

 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 /Voc. / 222

Date: 06 - 07- 2026

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

**Subject : Regarding Syllabi of B. Voc. Part II Programme under the Faculty of
 Inter- Disciplinary Studies as per National Education Policy 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 syllabi of following B. Voc. Part II Programme under the Faculty of Inter-Disciplinary Studies, as per National Education Policy 2020 (2.0).

1	B. Voc. Food Processing Technology	6	B Voc. Tourism And Service Industry
2	B. Voc Sustainable Agriculture	7	B. Voc. Building Technology & Interior Designing
3	B. Voc. Automobile	8	B. Voc. Printing And Publishing
4	B. Voc. Graphic & Design	9	B. Voc. Nutrition And Dietetics
5	B. Voc. Nursing And Hospital Management	10	B. Voc. Sustainable Agriculture Management

This syllabus (nature of question paper and equivalence etc) shall be implemented from the academic year **2026-2027** 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 programmes will be set for the examinations to be held in October /November 2026 & March/April 2027. 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



Dy Registrar

Encl. : as above

Copy to: For information and necessary action

1	The I/C Dean, Faculty of IDS	7	P.G.Admission Section
2	Director, Board of Examination and Evaluation	8	Affiliation T. 1 & T. 2 Section
3	The Chairman, Respective Board of Studies	9	Appointment A & B Section
4	All On Exam Section	10	P.G.Seminar Section
5	Eligibility Section	11	I. T. Cell
6	Computer Centre	12	Internal Quality Assurance Cell (IQAC)

SHIVAJI UNIVERSITY, KOLHAPUR



Accredited By NAAC with 'A++' Grade with CGPA 3.52

Structure and Syllabus in Accordance with

National Education Policy- 2020

With Multiple Entry and Multiple Exit

Syllabus for

Bachelor of Vocation [B. Voc.]-Part II NEP-2.0

Part-II

Tourism and Service Industry

UNDER

Faculty of Interdisciplinary Studies

Revised Syllabus to be implemented from Academic Year 2026-2027 onwards

(Subject to the modifications that will be made from time to time)

SHIVAJI UNIVERSITY, KOLHAPUR

Revised Syllabus for the Bachelor of Vocation in

TOURISM AND SERVICE INDUSTRY

(As per NEP- 2.0)

Applicable from the Academic Year 2026 – 27

- 1. Title:** B. Voc. II Tourism and Service Industry Degree Program, Shivaji University, Kolhapur Revised Syllabus as per NEP – 2.0
- 2. Faculty:** Faculty of Interdisciplinary Studies
- 3. Year of Implementation:** From June 2026

4. Preamble (Tourism and Service Industry):

The B. Voc. Tourism and Service Industry Part II Program is designed to provide advanced knowledge and practical exposure to students in the field of tourism and allied services. The curriculum of Semester III and IV focuses on strengthening both theoretical understanding and skill-based competencies required in the tourism sector. It includes core subjects such as Indian Railway Tours, Travel Services, and Tourism Destination Management to develop in-depth industry knowledge. Practical components like Tour Itinerary Planning, Hotel Booking and Cancellation Systems, and Travel Permits ensure hands-on learning experience.

The inclusion of Computer Applications and Digital Marketing equips students with modern technological skills essential for today's tourism industry. Emerging areas such as Eco-Tourism and Agro-Tourism are introduced to promote sustainable and rural tourism practices. Entrepreneurship in Tourism encourages students to develop business acumen and self-employment opportunities. Skill Enhancement and Vocational Skill Courses focus on domestic and international tour management along with ticket booking systems.

Ability Enhancement Courses in English aim to improve communication and professional skills. Value Education and Environmental Studies create awareness about responsible tourism and sustainability. Community Engagement Program connects students with real-world tourism practices and social responsibilities. Open Elective courses like Financial Accounting support managerial and financial understanding.

5. Program Outcomes:

1. PO1: Apply knowledge of tourism principles and service industry practices in real-life situations.
2. PO2: Develop skills in tour planning, itinerary preparation, and travel management.
3. PO3: Demonstrate proficiency in handling ticket booking, reservation systems, and travel documentation.
4. PO4: Utilize modern technology, digital tools, and marketing strategies in tourism operations.
5. PO5: Exhibit effective communication, customer service, and interpersonal skills in the service industry.
6. PO6: Understand and promote sustainable tourism practices including eco-tourism and responsible travel.
7. PO7: Develop entrepreneurial abilities for establishing and managing tourism-related businesses.
8. PO8: Analyze challenges in tourism and provide practical solutions with ethical and professional responsibility.

6. Course Outcomes (CO):

1. CO1: Understand the concepts, structure, and significance of the tourism and service industry.
2. CO2: Develop the ability to plan and design domestic and international tour itineraries.
3. CO3: Apply knowledge of ticket booking systems, reservation procedures, and travel documentation.
4. CO4: Analyse the role of transport systems, especially railways and travel services, in tourism development.
5. CO5: Utilize digital tools and marketing techniques for promoting tourism products and services.
6. CO6: Demonstrate skills in managing accommodation, customer service, and hospitality operations.
7. CO7: Evaluate sustainable tourism practices including eco-tourism and agro-tourism initiatives.

8. CO8: Develop problem-solving, entrepreneurial, and managerial skills in tourism operations.

7. Objectives of a Bachelor of Vocation (B. Voc.):

1. To provide comprehensive knowledge of tourism concepts, travel services, and the service industry.
2. To develop practical skills in tour planning, itinerary preparation, and ticket booking systems.
3. To enhance understanding of domestic and international tourism operations.
4. To equip students with digital and technological skills used in modern tourism and marketing.
5. To improve communication, customer handling, and hospitality management skills.
6. To promote awareness of sustainable tourism practices such as eco-tourism and agro-tourism.
7. To encourage entrepreneurship and self-employment opportunities in the tourism and service sector.

8. Duration of the Course: The B. Voc. II Course (Tourism and Service Industry) (Level 5.0) will be of **Two Semesters (Sem. II and Sem IV)**.

9. Medium of Instruction: English.

10. Eligibility for Admission to B. Voc. Part II (Level 5.0):

- i. The students passing or ATKT the B. Voc. Part-I (or Undergraduate Certificate in Tourism and Service Industry) shall be allowed to enter upon the B. Voc. Part-II
OR
- ii. An Examination of any other Statutory University or an examining Body recognized as equivalent there to.

11. Scheme of Teaching and Examination:

- i. Each theory course paper constitutes of 4-5 units, which require 30 hours of teaching lectures and there shall be two lectures per theory (2 Cr) course per week.
- ii. B. Voc. II Tourism and Service Industry Course will be of 44 Credits (1100 marks).

