

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

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



LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034. Tel.: 2354 8240 / 2354 8241 Fax : 2353 2896

E-mail : llcolcom@mtnl.net.in | principal.llc@gmail.com | Website : www.lalacollege.edu.in

Lala Lajpatrai College of Commerce & Economics (Autonomous)

Mahalaxmi, Mumbai – 400034.

Date: 07.05.2024

NOTICE

This is to inform you that an **Online Meeting** of Board of Studies in Commerce, Management and Law is scheduled on **Tuesday, 14th May 2024 at 11.00 a.m. through Zoom platform.**

The link for the same will be sent on your **official E-mail Id and Whatsapp group.**

AGENDA

1. To read and confirm the minutes of the meeting scheduled on 23rd April 2024.
2. To frame and confirm the structure of the program M.Com Part – I & II Business Management and syllabus for M.Com Part – I applicable w.e.f. 2024-25.
3. To frame and confirm the structure and syllabus of First Year Mandatory Commerce Papers (SEM – I and SEM – II) and verticals under Vocational Skill Course (VSC) in the subject of Advertising I & II.
4. To frame and confirm the structure and syllabus for Add-on-Vocational courses.

Programme / Course	Year
1. Certificate Course in E-Commerce, Tourism & Travel Management, Principles & Practices of Insurance. (As per NEP 2020)	First Year
2. Diploma & Advance Diploma in Tourism & Travel Management, Principles & Practices of Insurance.	Second and Third Year

5. To invite suggestions from the board if any.
6. Any other matter with the permission of the chair.


I/C Principal

CC:

1. In-charge Principal
2. Chairman Board of Studies (Department of Commerce, Management and Law)
3. Member Board of Studies (Department of Commerce, Management and Law) – List Enclosed
4. Department File



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Lala Lajpatrai College of Commerce & Economics (Autonomous)
Mahalaxmi, Mumbai – 400034.

Date: 15.05.2024

NOTICE

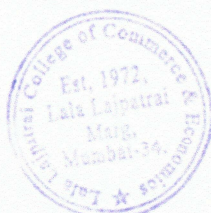
This is to inform you that an Online Academic Council Meeting is scheduled on Saturday, 18th May, 2024 at 11.00 a.m.

For Virtual mode click on the following link:

<https://us06web.zoom.us/j/88105693371?pwd=IU89tajjku9baGU1vagFbbT8WiVah.1>

AGENDA

1. To read and confirm the minutes of AC meeting held on 29th April 2024.
2. To approve the structure & subjects for F.Y.B.Com as per NEP 2020.
3. To approve the syllabus and evaluation pattern of subjects of F.Y.B.Com w.e.f AY 2024-25.
4. To approve the structure, syllabus & evaluation pattern as per NEP 2020 for PG Programs in
M.Com Part I (Advanced Accountancy),
M.Com Part I (Business Management) & structure of M.Com Part II (Advanced Accountancy & Business Management).
5. To approve the subjects, syllabus & evaluation pattern of the following FY, SY & TY Add-on-Vocational Courses:
 - Taxation Procedures & Practices
 - Tourism & Travel Management
 - Computer Applications
 - E-Commerce
 - Principles & Practices of Insurance
6. Any other matter with the permission of the chair.



[Signature]
I/C Principal



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Lala Lajpatrai College of Commerce & Economics (Autonomous)
Mahalaxmi, Mumbai – 400034.

Date: 25.05.2024

NOTICE

This is to inform you that an Online Governing Body Meeting is scheduled on Monday, 27th May, 2024 at 04.00 p.m.

For Virtual mode click on the following link:

<https://us06web.zoom.us/j/81741341595?pwd=OAnjh4c/PCVndVgyVnRlT3Q1ZzZl>

AGENDA

1. To read and confirm the minutes of Governing Body meeting held on 3rd May 2024.
2. To change the approved intake capacity of BMS (Bachelor in Management Studies) under AICTE from 240 seats to 120 seats and pass resolution for the same.
3. To approve 120 seats for B.Com (Management Studies) as per University Circular No.AAMS_UGS/ICC/2024-25/02 and pass resolution for the same.
4. To approve the structure and subjects for F.Y.B.Com as per NEP 2020 w.e.f A.Y. 2024-25.
5. To approve the syllabus and evaluation pattern of subjects of F.Y.B.Com w.e.f A.Y. 2024-25.
6. To approve the structure, syllabus & evaluation pattern as per NEP 2020 for PG Programs in:
M.Com Part I (Advanced Accountancy),
M.Com Part I (Business Management) & structure of M.Com Part II (Advanced Accountancy & Business Management).
7. To approve the subjects, syllabus & evaluation pattern of the following FY, SY & TY Add-on-Vocational Courses:
 - Taxation Procedures & Practices
 - Travel and Tourism Management
 - Computer Applications
 - E-Commerce
 - Business Risk Management
8. Any other matter with the permission of the chair.


