**MAHARASHTRA STATE BOARD OF VOCATIONAL EXAMINATION, MUMBAI 51.**

| | | |
|---|---|---|
| 1 | Name of Syllabus | **C.C. in Tourism (414202)** |
| 2 | Max. No's of Student | 25 students. |
| 3 | Duration | 1 YEAR |
| 4 | Type | Full Time |
| 5 | No Of Days / Week | 6 Days |
| 6 | No Of Hours /Days | 7 Hrs |
| 7 | Space Required | Lab = 1000 Sq feet<br>Class Room = 200 Sq feet<br>TOTAL = 1200 Sq feet |
| 8 | Entry Qualification | S.S.C. passed |
| 9 | Objective Of Syllabus/ introduction | To enable the student to -<br>1. create the reliable and creative trained manpower for the fast expansion of tourism industry.<br>2. create the awareness among the youth regarding the need and importance of tourism and related techniques.<br>3. orient the young entrepreneur to launch the various operations related to tourism industry.<br>4. enhance the income-generating activities among the potential youths in the tourism sector as a service oriented industry.<br>5. help the learners to keep pace with the ever-changing and dynamic tourism industry as a service-oriented sector. |
| 10 | Employment Opportunity | He can get job in Tourism related Establishment. |
| 11 | Teacher's Qualification | Diploma/Certificate in concern subject |
| 12 | Training System | **Training System Per Week** |

| Theory | Practical | Total |
|---|---|---|
| 18 Hours | 24 Hours | 42 Hours |

13 Exam. System

| Sr. No. | Paper Code | Name of Subject | TH/ PR | Hours | Max. Marks | Mini. Marks |
|---|---|---|---|---|---|---|
| 1 | 41420211 | Introduction to Tourism & Transport | TH I | 3 hrs. | 100 | 35 |
| 2 | 41420212 | Cultural Heritage of India & Marketing of Tourism | TH II | 3 hrs. | 100 | 35 |
| 3 | 41420213 | Hospitality, Communication & Management of Travel Agency | TH III | 3 hrs. | 100 | 35 |
| 4 | 41420221 | Introduction to Tourism & Transport | PR I | 3 hrs. | 100 | 50 |
| 5 | 41420222 | Cultural Heritage of India & Marketing of Tourism | PR II | 3 hrs. | 100 | 50 |
| 6 | 41420223 | Hospitality, Communication & Management of Travel Agency | PR III | 3 hrs. | 100 | 50 |
| | | | | | 600 | 255 |

# Tourism

## THEORY I
## PART A
## Introduction to Tourism & Transport

**Theory**

**1. Introduction**

Terminology - Various terms, abbreviations and words used in Tourism
Basic Concepts:
Tourist:
Definition and meaning and types of tourist
Conceptual meaning of and difference between travel and tourism
Purposes of travel
Activities connected with tourism (4 A's of tourism)
Accounts of famous traveler

**2. Significance and Impact:**

Socio-Economic importance of tourism
Socio-Economic and cultural impact of tourism on Indian economy
Tourist inflow and multiplier effect
Types of multiplier

**3. Forms of Tourism:**

Cultural adventure, Eco-tourism, Agro Tourism, Social tourism, Mass tourism, Wild life, Bird sanctuaries etc.
Business convention, shopping tours, medical tourism
science tourism, sun, sand and sea tourism etc.

**4. Types of Tour:**

Group inclusive tour, foreign inclusive tour, package tour, incentive tour, domestic/ international tour, special interest tour etc.

**5. National and International Tourism Organization:**

TAAI, State tourism Organizations, I.T.D.C. Hotel Corporation of India
International Tourism Organizations W.T.O. IATA. PATA. ICAO. ASTA. UFTAA

## THEORY I
## PART B
## Transport

**Theory**

**1. Transport**

Meaning : Classification of transport
Social and economic benefits of transport

**2. Roadways**

Historical and technical perspective
Classification of roads : Types of road transport
Road transport and tourism : Scope for development
National and International organization in road transport

**3. Railway**

Historical and technical perspective
Indian Railway and tourism : Management, facilities and accommodation
Overall perspective of Indian Railway
Comparative study of Indian Railway with other countries

**4. Airways**

Historical and technical perspective of Airlines in India

Comparative study of domestic and International Airlines
Air fares : types of classes, Air routes, Airports in India
National and International Organization in Air-transportation

**5. Waterways**

Historical and technical perspective of waterways in India
Classification and types of water transport : International sea routes
Indian and overseas shipping : chartering
Comparative study of domestic and International shipping and seaport

## PRACTICAL I

## PART A

Field trips to :
1. Tourist destinations in and around course center.
2. Project on any one tourist destinations in the district.
3. Project on any one Indian state or territory.
4. Map reading and locating of national and Interactional Tourist destinations.
5. Organization of 06 days duration visit to various tourist destinations within a state.
6. Learning tourism through Computer and Internet.
7. Visit to various state tourism organizations, like M.T.D.C. and National tourism Organizations like I.T.D.C.
8. Visit to various Travel Agencies.
9. Organization of interviews of domestic and international tourists.