- iii. Examination of each **theory course** shall be of **50 marks** (30 university examination + 20 internal assessment). University examination of 30 marks (1.5 hours' duration) will be conducted at the end of each Semester. Internal assessment of 20 marks will be done before the semester examination during each semester.
- iv. Examination for a practical course shall be 50 marks per semester.
- v. Pattern and Nature, marking scheme for theory and Practical Examination for Major Specific SEC and VSC courses are included in syllabus.
- vi. Question papers will be set in the view of the entire syllabus and preferably covering each unit of the syllabus. Weightage should be provided for each unit as per the hours allotted for teaching.

12. Structure of course: Given in Framework Chart

13. Standard of Passing: The standard of passing shall be as per the following table.

	Semester End Exam	Internal Assessment	Course Exam (Total)
Maximum Marks	30	20	50
Minimum Marks required for passing	12	8	20

- i. There shall be a separate head of passing for semester-end examination and internal examination.
- ii. Minimum 20 marks out of 50 are required for passing of practical examination of each course.
- iii. **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 program 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.

2. The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that.

14. Nature of Question paper and scheme of marking:

- Theory question paper: Maximum marks -30
- Total No. of questions – 3
- All questions are compulsory.
- Question No.1 is MCQ type (6 Marks).
- Question number 2 is long answer type question Carries 12 marks.
- Question number 3 is short answer type question carries 12 marks.

(Nature of question paper is provided at the end of syllabus.)

SHIVAJI UNIVERSITY, KOLHAPUR										
NEP 2.0: Credit Framework for B. Voc. Undergraduate (UG) Programme under Faculty of Interdisciplinary Studies										
B. Voc. Tourism and Service Industry										
Level	Semester	COURSES			OE	VSC/SEC	AEC/VEC/IKS	OJT/FP/CEP/ CC/ RP	Total Credit	Degree/Cum/Cr. MEME
		Course –I	Course -II	Course -III			IKS			
4.5	I	DSC-I (2) DSC-II (2) DSC P-I (2)	DSC-I (2) DSC-II (2) DSC P-I (2)	DSC-I (2) DSC-II (2) DSC P-I (2)	OE -1 (T/P) (2)	-	IKS-I (2) Introduction to IKS	-	22	UG Certificate 44
	II	DSC-III (2) DSC-IV (2) DSC P-II (2)	DSC – III (2) DSC-IV (2) DSC P-II (2)	DSC-III (2) DSC-IV (2) DSC P-II (2)	OE-2 (T/P) (2)	-	VEC-I (2) (Democracy, Election and constitution)	-	22	
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: 4 Credits NSQF/Internship/Skill Courses
		MAJOR		MINOR						
5.0	III	Major-V (2) Major-VI (2) Major P-III (2)	-	Minor-V (2) Minor-VI (2) Minor P-III (2)	OE -3 (T/P) (2)	VSC- I (2) (P) (Major Specific) SEC-I (2) (T/P)	AEC-I (2) English	CC-I (2)	22	UG Diploma 88
	IV	Major-VII (2) Major-VIII (2) Major P-IV (2)	-	Minor-VII (2) Minor-VIII (2) Minor P-IV (2)	OE-4 (T/P) (2)	SEC-II (2) (T/P)	AEC-II (2) English VEC-II (2) (Environmental Studies)	CEP-I (2)	22	
Credits		8(T)+4(P)= 12	-	8(T)+4(P)=12	2+2= 4 (T/P)	4 (T/P) +2 (P)=6	2 + 4= 6	2 + 2= 4	44	Exit Option: 4 Credits NSQF/Internship/Skill Courses
5.5	V	Major-IX (2) Major-X (2) Major P-V (4)	Major-I(ELEC) (2) Major P-I (ELEC) (2)	-	OE-5 (T/P) (2)	VSC-II (2) (Major Specific) (P)	AEC-III (2) English	OJT (4)	22	UG Degree 132
	VI	Major-XI (2) Major-XII (2) Major P-VI (4)	Major-II (ELEC) (2) Major P-II (ELEC) (2)	-	-	VSC-III (2) (P) (Major Specific) SEC-III (2) (T/P)	AEC-III (2) English IKS-2(Major Specific) (2)	FP (2)	22	
Credits		8 (T) + 8 (P) = 16	4 (T) + 4 (P) = 8	-	2 (T/P)	2 (T/P) +4 (P) = 6	2 + 4 = 6	4+2 = 6	44	
Total Credits		40+20=60		24	10	12	16	10	132	Exit Option

B. Voc. Tourism and Service Industry- Part II

Titles of Papers

Sem.	Course	Code	Paper No.	Title of Paper
III	I	Major-V	B. Voc. Paper- V	Indian Railway Tours
		Major-VI	B. Voc. Paper- VI	Travel Services
		Major P-III	B. Voc. Practical –III	Tour Itinerary Plans
	II	Minor-V	B. Voc. Paper- V	Computer Applications in Tourism
		Minor-VI	B. Voc. Paper- VI	Digital Marketing
		Minor-P-III	B. Voc. Practical –III	Hotel Booking and Cancellation System
	OE -III	Open Elective	Theory (2)	Cultural Heritage Tourism
	VSC-I	Vocational Skill Courses	Practical (2)	Ticket Bookings Systems
	SEC-I	Skill Enhancement Courses	Theory (2)	Domestic Tour Management
	AEC-I English	Ability Enhancement Courses	Theory (2)	English
	CC-I	Co-Curricular Courses	2 Cr	Yoga Education
IV	I	Major-VII	B. Voc. Paper- VII	Tourism Destination Management
		Major-VIII	B. Voc. Paper- VIII	Entrepreneurship in Tourism
		Major P-IV	B. Voc. Practical –IV	Travel Permits and Services
	II	Minor-VII	B. Voc. Paper- VII	Eco-Tourism
		Minor-VIII	B. Voc. Paper- VIII	Agro-Tourism
		Minor-P-IV	B. Voc. Practical –IV	Tour Management for Eco and Agro tourism
	OE -IV	Open Elective	Theory (2)	Sustainable Tourism Development
	SEC-II	Skill Enhancement Courses	Theory (2)	International Tour Management
	AEC-II English	Ability Enhancement Courses	Theory (2)	English
	VEC-II	Value Education Courses	Theory (2)	Environmental Studies
	CEP-I	Community Engagement Program	Theory (2)	Project Report

• Student Contact Hrs. Per week: 36 hrs.	• Total marks for B. Voc.- UG Diploma: 1100
• Theory and Practical Lectures: 60 Minutes Each	• Total credits for B. Voc.- UG Diploma: 44
• DSC: Discipline Specific Course	
• MAJOR: Mandatory/Elective	
• MINOR: Course may be from different disciplines of same faculty of DSC Major.	
• OE (Open Elective): Chosen compulsorily from faculty other than that of the Major.	
• VSC/SEC: Vocational Skill Courses (MAJOR related)/Skill Enhancement Courses	
• AEC/ VEC / IKS: Ability Enhancement Courses (English, Modern Indian Language)/Value Education Courses/ Indian Knowledge System (Generic & Specific))	
• OJT/FP/RP/CEP/CC: On-Job Training (Internship/Apprenticeship) / Field Project (Major related)/ Research Projects (Major related) Community Engagement (Major related)/ Co-Curricular Courses (CC) such as Health & Wellness, Yoga Education, Sport, and Fitness, Cultural activities, NSS/NCC and Fine /applied/visual/performing Arts / Vivek Vahini etc.	

