

 Estd. 1962 "A++" Accredited by NAAC (2021) With CGPA 3.52	SHIVAJI UNIVERSITY, KOLHAPUR 416 004, MAHARASHTRA PHONE : EPABX - 2609000, BOS Section - 0231-2609094, 2609487 Web : www.unishivaji.ac.in Email: bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४, २६०९४८७ वेबसाईट : www.unishivaji.ac.in ईमेल : bos@unishivaji.ac.in	 
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Ref.: SU/BOS/ IDS /564

Date: 18 - 09- 2025

To,

The Principal,
 All Concerned Affiliated Colleges/Institutions
 Shivaji University, Kolhapur

Subject : Regarding revised syllabi of **B. Voc. Part I (Sem. I & II)** degree programme under the Faculty of Inter- Disciplinary Studies as per NEP-2020 (2.0).

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi, nature of question paper and equivalence of **B. Voc. Part I (Sem. I & II)** for follower's degree programme under the Faculty of Inter- Disciplinary Studies as per National Education Policy, 2020 (NEP 2.0).

Course
B. Voc. Automobile Part - I
B. Voc. Sustainable Agriculture Part - I
B. Voc. Food Processing Technology Part - I
B. Voc. Graphic design Part -I
B. Voc. Sustainable Agriculture Management Part -I
B. Voc. Nursing and Hospital Management Part -I
B. Voc. Tourism and Service Industry Part - I

This syllabus, nature of question and equivalence shall be implemented from the academic year **2025-2026** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in NEP-2020 (Online Syllabus)

The question papers on the pre-revised syllabi of above-mentioned course will be set for the examinations to be held in October /November 2025 & March/April 2026. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours Faithfully

(Dr. S. M. Kubal)
 Dy Registrar

Encl. : As above.

Copy to: For Information and necessary action.

1	The Dean, Faculty of IDS	7	Affiliation T. 1 & T. 2 Section
2	Director, Board of Examination and Evaluation	8	Appointment A & B Section
3	The Chairman, Respective Board of Studies	9	P.G.Seminar Section
4	All On Exam Section	10	I.T. Cell
5	Eligibility Section	11	Internal Quality Assurance Cell (IQAC)
6	P. G. Admission Section		

Shivaji University Kolhapur



Established: 1962

Accredited By NAAC with 'A++' Grade with

CGPA 3.52

Revised Syllabus For

Bachelor of Vocation [B. Voc.] (NEP-2.0)

Part-I

Tourism and Service Industry

UNDER

Faculty of Interdisciplinary Studies Structure, Scheme and

Revised Syllabus

(To be implemented from academic year 2025-26 onwards)

Shivaji University, Kolhapur

NEP-2020 (2.0): Credit Frame work for UG B. Voc. I Program Under Faculty of Interdisciplinary Studies

B. Voc. Part I Tourism and Service Industry

Level	Semester	COURSES			OE	VSC/ SEC	AEC/VEC/IKS	OJT/FP/ CEP/ CC/ RP	Total Credit
		Course –I	Course -II	Course -III			IKS		
4.5	I	DSC-I (2) DSC-II (2) DSC Pract. I (2)	DSC-I (2) DSC-II (2) DSC Pract. I (2)	DSC-I (2) DSC-II (2) DSC Pract.I (2)	OE -I (T) (2)		IKS-I (2) Introduction to IKS		
	Credits	4+2=6	4+2=6	4+2=6	2		2		22
	II	DSC-III (2) DSC-IV (2) DSC Pract. II (2)	DSC – III (2) DSC-IV (2) DSC Pract.II(2)	DSC-III (2) DSC-IV (2) DSC Pract.I(2)	OE-II (T) (2)		VEC-I (2) (Democracy, Election and constitution)		
	Credits	4+2=6	4+2=6	4+2=6	2		2		22
	1 st Year Cum. Credits	8(T)+4(P)= 12	8(T)+4(P)= 12	8(T)+4(P)= 12	2+2 =4		2 + 2= 4		44
Exit Option: Award of FY Diploma Certificate with 44 Credits									

Semester I B. Voc. Tourism and Service Industry

Sem.	Course	Code	Paper No.	Title of Paper
I	I	DSC- I	B. Voc. Paper- I	Fundamentals of Tourism
		DSC- II	B. Voc. Paper- II	Geography of Tourism
		DSC- P- I	B. Voc. Practical –I	Based upon DSC-I and DSC- II
	II	DSC- I	B. Voc. Paper- I	Tourism System
		DSC- II	B. Voc. Paper- II	Tourism Guidelines
		DSC- P- I	B. Voc. Practical –II	Based upon DSC-I and DSC -II
	III	DSC- I	B. Voc. Paper- I	Attraction in Tourism
		DSC- II	B. Voc. Paper- II	Tourism Transport
		DSC- P- I	B. Voc. Practical –III	Based upon DSC – I and DSC - II
	OE -I	Open Elective	Theory (2)	Natural Disaster Management
	IKS	Indian Knowledge System	Theory (2)	IKS (Generic)

Semester II B. Voc. Tourism and Service Industry

Sem.	Course	Code	Paper No.	Title of Paper
II	I	DSC- I	B. Voc. Paper- I	Principles of Management in Tourism
		DSC- II	B. Voc. Paper- II	Tourism Planning and Development
		DSC- P- I	B. Voc. Practical – I	Based upon DSC -I and DSC-II
	II	DSC- I	B. Voc. Paper- I	Tourism Marketing
		DSC- II	B. Voc. Paper- II	Hospitality Management in Hotels
		DSC- P- I	B. Voc. Practical – II	Based upon DSC – I and DSC - II
	III	DSC- I	B. Voc. Paper- I	Travel Agency and Tour Operations
		DSC- II	B. Voc. Paper-II	Tourism and Cultural Heritage
		DSC- P- I	B. Voc. Practical- III	Based upon DSC – I and DSC - II
	OE -II	Open Elective - II	Theory (2)	Manmade Disaster Management
	VEC	Value Education Course	Theory (2)	Democracy, Election and Good Governance

Eligibility:

Eligibility for Admission: For Diploma: 10 + 2 from any faculty / ITI / MCVC or equivalent

For Advance Diploma: Diploma or equivalent in any related stream.

Eligibility for Faculty: 1) Post Graduate with NET / SET/Ph. D. Or

1) Five Year Industry Experienced Personal

2) M. A. (English) with NET/SET for Business Communication

Eligibility for Lab Assistant: Graduation with related field

Staffing Pattern: Teaching:

- In the 1st year of B. Voc. – One Full Time one C. H. B. for Business Communication
- Lab. Assistant: For 1st Year of B. Voc.– 1 Part Time For 2nd and 3rd Year (Inclusive of 1st Year) of
- B. Voc.– 1 Full Time

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)
(Course - I) DSC– I B. Voc. Paper I
Fundamentals of Tourism
Theory: 30 Hours
(Credits: 02)

Unit: 1 Fundamentals in Tourism Sector (8 hours)

Definition, meaning, nature and scope of tourism, Concepts of tourist, excursionist, traveler – UNWTO definitions, Historical development of tourism – Ancient, Medieval, Modern era., Types and forms of tourism (Domestic, International, Adventure, Cultural, Eco-tourism, Rural, Wellness, etc.), Significance of tourism in modern society, Tourism as an interdisciplinary subject

Unit: 2 Tourism Components and Infrastructure (7 hours)

The Tourism System: Demand and Supply of tourism, Components of tourism (Attractions, Accessibility, Accommodation, Amenities, Ancillary services), Infrastructure development: Transport (Air, Rail, Road, Waterways). Role of accommodation – Hotels, Resorts, Homestays, Hostels, Travel agencies and Tour operators – functions and services Tourism organizations – International (UNWTO, IATA, PATA), National (MoT, ITDC, FHRAI, State Tourism Boards)

Unit: 3 Tourism Impacts and Planning (8 hours)

Economic impacts of tourism: employment, income generation, foreign exchange earnings, Socio-cultural impacts: cultural exchange, preservation of heritage, issues of cultural erosion, Environmental impacts: positive and negative, eco-tourism, sustainable tourism, Concept of carrying capacity in tourism, Tourism planning – objectives, need, levels of planning (National, Regional, Local).

