

UNIVERSITY OF DELHI
UNDERGRADUATE
CURRICULUM FRAMEWORK–
2022 BASED ON NATIONAL
EDUCATION POLICY-2020
B.A. (VS) TOURISM
MANAGEMENT

SEMESTER V

B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC CORE COURSE (DSC- 5.1)

The Tourism System

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
The Tourism System DSC 5.1	4	3	1	0	Pass in class 12th	-

Learning Objectives

The learning objectives of this course are to acquaint students with the knowledge of various modes of transportation. This course will provide understanding about accommodation and catering- types of hotels, procedure of categorization and classification. It will provide an insight into Travel Agency business, Itinerary making and resources for planning itineraries, Approval of Travel Agency by Department of Tourism, Govt. of India. Identify key travel services and organizations in India and abroad and to explain the importance of freedoms of air and open skies policy.

Learning Outcomes:

After completing this course, the learners would be able to:

1. evaluate the various modes of transportation being used in tourism industry and identify the elements of transportation and discuss about the major tourist trains in India and its importance in promotion of domestic tourism.
2. analyze the definition, functions and procedures of setting up a travel agency. develop knowledge about elements of itineraries and its resources.
3. classify accommodation sector and appraise quality issues and new concept development in the tourism sector.
4. evaluate roles and functions of the various national and international organizations of tourism along with freedoms of air and open Sky policy.

Unit- 1

Tourism and Transportation

11 Hours

Modes of transport- Rail, Road, Air and sea, Elements of transportation, Political influences on transport for tourism, Regulation of competitions, Role of Railways in promotion of domestic

tourism, Important tourist trains in India, Case study of Air India and a few important International Airlines. Emerging modes of transportation – Sustainable modes of transportation, Automated Transportation, Drone Delivery.

Unit-2

Travel Agency

12 Hours

Travel Agency – Definition, Functions, Itinerary making and resources for planning itineraries, Approval of travel agency by department of tourism Government of India, Rules and Regulations for approval, Classification of Travel agents and Forms of organizations, Tour planning.

Unit- 3

Accommodation and Catering

11 Hours

Accommodation and Caterings- Types of Hotels, Procedure of categorization and classification of hotels, Accommodation and the tourism, Concepts of “Atithi Devo Bhavah”, Product quality issues, New concepts and development in accommodation.

Unit- 4

Tourism Organizations

11 Hours

Tourism organizations and their role in Tourism development, Local- Delhi Tourism and Transport Development Corporation (DTTDC), Rajasthan Tourism Development Corporation (RTDC), Madhya Pradesh State Tourism Development Corporation (MPSTDC). National- Indian Association of Tour Operators (IATO), Travel Agent Association of India (TAAI), India Tourism Development Corporation (ITDC). United Nations World Tourism Organization (UNWTO), Open sky policy in National Civil Aviation Policy 2016, Understanding how freedoms of air impact international route planning.

Exercises

The learners are required to:

1. visit any nearby tourist destination, meet some tourists and ask about the problems faced by them during travel. Get suggestions for better transportation system. Group discussion on role of important tourist’s trains in India in the promotion of tourism.
2. consider themselves as a tourism entrepreneur and want to open a travel agency. Find out the necessary rules & regulations for approval and resources required to open the travel agency.
3. involve themselves in group discussion on the concept of accommodation and importance of “Atithi Devo Bhavah” in the hospitality sector.
4. assess the understanding of tourism organizations and their role in tourism development, Local, National and International organization by objective and subjective assessment (Class tests, assignments, MCQs, Fill in the blanks and quizzes).

Suggested Readings:

- Bhatia, A. K. (2012). *The Business of Travel Agency and Tour Operations Management*. India: Sterling Publishers Pvt. Limited.
- Dileep, M. (2019). *Tourism, Transport and Travel Management*. United Kingdom: Taylor & Francis.
- Dileep, M. (2019). *Tourism, Transport and Travel Management*. United Kingdom: Taylor & Francis.
- Duval, D., Lohmann, G., & Cooper, C. (2011). *Tourism and Transport*. United Kingdom: Goodfellow Publishers Limited.
- Klemmer, L., & Gross, S. (2014). *Introduction to Tourism Transport*. United Kingdom: CABI.
- Masih, S. (2011). *Hand Book of Travel, Tourism and Hospitality Management*. India: Global India Publications.
- Mill, R.C. & Morrison, A.M. (2009). *The Tourism System*. Dubuque: Kendall Hunt Publishing.
- Vandana, J. et al. (2009). *Tourism Operations and Management*. India: Oxford University Press.

Notes:

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- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC CORE COURSE (DSC- 5.2)

Destination Management

Credit Distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Destination Management (DSC 5.2)	4	3	1	0	Pass in class 12th	-

Learning Objectives:

This course is designed to provide a comprehensive knowledge of managing and developing different tourism destinations through the concepts, principles, and practices of destination management. This course explains the role of the Destination Management Organization (DMOs) and Destination Management Companies (DMCs) in the development and management of tourism destinations. The learners will be able to develop the skills in developing and analyzing the tourism destinations. The students will gain an insight about the sustainable tourism practices and their applications in destination planning and development. The students will also learn about the significance of partnerships and collaboration in destination management. This course equips the students with the knowledge and skills necessary for destination operations and management, including visitor services, destination appraisal and crisis management. This course also focuses on the basic understanding of marketing and communication for tourism destinations. The students will learn about marketing strategies and tactics for destination promotion, use of digital marketing and social media in destination marketing and image building.

Learning Outcomes:

After completing this course, the learners would be able to:

1. apply and analyze the concept, principles and practices of destination management on various types of tourism destinations.
2. evaluate the role of the Destination Management Organizations (DMOs) and Destination Management Companies (DMCs) in the development and management of tourism destinations.

3. apply the knowledge of destination analysis to conduct SWOT analysis, and competitive analysis of destinations.
4. analyze the principles of sustainability and apply them in destination planning and development.
5. evaluate the partnerships and other collaborative approaches for destination management.
6. apply their knowledge and skills in various destination operations and management, including visitor services, destination appraisal and crisis management.
7. evaluate marketing strategies and promotional activities for destinations.
8. analyze the need of digital marketing and social media communication for destination marketing and image building.

Unit-1

Concept and Typology of Tourism Destinations

10 Hours

Meaning, and Characteristics of Tourism Destination, Typology of tourism destinations- Coastal tourism destination, Urban tourism destination, Rural tourism destination, Island tourism destination, Medical tourism destination etc., The successful destinations.

Unit-2

Destination Development and Analysis

12 Hours

Destination development, Destination lifecycle- Destinations and products, Role of Destination Management Organisations (DMOs) and Destination Management Companies (DMCs), Destination development through events, Strategic planning for destination development, New product development and diversification, Destination competitiveness, SWOT analysis of destination.

Unit-3

Destination Planning and Crisis Management

13 Hours

Destination Management Systems, Destination planning through sustainable practices, Destination zone, Planning model, Destination partnerships and collaboration, Visitor management- Operational approaches to visitor management, Technology and visitor management, Controlling the impacts of tourism, Destination performance measurement, Crisis management at destination.

Unit-4

Destination Marketing and Promotion

10 Hours

Destination marketing mix, Target market and segmentation, Marketing strategies and tactics for destination promotion, Digital marketing and social media in destination marketing, Destination image building and communication.

Exercises

The learners are required to:

1. conduct a comprehensive analysis of a selected tourism destination, including SWOT analysis, market assessment, and competitive analysis.
2. develop a destination development plan for a specific area, considering factors such as infrastructure, attractions, product diversification, collaboration and sustainability.
3. visit a nearby tourism destination to conduct a survey on visitors' experience.
4. design a visitor experience management program for a specific destination, including the provision of visitor services and quality management.
5. develop a crisis management plan for a destination, outlining strategies for risk assessment, communication, and recovery.
6. create a marketing campaign for a destination, incorporating target market analysis, promotional strategies, and digital marketing techniques.

Suggested Readings:

- Bhatia, A.K. (2012). *Tourism Development: Principles and Practice*, New Delhi: Sterling Publishers Pvt. Ltd.
- Buhalis, D., & Darcy, S. (Eds.). (2020). *The Routledge Handbook of Tourism Marketing*. London: Routledge.
- Collins, K. H. (2015). *Handbook on Tourism Development and Management*. New York: Nova Science Publishers, Inc.
- Edgell, D. L., Sr., & Jenkins, J. L. (Eds.). (2020). *Destination Management Organizations: Tourism and the Challenges of Sustainability*. London: CABI.
- Fyall, A., Leask, A., & Barron, P. (2020). *Managing Visitor Attractions: New Directions*. London: Routledge.
- Kozak, M., & Kozak, N. (Eds.). (2015). *Destination Marketing: An International Perspective*. London: Routledge.
- Morrison, A.M. (2012). *Marketing and Managing Tourism Destinations*, New York: Routledge.
- Pike, S. (2021). *Destination Marketing: An Integrated Marketing Communication Approach*. London: Routledge.
- Ritchie, B. W. (2009). *Crisis and Disaster Management for Tourism*. Bristol: Channel View Publications.
- Ritchie, B. W., & Burns, P. M. (2019). *Tourism Destination Development: Managing Sustainability*. Bristol: Channel View Publications.

Additional Resources:

- A Practical Guide to Tourism Destination Management, a World Tourism Organization Publication, UNWTO Library.
- IITS. (2012). Sustainable Tourism: International Cooperation for Development. Washington, DC, New York. Retrieved from <http://lms.rmportal.net/course/category.php?id=51>

Notes:

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B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC CORE COURSE (DSC- 5.3)

Air Transport and Airport Management

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Air Transport and Airport Management DSC-5.3	4	3	1	-	Pass in class 12th	-

Learning Objectives:

The aim of this course is to provide the students a comprehensive understanding of air transport and airport management principles and practices within the aviation industry. It equips the learners with knowledge of air transport geography. Further this course will develop the skills of calculating time variations in air transportation, airfare calculation and itinerary preparation. The students will acquire the in depth understanding about Official Airline Guide (OAG) and Travel Information Manual (TIM). This course will provide the essential skills in the handling of travel documentations for facilitation purpose. This course also familiarizes the students about the regulatory role and relevance of national and international organizations of aviation industry. The learners will acquire the knowledge about the various aspects of airport management such as planning, designing, operational considerations, customer service, safety security and emergency management. The course focuses on exploring the challenges and emerging trends in airport management, such as sustainability, technological advancements, and industry regulations.

Learning Outcomes:

After completing this course, the learners would be able to:

1. apply the knowledge of IATA areas and different time zones of the world in various air transport operations such as route determination, transportation time calculation and airfare calculation.
2. apply the knowledge of Official Airline Guide and Travel Information Manual in various air transport operations and travel documents handling.
3. evaluate the role and functions of different national and international organisations of aviation industry.
4. analyze a thorough understanding of the functions, roles, and operations of airports.

5. apply airport planning principles to design efficient airside and landside facilities.
6. analyze and evaluate airport emergency management, safety-security measures and passenger services.
7. compare the process of embarkation and disembarkation in domestic and international air travel.
8. evaluate the environmental impact of airport operations and sustainable management practices.

Unit-1

Air Transport Management

18 Hours

Air Transport Association Areas (IATA Areas), Air Transport Association Sub-areas (IATA Sub areas), Sub regions, Time calculation- Greenwich Mean Time (GMT) variations, Standard Time and Daylight-Saving time (DST), Calculation of elapsed time, Flying time and Ground time.

Official Airline Guide (OAG): Three letters city code and Airport code, Airline designated code, Minimum Connecting Time (M.C.T.), Global Indicator (G.I.), Familiarization with air tariff, Fare construction, Special fairs, Currency regulations, Types of air journey.

Unit-2

National and International Organizations in Air Transport & Familiarization with Travel Information Manual (T.I.M.)

10 Hours

Airport Authority of India (AAI), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO) and Directorate General of Civil Aviation (DGCA): Role and Relevance.

Familiarization with Travel Information Manual (T.I.M.): Passport, VISA, Custom Regulations, Health regulations, Airport Tax, and Travel Insurance.

Unit-3

Airport Operations and Management

9 Hours

Airport planning and design, Airside and landside operations, Airport security and safety management, Airport business, Airport ground handling, Baggage handling and passenger services, Passengers needing special attention, Airport security and emergency management, Air traffic control, Embarkation and Disembarkation Process.

Unit-4

Airport Sustainability and Environmental Management

8 Hours

Sustainable practices in airport operations, Environmental impact assessment and mitigation, Noise and emissions management, Community relations and stakeholder engagement, Outsourcing of airport management services.

