



**Kelkar Education Trust's V.G. Vaze College  
of Arts, Science & Commerce  
(Autonomous)**

Mithagar Road, Mulund (East) Mumbai-400081 | Re-Accredited (4th Cycle) by NAAC with "A" Grade

**Department of B.Voc (Tourism and Hospitality)  
Semester-wise Course Structure and Syllabus**

**TYBVoc 2025-2026**

## **Semester-VI**

| <b>Course Code</b>                  | <b>Course</b>              | <b>No. of Credits</b> |
|-------------------------------------|----------------------------|-----------------------|
| <b>VTHST601</b>                     | <b>Sustainable Tourism</b> | <b>03</b>             |
| <b>VTHCM601</b>                     | <b>Crisis Management</b>   | <b>03</b>             |
| <b>VTHCSM601</b>                    | <b>Service Management</b>  | <b>03</b>             |
| <b>VTHECOM601</b>                   | <b>E-Commerce</b>          | <b>03</b>             |
| <b>VTHSKILL601</b>                  | <b>Skill Component</b>     | <b>18</b>             |
| <b>Total Credits in Semester-VI</b> |                            | <b>30</b>             |

| SEMESTER-VI                |   |   |   |   |       |       |       |     |                                   |                 |
|----------------------------|---|---|---|---|-------|-------|-------|-----|-----------------------------------|-----------------|
| Teaching Scheme (Hrs/Week) |   |   |   | Continuous Internal Assessment (CIA) 40 marks |       |       |       |     | Semester-end Examination 60 marks | Total Marks 100 |
| L                          | T | P | C | CIA-1   | CIA-2 | CIA-3 | CIA-4 | Lab | Written                           | -               |
| 3                          | - | - | 3 | 20  | 10    | 10    | -     | -   | 60                                | 100             |

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| Course Title   | Sustainable Tourism            |
| Paper  | Paper 1                        |
| Course Code  | VTHST601                       |
| Total Marks  | 60 + 40 = 100                  |
| Number of Lectures   | 45 lectures of 60 minutes each |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To Understand Basic Notions Of Sustainability by the learners.</li> <li>2. To Learn Impact Of Sustainability On Regional Development.</li> <li>3. To study relationship between Sustainability and Tourism.</li> <li>4. To Study Economic policies for sustainable tourism.</li> <li>5. Ability to develop models for Sustainable Development with the help of local tourism.</li> </ol>   |                                |
| <b>Course Outcomes:</b><br>On successfully completing this course the learner will be able to: <ol style="list-style-type: none"> <li>1. Co-relate Geographical and ecological events and distributions with Sustainable Tourism growth of different centres.</li> <li>2. Gain competence in Analysing economic, socio-cultural and environmental data Interpret their impact on Sustainable tourist destinations.</li> <li>3. To plan and assess the process of economic development through Sustainable Tourism.</li> <li>4. Orient to the logistics of tourism industry and the role of various forms of sustainable tourism in the regional development</li> <li>5. Competence in Developing critical thinking skills about the processes of tourism development in relation to the ethics.</li> </ol> |                                |

| Syllabus |   |                   |
|----------|---|-------------------|
| Module   | Details/Texts   | Lectures allotted |
| 1        | <b>Concept of sustainable Tourism</b><br>Development of sustainable tourism in the world and India<br><br>Impact Of Tourism Activity On Environment And Culture-Pollution,loss of Biodiversity, waste management- Case studies<br><br>Need for development of sustainable tourism | 15                |
| 2        | <b>Theories and concepts of sustainable tourism</b><br>Indian case studies  | 15                |
| 3        | <b>Sustainability based marketing</b><br>Planning of sustainable tourism  | 15                |