Eligibility for Admission:

- i. The students passing or ATKT the B. Voc. Part-I shall be allowed to enter upon the B. Voc. Part-II
- OR
- ii. An Examination of any other Statutory University or an examining Body recognized as equivalent there to.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Major– V B. Voc. Paper-V
INDIAN RAILWAY TOURS
Theory: 30 Hours
Credits: 02

- Unit 1** Introduction to Indian Railways and Tourism **8 Hrs.**
History and development of Indian Railways and its contribution to the growth of tourism in India. Importance of railway transport in promoting domestic and international tourism. Major railway zones, important tourist railway routes, and their tourism significance. Role of Indian Railways in regional development and heritage tourism promotion.
- Unit 2** **Railway Tourism Products and Tour Packages** **8 Hrs.**
Meaning and concept of railway tourism and tourism products related to rail travel. Tour packages and services provided by Indian Railways and IRCTC. Planning and organization of railway tour itineraries for tourists. Special railway tourism schemes such as Bharat Darshan, pilgrimage trains, and chartered tourist trains.
- Unit 3** **Luxury Tourist Trains in India** **7 Hrs.**
Concept and development of luxury tourist trains in India. Study of luxury trains such as Palace on Wheels, Maharajas' Express, Deccan Odyssey, and Golden Chariot. Facilities, services, and onboard hospitality for tourists. Role of luxury trains in promoting cultural heritage and international tourism.
- Unit 4** **Management of Railway Tours** **7 Hrs.**
Railway reservation system and online ticket booking through IRCTC. Travel planning, tourist assistance, and customer services in railway tourism. Safety, security, and passenger management in railway tours. Challenges and future prospects of railway tourism in India.

References Books

1. Bhatia, A.K. (2011). Tourism Development: Principles and Practices. New Delhi: Sterling Publishers Pvt. Ltd.
2. Seth, P.N. (2006). Successful Tourism Management. New Delhi: Sterling Publishers Pvt. Ltd.

3. Holloway, J.C. (2009). *The Business of Tourism* (8th ed.). London: Pearson Education.
4. Page, S.J. (2014). *Tourism Management: An Introduction*. London: Routledge.
5. Goeldner, C.R., & Ritchie, J.R.B. (2012). *Tourism: Principles, Practices and Philosophies* (12th ed.). Hoboken: Wiley.
6. Negi, J. (2004). *Travel Agency and Tour Operation: Concepts and Principles*. New Delhi: Kanishka Publishers.
7. Singh, L.K. (2008). *Fundamentals of Tourism and Travel*. New Delhi: Isha Books.
8. Chand, M. (2010). *Travel Agency Management*. New Delhi: Anmol Publications Pvt. Ltd.
9. Government of India (2022). *India Tourism Statistics*. New Delhi: Ministry of Tourism.
10. IRCTC (2021). *Railway Tourism in India: Tourist Train and Tour Packages*. New Delhi: Indian Railway Catering and Tourism Corporation.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Major– VI B. Voc. Paper-VI
TRAVEL SERVICES
Theory: 30 Hours
Credits: 02

Unit 1	Introduction to Travel Services	8 Hrs.
	Meaning, nature, and importance of travel services in the tourism industry. Growth and development of travel services at national and international levels. Types and functions of travel service providers. Role of travel services in promoting tourism and hospitality.	
Unit 2	Travel Agencies and Tour Operators	8 Hrs.
	Meaning, types, and organizational structure of travel agencies. Functions and responsibilities of travel agents and tour operators. Differences between travel agencies and tour operators. Role of travel agencies in travel planning and tourist assistance.	
Unit 3	Ticketing and Reservation Systems	7 Hrs.
	Basic concepts of ticketing and reservation in travel services. Air, rail, and bus ticket booking procedures. Introduction to Computerized Reservation Systems (CRS) and Global Distribution Systems (GDS). Importance of online travel booking platforms and digital services.	
Unit 4	Customer Service and Travel Management	7 Hrs.
	Importance of customer service in travel and tourism. Travel documentation such as passports, visas, and travel insurance. Handling tourist complaints and providing quality service. Future trends and challenges in travel services.	

References Books

1. Bhatia, A.K. (2011). Tourism Development: Principles and Practices. New Delhi: Sterling Publishers Pvt. Ltd.
2. Seth, P.N. (2006). Successful Tourism Management. New Delhi: Sterling Publishers Pvt. Ltd.
3. Holloway, J.C. (2009). The Business of Tourism (8th ed.). London: Pearson Education.
4. Page, S.J. (2014). Tourism Management: An Introduction. London: Routledge.

5. Goeldner, C.R., & Ritchie, J.R.B. (2012). *Tourism: Principles, Practices and Philosophies* (12th ed.). Hoboken: Wiley.
6. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice* (4th ed.). London: Pearson Education.
7. Negi, J. (2004). *Travel Agency and Tour Operation: Concepts and Principles*. New Delhi: Kanishka Publishers.
8. Chand, M. (2010). *Travel Agency Management*. New Delhi: Anmol Publications Pvt. Ltd.
9. Singh, L.K. (2008). *Fundamentals of Tourism and Travel*. New Delhi: Isha Books.
10. Swarbrooke, J., & Horner, S. (2007). *Consumer Behaviour in Tourism*. Oxford: Butterworth-Heinemann.
11. Walker, J.R. (2013). *Introduction to Hospitality Management*. Boston: Pearson Education.
12. Ministry of Tourism, Government of India (2022). *India Tourism Statistics*. New Delhi: Ministry of Tourism.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Major Practical – III B. Voc. Paper- Pract. III
TOUR ITINERARY PLANS
Practical
Credits: 02

Unit 1

Fundamentals of Tour Itinerary Planning

1. Preparation of a one-day local tour itinerary including timing, transportation and sightseeing schedule.
2. Preparation of a two-day weekend tour itinerary for nearby tourist destinations.
3. Designing a 3–5 days domestic tour itinerary for a selected tourist destination in India.
4. Preparation of a railway tour itinerary using train schedules and travel time.
5. Preparation of a road travel itinerary including route planning, distance and halt points.
6. Preparation of cost sheet for a tour itinerary including transportation, accommodation and food charges.
7. Preparation of family tour itinerary considering budget and travel convenience.
8. Preparation of a student educational tour itinerary including study visits and sightseeing.