Exercises:

The learners are required to:

1. identify three International Air Transport Association Areas (IATA Areas) and all the Air Transport Association Sub-areas (IATA Sub-areas) on blank maps.
2. identify various countries in each Air Transport Association Areas (IATA Area), their capital cities and major gateway airports.
3. identify the longitudes, latitudes and the corresponding time zones of famous tourist destinations of the world.
4. calculate the time difference between the major tourist destinations of the world.
5. calculate the flying time and airfare of flights in different routes.
6. prepare any 10-travel itinerary/route where International Dateline is crossed.
7. participate in a flash card activity to match country code, city code, airport code and currency code with the name written on a separate card.
8. participate in a group project to design an airport terminal, considering passenger flow, amenities, and operational efficiency.
9. simulate the process of tagging, tracking, and routing baggage through various stages, including check-in, security, and loading onto aircraft.
10. simulate different customer service scenarios, such as handling complaints, rebooking flights, and assisting passengers with special needs.
11. simulate a security checkpoint scenario to demonstrate the screening process for passengers and their luggage.
12. develop emergency response plans for various scenarios, considering communication, coordination, and passenger safety.
13. observe and document various airport functions such as check-in procedures, security measures, baggage handling, and passenger services.
14. interview airport staff to gain insights into their roles and responsibilities in airport management.
15. visit a nearby travel agency to observe Official Airline Guide (OAG) to refer to or check out sample pages of Official Airline Guide (OAG) online and try to read the information on the pages using codes.
16. visit a travel agency to learn the features of Global Distribution System, the process of booking tickets. Also, recognize the details given in the booking record and the ticket issued.
17. practice Travel Information Manual Automatic (TIMATIC) online.

Suggested Readings:

- Belobaba, P., Odoni, A., & Barnhart, C. (2015). *The Global Airline Industry (2nd ed.)*. New Jersey: Wiley.
- Boyd, E. A. (2007). *The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution*. New York: Palgrave Macmillan.
- Cook, G.N. & Billing, B.G. (2017). *Airline Operations and Management*. New York: Routledge.
- Dileep M.R. (2019). *Tourism, Transport and Travel Management*, London: Routledge.
- Graham, A. (2018). *Managing Airports: An International Perspective*. London: Routledge.
- Law, C.C. (2018). *A Practical Guide to Airline Customer Service: From Airline Operations to Passenger Services*. U.K: Brown Walker Press.
- Narayanan, S.S. (2019). *Aircraft Ground Handling*. London, U.K: Austin Macauley.
- Wensveen, J. G. (2016). *Air Transportation: A Management Perspective (8th ed.)*. London: Routledge.

Additional References:

- IATA Course study material & E- Library Publications.
- Introduction to Airline Industry; Publication IATA.
- Airport Codes of the World: A Complete IATA Listing; Publication IATA.
- Oxford Atlas.
- OAG
- TIM
- TMATIC

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B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 5.1)

Aviation Industry Management

Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Aviation Industry Management DSE- 5.1	4	3	1	-	Pass in Class 12 th	-

Learning Objective:

This course will help students to gain knowledge of the fundamental abilities and knowledge required for employment in the aviation business as well as an awareness of how the sector functions in its various forms. The course begins by introducing to the key aspects of the aviation industry via the lens of tourism management studies. The programme describes the idea of aviation industry – structures and alliances. The knowledge of aviation industry safety and security are covered in the course material, along with knowledge of soft skills for aviation industry.

Learning Outcomes

After completing this course, the learners would be able to:

1. analyze the concept and importance of aviation industry. Develop the knowledge about the history of aviation, major players in aviation industry, current trends and challenges
2. develop understanding of the organizational structure and alliances in the aviation industry.
3. analyze the various aspects of aviation safety and security. Know the threats and issues involved in aviation. Examine various safety and security measures at the airside/landside and technological improvements on aviation safety and security.
4. Inculcate potential soft skills such as positive thinking and attitude, presentation & grooming skills and effective body language in the learners to prepare them to deal with the external world in a collaborative manner.

Unit-1

Introduction to Aviation Industry

12 Hours

Meaning and concept of aviation, Aviation in India- past, Present and future overview, SWOT analysis of various aviation companies in India, Market potential of Indian aviation industry,

Scheduled and non-scheduled air transport, Opportunities and issues facing the Indian aviation sector, Government initiatives.

Unit-2

Aviation Industry: Structure and Alliances

11 Hours

Organizational structure, Types of airline personnel, Flight crew and cabin crew-Training and organizational culture, Aviation alliances: Development of commercial airlines, Deregulations, Impacts of deregulated aviation industry.

Unit-3

Aviation Safety and Security

11 Hours

Passenger and baggage screening, Objects prohibited in the airport/aircraft, Crowd control, Technological issues, Threats to aviation- incidents of security failures, Carriage of weapons onboard, Hijack, Sabotage, Bomb threat, Safety and security measures at the airside/landside. Technological improvements on aviation safety and security- Body or fire security scanner, Bio-simmer, Biometric systems.

Unit-4

Soft Skills for Aviation

11 Hours

Definition and significance of soft skills - Self-discovery, Developing positive Thinking and attitude, Driving out negativity, Presentation & grooming skills-Presentation and public speaking, Grooming & etiquette – Definition, Meaning, Importance (Uniform, Hair, Body shape, Selection of clothes, make up and skin care), Body Language –Meaning, Signals, and importance of right body language, Interview- perspectives and preparation, Group discussion- Methods, Do's & don'ts.

Practical Exercises

The learners are required to:

1. group discussion on the evaluation and importance of aviation industry also make a PowerPoint presentation on SWOT Analysis of various aviation companies in India.
2. make an assignment on the organizational structure. Class presentation on the benefits of alliances in the aviation industry.
3. visit to nearby airport and interact with passengers/airport staffs to collect information regarding safety and security measures adopted at the airport.
4. demonstrate various soft skills through role plays, group discussions, presentations, mock-interviews.

Suggested Readings:

- Benny, D. J. (2012). *General Aviation Security: Aircraft, Hangars, Fixed-Base Operations, Flight Schools, and Airports*. United States: Taylor & Francis.
- Cooper, C. (2022). *Essentials of Tourism*. United Kingdom: SAGE.

- Cusick, S. K., Cortes, A. I., Rodrigues, C. C. (2017). *Commercial Aviation Safety*, Sixth Edition. United States: McGraw Hill LLC.
- Dhanavel, S. P. (2010). *English and Soft Skills*. India: Orient Blackswan .
- Dožić, S., Babić, D., Kalić, M. (2022). *Introduction to the Air Transport System*. United States: CRC Press.
- Evans, N. (2015). *Strategic Management for Tourism, Hospitality and Events*. United Kingdom: Routledge.
- Ghosh, B. N. (2012). *Managing Soft Skills for Personality Development*. India: McGraw Hill.
- Graham, A. (2023). *Managing Airports: An International Perspective*. United Kingdom: Routledge.
- Guillard, D, P. & Grefe, G. (2020). *Shapes of Tourism Employment: HRM in the Worlds of Hotels and Air Transport*. United Kingdom: Wiley.
- Horonjeff, R., Kelvey, F., & Sproule, W. (2010). *Planning and Design of Airports*, 5th Edition, Colombia: McGraw-Hill.
- Wensveen, J. (2018). *Air Transportation: A Management Perspective*. United Kingdom: Taylor & Francis.
- Young, S., Wells, A. T. (2019). *Airport Planning and Management*. United States: McGraw Hill LLC.

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B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 5.2)

Front Office Management

Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Front Office Management DSE 5.2	4	3	1	-	Pass in Class 12 th	-

Learning Objectives

This course provides an overview of the management techniques used to manage the front office. This course will help students to recognize the various hotel kinds and their attributes. Students will be acquainted with the structure of front office department and its responsibilities. This course will help students to know how to manage reservations-related operations effectively.

Learning Outcomes

After completing this course, the learners would be able to:

1. explain the concept, importance and role of front office in a hotel. Appraise the need for organizational structure in the front office department and ensures co-ordination between different departments.
2. discuss the roles and responsibilities related to the staffs working in the front office department.
3. demonstrate the appropriate qualities and traits required by the front office personnel.
4. execute all the responsibilities related to the guests from pre-arrival till the time of departure.

Unit-1

Introduction to Front Office

11 Hours

Basic concept of tourism and hotel industry, Interdependence of the tourism, travel, and hospitality industry, Front office- Introduction, Function, Organizational structure, Roles and Responsibilities. Co-ordination and communication between the front office and the other departments- Housekeeping, Food & beverages and marketing and sales.

Unit-2

Roles and Responsibilities of Front Office Staff

11 hours

Roles & responsibilities of front office staff - Front office manager, Assistant front office manager, Reservations manager, Lobby / Duty manager, Reservation agent, Telephone operator, Cashier, Receptionist / Front office assistant, GRE- Guest Relation Executive, Concierge.

Unit-3

Qualities of Front Office Staff

10 hours

Pleasant personality, pleasant appearance, Personal hygiene, Welcoming cheerful smile, Willingness to help, Self-confidence, Calmness, Diplomacy, Social etiquettes, Physical fitness, Memory, Communication, Decision making salesmanship, Systematic working, Sincerity, Telephone manners.

Unit- 4

Guest Handling Procedures

13 hours

Guest Cycle - Introduction, Different stages of guest cycle, Reservations- Importance, Modes of reservation, Types of reservation system, Accepting or denying reservation, Generating reservation reports, Managing reservations. Arrivals - Guest arrivals at reservation and front office, Receiving of guests, Pre-registration, Registration. During the stay activities- message and mail handling, Key handling, Complaints handling. Departure- modes of guest account settlement, Control measures for cash and credit-based account settlement, Foreign exchange.

Exercises:

The learners are required to:

1. make an assignment on the functions of front office and its co-ordination with other departments- housekeeping, food & beverages and marketing and sales.
2. discuss in group about the roles and responsibilities performed by various front office staffs namely Front office manager, Reservations manager and Telephone operator.
3. demonstrate qualities of the front office staff through role play in the class.
4. visit a hotel to study the procedures adopted by for guest handling and make a detailed report on – Reservation, making group reservation, compiling arrival list, handling no shows, guest complaints handling.

Suggested Reading:

- Andrews, S. (2013). *Hotel Front Office: A Training Manual*. New Delhi: Tata McGraw Hill Publishing Company Ltd.
- Bhakta, A. (2012). *Professional Hotel Front Office Mgmt*. India: McGraw-Hill Education (India) Pvt Limited.

- Bhatnagar, S. K. (2011). *Front Office Management*. New Delhi. Frank Bros. And Publishers Ltd.
- Bhatnagar, S. K. (2011). *Front Office Management*. India: Frank Bros. & Company.
- Brooks, R. M., Kasavana, M. L. (2009). *Managing Front Office Operations*. United States: American Hotel & Lodging Association, Educational Institute.
- Raske, L. (2016). *Hotel Front Office Management*. United States: Scitus Academics LLC.
- Reynolds, D. E., Reynolds, D. R., Rahman, I., Barrows, C. W. (2021). *Introduction to Hospitality Management*. United Kingdom: Wiley.
- Tewari, J. R. (2016). *Hotel Front Office: Operations and Management*. India: Oxford University Press India.

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B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 5.3)

Geography of Travel and Tourism

Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Geography of Travel and Tourism DSE- 5.3	4	3	1	-	Pass in Class 12th	-

Learning Objective:

The course approaches Indian geography with the primary goal of assisting students in comprehending the environment in which tourism takes place. An introduction and inter-relationship between geography and tourism is given first. Future tourism graduates will be able to use the information in this course to advance their professional careers because geography and destinations are significant factors in the tourism industry. Knowledge of geography shall also give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations.

Learning Outcomes

After completing this course, the learners would be able to:

1. comprehend the fundamentals of geography, its importance in tourism as well as recent trends in tourism geography.
2. discuss factors affecting global and regional tourist movements. Analyze the impact of a particular demography on destination choice.
3. develop an insight into the physical and climatic characteristics of Indian geography. Further students would be able to examine the role of Relief, Climate, Vegetation, Wild life, Water Bodies in tourism.
4. demonstrate skills of reading maps. Distinguish between the physical and cultural landscape of Kashmir, Uttarakhand, Rajasthan, Gujarat, Madhya Pradesh, Kerala, Orissa, Arunachal Pradesh, Sikkim.

Unit-1

Introduction to Geography and Tourism

12 Hours

Fundamentals of geography, Globe, latitude and longitude, International Date Line, Geographical components of tourism, Importance of geography in tourism, Recent trends in tourism geography.

Unit-2

Geography of Travel

10 Hours

Factors affecting global and regional tourist movements, Demand and origin factors, Destinations and resource factors, Cross-regional travel across continents, The impact of a particular demography on destination choice.

