Institutional Learning Outcomes

Stella Maris College, an autonomous Catholic institution of higher education, is committed to the highest standards of academic excellence based on sound values and principles, where students are strengthened with whole person education to lead purposeful lives in service to the community and the nation.

The Institutional Learning Outcomes (ILOs) of Stella Maris College (SMC) reflect the broader mission and purpose of the institution. They are the overarching set of learning outcomes that all students, regardless of discipline, must achieve at graduation. All programme and course learning outcomes are mapped to the institutional outcomes, thus reflecting an overall alignment of values, knowledge and skills expected at programme completion. ILOs are designed to help guide individual departments and disciplines in the development of their programme learning outcomes.

The ILOs of SMC are formed by two components:

1. **Core commitments**: Knowledge and scholarship, values and principles, responsible citizenship, service to community
2. **Institutional values**: Quest for truth, spirit of selfless service, empowerment

Upon graduation, students of Stella Maris College will

- Display mastery of knowledge and skills in their core discipline (**Knowledge and Scholarship)**
- Exhibit in all actions and attitudes a commitment to truth and integrity in all contexts, both personal and professional (**Values and Principles)**
- Demonstrate knowledge about their role in society at local and global levels, and actively work for social and environmental justice (**Responsible Citizenship)**
- Engage in the process of self-discovery through a life-long process of learning (**Quest for truth**)
- Demonstrate readiness to serve those who are in need (**Spirit of selfless service**)
- Be able to function effectively and with confidence in personal and professional contexts **Empowerment)**

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

Programme Learning Outcomes/Intended Programme Learning Outcomes

Graduates of a Bachelor's Degree will have a broad and coherent body of knowledge in their disciplines, with a deep understanding of the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.

At the end of an undergraduate programme students will be able to

- Describe and define critical concepts in their discipline
- Explain and discuss concepts and ideas pertaining to their discipline
- Demonstrate a broad understanding of their discipline
- Demonstrate communication skills to present a clear, coherent and independent exposition of knowledge and ideas
- Demonstrate understanding of the interconnections of knowledge within and across disciplines
- Apply knowledge, theories, methods, and practices in their chosen field of study to address real-world challenges and opportunities
- Demonstrate proficiency in experimental techniques and methods of analysis appropriate for their area of specialisation
- Generate and analyse data using appropriate quantitative tools
- Construct and test hypotheses
- Demonstrate cognitive and technical skills to synthesise knowledge in interrelated disciplines
- Demonstrate critical thinking and judgement in identifying and solving problems with intellectual independence
- Demonstrate the skills needed to be able to function successfully in their field
- Show responsibility and understanding of local and global issues
- Demonstrate through their actions and speech that they are agents of social justice and change
- Practice the discipline's code of ethics in their academic, professional and personal lives
- Practice the values of democracy and principles of human rights
- Show self-awareness and emotional maturity
- Demonstrate career and leadership readiness
- Demonstrate intercultural, interracial, interclass, inter-caste, and ethical competency
- Exhibit the ability to work in teams
- Exhibit a strong sense of professionalism in a range of contexts
- Demonstrate sensitivity and readiness to share their knowledge, experience, and capabilities with the marginalised and oppressed in their communities

PROGRAMME DESCRIPTION

The B.Voc. Degree programme on Tourism and Hospitality has been initiated by the college this year in keeping with the felt need to have well trained personnel with requisite skills and competency to take up careers in the tourism and hospitality industry. Being a service industry there is ample scope for jobs both in the semi-skilled and skilled sectors. The programme has multiple exit points: those who finish two semesters can leave with a diploma; those who finish four semesters, with an advanced diploma; and those who complete the entire three-year programme, with a degree. Being a skill development programme, the students will be industry ready on completion. In the conduct of the programme there will be a close collaboration with leading travel and hospitality agencies to ensure maximum industry exposure and experience. Students will be doing courses on Front Office Management, Travel Agency and Tour Operators Management, Advertising for Tourism, Public Relations for Tourism, Tour Guiding and Travel Consultancy, Human Resource Management, Hospitality Management, Tourism and Cuisines, Tourism Law, Forex and Insurance, Airport Customer Relations, Entrepreneurship in Tourism, etc., and they will be able to take up careers as Front Office Personnel, Travel Desk Operators, Travel Agents, Tour Operators, Tour Guides, Tour Managers, Human Resource Managers, Housekeeping Managers, Food and Beverage Managers, Tourism Board personnel, and Travel Consultants.

Programme Specific Learning Outcomes

By the end of the programme students will be able to

understand the dimensions of the Tourism industry.

explain aspects of Indian culture and heritage.

collect, collate and analyse facts on the subject.

prepare comprehensive travel itineraries and brochures.

create route maps.

function as travel consultants.

perform as tour guides.

manage tour programmes.

book airline, train and bus tickets.

make hotel reservations.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI 600 086

B.Voc. DEGREE:TOURISM AND HOSPITALITY

COURSES OF STUDY

(Effective from the academic year 2019-2020)

CHOICE BASED CREDIT SYSTEM

C-Credit, L-Lecture Hours, T-Tutorial Hours, P- Practical Hours, Ex-Exam Hours, CA- Continous Assessment Marks, ES-End Semester Marks, M-Maximum Marks								
Subject Code	Title of Course	C	L	T	P	Ex	CA	ES	M
SEMESTER-I									
19VT/VM/IT16	Introduction to Tourism	6	3	0	3	3	25	75	100
19VT/VM/TA16	Travel Agency and Tour Operators Management	6	3	0	3	3	25	75	100
19VT/VA/MS15	Map Study	5	4	0	1	3	25	75	100
19VT/UE/AT12	Advertising for Tourism Business	2	2	0	0	-	25	-	100
19UV/ET/VP12	Values in Personal Life	2	2	0	0	-	25	-	100
SEMESTER-II									
19VT/VM/FM26	Front Office Management	6	3	0	3	3	25	75	100
19VT/VM/IH26	Indian Heritage and Culutre	6	3	0	3	3	25	75	100
19VT/VA/IG25	International Tourism Geography	5	5	0	1	3	25	75	100
19VT/UE/TW22	Travel Writing	2	2	0	0	-	25	-	100
19VT/US/SE22	Soft Skills for Employability	2	2	0	0	-	25	-	100
19EA/GM/. .21	Extension Activities	1							
SEMESTER-III									
19VT/VM/AA36	Art and Architecture of India	6	3	0	3	3	25	75	100
19VT/VM/HM36	Hospitality Management	6	3	0	3	3	25	75	100
19VT/VA/TM35	Tourism Marketing	5	5	0	0	3	25	75	100
19VT/UC/ES32	Environmental Studies	2	2	0	0	-	25	-	100
19UV/ET/SP32	Society and Peace Initiatives	2	2	0	0	-	25	-	100
SEMESTER-IV									
19VT/VM/TC46	Tourism and Cuisines	6	3	0	3	3	25	75	100
19VT/VM/PT46	Public Relations for Tourism	6	3	0	3	3	25	75	100
19VT/VE/TL45 /	Tourism Law	5	5	0	0	3	25	75	100
19VT/VE/EC45	Eco Tourism and Sustainability	5	2	0	3	3	25	75	100
19CS/US/IC44	Introduction to Computer Skills	4	2	0	2	-	25	-	100
SEMESTER-V									
19VT/VM/ET56	Emerging Trends in Tourism	6	5	0	1	3	25	75	100
19VT/VM/TG56	Tour Guiding and Travel Consultancy	6	3	0	3	3	25	75	100
19VT/VM/HR56	Human Resource Management	6	4	0	2	3	25	75	100
19VT/VM/TF56	Air Ticketing and Fare Construction	6	3	0	3	3	25	75	100
19VT/US/AR53	Airport Customer Relations	3	3	0	0	-	25	-	100

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B.Voc. DEGREE:TOURISM AND HOSPITALITY

COURSES OF STUDY

(Effective from the academic year 2019-2020)

CHOICE BASED CREDIT SYSTEM

Subject Code	Title of Course	C	L	T	P	Ex	CA	ES	M
C-Credit, **L**-Lecture Hours, **T**-Tutorial Hours, **P**- Practical Hours, **Ex**-Exam Hours, **CA**- Continous Assessment Marks, **ES**-End Semester Marks, **M**-Maximum Marks									
SEMESTER-VI									
19VT/VM/GT66	Global Tourism	6	6	0	0	3	25	75	100
19VT/VM/MT66	Medical Tourism	6	3	0	3	3	25	75	100
19VT/VM/EI66	Entrepreneurship in Tourism	6	6	0	0	3	25	75	100
19VT/VM/PR615	Project	15	0	0	9	-	20	80	100
19UV/US/HL63	Life Skills: An Approach to a Holistic Way of Life	3	3	0	0	-	25	-	100

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

INTRODUCTION TO TOURISM

CODE: 19VT/VM/IT16   **CREDITS:6**
                                                                    LT P: 3 0 3
                                                    TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- The course aims to impart knowledge among students with the basic concepts of tourism
- To help students to understand the significance of heritage and culture and tourism in different sectors

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- list out places associated with the history of India
- discuss aspects of Indian culture and heritage
- collect, collate and analyse facts on the subject
- understand the dimensions of the Tourism industry
- prepare tourism brochures and itineraries

Unit   1
Introduction   **(15 hours)**
1.1 Definitions: Tourism, Tourist, Traveller, International and Domestic Tourist,Excursionist, Transit visitor, Incentive Travel, Day tripper, Stay over, Tour, Package Tours, Grand tour, Itinerary
1.2 History, Evolution and Development of Tourism: World, India : Ancient, Medieval and Modern
1.3 Basic Travel motivators – Famous travelers through the Ages - Basic components of Tourism – Elements of Tourism

Unit   2
Tourism Paradigms (Theory and Practical)   **(20 hours)**
2.1 Cultural Tourism: Heritage, Culinary, Archaeological, Creative, Ethnic, Agri-tourism, Rural tourism; medical tourism; Pilgrimage tourism; Business tourism; MICE tourism
2.2 Travel Circuits: Golden triangle, Desert circuit, Buddhist circuit
2.3 International Circuits - Special Interest Tourism: Definition, Adventure tourism, Beach and Island tourism, Health and Wellness tourism, Wildlife tourism, Sports Tourism; Eco-Tourism;

Unit   3
Leisure and Recreation   **(20 hours)**
3.1 India: UNESCO Heritage sites- statistics
3.2 Indian railways – Special trains
3.3 Holiday Sea Cruises

Unit 4

Tourism Administration in India   **(8 hours)**

4.1 Ministry of Tourism – ITDC – TTDC

4.2 Tourist Information centres – NTOs

4.3 India: State Tourism Development Corporations

Unit 5

Emerging Trends in Tourism   (Theory and Practical)   (15 hours)

5.1 Social tourism, Fashion tourism, Dark tourism, Space tourism, Virtual tourism, Pop-culture tourism

5.2 Incredible India – lesser known destinations

5.3 Heritage hotels – Rajasthan, Gujarat, Kerala - Brand ambassadors for Tourism promotion

** Field Visits and Study Tours

BOOKS FOR STUDY

Camilleri, Mark Anthony. Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice. Switzerland: Springer Publications, 2018.