Unit 2

Advanced Tour Itinerary Planning

1. Preparation of a group package tour itinerary for minimum 10–15 tourists.
2. Designing a religious / pilgrimage tour itinerary (e.g., Shirdi, Tirupati, Varanasi).
3. Preparation of a heritage tourism itinerary covering historical monuments and cultural sites.
4. Designing a wildlife / eco-tourism itinerary including national parks and sanctuaries.
5. Preparation of an international tour itinerary including visa, passport and documentation requirements.
6. Preparation of air travel itinerary using airline schedules and airport transfers.

7. Designing a customized package tour itinerary for honeymoon / special interest tourists.
8. Preparation of a digital tour itinerary using online tools such as maps, travel websites and booking platforms.

Reference Books :

1. Negi, Jagmohan (2004). Travel Agency and Tour Operations: Concepts and Principles. New Delhi: Kanishka Publishers.
2. Chand, Mohinder (2009). Travel Agency Management: An Introductory Text. New Delhi: Anmol Publications.
3. Foster, Dennis L. (2010). The Business of Travel Agency Operations and Administration. New York: McGraw Hill.
4. Holloway, J. Christopher (2006). The Business of Tourism. London: Pearson Education Ltd.
5. Page, Stephen J. (2011). Tourism Management: Managing for Change. Oxford: Butterworth-Heinemann.
6. Cook, Roy A., Yale, Laura J., & Marqua, Joseph J. (2014). Tourism: The Business of Hospitality and Travel. Boston: Pearson Education.
7. Gee, Chuck Y., Makens, James C., & Choy, Dexter J. L. (2008). The Travel Industry. New York: Wiley Publications.
8. Goeldner, Charles R., & Ritchie, Brent J. R. (2012). Tourism: Principles, Practices, Philosophies. New Jersey: John Wiley & Sons.
9. Swarbrooke, John & Horner, Susan (2007). Consumer Behaviour in Tourism. Oxford: Butterworth-Heinemann.
10. Cooper, Chris, Fletcher, John, Fyall, Alan, Gilbert, David & Wanhill, Stephen (2008). Tourism: Principles and Practice. London: Pearson Education.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Minor V B. Voc. Paper- V
COMPUTER APPLICATIONS IN TOURISM AND SERVICE INDUSTRY
Theory -15 Hours.
Credits: 02

Unit 1	Introduction to Computers in Tourism	8 Hrs.
	Meaning, characteristics and components of computer systems. Hardware and software used in tourism offices and travel agencies. Operating systems and basic computer operations. Role and importance of computers in tourism and hospitality industry.	
Unit 2	Office Applications in Tourism	8 Hrs.
	Use of MS Word for preparing tour itineraries, letters, reports and travel documents. Use of MS Excel for cost sheets, budgeting and tourist data management. Use of MS PowerPoint for tourism presentations and destination promotion. Preparation of digital documents for travel agencies and tour operators.	
Unit 3	Internet and E–Tourism	7 Hrs.
	Concept of Internet and World Wide Web. Online tourism services: online booking, reservations and ticketing systems. E–tourism platforms and travel portals. Role of social media and digital marketing in tourism promotion.	
Unit 4	Computerized Reservation Systems	7 Hrs.
	Introduction to Computer Reservation Systems (CRS) and Global Distribution Systems (GDS). Applications of CRS in airlines, hotels and travel agencies. Digital payment systems and online travel transactions. Future trends of information technology in tourism industry.	

Reference Books:

1. Negi, Jagmohan (2004). Travel Agency and Tour Operation: Concepts and Principles. New Delhi: Kanishka Publishers.
2. Chand, Mohinder (2009). Travel Agency Management. New Delhi: Anmol Publications.
3. Foster, Dennis L. (2010). The Business of Travel Agency Operations and Administration. New York: McGraw Hill.
4. Buhalis, Dimitrios (2003). eTourism: Information Technology for Strategic Tourism

- Management. London: Pearson Education.
5. Sheldon, Pauline J. (1997). Tourism Information Technology. Oxford: CAB International.
 6. Page, Stephen J. (2011). Tourism Management. Oxford: Butterworth-Heinemann.
 7. Cook, Roy A., Yale, Laura J., & Marqua, Joseph J. (2014). Tourism: The Business of Hospitality and Travel. Boston: Pearson Education.
 8. Stair, Ralph & Reynolds, George (2012). Fundamentals of Information Systems. Boston: Cengage Learning.
 9. O'Brien, James A. & Marakas, George M. (2011). Management Information Systems. New York: McGraw Hill.
 10. Rajaraman, V. (2010). Fundamentals of Computers. New Delhi: PHI Learning.
 11. Shelly, Gary B. & Vermaat, Misty E. (2012). Discovering Computers. Boston: Cengage Learning.
 12. Laudon, Kenneth C. & Laudon, Jane P. (2014). Management Information Systems. New Jersey: Pearson Education.
 13. Cooper, Chris et al. (2008). Tourism: Principles and Practice. London: Pearson Education.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Minor VI B. Voc. Paper- VI
DIGITAL MARKETING IN TOURISM
Theory -15 Hours.
Credits: 02

Unit 1	Introduction to Digital Marketing in Tourism	8 Hrs.
	Concept, meaning and scope of digital marketing. Importance of digital marketing in tourism and hospitality industry. Difference between traditional marketing and digital marketing. Role of digital platforms in tourism promotion.	
Unit 2	Digital Marketing Tools and Platforms	8 Hrs.
	Social media marketing: Facebook, Instagram, YouTube and Twitter in tourism promotion. Search Engine Marketing (SEM) and Search Engine Optimization (SEO). Email marketing and mobile marketing in tourism services. Online travel agencies (OTAs) and tourism websites.	
Unit 3	Content Marketing and Online Promotion	7 Hrs.
	Creating digital content for tourism promotion. Blogging, video marketing and influencer marketing in tourism. Online advertisements and Google Ads for tourism businesses. Destination branding through digital media.	
Unit 4	E-Tourism and Online Business Strategies	7 Hrs.
	Online booking systems and digital payment systems. Role of websites and mobile applications in tourism services. Customer relationship management (CRM) in digital tourism marketing. Emerging trends in digital marketing and tourism technology.	