Unit-3

Indian Geography

11 Hours

A study on the climate and geography of India, An overview of India's rivers, animals, Deserts, and hill stations, Physical and climatic features of Indian Subcontinent. Physical factors affecting tourism development in India - Relief, Climate, Vegetation, Wild life, Water Bodies.

Unit - 4

Geographical Features of Major Tourist Destinations of India

12 Hours

Understanding and reading maps of India showing major tourist destinations, Physical and cultural landscape of Kashmir, Uttarakhand, Rajasthan, Gujrat, Madhya Pradesh, Kerala, Orissa, Arunachal Pradesh, Sikkim.

Exercises

The learners are required to:

1. locate the imaginary lines on the world map. Group discussion on importance of geography in tourism. Make a chart on the recent trends in tourism geography.
2. assess the understanding of factors affecting global and regional tourist movements and the impact of a demography on destination choice by objective and subjective evaluation (Class tests, assignments, MCQs, Fill in the blanks and quizzes).
3. case study of two different climatic regions with special reference to their vegetation, wild life and water bodies.
4. demonstrate map reading skills and locate major tourist destinations of India on the blank map; also make a detailed report on these destinations' culture, folk dance, language and handicrafts.

Suggested Reading:

- Baghla, S. (2017). *Tourism Geography*. India: Book Enclave.
- Boniface, B., Cooper, R. & Cooper, C. (2020). *Worldwide destinations. The Geography of Travel and Tourism* (8th edition). London: Routledge.
- Geethanjali. (2010). *Tourism Geography* (1st Edition). New Delhi: Centrum Press.
- Hall, C. M., Page, S. (2014). *The Geography of Tourism and Recreation: Environment, Place and Space*. United Kingdom: Routledge.
- Husain, M. (2012). *World Geography: Fourth Edition* (Revised and Enlarged). India: Rawat Publications.

- Lew, A. A., Williams, S. (2014). *Tourism Geography: Critical Understandings of Place, Space and Experience*. United Kingdom: Taylor & Francis.
- Mason, P. (2012). *Tourism Impacts, Planning and Management*. Netherlands: Taylor & Francis.
- Nelson, V. (2017). *An Introduction to the Geography of Tourism*. United States: Rowman & Littlefield Publishers.
- Saleem, M. M. (2016). Geography of Tourism in India in L. S. Bhat, H. Ramachandran, and R. N. Vyas (eds), *Economic Geography: Volume 2: Urbanization, Industry, and Development*, ICSSR Research Surveys and Explorations.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 5.4)

Managing People
CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Managing People (DSE-5.4)	4	3	1	0	12th Pass	Nil

Learning Objective: The course aims to equip students with the knowledge and skills necessary to effectively manage people in the tourism industry by providing a comprehensive understanding of key management concepts and theories, as well as practical tools and techniques for managing individuals, teams, and human resources in an ethical and effective manner.

Learning Outcomes: After completion of the course, learners will be able to:

1. evaluate the key concepts of managing people in the tourism industry using various theoretical frameworks.
2. apply various motivational theories to effectively manage individuals in the tourism industry.
3. synthesise the characteristics of effective teams and groups in the tourism industry to design and manage high-performing teams.
4. create ethical guidelines and policies to manage human resources effectively in the tourism industry, considering the unique challenges of the industry.

Unit 1: Introduction

(11 hours)

Introduction to People Management- Historical Overview and Current Trends in People Management, The Role of Human Resource Management; Understanding Organisational Behaviour- Perception, Attitudes, and Motivation, Job Satisfaction and Organisational Commitment- Factors affecting job satisfaction, Measuring job satisfaction, Organisational commitment and its outcomes

Unit 2: Managing Individuals and Teams

(12 hours)

Procurement and Retention of Human Resource- Recruitment sources and methods, Selection tools and techniques, Retention strategies and practices; Employee Training and Development- Needs assessment and training design, Training delivery and evaluation, Career development and succession planning; Performance Appraisal and Feedback- Performance measurement and evaluation, Performance appraisal methods and techniques, Feedback and coaching; Managing Teams and Work Groups- Team Building and Communication, Stages of team development, Communication styles and barriers, Conflict resolution; Group Dynamics and Decision Making- Group cohesion and norms, Group decision-making techniques, Creativity and innovation in groups; Managing Diversity and Cultural Differences- Diversity and its dimensions, Cultural intelligence and its importance, Managing cultural differences and promoting inclusivity

Unit 3: Motivating and Leading People

(11 hours)

Theories of Motivation and Employee Engagement- Maslow's hierarchy of needs, Herzberg's two-factor theory, Self-determination theory, Vroom's theory, Goal-setting theory; Leadership Styles and Their Impact on People Management- Transformational and transactional leadership, Situational and contingency theories; Power and Influence- Sources and types of power, Political behaviour and influence tactics, Ethical issues in power and politics; Managing Conflict and Negotiation- Sources of conflict and its resolution, Negotiation strategies and techniques, Bargaining and problem-solving approaches; Managing Change and Innovation- Types and models of change, Change management and resistance to change, Creativity and innovation

Unit 4: Organisational Culture and Strategic Human Resource Management (11 hours)

Organisational Structure and Design- Types of organisational structures, Organisational design and its impact on people management, Matrix and network structures; Organisational Culture and its Impact on People Management- Cultural dimensions and their effects, Creating and managing culture, Culture change and its challenges; Strategic Human Resource Management- HR planning and forecasting, Talent management and succession planning, Employee engagement and retention strategies; Human Resource Planning and Forecasting- Workforce planning and forecasting methods, Job analysis and job design, HR metrics and analytics; Compensation and Benefits Management- Compensation philosophy and strategy, Wage and salary administration, Benefits design and administration

Practical Exercises:

The learners are required to:

1. conduct a SWOT analysis of a tourism organisation and create a management plan that addresses the strengths, weaknesses, opportunities, and threats identified.
2. analyse a scenario in which an employee in the tourism industry is not motivated and create a motivational plan that aligns with the employee's needs and organisational objectives.
3. work in a group to plan and execute a project related to the tourism industry, reflecting on the group dynamics and individual contributions to the project.
4. create an ethical code of conduct for a tourism organisation and analyse the potential impact on employee motivation and organisational culture.

Suggested readings:

- Griffin, R. W., & Moorhead, G. (2021). *Organizational behavior: Managing people and organizations* (13th ed.). Boston, MA, Cengage Learning.
- Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2021). *Fundamentals of management* (11th ed.). Boston, MA, Pearson.
- Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2021). *Human resource management: Gaining a competitive advantage* (12th ed.). New York, NY, McGraw-Hill Education.
- Snell, S. A., Morris, S. S., & Bohlander, G. W. (2020). *Managing human resources* (19th ed.). Boston, MA, Cengage Learning.
- Luthans, F., Luthans, K. W., & Luthans, B. C. (2020). *Organizational behavior: An evidence-based approach* (14th ed.). Charlotte, NC, IAP.

- Armstrong, M., & Taylor, S. (2017). Armstrong's handbook of human resource management practice (14th ed.). London, UK, Kogan Page.
- Bratton, J., & Gold, J. (2017). Human resource management: Theory and practice (6th ed.). London, UK, Palgrave.
- Clegg, S. R., Kornberger, M., Pitsis, T., & Mount, M. (2015). Managing and organizations: An introduction to theory and practice (4th ed.). Sage Publications Ltd., London, UK.

Notes:

1. Latest edition of the readings may be used.
2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

**B.A. (VS) Tourism Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 5.5)
Knowledge Traditions of India
Course Code: UH05
Offered by Department of History, College of Vocational Studies**

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Knowledge Traditions of India UH06	4	3	1	0	Pass in class XII	NIL

Learning Objective:

This course aims to provide students with a comprehensive understanding of the Indian Knowledge Systems, covering its intellectual heritage, philosophical traditions, scientific advancements, and cultural contributions. Students will gain knowledge of key figures, texts, and ideas that have shaped Indian knowledge systems.

Learning outcomes

Upon completion of this course:

1. Students will explore various aspects of Indian knowledge, including philosophy, literature, art, science, and spirituality.
2. The course will foster critical thinking skills by encouraging students to engage with diverse perspectives, evaluate strengths and limitations, and analyse texts, artworks, and philosophical arguments.

3. Students will explore how Indian philosophy, spirituality, and scientific ideas can contribute in the promotion sustainable living, and fostering holistic well-being.
4. The students will be able to understand and apply Indian knowledge to real-world situations.

Practical component

- Interactive sessions in the form of group discussion or group presentations.
- Using of audio-visual aids and power point presentation as a part of post field visit exercise.

Syllabus

Unit I: Foundations of Indian Knowledge System

(4 weeks approx.)

Introduction to Indian Knowledge System: Understanding the scope and significance, Historical overview and evolution of Indian thought, Vedas and Upanishads, Indian Philosophical Schools. Bhagavad Gita and Its Relevance.

Unit II: Indian Literary and Artistic Traditions

(4 weeks approx.)

Sanskrit Literature: exploration of classical texts, epics, plays, and poetry, social contexts, Sangam Literature, Bhakti movement: Literary texts, Indian Performing Arts, Study of treatise *Natyashastra*, *Shilpashashtra*, *Vashtushashtra* etc.

Unit III: Indian Scientific and Mathematical Contributions

(4 weeks approx.)

Ancient Indian Mathematics, Survey of Indian mathematical concepts and achievements, Ayurveda and Traditional Medicine, Introduction to Ayurveda and its holistic approach to healthcare, Indian Astronomy and Astrology- Understanding its role in Indian culture and society, Indian Contributions to Science and Technology,

Unit IV: Spirituality and Indian Wisdom Traditions

(4 weeks approx.)

Yoga and Meditation, Exploration of the various paths of yoga (e.g., Raja, Karma, Bhakti, Jnana), Jainism and Buddhism: An overview. Sikhism and Sufism-Understanding the principles and teachings, Modern Indian Thinkers and Philosophers- Swami Vivekananda, Rabindranath Tagore, Aurbindo Ghosh, Jiddu Krishnamurti, Periyar.

Assessment method: I.A. 25 Marks (test, assignment and attendance), Theory 75

Essential Readings

- Nikhilananda Swami, The Principal Upanishads
- Hamilton Sue, Indian Philosophy: A Very Short Introduction
- Easwaran Eknath, The Bhagavad Gita
- Das Sisir Kumar, A History of Indian Literature: 500-1399
- Huntington Susan L, The Art of Ancient India: Buddhist, Hindu
- Joseph George Gheverghese, The Crest of the Peacock: Non-European Roots of Mathematics
- Lad Vasant, Ayurveda: The Science of Self-Healing,
- Iyengar R.N., Indian Astronomy: An Introduction
- Satchidananda Swami, The Yoga Sutras of Patanjali
- Chatterjee Satishchandra and Dhirendramohan Datta, An Introduction to Indian Philosophy
- Macauliffe Max Arthur, The Sikh Religion: Its Gurus, Sacred Writings, and Authors
- Baladev Upadhyaya, Samskṛta Śāstrom ka Itihās, Chowkhambha, Varanasi, 2010.
- D. M. Bose, S. N. Sen and B. V. Subbarayappa, Eds., A Concise History of Science in India, 2nd Ed., Universities Press, Hyderabad, 2010.
- Dharampal, Some Aspects of Earlier Indian Society and Polity and Their Relevance Today, New Quest Publications, Pune, 1987.
- Dharampal, Indian Science and Technology in the Eighteenth Century: Some Contemporary European Accounts, Dharampal Classics Series, Rashtrathana Sahitya, Bengaluru, 2021.
- Dharampal, The Beautiful Tree: Indian Indigenous Education in the Eighteenth Century, Dharampal Classics Series, Rashtrathana Sahitya, Bengaluru, 2021.
- Bajaj J. K. and M. D. Srinivas, Timeless India Resurgent India, Centre for Policy Studies, Chennai, 2001.
- M. D. Srinivas, The methodology of Indian sciences as expounded in the disciplines of Nyāya, Vyākaraṇa, Ganita and Jyotisa,

- Ansari, Saraf F.D., Sufi Saints and State Power, Cambridge University Press, 1992 Banerjea, J.N., Pauranic and Tantric Religion: Early Phase, University of Calcutta, Calcutta, 1966.
- Bhandarkar, R.G., Vaiṣṇavism, Śaivism and Minor Religious Systems, Indological Book House, Varanasi, 1965.
- Bhattacharya, N.N., Ancient Indian Rituals and Their Social Contexts, Manohar, Delhi, 1996 (1975)
- Brockington, J.L., Righteous Rama: the Evolution of an Epic, OUP, Delhi, 1984.
- Chakrabarti, Kunal, Religious Process: The Purāṇas and the Making of a Regional Tradition, OUP, Delhi, 2001
- Chakravarti, Uma, The Social Dimensions of Early Buddhism, OUP, Delhi, 1987.
- Champakalakshmi, R., From Devotion and Dissent to Dominance: The Bhakti of Tamil Alvars and Nayanars
- R.Champakalakshmi, eds, Tradition, Dissent and Ideology, OUP, Delhi, 1996, pp. 135-63.
- Olivelle, Patrick, The Early Upanishads: Annotated Text and Translation, OUP, Oxford, 1998.
- Chatterjee, Asim Kumar, A Comprehensive History of Jainism, 2 volumes, Firma KLM, Calcutta, 1984.
- Chattopadhyaya, B.D., Historical Context of the Early Medieval Temples of North India', in Studying Early India, Permanent Black, Delhi, pp. 153-171.
- Coomaraswamy, A.K., 'The Dance of Shiva' in The Dance of Shiva, Munshiram
- Currie, P.M., The Shrine and Cult of Muin-al-Din Chishti of Ajmer, New Delhi, 1989.
- Durkheim, Emile, The Elementary Forms of Religious Life, The Free Press, New York, 1995.
- Grewal, J.S, Contesting Interpretations of the Sikh Tradition, New Delhi, 1998
- Jaini, Padmanabh S. Gender and Salvation: Jaina Debates on the Spiritual Liberation of Women, Delhi, 1991.
- *
 - Wagle, N., Society at the Time of the Buddha, Bombay, 1966.
 - Weber, Max, Religions of India, Delhi, 1968.

