



**St. Xavier's College – Autonomous,  
Mumbai**

**Syllabus  
Semester V Course in**

**Tourism  
(2017 onwards)**

Theory Syllabus for Course:

**A.VT.5.01 -Popular Culture**

**A.VT.5.02 -Entrepreneurship I**

**A.VT.5.03 -Applied Psychology I**

**A.VT.5.04 -Tourism Operations Management**

**A.VT.5.05 - Basic Ticketing**

**A.VT.5.06 - Introduction to Event Planning and Management**

## POPULAR CULTURE

**Course code: A.VT.5.01**

**[60 LECTURES]**

### LEARNING OBJECTIVES:

1. To introduce students to the different understandings of Popular Culture.
2. To combine a theoretical and artefactual study through case studies.

### UNIT –I Introduction

**(15 Lectures)**

- Meaning and types
- Popular Culture
- High Culture and Low Culture
- Mass Culture and Folk Culture
- Culture Industry

### UNIT –II Popular Music

**(15 Lectures)**

- America
- Britain
- India
- Middle East
- Africa

### UNIT –III Popular Culture & Social Representations (Screenings & Discussions)

**(15 Lectures)**

- Race: Reel Bad Arabs
- Gender: Women in Indian Cinema
- Caste in Indian Popular Films
- Bombay & The Working Class: Popular Literature, Theatre, Films, Songs

### UNIT –IV Important Trends and Debates

**(15 Lectures)**

- Class and Cultural Consumption
- Introduction to Fandom
- Fashion
- Subculture: The Meaning of Style

### C.I.A

### REFERENCES :

Appadurai, A. (1997). *Modernity at Large: Cultural Dimensions of Globalisation*. Delhi: Oxford University Press.

Fiske, John. *The Cultural Economy of Fandom*

Gokulsing, K. M. and W. Dissanayake (eds.). (2009). *Popular Culture in a Globalised India*. Oxon & New York: Routledge.

Gray, J., Sandvoss, C., and Harrington, C.L. (Eds.). 2007. *Fandom: identities and communities in a mediated world*. New York: NYU Press.

Grindstaff, Laura. (2008). "Culture and Popular Culture: A Case for Sociology." In *Annals of the American Academy of Political and Social Science*, 619: 206-222.

Grossberg Lawrence. *Is There A Fan In The House? The Affective Sensibility of Fandom*

Guins, Raiford et al (eds.) (2005). *Popular Culture: a Reader*. London: Sage Pub.

Hebdige, Dick (2002). *Subculture: The Meaning of Style*. London & New York: Routledge

Lewis, Lisa (ed). (1992). *The Adorning Audience: Fan Culture and Popular Media*. London & New York: Routledge

Rege, Sharmila. (2002). "Conceptualising Popular Culture: The *Lavni* and *Pawdai* Maharashtra," *Economic and Political Weekly*. **37** (11): 1038 – 1047.

Storey, John. (2009) *Cultural Theory and Popular Culture: An Introduction. Fifth Edition*. New Delhi: Pearsons

Strinati, Dominic. (1995). *An introduction to theories of popular culture*. London: Routledge.

## **ENTREPRENEURSHIP I**

**Course code: A.VT.5.02**

**[60 LECTURES]**

### **LEARNING OBJECTIVES:**

1. *To equip students with knowledge of creating, establishing, managing, developing or pruning enterprises, either of their own or to understand enterprises that they will be dealing.*

### **UNIT –I The Entrepreneurial Evolution (15 Lectures)**

- Nature & Development of Entrepreneurship.
- The Entrepreneurial Decision Process.
- Role of Entrepreneurship.
- Entrepreneurial background & characteristics.

### **UNIT –II Starting an Enterprise (15 Lectures)**

- New Venture Formation.
- Resource requirement to set-up & start-up & operate Enterprise.
- Licenses/Permissions/Approvals/etc.
- Government schemes for Enterprises.

### **UNIT –III Creativity in Enterprise (15 Lectures)**

- Idea Generation.
- Creative Problem Solving.
- Product Identification & Development.
- The Plans.

### **UNIT –IV Managing the Enterprise(15 Lectures)**

- Organization structure.
- Functions/Activities/Processes/Systems.
- Growth/Development of the Enterprise.
- Exiting the Enterprise

### **C.I.A**

### **REFERENCES :**

Entrepreneurship – 6th Edition. Robert D Hisrich, Michael P Peters, Dean A Shepherd.McGraw-Hill.

Entrepreneurship – David Stokes, Nick Wilson, Martha Mador.South-Western Cengage Learning.