Reference Books:

1. Ryan, Damian & Jones, Calvin (2016). Understanding Digital Marketing. London: Kogan Page Publishers.
2. Chaffey, Dave & Ellis-Chadwick, Fiona (2019). Digital Marketing: Strategy, Implementation and Practice. London: Pearson Education.
3. Kotler, Philip, Kartajaya, Hermawan & Setiawan, Iwan (2017). Marketing 4.0: Moving from Traditional to Digital. New Jersey: Wiley.
4. Buhalis, Dimitrios (2003). eTourism: Information Technology for Strategic Tourism

- Management. London: Pearson Education.
5. Strauss, Judy & Frost, Raymond (2014). E-Marketing. New Jersey: Pearson Education.
 6. Tuten, Tracy L. & Solomon, Michael R. (2017). Social Media Marketing. London: Sage Publications.
 7. Kingsnorth, Simon (2016). Digital Marketing Strategy. London: Kogan Page.
 8. Page, Stephen J. (2011). Tourism Management. Oxford: Butterworth-Heinemann.
 9. Cooper, Chris et al. (2008). Tourism: Principles and Practice. London: Pearson Education.
 10. Kotler, Philip, Bowen, John & Makens, James (2014). Marketing for Hospitality and Tourism. Boston: Pearson Education.
 11. Ryan, Damian (2014). The Best Digital Marketing Campaigns in the World. London: Kogan Page.
 12. Stokes, Rob (2013). eMarketing: The Essential Guide to Digital Marketing. Cape Town: Quirk Education.
 13. Chaffey, Dave (2015). Digital Business and E-Commerce Management. London: Pearson Education.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Minor Practical – III B. Voc. Paper- III
HOTEL BOOKING AND CANCELATION SYSTEM
Practica
Credits: 02

Unit 1 Hotel Booking System

1. Study of hotel reservation system and its components.
2. Creating a customer registration form for hotel booking.
3. Entering guest details and room preferences in booking system.
4. Searching available rooms based on date, type, and price.
5. Creating a hotel room inventory (Single, Double, Deluxe, Suite).
6. Preparing a hotel booking confirmation format.
7. Generating booking records and maintaining reservation register.
8. Preparing a computerized hotel booking using MS Excel / simple software.

Unit 2 Hotel Cancellation and Management System

9. Study of hotel booking modification and cancellation procedures.
10. Preparing a hotel booking cancellation form.
11. Calculating cancellation charges based on hotel policies.
12. Updating room availability after cancellation.
13. Preparing refund calculation for cancelled bookings.
14. Maintaining cancellation records and reports.
15. Generating daily hotel booking and cancellation summary.
16. Case study: Handling guest complaints and cancellation situations.

Reference Books :

1. Bardi, J. A. (2011). Hotel Front Office Management (5th ed.). John Wiley & Sons, New Jersey.
2. Kasavana, M. L., & Brooks, R. M. (2013). Managing Front Office Operations (9th ed.). American Hotel & Lodging Educational Institute, Michigan.
3. Ismail, A. (2001). Front Office Operations and Management. Delmar Thomson Learning, New York.
4. Abbott, P., & Lewry, S. (2002). Front Office: Procedures, Social Skills and

Management. Butterworth-Heinemann, Oxford.

5. Andrews, S. (2007). Textbook of Front Office Management and Operations. Tata McGraw-Hill, New Delhi.
6. Rutherford, D. G., & O'Fallon, M. J. (2007). Hotel Management and Operations (4th ed.). John Wiley & Sons, New Jersey.
7. Walker, J. R. (2013). Introduction to Hospitality Management (4th ed.). Pearson Education, New York.
8. Bose, I. (2022). Fundamentals of Hotel Front Office. Sankalp Publication, New Delhi.
9. Devendra, M. (2025). Hotel Operations and Front Office Management. Notion Press, Chennai.
10. Kozlov, D. (2019). Information Systems in Hotels. Independently Published.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Open Elective – III B. Voc. Paper- OE- III
Cultural Heritage Tourism
Theory – 30 Hours
Credits: 02

Unit 1	Introduction to Cultural Heritage Tourism	8 Hrs.
	Meaning and concept of cultural heritage tourism , Types of heritage: tangible and intangible , Importance of heritage tourism in India , Role of UNESCO , World Heritage Sites: concept and significance	
Unit 2	Heritage Resources and Attractions	8 Hrs.
	Natural and cultural heritage resources , Monuments, museums, forts, temples , Art, craft, music, and dance traditions , Religious and pilgrimage tourism , Case studies of Indian heritage destinations	
Unit 3	Conservation and Management of Heritage	7 Hrs.
	Need for conservation and preservation , Role of Archaeological Survey of India (ASI) , Heritage laws and policies in India , Issues: over-tourism, pollution, vandalism , Sustainable heritage management practices	
Unit 4	Promotion and Marketing of Heritage Tourism	7 Hrs.
	Heritage tourism marketing strategies , Role of government and private sector , Destination branding (e.g., Incredible India) , Use of digital media and promotion tools , Role of festivals and cultural events	

Reference Books:

1. Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management – Routledge, 2002
2. Heritage Tourism – Prentice Hall, 2003
3. Cultural Heritage and Tourism: An Introduction – Channel View Publications, 2011
4. Managing Cultural World Heritage – Butterworth-Heinemann, 2006
5. Tourism and Cultural Heritage Management – Routledge, 2006
6. Cultural Heritage Management: A Global Perspective – Springer, 2004
7. The Business of Tourism – Pearson Education, 2009
8. Sustainable Tourism – Butterworth-Heinemann, 2006

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Vocational Skill Course – I Practical – Paper -VSC P - I
TICKET BOOKING SYSTEM

Practical

Credits: 02

Unit 1 Fundamentals of Ticket Booking System

1. Introduction to Ticket Booking Systems

Study of manual vs computerized ticket booking systems.

2. Understanding User Interface of Booking Platforms

Hands-on practice with railway, airline, and bus booking portals.

3. User Registration Process

Creating user accounts and managing login credentials.

4. Searching for Tickets

Searching tickets based on date, destination, and availability.

5. Fare Calculation and Display

Understanding fare structure, taxes, and dynamic pricing.

6. Seat Selection Process

Selecting seats/berths in different transport systems.

7. Passenger Details Entry

Entering passenger information and validation.

8. Booking Confirmation and Ticket Generation

Generating e-tickets and understanding ticket formats.

Unit 2 Advanced Ticket Booking Operations

1. Online Payment Systems

Integration and use of payment gateways (UPI, cards, net banking).

2. Ticket Cancellation Process

Performing ticket cancellations and refund rules.

3. Modification of Booking

Rescheduling and updating passenger details.

4. PNR Status Checking

Checking booking status and confirmation details.

5. Group Booking Procedure

Booking tickets for multiple passengers.

6. Handling Booking Errors and Failures

Identifying and resolving transaction failures.

7. Customer Support Simulation

Handling customer queries related to booking issues.

8. Report Generation and Record Maintenance

Maintaining booking records and generating reports.

