

INDEX

College of Vocational Studies
Bachelor of Arts (VS) Tourism Management
SEMESTER-II

Sl.No.	Content	Page No.
1	Bachelor of Arts (VS) Tourism Management - DSCs 1. Tour Guiding and Escorting 2. Entrepreneurship & New Venture Planning 3. Destination In Tourism: Cities, Routes, and Heritage	2-15

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Sl. No.	Course Title	Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
				Lecture	Tutorial	Practical		
1	Tour Guiding and Escorting	DSC 2.1	4	3	1	0	Pass in class 12th	Nil
2	Entrepreneurship & New Venture Planning	DSC 2.2	4	3	1	0	Pass in class 12th	Nil
3	Destination In Tourism: Cities, Routes, and Heritage	DSC 2.3	4	3	1	0	Pass in class 12th	Nil

B.A. (VS) Tourism Management**Semester-II****Paper: DSC 2.1****Tour Guiding and Escorting****(DSC)****(4: credits: 3 Lectures + 1 Tutorial)****Learning Objective:**

This course provides students with extensive knowledge of techniques and best practices for guiding and accompanying domestic and international travelers. This course covers a basic knowledge of tour management and travel business principles. This course also teaches students about actual activities related to travel packaging, such as itinerary planning and travel expenses for creating package tours.

Learning Outcome:

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

1. Explain the roles, duties and skills of a tour guides and escorts.
2. Describe the various procedures and techniques involved in guiding in different situations and sites.
3. Demonstrate with the responsibilities and dynamics in tour escorting, explain the pros and cons of tour escorting, in-depth and practical knowledge about the tour escorting and guiding through exposure to various case studies.
4. Discuss and implement various skills such as reading, research, communication and leadership for conducting successful tour, planning and organizing of tours.

Unit – I**11 Hours**

Basics of Tour Guiding: Meaning, Definition and Role of a Guide in Tourism, Types of Guides, Characteristics of Tour guide, Skills required to become a tour guide, Procedure of registration / approval of Guides.

Unit – II**11 Hours**

Guiding Techniques: Understanding the dynamics of tour guiding, Duties and Responsibilities of guide pre, post and during tour, guiding at natural, cultural, and historical sites. Handling emergency situation.

Unit – III**11 Hours**

Introduction to Tour Escorting: - Personal hygiene and grooming, responsibilities of Escort - pre, post and during tour responsibilities, difference between guide & escort, advantages, and disadvantages of choosing tour escorting as a profession.

Unit – IV**12 Hours**

Group Handling Techniques: Leading a group, check list, Group control and Setting Limits, Problem solving skills - lost Baggage, medical assistance, lost of tourist, Tips to keep group happy; Ethical and professional considerations.

Practical Exercises

The learners are required to:

1. Explain relevant concepts of tour guiding and escorting by way of Class presentation.
2. Demonstrate and discuss different skills, concept and function using Focused group discussion.
3. Assess the understanding of theory and practical by objective and subjective assessment (Class test, assignments, MCQs, Fill in the blanks and quiz).

4. Demonstrate the tour guiding/escorting skills at a monument or a National Park or a museum.

Course Assessment: Internal Assignments/projects/class tests/presentations – 25; Exam - 75

Suggested Readings:

- Chowdhary, N. (2013). *Handbook for Tour Guides*. IITTM. India.
- E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select-P-09>.
- Lichty, T., & Watson, J. (1998). *The Official America Online Tour Guide*. USA: Coriolis.
- Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. New York: Van Nostrand Reinhold Company.
- Weiler, B., & Black, R. (2014). *Tour Guiding Research: Insights, Issues and Implications*. Bristol. Channel View Publications.
- Marc, M.(2000). *Conducting Tours*. U.S.A. Cengage Learning.
- Syrratt, G.(2003). *Manual of Travel Agency*. Oxford:UK. Butterworth-Heinemann Ltd.

Note: Latest edition of textbooks and reference Books may be used.

B.A. (VS) Tourism Management**Semester-II****Entrepreneurship & New Venture Planning****DSC- 2.2****(4: credits: 3 Lectures + 1 Tutorial)****Learning Objective**

This course aims at instituting entrepreneurial skills in the students by giving an overview of entrepreneurship and the competencies that are needed to become an entrepreneur. To enable students to explore and launch entrepreneurial ventures in their own areas of interest.