Vasudevan, Venu., Vijayakumar, B., Saroop Roy, B.R. An Introduction to the Business of Tourism. New Delhi: Sage Publications, 2017.

BOOKS FOR REFERENCE

Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017.

Walker, John R. Introduction to Hospitality, London: Pearson, 2017.

Kumar, Chiranjib., Choudhary, Aditi. Introduction to Tourism & Hospitality.CreateSpace Independent Publishing Platform, 2017.

A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015.

J. Page, Stephen. Tourism Management. New York: Routledge, 2015.

JOURNALS

International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly)

ASEAN Journal on Hospitality and Tourism (Ed. Arief Rosyidie) (Tourism Research and Development Centre) Indonesia, 2004.

WEB RESOURCES

www.worldleisure.org

tourism.gov.in/

https://www.tourismcares.org/

PATTERN OF EVALUATION
Total Marks: 50 (To be converted to 25)

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**
Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:
Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**
Total Marks: 100 (To be converted to 75)
Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g.
19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

TRAVEL AGENCY AND TOUR OPERATORS MANAGEMENT

CODE: 19VT/VM/TA16   **CREDITS: 6**
                                                                   L T P: 3 0 3
                                                 TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE
- To enable the students to understand the intricacies of the travel agency business
- To imbibe in the students' required knowledge of the tour operations

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- list out the responsibilities of the Travel agents
- understand the structure of the travel agencies
- learn the formalities of tour operations
- manage finances in a travel agency
- collect and collate aspects of tour operations

Unit   1
Introduction   **(15 hours)**
1.1 Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency
1.2 Development of travel agency business – National and International TravelAgencies
     - Cox & Kings, SITA, TCI and Thomas Cook.
1.3 Difference between travel agency and tour operator.

Unit   2
Organisational Structure   **(20 hours)**
2.1 Growth and structure of the travel agency - Types of Travel Agencies – Wholesaler –
     Retailer - Corporate
2.2 Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator
     Types of tour operations.
2.3 ITDC – TTDC – TAAI – IATA - WTO

Unit   3
Travel Formalities and Functions of a Travel Agent
                                        (Theory and Practical)   **(20 hours)**
3.1 Travel formalities – Passport – Latest Passport Regulations - Visa - Health certificates
     - Taxes –customs, Currency - Travel insurance - Baggage and airport information.
3.2 Functions of a travel agency –TIM - Travelinformation and counselling to the

tourists – Approval by Department of Tourism – Incentives – Fiscal and Non – fiscal incentives

3.3 Itinerary preparation – reservation – ticketing - Tour packages - handling clients International Travel Counters

Unit 4

Planning and Costing   (Theory and Practical)   (8 hours)

4.1 Source of Income - Commission - Service Charges

4.2 Planning and Costing – Budgeting – Human Resource Planning

4.3 Post tour Management – Year ending accounts – balancing accounts statement

Unit 5

Functions of a Tour Operator   (15 hours)

5.1 Market research and tour package formulation, assembling - processing and disseminating information on destinations – Tourism Marketing – Public Relations in tourism

5.2 Liaison with principal – types of tour operations

5.3 Travel Legislations - Foreign Exchange Regulation Act 1973 – Passport At 1967 - Ethical and Legal responsibilities of Travel agencies – Business ethics

BOOKS FOR STUDY

Camilleri, Mark Anthony. Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice. Switzerland: Springer Publications, 2018.

Vasudevan, Venu., Vijayakumar, B., Saroop Roy, B.R. An Introduction to the Business of Tourism. New Delhi: Sage Publications, 2017.

BOOKS FOR REFERENCE

Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017.

Walker, John R. Introduction to Hospitality, London: Pearson, 2017.

Kumar, Chiranjib., Choudhary, Aditi. Introduction to Tourism & Hospitality.CreateSpace Independent Publishing Platform, 2017.

A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015.

J. Page, Stephen. Tourism Management. New York: Routledge, 2015.

JOURNALS

International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly)

ASEAN Journal on Hospitality and Tourism (Ed. Arief Rosyidie) (Tourism Research and Development Centre) Indonesia, 2004.

WEB RESOURCES

https://www.britannica.com/topic/tourism

www.worldleisure.org

https://www.tourismcares.org/

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

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B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS

(Effective from the academic year 2019-2020)

MAP STUDY

CODE:19VT/VA/MS15   **CREDITS: 5**

L T P: 4 0 1

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE
- To teach students about how to read maps
- To have an in-depth knowledge of maps
- To teach students to effectively use maps as tourism professionals

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- identify the different kinds of maps
- identify places on maps
- identify and read map with expertise
- understand the uses of maps
- list out the various time zones

Unit   1

Introduction to Maps   **(15 hours)**
1.1 History of map-making; orientation, scale, symbols and grid; latitudes and longitudes
1.2 Types of maps
1.3 Uses of maps: measurement of area, direction, and distance

Unit   2

India – Physical Features   **(15 hours)**
2.1 The main physiographic regions
2.2 Features of physiographic regions
2.3 Water bodies, water sheds, rivers and lakes

Unit   3

India's Political Geography (Theory and Practical)   **(15 hours)**
3.1 States and Union Territories of India
3.2 Capitals, Metros
3.3 Languages and regionalization

Unit   4

Innovation in map making   (Theory and Practical)   (10 hours)
4.1 Technology in map-making,
4.2 GPS, GIS – signs and symbols
4.3 Time zones and GMT

Unit   5

Eco-tourism attractions (Theory and Practical)   (10 hours)
5.1 Eco-tourism and places of natural beauty in each state/union territory
5.2 Natural Tourist destinations
5.3 World Heritage Sites in India

BOOKS FOR STUDY
Majid Husain, Concise Geography, New Delhi, Tata McGraw Hill, 2011.
Surender Singh, Topography, New Delhi, Tata McGraw Hill, 2011.

BOOKS FOR REFERENCE
J. K. Chopra, Unique Quintessence of Geography of India, Unique Publishers, New Delhi, 2012
Pradeep Sharma, Human Geography, Discovery Publishing, New Delhi, 2007.
Stephen Williams, Tourism Geography, Routledge, London, 2007.
Nicholas Clifford, Sarah Holloway, Key Concepts in Geography, Washington, 2009
Tim Marshall, Prisoners of Geography: Ten Maps That Explain Everything about the World,
New York, 2015

JOURNALS
The Geographer (AMU Geographical Society)
International Journal of Geomatics and Geosciences (Integrated Publishing Association)

WEB SOURCES
Website of the National Geographic Magazine (www.nationalgeographic.com)
Mapping our World by Oxfam Education
(https://www.oxfam.org.uk/education/resources/mapping-our-world)

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5 = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Pattern for Theory :75 marks

Section A - 10 x 2 = 20 (All questions to be answered in 30 words each)

Section B - 5 x 5 = 25 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

Practical:25 marks

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

ADVERTISING FOR TOURISM BUSINESS

CODE: 19VT/UE/AT12   **CREDITS: 2**
                                          L T P: 2 0 0
                            TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE
- The course aims to impart knowledge among students on adverting
- To help students understand the significance of communication for the success of their business
- To acquaint students with innovations in advertising

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- communicate with expertise
- use English for advertising in a professional manner
- understand the importance and types of advertising
- prepare advertisements in print, internet and social media
- understand advertising strategy for marketing

Unit   1
Introduction   **(8 hours)**
1.1 Definition of Advertising
1.2 Types of advertising
1.3 Impacts of Advertising – Challenges in Advertising

Unit   2
Advertising for Tourism   **(8 hours)**
2.1 Importance and Objective of Advertising in Tourism
2.2 Usage of Social media – Impact of Social media ads
2.3 Demerits of Media Advertisements

Unit   3
Application of Advertising Strategies   **(10 hours)**
3.1 Advertising - Direct Marketing, Sales Promotion, Public relations and Sponsorship
3.2 Five M's of Advertising- objective setting, advertising budget, Message decisions, Media Decisions and campaign evaluation
3.3 Major promotional tools, Developing Effective Communication, Identifying Target audience

BOOKS FOR STUDY

Laing, Jennifer. Explorer Travellers and Adventure Tourism.Library of the Congress, 2014.
Ray, Nilanjan. Tourism Marketing: A Strategic Approach.Canada: Apple Academic, 2017.

BOOKS FOR REFERENCE

McCabe, Scott. The Routledge Handbook of Tourism Marketing. New York: Routledge, 2014.
Nigel Morgan, Annette Pritchard, Advertising in Tourism and Leisure, (London , 2000)
A Semantic and Pragmatic Analysis of Tourism Advertising: Tourist Leaflets from Sibiu, Romania and South Dakota, U.S.A. 2013
Marla R. Stafford, Ronald J. Faber, Advertising, Promotion, and New Media, New York 2005
Iain MacRury, Advertising, New York, 2009

WEB SOURCES

https://www.shopify.in/encyclopedia/advertising
https://adage.com/

JOURNALS

Journal of Advertising - Taylor & Francis
International Journal of Advertising and Marketing

PATTERN OF ASSESSMENT

Continuous Assessment: (Internal Only)   Total Marks: 25   Duration: 60 minutes
Section A - 5 x 2 = 10 (Any 5 out of 7 in 30 words each)
Section B - 2 x 5 = 10 (Any 2 out of 4 in 250 words each)
Section C - 1 x 5 = 5 (Any 1 out of 2 in 500 words each)

Other Component: Total Marks: 25
Scrap Book/Group discussion/Field Study Report/Seminar presentation

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B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

FRONT OFFICE MANAGEMENT

CODE: 19VT/VM/FM26   **CREDITS: 6**
                                                                 L T P: 3 0 3
                                                 TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To study front office formalities
- To learn the management of the front office
- To understand the functions and responsibilities at the front office

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- understand front office operations
- perform the functions of the front desk
- display front office etiquette
- maintain paperwork requisites at the front office
- handle guest reservations
- list out tariff structures

Unit   1
   Introduction   **(15 hours)**
   1.1 Definition- Lobby- Reception counter- Help Desk
   1.2 Functions of Front Office – Front office operations - Art of reception - Planning
        Guest service
   1.3 Responsibilities and Importance of Front Office – Front Office communication

Unit   2
   Tariff Structure and Communication (Theory and Practical)   **(20 hours)**
   2.1 Tariff fixation-Tour group rates- Wholesale rates – Dynamic Pricing
   2.2 Seasonal rates -Extra Bed rates- Rooms Selling Techniques – Establishing room rates
   2.3 Front Office Communication –Front Office Security - Importance - Effectiveness

Unit 3

Guest Handling (Theory and Practical) (20 hours)

3.1 Guest Cycle- Reservation – Guest relations – registration - Group Reservation - Types - over booking - Guest arrival – Pre - registration Receiving Guests

3.2 Bell desk functions – Message Handling – Billing -Change of Room – Car parking – Room key control – locking system – Departure Procedure

3.3 Skill Component – Visit a Hotel and observe and report on Front Office administration

Unit 4

Audit and Accounts (Theory and Practical) (15 hours)

4.1 Basics of keeping Accounts – Ledger – Cash and Credit –Payments through Paytm and Paypal

4.2 Cashiers Report - Cash Report - Bill Section - Night Auditing - Description – Cross Checking

4.3 Foreign exchange regulations – Cheques and accounting

Unit 5

Security Management (8 hours)

5.1 Types of Security – Management Techniques

5.2 Guide to fire extinguishers – Break-in security – Bomb Threats

5.3 Crisis Management – Man - made disasters – Natural disasters

BOOKS FOR STUDY
Kotler, Philip. Kevin Lane Keller. Marketing Management, (Chennai, 2006).
Bhatnagar. Front Office Management, (New Delhi 2005)

BOOKS FOR REFERENCE
S.K. Bhatnagar, Front office Management (New Delhi, 2002).
Negi Jagmohan, Principles of Management, (New Delhi, 2004).
Prasad, Allen, Principles of Management (New Delhi, 2011).
Bhatia A.K., Tourism Development, (New Delhi, 2011).
D'Souza Mario, Tourism Development And Management, (Jaipur, 2002)

JOURNALS
Journal of business.org/index.php/GJMBR/
Rosewood journal - Maria Santo - Front Office

WEB SOURCES
www.wileyindia.com › Hotel Management
www.alhea.com/Front+Office+Management
ihmbbs.org/upload/Front%20Office%20Management.pdf

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**
Total Marks: 50 (To be converted to 25)
Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5 = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:
Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**
Total Marks: 100 (To be converted to 75)
Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

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B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

INDIAN HERITAGE AND CULTURE

CODE: 19VT/VM/IH26   **CREDITS: 6**
L T P: 3 0 3
TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To provide a comprehensive view of Indian culture and Heritage
- To underline its importance in tourism.
- To understand the various aspects of Heritage Management.

