

S. P. Mandali's

Ramnarain Ruia Autonomous College

(Affiliated to University of Mumbai)

Syllabus for



RUIA COLLEGE

Explore • Experience • Excel

Program: TOURISM AND TRAVEL MANAGEMENT

(B. Voc. TTM)

Program Code: RUVTTM

(Choice Based Credit System for the academic year 2022–2023)



KAUSHAL KENDRA

Perform • Practice • Perfect

GRADUATE ATTRIBUTES (GA)

For Bachelor in Vocation (B. Voc.)

S. P. Mandali's Ramnarain Ruia Autonomous College has adopted the Outcome Based education model for its vocational programs to make its vocational graduates globally competent, ready with skill sets needed for the industry and capable of adapting to the changing needs of the job roles. The Bachelor in Vocation Programme will not only nurture good technical and analytical skills needed for the operation but will also encourage students to reflect on the broader purpose of their vocational education by developing and acquiring skills that go beyond the technical knowledge and prepare them as agents of social good in an unknown future.

GA	GA Description A student completing Bachelor's Degree in Tourism and Travel Management program will be able to:
GA 1	Recall the knowledge and skills acquired in the program related to the working of the industry for which the student has been trained and effectively apply the job skills to discharge the responsibilities of the job roles in the industry
GA 2	Listen and effectively communicate with peers, seniors and regulators of the industry within the corporate and official settings by rationally handling digital platforms used for information gathering, storing and dissemination and be competent to comprehend, evaluate and comply with the ethical and legal requirements while handling these platforms
GA 3	Apply the knowledge and skills acquired by hands-on experiences to real-life situations and analyse objectively while making individual judgments to solve problems and troubleshoot with keen observation and hypothesis testing for independently reaching a logical conclusion
GA 4	Analyse the information independently and transform it into knowledge as applicable to the contemporary situations of the trade and work cooperatively with peers and manage resources effectively while keeping the team goals over personal goals
GA 5	Interact with people of diverse backgrounds and cultures respecting their beliefs and practices and while effectively engaging within a multicultural society and be able to empathise with the societal needs and be concerned and responsible to environmental issues
GA 6	Perform duties ethically and comply with the legal and contemporary regulatory norms related to all areas of the trade with truthful representation of data and results
GA 7	Responsibly take up initiatives and perform as an effective leader while executing different tasks as a team and evolve as a successful entrepreneur with abilities to motivate and organize people and effectively lead them in the right direction to achieve organizational goals
GA 8	Take advantage of their prior learning and join the program during the course of their

	lifetime as a lifelong learner so as to re-skill themselves and adapt to the changing demands of the trade at any point in life.
GA 9	To inculcate research temperament and entrepreneurship ethics in the students.

Ramnarain Ruia Autonomous College (B.Voc. TTM)

PROGRAM OUTCOMES (PO)

PO	Description A student completing Bachelor's Degree in B. Voc. program in the subject of Tourism and Travel will be able to:
PO 1	Develop knowledge, understanding and expertise in their chosen field of Tourism and Travel Management (through theory and practical components).
PO 2	Develop an understanding of tourism-based concepts and its impact on environment and economy
PO 3	Understand theoretical concepts and niche tourism concepts for sustainable growth of tourism activities.
PO 4	Understand tour management, operations, aviation industry and global distribution systems and their use for practicing in the industry.
PO 5	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society. Critique tourism practices for their implications locally and globally.
PO 6	Apply relevant tourism technology and software for the creation and management of tourism experiences.
PO 7	Sensitize students to take up research-based activities and methods for interpretation of tourism data to understand travel trends, tourism promotion, destination management and city concepts
PO 8	Provide opportunities to excel in academics, research and industry.
PO 9	Exhibit effective oral communication through personal interaction as well as classroom presentations, individually or as part of a group, to a larger audience.
PO 10	Demonstrate critical thinking and analytical skills through writing and verbal assessments. This shall enable the candidates for developing leadership and entrepreneurship qualities for job prospects

PROGRAM OUTLINE

SYLLABUS IN BRIEF: B. Voc. Tourism and Travel Management

Sr. No	Paper Code	Semester	Paper No	Title	Credits	COMPONENT
1	RUVTTM101	I	1	History and Culture of India - I: Early & Medieval period	04	GENERAL
2	RUVTTM102	I	2	Contemporary India – Challenges and Remedials	04	GENERAL
3	RUVTTM103	I	3	Effective Communication Skills - I	04	GENERAL
4	RUVTTM104	I	4	Tourism Trends and Millennial Traveller	06	SKILLED BASED
5	RUVTTM105	I	5	Travel Destinations in India- I	06	SKILLED BASED
6	RUVTTM106	I	6	Tour Management	06	SKILLED BASED
7	RUVTTM201	II	1	History and Culture of India - II	04	GENERAL
8	RUVTTM202	II	2	Effective Communication Skills II	04	GENERAL
9	RUVTTM203	II	3	Computer Application	04	GENERAL
10	RUVTTM204	II	4	Travel Protocol and Documentation	06	SKILLED BASED
11	RUVTTM205	II	5	Travel Destinations in India - II	06	SKILLED BASED
12	RUVTTM206	II	6	MICE Tourism	06	SKILLED BASED
13	RUVTTM301	III	1	Principles of Management	04	GENERAL
14	RUVTTM302	III	2	Human Resource Management	04	GENERAL
15	RUVTTM303	III	3	World Heritage Studies	04	GENERAL
16	RUVTTM304	III	4	Tourism Products – Planning and Management	06	SKILLED BASED
17	RUVTTM305	III	5	Domestic Tour Operations	06	SKILLED BASED
18	RUVTTM306	III	6	World Geography	06	SKILLED BASED
19	RUVTTM401	IV	1	Research Methodology	04	GENERAL
20	RUVTTM402	IV	2	GK and current Affairs	04	GENERAL
21	RUVTTM403	IV	3	Business Communication Skills	04	GENERAL
22	RUVTTM404	IV	4	Basics of Travel Technology - I	06	SKILLED BASED
23	RUVTTM405	IV	5	Internship Paper	12	SKILLED BASED
24	RUVTTM501	V	1	Basics of Accounts	04	GENERAL
25	RUVTTM502	V	2	Event Management	04	GENERAL

26	RUVTTM503	V	3	Retail and Sales Management	04	GENERAL
27	RUVTTM504	V	4	Research Based Project	06	SKILLED BASED
28	RUVTTM505	V	5	Basics of Travel Technology - II	06	SKILLED BASED
29	RUVTTM506	V	6	International Tour Planning	06	SKILLED BASED
30	RUVTTM601	VI	1	Introduction to Indian Sociology	04	GENERAL
31	RUVTTM602	VI	2	Fundamentals of Public Relations	04	GENERAL
32	RUVTTM603	VI	3	Environmental Awareness and Sustainable Development	04	GENERAL
33	RUVTTM604	VI	4	Marketing and Digitization in Tourism	06	SKILLED BASED
34	RUVTTM605	VI	5	Entrepreneurship and Start up Management	06	SKILLED BASED
35	RUVTTM606	VI	6	Corporate analysis and Company Culture	06	SKILLED BASED