Learning Outcomes

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

1. discern distinct entrepreneurial traits.
2. process and nature of entrepreneurship.
3. identify the different ways in which entrepreneur manifests in start-ups .
4. describe the entrepreneurial process for initiating new venture creation.
5. design strategies for the successful implementation of innovative ideas of new ventures.

Unit 1: Introduction**09 Hours**

Concept and Definitions Entrepreneurship, Entrepreneurial Mind-set, Traits/Qualities of Entrepreneurs, Entrepreneurship process; Theories of entrepreneurship; Factors affecting the emergence of entrepreneurship; Role of an entrepreneur in economic growth as an innovator; Generation of employment opportunities; complementing and supplementing economic growth; Bringing about social stability and balanced regional development of industries.

Unit 2: Types of Entrepreneurs**09 Hours**

Classification and Types of Entrepreneurs; Women Entrepreneurs; Social Entrepreneurship; Corporate Entrepreneurs, Family Business: Concept, structure, and kinds of family firms; Culture and evolution of family firm; Managing Business.

Unit 3: Business plan**09 Hours**

Creating Entrepreneurial Venture: Generating Business ideas, Team building, Sources of Innovation, Creativity, and Entrepreneurship; Challenges in managing innovation; Entrepreneurial strategy and Scaling up, Business planning process; Drawing business plans; Failure of the business plan.

Unit 4: Mobilizing Resources**09 Hours**

Resource Mobilization for entrepreneurship: Resources mobilization, types of resources, Process of resource mobilization, Arrangement of funds; writing a Funding Proposal, Traditional sources of financing, Venture capital, Angel investors, Business Incubators.

Unit 5: Managerial Aspects of Business and Government Initiatives**09 Hours**

Managing finance; Understanding capital structure; organisation structure and management of human resources of a new enterprise; Marketing-mix; Management of cash; Relationship management; Cost management, Government initiatives for promoting entrepreneurship.

Practical Exercises:

The learners are required to:

1. discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.
2. prepare a business plan for a start-up venture in a rural setting after analyzing the various facets of the rural economy.
3. analyse and present the key initiatives of the Government of India for promoting entrepreneurship in the country.
4. analyse and interpret case study on business philosophy of Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organisations.
5. participate in Business Plan Competition-designing a business plan proposal and identifying alternative sources of raising finance for the start-ups.

Suggested Readings:

- Barringer, B.R. and R. Duane Ireland, Entrepreneurship, (latest edition) Pearson Prentice Hall
- Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
- Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
- Kuratko, D.F., and Rao, T. V., Entrepreneurship: A South-Asian Perspective, (latest edition) Cengage
- M.B. Shukla. Entrepreneurship and Small Business Management: Kitab Mahal Publishers
- Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change. Oxford University Press.
- R.D. Hishrich., Peters, M., Entrepreneurship: Irwin, (latest edition)
- Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson
- Shankar, R., Entrepreneurship Theory and Practice, (latest edition) Tata McGraw Hill

Note: Suggested Readings will be updated and uploaded on college website from time to time.

B.A. (VS) Tourism Management

Semester-II

Paper: DSC 2.3

Destination In Tourism: Cities, Routes, and Heritage

(4: credits: 3 Lectures + 1 Tutorial)

Learning Objective:

This paper intends to introduce students of vocational courses to the process of city making, the emergence of trade routes and establishment of the popular destinations in India, from ancient to contemporary times. Upon completion of this course, students will be equipped to implement the conceptual tools and case studies to further their professional and educational goals. This paper will impart a holistic understanding of urbanism in India and will provide students with vocational courses like Tourism to identify new destinations, places to visit and attractions in their professional work. To students in general, the course will be informative and helpful in expanding their general knowledge or understanding of Indian cities. Finally, students will be able to locate their own experience of living in urban centres in the more extensive timeline of urbanization.

Learning Outcomes:

Upon completion of this course the student shall be able to:

1. Discuss urban centres and their types as well as urban centres as a destination.
2. Explain urban centres in ancient India, trade routes and their importance.
3. Analyze processes of urbanization in Medieval India.
4. Discuss rise of modern cities - Colonial Urbanism: Factory & Fortress towns, Presidencies, Hill-stations, Port Towns and Planned Cities, Urbanization in successor and princely states.