FC Principal

AS PER NEP 2020

**LALA LAJPATRAI COLLEGE OF
COMMERCE AND ECONOMICS**

**MUMBAI – 400034
(AUTONOMOUS)**



**Syllabus for Add-on-Vocational Course
Certificate Course in Travel & Tourism Management
Semester I and II**

**Under the
Faculty of Commerce, Management & Law
(with effect from the Academic Year 2024-25)**

LALA LAJPATRAI COLLEGE OF COMMERCE & ECONOMICS
MAHALAXMI, MUMBAI – 400 034

Nature of Course	Add-on- Vocational Course
Program Title	Travel & Tourism Management
Course Title (SEM I)	Tourism Product & Business -I
	Cultural Tourism - I
Course Title (SEM II)	Tourism Product & Business - II
	Cultural Tourism - II
Course Credit	4 (Two credits per course)
Level – I (Certificate Course)	First Year B. Com/BAF/BBI/BMS/BScIT/BFMg/BAMMC or any other equivalent UG Programme in any year.
Eligibility	HSC from a recognized Board from Arts, Science or Commerce or any other relevant stream.
Proposed Fees (Sem I & II)	Rs. 6000/- (inclusive of Examination Fees for the successful completion of the Certificate Course only)
Intake Capacity	25
Course Code	
Paper	I
Semester and academic year	I – 2024-25
Duration (Hrs.)	60 hours (2 hours per week)
Internship Training/ OJT	Two months spread across the course study of three years

Learning Objectives

- To understand the basic knowledge & components related to tourism industry
- To overview the basic knowledge related to cultural and heritage tourism.
- To understand the background, concept & significance of preserving and maintaining the cultural heritage.
- To analyse the importance of cultural and heritage tourism in India.
- To gain the basic knowledge related to culture, wildlife, sustainable and eco-tourism.
- To identify the impact of tourism and the need of tourism for SDGs.

Course Outcomes

- Certificate Course Completion.
- Help initiate a vocation in understanding & assisting professionals in the field of Travel & Tourism Management.

SEMESTER-I

Tourism Product & Business -I**Course Content – (Two Credits)**

Unit	Content	No. of Lectures
1.	❖ <u>Introduction to Tourism</u> • Definition of Tourism and other related terminologies • Travel intermediaries – Travel agents/ agencies – Tour Operator – Tour Guides – Translators. • Types of Tourism • Basic Components of Tourism	10
2.	❖ <u>Accommodation & Transport</u> • Different kinds of Accommodations: Star Hotels – Resort Groups – Cottages – Timeshare Hotels – Motels. • Different kinds of Transport: Air Transport – Rail Transport – Waterway Transport and Road Transport.	10
3.	❖ <u>Tourism & Hospitality Industry: Skill Sets & Etiquettes</u> • Skill Component – Meeting and greeting phrases in the tourism and hospitality industry – Content Editing Skill. • Personality Development – Body Language – Personal Grooming – Social Etiquettes.	10

Cultural Tourism -I
Course Content – (Two Credits)

Unit	Table of Contents	No. of lectures
1.	❖ <u>Introduction to Cultural & Heritage Tourism</u> • Geography of Tourism – Cultural Tourism destinations – Museums and Monuments • Heritage Tourism – Glimpses of the prominent architectural style flourished over the ages in India, Prominent Pilgrimage Tourism destinations based on various religions.	10
2.	❖ <u>Health & Wellness Tourism & Sports Tourism</u> • Health & Wellness Tourism - Destinations – Traditional and modern practices. • Sports Tourism – Prominent Adventure Tourism places in India.	10
3.	❖ <u>Cultural Tourism: Role of Government and other Stakeholders</u> • Role of Government and other Stakeholders: Preservation and maintaining Cultural Heritage in India, Significance of Travel and Tourism. • Motivation for Tourism : Maslow's hierarchy of needs model & travel motivation. Happiness Index.	10

❖ **EVALUATION PATTERN****Question Paper Pattern**

Question No.	Paper Pattern	Marks	Units	Total Marks
1.	Objective Based Questions- Fill in the blanks/Multiple Choice Questions/Match the following/True or False /Answer in one word (Any two variations - 1 mark for every variation with options (Any five out of seven))	10	Unit 1,2,3	50
2.	Answer the following. (A or B)	10	Unit 1	
3.	Answer the following. (A or B)	10	Unit 2	
4.	Answer the following. (A or B)	10	Unit 3	
5	Write short notes on (Any 2/4)	10	Unit 1,2,3	
N.B: Ten Mark questions can be further subdivided into two questions of five marks each				