## PRACTICAL I
## PART B

1. Visits to Railway station in respect of understanding:
Reservation / cancellation procedure
Traffic and signal system
Amenities, concessional fares, catering, rail accommodation units
Parcel handling procedure
2. Visit to Regional Transport office (R.T.O.) to understand
Functions of R.T.O. in relation with tourism
Tourist, permits, Insurance, International Driving Permit, Motor vehicle Act
3. Visit to Airlines /Airport in respect of understanding :
Facilities and amenities available at Airlines /Airport
Operational system : reservation, cancellation, concessional air fares facilities on board
4. Visit to Seaport in respect of :
Reservation - cancellation procedures, tourist amenities at sea port
Observing the actual operational shipping
Visiting various sections of sea ports
5. Reading of Railway, Air, Shipping time table and preparing route programme respectively
6. Visit to private transport organizations (at least three) - visit to state transport organization
7. Maps, sketches, locations, various routes to be drawn
8. Maintain a pictorial collection file

## THEORY II

## PART A
## Cultural Heritage of India & Marketing of Tourism

**Theory**

**1. Introduction:**

Meaning and definition of Culture and Heritage

Characteristics of Indian Culture

**2. Heritage of India :**

Ancient, medieval and modern periods in relation to Buddhist, Jain, Islamic and Hindu pilgrim centers

Socio-cultural history with special reference to existing culture and traditions of India

**3. India at a glance:** land, culture, climate

Indian population, Indian Constitution, National symbols

Fairs and Festivals: Rituals and Ceremonies (Myths and Legends)

Handicrafts and Jewellery

Costumes of India

**4. Philosophy and Theology of Indian society:**

Importance of Spiritual tourism, Yoga, Mediation, Hindu theology

**5. Architecture and Sculpture:**

Museums and Monuments

Caves, Murals, Manuscripts

**6. Indian Music:** Musical instruments: Classical and Folk music

Dances: Classical and Folk.

## THEORY II

## PART B

## Marketing of Tourism

**Theory**

1. **Tourism Marketing:**

Introduction

Definition of Marketing, Significance of marketing in relation with tourism

Impact of marketing on tourism

2. **Tourist product and marketing** (4 A's and 4 p's of Tourist product)

3. **Tourist Market:** Characteristics of tourist market

Marketing cycle

4. **Promotion and development of tourism**

Advertising and selling techniques

Tourist literature, various media and public relation in tourism

5. **Marketing Research:** Meaning, Significance and Impact of market research; Various marketing tools.

6. **Marketing India as a tourist destination**

Need for aggressive marketing, strategy in relation to domestic and International tourism

7. **Marketing in travel agency business**

Planning and promotion of new travel destination

Maintenance and updating of new travel destination

## PRACTICAL II

## PART A

**Practical**

Visits to places of historic and cultural interest

1. At least 8 structured visits to places of tourist interest and monuments in the vicinity of the place where the programme is being conducted and its respective report writing.
2. Organizing cultural meets, seminars, exhibitions, fairs and festivals.
3. Visit to Museums.
4. Collection of pictorial material on different aspects of the course with short notes on each picture.
5. Collecting, arranging and maintaining documentation file in relation with dances, music, paintings, architecture, sculpture. art, literature fairs and festivals in context of India.

**PRACTICAL II**
**PART B**

1. Making a survey of tourists at a tourist place to prepare their profile.
2. Collection of broachers from tourist places, hotels etc. to understand how promotion of tourist activities all being done ( Indian states, territories).
3. Collection of advertisements from newspapers, magazines, Internet and various media and making a analysis of the same.
4. Arrangement of an exhibition of tourist literature in local festivals, cultural meets, seminars, business conferences etc.
5. Arrangement of sightseeing tours for local tourist places.
6. Preparation of a project report on any one foreign country, major cities outside India, geography of the city and tourist attractions and special facilities offered in that country for promotion of tourism.
7. Preparation of a project on unknown tourist destination recommending remedies for it's development from tourism point of view.
8. Identification of strategies for enchasing eco-tourism in India.