Unit 1- Introduction to Urban Centres, Routes and Destinations

11 Hours

Definition and Concepts: Cities as centres; Routes, Circulation and Communication; Role of Surplus, Types of Urban Centres: Religious centres, Commercial centres (guild system), Political capitals and Pilgrimage towns, Urban centres as the Destination, Attractions and places of leisure,

Significance of Traveller's account: Megasthenes, Fa-Hien, Hiuen Tsang, Ibn Batuta, Marco Polo, Manucci, Tavernier etc.

Unit 2- Urban Centres in Ancient India

11 Hours

Nature of Harappan Towns and Cities. - Second Phase of Urbanization: Emergence of Urban centres and trade routes in the Gangetic plain, Deccan and Tamilakam, Rise of administrative, trade and religious centres: A case study of Taxila, Kausambi, Patliputra, Mathura or Ujjain, Kondapur, Arikamedu, Kanchipuram etc.

Unit 3- Urban Centres in Medieval India

12 Hours

Delhi sultanate and its urban centres: Metropolitan towns (Delhi and Qannauj), Planned cities (Deogir/Daulatabad), Garrison Towns (Ucch and Multan), Qasbahs, Sarais and Khanqahs, Regional cities and Temple Towns: Ahmadabad, Jaunpur and Kanchipuram, Vijayanagar Kingdom: Case study of Hampi. - Mughals: Capital cities (Agra, Fatehpur Sikri and Shahjahanabad), Sacred City Centres (Ajmer and Benaras) and Port towns (Surat and Musalipatnam).

Unit 4- Urban Centres in Modern India

11 Hours

Colonial encounter: Rise of modern cities, the impact of the European Industrial Revolution on India, Mercantilism and Migration, Colonial Urbanism: Factory & Fortress towns, Presidencies, Hill-stations, Port Towns and Planned Cities, Urbanization in successor and princely states: Jaipur, Lucknow and Hyderabad, Cities of Colonial India: Mumbai, Chennai, Kolkata and New Delhi, The emergence Of New Urban centres in Post- Colonial India: Case studies of Chandigarh and Bengaluru.

Practical Exercises:

1. Interactive sessions through group discussions or group presentations shall be used to enable learning of Urban Centres, Routes and Destinations, Urban Centres in Ancient

India, Urban Centres in Medieval India and Urban Centres in Modern India as well as to facilitate revision of issues outlined in the lectures.

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).

Course Assessment: Internal Assignments/projects/class tests/presentations – 25; Exam – 75

Essential Readings:

- Mumford, L., (1961) *The City in History* (New York: Harcourt, Brace and World).
- Sjoberg, Gideon. "The preindustrial city." *American Journal of Sociology* 60.5 (1955): 438-445.
- Childe, V. Gordon. "The urban revolution." *The town planning review* 21.1 (1950): 3-17.
- Farooqui, Amar (2012). *Early Social Formations*. Manak Publication.
- Menon, A.G.K (2007) *The Complexity of Indian Urbanism*. *Seminar*.
- Ramachandran, R., 1989. *Urbanization and Urban Systems in India*, OUP, Delhi.
- Mishra, R. P., 1998.
- Chattopadhyaya, B., (2003) 'The City in Early India: Perspectives from Texts', in B. Chattopadhyaya, *Studying Early India: Archaeology, Texts, and Historical Issues* (Delhi: Permanent Black), pp. 105-34
- Sharma, R. S., (1974) 'Iron and Urbanisation in the Ganga Basin', *Indian Historical Review*, Volume 1, Number 1, pp. 98-103.
- Kaul, S., (2010) *Imagining the Urban: Sanskrit and the City in Early India* (Delhi: Permanent Black).
- Singh, Upinder. *A History of ancient and early medieval india: from the stone age to the 12th century (PB)*. Pearson Education India, 2009.
- Chandra, Satish, (1997) *Medieval India: Delhi Sultanate (1206-1526), Part I* (New Delhi: Har-Anand Publications)