B.A. (VS) Tourism Management
Semester V
GENERIC ELECTIVE COURSE (GE- 5.1)

Tourism: An Introduction

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Tourism: An Introduction GE-5.1	4	3	1	-	Pass in class 12th	-

Learning Objectives

The aim of this course is to develop a comprehensive understanding of the tourism industry and its significance in the global economy. The students will learn about the various components and systems within the tourism industry. This course will develop the understanding about impacts of tourism on the economy, society, culture, and the environment. Further this course familiarizes the students with tourism planning and development principles. The course will develop an insight about the relationship between tourism and cultural heritage.

Learning Outcomes:

After completing this course, the learners would be able to:

1. analyze the concept of tourism and its various components.
2. analyze the impacts of tourism on the economy, society, culture, and the environment.
3. evaluate the principles of tourism planning and development.
4. evaluate the relationship between tourism and cultural heritage.
5. apply sustainable tourism practices and ethical considerations in tourism contexts.

Unit-1

Introduction to Tourism: Its System and Components

15 Hours

Definition and scope of tourism, Historical development and evolution of tourism, Tourism industry sectors and stakeholders, Trends and challenges in the tourism industry, Tourism Systems and Components, The tourism system: demand and supply, Tourist behaviour and motivations, Tourism products and services, Destination development and management.

Unit-2

Tourism Impacts

10 Hours

Economic impacts of tourism, Socio-cultural impacts of tourism, Environmental impacts of tourism, Sustainable tourism practices.

Unit-3

Tourism Planning and Development

10 Hours

Destination planning and development, Tourism policy and governance, Tourism infrastructure and facilities, Destination marketing and promotion.

Unit-4

Tourism and Cultural Heritage

10 Hours

Cultural heritage and its importance in tourism, Cultural tourism products and experiences, Cultural heritage preservation and interpretation, Ethical and responsible tourism in cultural heritage sites

Practical Exercises

The learners are required to:

1. conduct a destination analysis, including market research and competitive analysis.
2. develop a tourism product or experience, considering target markets and unique selling points.
3. design a tourism marketing campaign for a specific destination or product.
4. conduct a visitor satisfaction survey and analyze the results.
5. create a sustainable tourism plan for a destination, focusing on environmental and socio-cultural aspects.

Suggested Readings:

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). *Tourism: Principles and Practice (7th ed.)*. Pearson.
- Hall, C. M., & Page, S. J. (2014). *The Geography of Tourism and Recreation: Environment, Place and Space (4th ed.)*. Routledge.
- Lew, A. A., & McKercher, B. (2014). *Tourism and Hospitality in the 21st Century*. Routledge.
- Mason, P. (2015). *Tourism Impacts, Planning and Management*. Butterworth-Heinemann.
- Morrison, A., Taylor, C., & Morrison, A. (2012). *Marketing and Managing Tourism Destinations*. Routledge.
- Sharpley, R., & Telfer, D. J. (2014). *Tourism and Development: Concepts and Issues (2nd ed.)*. Channel View Publications.
- Tribe, J., & Airey, D. (2007). *Developments in Tourism Research*. Routledge.
- Weaver, D. B., & Lawton, L. J. (2014). *Tourism Management (5th ed.)*. Wiley.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester V
GENERIC ELECTIVE COURSE (GE- 5.2)

Tourism Business Environment

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Course Code	Credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Tourism Business Environment GE- 5.2	4	3	1	-	Pass in class 12th	-

Learning Objectives

The objective is to familiarize students with each factor of PEST (political, economic/environmental, social and technological) while emphasizing both adverse and advantageous effects. This course focuses on the negative effects that uncontrolled tourism can have on the local community. Students' will gain insight into how tourism may support the preservation of both culture and the environment.

Learning Outcomes:

After completing this course, the learners would be able to:

1. analyze the role of tourism in preserving social values and culture.
2. justify the relationship between tourism and the environment.
3. examine the economic impacts of tourism at the local destination. Relate tourism with employment generation and discuss the concept of tourism multiplier effect.
4. differentiate between positive and negative political impacts of tourism. Discuss the impact of decisions taken by the government on destination growth.

Unit 1

Socio-cultural Impacts of Tourism

12 Hours

The nature of socio-cultural impact of tourism, The tourism development process, The psychological basis of tourism development, The sociological basis of development of tourism, Some specific socio-cultural impacts of tourism, Positive and negative socio-cultural impacts of tourism.

Unit 2

Environmental Impacts and Impacts of Technology in tourism

12 Hours

Environmental impact, Environmental impact assessment, Environmental auditing, Environment impact assessment process, Environmental protection act, Positive impacts of tourism on the environment. Positive and negative impacts of technology in tourism industry

Unit 3

Economic Impacts of Tourism

10 Hours

The generation of economic impact by tourist spending, Direct, Indirect and induced economic effects, The multiplier concept, Types of multipliers, Calculation of multiplier effect, Balance of Payments in the tourism sector. Impact of G-20 presidency in the growth of India's tourism.

Unit 4

Political Impacts of Tourism

11 Hours

Positive and negative tourism impacts, Tourism as a political tool, Impact assessment of government policies related to tourism, Role of political stability in the growth of tourism. Role of political leadership in trade blocks like SAARC, BRICS, SCO, G20 on the growth of tourism sector.

Exercises:

The learners are required to:

1. conduct a case study on socio-cultural impacts of tourism on a chosen city/ historical site of Bharat.
2. make an assignment on the environmental impacts of tourism in India.
3. visit any tourist site nearby and list the economic benefits gained by the local people because of tourism.
4. prepare and present a case study on the impact of Presidency of G 20 on the growth of tourism in Bharat.

Suggested Readings

- Ashutosh, K. (2015). *Rajasthan Tourism: Past, Present & Future*. New Delhi: A.K. Publications.
- Bosselman, F. P., Craig A. P., & McCarthy, C. (2013). *Managing Tourism Growth: Issues and Applications*. Washington, DC: Island Press.
- Dwyer, L., Forsyth, P., & Dwyer, W. (2020). *Tourism Economics and Policy* (2nd ed.). Bristol, U.K: Channel View Publications. Retrieved from <https://www.perlego.com/book/1344773/tourism-economics-and-policy-pdf>
- Gursoy, D., & Nunkoo, R. (2019). *The Routledge Handbook of Tourism Impacts: Theoretical and Applied Perspectives* (1st Ed.). Routledge.
- Laws, E. & Hall, M. C. (2009). *Pro-Poor Tourism – Who Benefits? Perspectives on Tourism and Poverty Reduction, Current Themes in Tourism*, Bristol, U.K: Channel View Publications.

- Moscardo, G. (2008). *Building community capacity for tourism development: Conclusions*. CABI Books. CABI International. Pp-172-179.
- Richards, G. (2021). *Rethinking Cultural Tourism*. United States: Edward Elgar Publishing.
- Timothy, D. J. (2020). *Cultural Heritage and Tourism: An Introduction*. United Kingdom: Channel View Publications.
- Youcheng, W., & Pizam, A. (2011). *Tourism Destination Marketing and Management: Collaborative Strategies*, CABI.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester V
GENERIC ELECTIVE COURSE (GE- 5.3)

Generic Elective (G. E.)- Cultural Diversity: Tangible and Intangible Heritage

Offered by Department of History, College of Vocational Studies

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Cultural Diversity: Tangible and Intangible Heritage	4	3	1	0	Pass in class XII	NIL

Learning Objective:

This course is designed for the students of vocational courses to understand the Indian cultural traditions and heritage (tangible & intangible both) from ancient to contemporary times. It highlights the plurality of Indian culture through the medium of art, music and dance, architecture, language and literature. This paper will acquaint the students with their culture and its finer nuances for the tourism industry. It would also further help them in tourism industry and policy making.

Learning Outcomes:

Upon completion of this course:

1. Student will understand the evolution of tourism industry through the study of tangible & intangible cultural heritage of India.
2. Will learn how to understand, assess and evaluate interconnection between cultural traditions and tourism.
3. Learners will become aware of role of architecture as a form of tangible heritage in promotion and development of tourism.
4. The student will also come to know about intangible cultural heritage like language and literature.

Unit I: An Introduction to Indian Cultural Diversity

(4 Weeks approx.)

Definitions of Culture and its various aspects : (i) Perspective on Cultures: Indian Cultural tradition: An overview (ii) Plurality of Cultures: Social Content of Culture, Patriarchy and Gender issues.

Unit II: Performing Arts

(4 Weeks approx.)

Performing Arts, Hindustani, Carnatic classical Music, Devotional music: *bhakti* and *Sufi* saints, Dance: Classical and Folk, Theatre: Classical, Folk, Colonial and Modern

Unit III: Architecture: Evolution & Forms

(4 Weeks approx.)

Architecture: Meanings, form and Function, Urbanisation. Harppan town planning, Rock-cut-Mamallapuram, Structural – temple architecture- Khajuraho complex and Tanjavur temple; Fort –Agra and Golconda forts, Colonial – Lutyen’s Delhi, Victoria Terminus (Chhartrapati Shivaji Terminus Railway Station, Mumbai)

Unit IV: Literature through Ages

(4 Weeks approx.)

Language and Literature, Sanskrit: Kavya - Kalidasa’s Abhigyanshakuntalam, Prakrit:Gatha Satasai, Indo-Persian Literature: Amir Khusro’s works, Urdu poetry and prose: Ghalib, Hindi prose and poetry : Bharatendu Harishchandra , Mahadevi Verma

Practical component-

- Interactive sessions in the form of group discussion or group presentations.
- Using of audio-visual aids and power point presentation as a part of post field visit exercise.
- A visit to any heritage site/museum.

Essential readings

- Basham A.L., The Wonder that was India. Volume I, New Delhi.
- Gupta S. P., Elements of Indian Art, DK Print World, 2007
- Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.
- Asher Catherine, (ed.): Perceptions of India’s Visual Past, AIIS, Delhi, 1994. • Asher Catherine, Architecture of Mughal India.
- Vatasayana Kapila; Indian Classical Dance, Publications Divisions, New Delhi, 1974 (in Hindi Translation also)
- Majumdar, R.C. ed. The History and Culture of the Indian People, Vol. 3 (The Classical Age), Bhartiya Vidya Bhawan, Bombay, 1954. (chapters XV, XIX)

Suggestive readings

- Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.
- Deva, B.C., An introduction to Indian Music, Delhi, 1973. B.A. (VS) Tourism Management CBCS
- Maxwell, T.S., Image: Text and Meaning: Gods of South Asia, OUP, Delhi.
- Tillotson G, Havelis of Rajasthan.
- Zimmer, H., Myths and Symbolism in Indian Art and Civilization, Princeton Press, • New Jersey, N.D.
- Cohn. Bernard, India: The Social Anthropology of a Civilization in Bernard Cohn Omnibus, OUP, 2004.
- Venkatasubramanian, T.K. Music as History in Tamil Nadu, Primus Books, Delhi, 2010.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

SEMESTER- VI

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC CORE COURSE (DSC- 6.1)

Tour Operations and Business

Credit Distribution, Eligibility and Pre-requisites of the Course

Course title and Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Tour Operations and Business DSC 6.1	4	3	1	-	Pass in class 12th	-

Learning Objective

This course will provide an insight into the process of facilitation, Computerized Reservation System and Global Distribution System. The course is also aimed to describe the role of information technology in tourism, General Agreements on Trade in Services, issues relating to tourism laws and escorting ethics. This course will acquaint students with tour operation techniques.