Unit: 4 Emerging Trends and Career Opportunities in Tourism (7 hours)

Information Technology in tourism: CRS, GDS, e-ticketing, online travel portals, Role of social media and digital marketing in tourism promotion, Trends: Medical tourism, MICE tourism, Film tourism, Cruise tourism, Space tourism. Sustainable and Responsible tourism practices. Skill development in tourism: communication, hospitality, customer service, Careers in tourism and service industry – Tour guides, Travel consultants, Event managers, Airline staff, Tourism officers

Reference Books:

1. Bhatia, A.K. – The Business of Tourism. Sterling Publishers, 2013.
2. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
3. Holloway, J. C. – The Business of Tourism. Pearson Education, 2016.
4. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. – Tourism: Principles and Practice. Pearson Education, 2008.
5. McIntosh, R. W., Goeldner, C. R., & Ritchie, J. R. B. – Tourism: Principles, Practices, Philosophies. Wiley, 1995.
6. Page, S. J. – Tourism Management: An Introduction. Routledge, 2019.
7. Burkart, A.J. & Medlik, S. – Tourism: Past, Present and Future. Heinemann, 1981.
8. Leiper, N. – Tourism Management. Pearson Hospitality Press, 2004.
9. Kamra, K.K. & Chand, M. – Basics of Tourism: Theory, Operation and Practice. Kanishka Publishers, 2002.
10. Seth, P.N. – Successful Tourism Management. Sterling Publishers, 2011.
11. Mathieson, A. & Wall, G. – Tourism: Economic, Physical and Social Impacts. Longman, 1982.
12. Fletcher, J. E., Fyall, A., Gilbert, D. & Wanhill, S. – Tourism: Principles and Practice. Pearson Education, 2017.
13. Sharpley, R. – Tourism, Tourists and Society. Routledge, 2018.
14. Hall, C. M. & Page, S. J. – The Geography of Tourism and Recreation: Environment, Place and Space. Routledge, 2014.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

(Course - I) DSC– II B. Voc. Paper II

Geography of Tourism

Theory: 30 Hours

(Credits: 02)

Unit: 1 Fundamentals of Geography and Tourism (8 hours)

Concept and scope of Geography of Tourism, Relationship between geography and tourism studies, Geographical components of tourism (location, accessibility, climate, landscape, culture) Tourist resources – natural, cultural, historical, religious, man-made, Role of geography in shaping tourist destinations.

Unit: 2 Tourism Components and Infrastructure (7 hours)

Physiographic features: mountains, plateaus, plains, coasts, islands and their tourism potential, Climate and seasons: monsoon, temperate, tropical impacts on tourism flows. Natural landscapes: rivers, lakes, deserts, forests, wildlife sanctuaries, national parks.

Unit: 3 Human and Cultural Geography in Tourism (8 hours)

Role of culture, traditions, heritage, and festivals in tourism, World heritage sites (UNESCO) – cultural and natural significance, Urban tourism: metropolitan cities, smart cities and tourism, Rural and village tourism – role of agritourism, Religious and pilgrimage tourism in India and the world.

Unit: 4 Global and Regional Tourism Geography (7 hours)

Patterns and flows of international tourism – major tourist-generating and receiving regions. Regional distribution of tourism in India: North, South, East, West and Central India, Major international tourist regions: Europe, North America, Asia-Pacific, Africa, Emerging tourism destinations and trends, Role of geopolitics and borders in tourism development, Future perspectives: climate change, sustainable destinations, space geography in tourism

Reference Books:

1. Hall, C. M. & Page, S. J. – The Geography of Tourism and Recreation: Environment, Place and Space. Routledge, 2014.

2. Boniface, B. & Cooper, C. – Worldwide Destinations: The Geography of Travel and Tourism. Routledge, 2009.
3. Pearce, D. – Tourism Today: A Geographical Analysis. Longman, 1995.
4. Robinson, H. – A Geography of Tourism. Macdonald & Evans, 1976.
5. Lew, A. A., Hall, C. M., & Williams, A. M. – A Companion to Tourism. Blackwell, 2004.
6. Shaw, G. & Williams, A. M. – Critical Issues in Tourism: A Geographical Perspective. Blackwell, 2002.
7. Mathieson, A. & Wall, G. – Tourism: Economic, Physical and Social Impacts. Longman, 1982.
8. Das, M. – Fundamentals of Tourism Geography. Concept Publishing, 2011.
9. Bhatia, A. K. – Tourism Development: Principles and Practices. Sterling Publishers, 2011.
10. Singh, R. L. – India: A Regional Geography. National Geographical Society of India, 1971.
11. Dixit, M. & Sheela, C. – Tourism Products. New Royal Book Company, 2011.
12. Bhattacharya, P. – Tourism Planning and Development. Kanishka Publishers, 2005.
13. Douglas, N. & Derrett, R. – Special Interest Tourism. Wiley, 2001.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

(Course - I) DSC– Practical B. Voc. Paper III

Fundamentals of Tourism and Geography of Tourism: (Practical)

(Credits: 02)

List of Practical's:

Group - I

1. **Tourism Terminology Exercise** – Identify and explain terms: tourist, excursionist, pilgrimage, eco-tourism, MICE, etc.
2. **Tourism Motivation Survey** – Conduct a small survey of students/friends about why they travel (leisure, culture, education, business).
3. **Travel Brochure Preparation** – Design a brochure for a tourist destination highlighting attractions, accommodation, and activities.
4. **Tourism Organizations Chart** – Prepare a chart showing international (UNWTO, IATA) and national (MoT, ITDC) tourism organizations.
5. **Tourist Flow Mapping** – Draw a map showing inbound and outbound tourist flows of India.
6. **Case Study Presentation** – Study and present the success story of a famous tourist destination (e.g., Kerala Tourism, Rajasthan).
7. **Role Play: Travel Agency Simulation** – Act as travel agents and customers, prepare an itinerary and package costing.
8. **Field Visit Report** – Visit a local tourist attraction and prepare a report on its tourism components (4 A's: Attraction, Accessibility, Accommodation, Amenities).

Group - II

1. **World Tourism Map Work** – Mark major international tourist regions and flows (Europe, Asia-Pacific, Americas).
2. **Indian Tourism Map Work** – Mark important tourism circuits in India (Golden Triangle, Char Dham, Buddhist Circuit).
3. **Climate & Season Chart** – Prepare a chart showing impact of seasons (summer, monsoon, winter) on tourism flows in India.

4. **Resource Mapping** – Identify and mark natural (mountains, rivers, deserts, beaches) and cultural (forts, temples, heritage sites) tourist resources on maps.
5. **UNESCO Heritage Site Study** – Select any one World Heritage site in India and write a report on its geographical importance.
6. **Tourism Route Planning** – Design a route plan for a tourist visiting a selected region (e.g., South India Circuit or Rajasthan Desert Circuit).
7. **Field Work on Local Geography** – Visit a nearby attraction and note geographical factors influencing tourism (location, accessibility, environment).
8. **Case Study: Impact of Geography on Tourism** – Analyze how geography affects tourism in regions like Himalayas, Rajasthan desert, or Kerala backwaters.