The Oxford Handbook of Entrepreneurship – Mark Casson, Bernard Yeung, Anuradha Basu, Nigel Wadeson. Oxford University Press.

Entrepreneurship in India. Dr Sanjay Tiwari, Dr Anshuja Tiwari. Sarup & Sons.

Patterns of Entrepreneurship Management. 3rd Edition. Jack M Kaplan, Anthony C Warren. John Wiley & Sons Inc.

## APPLIED PSYCHOLOGY I

**Course code: A.VT.5.03**

**[60 LECTURES]**

### LEARNING OBJECTIVES:

1. *To enhance the thinking, emotions, communication and interpersonal skills of students so that they can be good at customer handling and services.*
2. *Enable them to maintain a healthy work-life balance.*

### UNIT –I Understanding The Self

**(15 Lectures)**

- Self-esteem and Subjective well being
- Positive Thinking and Optimism
- Creative Thinking, Problem Solving and Decision Making
- Goal setting and Time management
- Motivation
- Emotional intelligence

### UNIT –II Working with others

**(15 Lectures)**

- Communication (Verbal and Non Verbal)
- Empathy and Listening skills
- Giving and receiving Feedback
- Conflict Management
- Team Building and Team work

### UNIT –III Customer Satisfaction

**(15 Lectures)**

- Psychology of customer service: Creating and sustaining customer relationships
- Product knowledge
- Sales and its relation with customer satisfaction
- Handling complaints

### UNIT –IV Balancing work and life

**(15 Lectures)**

- Work Life Conflict
- Impression Management
- Job satisfaction and Employee satisfaction
- Stress Management

### C.I.A

### REFERENCES :

Weiten.W.,Hammer.E.&Dunn.D.,(2009), *Psychology and Contemporary Life: Human Adjustment*,Wadsworth,CenagageLearning,USA.

Feldman.R.,(2016), *Understanding Psychology* ,Tenth Edition, McGraw Hill Education Pvt.Ltd, India.

Kumar.V., (2008), *General Psychology*, Himalaya Publishing House ,India.

## **SKILL COMPONENT**

### **TOURISM OPERATIONS MANAGEMENT**

Course code: **A.VT.5.04**

**[60 LECTURES]**

#### **LEARNING OBJECTIVES:**

- To explore the concept of Tourism Operation & Management.*
- To motivate the students towards a job profile in documentation process.*
- To highlight the need for Tourism Business in an organization.*
- To identify the application approach of skilled professionals in Tourism Operation.*

#### **UNIT –I Introduction**

**(15 Lectures)**

- Meaning of Tourism Operation
- Relation of Tourism & Management
- Statistical Tourist Entry in India

#### **UNIT –II Role of Tour Operators**

**(15 Lectures)**

- The Position of Tour Operators
- The Role of Travel Trade Operators
- Special services of Tour/Charter Operators
- Revenue from Tour Operators Business
- Role of IATO /MOT.
- Role of ATOAI Adventure Tour Operators Association of India.

#### **UNIT –III Tourism Operation & Documentation**

**(15 Lectures)**

- Passport -definition, Types & process for application
- VISA- definition, Types & process for application
- Health Regulations, TIM & Travel Insurance
- FOREX & Credit Cards
- Airport Formalities

#### **UNIT –IV Tourism Operation Business**

**(15 Lectures)**

- Instability & Business Conflict
- Tourism Forecast & Seasonality
- Operation & Office Management
- Operation & Time Management

**C.I.A**



**REFERENCES :**

RainaAbhinav Kamal, *Tourism Destination Management*.

Gupta Deepika, *Principles and practices of Tourism*.

Bhatia A K, *Tourism Development &practices*.

Foster & Douglas, *Travel & Tourism management*.

J.K.Sharma, *Tourism Planning & Development*

## **BASIC TICKETING**

**Course code: A.VT.5.05**

**[60 LECTURES]**

### **LEARNING OBJECTIVES:**

- 1. To motivate the students towards a job profile in ticketing process.*
- 2. To identify the Basic application approach for booking Air Tickets .*
- 3. To get accustomed with the usage of fares book, rules book, A B C guide etc.*

### **UNIT –I Introduction to Basic Ticketing**

**(05 Lectures)**

- Travel Terminology
- Books for constructing fares & the procedure for their use.
- IATA Areas & World map

### **UNIT –II Codes international & domestic**

**(20 Lectures)**

- 3 letter city codes ,Airport codes
- International & domestic Airports
- Various Concepts in fare construction FBP, NUC, GI, MPM, TPM, EMA, EMS, HIP,

### **UNIT –III Calculating different types of fares**

**(20 Lectures)**

- One way journey
- Return journey
- Mixed class journey
- Concept of Add on and Special fares

### **UNIT –IV Time Calculation(15 Lectures)**

- Time calculation Greenwich Mean Time and International date line Daylight saving time & its effective period.
- Flight duration To find appropriate flights (direct / Connecting) from a given point of origin to the point of destination.