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- apply their knowledge in appreciating, promoting and preserving the natural heritage of our country.
- demonstrate the various methods of preservation and conservation of our heritage
- describe the tangible and intangible heritage of the country
- speak about India's heritage and culture in a knowledgeable and coherent manner
- write about India's heritage and culture in a knowledgeable and coherent manner

Unit   1
Conceptual Framework   **(15 hours)**
1.1 Heritage, Culture- Meaning and Definition
1.2 Evolution of Indian Culture through the ages
1.3 Features and Importance of Indian Heritage and Culture

Unit   2
Indian Natural Heritage   (Theory and Practical)   **(20 hours)**
2.1 Natural Resources- Wildlife Sanctuaries
2.2 National Parks and Natural Reserves in India - Hill Stations, Forests, Hills and Mountains
2.3 Beaches and Islands- Beaches in Goa, Kerala, Odisha and Mamallapuram, Andaman and Nicobar Islands

Unit   3   **(20 hours)**
India's Intangible Heritage (Theory and Practical)
3.1 Music and Dance in India- Classical and Folk
3.2 Folk Art forms in India - Traditional Games - Fairs and Festivals of India
3.3 Indian Cuisines

Unit 4

India's Tangible Heritage (15 hours)

4.1 Religious and Secular Destinations - Important Tourist Circuits

4.2 Handicrafts and Handlooms

4.3 Museums and Art Galleries of India

Unit 5

Heritage Management (8 hours)

5.1 National and International Heritage Organisation- UNESCO, ASI, INTACH, ICOMOS

5.2 Criteria for selection of Heritage Site - UNESCO Sites in India

5.3 Preservation and Conservation of Heritage Sites.

** Field Visit to Heritage Sites

BOOKS FOR STUDY

Acharya, R. Tourism and Cultural Heritage of India. Jaipur: Rosa, 1986.

Chawla, Romila. Cultural Tourism and Development. New Delhi: Sonali, 2004

BOOKS FOR REFERENCE

Bhatia, A.K. Tourism Development: Principles and Practices. New Delhi: Sterling, 2003.

Singh L K. Indian Cultural Heritage Perspective for Tourism, New Delhi: Isha Books, 2008

Narayan Shovana. Sterling Book of Indian Classical Dance, New Delhi: Sterling, 2011

Ranjan Aditi, Ranjan M P. Handmade in India- A Geographical encyclopaedia of Indian Handicrafts, USA: Abbeville Press, 2009

Thapar, Romila. Indian Cultures As Heritage: Contemporary Pasts. Aleph, 2018.

JOURNALS

International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly).

Bi-annual Journal of Indian Art, Culture, Heritage and Tourism, Bharati Women's College, Chennai.

WEB RESOURCES

http://indiaheritage.org/

http://whc.unesco.org/

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

INTERNATIONAL TOURISM GEOGRAPHY

CODE: 19VT/VA/IG25   **CREDITS: 5**
L T P: 5 0 1
TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE
- To enable the students to explore the basic components of world geography in relation with tourism.
- To gain knowledge of geography shall also give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations at the international level.

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- list out places of tourist significance globally
- locate places accurately
- explain geographical linkages
- prepare travel itineraries
- prepare tour packages

Unit   1
Asia (Theory and Practical)   **(15 hours)**
1.1 Location and Physiographic regions of Asia
1.2 Major countries & capitals
1.3 Major tourist attractions of Malaysia, Singapore, Thailand

Unit   2
Africa   **(15 hours)**
2.1 Location and Physiographic regions of of Africa
2.2 Major countries and capitals
2.3 Major tourist attractions of South Africa, Egypt.

Unit   3
North and South America   **(15 hours)**
3.1 Location and Physiographic regions of of North America and South America
3.2 Major countries & capitals
3.3 Major tourist attractions of USA & Brazil

Unit 4
Europe   (10 hours)
4.1 Location and Physiographic regions of of Europe
4.2 Major countries & capitals
4.3 Major tourist attractions of France, United Kingdom, Switzerland

Unit 5
Australia   (10 hours)
5.1 Location and Physiographic regions of of Australia
5.2 Major countries & capitals
5.3 Major tourist attractions of Australia and New Zealand.

BOOKS FOR STUDY
Adam.S, Ganeri.A & Kay.A.Geography of the World. D K Publishing.
Badawi, Cherine. Footprint Egypt, Footprint Travel Guides.

BOOKS FOR REFERENCE
Bukhari.A.Z.Encyclopedia of Geography of Tourism. Anmol Publication.
Garg, Deepa. Geography of Tourism. Mohit Publications.
Hall,Michael.C.Tourism in South and South East Asia: Issues and Cases.
Hussain.M. Indian and World Geography. Tata McGraw Hill Education.
Khullar, D.R. Geography of India. Kalyani Publications.

JOURNALS
Tgjournal
New Research Paradigms in Tourism Geography

WEB RESOURCES
www.tourismgeography.com/
https://www.geolounge.com/tourism-geography/

PATTERN OF EVALUATION
Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**
Total Marks: 50 (To be converted to 25)
Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:
Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**
Total Marks: 100 (To be converted to 75)
Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g.
19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

TRAVEL WRITING

CODE: 19VT/UE/TW22   **CREDITS: 2**
                                                                                 L T P: 2 0 0
                                                                 TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE
- To help students develop a language of cultivated response to new/different cultures
- To discern rhetorical and stylistic strategies that best suit particular arguments, situations, and audiences
- To develop an appreciation of language to produce engaging, polished pieces of writing

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- write effectively about the experiences associated to travel
- critique others' writing constructively and use the same to work collaboratively through frequent group exercises
- learn to use technology to further their writing
- prepare travel blogs
- record memorable encounters

Unit   1
Introduction   **(10 hours)**
1.1 Introduction to Travel writing
1.2 Writing about Place: Capturing the spirit of a place
1.3 Skill Component - workshop

Unit   2
Conventions of Travel Writing   **(10 hours)**
2.1 Conventions of Beginnings & Endings
2.2 Building Theme and Narrative Structure
2.3 Blog - Travel journalism and photography

Unit   3
Critique of Travel Essays   **(6 hours)**
3.1 Recording - Memorable encounters
3.2 Writing for Publication
3.3 Editing

BOOKS FOR STUDY
Don George, How to Be A Travel Writer, (New York, 2017)
Peter Hulme, Tim Youngs, The Cambridge Companion to Travel Writing, (UK, 2002)

BOOKS FOR REFERENCE
Tim Youngs, The Cambridge Introduction to Travel Writing, (USA, 2013)
Carl Thompson, Travel Writing, (Routledge, 2011)
Henry David Thoreau Journeys, Adventures & Life in Harmony with Nature – 6 Book
Collection, (New York, 2017)
Casey Blanton, Travel Writing, (New York, 2002)
James Duncan, Derek Gregory, Writes of Passage: Reading Travel Writing, (London, 1999)

WEB SOURCES
https://www.wanderlust.co.uk/content/get-paid-to-travel-travel-writing/
https://www.theguardian.com/books/travel-writing

JOURNALS
Studies in Travel Writing: Journal
Coldnoon, International Journal of Travel Writing & Travelling Cultures

PATTERN OF ASSESSMENT

Continuous Assessment: (Internal Only)   Total Marks: 25   Duration: 60 minutes
Section A - 5 x 2 = 10 (Any 5 out of 7 in 30 words each)
Section B - 2 x 5 = 10 (Any 2 out of 4 in 250 words each)
Section C - 1 x 5 = 5 (Any 1 out of 2 in 500 words each)

Other Component: Total Marks:25
Scrap Book/Group discussion/Field Study Report/Seminar presentation

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B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

SOFT SKILLS FOR EMPLOYABILITY

CODE: 19VT/US/SE22   **CREDITS: 2**
L T P: 2 0 0
TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE
- The course aims to impart requisite soft skills for employability
- To help students improve communication and presentation skills

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- communicate clearly and with etiquette
- prepare resumés
- participate in group discussions and interviews
- develop the ability to plan and organize tourism business
- understand the relevance of creative thinking, problem solving and decision making

Unit   1
Oral/spoken communication skill   **(8 hours)**
1.1 Testing - voice and accent , voice clarity, voice modulation & intonation, word stress
1.2 Feedback & questioning technique, objectivity in argument
1.3 Etiquette and manners in Communication

Unit   2
Components of Effective Communication   **(10 hours)**
2.1 Conviction, confidence & enthusiasm, Listening, Communication Process &
    Handling
2.2 Composing effective messages, Barriers to Communication – Internal and External
    Barriers, Listening- its Importance, Good & Bad Listening
2.3 Non-Verbal Communication-its Importance and Nuances, Facial Expression,
    Posture, Gesture, eye contact, Appearance (Dress Code)

Unit   3
Presentation skill practice   **(8 hours)**
3.1 Preparing presentations, delivery of presentations
3.2 Evaluation/feedback, summarization / conclusion
3.3 Self-Management and Time management in a Presentation

BOOKS FOR STUDY

Bastin Jerome, V. Soft Skills for Career Success: Soft Skills. New Delhi: Educreation, 2018.
Bhatnagar, Nitin. Effective Communication and Soft Skills. Delhi: Pearson, 2011.

BOOKS FOR REFERENCE

Tuhovsky, Ian. Communication Skills: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking. California: CreateSpace Independent, 2015.
Sudha Rani, D.Business Communication and Soft Skills Laboratory Manual. Delhi: Pearson, 2012.
Butterfield, Jeff. Illustrated Course Guides : Verbal Communication - Soft Skills for a Digital Workplace. Massachusetts: Cencage, 2017.
Banerjee, Sutapa. Soft Skill Business and Professional Communication. New Delhi: LK, 2013.