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|  | <b>TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER</b> | <b>45</b> |
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| <b>Methodology for Internal Assessment:</b>  |
| 1.Class Test<br>2.Project<br>3.Viva  |
| <b>Reference Material:</b>   |
| <ul style="list-style-type: none"> <li>Sustainable and Responsible Tourism–Trends Practices and Cases –Manhas,Parikshit Singh</li> <li>Tourism in India–Vivek Sharma</li> <li>International Tourism:Fundamentals and Practices-A K Bhatia</li> </ul> |

- Geography of Tourism–Robinson
- Tourism planning and development issues-Donal

**BoS Syllabus Sub-Committee Members:**

1. Mrs. Arpita Joshi Gokhale, Coordinator and Assistant Professor, Department of B.Voc, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms Suchitra Poojari, Assistant Professor, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).
3. Mr. Vikram Darve, Industry Partner and Visiting Faculty, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).

**Question Paper Pattern for External Evaluation**

Duration: 2 Hours

Maximum Marks: 60 Instructions:

1. All questions are compulsory.
2. Each question carries 15 marks.

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| Q. 1 | <b>Module I</b><br><b>Attempt any TWO of the following out of THREE Questions:</b><br><br>(i)<br>(ii)<br>(iii)   | 15 |
| Q. 2 | <b>Module II</b><br><b>Attempt any TWO of the following out of THREE Questions:</b><br><br>(i)<br>(ii)<br>(iii)  | 15 |
| Q.3  | <b>Module III</b><br><b>Attempt any TWO of the following out of THREE Questions:</b><br><br>(i)<br>(ii)<br>(iii) | 15 |
| Q.4  | <b>Module IV</b>   | 15 |

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|  | <p><b>Attempt any TWO of the following out of THREE Questions:</b></p> <p>(i)</p> <p>(ii)</p> <p>(iii)</p> |  |
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| SEMESTER-VI                |   |   |   |   |       |       |       |     |                                   |                 |
|----------------------------|---|---|---|---|-------|-------|-------|-----|-----------------------------------|-----------------|
| Teaching Scheme (Hrs/Week) |   |   |   | Continuous Internal Assessment (CIA) 40 marks |       |       |       |     | Semester-end Examination 60 marks | Total Marks 100 |
| L                          | T | P | C | CIA-1   | CIA-2 | CIA-3 | CIA-4 | Lab | Written                           | -               |
| 3                          | - | - | 3 | 20  | 10    | 10    | -     | -   | 60                                | 100             |

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| <b>Course Title</b>  | <b>Crisis Management</b>       |
| <b>Paper</b>   | Paper 3                        |
| <b>Course Code</b>   | <b>VTHCM601</b>                |
| <b>Total Marks</b>   | 60 + 40 = 100                  |
| <b>Number of Lectures</b>  | 45 lectures of 60 minutes each |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Define crisis management in tourism &amp; hospitality, explain types of crisis and challenges of crisis management faced by tour organizers, and gain knowledge of significant laws related to contracts, protection of consumers (tourists), environment, and insurance regulations.</li> <li>2. Describe stages of emergency crisis management in tourism &amp; hospitality, grasp the importance of handling media response during a crisis.</li> <li>3. Learn about coordination with governing bodies and local agencies for efficient crisis management and concerns of business continuity post-crisis.</li> <li>4. Make a comparative study of eastern and western methods of crisis management.</li> <li>5. Prepare the student to become a crisis management leader and face any emergency arising in the tourism &amp; hospitality sector.</li> </ol> |                                |

**Course Outcomes:**

On successfully completing this course the learner will be able to:

1. Explain the concept of crisis management tourism hospitality,comprehend need for developing techniques of crisis management and types of crisis in the operation of tours,acquaint with legal issues related to crisis management.
2. Recognize different stages of Crisis Management,understand preparation required for Emergency Response, assess the crisis, develop strategies in handling Mediaresponsetocrises and for planning business continuity.
3. Describe the role of governing bodies and localized support system in crisis management during a conducted tour and grasp the difference between eastern and western countries in crisis management of tourism & hospitality.
4. Develop a crisis management model as part of tourist hospitality organization structure, grasp the importance of appointing qualified staff for successful tour operations, the significance of continuous SWOT analysis of the organization and procure customerfeedback to update crisis management skills.
5. Disseminate knowledge about crisis management in tourism & hospitality,comprehend and express lessons learned in the form of answers, apply the information acquired assignments and presentations,examinecriticallywhatthey have learned, establish a connection with present situations and be in opposition evaluate the value of information acquired.

