Q.01/ Conceptual Testing. (10 Marks)
Q.02/ Objective based questions (Fill in the Blanks, Match the Columns, Multiple Choice Questions, One word Questions, True or False). (10 Marks)
Q.03/ Long answer questions. (20 Marks)
Q.04/ Short notes / Short answer questions. (10 Marks)

SECOND YEAR ADD-ON-VOC TOURISM AND TRAVEL MANAGEMENT

CERTIFICATE, DIPLOMA AND ADVANCED DIPLOMA COURSE

SYNOPSIS OF SYLLABUS

(w.e.f. 2018-2019)

PAPER – III

TOURISM MARKETING

OBJECTIVES OF THE COURSE :

- To conduct a market research and identify places and activities of touristic interests e.g. local cuisine, dance, cuisine, art and craft, speciality tourism, festivals and event sets.
- Itinerary making and world geography

PRACTICALS AND PROJECT WORK WHICH CAN BE UNDERTAKEN :

- Visit to travel Agencies, Hotels.
- Making Itineraries.
- Attending Seminars.
- Internship / On the Job Training.

SEMESTER – III

Unit I (10 Lectures)
Marketing Concepts, Customer Orientation and Tourism Marketing – Tourism Product.

Unit II (10 Lectures)
Tourism Market Analysis – Tourism Pricing.

Unit III (10 Lectures)
Tour Packaging concepts and methodology

SEMESTER – IV

Unit I (10 Lectures)
Marketing and Advertising – Tourism Marketing and Public Relations.

Unit II (10 Lectures)
Planning Process and Market Research – Techniques of Tour Planning.

Unit III (10 Lectures)
Communication and Customer Service Skills

OUTLINE OF THE QUESTION PAPER : (Maximum Marks – 50)

- Q.01/ Conceptual Testing. (10 Marks)
- Q.02/ Objective based questions (Fill in the Blanks, Match the Columns, Multiple Choice Questions, One word Questions, True or False). (10 Marks)
- Q.03/ Long answer questions. (20 Marks)
- Q.04/ Short Notes / Short answer questions. (10 Marks)

PAPER – IV

TRAVEL AGENCY AND TOUR OPERATORS BUSINESS

OBJECTIVES OF THE COURSE :

- Getting and insight about travel agency operations
- Creating Entrepreneurial mindset

PRACTICALS AND PROJECT WORK :

- Prepare Brochures
- Knowing Documentation

SEMESTER – III

Unit I (08 Lectures)

Distribution Chain – Tourism related suppliers.

Unit II (08 Lectures)

Tour Operations

Unit III (14 Lectures)

Documentation : Visa Formalities & Procedures, Immigration and Custom Department – Foreign Exchange – FEMA.

SEMESTER – IV

Unit I (10 Lectures)

Role of Airlines, Airways, Roadways – Map Charting and Global Indicators.

Unit II (10 Lectures)

Accommodation Types – Basics of Ticketing.

Unit III (10 Lectures)

Itinerary basics in Preparation – Glossary of Travel Trade.

REFERENCES :

Tourism Marketing – Philip Kotler.

India Travel Guide Book.

Tourism Marketing – Astrategic Approach by Apple Academic Press.

A Dictionary of Travel and Tourism – Allan Beaver.

OUTLINE OF THE QUESTION PAPER : (Maximum Marks – 50)

- Q.01/ (A) Conceptual Testing. (10 Marks)
(B) Objective based questions & write IATA codes for the various cities. (10 Marks)
(C) Plot the following Indian States and capitals on the map of India. (05 Marks)
- Q.03/ Long answer questions. (15 Marks)
- Q.04/ Short notes / Short answer questions. (10 Marks)

THIRD YEAR ADD-ON-VOC TOURISM AND TRAVEL MANAGEMENT

CERTIFICATE, DIPLOMA AND ADVANCED DIPLOMA COURSE

SYNOPSIS OF SYLLABUS

(w.e.f. 2018-2019)

PAPER – V

FRONTIERS OF NEW TOURISM

OBJECTIVES OF THE COURSE :

- Current affairs regarding new tourism forms.
- Overall ways to save tourism resources for future generation.
- Tourism Getways.
- Holistic perspective of tourism.

SEMESTER – V

Unit I (20 Lectures)
Tourism Development.
Role of Environment in tourism development.

Unit II (20 Lectures)
Destination Development.
Tourism and Man Power Development.

Unit III (20 Lectures)
Global code of ethics in tourism.
Ten Commandments.

Unit IV (20 Lectures)
Tourism Policy and Planning.
Alternative types of Tourism.

Unit V (20 Lectures)
Communication and Automation.
Introduction to Hospitality and its terms & International Tourism.
Current Affairs.

REFERENCES :

The Art of Travel – Alain De Botton.
Ecotourism and Sustainable Development – Martha Honey.
Global Tourism – William Theo Bald.