JOURNALS

International Journal for Cross-Disciplinary Subjects in Education (IJCDSE), Special Issue Volume 2 Issue 2, 2012
IUP Publications, A Review of Soft-skill Needs in in Terms of Industry, 2018.

WEB RESOURCES

https://www.skillsyouneed.com/general/soft-skills.html
https://www.skillsoft.com › Business and Management Skills Training

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 25** **Duration: 60 Mins.**
Section A - 5 x 2 = 10 (Any 5 out of 7 in 30 words each)
Section B - 5 x 3 = 15 (Any 3 out of 5 in 250 words each)

Third Component: **Total Marks:25**
Seminars – Presentation - Group discussion - Objective test

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

ART AND ARCHITECTURE OF INDIA

CODE: 19VT/VM/AA36   **CREDITS: 6**
                                                                                              LTP: 3 0 3
                                                                    TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To enable students to understand the origin, growth and styles of Indian art and architecture
- To help students acquire knowledge in the field of Heritage Tourism.
- To highlight the monuments of architectural value and art masterpieces

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- apply their knowledge in promoting and preserving the Art and Architecture of our country.
- describe the various types of temple architecture
- describe Mughal, Sultanate and Rajput architecture
- describe modern Indian architecture and Indian sculpture and painting
- appreciate the significant features of Indian art and Architecture as a resource for tourism

Unit   1
Introduction to Indian Art and Architecture   (15 hours)
1.1 Origin and Evolution of Architecture in India
1.2 Art and Architecture as Resources for Tourism
1.3 Indus Art and Architecture - Buddhist – Mauryan and Sunga, Gandhara and Mathura

Unit   2
Temple Architecture – Important Tourist Sites   (20 hours)
2.1 Styles of Temple Architecture – Nagara, Dravida and Vesara
2.2 Temples of North India – Guptas, Chandellas, Solankis, Dilwara Temples
2.3 Temples of South India – Pallava, Chola, Pandya, Rastrakutas,
      Hoysalas, Chalukyas and Vijayanagar

Unit   3
Medieval Architecture – Important Tourist Sites   (20 hours)
3.1 Sultanate
3.2 Mughal
3.3 Rajputs

Unit 4

Modern Architecture – Important Tourist Sites(Theory and Practical)(15 hours)
4.1 Dutch – Tranquebar - Portuguese – Goa
4.2 French – Pondicherry
4.3 British – Indo-Saracenic

Unit 5

Sculptures and Paintings in India (8 hours)
5.1 Sculptures – Stone & Metal
5.2 Rock Art, Fresco and Murals
5.3 Miniature - Pahari Paintings - Contemporary Indian Painters

** Field Visits

BOOKS FOR STUDY
Brown, Percy.*Indian Architecture.* D.B. Taraporevala, 2003.
Tomory, Edith. *A History of Fine Arts in India and the West.* New Delhi: Orient BlackSwan, 2004.

BOOKS FOR REFERENCE
Ambujam Anantharaman. Temples of South India. Madras: East West Books, 2006.
Deva Krishna. Temples of North India. National Book Trust, 1997.
Madhavan, Chitra. Vishnu Temples of South India: Tamil Nadu. Alpha Land Books, 2007.
S.A. Raj Kumar. Essays on Indian Architecture. New Delhi: Discovery, 2003.
V.V. Subba Reddy. Temples of South India. Gyan, 2009.

JOURNALS
Indian Archaeology - A Review, (Annual Publication on Archaeological Reports).
Journals on Paintings
Gandharan Studies, Institute of Archaeology and Social Anthropology, University of Peshawar.
Journal of the Royal Asiatic Society, Cambridge University Press.

WEB RESOURCES
http://indiaheritage.org/
www.asi.nic.in

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

HOSPITALITY MANAGEMENT

CODE: 19VT/VM/HM36   **CREDITS: 6**
                                                                                    L T P: 3 0 3
                                                     TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To expose students to hospitality management as a career opportunity
- To help students understand the different public relation techniques used for the promotion of hospitality business

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- understand and describe the hotel industry
- understand the different key departments in hotels
- manage guest relations effectively
- work in a range of industry roles like guest service manager or food service manager
- work in tourism roles as a travel manager, travel information manager, event and meeting manager and corporate travel manager

Unit   1
Introduction   **(15 hours)**
1.1 Definitions and key terms of the industry- Importance
1.2 Hotel Chains in India: ITC Welcome, Mariott, Ashok, Le Meridian, Taj, Oberoi, Sheraton
1.3 Historical evolution of hospitality management : Global and Indian context - Tangible and Intangible nature of hospitality industry

Unit   2
Functional Units in Hotels and Organisational structure   **(20 hours)**
2.1 Front Office: Operations, Duties and organizational chart
2.2 Housekeeping: Operations, Duties and organizational chart
2.3 Food and beverage: Operations, Duties and organizational chart - Maintenance and Engineering: Operations, Duties and organizational chart

Unit   3
Accommodation types and forms - Classification and Grading system(20 hours)
3.1 Categorisation of Hotels: Star rating system: Deluxe, 5, 4, 3 star
3.2 Plan of Rooms: European, Continental, American - Types of Rooms: Motels, Dormitories, Youth Hostels, Travel bungalows, Home Stays,paying guest accommodation, resorts, Satellite Kitchens
3.3 Catering establishments

Unit   4

Guest Relationship Management   (Theory and Practical)   (15 hours)

4.1 Skills and Personality traits of hospitality staff: reception, concierge, communications, night auditor, mail and information, travel desk, laundry, Human resource development, sales and marketing, security

4.2 Complaint handling emergencies: theft, strike, misconduct, death

4.3 Importance and use of PMS in hospitality industry - Guest stay process in hotels: reservation, room procedures, group arrival, check out and settlement, parking, telephone procedures (Opera/IDS)

Unit   5

Hospitality Industry   (8 hours)

5.1 Laws pertaining to hospitality

5.2 Hospitality organizations: FHRAI, (IH& RA)

5.3 Latest development in Information Technology in Hospitality industry

** Field Visits

BOOKS FOR STUDY

Kotler, Philip. Kevin Lane Keller Marketing Management, (Chennai, 2006).

Bhatnagar, Front Office Management, (New Delhi 2005)

BOOKS FOR REFERENCE

S.K. Bhatnagar, Front office Management (New Delhi, 2002).

Negi Jagmohan, Principles of Management, (New Delhi, 2004).

Prasad, Allen, Principles of Management (New Delhi, 2011).

Bhatia A.K., Tourism Development, (New Delhi, 2011).

D'Souza Mario, Tourism Development And Management, (Jaipur, 2002)

JOURNALS

OMICS InternationalJournal of Hotel Management

International Journal of Hospitality Management

WEB SOURCES

www.wileyindia.com › Hotel Management

www.alhea.com/Front+Office+Management

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5 = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

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B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

TOURISM MARKETING

CODE: 19VT/VA/TM35   **CREDITS: 5**
                                                          L T P: 5 0 0
                                    TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE
- To enable students to understand the principles of Marketing and Management and its application to the Tourism Industry
- To help students comprehend planning concepts, structure and organisation of Tourism
- To enable students comprehend the complexities of Human Resource Management

COURSE LEARNING OBJECTIVES
On successful completion of this course, students will be able to
- understand the principles of Marketing and Management and its applications to the tourism industry
- use different marketing information systems and perform SWOT analyses
- apply the concepts practically
- understand the special requirements of the tourism industry
- demonstrate the requisite skills for Tourism Marketing and Management

Unit   1   **(15 hours)**
Basic Principles of Marketing
1.1 Tourism Marketing - A Perception
1.2 Purpose and Constraints of Tourism Marketing
1.3 Essentials of Service Marketing

Unit   2   **(15 hours)**
Tourism Planning
2.1 Planning Concepts - Marketing Information System –SWOT Analysis
2.2 Business Environment
2.3 Nature and Importance of Planning - Strategic Planning For Tourism

Unit   3   **(15 hours)**
The Structure and Organisation
3.1 Types of Organisations -Line and Staff, Matrix
3.2 Organisation-Levels of Authority
3.3 Sectoral and Destination Organisations

Unit 4   **(10 hours)**
      Elements of Tourism Marketing
      4.1 Market Research
      4.2 Consumer and Consumer Behaviour-Factors Influencing Buying Behaviour
      4.3 Marketing Mix - Distribution Strategy for Tourism

Unit 5   **(10 hours)**
      Tourism Marketing Strategies
      5.1 Tourism Promotion –Tools- Direct Selling- Advertising- Direct Marketing- Tele
           Marketing Internet Marketing-Sales promotion
      5.2 Segmentation- Demographic-Psychographic-Behaviour-Occasion
      5.3 Branding and Pricing - Destination Marketing – Digital Marketing

BOOKS FOR STUDY
Buhalis, D., and Costa C. (ed.) Tourism Management Dynamics. London : Heinemann, 2006.
Holloway, J. C. and R.Y. Plant. Marketing for Tourism. London : Pitman Publishing, 1998.

BOOKS FOR REFERENCE
Collman, M.M. Tourism Marketing. New York: Van Nostrand Reinhold, 1989.
Batra, G.S. and R.C. Dangwal. Tourism Promotion and Development: New
Advances. New Delhi: Deep and Deep, 2007.
Buhalis, D. and Costa C. Tourism Business Frontiers - Consumers, Products and Industry.
London: Heinemann, 2006.
Telter, David J. and R. Sharpley. Tourism and Development in the Developing World. London:
Routledge, 2001.

JOURNALS
International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly)
Tourism Management, Elesevier
Journal of Hospitality and Tourism, Sage Publication
WEB RESOURCES
www.tourismmarketingconcepts.com

PATTERN OF EVALUATION
Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**
Total Marks: 50 (To be converted to 25)
Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)
Third Component:
Seminars / Presentation / Group discussion / Objective test
End Semester Examination   **Total Marks: 100**   **Duration 3 hours**
Total Marks: 100 (To be converted to 75)
Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g.
19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS

(Effective from the academic year 2019-2020)

ENVIRONMENTAL STUDIES

CODE: 19VT/UC/ES32   **CREDITS : 2**
                                                                                    L T P : 2 0 0
                                                            TOTAL TEACHING HOURS : 26

OBJECTIVES OF THE COURSE
- To help students to gain the fundamental knowledge of the environment
- To create in students an awareness of current environmental issues
- To inculcate in students an eco-sensitive, eco-conscious and eco-friendly attitude

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- Articulate the interdisciplinary context of environmental issues
- Adopt sustainable alternatives that integrate science, humanities and social perspectives
- Appreciate the importance of biodiversity and a balanced ecosystem
- Calculate one's carbon footprint

Unit   1   **(10 Hours)**
1.1 Introduction: The multidisciplinary nature of environmental studies; Environmental Ethics-Role of the Individual in protecting the environment
1.2 Natural Resources: renewable (forests and water)and non-renewable (minerals)-energy resources: renewable and non-renewable sources, impact of over-exploitation
1.3 Ecosystems: terrestrial (forest, grassland and desert) and aquatic (ponds, oceans and estuaries); structure and function
1.4 Biodiversity: India as a mega-diversity nation; threats to biodiversity; i*n-situ* and *ex-situ* conservation of biodiversity
1.5 Solid Waste Management, Source Segregation and Rain Water Harvesting

Unit   2   **(10 Hours)**
2.1 Environmental Pollution: Air, Water, Noise and Plastic Pollution: causes, effects and control measures -Impact of over-population on pollution and health – carbon footprint
2.2 The Environmental Dimension of Sustainable Development: The United Nations Sustainable Development Goals of the 2030 Agenda
2.3 Climate Change and Environmental Disasters: Natural Disasters: floods, earthquakes, cyclones, tsunamis and landslides; man-made disasters: Bhopal Gas Tragedy and Chernobyl Nuclear Disaster

2.4 Environmental Movements: Chipko, Silent Valley and Narmada Bachao Andolan
International Agreements: Montreal Protocol, Kyoto Protocol and Climate Change Conferences

2.5 An Overview of Environmental Laws in India: Environmental (Protection) Act 1986, Biological Act, 2002, National Green Tribunal Act, 2010, Coastal Regulation Zone Notification, 2011

Unit   3   **(6 Hours)**

3.1 A study of the eco-friendly initiatives on campus

3.2 A critical review of an environmental documentary film

3.3 Ecofeminism and the contributions of Indian Women Environmentalists

3.4 The highlights of Environmental Encyclical-*Laudato si*-On Care for our Common Home

3.5 Environmental Calendar

BOOK FOR STUDY

Bharucha, Erach. *Textbook of Environmental Studies for Undergraduate Courses*, (2nd ed.) Universities Press, 2013.