**Syllabus**

| Module | Details/Texts   | Lectures allotted |
|--------|---|-------------------|
| 1      | <b>Fundamentals of Crisis Management in Tourism</b><br>a) Definition, Need for Crisis Management, Inevitability of Crisis, Features of Modern Society.<br>b) Types of Crisis- Organizational, Political, Natural calamities, Accidents, Conflict Situations, Terrorism, Cultural Variations, Technological, Pandemic Conditions.<br>c) Challenges of Crisis Management in Tourism and Hospitality industry, some legal issues in Tourism and Hospitality Crisis Management. | 15                |
| 2      | <b>Emergency Crisis Management in Tourism</b><br>a) Stages of Crisis Management, Emergency Response, Assessment and Evaluation of Crisis; Handling Media response to crises, Business continuity.<br>b) Role of Governing Bodies and localized support system during a crisis.<br>c) Legal aspects, Comparative study of Eastern and Western methods of Crisis Management in Tourism and Hospitality.   | 15                |

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| 3 | <b>Crisis Management Strategy</b><br><br>a) Crisis Management Model- Avoidance, Mitigation, Recovery; Tourist Organizational Structure and Crisis Management, Influence of Tourist Destinations on Crisis Management.<br><br>b) Crisis Leadership, planning – SWOT Analysis, Research on Crisis in tourist destinations, Forecasting Crisis within Organization and Tourist Destinations, Building Consumer Confidence by addressing Tourist concerns about personal comforts and tourist destinations.<br><br>c) Qualifications of Personnel for back-office and fieldwork in a Tourism Organization, Government regulations for Travel and Tourism | 15 |
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|  | <b>TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER</b> | <b>45</b> |
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| <b>Methodology for Internal Assessment:</b>  |
| 1. Project / Presentation<br>2. Viva   |
| <b>Reference Material:</b>   |
| <ul style="list-style-type: none"> <li>• Barton, L. (2008). <i>Crisis leadership now: A Real-World Guide to Preparing for Threats, Disaster, Sabotage, and Scandal</i>, McGraw-Hill, New York.</li> <li>• Beirman, D. (2003), <i>Restoring Tourism Destinations in Crisis</i>, Cambridge: CABI Publishing.</li> <li>• Campiranon, K. and .cott, N. (2007), <i>Factors Influencing Crisis Management in Tourism Destinations</i>, Wallingford, London: CAB International.</li> <li>• Chawla, Romila, (2008). <i>Tourism Marketing and Crisis Management</i>, Rajat Publications.</li> <li>• E. Laws, B. Prideaux, and K. Chon. (2008) <i>Crisis Management in Tourism</i>, CABI.</li> <li>• Gilpin, D. R. and Murphy, P. J. (2008). <i>Crisis management in a Complex World</i>, Oxford: Oxford University Press.</li> <li>• Mitroff, Ian I., and Gus Anagnos. (2000). <i>Managing Crises Before They Happen: What Every Executive and Manager Needs to Know about Crisis Management</i>, AMACOM,.</li> </ul> |

- Oxelheim, Lars, and Clas Wihlborg. (2008). *Corporate Decision-Making with Macroeconomic Uncertainty: Performance and Risk Management*, Oxford University Press USA - OSO, 2008
- Ishikawa, Akira, and Atsushi Tsujimoto. (2009). *Risk and Crisis Management: 101 Cases*, World Scientific Publishing Co Pvt Ltd.
- Susan L Slocum, Carol Kline ed.(2017). *Tourism and Resilience*, CABI.
- Tourism Law in India : A comprehensive manual of concepts, Regulations & guidelines
- Shashank Garg Universal Law Publishing
- Hotel laws by Amitabh Devendra, Oxford University press
- Hotel & Tourism Laws by Jagmohan Negi
- Related Guidelines & Reports from Ministry & Tourism, Govt. of India