Reference Books:

1. Bhatia, A.K. – The Business of Tourism. Sterling Publishers, 2013.
2. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
3. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. – Tourism: Principles and Practice. Pearson Education, 2008.
4. Holloway, J.C. – The Business of Tourism. Pearson Education, 2016.
5. Page, S.J. – Tourism Management: An Introduction. Routledge, 2019.
6. Boniface, B. & Cooper, C. – Worldwide Destinations: The Geography of Travel and Tourism. Routledge, 2009.
7. Hall, C.M. & Page, S.J. – The Geography of Tourism and Recreation: Environment, Place and Space. Routledge, 2014.
8. Robinson, H. – A Geography of Tourism. Macdonald & Evans, 1976.
9. Kamra, K.K. & Chand, M. – Basics of Tourism: Theory, Operation and Practice. Kanishka Publishers, 2002.
10. Seth, P.N. – Successful Tourism Management. Sterling Publishers, 2011.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

(Course - II) DSC– I B. Voc. Paper I

Tourism System

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Tourism System (8 hours)

Concept and nature of tourism system, Components of tourism system: demand, supply, and market, Leiper's Tourism System Model (Tourist Generating Region, Transit Route, Destination Region), Types of tourism systems: Domestic, International, Regional, Global Factors influencing the tourism system (economic, social, political, cultural, environmental)

Unit: 2 Elements of the Tourism System (7 hours)

The “5 A's” of tourism: Attraction, Accessibility, Accommodation, Amenities, Ancillary services, Role of transportation (air, rail, road, water) in tourism system, Hospitality sector – hotels, resorts, homestays, alternative accommodations, Travel agencies and tour operators in the tourism system, Role of tourism organizations: UNWTO, IATA, PATA, WTTC, MOT (India), State Tourism Boards

Unit: 3 Tourism System Operations and Impacts (8 hours)

Demand and supply analysis in tourism, Determinants of tourism demand (income, motivation, accessibility, promotion) Tourism distribution channels: direct and indirect, Impacts of tourism system: economic, socio-cultural, and environmental, Issues of carrying capacity and sustainability in tourism systems, Role of policies and government interventions in regulating tourism system

Unit: 4 Emerging Trends in Tourism System (7 hours)

Information and Communication Technology (ICT) in tourism systems – CRS, GDS, OTA, Digital tourism ecosystem: e-tourism, virtual tourism, smart tourism systems, Sustainable and responsible tourism practices in system design, Emerging forms of tourism systems: adventure, eco-tourism, medical, MICE, space tourism

Reference Books:

1. Leiper, N. – Tourism Management. Pearson Hospitality Press, 2004.
2. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
3. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. – Tourism: Principles and Practice. Pearson Education, 2008.
4. Holloway, J.C. – The Business of Tourism. Pearson Education, 2016.
5. Page, S.J. – Tourism Management: An Introduction. Routledge, 2019.
6. Mill, R.C. & Morrison, A.M. – The Tourism System. Kendall Hunt Publishing, 2012.
7. Burkart, A.J. & Medlik, S. – Tourism: Past, Present and Future. Heinemann, 1981.
8. Mathieson, A. & Wall, G. – Tourism: Economic, Physical and Social Impacts. Longman, 1982.
9. Hall, C.M. & Page, S.J. – The Geography of Tourism and Recreation. Routledge, 2014.
10. Bhatia, A.K. – International Tourism Management. Sterling Publishers, 2011.
11. Sharpley, R. – Tourism, Tourists and Society. Routledge, 2018.
12. Kamra, K.K. & Chand, M. – Basics of Tourism: Theory, Operation and Practice. Kanishka Publishers, 2002.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

(Course - II) DSC– II B. Voc. Paper II

Tourism Guidelines

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Tourism Guidelines (8 hours)

Concept, nature, and need of guidelines in tourism, Tourism policies and guidelines: national and international perspectives, Role of government and statutory bodies in framing tourism guidelines, Ethical guidelines for tourism development and promotion, Principles of responsible and sustainable tourism

Unit: 2 Regulatory Framework in Tourism (7 hours)

Legal framework in tourism: travel laws, consumer protection, liability issues, Guidelines for travel agencies, tour operators, and hospitality industry, international guidelines – UNWTO Global Code of Ethics for Tourism, Guidelines for safety, security, and health of tourists, Visa and immigration guidelines – international travel regulations

Unit: 3 Sustainable and Responsible Tourism Guidelines (8 hours)

Guidelines for eco-tourism, adventure tourism, and wildlife tourism, Environmental sustainability and carrying capacity guidelines, Community participation and benefit-sharing guidelines, Guidelines for conservation of heritage sites and cultural tourism, Corporate Social Responsibility (CSR) and tourism

Unit: 4 Emerging Guidelines and Best Practices (7 hours)

Digital tourism guidelines: online booking, e-payments, data security, Guidelines for medical, wellness, cruise, and MICE tourism, Crisis management guidelines in tourism (natural disasters, pandemics, terrorism), Guidelines for inclusive tourism (accessible tourism for differently-abled & senior citizens), Case studies: Guidelines in practice (Incredible India campaign, Kerala Responsible Tourism initiative, Global Sustainable Tourism Council standards)

Reference Books:

1. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.

2. Holloway, J.C. – The Business of Tourism. Pearson Education, 2016.
3. Bhatia, A.K. – Tourism Development: Principles and Practices. Sterling Publishers, 2011.
4. Sharpley, R. – Tourism, Tourists and Society. Routledge, 2018.
5. Hall, C.M. & Lew, A.A. – Sustainable Tourism: A Geographical Perspective. Routledge, 2009.
6. Fennell, D.A. – Ecotourism. Routledge, 2015.
7. Mowforth, M. & Munt, I. – Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World. Routledge, 2016.
8. Mason, P. – Tourism Impacts, Planning and Management. Routledge, 2015.
9. Weaver, D. – Sustainable Tourism: Theory and Practice. Routledge, 2006.
10. UNWTO – Global Code of Ethics for Tourism. UNWTO Publications, 2001.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

(Course - II) DSC– Practical B. Voc. Paper III

Tourism System and Tourism Guidelines: (Practical)

(Credits: 02)

List of Practical's:

Group - I

1. **Diagram of Leiper's Tourism System** – Draw and explain the three components: Tourist Generating Region, Transit Route, and Destination Region.
2. **Case Study of a Tourism System** – Analyze a famous destination (e.g., Kerala, Rajasthan, Singapore) using the tourism system model.
3. **Flowchart of Tourism Demand & Supply** – Prepare a diagram showing factors influencing demand and supply in tourism.
4. **Tourism Circuit Mapping** – Mark on a map a popular circuit (e.g., Buddhist Circuit, Golden Triangle) showing generating and receiving regions.
5. **Role Play: Travel Distribution System** – Simulate the working of tour operators, travel agencies, and OTAs in a tourism system.
6. **Tourism Impact Analysis** – Prepare a report on the economic, socio-cultural, and environmental impacts of tourism in your local region.
7. **Tourism Policy Review** – Study India's National Tourism Policy and identify guidelines related to system management.
8. **Presentation on Emerging Tourism Systems** – Choose one (eco-tourism, digital tourism, medical tourism) and present how it functions as a system.

Group - II

1. **Chart of International Tourism Guidelines** – Prepare a chart on UNWTO Global Code of Ethics for Tourism.
2. **Case Study: Responsible Tourism in Kerala** – Analyze how Kerala follows sustainable tourism guidelines.
3. **Safety & Security Guidelines** – Prepare a checklist for tourist safety in hotels, transport, and destinations.

4. **Eco-Tourism Guidelines** – Design do's & don'ts for eco-tourism in a wildlife sanctuary or national park.
5. **Visa & Immigration Guidelines** – Collect and present visa guidelines for travel to at least two foreign countries.
6. **Accessible Tourism Guidelines** – Create a model plan for a destination to be senior citizen & differently-abled friendly.
7. **Crisis Management Guidelines** – Prepare a mock plan for handling tourists during a natural disaster or pandemic.
8. **Digital Tourism Guidelines** – Draft a guideline sheet for safe use of online booking portals, e-payments, and digital marketing in tourism.

Reference Books:

1. Mill, R.C. & Morrison, A.M. – The Tourism System. Kendall Hunt Publishing, 2012.
2. Leiper, N. – Tourism Management. Pearson Hospitality Press, 2004.
3. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
4. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. – Tourism: Principles and Practice. Pearson Education, 2008.
5. Holloway, J.C. – The Business of Tourism. Pearson Education, 2016.
6. Page, S.J. – Tourism Management: An Introduction. Routledge, 2019.
7. Burkart, A.J. & Medlik, S. – Tourism: Past, Present and Future. Heinemann, 1981.
8. Mathieson, A. & Wall, G. – Tourism: Economic, Physical and Social Impacts. Longman, 1982.
9. Hall, C.M. & Lew, A.A. – Sustainable Tourism: A Geographical Perspective. Routledge, 2009.
10. Mowforth, M. & Munt, I. – Tourism and Sustainability. Routledge, 2016.
11. UNWTO – Global Code of Ethics for Tourism. UNWTO Publications, 2001.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

(Course - III) DSC– I B. Voc. Paper I

Attraction in Tourism

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Tourist Attractions

(8 hours)

Concept, meaning, and classification of tourist attractions, Role of attractions in tourism system, Natural vs. man-made attractions, Core components of an attraction (location, accessibility, amenities, image), Tourist motivation and demand for attractions, Theories of tourist attraction development (Mac Cannell, Butler's Tourism Area Life Cycle – TALC)

Unit: 2 Natural and Cultural Attractions

(7 hours)

Natural attractions: mountains, rivers, lakes, beaches, deserts, forests, wildlife, Climate and seasons as attractions, Cultural attractions: heritage sites, monuments, forts, palaces, museums, festivals, fairs, UNESCO World Heritage Sites (cultural & natural), Religious and pilgrimage attractions in India and the world.