Course Code: RUVTTM

Course Title: Tourism and Travel Management

Academic year: 2022-23

COURSE OUTCOMES (CO):

Course code, Semester and Job role	CO (with Description)
<p>RUVTTM101 to RUVTTM106 & RUVTTM201 to RUVTTM206</p> <p>Semester: I & II</p> <p>1st year: Diploma (Tour Management and MICE), Job Role: Tour Escort and Jr. Executive</p>	<ul style="list-style-type: none"> • Clear understanding of organizational role of Tour Management and MICE (Meeting, Incentives, Conference and Events) functionality. • Operations of basics of Computer Application for making effective presentations and Introducing key concepts of the tourism industry • Introduction of the agencies working for tourism activities • Importance of ICT for understanding the change from traditional to technological aspect. • Basic understanding of the contemporary Indian society along with its contribution to tourism business in India • Understanding endemic social – economic issues in contemporary India • Studying means of redressal and reform at national and global level • Introducing key concepts of communications to build up the confidence in oral and interpersonal communication • To impart better writing skills by sensitizing the students to the dynamics of effective writing • To enhance the students' communication skills by giving adequate exposure in reading, writing, listening and speaking skills and related sub-skills. • Make the candidates aware of functional and operational use of language in tourism Industry • Introducing key concepts of the tourism in India(domestic and inbound tourism) - popular and upcoming • Introduction to different States and Union territories in India and their impact and contribution to Indian Tourism Industry • Understanding the importance of different tourism circuits in India for inbound and domestic travel • This unit is about coordinating with the travel agent to understand the tour and customer requirement, updating on the required information, reading itinerary, planning for the escorting and performing pre activities for the tour • Introducing key concept of Tour Escort, tour guide and Tour management • Understanding the responsibilities and role of a tour escort career scope in the industry • Understanding the scope and career options in the tourism industry along with it's upcoming digital career options • Introduction to frontier formalities for outbound travellers • Introduction to documentation required for Outbound travel • Understanding the Importance of Online Portals and technological advancements in tourism • Gain knowledge about Tourism and Travel Management Industry, its rules, regulations and ethical practices. • Social digital platform etiquettes.
<p>RUVTTM301 to RUVTTM306 & RUVTTM401 to RUVTTM405</p>	<ul style="list-style-type: none"> • Practice Professional skills at work, like decision making, planning & organizing, customer centricity, problem solving, objection handling, analytical thinking, critical thinking • Familiarize the students with the management concepts, functions and skills keeping in view their applicability in tourism. • Ensure students gain basic knowledge of sound planning and decision-making • Understand basics of human resources development applicable to tourism industry • Discuss and analyse the alignment of human resources strategy to the business strategies.

<p>Semester: III & IV</p> <p>2nd year:</p> <p>Advanced Diploma</p> <p>(Tour Planner)</p>	<ul style="list-style-type: none"> • Understand the recruitment and selection methodologies and its strategies setting. • Understand and apply the effectiveness of job analysis techniques as well as discuss competencies building as a keystone of human resource functions. • Emphasize on the conceptual partnership between cultural heritage and tourism • Analyse the wide range of cultural heritage attractions • Understand the role of UNESCO and ASI in preserving and promoting heritage • Understand contemporary approaches to heritage tourism development and heritage marketing • Introducing advanced concepts and trends for destination management in Tourism sector. • Understanding the planning process of sites and regions • Understanding the development at different levels and connecting it to current scenario in the industry. • Introducing advanced concepts and trends for destination management in Tourism sector. • The objective of this course is to familiarize students with actual working and knowhow of travel agency, tour operators and airlines • Focus on actual preparation of itineraries and essentials of itinerary costing which can be implemented in practical work place • Introducing concepts of tourism at international level • Understanding continents and country profile of the popular and upcoming destinations • The objective of this course is to familiarize students extensive study of different places of tourist interests in the world and different circuits • Importance of profiling a destination on internet and profiling of international clientele • To equip the students with basic understanding of research methodology • To provide an insight into the application of modern analytical tools and techniques for the purpose of tourism management decision making • Acquaint students with current affairs and developing their general knowledge skills required for the industry and otherwise considering other sectors and political, cultural, social and scientific developments also directly or indirectly affect the tourism industry. • Develop specific written, oral and body language abilities necessary to conduct effective communication in a professional environment • With special focus on the tourism industry, learning its particular mode of conducting business communication. • The objective of this course is to familiarize students with emerging role and importance of GDS in the industry • The course also aims at practical hands on experience for operating and understanding GDS where students can efficiently use the same in their job roles • To ensure candidates learn hands on skills and understand the working of the industry and also understand application of the concepts taught during the earlier semesters • Provide guidance on validation issues and documentation regarding quality checks during the internship to ensure learning outcomes are met • Ensure working with colleagues of other departments is satisfactory to help candidates with team building and coordination. • Maintain confidentiality of information and data. • Work compliance to standards and SOPs. • The method of reporting any to the appropriate authority. • Take responsibility for completing one's own work assignment. • Take initiative to enhance/learn skills in one's area of work • Suggest improvements (if any) in process based on experience. • Clear understanding of regulatory guidelines and requirements. • Learn how to multi-task relevant activities.
<p>RUVTTM501 to RUVTTM506 & RUVTTM601 to RUVTTM606</p>	<ul style="list-style-type: none"> • Understand business transactions and financial statements for demand, supply, profit and loss ratios and break-even point • Study the accounting, recording and classifying financial transactions • Learn preparation of financial statements for entrepreneur skills and to understand financial repercussions on business • To acquire an in-depth knowledge about the specialized field of "Event Management"

Semester: V & VI

3rd year:

B. Voc. Degree

Job Role:

Consultant/ Free

Lance/

Entrepreneur

- To become familiar with planning, organizing, and managing events, the industry's stakeholders, event infrastructure, marketing, human resources, contingency planning, legal issues, strategic management, and research, analysis and evaluation.
- To acquaint students with fundamental theoretical concepts of Retailing and Sales.
- To understand the concept of category management, retail store operations, performance metrics and designing marketing and promotional strategies
- To study the meaning and understand the concept of CRM
- Utilize various sources to gather data for a research paper;
- Understand how to develop outlines for research papers;
- Compile a final form of the research project and understand the feasibility of the topic and its relevance to the industry.
- Learners will get well acquainted with basic concepts of the airline industry and fares
- Learners will be familiarized with the concept routings, ticketing and other airline terminologies required while ticketing.
- Understanding and practical application of how to handle a GDS software (Sabre) which will enable them to work efficiently under corporates for Airline departments, GIT's, FIT's.
- Understanding complex aviation concepts, working of aviation industry and basic terminologies used in the aviation industry for understanding of reservations, ticketing and refund roles.
- IATA regulations and terminologies in the aviation industry and work ethics and protocol.
- Emphasizing on working on actuals of the circuit and develop it as a tourist destination projecting economic feasibility
- Preparation of reports, surveys using Google Docs, Google forms etc.
- Use effective problem solving techniques and possible recommendations for research work carried.
- Participations in intra-college and intercollegiate research conventions.
- Conduction of minor research activities using techniques have been learned in the past semesters.
- To acquaint students with the Indian social system and the major challenges face by contemporary India and global challenges that affect travel trade.
- Basic understanding of Public Relation skills in relation to tourism industry
- To enable them to understand P.R. strategies and importance of communication in PR with respect to work environment and entrepreneur
- To understand the natural environment and current environment challenges and case studies based on the same to correlate with the concepts of sustainable and responsible tourism trends
- Describe the main benefits of business and marketing planning and importance of undertaking a detailed competitor analysis
- Understand and conduct the communication strategies development
- To develop knowledge and appreciation of environmentally responsible travel and promote better understanding of resources, products, best management practices, and opportunities in the ecotourism sector.
- Changing dynamics of the travel business – considering data collection and profiling
- Build and maintain positive and effective relationships with colleagues and customers
- Work with functional, departmental boundaries to harness synergies and realize organizational vision.
- Work as a team with colleagues and share work as per their or own work load and skills
- Emphasize the importance of time management and multi-tasking along with prioritization of work
- Stress management and ways to control the same at work place
- The aims to give a basic understanding of the Value and Analyse firms under tourism sector
- Understanding the aspects of corporate industry and Customer Service
- To enable students to differentiate between the different organizational structures and business plans
- To study the growth various family enterprises in the tourism industry
- To engage in critical thinking by analysing situations and constructing and selecting viable solutions to solve problems.

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| | <ul style="list-style-type: none">• Understanding the importance of emotional intelligence and its application at work place for efficiency and team management• Understanding Entrepreneurship and understanding documentation, logistics and environmental challenges and advantages while setting up SME's.• Understanding tools, mechanisms to cope up and stabilize entrepreneur set ups based on different case studies and hand holding |
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Ramnarain Ruia Autonomous College (B.Voc. TTM)

Preamble:

Indian Tourism industry:

Tourism contributes for 9% of GDP every year and has been instrumental for employment generation which is estimated at 11%. Tourism has potential to offer induced and direct employment opportunities by the year 2022. Increase in tourism demands large number of skilled professionals who are able to support, conduct and manage travel, tours and the other support services. For example medical tourism is a major tourism sector in India and India is expected to be the number 1 for wellness tourism in the next 5 years. With the current challenges City tourism promotion projects and sustainable tourism projects shall gain momentum in domestic tourism activities. Social Media through digitalised platforms has created demand for destinations via travel influencers creating considerable travel demand. There will be a steep rise expected in Virtual tourism. A part of the same is already been started in form of Virtual city tours and Museum tours. The current dynamic situation requires innovative sales and promotion marketing tools to enable effective skilled manpower to adapt to new normal in the working space. It is estimated that there would be a substantial growth in Domestic travel in the next two years. Thanks to the current situation the tourism industry has grown manifold in the virtual space giving rise to new working avenues in terms of job roles and profiles. This indeed will boost the need for new tourism related skills sets creating immediate demand in the market. Domestic tourism in India is expected to pick up later in 2021. Tourism shall gain momentum by 2022 with new concepts and niche markets:- domestic and international, hence skilled workforce will be required with enhanced digital and technological skills. New trends of “Workacation” and “Staycation” are expected to grow in the coming one year resulting in a subsequent demand for skilled employment.

Mission of the Department:-

“The Department of B. Voc Tourism and Travel Management at Ramnarain Ruia Autonomous College aims to create skilled manpower, ensure employability with assured career progression, through dynamic curricula, developing problem solving and life skills, building on knowledge acquisition, critical analysis, interpretation and real - time applicability of theories, concepts, and sensitizing students to adapt to changing skill sets required to work in the global tourism management industry.”

ELIGIBILITY CRITERIA: HSC PASS OR EQUIVALENT ANY STREAM (ENGLISH SUBJECT COMPULSORY):-

The minimum eligibility for these courses is H.S.C. and the programme has multiple exit points. There is no age bar for taking these courses which will provide life-long learning opportunities for all those who desire to take advantage of these programs.

The program is conducted in collaboration with several industry partners who would be actively involved in identifying relevant training programmes, designing curriculum and imparting training to trainers and students. The course lays higher emphasis on hands-on training by various internships and add-on workshops to the candidates during the course of the programme. The main emphasis is to develop employable skills amongst students with placement facilitation and nurturing entrepreneurship skills for self-employment opportunities.

Duration: Six semesters of six months each (Total Three Years)

Evaluation and Credits:

The evaluation will have 60% weightage to Practical skills while 40% will be for General Component (Theory). The Credit weightage will be one credit for 15 hours of lectures (theory), one credit for 30 hours of laboratory work (practical) and one credit for 30 hours of field work / internship / equivalent training. The credit distribution for the three years B Voc program is listed below:

Year	Semester	Credits for Skill Component	Credits for General Education Component	Total credits for the Semester	Total credits for the Year
F Y B. Voc. (Tour Escort & MICE)	I	18	12	30	60
	II	18	12	30	
S Y B. Voc. (Tour Planner)	III	18	12	30	60
	IV	18	12	30	
T Y B. Voc. (Consultant/ Free Lance/ Entrepreneur)	V	18	12	30	60
	VI	18	12	30	
Total credits					180

The evaluation will be based on a continuous assessment system with internal and external components. For general education component 60% marks would be for the external evaluation made at each semester-end and 40% marks would be for the internal assessment component during each semester. The internal assessment would involve 50% marks for a Test based evaluation while the remaining 50% marks would be based on assignments, minor projects, quizzes, literature survey, student involvement etc. There would be no internal assessment component for the evaluation of Practical Skill component.

DETAILED SYLLABUS

Course Code: FYBVOC TTM – RUVTTM101
Course Title: Introduction to Indian History
Academic year 2022-23

Year-1 Diploma NSQF Level 5 SEMESTER 1			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM101		History and Culture of India - I: Early & Medieval period	04 / 60
	1	Terminologies and concepts and Civilizations: <ul style="list-style-type: none"> • Harappan Civilization • Vedic Civilization 	10 hrs
	2	Early History of India: Age of Empires <ul style="list-style-type: none"> • Empires of the North • Empires of the South 	15 hrs
	3	Towards the Medieval India: <ul style="list-style-type: none"> • Sultanate and Mughal India • Regional powers and advent of Europeans 	10 hrs
	4	Indian Culture: <ul style="list-style-type: none"> • Definition and concept of Culture • Types of culture: Tangible & Intangible 	07 hrs
	5	India's Artistic heritage <ul style="list-style-type: none"> • Indian Architecture – Religious and Secular • Evolution of Paintings 	18 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.