OUTLINE OF THE QUESTION PAPER : (Maximum Marks – 100)

- Q.01/ Conceptual Testing. (10 Marks)
Q.02/ Objective based questions (Fill in the Blanks, Match the Columns, Multiple Choice Questions, One word Questions, True or False). (20 Marks)
Q.03/ Answer the following : Unit I (Any 2 out of 3) (20 Marks)
Q.04/ Answer the following : Unit II & III (Any 2 out of 3) (20 Marks)
Q.05/ Answer the following : Unit IV & V (Any 2 out of 3) (20 Marks)
Q.06/ Write short notes on (All units) (Any 2 out of 3). (10 Marks)

PAPER – VI

SECTION A : ENTREPRENEUR SHIP DEVELOPMENT (50 MARKS)

(This Section is Common for all Third Year Vocational Students) = 50 Marks

Module 1 : Introduction to Entrepreneurship (07 Lects)

- Concept & Definition of an Entrepreneur.
- Characteristics of an Entrepreneur.
- Functions of Entrepreneur.
- Need & Significance of Entrepreneurship Development.
- Types of Entrepreneurs.
- Intrapreneur – Meaning / Concept.
- Difference between Intrapreneur & Entrepreneur.
- Difference between Social Entrepreneur & Business Entrepreneur.
- Problems faced by Women Entrepreneurs.
- Entrepreneurship Development Programmes (EDP) – Concept & Importance.

Module 2 : Setting Up an Entrepreneurial Venture (07 Lects)

- Sources of Business Idea.
- Environmental Scanning.
- SWOC Analysis.
- Project – Concept & Meaning.
- Project Report – Elements & Importance.
- Feasibility Study – Concept – Importance – Areas.
- Steps in Project Selection.
- Business Plan – Concept – Elements – Devising a B – Plan on Business Ideas.

Module 3 : Sources of Finance for an Entrepreneur (07 Lects)

- Fixed Capital & Working Capital.
 - Meaning & Factors.
- Capital Structure – Concept.
- Special Schemes for Women Entrepreneurs.
- Institutional Support to an Entrepreneur.
 - Small Industries Development Bank of India (SIDBI).
 - National Bank of Agriculture & Rural Development (NABARD).
 - National Small Industries Corporation (NSIC).
 - Industrial Development Bank of India (IDBI).
 - Khadi & Village Industries Commission (KVIC).
- Recent Trends of Finance Options for start-ups to venture into entrepreneurship
High Network Individuals (HNI's), Venture Funding.
- Self Help Groups.
- Microfinance.

Module 4 : Forms of Organisation & New Opportunities Available to Entrepreneurs (07 Lects)

- Forms of Organisation – Sole Trading Concern – Partnership Firm – Limited Liability Partnership (LLP) – Limited Company – Public Company – Non-Government Organisations (NGO's).
- Prospects and Challenges for Entrepreneur in India.
- Scope of E-Entrepreneurship.
- Role of Entrepreneurship Development Cell (EDC) in Educational Institutions.

Module 5 : Practical Training / Project Work on Live Projects / Start-Up Ventures in Any Form / Venturing into any form of Entrepreneurship. (02 Lects)

(30 Lects)
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Total Marks
Theory : **35**
Practical / Project : **15**
50 Marks

OUTLINE OF THE QUESTION PAPER : (Maximum Marks – 100)

Section I (Max marks - 35 marks)

- N.B : 1) Q.01 is compulsory
2) Attempt any two questions from Q.02-Q.05

- Q.01 /- Answer the following. (Any 1 out of 2) (07)
Q.02/- Answer the following. (14)
Q.03/- Answer the following. (14)
Q.04/- Answer the following. (14)
Q.05/- Write short notes on. (Any two) (14)

N.B : Q.02- Q.04 can be descriptive questions or short answer questions.

Sec B : Case Study (50 M)

Unseen comprehension and practical questions will be given.
6 Questions each of 5 marks will be asked **(30 M)**.
Remaining 20 marks 2 long answers out of 4 will be asked **(20 M)**.

PAPER – VII

PROJECT WORK (200 M)

Destination based project. **(100 M)**
Internship Training / OJT. **(50 M)**
Project on the Study Tour. **(50 M)**

N.B. : Study Tour (1 Tour in a period of 3 years) and Internship Training (2 months) is mandatory for Travel & Tourism Students, failing which the Advance Diploma Certificate will not be release.

COURSE FEES RECOMMENDED :

Course	Year	Fees	Project	Practicals	Total p.a.
First Year	Certificate Course	3000	–	–	3000
Second Year	Diploma Course	3000	–	–	3000
Third Year	Advance Diploma Course	3000	1000 (inclusive of all projects)	–	4000

INTAKE CAPACITY : 25 Seats