BOOKS FOR REFERENCE

Bhattacharya, K.S. Arunima Sharma, *Comprehensive Environmental Studies* Narosa Publishing House Pvt.. Ltd., New Delhi, 2015.

Saha, T.K., *Ecology and Environmental Biology* Books and Allied (P) Ltd., Kolkata 2016.

Sharma, J.P. *Environmental Studies (for undergraduate classes)* 3rd edition, University Science Press, 2016.

JOURNALS

Journal of Environmental Studies and Sciences
Journal of Environmental Studies

WEB RESOURCES

www.enn.com
www.nationalgeographic.com

PATTERN OF ASSESSMENT

Continuous Assessment Test: **Total Marks: 25**   **Duration: 60 minutes**
Section A-10 x 1 = 10 Marks (All questions to be answered) Multiple Choice Questions
Section B - 3 x 5 = 15 Marks (3 out of 6 to be answered in 150 words each)
Other Component: **Total Marks: 25**
Any **one** of the following for 25 marks
Quiz/Scrap Book/Assignment / Poster Making/Case Study/Project/Survey/Model-Making

No End Semester Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

TOURISM AND CUISINES

CODE: 19VT/VM/TC46   **CREDITS: 6**
                                                         L T P: 3 0 3
                                   TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To expose students to the varied cuisines in the international arena
- To create an awareness and interest among the students about the cuisines of the world
- To enable the students to have an in depth perspective of International Cuisines

COURSE LEARNING OUTCOMES
On successful completion of this course students will be able to
- categorize the different types of cuisines
- examine and experiment on the combinations of cuisines and on specific cuisines
- recommend selective culinary styles and procedures
- interpret new techniques in international cuisines
- develop new methods in international cuisines

Unit   1
Introduction of Tourism and Cuisines (Theory and Practical)   (15 hours)
1.1 Importance of Cuisines in Tourism – Cuisines as a motivator for Travel.
1.2 Destinations popular for Cuisines – India, Italy, France
1.3 Food festivals around the world – Wild food festival, New Zealand – Onion Market, Switzerland – Bacon festival, California – Dumpling festival, Hong Kong - Pizza Fest, Italy – Vegetarian Festival, Thailand

Unit   2
Food Traditions around the World   (20 hours)
2.1 American Cuisine - Types of Oil - Types of sauces – ingredients - Famous American dishes - Meal structure – Chinese Cooking – Ingredients - Meal structure
2.2 Mexican Cuisine - Nature of Mexican cuisine - Ingredients - Mexican cooking – Meal Structure of Mexican cuisine - Italian Cuisine – Ingredients – Meal structure – Kinds of Pastas – Different Italian dishes.
2.3 French Cuisine – Nature – Ingredients – Meal Structure – French brigade – Famous French Dishes – Indian Cuisine – North Indian Thali – South Indian Virundhu Saapadu

Unit   3
Tools and Techniques   (20 hours)
3.1 Tools for cooking – Tools for baking – Types of spoons and knives- Modern equipment – Culinary Styles – Presentation Techniques – International Standards

3.2 Techniques – preparation techniques - cultural influences – Indian Tradition – Ethnic procedures – Serving techniques – Buffets – Live counter Food

3.3 Grading procedures – Usage of preservatives – Classes of preservatives

Unit 4

Food Etiquette and Menus (Theory and Practical) **(15 hours)**

4.1 Food etiquette – Dining etiquette – Table manners

4.2 Menus – Types of menus – A la carte – Buffet – Functional menus – Cyclic menus - menus according to Festivals and functions

Unit 5

Food as medicine **(8 hours)**

5.1 Tradition of Fasting – Food Restrictions - Health benefits

5.2 Spiritual Diets – Halaal Food – Science behind food

5.3 Festivals and Special food items

BOOKS FOR STUDY

Patricia. A Heyman, International Cooking: A Culinary Journey, (Pearson , 2016)

Gabriela Steier, Kiran K. Patel, (Ed.), International Food Law and Policy, (Switzerland, 2017)

J. R. Stevens, International Instant Pot Cuisine: American, Chinese, French, Indian Italian and Mexican recipes, 2017

BOOKS FOR REFERENCE

Kong Lily Lee Lee, Sinha Vineeta , (Ed.)., Food, Foodways And Foodscapes: Culture, Community And Consumption In Post Colonial Singapore, (Singapore, 2015)

James Farrer, The Globalisation of Asian Cuisines, Transnational Networks and Culinary Contact Zones, (New York, 2015)

Dueep J. Singh, John Davidson, Granma's Guide to Home Baking Tips and techniques for healthy home Baking, Jd – Biz Publishing, 2015

Daniel Boulud, HarperCollins, Braise: A Journey Through International Cuisine, 2013

Parvinder S Bali, International Cuisine and Food Production Management, (India, 2012)

JOURNALS

International Journal of Food Science, Open Access, Hindawi

International Journal of Food Science and Nutrition

WEB SOURCES

Website of the Restaurant Business Magazine (https://www.restaurantbusinessonline.com/)

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

PUBLIC RELATIONS FOR TOURISM

CODE: 19VT/VM/PT46   **CREDITS: 6**
                                                                      L T P: 3 0 3
                                        TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To enable the students to understand the importance of Public Relations
- To make the students acquire knowledge of the various aspects of Public relations

COURSE LEARNING OUTCOMES
On successful completion of this course students will be able to
- understand the importance of Public Relations in tourism
- formulate corporate plans and objectives and
- use different components of Public Relations for Tourism
- formulate internal and external communication methods to develop business tourism
- use the press, broadcast media and the internet for promotion

Unit   1
Public Relations Theory & Practice   **(15 hours)**
1.1 Meaning and Scope
1.2 PR and Leisure Industry
1.3 Components of PR - Organising Public Relations

Unit   2
PR In Tourism Organizations   **(20 hours)**
2.1 Corporate Plan and objectives
2.2 Corporate Identity- Logos and symbols
2.3 Internal and External Communication - Corporate In-house Journal

Unit   3
Crisis Management   **(Theory and Practical)**   **(20 hours)**
3.1 The Crisis team
3.2 Crisis Communication
3.3 Disaster Management

Unit 4   **(15 hours)**

PR and Media Relations

4.1 Avenues of Communication

4.2 Press Relations, Broadcast Media and Internet Promotion

4.3 PR and advertising - Developing appropriate customer feedback

Unit 5

Event Management in Tourism   (Theory and Practical)   **(8 hours)**

5.1 Types of Events - Organization for Events

5.2 Event Policy and Objectives

5.3 Case Studies – Impact of PR in Tourism

** Field Visits

BOOKS FOR STUDY

French, Ylva, Public Relations for Leisure and Tourism,London: Orient Longman, 2014

Black, Sam, Practical Public Relations, London: Pittman Publishing Company, 2000

BOOKS FOR REFERENCE

Jeffkins, F., Public Relations For Your Business, New Delhi: Jaico Publications, 2004

Chauhan, A.S., Public Relations, New Delhi: Verma Publications, 1995

Rene, Henry A., Marketing Public Relations, Delhi: Surjeet Publications, 2003

Teruggi, Janis, et al., Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication, Singapore: Sage Publications, 2019

McCabe, Scott., The Routledge Handbook of Tourism Marketing, New York: Routledge, 2014.

JOURNALS

International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly)

ASEAN Journal on Hospitality and Tourism (Ed. Arief Rosyidie) (Tourism Research and Development Centre) Indonesia, 2004.

WEB RESOURCES

www.worldleisure.org

tourism.gov.in/

https://www.tourismcares.org/

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50** **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5 = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination **Total Marks: 100** **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

TOURISM LAW

CODE: 19VT/VE/TL45
CREDITS: 5
L T P: 5 0 0
TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE
- To understand the basic principles of various laws, codes, roles and regulations
- To be able to relate it to tourism for providing professional assistance and advice to tourists.

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- apply the laws learnt in the field of tourism
- understand the legal requirements in the field of tourism
- know how to register and set up a tourism company
- comply with laws regarding consumers and contracts
- know the requirements under customs and the Foreigners Registration Act.

Unit 1

Introduction (15 hours)

1.1 Law and society - Branches of Law
1.2 Commercial Law- Company Law
1.3 Industrial Law – Environmental Law

Unit 2 (15 hours)

General Principles of Contract Act

2.1 Essential elements of Contract
2.2 Breach of Contract – Performance of Contract
2.3 Indemnity & Guarantee – Bailment - Consumer Protection Act.

Unit 3

Basic Principles of Company Law (15 hours)

3.1 Registration of Company – Types of companies
3.2 Types & administration of Meetings
3.3 Winding up of companies.

Unit 4

Legal Formalities (10 hours)

4.1 Citizenship – Passport - Visa
4.2 FEMA – Foreigners Registration Act – Customs
4.3 RBI guidelines - Criminal Law - Registration of cases

Unit 5   **(10 hours)**

Environment Acts and Rules

5.1 Environment rules – Environmental Impact Assesment guidelines

5.2 Forest Act – Forest Conservation Act – Wild life Protection Act

5.3 General suggestions to improve tourism in India.

BOOKS FOR STUDY

Adido, Terry O. Transplant Tourism: An International and National Law Model to Prohibit Travelling Abroad for Illegal Organ Transplant. The Netherlands: Koninklijke Brill, 2018.

D'Aspremont, Jean. International Law as a Profession. United Kingdom: Cambridge University Press, 2017.

BOOKS FOR REFERENCE

Cohen, Glenn I. Patients with Passports: Medical Tourism, Law and Ethics. New York: Oxford University Press, 2015.