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**Question Paper Pattern for External Evaluation**

Duration: 2 Hours

Maximum Marks: 60 Instructions:

3. All questions are compulsory.
4. Each question carries 15 marks.

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| Q. 1 | <b>Module I</b><br><br><b>Attempt any TWO of the following out of THREE Questions:</b><br><br>(i)<br>(ii)<br>(iii) | 15 |
| Q. 2 | <b>Module II</b><br><br><b>Attempt any TWO of the following out of THREE Questions:</b><br><br>(i)                 | 15 |



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|     | (ii)<br>(iii)   |    |
| Q.3 | <b>ModuleIII</b><br><b>Attempt any TWO of the following out of THREE Questions:</b><br><br>(i)<br>(ii)<br>(iii) | 15 |
| Q,4 | <b>ModuleIV</b><br><b>Attempt any TWO of the following out of THREE Questions:</b><br><br>(i)<br>(ii)<br>(iii)  | 15 |

| SEMESTER-VI                |   |   |   |   |       |       |       |     |                                   |                 |
|----------------------------|---|---|---|---|-------|-------|-------|-----|-----------------------------------|-----------------|
| Teaching Scheme (Hrs/Week) |   |   |   | Continuous Internal Assessment (CIA) 40 marks |       |       |       |     | Semester-end Examination 60 marks | Total Marks 100 |
| L                          | T | P | C | CIA-1   | CIA-2 | CIA-3 | CIA-4 | Lab | Written                           | -               |
| 3                          | - | - | 3 | 20  | 10    | 10    | -     | -   | 60                                | 100             |

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| <b>Course Title</b>  | <b>Service Management</b>      |
| <b>Paper</b>   | Paper 3                        |
| <b>Course Code</b>   | <b>VTHCSM601</b>               |
| <b>Total Marks</b>   | 60 + 40 = 100                  |
| <b>Number of Lectures</b>  | 45 lectures of 60 minutes each |
| <b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To understand service concepts and the relationship between customer service and current management.</li> <li>2. To get familiarized with approaches and practical aspects of key decision areas of Service Management.</li> </ol> |                                |

**Course Outcomes:**

On successfully completing this course the learner will be able to:

1. Know about service sectors and service management.
2. Failure of services, recovery and satisfaction of consumers.
3. Importance of service quality.
4. Different skills and technology required for customer services.

| Syllabus |  |                   |
|----------|--|-------------------|
| Module   | Details/Texts  | Lectures allotted |
| 1        | <ul style="list-style-type: none"><li>a) Meaning and Importance of service management</li><li>b) Characteristics of services</li><li>c) 7 P's of services (product including flower of services, Price, Place, Promotion, People, process including blueprint, Physical evidence)</li><li>d) Growth of service sector</li><li>e) Customer service environment (Economic, Political, Regulatory, Technological, Social, Demographic, Cultural)</li><li>f) Service Triangle</li><li>g) Goods service continuum</li></ul> | 15                |
| 2        | <p>Know your customer</p> <ul style="list-style-type: none"><li>a) Consumer behaviour</li><li>b) Skills required (Communication skills and Listening skills)</li><li>c) Service Failure and service recovery</li><li>d) Time management strategies</li><li>e) Handling challenging customers, Types of complainers</li><li>f) Customer complaint handling process</li></ul>  | 15                |
| 3        | <ul style="list-style-type: none"><li>a) Significance of service quality management</li><li>b) Gap Model</li><li>c) Benchmarking</li><li>d) Measuring service quality-Zone of tolerance</li><li>e) Servqual Model</li><li>f) Demand and Capacity adjustment</li></ul>  | 15                |
| 4        | <ul style="list-style-type: none"><li>a) Customer Service in Diverse world</li><li>b) Ethics in Services Marketing</li><li>c) Encouraging customer loyalty</li><li>d) Recent trends in Tourism and Hospitality</li><li>e) Case studies related to topics</li></ul>   | 15                |