Unit: 3 Man-Made and Special Interest Attractions

(8 hours)

Modern man-made attractions: amusement parks, theme parks, shopping malls, urban entertainment centers, MICE attractions (Meetings, Incentives, Conferences, Exhibitions), Film and media-related attractions (film cities, destinations popularized by movies), Adventure and sports attractions (trekking, skiing, scuba diving, golf tourism), Medical and wellness attractions (spas, yoga retreats, Ayurveda centers), Cruise tourism and artificial islands as attractions

Unit: 4 Management and Sustainability of Attractions

(7 hours)

Planning and development of tourist attractions, Attraction life cycle and rejuvenation strategies, Visitor management and interpretation at attractions, Role of government and private sector in attraction development, Sustainable management of natural and cultural attractions, Case studies: Kerala Backwaters (eco-tourism), Disneyland (theme park), Khajuraho (heritage & cultural management)

Reference Books:

1. McKercher, B. & du Cros, H. – Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management. Routledge, 2002.
2. Timothy, D.J. & Boyd, S.W. – Heritage Tourism. Pearson Education, 2003.
3. Hall, C.M. & Page, S.J. – The Geography of Tourism and Recreation: Environment, Place and Space. Routledge, 2014.
4. Boniface, B. & Cooper, C. – Worldwide Destinations: The Geography of Travel and Tourism. Routledge, 2009.
5. Inskip, E. – Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, 1991.
6. Richards, G. – Cultural Tourism in Europe. CABI Publishing, 1996.
7. Smith, M.K. – Issues in Cultural Tourism Studies. Routledge, 2015.
8. Sharma, K.K. – Tourism and Cultural Heritage of India. Sarup & Sons, 2008.
9. Cooper, C. et al. – Tourism: Principles and Practice. Pearson Education, 2008.
10. Bhatia, A.K. – International Tourism Management. Sterling Publishers, 2011.
11. Weaver, D. & Lawton, L. – Tourism Management. Wiley, 2010.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

(Course - III) DSC– II B. Voc. Paper II

Tourism Transport

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Tourism and Transport

(8 hours)

Concept and importance of transport in tourism, Relationship between tourism and transport development, Historical evolution of transport and its impact on tourism, Types of transport systems: land, air, water, and special forms, Role of transport in accessibility and mobility of tourists

Unit: 2 Air Transport and Tourism

(7 hours)

Growth of air transport and tourism linkages, Role of IATA, ICAO, DGCA in regulating air transport, National and international airlines – LCCs vs. full-service airlines, Airport facilities and management for tourism, CRS (Computerized Reservation Systems) & GDS (Global Distribution Systems) in air ticketing, Case study: Growth of low-cost airlines in India and its impact on tourism

Unit: 3 Surface and Water Transport in Tourism

(8 hours)

Rail transport and tourism: luxury trains, high-speed trains, tourist rail routes, Road transport and tourism: coaches, car rentals, public transport, highway tourism, Water transport: cruise tourism, ferries, houseboats, river tourism, Role of ports, harbors, and inland waterways in tourism, Case studies: Palace on Wheels (Rail), Kerala Backwaters (Water), European Cruise Tourism

Unit: 4 Transport Planning, Sustainability, and Future Trends

(7 hours)

Integration of transport and tourism planning, Environmental impacts of tourism transport (carbon footprint, congestion), Sustainable transport solutions: electric vehicles, eco-friendly cruise, green airports, Role of technology: online booking, e-ticketing, app-based transport services, Future of tourism transport: space tourism, hyperloop, autonomous vehicles, Case studies: Singapore's integrated transport system, Japan's bullet trains

Reference Books:

1. Page, S.J. – Transport for Tourism. Routledge, 2005.
2. Bhatia, A.K. – Transport in Tourism. Sterling Publishers, 2011.
3. Rodrigue, J.P., Comtois, C. & Slack, B. – The Geography of Transport Systems. Routledge, 2016.
4. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
5. Hall, D. & Page, S.J. – The Geography of Tourism and Recreation. Routledge, 2014.
6. Khanna, K. – Air Transport and Tourism Management. Deep & Deep Publications, 2009.
7. Morrell, P. – Airline Finance. Routledge, 2012.
8. Shaw, S. – Airline Marketing and Management. Routledge, 2011.
9. Lumsdon, L. & Page, S. – Tourism and Transport: Issues and Agenda for the New Millennium. Routledge, 2004.
10. Graham, A., Papatheodorou, A. & Forsyth, P. – Aviation and Tourism: Implications for Leisure Travel. Routledge, 2008.
11. Hoyle, B. & Knowles, R. – Modern Transport Geography. Wiley, 1998.
12. Starkie, D. – Aviation Markets: Studies in Air Transport and Tourism. Routledge, 2008.
13. Dubey, S.K. – Tourism and Transport Development. Kanishka Publishers, 2007.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

(Course - III) DSC– Practical B. Voc. Paper III

Attraction in Tourism and Tourism Transport: (Practical)

(Credits: 02)

List of Practical's:

Group - I

1. **Classification Exercise** – Prepare a chart showing types of attractions (natural, cultural, man-made, special interest) with examples.
2. **World Heritage Mapping** – Mark UNESCO World Heritage Sites of India on a map and write short notes on any two.
3. **Case Study of a Cultural Attraction** – Report on Taj Mahal, Ajanta–Ellora, or Khajuraho (history, significance, visitor management).
4. **Natural Attraction Field Visit** – Visit a local natural site (lake, hill, forest) and record its tourism potential.
5. **Theme Park Study** – Prepare a presentation on Disneyland, Essel World, or Imagica as a man-made attraction.
6. **Festival Tourism** – Document the role of a local fair/festival (Ganesh Utsav, Kumbh Mela, Sunburn) as a tourism attraction.
7. **Attraction Life Cycle Analysis** – Apply Butler's TALC model to a chosen attraction.
8. **Visitor Perception Survey** – Conduct a small survey of tourists on why they prefer certain attractions.

Group - II

1. **Transport Modes Chart** – Prepare a comparative chart of transport modes (air, rail, road, water) used in tourism.
2. **Airport Visit Report** – Visit a nearby airport and note facilities for tourists (lounges, counters, baggage, immigration).
3. **Railway Tourism Study** – Collect data and prepare a report on Indian luxury trains (Palace on Wheels, Deccan Odyssey).

4. **Road Transport Survey** – Study bus, taxi, car rentals in your city and analyse their importance for tourists.
5. **Cruise Tourism Case Study** – Report on cruise tourism in India (Goa, Mumbai–Lakshadweep, Kochi).
6. **Reservation System Demonstration** – Practice/observe online booking through IRCTC, MakeMyTrip, or airline websites.
7. **Transport Accessibility Mapping** – Prepare a map showing how a tourist destination is connected by different transport modes.
8. **Sustainable Transport Report** – Prepare a note on eco-friendly initiatives in transport (electric buses, green airports, bullet trains).