Learning Outcomes:

After completing this course, the learners would be able to:

1. develop an insight into origin of tour operation business. Determine the organizational structure of tour operation business and market trends in India.
2. comprehend the concept of tour packaging and costing. Further students would be able to design a costing sheet and calculate tour price.
3. demonstrate tour operational techniques and emergency procedures. Students would develop entrepreneurial characteristics and investigate career opportunities in tour operation business.
4. examine challenges faced by tour operators in tour operation business.

Unit-1

Tour Operation: An Introduction

12 Hours

Meaning of tour operation, Tour operation process, Evolution of tour operation business, Organizational structure of a tour company, The tour operator and types of tour operators, Tour operation business and market trends in India.

Unit-2

Tour Package Pricing and Costing

12 Hours

Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC and TCI. Tour operator's reservation procedure, Computerized Reservation System (CRS) and Global Distribution System (GDS).

Unit-3

Tour Operation Business

11 Hours

Departure, Hotel procedures, Aboard the coach, Activities in the bus, The driver relationship, Meeting individual needs, Group identification, Shopping, Sightseeing, Special interest, Free time, Emergency procedures, Entrepreneurship in travel operation and career in tour operation business.

Unit-4

Challenges in Tour Operation Business

10 Hours

Challenges in tour operation business, Service complexities & Service Quality, Incorporation with technological development, Maintaining the credibility of online presence, Data duplication, Expense management, Flood of enquiries.

Exercises:

The learners are required to:

1. discuss in group about the evolution and market trends of tour operation business in India.
2. plan tour packages of major tourist circuits of India and determine their cost.
3. assess the understanding of tour operation business and emergency procedures by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. visit tour operator's office and collect information regarding challenges faced by them in the present scenario.

Suggested Readings:

- Bennett, A., & J. W. Strydom. (2011). *Introduction to Travel and Tourism Marketing*. Zambia: Juta.
- Bhatia, A. K. (2012). *The Business of Travel Agency and Tour Operations Management*. India: Sterling Publishers Pvt. Limited.
- Bull, A. (2021). *The Economics of Travel and Tourism*. United Kingdom: Longman.
- Dhiman, M. C. & Chauhan, V. (2019). *Handbook of Research on International Travel Agency and Tour Operation Management*. United States: IGI Global.
- Holland, J., Leslie, D. (2017). *Tour Operators and Operations: Development, Management and Responsibility*. United Kingdom: CABI.

- Manoher, G., Negi, J. (2018). *Travel Agency Operations: Concepts and Principles*. India: Kanishka Publishers, Distributors.
- Mathur, L. N., Mathur, L. O., Mathur, A., Mathur, L. U. (2016). *Indian Tourism: Tourist Places of India*. India: Create Space Independent Publishing Platform.
- Mengu, C. (2020). *Operations Management and Strategies in Travel Industry: A Modern Concept*. (2020). Turkey: Yalin Yayincilik.
- Roday, S., Biwal, A., & Vandana, J. (2017). *Tourism Operations and Management*. India: Oxford University Press.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC CORE COURSE (DSC- 6.2)

Ecotourism Management

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	Credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Ecotourism Management DSC 6.2	4	3	1	0	Pass in class 12th	-

Learning Objectives

After the completion of this course, learners will know about the principles and theories of ecotourism. The students will be able to know about environmentally responsible travel to relatively undisturbed natural settings that promotes biodiversity conservation and minimizes negative impacts. In addition, learners will be aware of the socio-economic benefits of eco-tourism to local communities. This course will provide a better understanding of best practices and opportunities to manage ecotourism. This course will further integrate the guiding principles of eco-tourism with other subsectors of the tourism industry.

Learning Outcomes

After completing this course, the learners would be able to:

1. apply and analyze the guiding principles and theories of ecotourism during their travel to undisturbed natural settings.
2. evaluate current programs designed to promote conservation and preservation of ecotourism destinations.
3. analyze the benefits of ecotourism for the stakeholders of the ecotourism.
4. analyze the existing issues, challenges and trends in ecotourism management.
5. apply existing best management practices in various subsectors of ecotourism.
6. create new best management practices to manage ecotourism with other sub-sectors of the tourism industry.

Unit 1

Introduction

10 Hours

Fundamentals of ecology - Basic laws & ideas in ecology, Function, attributes and management of ecosystem, Biodiversity and its conservation, Pollution, Ecological foot prints, Relationship between tourism & ecology.

Unit 2

Ecotourism

10 Hours

Ecotourism- Evolution, principles, trends and functions of ecotourism, Mass tourism Vs Eco tourism, Ecotourism activities & impacts, Western views of ecotourism, Quebec declaration, Kyoto protocol, Oslo declaration.

Unit 3

Ecotourism Trends, Issues and Challenges

11 Hours

Conservation of protected area and management through ecotourism, Community participation- Types of participation, Issues and challenges, Case studies of some important ecotourism projects of India and abroad.

Unit 4

Ecotourism Practices

14 Hours

Ecotourism practices in Transportation, ecotourism practices in facilities (Reduce, Replace, Reuse, Recycle), Ecotourism practices in services (types, activities, and code of ethics), The ecotourists- types, and code of ethics, Eco-labeling and green-washing.

Exercises:

The learners are required to:

1. Visit natural areas and dedicate the travel to activities that promote the well-being like cleanups of hill stations and beaches etc.
2. visit to the destinations which are known for community-based tourism and prefer homestays that involves coexisting with a local family, learn and appreciate their culture and lifestyle and offer your help to care their natural surroundings and animals.
3. visit wildlife sanctuaries, national parks, biosphere reserves and other natural settings to offer volunteer activities.
4. involve in sustainable wilderness adventures.
5. visit nearby places to learn about natural and cultural heritage.
6. discuss cases of various ecotourism places of India and abroad.
7. evaluate the current state of a nearby ecotourism destination and develop suitable messages and appropriate media for educating stakeholders of ecotourism tourism.
8. develop responsible tourism practices for individuals, families, and groups and craft social media campaigns.

Suggested Readings:

- Buckley, R. (2003). *Case studies in ecotourism*. Cambridge: CABI.
- Buckley, R. ed. (2004). *Environmental impacts of ecotourism*. Oxfordshire: CABI.
- Bulbeck, C. (2005). *Facing the wild: ecotourism, conservation, and animal encounters*. London: Earthscan.
- Büscher B, Davidov V. (2013). *The Ecotourism-Extraction Nexus: Political Economies and Rural Realities of (Un) Comfortable Bedfellows*. Florence, Italy: Routledge.

- Ceballos-Lascurain, H. (1996). *Tourism, ecotourism, and protected areas*. Gland: IUCN.
- Diamantis, D. (2004). *Ecotourism: Management and Assessment*, London: Thomson.
- Fletcher, R. (2014). *Romancing the Wild: Cultural Dimensions of Ecotourism*. Durham, NC: Duke Univ. Press
- Fennell, D.A. (1999). *Ecotourism: an introduction*. London: Routledge.
- Lindberg, K. and D.E. Hawkins. (eds). (1993). *Ecotourism: a guide for planners and managers*. North Benninton: The Ecotourism Society.
- Newsome D, Moore S.A, Dowling R.K. (2013). *Natural Area Tourism: Ecology, Impacts and Management*. Bristol, UK: Channel View Publication.
- Mowforth M, Munt I. (2015). *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World*. New York: Routledge. 4th ed.
- Page, S.J. and R.K. Dowling. (2002). *Ecotourism*. New York: Prentice Hall.
- Smith, J. (2023). *Ecotourism: Exploring Nature's Wonders*. Toronto: Green Press.
- Wearing, S. and J. Neil. (1999). *Ecotourism: impacts, potentials, and possibilities*. Oxford: Butterworth-Heinemann.
- Weaver, D. (2001). *Ecotourism*. Milton: John Wiley & Sons.
- Gössling, S., Scott, D., & Hall, C. M. (2020). *Tourism and water: Interactions and impacts*. UK: Channel View Publications.

Additional Readings:

- Higham, J., & Lück, M. (2021). *Marine ecotourism*. In *The Routledge Handbook of Ecotourism* (pp. 112-128). Routledge.
- Buckley, R. (2021). *Tourism and environmental sustainability*. In *The Routledge Handbook of Ecotourism* (pp. 42-56). Routledge.
- Stronza, A., & Gordillo, J. (2019). *Community-based ecotourism: A framework for the Americas*. In *Tourism and the Sustainable Development Goals* (pp. 275-293). Channel View Publications.
- Besculides, A., Lee, M. E., & McCormick, P. J. (2002). *Residents' perceptions of the cultural benefits of tourism*. *Annals of Tourism Research*, 29(2), 303-319.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC CORE COURSE (DSC- 6.3)

Business Tourism and Hospitality Management

Credit Distribution, Eligibility and Pre-requisites of the Course

Course title and Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Business Tourism and Hospitality Management DSC- 6.3	4	3	1	0	Pass in class 12th	-

Learning Objectives

The objective of this course is to make the students aware about the various aspects of business tourism and hospitality. The course will deal with various aspects of event management, hotel operation and Meetings, Incentives, Conferences/Conventions and Exhibitions (MICE). This course will help the students in serving the burgeoning Mice sector which requires professionally trained young man powers. The course is also prescribed to appraise students about the tourism resources of important countries like US, Australia, South Africa and important European countries.

Learning Outcomes:

After completing this course, the learners would be able to:

1. comprehend the importance of business travel and its types. Develop travel business through events, of business tourism. Explain the role of travel agency in the management of conference.
2. examine role of Meetings, Incentives, Conferences/Conventions and Exhibitions (MICE) in tourism industry.
3. differentiate between different departments of the hotel and discuss importance of hospitality in the development of tourism.
4. analyze the functioning of major hotel chains in India. Comparative analysis of hotels in India with Switzerland, South Africa, China, US, Australia and France.

Unit-1

Introduction to Business Travel

12 Hours

Business Travel, Categories of Business Travel. Business Tourism Market. Role of Events in the promotion of Tourism. Types of Events - Cultural, Festival, Religious and Business. Role of travel agency in the management of conferences. History and functions of India Convention Promotion Bureau (ICPB) and International Congress and Convention Association (ICCA).

Unit-2

MICE Industry

11 Hours

Concept of MICE, Introduction of Meetings, Incentives, Conferences/Conventions and Exhibitions. Staging Events- Theming and event design, choice of venue, audience. The Stage - Power, Lights, Sound. Audio-visual, Catering and Hospitality.

Unit-3

Hotel Operations

11 Hours

Departments of Hotel Operations and Room Division Viz. Front Office, House Keeping, Food and Beverage. Role of Hospitality in development of tourism industry, Customer Satisfaction and Customer Handling.

Unit 4

Hotels Chains in India

11 Hours

Major Hotel chains in India – The Taj Group of Hotels, ITC Hotels, The Oberoi Group, Lemon Tree Hotels etc, and Heritage Hotels. Lessons to be learnt from other countries experiences with special reference to China, Sri Lanka, South Africa, Indonesia, Brazil, Russia.

Practical Exercises:

The learners are required to:

1. demonstrate types of events and its role in in the promotion of tourism using a power point presentation.
2. conduct a case study in MICE and make a detailed report on VIRASAT (cultural festival of Uttarakhand)
3. assess the understanding of major departments of hotel like front office, housekeeping, food and beverage by objective and subjective evaluation (Class test, assignments, MCQs, Fill in the blanks and quiz).
4. make an assignment on the major hotels in India and compare it with hospitality services provided by China, Sri Lanka, South Africa, Indonesia, Brazil, Russia.

Suggested Readings:

- Andrews, S. (2017). *Textbook of Front Office Management and Operations*. New York: McGraw Hill Education.