Faure, Michael G, et al. Sustainable Tourism and Law. The Netherlands: Eleven International, 2014.

Garg, Shashank. Tourism Law in India: A Comprehensive Manual of Concepts, Regulations & Guidelines. New York: LexisNexis, 2013.

Lima, Maria Goretti Sanches. Traveller Vulnerability in the Context of Travel and Tourism Contracts. Switzerland: Springer, 2018.

Papathanassis, Alexis, et al. Yellow Tourism: Crime and Corruption in the Holiday Sector. Switzerland: Springer, 2019.

WEB SOURCES

www.unwto.org/technical-product/tourism-legislation-and-regulation

www.tourismandmore.com/tidbits/tourism-and-the-law/

tourismandlaw.es/

JOURNALS

International Law, Journal of Tourism Planning and Development

International Tourism Law: The Importance of the Role of Social Media in the Tourism Sector

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS

(Effective from the academic year 2019-2020)

ECO TOURISM AND SUSTAINABILITY

CODE: 19VT/VE/EC45   **CREDITS: 5**
                                                                            L T P: 2 0 3
                                                      TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE
- To enable students to understand ecology
- To make the students acquire knowledge of the various aspects of eco-tourism
- To observe the various aspects of the ecology and the imbibe the techniques for its sustainability

COURSE LEARNING OUTCOMES
On successful completion of this course students will be able to
- classify ecological holdings and understand the importance of each
- understand the global growth of eco-tourism and opportunities available
- describe India's eco-tourism resources
- formulate methods to conserve ecology and develop the business of eco-tourism
- manage the impacts of eco-tourism so that it is sustainable

Unit 1
Introduction to Eco tourism (15 hours)
1.1 Defining Eco tourism-Components of Eco tourism – Green Tourism
1.2 Principles and Types of Eco tourism
1.3 Global Growth and Magnitude of Eco tourism

Unit 2
Ecology and its branches(theory and practical) (15 hours)
2.1 Eco system – Food Chain – Food Web – Sustainability - Carrying Capacity-
    Absorbing Capacity – Climate – Topography – Edaphic and biotic factors
2.2 Eco Tourism Resources - Hill stations – Forests - Coastal Areas – CRZ
2.3 Eco Tourism Venues- Private Protected Areas- Public ProtectedAreas- Modified
    Spaces - Indigenous territories - Sustainable Tourism

Unit 3
Impacts of Ecotourism (15 hours)
3.1 Environmental Impacts of Eco tourism – Identifying and managing impacts
    Pollution – Global Warming – Ozone depletion – Climate change
3.2 Socio-Cultural Impact of Eco tourism – Positive and Negative impacts
3.3 Economic Impact of Eco tourism – Foreign exchange earnings – Government revenue
    – Employment and income – regional development.

Unit 4

Planning in Eco Tourism   (10 hours)
4.1 United Nations Environmental Programme (UNEP) - Earth Summits – Kyoto
     Protocol – Climate change Conventions
4.2 National Policy on Ecology - Conservation in India
4.3 Eco Labelling and Eco Certification

Unit 5

The Business of Ecotourism   (10 hours)
5.1 Eco-Bridge -Eco Lodges-Eco Resorts – Eco Parks
5.2 Development Strategies for Eco tourist Accommodations – Promotional offers and
     packages
5.3 Marketing and promotion of Eco- tourist destinations – Responsible tourism
     Sustainable development

** Field Visits

BOOKS FOR STUDY
Ramesh Chawla, Ecology and Tourism Development, (New Delhi, 2006).
Singh,Ratan Deep, National Eco Tourism and wildlife Tourism - Policies and Guidelines,
(New Delhi, 2004).

BOOKS FOR REFERENCE:
Arora, Shyam Lal, Adventure tourism and sports, Issues and Perspectives, (New Delhi,
2007)
Ratan Deep Singh, Dynamics of Modern Tourism, (New Delhi, 2008).
Pruthi R.K., Tourism Industry and Environmental Management, (New Delhi, 2006).
Gale, Tim., Ecotourism and Environmental Sustainability: Principles and Practice. New York:
Routledge, 2016.
Kandari, O. P., Tourism, Biodiversity and Sustainable Development: Tourism and sustainability,
Delhi: Isha, 2003.

WEB SOURCES
https://www.ecotourism.org/what-is-ecotourism
www.nature.org › Green Living
www.ecoindia.com/eco-tourism-in-india.html

JOURNALS
The Encyclopedia of Ecotourism
Journal of Ecotourism
The Ecotourism Sustainable Strategy - Journal of Coastal Research

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5 = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS

(Effective from the academic year 2019-2020)

INTRODUCTION TO COMPUTER SKILLS

CODE: 19CS/US/IC44   **CREDITS: 4**
                                                                            L T P: 2 0 2
                                                        TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE
- To enable the students to understand the importance of computers
- To make the students acquire knowledge of the various aspects of internet technology

COURSE LEARNING OUTCOMES
On successful completion of this course students will be able to
- explain the basics of computer hardware and technology
- use operating systems
- use computers as office tools
- use the internet, email, and design web pages
- use airline and CRS packages

Unit   1
Basic Computing   **(10 hours)**
1.1 Computer hardware – Terminology - Use of an operating system
1.2 Types of programming languages
1.3 Office systems, information storage and retrieval of Data.

Unit   2

Office Tools   (Theory and practical)   **(10 hours)**
2.1 Word processor
2.2 Excel spreadsheet
2.3 Powerpoint, Access and Outlook Express

Unit   3
Internet   (Theory and practical)   **(10 hours)**
3.1 Management information systems
3.2 Office automation, E-mail and electronic highway
3.2 Internet, Web Page Designing.

Unit 4
Computer Networking   **(10 hours)**
4.1 CRS – CRS for Rail Transport, Hotel Bookings
4.2 Airlines packages
4.3 CRS packages

Unit 5
Computer Presentation   **(12 hours)**
5.1 Introduction to a statistical package
5.2 Presentation Graphic Tools
5.3 Multimedia technology.

BOOKS FOR STUDY
Lucey T, Management Information Systems, DP Publications, 2007
Clark A,Small Business Computer Systems, Hodder & Stoughton, 1987

BOOKS FOR REFERENCE
Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
Braham B, Compiuter System in Hotel & Catering Industry, Cassell, 1988.
Basandra S.K., 'Computer Today', New Delhi: Galgotia Publications.
Mehta Subhash, "Wordstar – 7", New Delhi: Comdex Computer Publishing, Pustak Mahal.
Bright, Steven., Computer Fundamentals, Independently Published, 2017.

WEB SOURCES
https://www.geteducated.com/.../521-computer-information-systems-vs-computer-sci
https://www.comp.nus.edu.sg/programmes/ug/is/

JOURNALS
Journal of Computer Information Systems - Taylor & Francis
Asian Journal of Computer and Information Systems

PATTERN OF ASSESSMENT

Continuous Assessment: (Internal Only)   Total Marks: 25   Duration: 60 minutes
Section A - 5 x 2 = 10 (Any 5 out of 7 in 30 words each)
Section B - 2 x 5 = 10 (Any 2 out of 4 in 250 words each)
Section C - 1 x 5 = 5 (Any 1 out of 2 in 500 words each)

Other Component: Total Marks:25
Scrap Book/Group discussion/Field Study Report/Seminar presentation

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

EMERGING TRENDS IN TOURISM

CODE: 19VT/VM/ET56 **CREDITS: 6**
L T P: 5 0 1
TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE
- To understand the underlying principles of Tourism
- To familiarize students with the latest trends in the tourism industry
- To understand the emerging concepts and techniques in tourism

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- identify the various trends in the field of tourism
- experiment with the new aspects of the tourism industry
- explain the significance of each new form of tourism
- explain the impact of the new trends in tourism
- make use of emerging opportunities in tourism

Unit 1

New-Age Tourism **(15 hours)**
1.1 Evolution of tourism in the 21st century
1.2 Tourism as an Industry of the future
1.3 Scope of the tourism industry

Unit 2

Significance of Tourism **(20 hours)**
2.1 Factors influencing the growth of Tourism
2.2 Economic significance of Tourism
2.3 Social significance of Tourism

Unit 3

Emerging Trends in Tourism **(20 hours)**
3.1 Rural Tourism- Rural Hospitality
3.2 Eco Tourism- Space Tourism – Fashion Tourism – Wine Tourism
3.3 Medical Tourism - Wellness Tourism- Spa- Ayurveda- Yoga

Unit 4

Challenges in the modern world   (Theory and practical) **(15 hours)**
4.1 Technical Problems in reservations – double bookings – Network issues

4.2 Traffic in Government servers and portals
4.3 Payment failures – Double payment – Money deduction without confirmed bookings

Unit 5

Upgradation and Implications   **(8 hours)**
5.1 Maintenance and Sustainability of Tourist destinations
5.2 Upgradation of facilities and amenities
5.3 Economic Implication of latest trends and upgradation

BOOKS FOR STUDY
Camilleri, Mark Anthony. Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice. Switzerland: Springer Publications, 2018.
Vasudevan, Venu., Vijayakumar, B., Saroop Roy, B.R. An Introduction to the Business of Tourism. New Delhi: Sage Publications, 2017.

BOOKS FOR REFERENCE
Sharma, Kshitiz. Introduction to Tourism Management. New Delhi: McGraw Hill Education, 2017.
Walker, John R. Introduction to Hospitality, London: Pearson, 2017.
Kumar, Chiranjib., Choudhary, Aditi. Introduction to Tourism & Hospitality. CreateSpace Independent Publishing Platform, 2017.
A.M.A, Barkat. Travel and Tourism Management. New Delhi: Prentice Hall India Learning, 2015.
J. Page, Stephen. Tourism Management. New York: Routledge, 2015.
JOURNALS
International Journal of Tourism Research, (Ed. Joh Fletcher), (Bi Monthly)
ASEAN Journal on Hospitality and Tourism (Ed. Arief Rosyidie) (Tourism Research and Development Centre) Indonesia, 2004.

WEB RESOURCES
www.worldleisure.org

PATTERN OF EVALUATION
Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**
Total Marks: 50 (To be converted to 25)
Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)
Third Component:
Seminars / Presentation / Group discussion / Objective test
End Semester Examination   **Total Marks: 100**   **Duration 3 hours**
Total Marks: 100 (To be converted to 75)
Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

TOUR GUIDING AND TRAVEL CONSULTANCY

CODE: 19VT/VM/TG56   **CREDITS: 6**
                                                         L T P:3 0 3
                                          TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE
- To enable the students to understand the profession of Tour Guiding
- To equip them to learn the various aspects of travel consultancy
- To take up a career in travel operations or tour guiding

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- communicate better and demonstrate better interpersonal skills
- guide tourists
- perform as tour managers
- organize tours
- take up careers in travel consultancy

Unit   1
Introduction   **(15 hours)**
1.1 Tour Guide- Meaning, Nature and Scope
1.2 Fundamental Principles of Tour Guides -Roles and Responsibilities
1.3 Types of Tour Guides, Challenges of a Tour Guide

Unit   2
Personality Development and Etiquette for Tour guiding   (20 hours)
2.1 Importance of Personality Development, Etiquette and Grooming
2.2 Leadership Qualities, Interpersonal Relations and Communication Skills
2.3 Skill Component – Mock interactions and Role Plays

Unit   3
Tour Manager and Travel Planning   **(20 hours)**
3.1 Tour Manager- Roles and Responsibilities
3.2 Travel Planner – Preparing Itineraries, Different Types of Itineraries, Resources for
    planning Itineraries, steps for preparing itineraries, Do's and Dont's of itinerary
    preparation.
3.3 Skill Component- Preparing sample itineraries connecting important destinations
    within India and Outside India

Unit 4

Travel Consultancy (Theory and practical)   **(15 hours)**
4.1 Origin and importance of Travel Consultancy
4.2 Roles and Responsibilities of Travel Consultants
4.3 Skill Component – Organising sample tours

Unit 5

Tour Process   **(8 hours)**
5.1 Travel Formalities- All categories of tourists
5.2 Transport, Accommodation and Linkages
5.3 Coordination during a Tour, Preparation of report after a tour.
** Field Visits

BOOKS FOR STUDY
Pond Kathleen Ling. The Professional Guide-Dynamics of Tour Guiding , Wiley &Sons, Newyork, 1993
Mancini, Marc. Conducting Tours: A Practical Guide, Cengage Learning,USA,2012.