Reference Books:

1. Page, S.J. – Transport for Tourism. Routledge, 2005.
2. Lumsdon, L. & Page, S. – Tourism and Transport: Issues and Agenda for the New Millennium. Routledge, 2004.
3. Bhatia, A.K. – International Tourism Management. Sterling Publishers, 2011.
4. Boniface, B. & Cooper, C. – Worldwide Destinations: The Geography of Travel and Tourism. Routledge, 2009.
5. McKercher, B. & du Cros, H. – Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management. Routledge, 2002.
6. Timothy, D.J. & Boyd, S.W. – Heritage Tourism. Pearson Education, 2003.
7. Weaver, D. & Lawton, L. – Tourism Management. Wiley, 2010.
8. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
9. Hall, C.M. & Page, S.J. – The Geography of Tourism and Recreation: Environment, Place and Space. Routledge, 2014.
10. Sharma, K.K. – Tourism and Cultural Heritage of India. Sarup & Sons, 2008.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

OPEN ELECTIVE – I (Theory)

Natural Disaster Management

Theory: 30 Hours

(Credits: 02)

Unit:1 Introduction to Natural Hazards and Disasters (15 Hours)

Definition and concepts, Classification of natural hazards, Contemporary examples of natural disasters, The economic, social, and environmental impact of disasters

Unit:2 Understanding Natural Hazards and Risk Assessment (15 Hours)

Identification of natural hazards, Hazard and risk assessment methodologies, Vulnerability assessment and mapping, Hazard mitigation and prevention strategies

Reference Books:

1. Agor, R. (1999), Textbook of Surveying and Levelling, Khanna Publishers, Delhi.
2. Alexander, D. (2013). Resilience and disaster risk reduction: an etymological journey. Natural Hazards and Earth System Sciences, 13(11), 2707-2716.
3. Basak, N. N. (1994): Surveying and Levelling, Tata McGraw-Hill Education, Delhi.
4. Bhavikatt, S. S. (2009): Surveying and Levelling, I. K. International, New Delhi.
5. Blaikie, P., Cannon, T., Davis, I., et al. 1994: At Risk: Natural Hazards, People's Vulnerability and Disasters, Routledge, London.
6. Burton, I., Kates, R. W., & White, G. F. (1993). The environment as hazard. Guilford Press.
7. Edwards, B., (2005). Natural Hazards, Cambridge University Press, Cambridge.
8. Guha-Sapir, D., Hargitt, D., & Hoyois, P. (2004). Thirty years of natural disasters, 1974-2003: The numbers. Centre for Research on the Epidemiology of Disasters (CRED).
9. Gupta, H.K., (2010). Disaster Management, Universities Press India, Hyderabad.
10. Kanetker, T.P. and Kulkarni, S.V. (1967): Surveying and Levelling, Vol. I and II V.G. Prakashan, Pune.
11. Morrisawa, M. (Ed.) (1994): Geomorphology and Natural Hazards, Elsevier, Amsterdam.

12. Natrajan, V. (1976): Advanced Surveying, B.I. Publications., Mumbai.
13. Paraswamam, S. and Unikrishnan, P. V.(2000): India Disaster Report, Oxford University Press, New Delhi.
14. Roy, S. K. (2004): Fundamentals of Surveying, PHI Learning, New Delhi.
15. Singh, J., (2007). Disaster Management, Future Challenges and Opportunities, I.K. International Pvt. Ltd., New Delhi.
16. Singh, R.B., (2005). Risk Assessment and Vulnerability Analysis, IGNOU, New Delhi.
17. Singh, R.B., (2006). Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, Jaipur.
18. Sinha, A., (2001). Disaster Management: Lessons Drawn and Strategies for Future, New United Press, New Delhi
19. Smith, K., (2011). Natural Hazards, Routledge, London.
20. Stoltman, J.P. et al., (2004). International Perspectives on Natural Disasters, Kluwer Academic Publications, Dordrecht.
21. UNISDR. (2015). Sendai Framework for Disaster Risk Reduction 2015-2030.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. I: Tourism and Service Industry, NEP 2020 (2.0)

IKS – I (Theory)

Theory: 30 Hours

(Credits: 02)

SYLLABUS IS SAME FOR ALL B VOC COURSES

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - I) DSC– I B. Voc. Paper I

Principles of Management in Tourism

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Management and Tourism Industry (8 hours)

Concept, meaning, and nature of management, Evolution of management thought (Taylor, Fayol, Mayo, modern approaches), Relevance of management principles in tourism and hospitality, Levels of management in tourism organizations (top, middle, operational), Role of managers in travel agencies, hotels, airlines, and tour operations

Unit: 2 Planning and Organizing in Tourism (7 hours)

Meaning, importance, and types of planning in tourism, Steps in planning a tour package, transport plan, or event, Decision-making process in tourism organizations, Organizational structure in tourism and hospitality sector, Departmentalization in hotels, airlines, and tourism offices, Case studies: Tourism Development Corporation, Successful Tour Operators

Unit: 3 Staffing, Directing, and Leadership (8 hours)

Recruitment, selection, and training in tourism industry, Role of HRM in tourism and hospitality, directing: meaning, importance, and techniques in service sector, Leadership: styles, qualities of leaders in tourism organizations, Motivation theories and their application in tourism workforce, Case study: Leadership in successful tourism enterprises

Unit: 4 Controlling and Modern Trends in Tourism Management (7 hours)

Meaning, process, and importance of control in tourism organizations, Budgetary control and financial planning for tourism projects, Quality control in hospitality and tourism services (ISO, service standards), Performance appraisal and service evaluation methods, Modern management concepts: Total Quality Management (TQM), Change Management, E-Management in Tourism, Emerging trends: Digital tourism, sustainable management practices, crisis management in tourism

Reference Books:

1. Koontz, H. & Weihrich, H. – Essentials of Management. McGraw Hill, 2012.
2. Stoner, J.A.F. & Freeman, R.E. – Management. Prentice Hall, 2011.
3. Robbins, S.P. & Coulter, M. – Management. Pearson Education, 2016.
4. Terry, G.R. & Franklin, S.G. – Principles of Management. AITBS Publishers, 2010.
5. Gupta, C.B. – Business Management. Sultan Chand & Sons, 2014.
6. Koontz, H. & O'Donnell, C. – Principles of Management. McGraw Hill, 2009.
7. Bhatia, A.K. – Tourism Management and Principles. Sterling Publishers, 2012.
8. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
9. Chand, M. & Nigam, S. – Management of Travel Agency and Tour Operations. Anmol Publications, 2009.
10. Negi, J. – Tourism Management and Principles. Kanishka Publishers, 2010.
11. Walker, J.R. – Introduction to Hospitality Management. Pearson, 2017.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - I) DSC– II B. Voc. Paper II

Tourism Planning and Development

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Tourism Planning (8 hours)

Concept, need, and importance of planning in tourism, Characteristics of tourism planning vs. general planning, Levels of tourism planning: national, regional, local, and site level, Evolution of tourism planning approaches (boosterism, economic, physical-spatial, sustainable, community-based), Role of government, private sector, and NGOs in tourism planning

Unit: 2 Tourism Development Concepts (7 hours)

Concept and meaning of tourism development, Stages of tourism area development (Butler's TALC model), Tourism infrastructure and superstructure, Community participation in tourism development, Stakeholder analysis in tourism projects.

Unit: 3 Process and Techniques of Tourism Planning (8 hours)

Steps in tourism planning (survey, analysis, synthesis, implementation, evaluation), Techniques: SWOT analysis, cost-benefit analysis, carrying capacity, environmental impact assessment (EIA), Land use planning and zoning in tourism destinations, Destination image building and branding strategies, Public-private partnerships in tourism development

Unit: 4 Sustainable Tourism Planning (7 hours)

Concept and principles of sustainable tourism development, Ecotourism planning and community-based tourism, Crisis and disaster management in tourism planning, Role of ICT and digital tools in destination planning, Global examples: Singapore (urban tourism planning), Bhutan (sustainable tourism), Maldives (island tourism), Policy framework: National Tourism Policy of India and UNWTO guidelines

Reference Books:

1. Inskip, E. – Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, 1991.
2. Gunn, C.A. & Var, T. – Tourism Planning: Basics, Concepts, Cases. Routledge, 2002.
3. Hall, C.M. – Tourism Planning: Policies, Processes and Relationships. Pearson Education, 2008.
4. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
5. Murphy, P.E. – Tourism: A Community Approach. Routledge, 1985.
6. Bhatia, A.K. – Tourism Development: Principles and Practices. Sterling Publishers, 2002.
7. Gee, C.Y., Makens, J.C. & Choy, D.J.L. – The Travel Industry. Wiley, 1997.
8. Mathieson, A. & Wall, G. – Tourism: Economic, Physical and Social Impacts. Longman, 1982.
9. Sharpley, R. – Tourism, Tourists and Society. Routledge, 2018.
10. Singh, S. (Ed.) – Domestic Tourism in Asia: Diversity and Divergence. Earthscan, 2009.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - I) DSC– Practical B. Voc. Paper III

**Principles of Management in Tourism and Tourism Planning and Development
(Practical)
(Credits: 02)**

List of Practical's:

Group - I

1. **Organizational Structure Chart** – Prepare an organizational chart for a hotel, travel agency, or tour operator showing hierarchy and roles.
2. **Case Study on Management Styles** – Analyze leadership and management styles in a tourism organization (e.g., Taj Hotels, Thomas Cook).
3. **Planning a Tour Package** – Design a domestic or international tour itinerary including transport, accommodation, and activities.
4. **Decision-Making Exercise** – Solve a case scenario on resource allocation or crisis management in tourism.
5. **Departmental Study in a Hotel** – Visit a hotel and study functional departments (front office, housekeeping, food & beverage, HR).
6. **Role Play: Manager and Staff Interaction** – Simulate directing and motivating staff in a tourism setting.
7. **Budget Preparation Exercise** – Prepare a small budget for a tour or event, including cost estimates and revenue.
8. **Performance Appraisal Activity** – Conduct a mock performance review of staff in a tourism/hospitality organization.