- Batabyal, D., & Das, D. K. (2019). *Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management*. United States: IGI Global.
- Holloway, J. C., Humphreys, C. (2020). *The Business of Tourism*. India: SAGE Publications.
- Kotler, P., Bowen, J. T., & Baloglu, S. (2021). *Business tourism and hospitality*. India: Pearson.
- Lashley, C. (2009). *Hospitality Retail Management*. United Kingdom: Taylor & Francis.
- Morrison, A. M. (2023). *Hospitality and Travel Marketing*. New York: Taylor & Francis.
- Ninemeier, J. D., Miller, A. A., & Hayes, D. K. (2016). *Hotel Operations Management*. United Kingdom: Pearson.
- Rahman, I., Reynolds, D. R., Reynolds, D. E., Barrows, C. W. (2021). *Introduction to Hospitality Management*. United Kingdom: Wiley.
- Swarbrooke, J., Horner, S. (2012). *Business Travel and Tourism*. United Kingdom: Taylor & Francis.
- White Flag Media & Communications. (2011). *Hotels & Resorts in India*. India.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 6.1)

Ethical, Cultural and Legal framework of tourism industry

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Ethical, Cultural and Legal framework of tourism industry DSE-6.1	4	3	1	-	Pass in class 12th	-

Learning Objectives:

This course will develop an understanding of the ethical, cultural and legal considerations in the tourism industry, the learners will know about the applications of national and international guidelines related ethics in the tourism planning and development process. The students will also learn about the challenges related to sustainability and responsible tourism practices, and ethical issues in tourist behaviour and interaction with host communities. Through this course will be able develop their deep understanding about the cultural issue such as cultural sensitivity, Cultural authenticity and commodification and cultural impacts of tourism on the destination. This course will familiarize the students about the legal framework governing the tourism industry such as Consumer Protection Act, laws related to protection and conservation of heritage and environment and laws relating to tourists' operations. This course highlights the applications of various certification, accreditation schemes and Intellectual Property Rights in the tourism industry.

Learning Outcomes:

After completing this course, the learners would be able to:

1. evaluate ethical issues, cultural sensitivity, and legal frameworks relevant to the tourism industry.
2. analyze the international frameworks and guidelines, such as the Global Code of Ethics for tourism and the UNESCO (United Nations Educational Scientific and Cultural Organization) World Heritage Convention for tourism organizations and professionals.
3. evaluate various ethical considerations in tourism planning and development.
4. evaluate the ethical challenges related to sustainability and responsible tourism practices.
5. evaluate ethics in tourist behaviour and interaction with local communities.
6. analyze the cultural issue such as cultural sensitivity, Cultural authenticity and commodification.

7. evaluate the cultural costs and benefits of tourism and intercultural communication in tourism at different tourism destination.
8. analyze the legal regulations and frameworks such as Consumer Protection Act, laws related to protection and conservation of heritage and environment, and laws relating to other tourism operations.
9. apply and analyze the applications of Intellectual Property Rights in the tourism industry.
10. evaluate various certification and accreditation schemes related to the tourism industry.

Unit-1

Introduction to Ethics, Culture, and Legal Issues in Tourism

10 Hours

Definition and importance of ethics, culture, and legal frameworks in the tourism industry, Ethical principles and theories applicable to tourism, UNWTO's global code of ethics for tourism, Cultural aspects and their impact on tourism, Legal regulations and frameworks governing the tourism industry. (Ethics and culture from Indian now edge system)

Unit-2

Ethical Issues in Tourism

10 Hours

Ethical considerations in tourism planning and development, Ethical responsibilities of tourism organizations and professionals, Ethical challenges related to sustainability and responsible tourism practices, Ethics in tourist behavior and interactions with local communities.

Unit-3

Cultural Issues in Tourism

8 Hours

Cultural heritage and its preservation in the tourism context, Cultural authenticity and commodification, Cultural costs and benefits of tourism on the destination, Cultural sensitivity and intercultural communication in tourism, The United Nations Educational Scientific and Cultural Organization World Heritage Convention (the UNESCO World Heritage Convention).

Unit- 4

Legal Framework of the Tourism Industry

17 Hours

Laws and regulations specific to the tourism industry: Regulations of Archaeological Survey of India, Relevance of Consumer Protection Act in tourism business, Laws relating to protection and conservation of heritage and environment, Laws relating to passenger safety, Foreign Exchange Management Act (FEMA), Foreigners Act 1946, Passport Act 1967. Intellectual property rights and their implications in tourism, Tourism certification and accreditation schemes.

Exercises:

The learners are required to:

1. conduct research on ethical issues in tourism, such as exploitation, human rights violations, and environmental impacts.
2. analyze and discuss case studies highlighting ethical dilemmas in the tourism industry.

3. create ethical guidelines and codes of conduct for tourism operators, travel agencies, and other stakeholders.
4. design and present cultural awareness training programs for tourism professionals to enhance their understanding and appreciation of local cultures.
5. participate in group discussion and case studies on local, national, and international laws and regulations related to tourism.
6. prepare and present PowerPoint Presentation related to legal compliance, such as permits, licenses, health and safety standards, and employment laws in the tourism industry.
7. participate in industry conferences, workshops, and forums to know about the best practices and contribute to discussions on ethical, cultural, and legal aspects of tourism.
8. collect and analyze data to measure the effectiveness of ethical, cultural, and legal frameworks in achieving sustainable tourism goals.
9. prepare reports and recommendations based on findings, and propose strategies for continuous improvement.

Suggested Readings:

- Cohen, G. (2014). *Patients with Passports: Medical Tourism, Law and Ethics*. USA: Oxford University Press.
- Fennell, D.A. (2016). *Tourism Ethics*, London: Routledge.
- Gupta, S.K, (2016). *Foreign Exchange Laws and Practice*. New Delhi: Taxman Publications.
- Hall, C. M., & Sharples, L. (Eds.). (2017). *The Routledge Handbook of Tourism Ethics*. London: Routledge.
- Leslie, D., & Sigala, M. (Eds.). (2020). *Ethical and Responsible Tourism: Managing Sustainability in Local Tourism Destinations*. Oxford: Goodfellow Publishers.
- Malik, S.S, (1997). *Ethical, Legal and Regulatory aspects of Tourism Business*. New Delhi: Agam Kala Prakashan.
- McIntosh, A. J., & Zahra, A. (Eds.). (2019). *Tourism Ethics: Theory and Practice*. Bristol: Channel View Publications.
- Novelli, M. (2019). *Niche Tourism: Contemporary Issues, Trends, and Cases*. London: Routledge.
- Page, S. J., & Connell, J. (2021). *Tourism: A Modern Synthesis (5th ed.)*. Boston: Cengage Learning.
- Riley, M. (2013). *Human resource Management in the Hospitality and Tourism Industry*. Oxford: Elsevier Ltd.
- Sajnani M, (2016). *Indian Tourism Business, a Legal Perspective*. New Delhi: Gyan Publishers.
- Shrivastava, A. (2010), *Tourism ethics*. U.K.: Centrum Press.
- Velasquez, M. G., (2013). *Business Ethics Concepts and Cases*, London: Pearson.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC CORE COURSE (DSE- 6.2)

Sustainable Tourism

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	Credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Sustainable Tourism DSE 6.2	4	3	1	-	Pass in class 12th	-

Learning Objectives:

This course possesses an expanded understanding of the principles, concepts, and frameworks related to sustainable tourism and its significance in the context of the tourism industry. This course examines national and international policies, frameworks, certification and best practices related to sustainable tourism planning, development, and management. This course equips the learners to identify and evaluate the environmental effects of tourism activities, including issues such as biodiversity conservation, natural resource management, waste management, and climate change. Further this course provides the knowledge of the socio-cultural dimensions of sustainable tourism such as cultural impacts of tourism on local communities, including issues of cultural preservation, community empowerment, social equity, and cultural heritage protection. The students will know about the role of National Institution for Transforming India Ayog (NITI Ayog) in Monitoring Sustainable Development Goals (SDGs) in India.

This course also focuses on economic aspects of sustainable tourism such as the economic benefits and challenges associated with sustainable tourism, including strategies for maximizing local economic benefits, addressing economic leakage, promoting sustainable livelihoods, and fostering public-private partnerships. The learners will acquire the knowledge and skills in developing effective marketing and communication strategies to promote responsible tourism practices, engage tourists, and raise awareness about sustainable destinations and activities.

Learning Outcomes:

After completing this course, the learners would be able to:

1. critically evaluate the key theoretical perspectives in relation to sustainable tourism.
2. apply sustainable tourism practices and strategies in planning and development.
3. critically evaluate various quality practices in sustainable tourism through case studies.
4. identify and critically evaluate the environmental, socio-cultural and economic impacts of different forms of tourism.

5. critically analyze how the principles of sustainable tourism can minimize the negative impacts of tourism and how these principles can be applied in contemporary tourism practices.
6. analyze the role of National Institution for Transforming India Ayog (NITI Ayog) in monitoring Sustainable Development Goals (SDGs),
7. analyze the collaborative role of various stakeholder including host community in sustainable tourism initiatives.
8. analyze effective marketing and communication strategies for sustainable tourism.

Unit 1

Introduction to Sustainable Tourism

8 Hours

Definition and principles of sustainable tourism, Historical context and evolution of sustainable tourism, The triple bottom line approach (economic, social, environmental), Key stakeholders in sustainable tourism, United Nations Sustainable Development Goals (SDGs)

Unit 2

Sustainable Tourism Policies and Practices

15 Hours

National and international frameworks for sustainable tourism, Certification and accreditation systems (e.g., Green Globe, Earth Check), Best practices in sustainable tourism planning and development: Initiating renewable energy assessments, advising on the latest low or zero-carbon technologies, Ethical and responsible tourism practices, Engaging tourists in sustainable practices, Case studies of successful sustainable tourism destinations.

Unit 3

Environmental and Socio-cultural Considerations in Sustainable Tourism

11 Hours

Conservation and preservation of natural resources, Biodiversity and ecosystem protection, Climate change and carbon footprint reduction, and waste management practices.

Socio-cultural impacts of tourism on local communities, Respect for local customs, traditions, and cultural heritage, Community involvement and empowerment. Role of National Institution for Transforming India Ayog (NITI Ayog) in Monitoring Sustainable Development Goals (SDGs) in India.

Unit 4

Economic and Marketing Aspects of Sustainable Tourism

11 Hours

Economic benefits and challenges of sustainable tourism, Economic leakage and strategies for maximizing local economic benefits, Tourism diversification and sustainable livelihoods, Public-private partnerships and collaboration.

Marketing and Communication for Sustainable Tourism: Branding and positioning, Effective communication strategies for promoting sustainable tourism.

Practical Exercises

The learners are required to:

1. conduct a sustainability assessment of a tourism destination, identifying its strengths and areas for improvement.
2. develop a sustainable tourism plan for a specific location, considering environmental, social, and economic factors.
3. Visit a nearby tourism destination and analyze the impacts of a tourism development project on local communities and propose measures for mitigation.
4. create a marketing campaign promoting responsible tourism practices and sustainable attractions.
5. participate in a stakeholder engagement exercise, simulating a real-world sustainable tourism project.
6. visit a sustainable tourism destination and analyze its practices, policies, and community engagement strategies.
7. prepare a research paper on a contemporary issue or challenge in sustainable tourism, proposing innovative solutions.

Suggested Readings:

- Benckendorff, P. & Lund-Durlacher, D. (2013). *International Cases in Sustainable Travel and Tourism*. Oxford: Goodfellow Publishers.
- Cater, C. I., Garrod, B. and Low, T. (2015). *The Encyclopedia of Sustainable Tourism*. Oxfordshire, U.K. CABI Publishing
- Fennell, D. A. (2020). *Ecotourism*. London: Routledge.
- Holden, A (2013). *Tourism, Poverty and Development*. London: Routledge.
- Manente, M, Minghetti, V, & Mingotto, E. (2014). *Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism*. Cham: Springer.
- Mowforth M, Munt I. (2015). *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World*. New York: Routledge. 4th ed.
- Paterson, C. (2016). *Sustainable Tourism: Business Development, Operations, and Management*. Leeds: Human Kinetics, Inc.

Additional Readings:

- Stronza, A., & Gordillo, J. (2019). *Community-based ecotourism: A framework for the Americas*. In *Tourism and the Sustainable Development Goals* (pp. 275-293). Channel View Publications.
- Web resources:
- Website of NITI Ayog- Url- <https://www.niti.gov.in/verticals/sustainable-dev-goals>
- Website of NITI Ayog- Url- <https://www.niti.gov.in/sdg-vertical>

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 6.3)

Ethics And Corporate Governance

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Ethics and Corporate Governance DSE-6.3	4	3	1	-	12th Pass	Nil

Course Objective: This course is designed keeping in view the dominant role that modern corporations play in creating desirable economic, social and environmental outcomes for the society. The aim of the course is to impart basic knowledge of business ethics and values and its relevance in modern day context. The course outlines the key theoretical and practical issues underpinning the study of both corporate governance (CG) and corporate social responsibility (CSR) in an integrated fashion.

Learning Outcomes: After completion of the course, learners will be able to:

1. analyze the concepts, tools and theories of ethics and the issues in ethics.
2. recognize the essence of ethics in business.
3. develop decision-making skills with regard to ethical governance.
4. explain the structure and aspects of corporate governance principles and various theories and forums of corporate governance.
5. provide opportunities for reflection on the roles and responsibilities of directors, promoters, and management towards the shareholders and other stakeholders covering both theory and relevant practices.
6. analyse and demonstrate understanding of emerging issues and challenges in corporate governance.