**THEORY III**
**PART A**

**Hospitality, Communication & Management of Travel Agency**

**Theory**

**1. Hospitality Industry:**
Rational of hospitality within Service Sector
Meaning, role and types of hospitality
Importance of hospitality and its relative importance in tourism industry

**2. Hospitality in hotel concern:**
Origin and emergence of hotels: Definition of hotel
Types and classification of hotels
Safety and security measures and procedures in hotel during emergencies/awkward situations.
Co-ordination and functions of various departments in hotel

**3. Front office Management**
Meaning, objectives, aims and role of front office
Manpower development and H.R.D.
Layout, design and organizational chart of hotel
Guest handling procedures

**4. House-keeping :**
Meaning and objectives of house-keeping
Organizational Structure of house-keeping dept.
Duties and responsibilities of house-keeping staff

**5. Food and Beverage Service:**
Meaning and objectives of food and beverage service, types of menu, types of hotel plan, types of hotel services.

Culinary forms : Indian, Chinese, French and Italian food
Types of catering establishments

**6. Communication:**

Meaning, types and objectives of Communication
Traditional and Modern forms of Communication
Basic knowledge of Computer, Internet, e-commerce, e-mail etc.

## THEORY III
## PART B
## Management of Travel Agency

**Theory**

1. **An outline history of development of travel agency with special reference to India**
2. **Role and function of travel agency:**
Operation of travel agency
Divisions of travel Agency:
Sources of income for travel agency
Role and approval of IATA in travel agency operation
Organizational structure of travel agency.
3. **International travel formalities**
Weather Conditions
Immigration rules and custom regulations
Currency regulation and currency exchange rates
GMT/Exit formalities
4. **Wholesale and retail tour operators:** Role of tour operators for the promotion of domestic and international tourism.
5. **Difficulties faced by travel agencies:** Trends, development and profile of modern travel agencies in India
6. **The intermediary in travel business:**
Travel agent
Tour operator
Excursion agent
7. **Principles of Management:**
Time Management
Resource Management
Manpower Management
Cost benefit analysis in travel agency
8. **Itinerary :** Performa, ingredients and principles of good itinerary.

## PRACTICAL III

## PART A

1. Visits to various types of accommodation units like hotel, Motels, Resorts and supplementary units to understand the working of concerned establishments in respect of
- Front office procedure
Guest arrival and departure procedures: layout and design of Front office
- Reservation

Taking reservation on a phone
Processing reservation / cancellation
- Reception
Calculating room position
- Foreign exchange counter
Foreign Currency and Rates of Exchange
2. Guest folio (Master bill)
3. Handling and procedures of computer and Internet Browsing of websites: multimedia techniques
4. Handling and procedures of EPABX telex, fax, credit cards and latest modes of communication

## PRACTICAL III
## PART B

**Practicals**
1. Field Trips to : Travel agencies
Tour operators
Hotels
Air-lines
Air-port
Railway stations
Corporations
2. Project reports on : Travel destinations covering history
(Minimum 03) Accessibility
Topography
Tourist facility
3. Exercises in reading and use of Air/Rail time-table, procedure of handling ABC/APT books. travel insurance, Contract carriage permissions and R.T.O formalities.
4. Planning and selling itineraries and escorting tours : itineraries making and costing
5. 10 to 14 days tour programme to be arranged to visit various tourist destinations in India
6. Practical exercises/field visits to know the procedure for booking of accommodation in a hotel for a tourist
7. Tourist information : Collection, tabulation and updating information on weather, GMT, restricted areas
8. Arrangement of visit to your regional passport office and embassy office to acquire knowledge about passport and visa and get acquainted with the information about immigration rules, customs, taxes, travel tax and health certification.