BOOKS FOR REFERENCE
Kumar Chiranjib C. Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism, Createspace Independent Publishing Paltform, USA, 2016
Chowdhary, Nimit A. Handbook for Tour Guides, Matrix Publishers,IITTM,2013
Perks, Jeremy & Barrie, Jan- How to be an award winning Tour Guide, Australia, 2015
Manning Nick. How to be a Tour Guide, USA,2016
Bhatia A K. Business of Travel Agency and Tour Operations Management, Sterling, New Delhi, 2017

JOURNALS
Journal of Hospitality and Tourism Management- Elsevier, Amsterdam
International Journal of Tourism Research- Wiley & Sons, UK
Journal of Hospitality and Tourism Research- SAGE, USA
WEB SOURCES
www2.untwo.org
www.tourismtoday.com
PATTERN OF EVALUATION
Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**
Total Marks: 50 (To be converted to 25)
Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)
Third Component:
Seminars / Presentation / Group discussion / Objective test
End Semester Examination   **Total Marks: 100**   **Duration 3 hours**
Total Marks: 100 (To be converted to 75)
Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS

(Effective from the academic year 2019-2020)

HUMAN RESOURCE MANAGEMENT

CODE: 19VT/VM/HR56   CREDITS: 6
                                                        L T P: 4 0 2
                                    TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- The student will be understand the role of HRM in organizations and the major HR activities
- She will develop the professional and personal skills needed to be successful in this profession

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to
- identify the tasks connected with human resource management.
- demonstrate skills necessary for success as a human resource manager professional.
- perform a job analysis
- write a job description.
- demonstrate knowledge, orally and in writing, of the processes of recruitment and selection, the challenges of retention, training and development.

Unit   1

Introduction to Human Resource Management   **(15 hours)**
1.1 Human Resource Management and its Role
1.2 Skills needed for HRM
1.3 Today's HRM challenges

Unit   2

Recruitment and selection   **(20 hours)**
2.1 Job analysis and job descriptions
2.2 Recruitment strategy and processes
2.3 The selection process; interviewing and testing

Unit   3

Compensation and Retention   **(20 hours)**
3.1 Goals of compensation, developing a compensation package and types of pay systems
3.2 Retention and motivation; costs of turnover
3.3 Retention plans and strategies

Unit 4

Training and Development (Theory and Practical)   **(15 hours)**
4.1 Steps of training
4.2 Types of training
4.3 Training delivery and designing a training programme

Unit 5

Employee Performance and Assessment   (Theory and practical)   (8 hours)
5.1 Performance and discipline issues; employee rights
5.2 Employee assessment systems and appraisal methods
5.3 Safety and health at work

BOOKS FOR STUDY

Michael Armstrong, A Handbook of Human Resource Management Practice, 10th edition, Kogan Page, London, 2006.
Adrian Murton et al., Unlocking Human Resource Management, Hodder Education, London, 2010.

BOOKS FOR REFERENCE

Manoj Madhukar, Human Resource Management for Tourism, Rajat Publications, Delhi, 2000
V.K. Sharma, Human Resource Management, Viva Books, New Delhi, 2007.
Ashraf Rizvi, Resumés and Interviews, Tata McGraw Hill, New Delhi, 2008.
M.P. Srivatsava, Human Resource Planning, Manak Publications, New Delhi, 1997.
Hendry, Chris., Human Resource Management, New York: Routledge, 2012.

JOURNALS

Indian Management, Journal of the All India Management Association
Abhigyan, Management Journal from FORE (Foundation for Organization Research and Excellence, New Delhi)

WEB SOURCES

Open Textbooks for Hong Kong – Human Resource Management, The Open University of Hong Kong (Available under Creative Commons/Share Alike 4.0 International License http://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf)

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS

(Effective from the academic year 2019-2020)

AIR TICKETING AND FARE CONSTRUCTION

CODE: 19VT/VM/TF56   **CREDITS: 6**

L T P: 3 0 3

TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To acquire theoretical knowledge on air ticketing procedures
- To understand the various formalities of travel and to know the various norms followed in fare construction

COURSE LEARNING OUTCOMES
On successful completion of this course students will be able to
- apply ticketing procedures
- list out international airport regulations
- construct fares with expertise
- explain baggage policies
- explain passport and visa regulations

Unit   1
Air Transport   **(15 hours)**
1.1 Air Transport - Aviation History- International Airline Codes
1.2 Types of Air Crafts
1.3 Flight handling and In-flight services

Unit   2
Airline policies and practices   **(20 hours)**
2.1 Baggage- Baggage allowance- Checked Baggage-Excess Baggage surcharge
2.2 Baggage Handling
2.3 International air transport regulations- State regulations -Five freedoms of air

Unit   3
Air fares(Theory and practical)   **(20 hours)**
3.1 Basic elements of air fare- Class of Service- Fare Basis-Fare rules and Regulations
3.2 Special fares- Discounted fares- Policy regarding Children, Restricted –Disabled
     passengers
3.3 Taxes- Billing and Settlement Plan (BSP)

Unit   4
Fare construction (Theory and practical)   **(15 hours)**
4.1 Guidelines for fare construction- One Way Trip - Circle Trip- Round Trip - Around
     the World Trip- Open Jaw-Stop-over- Non Stop- Direct

4.2 Mileage System

4.3 Lowest Combinations Principles

Unit   5

Travel Documents and Travel Formalities (8 hours)

5.1 Passport- Types- Passport Language- National Status-Limitations on Passport issue

5.2 VISA- Conditions of issue- Types- Entry and Duration of Stay

5.3 Travel Information Manual (TIM) Health Certificates. General Preventive Measures – Customs and Currency-Travel Insurance- Consequences of Negligence

BOOKS FOR STUDY

Negi Jagmohan, Air Ticketing and Fair Construction, (New Delhi, 2008).

IATA - Standards and Manuals.

BOOKS FOR REFERENCE

Bhatia A.K., Tourism Development, (New Delhi, 2013).

Bhatia A.K., Tourism Development, (New Delhi, 2002).

D'Souza Mario, Tourism Development And Management, (Jaipur, 2002).

Kotler, Philip.; Kevin Lane Keller Marketing Management, (Chennai, 2006).

Saxena P.K., Principles of Management (New Delhi, 2009).

JOURNALS

Journal of Air Transport Management – Elsevier

Journal of Air Transport Management | Science Direct

WEB SOURCES

www.learntravel.co.uk/.../bt308unit24airfaresandticketing1sample.

www.iata.org › Home › Training › Subject Areas

www.amazon.in/Air-Travel-Ticketing-Fare-Construction

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50** **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination **Total Marks: 100** **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

AIRPORT CUSTOMER RELATIONS

CODE: 19VT/US/AR53   **CREDITS: 3**
                                                             L T P: 3 0 0
                                           TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE
- To provide students with an overview of airline operations
- To make them familiar with airport formalities
- To understand customer handling

COURSE LEARNING OUTCOMES:
On successful completion of the course, the students will be able to
- categorize the different types of airport customer services
- sequence the arrival and departure formalities
- distinguish between the different types of customers
- explain the various flight operations
- explain the differences between in-flight and ground catering services

Unit   1
Overview of Aircraft Operations   **(16 hours)**
1.1 Access to Aircraft - Technical Terms
1.2 Flight operations, Crew and Cargo Administration
1.3 Catering – In-flight and Ground Catering

Unit   2
Arrival and Departure Formalities   **(10 hours)**
2.1 Arrival and Departure Procedures - Passenger tickets - Baggage Tickets - MCO
2.2 Transportation Documents – Travel Insurance – Health Documents
2.3 Check-in procedures – Immigration – Customs Clearance – Embarkation and
    Disembarkation

Unit   3
Categories of Passengers   **(13 hours)**
3.1 Very Important Person (VIPs) - Commercially Important Passengers (CIPs)
    Frequent Flyers - Unaccompanied Minor (UMNR) - Families with Infants –
    Children - Passengers with Reduced Mobility (PRMs) and Unruly Passengers
3.2 Passenger Handling - Handling Difficult Passenger Situations at Airport and In-flight
    Handling Overbooking
3.3 Baggage Handling - Types of Baggage - Cabin and in-hold - Dangerous Goods in
    Baggage

BOOKS FOR STUDY
Airport Manual
Airport Authority Manual
Frankfinn Institute - Manual

BOOKS FOR REFERENCE
Airport Manual
Airport Authority Manual

JOURNALS
Journal of Airline and Airport Management (Biannual), Spain
Journal of Airport Management (Quarterly),(Ed. Robert J Aaronson), London

WEB RESOURCES
www.iata.org
www.aai.aero

PATTERN OF ASSESSMENT

Continuous Assessment: (Internal Only)   Total Marks: 25   Duration: 60 minutes
Section A - 5 x 2 = 10 (Any 5 out of 7 in 30 words each)
Section B - 2 x 5 = 10 (Any 2 out of 4 in 250 words each)
Section C - 1 x 5 = 5 (Any 1 out of 2 in 500 words each)

Other Component: Total Marks:25
Scrap Book/Group discussion/Field Study Report/Seminar presentation

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

GLOBAL TOURISM

CODE : 19VT/VM/GT66   **CREDITS : 6**
                                                                             L T P : 6 0 0
                                                           TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To enable the students to understand the significance of Global Tourism
- To enable the students to understand different geographical features of tourism

COURSE LEARNING OUTCOMES
On successful completion of the course, the students will be able to
- explain the process and linkage responsible for generation of tourism flows
- apply the knowledge of global tourism
- explain global tourism statistics
- describe the tourist attractions in the various continents
- explain international travel formalities

Unit   1
Impact of Geography on Tourism   **(15 hours)**
1.1 Understanding World Tourism Regions
1.2 Tourism concentration (spatial) and disparities based on geography
1.3 Physiographic regions of of the continents

Unit   2
International Time Zones   **(20 hours)**
2.1 Capitals – Time Zones
2.2 Global tourism statistics – major generating and receiving countries
2.3 Issues in Global tourism : sustainability, climate change, terrorism, migration

Unit   3
Tourism in Europe   **(20 hours)**
3.1 UK, France, Germany
3.2 Italy, Spain, Switzerland
3.3 Scandinavian countries : Norway, Sweden, Denmark

Unit   4
Tourism in USA, Africa and Middle East   **(15 hours)**
4.1 North America
4.2 South America
4.3 Africa and the Middle East

Unit 5

Tourism in South and South East Asia   (8 hours)
5.1 China, Hong Kong, Japan
5.2 Thailand, Singapore, Malaysia, Philippines
5.3 Nepal, Sri Lanka

BOOKS FOR STUDY
Acred, Cara. Global Tourism. Cambridge: Independence Educational, 2016.
Becker, Elizabeth. Overbooked: The Exploding Business of Travel and Tourism. New York:
Simon & Schuster, 2016.