### **C.I.A**

### **REFERENCES :**

#### **1.IATA Publications:**

- Airline Passenger tariff (Rules)
- Airline Passenger tariff (Fares)
- ABC – World Airways Guide
- OAG – World Airways Guide
- International Travel Agents Training Programme – Standard Course.

Perlitz Lee, *Air fares & Ticketing*, Australia. Prentice Hall Publications, (2001), .

MarwahGanguly&Shetty, *Travel Management*

## **INTRODUCTION TO EVENT PLANNING AND MANAGEMENT**

**Course code: A.VT.5.06**

**[60 LECTURES]**

### **LEARNING OBJECTIVES:**

- To introduce students to event management as an allied industry of the tourism sector*
- To provide an overview of the components, and planning process of events*
- To understand event management through case studies*

### **UNIT –I Introduction & Overview: Basic Concepts (10 Lectures)**

- Introduction to events and entertainment industry
- Basic terms and concepts in events/ destination management
- Nature of event markets and demand for facilities
- Types of events (for) MICE

### **UNIT –II Introduction to Experiential Marketing (15 Lectures)**

- What is experiential marketing?
- Above The Line Media (ATL) & Below The Line Media (BTL)
- Achievements and co-existence of ATL & BTL
- Brand experience and MICE destination
- Stakeholders of destination event/MICE industry

### **UNIT –III Planning Process (10 Lectures)**

- Planning: Categorization of events, Goal Setting, Program development and Design, Selection Process, Negotiations, Pre-Event Buzz, Insurance
- Human Resource Management: Plan and training, event operating committee
- Ethics and Legal Requirements: Relevant legislations, licensing, contracts

### **UNIT –IV Operations and Logistics (10 Lectures)**

- Setting up, registration, welcome events, vendor relations, arrangements, food and beverages
- Management: Traffic strategy and solutions, Site management, Crowd management, Safety and Risk management
- Client Service and Customer Satisfaction
- Monitoring, Control and Evaluation: Assessing and Measuring Event Success, Impact on local and national communities

### **C.I.A**

### **REFERENCES :**

Wagen L.V.D, Carlos B. R., *Event Management: For Tourism, Cultural, Business and Sporting Events*. Pearson Education, Delhi, 2005.

Lemaire C., Foster-Walker M., *Start and Run An Event Planning Business*. JAICO Publishing House, Mumbai, 2007



**St. Xavier's College – Autonomous,  
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**Syllabus  
Semester VI Course in**

**Tourism  
(2017 onwards)**

Theory Syllabus for Course:

- A.VT.6.01 -Business Ethics**
- A.VT.6.02 -Entrepreneurship II**
- A.VT.6.03 -Applied Psychology II**
- A.VT.6.04 -Tour Planning & Promotion**
- A.VT.6.05 - Tourism and Allied Services**
- A.VT.6.06 –Project**
- Internship (6 weeks)**

## **BUSINESS ETHICS**

**Course code: A.VT.6.01**

**[60 LECTURES]**

### **LEARNING OBJECTIVES:**

1. *To equip students with knowledge of ethics in creating and managing enterprises or organizations.*

#### **UNIT –I Introduction**

**(15 Lectures)**

- Overview of Business Ethics.
- Differentiate/Distinction between Rules/Policies/Law & Ethics & Social Responsibility.
- Evolution & Purpose of Ethics in Business.
- Elements of Business Ethics.

#### **UNIT –II Ethical Decision Making**

**(15 Lectures)**

- Disputes in Business Ethics. Dispute Resolution.
- Ethical Issue Intensity.
- Statutory Requirements. Cognitive Moral Development. Kohlberg's Model.
- Business Ethics Evaluation & Intentions

#### **UNIT –III Influences and Conflicts**

**(15 Lectures)**

- Organization Structure and Ethical Decision Making.
- Cultural differences influencing Ethics.
- Key Influences in Ethical Behaviour.
- Improving Ethical Behaviour

#### **UNIT –IV Implementation of Business Ethics**

**(15 Lectures)**

- Development of an Effective Ethics Program.
- Codes of Ethics.
- Ethical Compliance Audit.
- Case Studies on Business Ethics (National & International).

### **C.I.A**

### **REFERENCES :**

Business Ethics Decision Making & Cases OC Ferrell, John Fraedsrich, Linda Ferrell 6th Edition Houghton Mifflin. India Edition.