Reference Books :

1. Stair, R.M. & Reynolds, G.W., Fundamentals of Information Systems, Cengage Learning, 2018.
2. Laudon, K.C. & Laudon, J.P., Management Information Systems, Pearson Education, 2020.
3. Turban, E. & Volonino, L., Information Technology for Management, Wiley India, 2017.
4. Shelly, G.B. & Rosenblatt, H.J., Systems Analysis and Design, Cengage Learning, 2019.
5. Dennis, A., Wixom, B.H. & Roth, R.M., Systems Analysis and Design, Wiley India, 2018.
6. Kroenke, D.M. & Boyle, R.J., Using MIS, Pearson Education, 2019.
7. Rajaraman, V., Introduction to Information Technology, PHI Learning, 2018.
8. O'Brien, J.A. & Marakas, G.M., Management Information Systems, McGraw-Hill, 2017.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Skill Enhancement Course B. Voc. Paper- SEC- I
DOMESTIC TOUR MANAGEMENT
Theory – 30 Hours
Credits: 02

Unit 1	Introduction to Domestic Tourism	8 Hrs.
	Meaning, nature, and scope of domestic tourism in India. Importance of domestic tourism in economic development. Types of domestic tourism (leisure, cultural, religious, business, adventure). Role of government and tourism organizations in India	
Unit 2	Tour Planning and Itinerary Development	8 Hrs.
	Principles of tour planning and designing. Preparation of tour itinerary (FIT & GIT). Factors affecting itinerary planning (time, cost, distance, season). Budgeting and costing of domestic tours	
Unit 3	Transport and Accommodation Management	7 Hrs.
	Modes of transport in domestic tourism (road, rail, air). Role of Indian Railways, airlines, and state transport. Types of accommodation (hotels, resorts, homestays, guest houses). Reservation systems and travel formalities.	
Unit 4	Tour Operations and Management	7 Hrs.
	Role and functions of tour operators and travel agencies. Packaging of domestic tours. Customer handling and service quality. Problems and challenges in domestic tourism and their solutions	

Reference Books:

1. Holloway, J.C. & Humphreys, C., The Business of Tourism, Pearson Education, 2019.
2. Cooper, C., Fletcher, J., Gilbert, D. & Wanhill, S., Tourism: Principles and Practice, Pearson, 2018.
3. Gee, C.Y., Makens, J.C. & Choy, D.J.L., The Travel Industry, Wiley India, 2017.
4. Negi, J., Travel Agency and Tour Operation, Kanishka Publishers, 2018.
5. Bhatia, A.K., Tourism Development: Principles and Practices, Sterling Publishers, 2017.
6. Bhatia, A.K., The Business of Travel Agency and Tour Operations Management,

Sterling Publishers, 2019.

7. Kamra, K.K. & Chand, M., Basics of Tourism, Kanishka Publishers, 2018.
8. Kaul, R.N., Dynamics of Tourism, Sterling Publishers, 2016.
9. Sharma, K.K., Tourism and Travel Management, Sarup & Sons, 2019.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
Ability Enhancement Cures – I English B. Voc. Paper- AECE
ENGLISH
Theory - 30 Hours
Credits: 02

-----Common to all -----

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. III
CC-I
YOGA EDUCATION
Credits: 02

Yoga Education as per university guidelines

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Major– VII B. Voc. Paper-VII
TOURISM DESTINATION MANAGEMENT
Theory: 30 Hours
Credits: 02

Unit 1	Introduction to Tourism Destinations	8 Hrs.
	Concept, meaning, and types of tourism destinations. Components of a destination (Attractions, Accessibility, Amenities). Destination life cycle (Butler's Model). Role of stakeholders in destination development	
Unit 2	Destination Planning and Development	8 Hrs.
	Principles and process of destination planning. Infrastructure and superstructure development. Role of government and private sector. Sustainable destination development and carrying capacity	
Unit 3	Destination Marketing and Promotion	7 Hrs.
	Concepts of destination marketing. Branding and positioning of tourism destinations. Role of digital marketing and social media. Role of tourism organizations (Incredible India, State Tourism Boards).	
Unit 4	Destination Management and Challenges	7 Hrs.
	Destination management organizations (DMOs). Quality management and visitor satisfaction. Issues and challenges in destination management. Crisis and risk management in tourism destinations	

References Books

1. Cooper, C., Fletcher, J., Gilbert, D. & Wanhill, S., Tourism: Principles and Practice, Pearson, 2018.
2. Buhalis, D., Marketing the Competitive Destination of the Future, Routledge, 2020.
3. Pike, S., Destination Marketing: Essentials, Routledge, 2016.
4. Morrison, A.M., Marketing and Managing Tourism Destinations, Routledge, 2019.
5. Bhatia, A.K., Tourism Development: Principles and Practices, Sterling Publishers, 2017.
6. Inskeep, E., Tourism Planning: An Integrated and Sustainable Development Approach, Wiley, 2018.

7. Swarbrooke, J., Sustainable Tourism Management, CABI Publishing, 2019.
8. Weaver, D. & Lawton, L., Tourism Management, Wiley, 2017.
9. Hall, C.M., Tourism Planning: Policies, Processes and Relationships, Pearson, 2016.
10. Middleton, V.T.C., Marketing in Travel and Tourism, Routledge, 2018.
11. Page, S.J., Tourism Management, Routledge, 2019.
12. Sharma, K.K., Tourism and Travel Management, Sarup & Sons, 2019.
13. Kamra, K.K. & Chand, M., Basics of Tourism, Kanishka Publishers, 2018.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Major– VIII B. Voc. Paper-VII
ENTREPRENEURSHIP IN TOURISM
Theory: 30 Hours
Credits: 02

Unit 1	Introduction to Entrepreneurship in Tourism	8 Hrs.
	Meaning, concept, and importance of entrepreneurship. Characteristics and qualities of a successful entrepreneur. Scope of entrepreneurship in tourism industry. Role of tourism entrepreneurs in economic development	
Unit 2	Business Opportunities in Tourism	8 Hrs.
	Types of tourism enterprises (travel agency, tour operator, hotel, transport, guides). Emerging areas: eco-tourism, agro-tourism, adventure tourism, rural tourism. Identification of business opportunities in tourism sector. Case studies of successful tourism entrepreneurs	
Unit 3	Business Planning and Management	7 Hrs.
	Preparation of business plan/project report. Sources of finance (banks, government schemes, subsidies). Marketing strategies in tourism business. Legal formalities and registration of tourism enterprises	
Unit 4	Entrepreneurial Development and Challenges	7 Hrs.
	Skill development for tourism entrepreneurs. Risk management and problem-solving in tourism business. Role of government and support agencies (MSME, पर्यटन मंत्रालय) Challenges and prospects of entrepreneurship in tourism	

References Books

1. Hisrich, R.D., Peters, M.P. & Shepherd, D.A., Entrepreneurship, McGraw-Hill, 2017.
2. Bhatia, A.K., Tourism Development: Principles and Practices, Sterling, 2017.
3. Morrison, A.M., Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Routledge, 2018.
4. Drucker, P.F., Innovation and Entrepreneurship, Harper Business, 2014.
5. Khanka, S.S., Entrepreneurial Development, S. Chand, 2016.