BOOKS FOR REFERENCE
Bourdeau, Laurent, et al. World Heritage Sites and Tourism: Global and Local Relations. New
York: Routledge, 2016.
Douglas, P. Tourism Today – A Geographic Analysis. New York: Longman, 1987.
Laws, E.C. Tourist Destination Management – Issues, Analysis and Policies. London: Routledge,
1995.
Lee, J. Tourism Development in the Third World. New York: Routledge, 1988.

WEB SOURCES
https://www.globaltourismindia.com/
https://www.wttc.org/

JOURNALS
International Journal of Tourism Research – Wiley
International Journal of Culture, Tourism and Hospitality Research

PATTERN OF EVALUATION
Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**
Total Marks: 50 (To be converted to 25)
Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:
Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**
Total Marks: 100 (To be converted to 75)
Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g.
19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

MEDICAL TOURISM

CODE:19VT/VM/MT66   **CREDITS: 6**
                                                                               L T P: 3 0 3
                                                           TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To enable the students to understand the significance of Medical Tourism
- To describe the types of medical tourist activities that are available

COURSE LEARNING OUTCOMES
On successful completion of the course, the students will be able to
- differentiate between medical tourism and other types of tourism
- explain the various aspects of medical tourism
- apply the gained knowledge in the tourism industry
- describe the importance of India as a medical tourism destination
- list out the various types of therapies

Unit   1
Introduction (15 hours)
1.1 Meaning, nature and Scope - Evolution of Medical Tourism in India
1.2 Sources of Medical Tourism – Regulations and Legislations – UNWTO Agreements
1.3 Medical Information portals – Patient testimonials and blogs

Unit   2
Marketing Medical Tourism (20 hours)
2.1 Health Care services - Medical Insurance Policy- Mediclaim
2.2 Medical Travel Guide Books – Challenges and Prospects of Medical Tourism
2.3 Promotion of Medical Tourism in India – Medical Research Website.

Unit   3
Traditional Treatments   (Theory and practical) (20 hours)
3.1 Medical Tourism Services – Facilitators – Post Surgical Packages – Medical procedures
3.2 Ayurveda significance – Homeopathy – Unani – Siddha
3.3 Acupuncture – Acupressure – Rekhi – Pranic - Varma

Unit   4
Medical Centers and Hospitals (Theory and practical) (15 hours)
4.1 Kutralam – Fertility Centres - Kotakkal
4.2 Puthur – Isha Yoga – Manavalakkalai-Yogamandhiram - Sanjeevanam – Aayush – Shanthagiri
4.3 Apollo – Sankara Nethralaya – MIOT – MMM – Frontier Lifeline

Unit 5

Healing Therapies   (Theory and practical)   (8 hours)
5.1 Clay Therapy – Spa- Music Therapy - Andhra Fish Therapies – Medical Spas
5.2 Magnetic therapy - Mud therapy - Aroma therapy - Naturo therapy - Herbal therapy
5.3 Challenges of medical tourism

BOOKS FOR STUDY
Sarngadharan.M, V.S.Sunanda, Health Tourism in India (New Delhi, 2009).
Kumar.R, Medical Tourism in India- Management and Promotion, (New Delhi, 2008).

BOOKS FOR REFERENCE
R. Bookman, Milica Zarkovic, Bookman and karla Medical Tourism in Developing Countries, (London, 2007).
David Reisman, Health Tourism: Social Welfare Through International Trade (United Kingdom, 2010).
Robinet Jacob, Health Tourism and Ayurveda (New Delhi, 2008).
Sonali Kulkarni, Spa and Health Tourism (New Delhi, 2008).
David Hancock, The Complete Medical Tourist (New Jersey, 2007).

Web Sources
www.gmedicaltourism.com
www.indiahealthcaretourism.com
www.medicaltourism.solutions

JOURNALS
International Medical Travel Journal (IMTJ)
The Growing Trend of Medical Tourism : AJN The American Journal
[
PATTERN OF EVALUATION
Continuous Assessment: Total Marks: 50   Duration: 90mins.
Total Marks: 50 (To be converted to 25)
Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)
Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)
Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:
Seminars / Presentation / Group discussion / Objective test

End Semester Examination   Total Marks: 100   Duration 3 hours
Total Marks: 100 (To be converted to 75)
Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)
Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)
Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

ENTREPRENEURSHIP IN TOURISM

CODE: 19VT/VM/EI66   **CREDITS: 6**
                                                       L T P: 6 0 0
                                      TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE
- To understand the scope and appreciate the dynamics of entrepreneurship in tourism industry
- To help students gain knowledge of career opportunities in tourism industry.

COURSE LEARNING OUTCOMES
On successful completion of the course, the students will be able to
- take up entrepreneurial ventures,
- identify entrepreneurial opportunities
- gain confidence to undertake tourism related jobs
- describe financial planning for entrepreneurship
- list out the challenges of tourism entrepreneurship

Unit   1
Introduction   **(15 hours)**
1.1 Basics of Entrepreneurship
1.2 Evolution of the Concept - Functions of Entrepreneurship;
1.3 Types of Entrepreneurs: Private Entrepreneur, State and Joint Entrepreneur, Men and Women entrepreneurs, Challenges faced by women entrepreneurs, Small scale, Medium scale and Large-scale entrepreneurs

Unit   2
Theories of Entrepreneurship   **(20 hours)**
2.1 Entrepreneurial motivations: Concept and Meaning
2.2 Motivational cycle, Theories of Entrepreneurial Motivation with reference to Tourism Industry
2.3 Entrepreneurial Climate- Role of Entrepreneurship in Economic Development

Unit   3
Entrepreneurship in Tourism Industry   **(20 hours)**
3.1 Concept, Definition and Policy measures for Tourism entrepreneurship in India.
3.2 Tourism Entrepreneurial competencies- Major competencies, Developing entrepreneurial competencies, Start-ups and ventures.
3.3 Entrepreneurial Process - Factors affecting Entrepreneurial growth and role of women entrepreneurs in tourism industry

Unit 4   **(15 hours)**

Financial Planning for Entrepreneurship

4.1 Importance of Financial Planning

4.2 Role of Government Institutions in financing

4.3 Business Plan, Role of Technology in Tourism Business.

Unit 5   **(8 hours)**

Forms of Business and Challenges in Tourism Entrepreneurship

5.1 Sole proprietorship, Partnership, Selection of an appropriate ownership structure

5.2 Challenges in Tourism Entrepreneurship-Case studies of major Travel Agencies/ Hotels on risk taking.

5.3 Skill Component- Visiting tourism firms and preparing study reports. Preparing sample projects on tourism entrepreneurship.

BOOKS FOR STUDY

Ateljevic Jovo and Page Stephen J (Ed By), Tourism and entrepreneurship International Perspectives. USA: Elsevier,2009

Sotiriadis Marios(ed by), The Emerald Book of Entrepreneurship in Tourism, Travel and Hospitalitiy, UK: Emerald, 2018

BOOKS FOR REFERENCE

Anil Kumar S, Poornima S C, Abraham Mini K,Jayashree K, Entrepreneurship Development, Bangalore: New Age International, 2003

Desai Vasant, Small Scale Industries and Entrepreneurship in the Twenty first century, Mumbai:Himalaya Publishing House, 2008

Desai Vasant, Entrepreneurial Development: Mumbai, Himalaya Publishing House,1991

JOURNALS

Asia Pacific Journal of Innovation and entrepreneurship, Emerald Publishing House

Tourism Management, UK

Tourism Management Perspectives, USA

WEB RESOURCES

http://researchgate.net/

http://european-science.com/eojnss/article/view/775

www.tourismtoday.com

PATTERN OF EVALUATION

Continuous Assessment: **Total Marks: 50**   **Duration: 90mins.**

Total Marks: 50 (To be converted to 25)

Section A - 5 x 3 = 15 (Any 5 out of 7 in 30 words each)

Section B - 5 x 5   = 25 (Any 5 out of 7 in 250 words each)

Section C - 1 x 10 = 10 (Any 1 out of 2 in 800 words each)

Third Component:

Seminars / Presentation / Group discussion / Objective test

End Semester Examination   **Total Marks: 100**   **Duration 3 hours**

Total Marks: 100 (To be converted to 75)

Section A - 10 x 3 = 30 (All questions to be answered in 30 words each)

Section B - 5 x 8 = 40 (5 out of 8 questions to be answered in 300 words each)

Section C - 3x 10 = 30 (3 questions to be answered in 1000 words each in either or pattern e.g. 19 (a) or (b))

B.Voc. DEGREE: TOURISM AND HOSPITALITY

SYLLABUS
(Effective from the academic year 2019-2020)

PROJECT

CODE: 19VT/VM/PR615   **CREDITS: 15**

OBJECTIVES OF THE COURSE
- To enable the students to develop research capabilities
- To help students gain knowledge on career opportunities in tourism industry.

COURSE LEARNING OUTCOMES
On successful completion of the course the students will be able
- To understand the nuances of writing a project
- To research in the field of Tourism

Project Guidelines
- A small scale research project which can be completed in the amount of time one would spend in and out of class for a regular 6-credit module
- Organised into chapters and with a contents page, references and bibliography
- Preferably link made between theory and practise
- There should be empirical research, though may be modest in scale. But first hand research is essential to enhance the overall quality of the project

Unit   1
   Introduction
   1.1. Introduction : a general introduction to the topical area
   1.2. Statement of the problem: very specific statement of the problem to be studied.
   1.3. Purpose of the Project: in this section a description about the overall purpose of the project should be made known.

Unit   2
   Project Overview
   2.1 Definition of Terms
   2.2 Significance of the project
   2.3 Review of Literature

Unit   3
   Methodology
   3.1. Explain the methods used for collecting data
   3.2. Descriptive writing
   3.3. Collection of Data – Primary and Secondary

Unit 4
Summary and Recommendations
4.1. Introduction – an overview of the project should be provided in the section
4.2. Summary and Recommendations
4.3. References and Appendices

Contents of the Project Report

- Cover page
- Title page
- Acknowledgements
- Contents page
- List of figures or illustrations
- Main body – Introduction
- Main body – Review of Literature
- Main body – Methodology
- Main body – Summary
- Main body – Recommendations
- Main body – Conclusion
- Reference List/Bibliography
- Appendices

Avoid Plagiarism

PATTERN OF EVALUATION

Project 75 marks.

Viva-voce 25 marks.