- Habib, Irfan, (1978) 'Economic History of the Delhi Sultanate – An Essay in Interpretation', *The Indian Historical Review*, Vol. IV, No. 2.
- Kumar, Sunil, 'Delhi Sultanate', in *The Princeton Encyclopedia of Islamic Thought*, ed. Gerhard Bowering (Princeton: Princeton University Press)
- Bayly, C. A., (1992) *Rulers, Townsmen and Bazaars: North Indian Society in the Age of British Expansion, 1770-1870* (Delhi: Oxford University Press).
- Gupta, Narayani, (1981) *Delhi Between Two Empires, 1803-1931: Society, Government and Urban Growth* (Delhi: Oxford University Press).
- Farooqui, Amar. *Opium city: The making of early Victorian Bombay*. Three Essays Collective, 2006.
- Chattopadhyay, Swati, (2005) *Representing Calcutta: Modernity, Nationalism and the Colonial Uncanny* (Asia's Transformations; London: Routledge)
- Roy, Ashim Kumar. *History of the Jaipur city*. New Delhi: Manohar, 1978.
- Glover, William, (2008) *Making Lahore Modern: Constructing and Imagining a Colonial City* (Minneapolis: University of Minnesota Press).
- Kaur, Ravinder, (2005) 'Planning Urban Chaos. State and Refugees in Post-Partition Delhi', in Evelyn Hust and Michael Mann (eds.), *Urbanisation and Governance in India* (Delhi: Manohar), pp.229-249.
- Nair, Janaki, (2005) *The Promise of the Metropolis. Bangalore's Twentieth Century*, (Delhi: OxfordUniversity Press). Prakash, Gyan, (2010) *Mumbai Fables, A History of an Enchanted City*, (Princeton: Princeton University Press).
- Chenoy, Shama Mitra, (1998) *Shahjahanabad: A City of Delhi, 1638-1857* (New Delhi:Munshiram Manoharlal Publisher).
- Grewal J.S. and Indu Banga, (1985) *Studies in Urban History* (Amritsar: Guru Nanak Dev University)
- Gupta, I.P., (1986) *Urban Glimpses of Mughal India: Agra the Imperial Capital, 16th and 17th Centuries* (Agra: Discovery Publishing House)
- Khan, Maksud Ahmad, (2004) 'Sufis and their Contribution in the Process of Urbanisation', in Neeru Mishra (ed.), *Sufis and Sufism: Some Reflections* (New Delhi: Manohar Publishers and Distributors).

Suggested Readings

- Fagan, Brian M., and Nadia Durrani. *People of the earth: An introduction to world prehistory*. Routledge, 2018.
- Orans, Martin, (1966) 'Surplus', *Human Organization*, Vol. 25, pp. 24-32.
- Pirenne, Henri, (1969) *Medieval Cities: Their Origins and the Revival of Trade* (Princeton: Princeton University Press).
- Shane, Ewen, (2016) *What is Urban History?* (Cambridge: Polity Press).
- Menon, A.G.K (2007) The Complexity of Indian Urbanism. *Seminar*.
- Southall, Aidan, (1998) *The City in Time and Space* (Cambridge: Cambridge University Press).
- Steward, J., (1968) 'Cultural Ecology' in *The International Encyclopedia of The Social Sciences, Vol. 3*.
- Ahluwalia, Isher Judge, Ravi Kanbur, and Prasanna Kumar Mohanty, eds. *"Urbanisation in India: Challenges, opportunities and the way forward."* (2014).
- *Urbanization in India: Challenges and Opportunities*, Regency Publications, New Delhi.
- Clark, Peter, ed. *The Oxford Handbook of Cities in World History*. Oxford: Oxford University Press, 2013.
- Fisher, Kevin D., and Andrew Creekmore, eds. *Making Ancient Cities: Space and Place in Early Urban Societies*. New York: Cambridge University Press, 2014.
- Thakur, V. K., (1981), *Urbanisation in Ancient India* (New Delhi: Abhinav Publications)
- Basant, P. K., (2012) *The City and the Country in Early India: A Study of Malwa* (Delhi: Primus Books).
- Erdosy, G., (1988) *Urbanisation in Early Historic India* (Oxford: BAR International Series).
- Ghosh, A., (1973) *The City in Early Historical India* (Simla: Indian Institute of Advanced Study).
- Ratnagar, S., (2000) *The End of the Great Harappan Tradition* (New Delhi: Manohar).