Business Ethics. Linda Ferrell. 4th edition. Custom Publication

A Primer on Business Ethics. Tibor R Machan & James E Chesher. Rowman & Littlefield Publishers.

Managing Business Ethics. Linda K Trevino & Katherine A Nelson. 5th Edition. John Wiley & Sons.

Essentials of Business Ethics - Creating an Organization of High Integrity and Superior Performance. Dennis Collins. 3rd Edition. John Wiley & Sons



## **ENTREPRENEURSHIP II**

**Course code: A.VT.6.02**

**[60 LECTURES]**

### **LEARNING OBJECTIVES:**

1. *To equip students with knowledge of creating, establishing, managing, developing or pruning Enterprises through the practice of Management.*

### **UNIT –I Enterprise and Entrepreneurship (15 Lectures)**

- Functional areas of Management (Contexts of Finance- HR- Marketing- Manufacturing- etc.)
- Personality- Attitudes- Work Behaviour- Ability- Values- Job Performance
- Localization/Globalization
- Value-based Leadership

### **UNIT –II Principles of Management (15 Lectures)**

- Management Ideas
- Developing Mission- Vision- Values
- P-O-L-C (Planning-Organizing-Leading-Control)
- Stakeholders interests

### **UNIT –III Strategizing (15 Lectures)**

- Strategic Management Process- Corporate Strategy.
- SWOT - Porter's Generic Strategy.
- Value-Chain- VRIO Blocks (Value-Rarity-Inimitability-Organizational).
- 5-Forces. STEPLE. Strategy Diamond

### **UNIT –IV Principles of Organisation (15 Lectures)**

- Goals- Objectives- MBO- Balanced Score-Card.
- Organization Structures & Change.
- Organization Culture.
- Social Networks.

### **C.I.A**

### **REFERENCES :**

Management Fundamentals - Management & Entrepreneurship: Concepts, Application, Skill-Development. Robert N Lussier. South-Western Cengage Learning.4th Edition.

The Oxford Handbook of Entrepreneurship – Mark Casson, Bernard Yeung, AnuradhaBasu, Nigel Wadson.Oxford University Press.

Entrepreneurship Development in India. Sami Uddin. Mittal Publications.

Dynamics of Entrepreneurial Development & Management - Vasant Desai.Himalaya Publishing House.

## APPLIED PSYCHOLOGY II

**Course code: A.VT.6.03**

**[45 LECTURES]**

### LEARNING OBJECTIVES:

1. *To enhance the thinking, emotions, communication and interpersonal skills of students so that they can be good at customer handling and services.*
2. *Enable them to maintain a healthy work-life balance.*

### **UNIT –I Understanding the Workplace (15 Lectures)** **(Stress, Work schedules, Legal issues)**

- Physiological effects of stress
- Individual differences in responding to stress
- Stressors in the work environment
- Psychological and social issues at work (Sexism at work)

### **UNIT –II Understanding Leadership and its challenges (15 Lectures)** **(Enhancing leadership skills)**

- The Role of power and expectations
- Leadership styles
- Leadership functions
- Pressures and problems of leadership

### **UNIT –III Understanding the Psychology of Purchase (15 Lectures)** **(Enhancing one's knowledge of consumers)**

- Research Methods in Consumer Psychology
- The Mind of the Buyer
- Compliance and Conformity in Consumers
- The Art of Advertising
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### **UNIT –IV Understanding the Role of Ethics (15 Lectures)** **(Promoting a healthy ethical stance at work)**

- Evolution and purpose of Ethics at the Workplace
- Key Influences in Ethical behavior
- Improving Ethical Behavior
- Case studies on Business Ethics

### **C.I.A**

### **REFERENCES :**

Schultz.D&Schultz.S.,(2010), Psychology and Work Today, Indian Edition, Dorling Kindersley Pvt. Ltd, New Delhi, India.

Feldman.R.,(2016), Understanding Psychology ,Tenth Edition, McGraw Hill Education Pvt. Ltd, India.

Aamodt.M. ,(2013), Industrial/Organization Psychology: An Applied Approach, Cengage Learning, USA.

Tracy.B.,(2006), The Psychology of Selling, Thomas Nelson Publishers, USA.

Ferrell.O. &Fraedsrich.J.,(2011), Business Ethics Decision Making & Cases, 8th Edition South Western CengageLearning,USA.