**List of Reference books**

**Sr. No. Title of Books Author's name**

1. Tourism policy organization Kapoor Rakesh and management. Kanishka Publishers Distributors New Delhi
2. Tourism and Economic Kumar Nirmal - Development Aph publishing corporation New Delhi
3. Tourism development principles A.K. Bhatiya and practices Sterling publishers (p) Ltd. New Delhi
4. International tourism A.K. Bhatiya fundamental and practices Sterling Publishers (p) Ltd. New Delhi.
5. Tourism India Hospitality Sing Ratandeep Kanishka Service Publishers New Delhi.
6. An Introduction to Seth Prannath Travel and Tourism Sterling Publishers N. Delhi.
7. Ethical, legal and Regulatory Sing Malik Satyandra aspects of Tourism Business Rahul Publishing House New Delhi.
8. Tourism-strategies planning and Sinha R.K. Development Commonwealth publishers New Delhi.
9. Tourism management and Bhatia A.K. marketing Sterling Publishers (p) Ltd. New Delhi.
10. Tourism in the 21st Century. Batra G.S. Anmol Publications (p) limited New Delhi.
11. A travelers Companion Guide Seth Prannath Sterling Publishers New Delhi.
12. Adventure Tourism Sing malik satyendra Rahul Publishing House New Delhi.
13. Essays onTourism Somnath Chib Edited by - Ratan Sahai.
14. Tourism : Past present and future A.J. Burkart S. Medlik
15. Dynamics of Tourism R.N. Kaul Atrilogy Vol. I The Phenomenon.
16. Dynamics of Tourism R.N. Kaul Atrilogy Vol.2 Accomodation
17. Dynamics of Tourism R.N. Kaul Atrilogy Vol.3 Transportation and marketing
18. India plan your own holiday Shakuntala Jaganathan New Edition.
19. Fodor's Guide to India Fodor and william Curtis New Edition Recent Edition.
20. Fodor's Guide to Erope Foder and willam curtis. Fodor's Guide to U.S.A.
21. Hotel Guide of India Hemkant 22. Hotel front office Traning manual. Sudhir An drews ITC Welcome group New Delhi.
23. Hotel and food service marketing Francis Buttle
24. Business Travelling Guide - The Economic Publication Japan
25. Wonder it was India A.L. Bhasham New Delhi.
26. Indian Railway Indian Railway Publication dept. All India Time Table Delhi.
27. Zonal time table Indian Railway Publication dept. Delhi.
28. Maharashtra 2002 Dr. Santosh Dastane Dastane Prakashak, Pune
29. Tourism marketing Dr. S.M. Jha Himalaya Pub.House, Bombay- Girgoan
30. Tourism and Travel : Dr. Jagmohan Negi Concepts and principles Gitanjali Publishing House Anand lok opp. Gargi college New Delhi - 49
31. Internet for every one Leon Alexis and Leon Mathews Loon Publication Leanpress - Chennai Vikas Publication House New Delhi - 1997
32. Computer Network and Internet Pardue University 2000
33. Let's Visit Pacific Islands Garry Iyde
34. Let's Visit Portugal Ronald seth
35. Let's visit Thailand Franmces Wilkins
36. g\$a B©emÝ` ^maVmMr dmg§Vr K¡gmg
37. dmid§Q>mVrb d¡^d a_oe _§Ìr
38. Woåg Vo ZmB©b Zm.b. d¡Ú
39. A_o[aH$m {H$Vr _moR>r {H$Vr N>moQ>r CfmXodr {dO` H$moëhQ>H$a
40. User guide for GIAS By Raj Metha (VSNL)
41. Teach yourself the internet yourself Net Shell SAMS Publication 1998
42. The book of Indian Birds Salim Ali
43. Main currents of Indian history R.C. Muzumdar
44. Tourism development and resource Dr. Jagmohan Negi conservation

45. Museums of India Shobita Punja
46. Manorama year-book Malayala Manorama press Kottayam - by Mammen Mat hew
47. India - 2003 Ministry of Information and Broadcasting. Govt. of India. Recent Publication.
48. Rainbow of the feast Swami Shilananda S.J. Nashik

**List of Tools and Equipments**

| **Sr. No. Article** | **Quantity/ No.** |
|---|---|
| 1. Magnet Boards | 2 |
| 2. Computer unit with Internet connection | 1 |
| 3. L.C.D. | 1 |
| 4. Over Head Projector | 1 |
| 5. S Lide Projector | 1 |
| 6. Colour Television | 1 |
| 7. VCP / VCD | 1 |
| 8. Tape Recorder | 1 |
| 9. Handset of cellular phone | 1 |
| 10. Reception Counter | 1 |
| 11. E.P.B.X. board with Telephone | 1 |
| 12. Flip Boards | As per need. |
| 13. Various charts | As per need. |
| 14. Maps - World India, States | As per need. |
| 15. Handouts (Well prepared notes, summaries etc.) | As per need. |
| 16. Programmed text books | As per need. |
| 17. Models | As per need. |
| 18. Map stands | As per need. |
| 19. Library Glass Cupboards | As per need. |
| 20. Documentary Films (Taken from Dept. of Tourism, hotels and Travel Agencies District Information Center etc.) | As per need. |
| 21. World Airways Guide | 1 |
| 22. Travel Information Manual | 1 |
| 23. Timetables of Railways, Airways, Roadways and Waterways. | As per need. |
| 24. C D Rack 3 | |
| 25. Tourist Guides, Maps | As per need. |
| 26. Shoe Rack | As per need. |
| 27. Fully modern well equipped descent classroom | 1 |
| 28. Fully Modern well equipped descent practical Room | 1 |
| 29. Trolleys | As per need. |

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