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|  | <b>TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER</b> | <b>45</b> |
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| <b>Methodology for Internal Assessment:</b>   |
| 1. Project / Presentation<br>2. Class Test<br>3. Viva   |
| <b>Reference Material:</b>  |
| 1. Customer Service, Skills for Success 6th Ed, Lucas, Robert W. (2015). McGraw-Hill, New York, NY. (ISBN: 978-0-07-354546-2)<br>2. Customer relationship management research in tourism and hospitality: a state-of-the-art, Roya Rahimi<br>3. Services Marketing - Valarie A. Zeithmal, Mary Jo Bitner, Dwanye G. Gremler, Ajay Pandit-4th Ed. McGraw Hill<br>4. Services Marketing: People, Technology and Strategy, Lovelock / Chatterjee (Author)/ Jochen Wirtz-6th Edition-Pearson<br>5. Getting Things Done: The Art of Stress-Free Productivity-David Allen<br>6. Services Marketing : Vasanti Venugopal, Raghu V.N., Himalaya Publishing House |
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| <b>Question Paper Pattern for External Evaluation</b>   |                       |    |
|---|-----------------------|----|
| Duration: 2 Hours<br>Maximum Marks: 60<br>Instructions:<br>1. All questions are compulsory.<br>2. Each question carries 15 marks. |                       |    |
| Q. 1  | Essay Type (Module 1) | 15 |
| Q. 2  | Essay Type (Module 2) | 15 |

|     |                              |    |
|-----|------------------------------|----|
| Q.3 | Essay Type (Module 3)        | 15 |
| Q.4 | Short Notes (Module 1,2,3,4) | 15 |

| SEMESTER-VI                |   |   |   |   |       |       |       |     |                                   |                 |
|----------------------------|---|---|---|---|-------|-------|-------|-----|-----------------------------------|-----------------|
| Teaching Scheme (Hrs/Week) |   |   |   | Continuous Internal Assessment (CIA) 40 marks |       |       |       |     | Semester-end Examination 60 marks | Total Marks 100 |
| L                          | T | P | C | CIA-1   | CIA-2 | CIA-3 | CIA-4 | Lab | Written                           | -               |
| 5                          | - | - | 5 | 20  | 10    | 10    | -     | -   | 60                                | 100             |

|                    |                                |
|--------------------|--------------------------------|
| Course Title       | E-Commerce                     |
| Paper              | Paper 4                        |
| Course Code        | VTHECOM601                     |
| Total Marks        | 60+ 40=100                     |
| Number of Lectures | 45 lectures of 60 minutes each |

**Course Objectives:**

1. Introduction to Electronic Commerce –Evolution and Models.
2. World Wide Web and E-enterprise.
3. E-marketing and Electronic Payment System.
4. Legal and Regulatory Environment and Security issues of Ecommerce.

**Course Outcomes:**

On successfully completing this course the learner will be able to:

1. To provide an analytical framework to understand the emerging world of e-commerce.
2. To make the learners familiar with current challenges and issues in e-commerce.
3. To develop the understanding of the learners towards various business models.
4. To enable the Web- based Commerce and equip the learners to assess e-commerce requirements of a business.
5. To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.