- Jha, S. K., (1998) *Beginnings of Urbanisation in Early Historic India: A Study of the Gangetic Plains* (Patna: Novelty & Co.)
- Marshall, J. H., (1951 [reprint 2013]) *Taxila: An Illustrated Account of Archaeological Excavations 1913-1934, Volumes I-III* (Cambridge: Cambridge University Press).
- Prasad, K., (1984) *Cities, Crafts and Commerce under the Kusanas* (Delhi: Agam Kala Prakashan).
- Rao, S.R., (1979, 1985) *Lothal: A Harappan Port Town 1955-1962* (New Delhi: Archaeological Survey of India).
- Wright, R.P., (2010) *The Ancient Indus: Urbanism, Economy and Society*. (New York: Cambridge University Press).
- Banga Indu (ed.), (1991) *City in Indian History: Urban Demography, Society and Politics* (Delhi: Manohar).
- Bandyopadhyay, Sekhar. *From plassey to partition*. 2004.
- Banerjee-Dube, Ishita. *A history of modern India*. Cambridge University Press, 2014.
- Roy, Tirthankar. "Economic history of India, 1857-1947." *OUP Catalogue* (2011).
- Blake, Stephen, (1993) *Shahjahanabad: The Sovereign City in Mughal India, 1639-1739* (New Delhi: Cambridge University Press)
- Ashraf, K.M., (1970 [2nd edition]) *Life and Conditions of the People of Hindustan*, Delhi: Munshiram Manoharlal).
- Naqvi, Hamida Khatoon, (1986) *Agricultural, Industrial and Urban Dynamics under the Delhi Sultans – 1206-1555* (New Delhi: Munshiram Manoharlal Publishers).
- Siddiqui, I.H., (2011, reprint) *Delhi Sultanate: Urbanization and Social Change* (New Delhi: Viva Books).
- Verma, H.C., (1986) *Dynamics of Urban Life in Pre-Mughal India* (New Delhi: Munshiram Manoharlal).
- Naqvi, H. K, (1972) *Urbanisation and Urban Centres under the Great Mughal, 1556-1707: An Essay in Interpretation* (Shimla: Indian Institute of Advanced Study).

- Banga, Indu (ed.), (1991) *The City in Indian History: Urban Demography, Society, and Politics* (New Delhi: Manohar)
- Hazareesingh, Sandip, (2007) *The Colonial City and the Challenge of Modernity: Urban Hegemonies and Civic Contestations in Bombay City, 1900-1925* (New Perspectives in South Asian History; Hyderabad, India: Orient Longman).
- Kidambi, Prashant, (2007) *The Making of an Indian Metropolis: Colonial Governance and Public Culture in Bombay, 1890-1920* (Aldershot: Ashgate).
- King, Anthony D., (1976) *Colonial Urban Development: Culture, Social Power, and Environment* (London: Routledge & Kegan Paul)
- Nair, Janaki, (2009) 'Beyond Nationalism: Modernity, Governance and a New Urban History for India', *Urban History*, Vol. 36 (Special Issue 02), pp.327-4
- Haynes, Douglas E., (1992) *Rhetoric and Ritual in Colonial India: the Shaping of a Public Culture in Surat City, 1852-1928* (Delhi: Oxford University Press).
- Hosagrahar, Jyoti, (2005) *Indigenous Modernities: Negotiating Architecture and Urbanism* (Architext series; London: Routledge).
- Yang, Anand A., (1998) *Bazaar India: Markets, Society, and the Colonial State in Gangetic Bihar* (Berkeley: London: University of California Press)
- Ray, Rajat Kanta, (1979) *Urban Roots of Indian Nationalism: Pressure Groups and Conflict of Interests in Calcutta City Politics, 1875-1939* (New Delhi: Vikas).
- Oldenburg, Veena Talwar, (1984) *The Making of Colonial Lucknow, 1856-1877* (Princeton: Princeton University Press).
- Correa, Charles, (1973) 'Self-help City', *Seminar*, Vol. 162 (Feb.).
- Dutta, V. N., (1986) 'Punjabi Refugees and Greater Delhi', in R. E. Frykenberg ed., *Delhi through the Ages: Essays in Urban History, Culture and Society* (Delhi: Oxford University Press), pp.442-462.
- Chatterjee, Nilanjan, (1990) 'The East Bengal Refugees. A Lesson in Survival', in Sukanta Chaudhuri (ed.), *Calcutta. Volume I: The Past* (New Delhi: Oxford University Press), pp.70-77.

Note: Latest edition of textbooks and reference Books may be used.