2. 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM 101
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM102
Course Title: Contemporary India – Challenges and Remedials
Academic year 2022-23

Year-1 Diploma NSQF Level 5 SEMESTER 1			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM102		Contemporary India – Challenges and Remedials	04 / 60
	1	The Makings of Indian Society: <ul style="list-style-type: none"> • Multiculturalism and diversity in Indian society • Diversity as a divisive yet positive force 	10 hrs
	2	Concept of Gender Disparity: <ul style="list-style-type: none"> • Understanding gender disparities • Declining sex ratio • Violence against women 	15 hrs
	3	Curbing Social evils in India: <ul style="list-style-type: none"> • Youth and Substance abuse • Child labour • Child abuse – causes and remedial measures 	10 hrs
	4	Significant rights of citizens: <ul style="list-style-type: none"> • Right to Health • Right to Education • 	15 hrs
	5	Redressal mechanisms: <ul style="list-style-type: none"> • Right to Information • Public Interest Litigation 	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM 102
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM103
Course Title: Effective Communication Skills: I
Academic year 2022-23

Year-1 Diploma NSQF Level 5			
SEMESTER 1			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM103		Effective Communication Skills: I	04 / 60
	1	Spoken English Recap: <ul style="list-style-type: none"> • Grammar and punctuation: Everyday English: Greetings, Describing people, places, activities, situations • 	10 hrs
	2	Concepts of Communication: <ul style="list-style-type: none"> • Process and barriers • Purpose and Types- Formal and Informal, Verbal and non-verbal 	15 hrs
	3	Oral Communication: <ul style="list-style-type: none"> • Presentation, anchoring, viva voce, interview • public speaking, panel and group discussions • audio-visual communication (telephonic, video call-based interactions) 	10 hrs
	4	Non-verbal Communication and Body Language: <ul style="list-style-type: none"> • Forms of non-verbal communication • Interpreting body-language cues • Effective use of body language 	15 hrs
	5	Business Etiquette: <ul style="list-style-type: none"> • Attire, Mannerism, • Networking • Greetings, Electronic Etiquette, Cultural Courtesy 	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)
Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM 103
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM104
Course Title: Tourism Trends and Millennial Traveller
Academic year 2022-23

Year-1 Diploma NSQF Level 5			
SEMESTER 1			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM104		Tourism Trends and Millennial Traveller	06 / 75
	1	Understanding Tourism: <ul style="list-style-type: none"> • Definition, Origin and Development and scope of Tourism • Factors promoting Tourism • 	20 hrs
	2	Development of Tourism: <ul style="list-style-type: none"> • Socio-economic Significance • Development of Routes • Development of Resorts • 	15 hrs
	3	Forms of Tourism, Tourism Organizations <ul style="list-style-type: none"> • Indian: DOT, ITDC, State Tourism Corporations & MTDC, IAAI & NAAI • International: IATA, UFTAA, WTO, ICAO • Importance of private sector, other tourist organizations 	20 hrs
	4	Travel agents and tour operators: <ul style="list-style-type: none"> • Services offered, types of tours - GIT, FIT and others • Tourism promotion boards • Cruises 	10 hrs
	5	<ul style="list-style-type: none"> • Time difference and time zones • Importance of telecommunication and ICT in tourism 	20 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM 104
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM105
Course Title: Travel Destinations in India - I
Academic year 2022-23

Year-1 Diploma NSQF Level 5			
SEMESTER 1			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM105		Travel Destinations in India- I	06 / 75
	1	India as a tourist destination, MAP Work, Map plotting state wise. <ul style="list-style-type: none"> Understanding states, capitals and important airports. Importance of Tourism, Basic facts about Indian Tourism, Study and mapping of tourist circuits 	15 hrs
	2	Zone wise and state wise Study of Tourist Interest places statewise North Zone: Natural and Manmade, wildlife reserves and sanctuaries, beaches, hill stations etc. <ul style="list-style-type: none"> 	15 hrs
	3	Zone wise Study of Tourist Interest places - Union territories Eastern Zone: Natural and Manmade, wildlife reserves and sanctuaries, beaches, hill stations etc. <ul style="list-style-type: none"> 	15 hrs
	4	<ul style="list-style-type: none"> Different forms of tourism prevalent in India with relevant examples/ case study 	15 hrs
	5	<ul style="list-style-type: none"> Role of government agencies in promoting India as a tourist destination nationally and globally 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)
Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM 105
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM106
Course Title: Tour Management
Academic year 2022-23

Year-1 Diploma NSQF Level 5 SEMESTER 1			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM106		Tour Management	06 / 75
	1	Introduction to tourism and travel industry: <ul style="list-style-type: none"> • Customer profiling • Planning the itinerary for inbound and out bound tours as per customer requirements 	15 hrs
	2	<ul style="list-style-type: none"> • Supervising the tour • Decision making abilities for a tour escort • analytical skills 	15 hrs
	3	<ul style="list-style-type: none"> • Resolving issues • Analytical thinking and Critical thinking 	15 hrs
	4	Performance criteria for a travel agency: <ul style="list-style-type: none"> • Knowledge and understanding about different products and tourism forms 	15 hrs
	5	<ul style="list-style-type: none"> • Service quality requirements • Basic etiquettes 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

C) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

A) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM 106
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM201
Course Title: Introduction to Indian Culture
Academic year 2022-23

Year-1 Diploma NSQF Level 5			
SEMESTER II			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
		Introduction to Indian Culture	04/60
RUVTTM201	1	Modern and Contemporary India: <ul style="list-style-type: none"> • Revolt of 1857 and Establishment of the Indian National Congress • Early phases of freedom struggle • Gandhian Period – Independence, partition and birth of Democracy 	10 hrs
	2	Contemporary Indian culture: <ul style="list-style-type: none"> • Dissemination of Indian history and culture: Museums, Art Galleries, Educational and student participation 	15 hrs

	3	India's Performing Arts: <ul style="list-style-type: none"> • Music: Classical, Folk and Modern • Dance: Classical and Folk 	10 hrs
	4	Colourful India: <ul style="list-style-type: none"> • Festivals and Fairs 	15 hrs
	5	<ul style="list-style-type: none"> • Food culture and Gastronomy in India • Indian Handicrafts, Textiles and Jewelry • Health and wellbeing: Yoga, Ayurveda 	10 hrs

Modality of Assessment

Theory Examination Pattern:

B) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

A) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM201
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM202
Course Title: Effective Communication Skills: II
Academic year 2022-23

Year-1 Diploma NSQF Level 5			
SEMESTER II			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM202		Effective Communication Skills: II	04 / 60
	1	Basic written English Skills: <ul style="list-style-type: none"> • Grammatical structures – Parts of speech, Tenses, Types of sentences, Voice • Basic informal letters and email correspondence 	10 hrs
	2	Social and Official Correspondence: <ul style="list-style-type: none"> • Enquiries, complaints and replies; • Basic Resume Writing and Cover letters 	15 hrs
	3	Principles of E-mail: <ul style="list-style-type: none"> • E-mail Etiquette • Overcoming Problems in E-mail Communication 	10 hrs
	4	Report Writing: <ul style="list-style-type: none"> • Types of Reports and Different Formats • Committee reports • Newspaper and activity reports 	15 hrs
	5	Interpretation of Technical Data: <ul style="list-style-type: none"> • To read and interpret maps, charts, graphs • Summary and Precis writing 	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM202
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM203
Course Title: Basic Computer Applications for the Tourism Industry
Academic year 2022-23