## **SKILL COMPONENT**

### **TOUR PLANNING & PROMOTION**

Course code: **A.VT.6.04**

**[45 LECTURES]**

#### **LEARNING OBJECTIVES:**

2. *To understand Tour Planning & Promotion*
3. *Detailed study of Domestic / International Itineraries*
4. *Practical Approach & Application of Tour Packages*

#### **UNIT –I Introduction to Tour Planning**

**(05 Lectures)**

- Classifications & category of tours ,FIT/independent/Inclusive
- Package Tours /Advantages/Disadvantages.
- Types of Package Tours.

#### **UNIT –II MAJOR DOMESTIC CIRCUITS**

**(20 Lectures)**

- Jammu & Kashmir
- Himachal Pradesh
- Uttrakhand
- Rajasthan
- Maharashtra
- Kerala

#### **UNIT –III MAJOR INTERNATIONAL CIRCUITS**

**(20 Lectures)**

- Europe
- South East Asia
- Australia/New Zealand
- South Africa
- East Coast USA
- West Coast USA
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#### **UNIT –IV Itinerary Theory + Costing**

**(15 Lectures)**

- Itinerary detailed explanation/importance/need.
- Costing examples
- Terminology
- Resources for planning itineraries

**Evaluation:** Circuits Plotting & Routing

**C.I.A**

**REFERENCES :**

## **TOURISM AND ALLIED SERVICES**

**Course code: A.VT.6.05**

**[45 LECTURES]**

### **LEARNING OBJECTIVES:**

- 1. To understand the importance of hospitality in India*
- 2. Explain the relationship of infrastructural needs in a destination*
- 3. To project the importance of allied /accommodation tourism services .*
- 4. To project the importance of electronic communication*

### **UNIT –I Introduction**

**(20 Lectures)**

- Definition of Infrastructure
- Airport Terminals/road network/parking & toll facilities
- Water & Electricity / Food & Beverage /
- Waste disposal & Sewage treatment
- Health facilities /Security
- Shopping malls & Entertainment

### **UNIT –II Accommodation Industry**

**(15 Lectures)**

- Types-Primary & Ancillary, Supplementary
- Reservations/Gradation//Category
- Automation /Terminology

### **UNIT –III Importance of Print and Electronic Communication(25 Lectures)**

- Print media: Newspaper & display boards
- Radio Television
- Internet /Video conferencing
- Telephone booths: Calling cards

### **UNIT –IV Essential Components Under Allied Services (10 Lectures)**

- Customer service skills
- Importance of customer care & satisfaction
- Good customer relation
- Sales process
- Handling customer complaints

### **C.I.A**

### **REFERENCES :**

## **PROJECT**

**Course code: A.VT.6.06**

**[45 LECTURES]**

### **LEARNING OBJECTIVES:**

1. *To provide an in-depth research based project that could be beneficial to the travel industry*
2. *To enable the creation of a professionally done project accompanied by a presentation*

### **INSTRUCTIONS**

- The project has to be developed in sync with the decided theme
- A **Professional Proposal** has to be made with the complete title of the project based on a tourist circuit, where stress must be made on the procedure /process of the research.
- The destination within the circuits should be clearly defined as it gives guidance in the construction of the research.

#### **1. Countries applicable.**

- Content/Introduction.
- Fact File /capital /currency /language/ IATA Area location
- Map - Political/Physical/Tourism

#### **2. Countries applicable**

- History
- Culture
- Heritage Sites

#### **3. Position of each country**

- Current Scenario
- Position in Tourism
- Tourist inflow. Statistics

#### **4. 6A's**

- Accessibility –Air/Rail/Road /Water (cruise)
- Attraction –location & description (known & unknown)
- Accommodation –variety of Category
- Amenities
- Activities
- Affordability-Tour Packages

## **5. Documentation**

- Consulates location in India
- VISA –Form & Process
- Health Requirements.
- Forex-- Credit Card formalities & procedure.

## **6. Itineraries**

- Tourist Circuits & the type of tours (FIT & GIT)

## **7. Market Research, Survey and Analysis**

- INTERVIEWS (OPEN ENDED QUESTIONS) -This must be from the travel agency or related organization.
- PUBLIC SURVEY (CLOSED ENDED QUESTIONS) This is the general public who knows about the topic. This is for statistical data. (Minimum 50 to 100)
- Analytical report through pie charts & Graphs

## **8. Sustainability of the Destination.**

- Positive Factors
- Negative Factors
- Political/Social/Economic Impact

## **9. Promotion & Future Destination Planning**

- Role of the Tourism Board –Campaign
- Tourism Policy
- Different media used for Promotion /Advertisement tools/
- Social Media/Website

## **10. Conclusion**

- The future & the importance of the countries in tourism globally.
- A CD of the final project and presentation must be submitted.

**MARKS –100 ( 40M- Internal evaluation, 60M- External evaluation )**