References

- *Pran Nath Seth (2006): Successful tourism management, Sterling, New Delhi (Vol.1&2).*
- *A. K. Bhatia (2010): International Tourism Management, Sterling, New Delhi.*
- *A.K. Bhatia(1997): Tourism Management & Marketing.*
- *Milland Morrison (1992): The Tourism System: An Introductory Text, Prentice Hall, London.*
- *Cooper, Fletcher et al (1993): Tourism Principles and Practices, Pitman*

SEMESTER II

Tourism Product & Business -II**Course Content – (Two Credits)**

Unit	Content	No. of Lectures
1.	❖ <u>Tourism Organizations</u> • Tourism Organizations: Ministry of Tourism – ITDC – TTDC – Trade Fair – Travel Agents Association of India (TAAI). • International Air Transport Association (IATA) – Pacific Area Travel Association (PATA) – International Civil Aviation Organization (ICAO) – World Tourism Organization (WTO).	10
2.	❖ <u>Travel Documentation & Insurance</u> • Travel Documentation: Passport - Visa – Emigration and Immigration – Foreign Exchange – Balance of Payment. • Insurance Cover – Travel cards – Other documents. Tour Packages: Overseas Tour Packages.	10
3.	❖ <u>Event Tourism & MICE</u> • Event Tourism: Meaning – Classification – Positive & Negative Impacts. • MICE: Relationship and relevance between MICE, Events & Tourism Industry.	10

Cultural Tourism -II

Course Content – (Two Credits)

Unit	Content	No. of Lectures
1.	❖ <u>Tradition & Culture</u> - Fairs, Festivals, culinary traditions, Melas, Emporia's, Folklores and Indian traditions and Customs – Food – Dress – Art – Literature – Festivals – Handicrafts – Indian Painting. - Performing Arts: Music, Dance and Drama– Classical traditions of music and Dance of India and Yoga.	10
2.	❖ <u>Wildlife Tourism</u> - Wildlife Tourism in India – Flora & Fauna of India as a potential tourism resource. - National parks, wildlife sanctuaries, Safaris - Forts and Palaces - Mountains- Hill stations - Desert- Beaches- Islands - Coastal lines.	10
3.	❖ <u>Eco-Tourism</u> Eco-Tourism -Sustainable and Responsible Tourism – Meaning and Importance – Recent Trends in Eco Tourism and Sustainable Tourism in India. Tourism for SDGs. - Impacts of Tourism -Social, Cultural, Economic and Environmental Factors.	10

❖ EVALUATION PATTERNQuestion Paper Pattern

Question No.	Paper Pattern	Marks	Units	Total Marks
1.	Objective Based Questions- Fill in the blanks/Multiple Choice Questions/Match the following/True or False /Answer in one word (Any two variations - 1 mark for every variation with options (Any five out of seven))	10	Unit 1,2,3	50
2.	Answer the following. (A or B)	10	Unit 1	
3.	Answer the following. (A or B)	10	Unit 2	
4.	Answer the following. (A or B)	10	Unit 3	
5	Write short notes on (Any two out of four)	10	Unit 1,2,3	
N.B: Ten Mark questions can be further subdivided into two questions of five marks each				

References

- *Tourists Resource of India – Ram Acharya.*
- *Agarwal V.S. The Heritage of Indian Act, Publications Divisions, Govt. of India, New Delhi.*
- *Basham A.L., The Wonder That Was India, London.*
- *Basham A.L., (ed.) A Cultural History of India, Oxford University Press, New Delhi.*
- *WTO Sustainable Tourism Development, Guide for Local Planners.*
- *Sethi, Praveen, Tourism for the Next Millennium.*
- *Pran Nath Seth (2006): Successful tourism management, Sterling, New Delhi (Vol.1&2).*
- *A. K. Bhatia (2010): International Tourism Management, Sterling, New Delhi.*
- *A.K. Bhatia(1997): Tourism Management & Marketing.*
- *Milland Morrison (1992): The Tourism System: An Introductory Text, Prentice Hall, London.*
- *Cooper, Fletcher et al (1993): Tourism Principles and Practices, Pitman.*

Team for Creation of Syllabus

Sr. No.	Name	Association/College Name
1.	Mrs. Payal Parikh	Assistant Professor- Department of Bachelors in Financial Management & Visiting Faculty – Dept. of Add-on -Vocational Courses. – Lala Lajpatrai College of Comm. & Eco.
2.	Dr. Poulami Sarkar	Assistant Professor - DES' Kirti M. Doongursee College of Arts, Science and Commerce (Autonomous), Visiting Faculty – Dept. of Add-on -Vocational Courses. – Lala Lajpatrai College of Comm. & Eco.
3.	Ms. Priyanka Gala	Rail Europe Pvt Ltd - Industry Expert & Visiting Faculty – Dept. of Add-on - Vocational Courses. – Lala Lajpatrai College of Comm. & Eco.



Dr. Rahul Shetty
Chief Co-ordinator
Add-on-Vocational Courses



Prof. Dr. Purnima Sharma
Chairman – BOS (Commerce, Management & Law)