Year-1 Diploma NSQF Level 5 SEMESTER II			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM203		BASIC COMPUTER APPLICATIONS FOR THE TOURISM INDUSTRY	04 / 60
	1	Computer Fundamentals: <ul style="list-style-type: none"> • Characteristics of Computers • Basic Applications of Computer • Components of Computer System • Classifications of computers -The User Interface 	10 hrs
	2	Operating system Windows: <ul style="list-style-type: none"> • Navigation of handheld devices like Tablets, Smartphone etc. (Android and Windows) 	15 hrs
	3	<ul style="list-style-type: none"> • Working with Word 	10 hrs
	4	<ul style="list-style-type: none"> • Excel Spread Sheet 	15 hrs
	5	<ul style="list-style-type: none"> • PowerPoint Basics • Email & the Web - WWW and Web Browsers, Surfing the Internet, Study of websites 	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

1. 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
2. 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM203
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM204
Course Title: Travel Protocol and Documentation
Academic year 2022-23

Year-1 Diploma NSQF Level 5			
SEMESTER II			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM204		Travel Protocol and Documentation	06 / 75
	1	<ul style="list-style-type: none"> • Importance of documentation for travel • Local Tourist services 	15 hrs
	2	<ul style="list-style-type: none"> • Types and Requirements of Passports, Visas, Frontier Formalities 	15 hrs
	3	<ul style="list-style-type: none"> • Health requirements and Medical Insurance • Passengers requiring special handling at the Airport 	15 hrs
	4	Customs, Taxes, , Forex, Baggage <ul style="list-style-type: none"> • 	15 hrs
	5	<ul style="list-style-type: none"> • Introduction to e-documentation, e-commerce • Importance of Online Portals • Permits for Restricted Areas. 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM204
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM205
Course Title: Travel Destinations in India - II
Academic year 2022-23

Year-1 Diploma NSQF Level 5			
SEMESTER II			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
		Travel Destinations in India - II	06 / 75
RUVTTM205	1	<ul style="list-style-type: none"> India as a tourist destination MAP Work, Map plotting state wise. Understanding states, capitals and important airports Importance of Tourism Basic facts about Indian Tourism Study and mapping of tourist circuits 	15 hrs
	2	<ul style="list-style-type: none"> Zone wise and state wise Study of Tourist Interest places statewise North Zone: Natural and Manmade, wildlife reserves and sanctuaries, beaches, hill stations etc. 	15 hrs
	3	<ul style="list-style-type: none"> Zone wise Study of Tourist Interest places - Union territories Eastern Zone: Natural and Manmade, wildlife reserves and sanctuaries, beaches, hill stations etc. 	15 hrs
	4	<ul style="list-style-type: none"> Different forms of tourism prevalent in India with relevant examples/ case study 	15 hrs
	5	<ul style="list-style-type: none"> Role of government agencies in promoting India as a tourist destination nationally and globally 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)
Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM205
Q.2		10	
Q.3		10	
Q.4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: FYBVOC TTM – RUVTTM206
Course Title: MICE Tourism
Academic year 2022-23

Year-1 Diploma NSQF Level 5			
SEMESTER II			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM206		MICE Tourism	06 / 75
	1	<ul style="list-style-type: none"> Introduction to MICE: Types of events 	15 hrs
	2	<ul style="list-style-type: none"> Arranging a conference/ meeting Planning large scale events and identifying aims and objectives of movements 	15 hrs
	3	<ul style="list-style-type: none"> Event planning and organizing implementation and evaluation 	15 hrs
	4	<ul style="list-style-type: none"> Communicating with customers and customer centric approach Business etiquettes Business ethics 	15 hrs
	5	<ul style="list-style-type: none"> Understanding the importance and MICE tourism Learning objectives and changing trends under MICE industry 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM206
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM301
Course Title: Principles of Management
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6			
SEMESTER III			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM301		Principles of Management	04 / 60
	1	Concept of Principles of Management: <ul style="list-style-type: none"> • Meaning & definition and Features • Need and importance • Functions of management 	10 hrs
	2	Planning & Decision Making: <ul style="list-style-type: none"> • Definition, Features • Need and importance • Limitations • Essentials of a sound plan • Steps in planning and decision making 	15 hrs
	3	Organization: <ul style="list-style-type: none"> • Definition & Types of organization • Line and staff organization 	10 hrs
	4	Directing <ul style="list-style-type: none"> • Definition, importance & scope of directing • Principles of Coordination • Communication: Meaning, scope and measures to remove communication barriers 	15 hrs
	5	Centralisation and Decentralisation: <ul style="list-style-type: none"> • Meaning • Advantages And Disadvantages 	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM301
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM302
Course Title: Human Resource Management
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6			
SEMESTER III			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM302		Human Resource Management	04 / 60
	1	<ul style="list-style-type: none"> • Concept of Human Resource Management • Role of HR in an organisation 	10 hrs
	2	Planning, Recruitment and Selection Process: <ul style="list-style-type: none"> • Employment tests- methods and techniques • Interviews – types and processes • Induction process 	15 hrs
	3	Training evaluation and Management Development: <ul style="list-style-type: none"> • Steps in Training program • Training methods / Techniques • Effective training processes 	10 hrs
	4	Performance Appraisal: <ul style="list-style-type: none"> • Importance and Purpose • Methods of appraisal 	15 hrs
	5	Emerging Trends in HRM <ul style="list-style-type: none"> • Changing environment of HRM • Challenges, current issues and trends in HRM in travel and tourism industry 	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of 1 ½ Hr (for 40 marks)

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM302
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM303
Course Title: World Heritage Studies
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6 SEMESTER III			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM303		World Heritage Studies	04 / 60
	1	Cultural Heritage: <ul style="list-style-type: none"> • Definitions, terminology and concepts • Types of Heritage: tangible and intangible 	10 hrs
	2	<ul style="list-style-type: none"> • Agencies for Heritage conservation and promotion- Regional and Global: Archaeological Survey of India and UNESCO 	15 hrs
	3	<ul style="list-style-type: none"> • World Heritage Sites: concept, selection criteria and process, types of world heritage sites 	10 hrs
	4	<ul style="list-style-type: none"> • Heritage marketing - Heritage visitor characteristics and motivations 	15 hrs
	5	Heritage conservation and impacts of heritage tourism	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