| Syllabus |  |                             |
|----------|--|-----------------------------|
| Module   | Details/Texts  | Number of Lectures allotted |
| 1        | <p><b>Introduction to Electronic Commerce –Evolution and Models</b></p> <p>Evolution of Electronic Commerce, Functions and Scope of E-Commerce, Benefits and Challenges of E-Commerce,</p> <p>Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) , Business to Consumer</p> <p>E-Commerce process, Business to Business E-Commerce, E-Commerce Sales Product Life Cycle (ESLC) Model</p>   | 15                          |
| 2        | <p><b>World Wide Web and E-enterprise</b></p> <p>World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches;</p> <p>Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM.</p> <p>Managing the E-enterprise- Introduction, Managing the E-enterprise, Comparison between Conventional and E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E- enterprise</p> | 15                          |
| 3        | <p><b>E-marketing and Electronic Payment System</b></p> <p>E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media.</p> <p>E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiatives, The pros and cons of online shopping, Justify an Internet business.</p> <p>Electronic Payment System-Characteristics of E-payment system,</p>   | 15                          |

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|  | SET Protocol for credit card payment, Types. Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment. |  |
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|  | <b>TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER</b> | <b>45</b> |
|--|--|-----------|

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| <b>Methodology for Internal Assessment:</b>   |
| 1. Class Test<br>2. Project / Presentation<br>3. Viva<br>4. Role Play   |
| <b>Reference Material:</b>  |
| <ul style="list-style-type: none"> <li>• Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi : Pearson Education).</li> <li>• Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (New Delhi : Pearson Education).</li> <li>• Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (new Delhi : Pearson Education).</li> <li>• Smith, P.R. and Dave Chaffey (2005), eMarketing eXcellence; The Heart of eBusiness (UK : Elsevier Ltd.) V</li> <li>• vivek Sood Cyber Laws Simplified-TMH (2001)</li> <li>• Vakul Sharma Handbook of cyber Laws-Macmillan (2002)</li> <li>• Sundeep Oberoi e Security and you-TMH (2001)</li> <li>• Greenstein &amp; Feinman Electronic Commerce-Security, Risk Mgt and Control-TMH (2000)</li> <li>• Adam Nabli R. (Editor) Electronic Commerce: Technical Business and Legal Issues.</li> <li>• Diwan, Prag and Sharma Electronic Commerce-a Manager's Guide to E-Business</li> <li>• Bharat Bhasker, Electronic Commerce – Framework technologies and Applications, 3rd Edition- Tata McGrawHill Publications, 2008.</li> </ul> |
| <b>BoS Syllabus Sub-Committee Members:</b>  |
| 1. Mrs. Arpita Joshi Gokhale, Coordinator and Assistant Professor, Department of B.Voc, and Chairperson, BoS, V. G. Vaze College (Autonomous).<br>2. Ms Suchitra Poojari, Assistant Professor, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).<br>3. Mr. Vikram Darve, Industry Partner and Visiting Faculty, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).   |

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| Question Paper Pattern for External Evaluation   |                                     |    |
|--|-------------------------------------|----|
| Duration:1 Hour<br>Maximum Marks:60<br>Instructions:<br>1. All questions are compulsory.<br>2. Each question carries 15 marks. |                                     |    |
| Q.1  | Essay Type (Unit1) (any 2/3)        | 15 |
| Q.2  | Essay Type (Unit2) (any 2/3)        | 15 |
| Q.3  | Essay Type (Unit3) (any 2/3)        | 15 |
| Q.4  | Short Notes (Units1,2,&3) (any 3/5) | 15 |

| SEMESTER-VI                   |   |   |   |   |       |       |       |     |                                      |                    |
|-------------------------------|---|---|---|---|-------|-------|-------|-----|--------------------------------------|--------------------|
| Teaching Scheme<br>(Hrs/Week) |   |   |   | Continuous Internal Assessment<br>(CIA)<br>40 marks |       |       |       |     | Semester-end Examination<br>60 marks | Total Marks<br>100 |
| L                             | T | P | C | CIA-1   | CIA-2 | CIA-3 | CIA-4 | Lab | Written                              | -                  |
| 5                             | - | - | 5 | 200   | -     | -     | -     | -   | 300                                  | 500                |

|                    |                             |
|--------------------|-----------------------------|
| Course Title       | Skill Component             |
| Paper              | Paper 5                     |
| Course Code        | VTHSKILL601                 |
| Total Marks        | 300 +200 = 500              |
| Number of Lectures | lectures of 60 minutes each |