Group - II

1. **Destination Mapping** – Prepare a map highlighting tourist attractions, transport, and accommodation of a selected region.
2. **SWOT Analysis** – Conduct a SWOT analysis of a tourist destination (e.g., Goa, Kerala, Jaipur).
3. **Carrying Capacity Study** – Assess visitor load and environmental impact at a local

attraction or park.

4. **Stakeholder Analysis** – Identify and categorize stakeholders in a tourism development project (government, private, community).
5. **Case Study: Successful Tourism Development** – Study a project like Kerala Responsible Tourism or Rajasthan Tourism Circuit.
6. **Survey on Tourist Preferences** – Conduct a survey on tourist expectations, satisfaction, and preferred facilities at a destination.
7. **Policy Review Exercise** – Examine National Tourism Policy of India or state tourism policies and summarize key guidelines.
8. **Tourism Infrastructure Assessment** – Evaluate transport, accommodation, and facilities available at a local tourist spot and suggest improvements.

Reference Books:

1. Koontz, H. & Weihrich, H. – Essentials of Management. McGraw Hill, 2012.
2. Stoner, J.A.F. & Freeman, R.E. – Management. Prentice Hall, 2011.
3. Robbins, S.P. & Coulter, M. – Management. Pearson Education, 2016.
4. Bhatia, A.K. – Tourism Development: Principles and Practices. Sterling Publishers, 2002.
5. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
6. Inskeep, E. – Tourism Planning: An Integrated and Sustainable Development Approach. Van Nostrand Reinhold, 1991.
7. Gunn, C.A. & Var, T. – Tourism Planning: Basics, Concepts, Cases. Routledge, 2002.
8. Murphy, P.E. – Tourism: A Community Approach. Routledge, 1985.
9. Chand, M. & Nigam, S. – Management of Travel Agency and Tour Operations. Anmol Publications, 2009.
10. Hall, C.M. – Tourism Planning: Policies, Processes and Relationships. Pearson Education, 2008.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - II) DSC– I B. Voc. Paper I

Tourism Marketing

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Tourism Marketing (8 hours)

Concept, definition, and importance of tourism marketing, Characteristics of tourism products and services, Difference between general marketing and tourism marketing, Role of tourism marketing in destination promotion and service industries, Tourism marketing mix (7 P's: Product, Price, Place, Promotion, People, Process, Physical Evidence).

Unit: 2 Tourism Consumer Behavior (7 hours)

Tourist decision-making process, Factors influencing tourist behavior: socio-cultural, psychological, economic, Market segmentation in tourism (demographic, psychographic, geographic, behavioral), Targeting and positioning of tourism products.

Unit: 3 Tourism Promotion and Distribution (8 hours)

Tourism advertising, publicity, and personal selling, Role of digital marketing and social media in tourism, Use of brochures, posters, websites, and online travel portals, Travel trade distribution channels: tour operators, travel agents, online platforms, Public-private partnerships in tourism promotion

Unit: 4 Tourism Marketing Strategies and Planning (7 hours)

Destination marketing strategies, Branding and image building for tourism destinations, Marketing research and feedback mechanisms in tourism, Sustainable and ethical marketing practices, Case studies: Successful marketing campaigns (Kerala Tourism, Incredible India, Singapore Tourism Board)

Reference Books:

1. Kotler, P., Bowen, J. & Makens, J. – Marketing for Hospitality and Tourism. Pearson, 2016.

2. Middleton, V.T.C. & Clarke, J. – Marketing in Travel and Tourism. Routledge, 2012.
3. Kotler, P. & Keller, K.L. – Marketing Management. Pearson, 2016.
4. Bhatia, A.K. – International Tourism Management. Sterling Publishers, 2011.
5. Morgan, N., Pritchard, A. & Pride, R. – Destination Branding: Creating the Unique Destination Proposition. Elsevier, 2011.
6. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
7. Laws, E., Prideaux, B. & Chon, K. – Tourism Marketing: Service and Strategy. Routledge, 2007.
8. Smith, S.L.J. – Marketing Tourism Destinations. Routledge, 2014.
9. Wood, R.C. & Parsons, R. – Marketing Hospitality and Tourism Services. Cengage Learning, 2007.
10. Kotler, P., Haider, D.H. & Rein, I. – Marketing Places: Attracting Investment, Industry, and Tourism to Cities, States, and Nations. Free Press, 2002.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - II) DSC– II B. Voc. Paper II

Hospitality Management in Hotels

Theory: 30 Hours

(Credits: 02)

Unit: 1 Hospitality Management in Hotels (8 hours)

Concept, meaning, and scope of hospitality management, Evolution of the hospitality industry, Types of hotels: luxury, budget, boutique, resorts, and heritage hotels, Role of hospitality in tourism development, Organizational structure of hotels: hierarchy, departments, and key responsibilities

Unit: 2 Front Office Management (7 hours)

Functions of the front office: reservations, reception, concierge, Guest handling and registration process, Check-in and check-out procedures, Role of technology in front office operations (PMS – Property Management Systems), Customer service and handling complaints

Unit: 3 Housekeeping and Food & Beverage Management (8 hours)

Housekeeping operations: cleaning, maintenance, and inventory management, Linen and laundry management, Food & Beverage (F&B) management: menu planning, service styles, cost control, Coordination between departments: F&B, housekeeping, and front office, Hygiene, safety, and quality standards in hotel operations

Unit: 4 Hospitality Marketing and Trends (7 hours)

Hospitality marketing: promotions, branding, and customer loyalty programs, Revenue management and pricing strategies, Sustainable practices in hotels: green initiatives, eco-friendly operations, Emerging trends: smart hotels, digital check-in, and guest experience management.

Reference Books:

1. Walker, J.R. – Introduction to Hospitality Management. Pearson, 2017.
2. Barrows, C.W. & Powers, T. – Introduction to Management in the Hospitality Industry. Wiley, 2013.

3. Rouse, P. – Hotel Management and Operations. Cengage Learning, 2014.
4. Negi, J. – Professional Hotel Management. S. Chand, 2012.
5. Bardi, J.A. – Hotel Front Office Management. Wiley, 2012.
6. Walker, J.R. & Lundberg, D.E. – The Professional Restaurant Manager. Pearson, 2011.
7. Ottenbacher, M. & Harrington, R.J. – The Hospitality Industry Handbook. Routledge, 2013.
8. Negi, J. – Hospitality and Tourism Management. Kanishka Publishers, 2010.
9. Brotherton, B. – Hospitality Management and Organizational Behaviour. Butterworth-Heinemann, 2008.
10. Kotler, P., Bowen, J. & Makens, J. – Marketing for Hospitality and Tourism. Pearson, 2016.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - II) DSC– Practical B. Voc. Paper II

Tourism Marketing and Hospitality Management in Hotels : (Practical)

(Credits: 02)

List of Practical's:

Group - I

1. **Tourist Survey Exercise** – Conduct a survey on tourist preferences, satisfaction, and choice of destinations.
2. **Brochure/Poster Design** – Create a promotional brochure or poster for a tourism destination.
3. **Social Media Campaign** – Develop a mock social media marketing campaign for a tourist place.
4. **Market Segmentation Exercise** – Classify a target market for a tourism product using demographic, psychographic, and behavioral criteria.
5. **Advertising Analysis** – Analyze print or digital ads of tourism destinations and evaluate their effectiveness.
6. **Tourism Branding Case Study** – Study a successful tourism campaign (e.g., Incredible India, Kerala Tourism) and prepare a report.
7. **Online Travel Portal Study** – Evaluate the features of an OTA (MakeMyTrip, Booking.com, IRCTC) and prepare a presentation.
8. **Destination Marketing Plan** – Prepare a mini marketing plan for promoting a local or regional tourist destination.