1. 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
2. 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM303
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM304
Course Title: Tourism Products –
Planning and Management
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6 SEMESTER III			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM304		Tourism Products – Planning and Management	06 / 75
	1	Concept of Tourism Planning and tourism Promotion <ul style="list-style-type: none"> • Characteristics, Product Lifecycle PLOG and Butler with case study 	15 hrs
	2	<ul style="list-style-type: none"> • Importance of Planning in tourism and its stages, • Coordination in planning • Planning process • Economic Feasibility of a project: Identify markets, cost benefit analysis, cost estimation 	15 hrs
	3	<ul style="list-style-type: none"> • Impact of tourism and environmental protection, Demonstration effect: Economic, environmental, social, cultural, political impacts • Measures to regulate impact • Tourism Legislation 	15 hrs
	4	<ul style="list-style-type: none"> • Attraction Planning and development: • Need for planned development • Various levels at which tourism is planned • Theme parks as attraction 	15 hrs
	5	<ul style="list-style-type: none"> • Emerging trends in tourism • Need for trained staff, Environmental Concerns and concept of Sustainable tourism 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of 1 ½ Hr (for 40 marks)

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM304
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM305
Course Title: Domestic Tour Planning
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6			
SEMESTER III			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM305		Domestic Tour Planning	06 / 75
	1	<ul style="list-style-type: none"> Travel Agency and its functions, tour operators Logistics to be handled for tours, setting up of a travel agency Guides and escorts 	15 hrs
	2	<ul style="list-style-type: none"> IATA accreditation procedure for a travel agency Airlines departments and functions Passengers requiring special handling at the airport Facilities at the airport, inflight services 	15 hrs
	3	<ul style="list-style-type: none"> Tour Development and components of a tour package, Highlights of a tour brochure, Understanding logistics of monuments and time management of itinerary Preparing itinerary and Costing the itinerary (GIT and FIT) Day wise and city wise (domestic only) Computing costs and mark up to earn profits 	15 hrs
	4	<ul style="list-style-type: none"> Inventory management and coordination with suppliers 	15 hrs
	5	<ul style="list-style-type: none"> Comparative study of different products for the same destination, importance of blogs for destination promotion 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM305
Q.2		10	
Q.3		10	
Q.4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM306

Course Title: World Geography

Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6 SEMESTER III			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM306		World Geography	06 / 75
	1	<ul style="list-style-type: none"> Understanding major circuits Country profile and IATA areas of the world. Understanding climate and seasonality of tourism regions of the world. 	15 hrs
	2	<ul style="list-style-type: none"> Upcoming trends for international travel new emerging concepts related to popular destinations 	15 hrs
	3	<ul style="list-style-type: none"> Continent wise study of places of tourist interest: manmade, natural, amusement parks and popular circuits 	15 hrs
	4	<ul style="list-style-type: none"> Comparative study of different itineraries by different travel agencies Study of blogs and tourism board policies for different destinations through case study 	15 hrs
	5	<ul style="list-style-type: none"> Destination Profiling on internet Profiling of different customers 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM306
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM401
Course Title: Research Methodology
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6			
SEMESTER IV			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM401		Research Methodology	04 / 60
	1	<ul style="list-style-type: none"> • Meaning, objectives and significance of research, types of research, research process. • Tourism research • Challenges and status of Tourism research in India. 	10 hrs
	2	Research process: <ul style="list-style-type: none"> • Topic selection and topic overview • Preparing purpose statement, research questions, and thesis statement • Outlining topics and sub-topics - Citing & referencing sources 	15 hrs
	3	<ul style="list-style-type: none"> • Common research methods • Case studies - Choosing the most appropriate method(s) 	10 hrs
	4	<ul style="list-style-type: none"> • Data processing • Data analysis • Qualitative data analysis • Interpreting data • Presenting data 	15 hrs
	5	Report writing and presentation: <ul style="list-style-type: none"> • Structure and Steps of Preparing Research Proposal 	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

1. 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
2. 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM401
Q.2		10	
Q.3		10	
Q.4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM402
Course Title: GK & Current Affairs
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6			
SEMESTER IV			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM402		GK & Current Affairs	04 / 60
	<ul style="list-style-type: none"> • This paper aims to acquaint students with general knowledge, factual information and engender a spirit of political, economic and social awareness by studying current affairs. • Lectures will be conducted in the form of group discussions, viewing and discussing informational websites, videos, reading newspaper articles and interpreting them. 		

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question 1 Compulsory Any 2 out of 3 from Questions 2 to 5	Marks	
Q.1	20 MCQs (Compulsory)	20	RUVTTM402
Q.2	Subjective/Analytical/ Interpretative / Personal response question	10	
Q.3	Subjective/Analytical/ Interpretative / Personal response question	10	
Q.4.	Subjective/Analytical/ Interpretative / Personal response question	10	

Course Code: SYBVOC TTM – RUVTTM403
Course Title: Business Communication Skills
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6
SEMESTER IV

Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM403		Business Communication Skills	04 / 60
	1	Written business communication: <ul style="list-style-type: none"> • Business letters • Writing effective memos • Business reports & Proposals Digital media in Business promotion: <ul style="list-style-type: none"> • Website designing and online promotions 	10 hrs
	2	Resume building <ul style="list-style-type: none"> • Writing Application Letters • Interview skills and related communication 	15 hrs
	3	Introduction to Personality Development: <ul style="list-style-type: none"> • Elements of a Good Personality • Importance of Soft Skills • Introduction to Corporate Culture • Professionalism in Service Industry • Group discussions – structure and types, Mock GD using video samples. 	10 hrs
	4	Smart Language Lab: <ul style="list-style-type: none"> • Personal grooming and business etiquettes • Telephone etiquette • Role play and body language • Team Building – Interpersonal Effectiveness. 	15 hrs
	5	<ul style="list-style-type: none"> • Cross Cultural Communication: Understanding Cultural and Business Protocol differences across countries 	10 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

1. 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
2. 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM403
Q.2		10	
Q.3		10	
Q.4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM403
Course Title: Basics of Travel Technology - I
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6 SEMESTER IV			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM404		Basics of Travel Technology - I	06 / 75
	1	<ul style="list-style-type: none"> • Role of GDS and basic functions of GDS • GDS atlas and its uses 	15 hrs
	2	<ul style="list-style-type: none"> • Numerals associated with PNR creation • Basic PNR creation • Terminologies related to the system • Concept of fares in correlation with child infant • SSR: Meal requests, wheel chair, different requests by agents 	15 hrs
	3	<ul style="list-style-type: none"> • OSI filed • Remarks and its importance in PNR creation • important entries 	15 hrs
	4	<ul style="list-style-type: none"> • Importance of Queues • Important pages, Passport entries • division of a PNR • Emailing an itinerary through the system • Frequent flyer number 	15 hrs
	5	<ul style="list-style-type: none"> • Fare Quote basic understanding 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM404
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: SYBVOC TTM – RUVTTM405
Course Title: Internship and Viva Voce
Academic year 2022-23

Year-2 Advanced Diploma NSQF Level 6			
SEMESTER IV			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM405		Internship and Viva Voce	12 / 04
		<p>This paper is composed of a one-trimester internship (04 months training program) where students gain hands - on experience in the tourism industry in consultation with an assigned advisor.</p> <p>Organisations accepting interns, conduct performance appraisals to evaluate performance of student interns after completion of the internship.</p> <p>Student interns submit the reports as mentioned in the work book and the log book after completion of the internship. Individual work, performance and learning outcomes along with certifications shall be used to assess and evaluate candidates at different levels during four months</p>	months / 120 days