**Course Objectives:**

5. Improve Geography knowledge to provide solid and accurate information based on customer's travel needs.
6. Familiarization with tourist destinations attractions worldwide.
7. Use GDS system for Itinerary Pricing And Issuing Tickets

**Course Outcomes:**

On successfully completing this course the learner will be able to:

6. Improved Knowledge Of Major Geographical Features.
7. Improved Knowledge of World tourist destinations attractions.
8. Using a computer reservation system for itinerary pricing and issuing tickets.

| Syllabus |   |                             |
|----------|---|-----------------------------|
| Module   | Details/Texts   | Number of Lectures allotted |
| 1        | <b>Major Natural Geographical Features</b><br>1.The World's Largest Mountains<br>2.The World's largest lakes<br>3.Longest Rivers in the world<br>4.Largest Seas In The World<br>5.Marine Tourism  | 08                          |
| 2        | <b>Major World Tourist Destinations and Attractions (It includes information of 25 countries like Continent, Language ,Population, Capital city, Religion, Time, Currency, Climate,Best time to visit, Major cities , Transportation,Accommodation, Dining , Attractions ( Natural,</b> | 50                          |



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|          | <b>Man Made,Historical),Music,Entertainment and Culture,Recreation and Sports.</b><br>1.Australia<br>2.Austria<br>3.Brazil<br>4.Canada<br>5.Croatia<br>6.CzechRepublic<br>7.China<br>8.Germany<br>9.Italy<br>10.Malaysia<br>11.Mexico<br>12.NewZealand<br>13. Kenya<br>14. Saudi Arabia<br>15. Singapore<br>16.SouthAfrica<br>17.Spain<br>18.Thailand<br>19.Norway<br>20.Ukraine<br>21.UnitedKingdom<br>22.UnitedStatesofAmerica<br>23.France<br>24.Sweden<br>25.Denmark |           |
| <b>3</b> | <b>Global Distribution System-Amadeus</b><br>1.ItineraryPricing<br>2.ItineraryPricingOptions<br>3.IssuingTickets<br>4..AdvanceSeatAssignments<br>5.Queues<br>6.ClientProfiles<br>7. ReferenceInformation   | <b>12</b> |

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|  | <b>TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER</b> | <b>70</b> |
|--|--|-----------|

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| <b>Methodology for Internal Assessment:</b>                       |
| 1.Class Test<br>2.Project /Presentation<br>3.Viva<br>4. Role Play |
| <b>Reference Material:</b>  |

- Worldwide destinations by Chris cooper
- International Tourism management by A.K.Bhatia
- Travellers Delight by Savita Pandit

**BoS Syllabus Sub-Committee Members:**

1. Mrs. Arpita Joshi Gokhale, Coordinator and Assistant Professor, Department of B.Voc, and Chairperson, BoS, V. G. Vaze College (Autonomous).
2. Ms Suchitra Poojari, Assistant Professor, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).
3. Mr.Vikram Darve, Industry Partner and Visiting Faculty, Department of B.Voc, and Member, BoS, V.G.Vaze College (Autonomous).

**Question Paper Pattern for External Evaluation**

Duration:1 Hour

Maximum Marks:100

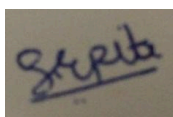
Instructions:

- 1.All questions are compulsory

|    |                                  |     |
|----|----------------------------------|-----|
| 1. | 50 MCQ Questions of 2 marks each | 100 |
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Dr. Kanu Priya Bharadwaj  
VC Nominee – BoS



Mrs Arpita Joshi Gokhale  
Coordinator  
B.Voc (Tourism and Hospitality)  
Vaze College (Autonomous)