

# 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 6<sup>th</sup> 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 26<sup>th</sup> 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](http://www.mu.ac.in)).

MUMBAI – 400 032

20<sup>th</sup> 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 9<sup>th</sup> January, 2018.)

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

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No. UG/17 -A of 2019-20

MUMBAI-400 032

20<sup>th</sup> 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 – A strategic 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**

<b>Unit I</b> Tourism Development. Role of Environment in tourism development.	<b>(20 Lectures)</b>
<b>Unit II</b> Destination Development. Tourism and Man Power Development.	<b>(20 Lectures)</b>
<b>Unit III</b> Global code of ethics in tourism. Ten Commandments.	<b>(20 Lectures)</b>
<b>Unit IV</b> Tourism Policy and Planning. Alternative types of Tourism.	<b>(20 Lectures)</b>
<b>Unit V</b> Communication and Automation. Introduction to Hospitality and its terms & International Tourism. Current Affairs.	<b>(20 Lectures)</b>

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

## 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)**

<b>Total Marks</b>	
<b>Theory</b>	<b>: 35</b>
<b>Practical / Project</b>	<b>: 15</b>
	<b><u>50</u> Marks</b>

**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 :**

<b>Course</b>	<b>Year</b>	<b>Fees</b>	<b>Project</b>	<b>Practicals</b>	<b>Total p.a.</b>
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**