Course Code: TYBVOC TTM – RUVTTM501
Course Title: Basics of Accounts
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7			
SEMESTER V			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM501		Basics of Accounts	04 / 60
	1	Basic Accounting terms • Transactions, Types of Accounts , Accounting Process	10 hrs
	2	• Books of original entry, Subsidiary Book • Ledger Accounts	10 hrs
	3	• Primary financial statements-I • Sales/Revenue, Profit and Loss Appropriation Account-meaning	15 hrs
	4	• Balance sheet • Introduction to Assets and Liabilities • Capital - Types of Share capital, Types of Shares • Reserves and Surplus • Net worth –meaning and importance -Importance of balance sheet •	10 hrs
	5	Primary financial statements-III • Statement of Cash flow – meaning- importance • Statement of Working Capital • Ratio Analysis	15 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM501
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM502
Course Title: Event Management
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7			
SEMESTER V			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
		Event Management	04 / 60
RUVTTM502	1	Introduction to Events: <ul style="list-style-type: none"> • Scope, Nature and Importance • Types of Events • Practices in Event Management - Key steps to a successful event 	10 hrs
	2	Event management careers: <ul style="list-style-type: none"> • Specialized Career Paths In Event Management • Profiles Of Professionals 	10 hrs
	3	Event Planning and organizing : <ul style="list-style-type: none"> • Site planning, operations and logistics • Planning For “Green” And Sustainable Events • Organizational Structures For Events • Acquiring resources and financial management 	15 hrs
	4	Market research – understanding the customer <ul style="list-style-type: none"> • Why Do people Attend Events? • Consumer Research on Events • 	10 hrs
	5	Evaluation and impact assessment <ul style="list-style-type: none"> • Evaluation Concepts and Methods • Economic Impact Measurement and Evaluation • Evaluation of Overall Costs and Benefits 	15 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

The students organize and manage formal event for more than 150 participants. Grading is done on the basis of theme selection, planning, organizing and execution and feedback of the event. Guest speakers are invited and activities like PR, Marketing, Hospitality, Accounting are solely handled by students and supervised by the faculty.

B) External Examination (60%)

Semester End Theory Examination:

1. 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
2. 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM502
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM503
Course Title: Introduction to Retail & Sales Management
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7 SEMESTER V			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM503		Introduction to Retail & Sales Management	04 / 60
	1	<ul style="list-style-type: none"> • Introduction to Retailing and Sales Management • Formats of Retailing 	10 hrs
	2	Retail planning and development: <ul style="list-style-type: none"> • Understanding the Retail Customer • Strategic Retail Planning Process 	10 hrs
	3	<ul style="list-style-type: none"> • Evolution of Professional Sales • Sales Strategies • Staffing Options • Motivation- an important element for Sales • Sales Forecasting 	15 hrs
	4	<ul style="list-style-type: none"> • Sales Presentation Techniques • Emerging Trends in Sales Management 	10 hrs
	5	<ul style="list-style-type: none"> • CRM–Customer Relationship Marketing • Monitoring and Controlling Sales 	15 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM503
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM503
Course Title: Research Based Paper
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7			
SEMESTER V			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
		Research Based Paper	06 / 90
RUVTTM504		<p>The students will undertake the project work on the topic mutually discussed by the students and the faculty.</p> <p>The topic can be on the various issues, problems, themes, case studies, and tourism organization study, introduction of a new concept in tourism as start-up, field survey and relevant aspects pertaining to the tourism industry.</p> <p>The final analysis will be an outcome of field enquiry and data analysis as well as review of the existing literature in the particular area of study</p> <p>Each student will have to submit the project undertaken in a period of six weeks.</p> <p>The students will have to appear before a board of examiners constituted for the purpose of conducting viva voce.</p> <p>The Final assessment will be of 100 marks which would be assessed by the Internal Guide (60 marks) and External Expert (40 marks).</p> <p>Grading shall depend upon continuous evaluation, final presentation and panel interview process.</p>	

Modality of Assessment

The students will appear before a Board of Examiners from the industry / academia constituted for the purpose of conducting viva voce.

The **Final assessment will be of 100 marks** which would be assessed by **the Internal Guide (60 marks)** and **External Expert (40 marks)**.

Grading shall depend upon continuous evaluation, final presentation and panel interview process.

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type	Marks
1	Continuous evaluation done through feedback sessions.	20
2	Questionnaire and attestation from the industry.	20
TOTAL		40

B) External Examination (60%)

Sr. No.	Evaluation type	Marks
1	Black Book	20
2	External Panel Interview	40
TOTAL		60

Course Code: TYBVOC TTM – RUVTTM505
Course Title: Basics of Travel Technology II
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7 SEMESTER V			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM505	Basics of Travel Technology II		06 / 75
	1	<ul style="list-style-type: none"> • Understanding different routings and terminologies of advanced fares • Basics of a Fare quote 	15 hrs
	2	<ul style="list-style-type: none"> • Understanding entries of a fare quote and rule displays • Taxation policy • Booking designators 	15 hrs
	3	<ul style="list-style-type: none"> • Pricing of an itinerary • Segment association required for pricing • Storing fares and Bargain Finders 	15 hrs
	4	<ul style="list-style-type: none"> • Evaluating BSP rules and regulations • Understanding concept of group bookings • Different types of Ticketing, 	15 hrs
	5	<ul style="list-style-type: none"> • Concept of Inventory management for the airlines and learning brief on line documentation required for international travel 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

(Remaining 15 hours for tutorials)

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM505
Q.2		10	
Q.3		10	
Q.4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM506
Course Title: International Tour Planning
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7			
SEMESTER V			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM506		International Tour Planning	06 / 75
	1	<ul style="list-style-type: none"> • Travel Agency and its functions • Tour operators • Logistics to be handled for international tours 	15 hrs
	2	<ul style="list-style-type: none"> • Administration of company operations, planning and controlling of financial operations • Understanding the organizational concepts, budget and standard procedures and rules • Financial analysis and budget 	15 hrs
	3	<ul style="list-style-type: none"> • Preparing itinerary and Costing the itinerary (GIT and FIT) Day wise and city wise (international only) • Computing costs and mark up to earn profits 	15 hrs
	4	<ul style="list-style-type: none"> • Comparative study of different products for the same destination • Importance of blogs for destination promotion 	15 hrs
	5	<ul style="list-style-type: none"> • Manage clients and develop business • Communication with customers and colleagues, 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM506
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM601
Course Title: Introduction to Indian Sociology
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7			
SEMESTER VI			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM601		Introduction to Indian Sociology	04 / 60
	1	<ul style="list-style-type: none"> • Nature of Sociology: concept and definition, scope • Uses of Sociology 	15 hrs
	2	Introduction to Indian Society: <ul style="list-style-type: none"> • Tribal, Rural and Urban communities • Social institutions in India - Caste, family, marriage 	10 hrs
	3	Social changes: <ul style="list-style-type: none"> • Industrialization, Westernization, Urbanisation, Modernisation, Democratization 	10 hrs
	4	Major Social Challenges in India <ul style="list-style-type: none"> • Unemployment Population and Human Resource skilling • Health and emerging trends in Medical tourism • Gender sensitivity in the tourism and travel industry 	10 hrs
	5	Tourism Sociology: <ul style="list-style-type: none"> • Influence of Indian social structure on travel motivations of tourists • Social mobility and changing travel space: Globalisation, 	15 hrs