Unit 1

Introduction to Ethics

9 hours

Concept of moral reasoning and ethics; Contributions of moral thinkers and philosophers to the concepts of morality; Approaches to Moral reasoning; Essence of Ethics, Dimensions of Ethics; Human Values; Ethical concerns and dilemmas

Unit 2

Business Ethics

9 hours

Concept; Principles; Theories of Business Ethics; Ethical Organisations, Ethical Dilemmas in Organization, Code of Ethics; Ethical issues in business, Ethics training programme.

Unit 3

Governance of Business Entities

9 hours

The philosophical basis of governance; Corporate Governance- Meaning and significance; Conceptual framework; Corporate governance systems across the world; Corporate governance in India, CII code on corporate governance – features - Various Corporate Governance forums – CACG, OECD, ICGN AND NFCG.

Cases of corporate frauds and scams- Enron, Lehman Brothers; Satyam Computer Services; PNB Heist; IL&FS Fraud, ABG Shipyards, Yes Bank; Governance issues and challenges

Unit 4

Corporate Social Responsibility

9 hours

Corporate Social Responsibility – definition – nature – levels – phases and approaches, principles, Indian models – dimensions. Corporate social reporting - Objectives of Corporate Social Reporting and case studies.

Unit 5

Recent Issues and Challenges of Governance

9 hours

Insider Trading; Whistle Blowing; Shareholders Activism; Class Action suits; Gender Diversity in Boards; Governance of Family entities; Governance of multi-national corporations.

Exercises:

The learners are required to:

1. review and discuss the ethical dilemmas in various scenarios as presented by the teacher in class with respect to a given organization and discuss the ethical concerns in each situation.
2. Conduct a comparative analysis of corporate governance practices in different countries or industries. Ask them to examine the philosophical underpinnings and conceptual frameworks of governance systems in each context. Students should identify similarities, differences, and any potential challenges in implementing effective governance practices
3. Research and evaluate the governance structures of different organizations, such as corporations, non-profit organizations, or government bodies. Ask them to identify the philosophical basis and conceptual framework underlying each governance structure. Students should critically assess the effectiveness of these structures in promoting transparency, accountability, and stakeholder interests.
4. Discuss in class real-life examples of insider trading cases and ask them to analyze the case, identifying the key actors, the unethical practices involved, and the consequences faced by those involved. Encourage students to discuss the legal and ethical implications of each case and propose alternative actions that could have been taken.
5. Research and Presentation: Students will be asked to research a specific aspect of insider trading, such as its impact on market efficiency or the legal framework in different countries. Ask them to prepare a presentation summarizing their findings and conclusions. This exercise will not only enhance their understanding but also improve their research and presentation skills.

Suggested Readings:

- Monks, Robert A.G. and Minow, Nell, *Corporate Governance*, Wiley.
- Reddy, Nanda Kishore and Ajmera, Santosh, *Ethics, Integrity and Aptitude*, McGraw-Hill Education.
- Sharma, J.P. *Corporate Governance, Business Ethics, and CSR*, Ane Books Pvt Ltd, New Delhi.
- Khanka, S., S. (2014). *Business Ethics and Corporate Governance (Principles and Practices)*. S.Chand Publishing.
- Tricker, Bob. *Corporate Governance-Principles, Policies, and Practice (Indian Edition)*. Oxford University Press, New Delhi.
- Weiss, Joseph W. *Business Ethics*, Berrett-Koehler Publishers.

Additional Readings:

- Mallin, Christine A. *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
- Rani, Geeta D., and Mishra, R.K. *Corporate Governance- Theory and Practice*, Excel Books, New Delhi.

Notes:

- 2. Suggested readings shall be updated and uploaded on the college website from time to time.**
- 3. Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi from time to time.**

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 6.4)

Historical Perspectives on Environmental Consciousness
Offered by Department of History, College of Vocational Studies

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Historical Perspectives on Environmental Consciousness	4	3	1	0	Pass in class XII	NIL

Learning objective:

This course is designed for vocational studies students to understand the Indian historical perspectives on Environmental practices from Ancient to Contemporary times. It analyses the close relationship between nature and culture. This paper will acquaint the students with the socio- political policies and practices through history. It would further help in developing better understanding of tourism practices.

Learning Outcomes-

1. Student will understand the significance of environment and environmental thoughts through ancient texts.
2. Will learn the importance of environment in civilization, religion and medieval thoughts and practices.
3. Learners will become aware of colonial land & forest policies and nationalist resistance to it.
4. The pupil will come to know about Independent India's approach to the environment.

UNIT I: An Introduction to History of Environment

(4 Weeks approx.)

Nature and Environment in Ancient Indian Texts- *Vedic* literature, *Dharmashastras* and *Puranic* Traditions. Indian Subcontinental Landscape. Environmental thought and environmentalism.

Unit II: Social Perspectives on Environment: Ancient to Medieval Times

(4 Weeks approx.)

Harappan Civilization: Environment and human relations. Urbanization and decline of Harappan Civilization. Nature: A key component of Jainism and Buddhism. Ecology and Landscapes in medieval Indian thoughts and practices.

Unit III: Colonial policies, Nationalist Sentiments and Environment (4 Weeks approx.)

Colonial Land and forest policies: Ideologies and Implementations. Resistances to new regimes: Peasants, tribals and Pastoralists (Case studies from any two regions). Gandhi and environment.

Unit IV: Independent India: Environmental Policies and Implications 11 Hours

Environmental policies: Forests, Wildlife- Human Conflict. Development Vs Environment. Major environmental movements (*Chipko Movement, Narmada Bachao Andolan, Save Ganga Movement*): An Alternative Socio-Political Perspective.

Practical Exercises:

1. Interactive sessions through group discussions or group presentations shall be used to enable learning of Environmental history.
2. Supporting audio-visual aids like documentaries and power point presentations, and an appropriate field-visit will be used where necessary.
3. Assess the understanding of theory and practical by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).

Essential Readings

- Lahiri Nayanjot. ed. *The Decline and Fall of the Indus Civilization*. Ranikhet: Permanent Black, 2002.
- Agarwal, Anil, et al, eds. *The First Citizens' Report on the Environment in India*. Delhi: Centre for Science and Environment, 1982.
- Agarwal Anil and S. Narain, eds. *The Second Citizen's Report on the Environment in India, 1984-85*. Delhi: Centre for Science and Environment, 1985
- Divyabhanusinh. *The End of a Trail: History of Cheetah in India*. New Delhi: Oxford University Press, 1990.
- Gadgil Madhav & Ramachandra Guha. *This Fissured Land: An Ecological History of India*. New Delhi: Oxford University Press, 1992.
- Grove, Richard, Vinita Damodaran and Satpal Sangwan, eds. *Nature and the Orient: The Environmental History of South and Southeast Asia*. New Delhi: Oxford University Press, 2000.
- Guha R. *Environmentalism: A Global History*. New Delhi: Oxford University Press, 2001

Suggestive readings-

- McNeill J.R., *Something New Under the Sun: An Environmental History of Twentieth Century World*. New York & London: W.W. Morton & Company, 2000.
- Rajan S. Ravi, 'Toward a metaphysic of Environmental Violence: The Case of the Bhopal Gas Disaster' in *Violent Environments*. Edited by Nancy Lee Peluso and Michael Watts, 380-98. Ithaca and London: Cornell University Press, 2001.
- Rangarajan Mahesh, ed. *Environmental Issues in India*. New Delhi: Pearson, 2007.
- Rangarajan Mahesh and K. Sivaramakrishnan, eds. *India's Environmental History. Two Volumes*. Ranikhet: Permanent Black, 2012.
- Ratnagar Shereen. *Understanding Harappa: Civilization in the Greater Indus Valley*. New Delhi: Tulika, 2001.
- Shiva Vandana. *The Violence of the Green Revolution*. London and New Jersey: Zed Books, 1993.
- Beinart William and Hughes Lotte. eds. (2007). *Environment and Empire*. Oxford: OUP, pp. 200-214 [Imperial Scientists, Ecology and Conservation]
- Beinart William and Middleton, Karen. (2004), "Plant Transfers in Historical Perspective: A Review Article". *Environment and History*, Vol. 10, No. 1, pp. 3-29.
- Bulliet, Richard. (2005). *Hunters, Herders and Hamburgers: The Past and Future of Human-Animal Relationships*. New York: Colombia University Press. pp. 205 -224.

- Chakrabarty, Dipesh (2021), The Climate of History in a Planetary Age. Chicago: The University of Chicago Press.

B.A. (VS) Tourism Management
Semester VI
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 6.5)

Revenue Management and Financial Essentials

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Revenue Management and Financial Essentials DSE: 6.5	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:

- Understand the importance of revenue management and financial management in the tourism industry
- Learn to develop effective pricing strategies and revenue optimization techniques
- Understand forecasting techniques and tools for demand analysis
- Understand basic accounting principles, financial statements, and cost accounting
- Learn how to perform financial analysis and use financial ratios for decision making
- Develop skills in budgeting and financial planning for tourism operations

Learning outcomes:

- Develop a plan for implementing revenue management and financial management strategies in a tourism operation, considering factors such as competition, seasonality, and customer behavior. Unit 1
- Apply pricing strategies and revenue optimization techniques to a case study of a tourism business, analyzing the impact on revenue, customer satisfaction, and market share. Unit 2
- Use demand forecasting tools to analyze the impact of different scenarios on a tourism business, such as changes in pricing, marketing, and customer segmentation. Unit 3
- Analyze financial statements and perform cost accounting for a tourism business, identifying areas for improvement and making recommendations for cost reduction and revenue enhancement. Student will be able to prepare a cost sheet for any tour to be organised by you as a tour operator. Unit 4

- Analyze financial data for a tourism business and use financial ratios to make decisions related to pricing, marketing, investment, and resource allocation. Unit 5
- Develop a budget and financial plan for a tourism business, considering factors such as capital expenditures, operating costs, revenue projections, and risk management. Unit 5

Unit 1: Introduction to Revenue Management and Financial Management 9 hours

Definition and Importance of Revenue Management and Financial Management in Tourism, Differences between Revenue Management and Financial Management, Revenue Management in Tourism: Key Concepts and Strategies, Financial Management in Tourism: Key Concepts and Strategies

Unit 2: Pricing Strategies and Revenue Optimization 6 hours

Types of Pricing Strategies, Setting Prices in Tourism, Revenue Optimization Techniques, Managing Overbooking and No-shows.

Unit 3: Forecasting and Demand Analysis 10 hours

Forecasting Techniques for Tourism Demand, Tools for Demand Analysis, Seasonality and Its Impact on Revenue Management, different types of budgets, Forecasting and Budgeting in Tourism, Forecasting Techniques, Budgetary control

Unit 4: Financial Analysis and Budgeting 10 hours

Understanding Financial Statements, Cost Accounting and Its Importance, cost concepts, classification of cost, components of cost and preparation of cost sheet, CVP analysis, Financial Analysis and Ratios, Budgeting and Financial Planning,

Unit 5: Case Studies and Practical Applications 10 hours

Case Studies on Revenue Management and Financial Management in Tourism, Application of Revenue Management and Financial Management Principles in Tourism Operations, Challenges and Opportunities in Revenue Management and Financial Management in Tourism, Key Performance Metrics for Revenue Management and Financial Management, Ethical Considerations in Revenue Management and Financial Management, Sustainability and Its Impact on Revenue Management and Financial Management

Practical exercises:

1. You are the revenue manager of a hotel that caters to both leisure and business travelers. Develop a plan for implementing revenue management and financial management strategies that will increase revenue and profitability for the hotel. Consider factors such as competition, seasonality, and customer behavior. Include specific strategies for pricing, inventory management, and distribution channels.
2. You are the revenue manager of a tour operator that specializes in adventure travel. Use demand forecasting tools to analyze the impact of different scenarios on the business, such as changes in pricing, marketing, and customer segmentation. Develop a demand forecast for the next six months and adjust your pricing and marketing strategies accordingly.

3. You are the financial manager of a travel agency that specializes in group tours. Analyze the financial statements of the agency and prepare a cost sheet for a hypothetical tour. Identify areas for improvement and make recommendations for cost reduction and revenue enhancement.
4. You are the financial analyst of a hotel chain that is expanding internationally. Analyze financial data for the chain and use financial ratios to make decisions related to pricing, marketing, investment, and resource allocation. Develop a report that outlines your findings and recommendations.
5. You are the financial planner of a tourism business that is launching a new product. Develop a budget and financial plan that takes into account factors such as capital expenditures, operating costs, revenue projections, and risk management. Use sensitivity analysis to assess the impact of different scenarios on the financial performance of the business.