Group - II

1. **Front Office Simulation** – Practice check-in, check-out, and guest registration procedures in a mock setup or visit a hotel front office.
2. **Housekeeping Checklist** – Prepare a housekeeping inspection checklist and perform a room inspection (real or simulated).
3. **F&B Service Demo** – Demonstrate different service styles (silver, buffet, table service) in a practical session.

4. **Menu Planning Exercise** – Design a menu for a restaurant considering cost, nutrition, and customer preferences.
5. **Customer Service Role Play** – Handle guest complaints and queries through a role-play exercise.
6. **Hotel Organizational Chart** – Prepare an organizational chart for a hotel showing departments and responsibilities.
7. **Revenue/Room Rate Calculation** – Calculate room occupancy, revenue, and pricing strategies for a small hotel or resort.
8. **Hospitality Technology Use** – Demonstrate the use of Property Management System (PMS) or reservation software in hotel operations.

Reference Books:

1. Kotler, P., Bowen, J. & Makens, J. – Marketing for Hospitality and Tourism. Pearson, 2016.
2. Middleton, V.T.C. & Clarke, J. – Marketing in Travel and Tourism. Routledge, 2012.
3. Kotler, P. & Keller, K.L. – Marketing Management. Pearson, 2016.
4. Bhatia, A.K. – International Tourism Management. Sterling Publishers, 2011.
5. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
6. Walker, J.R. – Introduction to Hospitality Management. Pearson, 2017.
7. Barrows, C.W. & Powers, T. – Introduction to Management in the Hospitality Industry. Wiley, 2013.
8. Rouse, P. – Hotel Management and Operations. Cengage Learning, 2014.
9. Negi, J. – Professional Hotel Management. S. Chand, 2012.
10. Brotherton, B. – Hospitality Management and Organizational Behaviour. Butterworth-Heinemann, 2008.
11. Morgan, N., Pritchard, A. & Pride, R. – Destination Branding: Creating the Unique Destination Proposition. Elsevier, 2011.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - III) DSC– I B. Voc. Paper I

Travel Agency and Tour Operation

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Travel Agency and Tour Operation (8 hours)

Concept, definition, and functions of travel agencies and tour operators, Difference between a travel agency and a tour operator, Types of travel agencies: inbound, outbound, domestic, and online, Role of travel agencies in tourism promotion and destination management, Organization and structure of a travel agency

Unit: 2 Tour Operations (7 hours)

our package: types, planning, and components, Steps in tour operation: planning, costing, marketing, execution, and evaluation, Role of guides, escorts, and travel counselors, Customization of tours and niche tourism products (adventure, cultural, medical tourism), Documentation required for domestic and international tours

Unit: 3 Travel Agency Management (8 hours)

Travel agency functions: reservations, ticketing, foreign exchange, travel insurance, Tour costing and pricing strategies, Use of technology: Global Distribution Systems (GDS), Computerized Reservation Systems (CRS), online booking portals, Customer service and complaint handling, Marketing strategies for travel agencies

Unit: 4 Legal, Ethical, and Sustainable Practices (7 hours)

Legal requirements for travel agency registration and licensing in India, Ethical considerations in tour operation and travel services, Sustainable tourism and responsible practices in tour operations, Case studies: Successful travel agencies and tour operators (Thomas Cook, Cox & Kings, MakeMyTrip), Emerging trends: digital tour operations, virtual tours, and app-based services

Reference Books:

1. Chand, M. & Nigam, S. – Management of Travel Agency and Tour Operations. Anmol Publications, 2009.
2. Bhatia, A.K. – Tourism Development: Principles and Practices. Sterling Publishers, 2002.
3. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
4. Negi, J. – Travel Agency Management and Tour Operation. Kanishka Publishers, 2010.
5. Laws, E., Prideaux, B. & Chon, K. – Tourism Marketing: Service and Strategy. Routledge, 2007.
6. Kotler, P., Bowen, J. & Makens, J. – Marketing for Hospitality and Tourism. Pearson, 2016.
7. Morrison, A.M. – Marketing and Managing Travel and Tourism. Delmar Cengage Learning, 2013.
8. Middleton, V.T.C. & Clarke, J. – Marketing in Travel and Tourism. Routledge, 2012.
9. Negi, J. – Professional Travel Agency Management. S. Chand, 2012.
10. Page, S.J. – Transport for Tourism. Routledge, 2005.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - III) DSC– II B. Voc. Paper II

Tourism and Cultural Heritage

Theory: 30 Hours

(Credits: 02)

Unit: 1 Introduction to Cultural Heritage and Tourism (8 hours)

Concept, meaning, and importance of cultural heritage in tourism, Tangible vs. intangible cultural heritage (monuments, artifacts, festivals, traditions), Role of culture in tourism development, Interaction between tourism and cultural preservation, Global organizations and conventions: UNESCO, ICOMOS, World Heritage Sites.

Unit: 2 Cultural Heritage of India (7 hours)

Historical monuments, forts, palaces, and archaeological sites, Religious and pilgrimage tourism: temples, mosques, churches, gurudwaras, Festivals and fairs as cultural tourism attractions, Museums, art galleries, and cultural centers, Case studies: Taj Mahal, Khajuraho, Ajanta-Ellora, Jaipur City Palace

Unit: 3 Tourism and Heritage Management (8 hours)

Heritage tourism planning and development, Conservation and protection of cultural heritage sites, Community involvement in heritage tourism, Visitor management at cultural sites (ticketing, crowd control, interpretation), Tourism policies and legislation for cultural heritage protection.

Unit: 4 Sustainable and Ethical Practices in Cultural Tourism (7 hours)

Principles of sustainable tourism in cultural heritage, Responsible tourism practices and codes of conduct for visitors, Promotion of cultural tourism through marketing and digital media, Case studies: Sustainable tourism initiatives in India and globally, Emerging trends: heritage walks, cultural festivals, virtual heritage tours.

Reference Books:

1. Timothy, D.J. & Boyd, S.W. – Heritage Tourism. Pearson Education, 2003.
2. McKercher, B. & du Cros, H. – Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management. Routledge, 2002.

3. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
4. Bhatia, A.K. – International Tourism Management. Sterling Publishers, 2011.
5. Ashworth, G.J. & Tunbridge, J.E. – The Tourist-Historic City. Routledge, 2000.
6. Richards, G. – Cultural Tourism in Europe. CABI Publishing, 1996.
7. Singh, S. – Cultural Tourism in India. Anmol Publications, 2008.
8. Smith, M.K. – Issues in Cultural Tourism Studies. Routledge, 2015.
9. Hall, C.M. & Lew, A.A. – Sustainable Tourism: A Geographical Perspective. Routledge, 2009.
10. Sharma, K.K. – Tourism and Cultural Heritage of India. Sarup & Sons, 2008.

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B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

(Course - III) DSC– Practical B. Voc. Paper III

**Travel Agency and Tour Operation and Tourism and Cultural Heritage: (Practical)
(Credits: 02)**

List of Practical's:

Group - I

1. **Domestic Ticket Booking Exercise** – Practice booking train, bus, or domestic flight tickets (offline or online).
2. **International Ticket Booking Exercise** – Practice online or manual booking of international flights and tour packages.
3. **Tour Itinerary Preparation** – Design a domestic or international tour package with itinerary, transport, accommodation, and activities.
4. **Costing and Pricing Exercise** – Prepare a cost sheet and pricing strategy for a tour package.
5. **Travel Agency Organizational Chart** – Prepare a chart showing functions and hierarchy of a travel agency.
6. **Online Travel Portal Study** – Evaluate features of an OTA (MakeMyTrip, Booking.com, Thomas Cook) and prepare a report.
7. **Customer Service Simulation** – Handle queries, complaints, and requests in a mock travel agency setup.
8. **Tourism Promotion Activity** – Prepare a brochure, poster, or presentation promoting a tour package or destination.