		Digitalisation and advancement in travel technology.	
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Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM601
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM602
Course Title: Fundamentals of Public Relations
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7 SEMESTER VI			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM602		Fundamentals of Public Relations	04 / 60
	1	<ul style="list-style-type: none"> Public Relations – concept, definition Scope and Functions Organisation of P.R. for Corporates 	15 hrs
	2	<ul style="list-style-type: none"> Selection, Development, Training of P.R. Personnel Important etiquettes and body language of P.R. personnel 	10 hrs
	3	Public relations strategy: <ul style="list-style-type: none"> Marketing Damage control Public meetings and event management 	10 hrs
	4	P.R. Communication: <ul style="list-style-type: none"> Process for customer care Electronic media coverage Sales promotion, trade fairs Feedback analysis, Information management 	10 hrs
	5	<ul style="list-style-type: none"> Ethics, morals and values in P.R. - Selection and importance of Brand Ambassadors, Outsourcing P.R. 	15 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM602
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM603

**Course Title: Environmental Awareness and Sustainable Development
 Academic year 2022-23**

Year-3 B. Voc. NSQF Level 7 SEMESTER VI			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM603		Environmental Awareness and Sustainable Development	04 / 60
	1	<ul style="list-style-type: none"> Definitions, components of environment Types of environment 	15 hrs
	2	<ul style="list-style-type: none"> Environmental Pollution and depletion of ozone layer with special reference to tourism activities Biological diversity and Tourism World Summit on Sustainable Development and Tourism 	10 hrs
	3	Ecotourism: <ul style="list-style-type: none"> Social and ecological impacts of tourism & Definition of ecotourism Ecotourism Resources 	10 hrs
	4	<ul style="list-style-type: none"> Eco-tourism Planning and development strategies: Knowledge, skills, attitude and commitment of ecotourism service providers 	10 hrs
	5	Ecotourism practices: <ul style="list-style-type: none"> The ecotourists (types, and code of ethics) Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI 	15 hrs

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM603
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM604
Course Title: Marketing and Digitization in Tourism
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7			
SEMESTER VI			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM604		Marketing and Digitization in Tourism	06 / 75
	1	<ul style="list-style-type: none"> • Definition, Scope and Importance of Tourism Marketing, Marketing Segmentation • Product marketing vs Service Marketing 	15 hrs
	2	<ul style="list-style-type: none"> • Marketing Cycle, Marketing mix, Marketing of Services, Types of Marketing, Promotions, PR, Selling techniques, advertising and branding, TA fairs • Role of govt and Private agencies in Marketing 	15 hrs
	3	<ul style="list-style-type: none"> • Electronic Marketing - benefits and demerits • Types of Electronic Marketing 	15 hrs
	4	<ul style="list-style-type: none"> • Evolution of Hospitality Services: Meaning & Nature of Hospitality • Features of Hospitality Services, Structure of Accommodation, Industry, • Operation of Accommodation Units • 	15 hrs
	5	<ul style="list-style-type: none"> • Trends in Hospitality Industry – Tourism and Hospitality as sister concerns • Handling emergency and awkward situations in a hotel 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

1. 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
2. 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM604
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM605

**Course Title: Entrepreneurship and
 Start up Management
 Academic year 2022-23**

Year-3 B. Voc. NSQF Level 7 SEMESTER VI			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM605		Entrepreneurship and Start up Management	06 / 75
	1	<ul style="list-style-type: none"> • Entrepreneur & Entrepreneurship: Definition, concept and need of entrepreneurship development • Significance of the growth of entrepreneurship 	15 hrs
	2	<ul style="list-style-type: none"> • Ownership structure and organizational framework of small scale enterprises in Tourism • Theories of entrepreneurship • Influences of Entrepreneurship Development 	15 hrs
	3	<ul style="list-style-type: none"> • Classification of Entrepreneurs • Entrepreneurship project development and business plan • Business Planning process 	15 hrs
	4	<ul style="list-style-type: none"> • Managing family enterprises in Tourism industry • Venture Development • New Trends in Entrepreneurship 	15 hrs
	5	<ul style="list-style-type: none"> • Promotional agencies for SMEs in India Opportunity Identification • Business Plan • Feasibility Report • Funding options 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM605
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Course Code: TYBVOC TTM – RUVTTM606
Course Title: Corporate Analysis and Company Culture
Academic year 2022-23

Year-3 B. Voc. NSQF Level 7 SEMESTER VI			
Course Code/ Unit	Unit	Course/ Unit Title	Credits/ Lectures
RUVTTM606		Corporate Analysis and Company Culture	06 / 75
	1	<ul style="list-style-type: none"> Introduction to corporate sectors with special focus on tourism industry 	15 hrs
	2	<ul style="list-style-type: none"> Organization of Departments Evaluate the importance of a Company, its vision, 	15 hrs

		mission, and brand essence and its role	
	3	<ul style="list-style-type: none"> Understand the success of businesses Communication strategies Describe productivity and its significance successful business Demonstrate mastery of concepts discussed in class through case studies Evaluate the impact of competition, service, and global expansion 	15 hrs
	4	<ul style="list-style-type: none"> Introduction to Time Management Importance and Need Steps towards better time management 	15 hrs
	5	<ul style="list-style-type: none"> Interpersonal relationships Stress and Impacts Skills required at managerial level 	15 hrs

(Remaining 15 hours for tutorials)

Modality of Assessment

Theory Examination Pattern:

A) Internal Assessment (40%)

Sr. No.	Evaluation type
1	Class assignments
2	Preparation of presentation, reports, posters etc.
3	Surprise test (Short answer, MCQs etc.)
4	Submission and Viva Voce
5	Group Discussion or Debate

B) External Examination (60%)

Semester End Theory Examination:

- 20 marks practical on concept-based learning taught in the subject via presentation and viva OR submission and viva to be graded by the external examiner from the industry with good corporate and work experience in the field.
- 40 Marks written examination. These examinations shall be of **1 ½ Hr (for 40 marks)**

Theory question paper pattern:

Paper Pattern for 40 marks Question paper:

Question No	Question – Answer any 4 out of 5	Marks	
Q.1		10	RUVTTM606
Q.2		10	
Q.3		10	
Q4.		10	
Q5.	Short Notes (Any two)	10	

Ramnarain Ruia Autonomous College (B.Voc. TTM)