6. Desai, V., Dynamics of Entrepreneurial Development and Management, Himalaya Publishing, 2018.
7. Sharma, K.K., Tourism and Travel Management, Sarup & Sons, 2019.
8. Taneja, S. & Gupta, S.L., Entrepreneurship Development, Galgotia, 2015.
9. Kuratko, D.F., Entrepreneurship: Theory, Process and Practice, Cengage, 2016.
10. Singh, N., Entrepreneurship Development in Tourism, Kanishka Publishers, 2017.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Major Practical – IV B. Voc. Paper- Pract. IV
TRAVEL PERMITS AND SERVICES
Practical
Credits: 02

Unit 1 Travel Permits and Documentation

1. Study of Passport Application Process

Filling passport application form (online/offline).

2. Visa Application Procedures

Understanding types of visas and documentation required.

3.Preparation of Travel Documents Checklist

Creating checklist for domestic and international travel.

4.Foreign Exchange Procedures

Understanding currency exchange and basic calculations.

5.Travel Insurance Documentation

Preparing and analyzing travel insurance forms.

6. Permit Requirements for Restricted Areas

Study of Inner Line Permit (ILP) and Protected Area Permit (PAP).

7.Health and Vaccination Requirements

Documentation for international travel health requirements.

8.Verification of Travel Documents

Checking validity of passport, visa, and other permits.

Unit 2 Travel Services Operations

1. Air Ticket Booking Simulation

Practice on airline booking systems.

2.Railway Reservation System Practice

Booking and cancellation through railway portals.

3.Hotel Reservation and Voucher Preparation

Creating booking vouchers for accommodation.

4.Tour Package Preparation with Services

Combining transport, accommodation, and sightseeing.

5.Handling Customer Queries and Services

Role-play for customer service situations.

6.Preparation of Travel Itinerary with Services

Designing itinerary including permits and services.

7.Travel Agency Documentation Work

Preparing invoices, receipts, and service vouchers.

8.Case Study on Travel Service Issues

Handling delays, cancellations, and customer complaints.

Reference Books :

1. Bhatia, A.K., The Business of Travel Agency and Tour Operations Management, Sterling Publishers, 2019.
2. Negi, J., Travel Agency and Tour Operation, Kanishka Publishers, 2018.
3. Holloway, J.C., The Business of Tourism, Pearson Education, 2019.
4. Gee, C.Y., Makens, J.C. & Choy, D.J.L., The Travel Industry, Wiley India, 2017.
5. IATA, Travel Information Manual (TIM), International Air Transport Association, 2020.
6. Weaver, D. & Lawton, L., Tourism Management, Wiley, 2017.
7. Page, S.J., Tourism Management, Routledge, 2019.
8. Kamra, K.K. & Chand, M., Basics of Tourism, Kanishka Publishers, 2018.
9. Sharma, K.K., Tourism and Travel Management, Sarup & Sons, 2019.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Minor VII B. Voc. Paper- VII
ECO-TOURISM
Theory -15 Hours.
Credits: 02

Unit 1	Introduction to Eco-Tourism	8 Hrs.
	Concept, meaning, and principles of eco-tourism. Difference between eco-tourism and mass tourism. Importance of eco-tourism in sustainable development. Global and Indian perspectives of eco-tourism	
Unit 2	Eco-Tourism Resources and Development	8 Hrs.
	Natural resources for eco-tourism (forests, wildlife, national parks). Role of local communities in eco-tourism development. Planning and development of eco-tourism destinations. Carrying capacity and environmental impact	
Unit 3	Eco-Tourism Management and Practices	7 Hrs.
	Eco-tourism policies and guidelines in India. Role of government and NGOs in eco-tourism. Eco-friendly practices and responsible tourism. Case studies of eco-tourism destinations	
Unit 4	Issues and Challenges in Eco-Tourism	7 Hrs.
	Environmental, social, and cultural impacts. Conservation and protection measures. Challenges in implementation of eco-tourism. Future prospects of eco-tourism in India	

Reference Books:

1. Weaver, D., *Ecotourism*, Wiley, 2017.
2. Fennell, D.A., *Ecotourism*, Routledge, 2020.
3. Honey, M., *Ecotourism and Sustainable Development*, Island Press, 2018.
4. Bhatia, A.K., *Tourism Development: Principles and Practices*, Sterling Publishers, 2017.
5. Tiwari, S., *Ecotourism in India*, APH Publishing, 2016.
6. Wood, M.E., *Ecotourism: Principles, Practices and Policies*, UNEP, 2017.
7. Wearing, S. & Neil, J., *Ecotourism: Impacts, Potentials and Possibilities*, Routledge, 2019.
8. Singh, S., *Ecotourism in India: Issues and Challenges*, Kanishka Publishers, 2018.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Minor VIII B. Voc. Paper- VIII
AGRO- TOURISM
Theory -15 Hours.
Credits: 02

Unit 1	Introduction to Agro-Tourism	8 Hrs.
	Meaning, concept, and scope of agro-tourism. Importance of agro-tourism in rural development. Types of agro-tourism activities (farm visits, rural experiences, agri-based activities). Growth of agro-tourism in India	
Unit 2	Agro-Tourism Resources and Development	8 Hrs.
	Agricultural resources as tourism products. Role of farmers and local communities. Planning and development of agro-tourism centres. Government policies and schemes for agro-tourism	
Unit 3	Management of Agro-Tourism	7 Hrs.
	Infrastructure and facilities in agro-tourism. Marketing and promotion of agro-tourism products. Customer service and visitor management. Financial aspects and pricing strategies.	
Unit 4	Issues, Challenges and Sustainability	7 Hrs.
	Challenges in agro-tourism development. Environmental and socio-cultural impacts. Sustainable practices in agro-tourism. Future prospects of agro-tourism in India	

Reference Books:

1. Phillip, S., Hunter, C. & Blackstock, K., A Typology for Defining Agro-Tourism, Journal of Tourism Studies, 2010.
2. Barbieri, C., Agritourism Research and Development, CABI Publishing, 2019.
3. Tew, C. & Barbieri, C., The Perceived Benefits of Agritourism, Journal of Tourism Research, 2016.
4. Bhatia, A.K., Tourism Development: Principles and Practices, Sterling Publishers, 2017.
5. Sharpley, R. & Vass, A., Tourism, Farming and Diversification, Routledge, 2018.
6. Weaver, D. & Lawton, L., Tourism Management, Wiley, 2017.
7. Singh, S., Rural Tourism and Agro-Tourism in India, Kanishka Publishers, 2018.
8. Sharma, K.K., Tourism and Travel Management, Sarup & Sons, 2019.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Minor Practical – IV B. Voc. Paper- IV
TOUR MANAGEMENT FOR ECO AND AGRO TOURISM
Practical
Credits: 02

Unit 1 Eco-Tourism Tour Management

1. Preparation of Eco-Tour Itinerary

Designing eco-tour packages for national parks or wildlife sanctuaries.