Group - II

1. **Heritage Site Visit Report** – Visit a local heritage site and prepare a report on history, facilities, and visitor management.
2. **Mapping Cultural Attractions** – Prepare a map showing cultural and heritage attractions in your region/state.
3. **Festival Documentation** – Document a local festival or fair with photographs, descriptions, and tourist significance.

4. **Museum/Art Gallery Study** – Visit and report on a museum or art gallery, noting exhibits and visitor experience.
5. **Case Study of a World Heritage Site** – Study a UNESCO site (e.g., Taj Mahal, Ajanta-Ellora) and prepare a report on management and conservation.
6. **Community-Based Heritage Tourism Survey** – Conduct a survey on local community involvement in heritage tourism.
7. **Heritage Tourism SWOT Analysis** – Analyze strengths, weaknesses, opportunities, and threats of a heritage site or cultural attraction.
8. **Tourist Feedback Analysis** – Collect and analyze visitor feedback at a heritage site regarding services, accessibility, and overall experience.

Reference Books:

1. Chand, M. & Nigam, S. – Management of Travel Agency and Tour Operations. Anmol Publications, 2009.
2. Negi, J. – Travel Agency Management and Tour Operation. Kanishka Publishers, 2010.
3. Bhatia, A.K. – Tourism Development: Principles and Practices. Sterling Publishers, 2002.
4. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies. Wiley, 2011.
5. Timothy, D.J. & Boyd, S.W. – Heritage Tourism. Pearson Education, 2003.
6. McKercher, B. & du Cros, H. – Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management. Routledge, 2002.
7. Singh, S. – Cultural Tourism in India. Anmol Publications, 2008.
8. Ashworth, G.J. & Tunbridge, J.E. – The Tourist-Historic City. Routledge, 2000.
9. Sharpley, R. – Tourism, Tourists and Society. Routledge, 2018.
10. Negi, J. – Professional Travel Agency Management. S. Chand, 2012.
11. Hall, C.M. & Lew, A.A. – Sustainable Tourism: A Geographical Perspective. Routledge, 2009.

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B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

OPEN ELECTIVE – II (Theory)

MANMADE DISASTER MANAGEMENT

Theory: 30 Hours

(Credits: 02)

Unit:1 Human-Induced Hazards

(15 Hours)

Meaning & concept of Human-induced Hazards, Physical Hazards - Cause and effects of Landslides, Soil erosion, forest fires, desertification etc. Chemical Hazards - Nuclear Hazards, release of toxic elements in the air, soil and water; oil spills, Accident, Crowd.

Unit:2 Disaster Risk Reduction and Preparedness

(15 Hours)

Emergency planning and management, Early warning systems, Community participation and resilience, Risk communication and awareness

Reference Book:

1. Agor, R. (1999), Textbook of Surveying and Levelling, Khanna Publishers, Delhi.
2. Alexander, D. (2013). Resilience and disaster risk reduction: an etymological journey. Natural Hazards and Earth System Sciences, 13(11), 2707-2716.
3. Basak, N. N. (1994): Surveying and Levelling, Tata McGraw-Hill Education, Delhi.
4. Bhavikatt , S. S. (2009): Surveying and Levelling, I. K. International, New Delhi.
5. Blaikie, P., Cannon, T., Davis, I., et al. 1994:At Risk: Natural Hazards, People's Vulnerability and Disasters, Routledge, London.
6. Burton, I., Kates, R. W., & White, G. F. (1993). The environment as hazard. Guilford Press.
7. Edwards, B., (2005). Natural Hazards, Cambridge University Press, Cambridge.
8. Guha-Sapir, D., Hargitt, D., & Hoyois, P. (2004). Thirty years of natural disasters, 1974-2003: The numbers. Centre for Research on the Epidemiology of Disasters (CRED).
9. Gupta, H.K., (2010). Disaster Management, Universities Press India, Hyderabad.

10. Kanetker, T.P. and Kulkarni, S.V.(1967): Surveying and Levelling, Vol. I and II V.G. Prakashan, Pune.
11. Morrisawa, M. (Ed.) (1994): Geomorphology and Natural Hazards, Elsevier, Amsterdam.
12. Natrajan, V. (1976): Advanced Surveying, B.I. Publications., Mumbai.
13. Paraswamam, S. and Unikrishnan, P. V.(2000): India Disaster Report, Oxford University Press, New Delhi.
14. Roy, S. K. (2004): Fundamentals of Surveying, PHI Learning, New Delhi.
15. Singh, J., (2007). Disaster Management, Future Challenges and Opportunities, I.K. International Pvt. Ltd., New Delhi.

SHIVAJI UNIVERSITY, KOLHAPUR

B. Voc. Part I Sem. II: Tourism and Service Industry, NEP 2020 (2.0)

VEC

Democracy, Election and Constitution

(Credits: 02)

Compulsory to all B. Voc courses

Course Outcomes:

1. Understand the Fundamentals – Explain the basic concepts, scope, and significance of tourism and the service industry.
2. Identify Tourism Resources – Classify natural, cultural, and man-made tourism resources at local, national, and international levels.
3. Apply Tourism System Concepts – Demonstrate knowledge of the tourism system, including attractions, transport, accommodation, and ancillary services.
4. Analyze the Role of Transport – Assess the contribution of air, rail, road, and water transport in the growth of tourism.
5. Demonstrate Ticketing Skills – Apply practical skills in domestic and international ticket booking using online and offline methods.
6. Evaluate Tourism Planning – Examine strategies for tourism development, sustainability, and crisis management.

Program Outcomes:

1. Foundational Knowledge – Acquire fundamental concepts of tourism, hospitality, and the service industry at local, national, and global levels.
2. Professional Skills – Develop practical skills in ticketing, tour operations, transport management, and hospitality services.
3. Effective Communication – Demonstrate proficiency in communication, presentation, and interpersonal skills essential for the tourism sector.
4. Sustainable & Ethical Practices – Understand and apply responsible tourism practices, sustainability principles, and ethical guidelines in tourism operations.
5. Problem-Solving & Critical Thinking – Analyse real-world tourism situations, apply planning strategies, and offer solutions to industry challenges.
6. Employability & Entrepreneurship – Prepare for career opportunities in travel agencies, transport, tour operations, and hospitality, with the ability to initiate entrepreneurial ventures.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. Part I (Tourism and Service Industry) NEP 2020 (2.0)
Semester – I & II : Theory
Nature of a Question Paper

Time: 1:00 Hrs.

Total Marks: 30

Solve questions from the following.

Q. 1 Multiple choice Question

06 Marks

- i.
- ii.
- iii.
- iv.
- v.
- vi.

Q. 2 Long answer Question (Any Two out of Three)

12 Marks

- i.
- ii.
- iii.

Q. 3 Short Answer Questions (Any Four out of Six)

12 Marks

- i.
- ii.
- iii.
- iv.
- v.
- vi.

Internal Assessment

20 Marks

Home Assignment
Class Assignment (Tutorial Type)
Quiz
Mid-Term Test

Nature of Practical Question Paper

Internal practical examination	50 marks
1. Group I	20 Marks
2. Group II	20 Marks
3. Submission of Certified Journal	10 Marks

Assessment:

The NEP 2020 emphasizes upon formative and continuous assessment rather than summative assessment. Therefore, the scheme of assessment should have components of these two types of assessments. Assessment has to have correlations with the learning outcomes that are to be achieved by a student after completion of the course

- a) **Continuous Assessment:** Assignments, projects, presentations, seminars and quizzes
- b) **Examinations:** Midterm, finals, or comprehensive exams.
- c) **Research Projects/Dissertation/Thesis:** Evaluated through submission and viva-voce
- d) **Grading System:** Standardized letter grades, percentages, or CGPA

Letter Grades and Grade Points:

The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester. The SGPA is based on the grades of the current term, while the Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study. The HEIs may also mention marks obtained in each course and a weighted average of marks based on marks obtained in all the semesters taken together for the benefit of students.

Computation of SGPA and CGPA: UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

1. The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA (S}_i\text{)} = \frac{\sum (C_{ix}G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.