Suggested Readings:

- Agnihotri, S. (2022), Financial analysis and reporting, A.K. Publications. New Delhi.
- Kasavana, M. L., & Brooks, R. M. (2016). Managing Front Office Operations. American Hotel & Lodging Educational Institute.
- Hayes, D., & Miller, A. (2011). Revenue management for the hospitality industry. John Wiley & Sons.
- Jin, N., & Lee, S. (2018). Financial management for hospitality decision makers. Routledge.
- Kasavana, M. L., & Brooks, R. M. (2016). Managing Front Office Operations. American Hotel & Lodging Educational Institute.
- Kimes, S. E. (2016). Hospitality revenue management. American Hotel & Lodging Educational Institute.
- Laudon, K. C., & Laudon, J. P. (2016). Management information systems: Managing the digital firm. Pearson.
- Singh, S. (2023). Cost accounting. Kitab mahal, New Delhi
- Singh, S. (2016). Management accounting, PHI learning. New Delhi.
- Singh, S. & Kaur, R. (2022). Basic Financial management. Scholar Tech. New Delhi.
- Singh, S.K. & Gupta, L. (2023) Basic management accounting. A.K. Publications. New Delhi.

Notes:

- **Suggested readings shall be updated and uploaded on the college website from time to time.**
- **Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**

B.A. (VS) Tourism Management
Semester VI
GENERIC ELECTIVE COURSE (GE -6.1)

Emerging Trends in Tourism

Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Emerging Trends in Tourism GE-6.1	4	3	1	-	Pass in Class 12th	-

Learning Objectives

The course intends to give knowledge to the students about the various emerging concept in travel and tourism industry. The course also aims at developing an insight into green tourism, modern and recent trends in tourism. It also provides in-depth understanding about smart tourism and smart destinations.

Learning Outcomes

After completing this course, the learners would be able to

1. develop concept of green tourism. Discuss initiatives taken by government of India to promote green tourism.
2. analyze the new trends in Indian tourism.
3. develop an understanding about new age tourism like dark tourism, cyber tourism, voluntary tourism, social tourism, etc.
4. explain the concept of digital tourism and smart tourism and relate use of smart tourism/ digitalization and artificial intelligence in tourism.

Unit-1

Green Tourism

12 Hours

Green Tourism: Definition, Characteristics and scope, Village tourism, Govt of India Policy on Green Tourism, identified villages, Case studies of some prominent green tourism destinations in India like Chitrakoot (Chhattisgarh), Puttur (Andhra Pradesh) and Honey Hills (Kerala).

Unit-2

Modern Trends in Indian Tourism

10 Hours

The visa on arrival, The advent of hostels, Bed & breakfast and ‘homestay accommodation, Heritage hotels, Mobile booking, Experiential tourism, Staycation – vocal for local, Personalized tours.

Unit-3

New Age Tourism

11 Hours

Dark tourism-definition, Characteristics, Major attractions, Cyber tourism, Voluntary tourism, social tourism dimensions, Hedonistic tourism, Tribal tourism, Underwater tourism, Photography tourism.

Unit – 4

Recent Trends in Tourism

12 Hours

Definition- Importance of smart tourism/ digitalization, Evolution and growth of smart tourism, Risks and benefits of smart/digital tourism, Smart tourism destinations- The smart tourism ecosystem- Components of smart tourism, Digital yatra, Introduction of Artificial Intelligence (AI), The role of Artificial Intelligence within the travel industry.

Exercises:

The learners are required to:

1. group discussion on the scope of Rural and Green tourism in India.
2. make a power point presentation on the new trends in Indian tourism.
3. assess the understanding of new age tourism like dark tourism, cyber tourism, voluntary tourism, social tourism, responsible tourism by objective and subjective assessment (class test, assignments, MCQs, fill in the blanks and quiz).
4. make a project on the smart tourism destination and discuss its outcome in the class.

Suggested Readings:

- Dahiya, A., Dhiman, M. C., & Kumar, S. (2015). *International Tourism and Hospitality in the Digital Age*. United States: IGI Global.
- Morrison, M.A., & Buhalis, D., (2023) *Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand*, Routledge Taylor & Francis Group, London, UK..
- Morrison, M.A., & Buhalis, D., (2023) *Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand*, Routledge Taylor & Francis Group, London, UK.
- Novelli, M., Dolezal, C., Milano, C., & Adam, J. (2022). *Handbook of Niche Tourism*. United Kingdom: Edward Elgar Publishing.
- Rontos, K. et al, (2020). *Modeling and New Trends in Tourism*, New York, Nova Science Publishers.

- Rontos, K. et al, (2020). *Modeling and New Trends in Tourism*, New York, Nova Science Publishers.
- Serpanos, D., & Wolf, M. (2018). *Internet-of-Things (IoT) Systems, Architecture, Algorithms, Methodologies*. Switzerland: Springer International Publishing.
- Sharma, A., & Hassan. (2020). *The Emerald Handbook of ICT in Tourism and Hospitality*. United Kingdom: Emerald Publishing Limited.
- Swanson, J. R., Edgell, D. L. (2018). *Tourism Policy and Planning: Yesterday, Today, and Tomorrow*. United Kingdom: Routledge.

Notes:

- 1. Suggested Readings will be updated and uploaded on college website from time to time.**
- 2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

B.A. (VS) Tourism Management
Semester VI
GENERIC ELECTIVE COURSE (GE-6.2)

International Tourism Management

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	Credits	Components of the course			Eligibility criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
International Tourism Management GE-6.2	4	3	1	0	Pass in class 12th	-

Learning Objectives:

This course equips the students with a comprehensive understanding of international tourism and its significance in the global travel industry. It familiarizes the students with the formalities and procedures related to border control and frontier management. The learner will gain the knowledge and skills in dealing with travel documentation requirements and cross-cultural communication in international tourism. Further this course promotes awareness of sustainable tourism practices and cultural sensitivity in international tourism and travel.

Learning Outcomes:

After completing this course, the learners would be able to:

1. evaluate the concept and scope of international tourism, including its economic, social, and cultural impacts.
2. analyze their knowledge of border control procedures, frontier formalities, and the role of key stakeholders.
3. Identify and evaluate travel documentation requirements and obligations for international travellers.
4. apply effective cross-cultural communication strategies and demonstrate cultural sensitivity in international tourism contexts.
5. evaluate and promote sustainable tourism practices in international destinations.

Unit-1

Introduction to International Tourism

10 Hours

Definition and scope of international tourism, Key stakeholders in the international tourism industry, Trends and challenges in international tourism, Economic, social, and cultural impacts of international tourism.

Unit-2

International Tourism Destinations

12 Hours

Classification and characteristics of international tourism destinations, Factors influencing destination choice and image formation, Destination marketing and promotion strategies, Sustainable tourism practices in international destinations.

Unit-3

Border Control and Frontier Formalities

15 Hours

Importance of border control in international tourism, Passport and visa regulations for international travellers, Customs and immigration procedures at entry and exit points, Security measures and their impact on international tourism.

Unit-4

Travel Documentation and Cross-cultural Communication & Etiquette

12 Hours

Types of travel documents required for international travel, Travel insurance and health requirements, Currency exchange and financial considerations for international travellers, Travel advisories and safety precautions for international destinations, Cultural awareness and sensitivity in international tourism, Etiquette and behaviour norms in different cultural contexts, Effective cross-cultural communication strategies.

Practical Exercises

The learners are required to:

1. perform activities such as role plays simulating border measures and customs procedures at an international airport.
2. conduct research on visa regulations and entry requirements for a specific international destination.
3. analyze travel advisories and create safety guidelines for travellers to a particular region through Travel Information Manual Automatic (TIMATIC).
4. prepare a cultural etiquette guide for international tourists visiting a specific country.
5. develop a sustainable tourism plan for an international destination, considering environmental and socio-cultural aspects.

Suggested Readings:

- Buhalis, D., & Costa, C. (2006). *Tourism Business Frontiers: Consumers, Products, and Industry*. Oxford: Butterworth-Heinemann.
- Hall, C. M., & Page, S. J. (2014). *The Geography of Tourism and Recreation: Environment, Place and Space (4th ed.)*. New York: Routledge.
- Holloway, J. C., & Robinson, C. (2010). *The Business of Tourism (8th ed.)*. London: Pearson Education Limited.
- Inskip, E. (2016). *Tourism Planning: An Integrated and Sustainable Development Approach*. London: Routledge.
- Page, S. J., & Connell, J. (2019). *Tourism: A Modern Synthesis (5th ed.)*. Boston: Cengage Learning.
- Prideaux, B., & Cooper, C. (2011). *River Tourism*. Bristol: Channel View Publications.

- Ritchie, J. R. B., & Crouch, G. I. (2009). *The Competitive Destination: A Sustainable Tourism Perspective*. London: CABI.
- Tribe, J. (2011). *The Economics of Recreation, Leisure and Tourism (4th ed.)*. London: Elsevier.
- Tribe, J., & Airey, D. (2007). *Developments in Tourism Research*. New York: Routledge.

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**

**B.A. (VS) Tourism Management
Semester VI**

GENERIC ELECTIVE COURSE (GE-6.3)

Generic Elective (G. E.)- Cultural Diversity: Visual Arts, Popular Culture & Institutional Practices

Offered by Department of History, College of Vocational Studies

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (If any)
		Lecture	Tutorial	Practical/ Practice		
Cultural Diversity: Visual Arts, Popular Culture & Institutional Practices	4	3	1	0	Pass in class XII	NIL

Learning Objective: This course is designed for the vocational studies students to understand the Indian cultural traditions from ancient to contemporary times. It explains classical and popular art forms, communication and patronage. This paper will acquaint the students with their culture and its finer nuances for the tourism industry. It would also further help them in tourism industry and policy making.

Learning Outcomes:

Upon completion of this course:

5. Student will understand the evolution of tourism industry through the study of cultural diversity of India.
6. Will learn about role of visual arts from ancient to modern period with special reference to Indian tourism.

7. Learners will become aware of the impact of popular culture over the ever evolving cultural diversity of India.
8. The student will learn about the various cultural practices and the role of institutions/agencies in shaping of tourism industry.

Unit I: Ancient Indian Paintings & Sculptures

(4 Weeks approx.)

Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural and Fresco paintings: Ajanta and Bagh caves, Alchi Murals, Post Classicism – Pallava & Chola Bronzes, idiom- Illustrated texts: Jaina and Pala manuscripts,

Unit II: Visual Arts: Medieval to Modern

(4 Weeks approx.)

Medieval idiom-, Mughal Miniatures paintings, Regional Schools of Paintings (Kota, Bundi & Pahari). Modern-Company School, Raja Ravi Varma, Bengal School, Amrita Shergil and Progressive Artists Groups.

Unit III: Forms of Popular Culture

(4 Weeks approx.)

Popular Culture: Folklore and Oral traditions. Festivals and fairs. Textile and Crafts. The Culture of Food. Age of social media and its impact.

Unit IV: Cultural Practices & Institutions

(4 Weeks approx.)

Communication, Patronage and Audiences: Court Merchant groups and communities. Culture as Communication. Nationalism and the issue of Culture; Institutions of Cultural Practices.

Essential readings:

- Susan L. Huntington, John C. Huntington, The Art of Ancient India: Buddhist, Hindu, Jain
- Sharma L. C, A Brief History of Indian Painting, Goyal Publishing House, 2008
- Rogers J. M, Mughal Miniature, published in 2007, British Museum Press
- Stronge Susan, Paintings for the Mughal Emperor, University of Michigan
- Kalla Prithvi Nath, Indian Folklore: An Introduction
- Folktales of India" by A. K. Ramanujan
- Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992
- Chakrobarti Lalima Dhar, Managing Museums: A Study of Nation Museum, Sandeep Prakashan, 2007
- J. Yashodhara, S. Sengupta, Experiencing History through Archives, Munshiram Manohar Lal, 2004

Suggestive readings

- Banerjee J.N, The Development of Hindu Iconography, Calcutta, 1956
- Coomaraswamy Ananda K, The Arts and Crafts of India and Ceylon
- Bussagli M and Srivaramamurthy, 6000 Years of Indian Art, New York,
- Okada Anima, Indian Miniatures of the Mughal Court, University of Michigan, 1992
- Maxwell, T.S., Image: Text and Meaning: Gods of South Asia, OUP, Delhi.
- Zimmer, H., Myths and Symbolism in Indian Art and Civilization, Princeton Press, • New Jersey, N.D.
- Cohn. Bernard, India: The Social Anthropology of a Civilization in Bernard Cohn Omnibus, OUP, 2004.