2. Study of Eco-Tourism Destinations

Identification and documentation of eco-tourism sites.

3. Carrying Capacity Assessment

Estimating visitor limits for eco-sensitive areas.

4. Eco-Friendly Tour Planning

Planning tours with minimum environmental impact.

5.Guiding Techniques in Eco-Tourism

Role-play on nature guiding and interpretation skills.

6. Community Participation in Eco-Tours

Planning tours involving local communities.

7. Preparation of Eco-Tour Package Costing

Budgeting and pricing of eco-tour packages.

8. Case Study on Eco-Tourism Practices

Analysis of successful eco-tourism models.

Unit 2 Agro-Tourism Tour Management

1. Designing Agro-Tour Itinerary

Preparing farm-based tourism packages.

2. Study of Agro-Tourism Centres

Survey and documentation of agro-tourism sites.

3.Activity Planning for Agro-Tourists

Planning farm activities (harvesting, dairy, etc.).

4.Agro-Tourism Package Costing

Calculating pricing and budgeting.

5.Marketing Plan for Agro-Tourism

Designing promotional strategies.

6. Customer Handling in Rural Tourism

Role-play for visitor interaction and service.

7. Sustainable Practices in Agro-Tourism

Planning eco-friendly and sustainable farm tourism.

8. Project Report on Agro-Tourism Unit

Preparing a small project on agro-tourism business.

Reference Books :

1. Weaver, D., Ecotourism, Wiley, 2017.
2. Fennell, D.A., Ecotourism, Routledge, 2020.
3. Barbieri, C., Agritourism Research and Development, CABI Publishing, 2019.
4. Sharpley, R. & Vass, A., Tourism, Farming and Diversification, Routledge, 2018.
5. Bhatia, A.K., Tourism Development: Principles and Practices, Sterling Publishers, 2017.
6. Singh, S., Rural Tourism and Agro-Tourism in India, Kanishka Publishers, 2018.
7. Sharma, K.K., Tourism and Travel Management, Sarup & Sons, 2019.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Open Elective – IV B. Voc. Paper- OE- IV
SUSTAINABLE TOURISM DEVELOPMENT
Theory – 30 Hours
Credits: 02

Unit 1	Introduction to Sustainable Tourism	8 Hrs.
	Concept and principles of sustainable tourism, Difference between mass tourism and sustainable tourism, Components: environmental, economic, socio-cultural , Global trends in sustainable tourism	
Unit 2	Environmental Aspects of Tourism	8 Hrs.
	Impact of tourism on environment , Eco-tourism and nature-based tourism , Biodiversity conservation , Pollution, waste management, and climate change ,Carrying capacity concept	
Unit 3	Community Participation and Rural Tourism	7 Hrs.
	Role of local communities in tourism, Rural and agro-tourism , Employment generation and livelihood, Women empowerment through tourism , Case studies of community-based tourism	
Unit 4	Planning and Management for Sustainable Tourism	7 Hrs.
	Sustainable tourism planning process , Policies and guidelines in India , Role of government and NGOs , Responsible tourism practices , Future trends and challenges	

Reference Books:

1. Sustainable Tourism – Butterworth-Heinemann, 2006
2. Sustainable Tourism Development – Routledge, 2009
3. Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World – Routledge, 2016
4. Sustainable Tourism Management – CABI, 1999
5. Making Tourism More Sustainable: A Guide for Policy Makers – UNEP & UNWTO, 2005
6. Global Sustainable Tourism – Butterworth-Heinemann, 2002
7. An Introduction to Sustainable Tourism – Routledge, 2016
8. Sustainable Tourism: Principles, Contexts and Practices – Channel View Publications, 2016.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Skill Enhancement Course B. Voc. Paper- SEC- II
INTERNATIONAL TOUR MANAGEMENT

Theory – 30 Hours

Credits: 02

Unit 1	Introduction to International Tourism	8 Hrs.
	Meaning and scope of international tourism. Types of international tours (inbound, outbound). Role of international tourism organizations (UNWTO, IATA). Trends and growth of global tourism	
Unit 2	International Travel Formalities	8 Hrs.
	Passport, visa, and travel documentation. Customs, immigration, and health regulations. Foreign exchange regulations and currency management. Travel insurance and international safety norms	
Unit 3	International Tour Planning and Operations	7 Hrs.
	Designing international tour packages. Itinerary preparation and costing. Airline operations and global distribution systems (GDS). Role of tour operators and travel agencies	
Unit 4	Marketing and Management of International Tours	7 Hrs.
	International tourism marketing strategies. Cultural awareness and customer handling. Challenges in international tourism. Sustainable and responsible international tourism	

Reference Books:

1. Holloway, J.C., The Business of Tourism, Pearson Education, 2019.
2. Cooper, C., Fletcher, J., Gilbert, D. & Wanhill, S., Tourism: Principles and Practice, Pearson, 2018.
3. Gee, C.Y., Makens, J.C. & Choy, D.J.L., The Travel Industry, Wiley India, 2017.
4. Bhatia, A.K., The Business of Travel Agency and Tour Operations Management, Sterling Publishers, 2019.
5. Page, S.J., Tourism Management, Routledge, 2019.
6. Weaver, D. & Lawton, L., Tourism Management, Wiley, 2017.
7. Kamra, K.K. & Chand, M., Basics of Tourism, Kanishka Publishers, 2018.
8. Sharma, K.K., Tourism and Travel Management, Sarup & Sons, 2019.

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Ability Enhancement Cures – II English B. Voc. Paper- AEC-II
ENGLISH
Theory - 30 Hours
Credits: 02

-----Common to all -----

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Value Education Courses- VEC- II
ENVIRONMENTAL STUDIES
Theory – 30 Hours
Credits: 02

-----Common to all -----

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry Sem. IV
Community Engagement Program CEP - I
Practical Project
Credits: 02

Key Activities

1. **Village Tourism Survey**
Conduct surveys to identify tourism potential in rural areas
2. **Heritage Site Documentation**
Study and document local historical and cultural sites
3. **Cleanliness and Awareness Campaign**
Organize cleanliness drives at tourist destinations
4. **Promotion of Local Culture and Handicrafts**
Support local artisans and promote traditional products
5. **Eco-Tourism Awareness Programs**
Educate communities about sustainable tourism practices
6. **Interaction with Local Tourism Stakeholders**
Engage with guides, homestay owners, and local businesses
7. **Tour Planning for Community Benefit**
Design small tour packages involving local communities
8. **Report Preparation and Presentation**
Submit fieldwork report and present findings

SHIVAJI UNIVERSITY, KOLHAPUR
B. Voc. II Tourism and Service Industry
Sem. III & Sem. IV
Question Paper Format

Time: 1 hours

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 Practical any Four | 20 Marks |
| 2. Group II Practical any Four | 20 Marks |
| 3. Viva-Voice | 10 Marks |
