

# **Hemchandracharya**

North Gujarat University  
Patan

## **Syllabus**

for

Bachelor of Vocation

Tourism and Hospitality Management

Semester-III & IV

**Enforced from June-2015**

**HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY**  
**SYLLABUS FOR B. Voc. (Tourism and Hospitality Management)**

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**Preface**

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of university education, leading to setting up of Bachelor of Vocation (B. Voc.) to serve multiple needs, including (i) career oriented education and skills to students interested in directly entering the workforce; (ii) contracted training and education programmes for local employers; (iii) high-touch remedial education for secondary school graduates not ready to enroll in traditional colleges, giving them a path to transfer to three or four year institutions; and (iv) general interest courses to the community for personal development and interest. Bachelor of vocation will have with multiple exits such as Diploma and Advanced Diploma under the NSQF (National Skills Qualifications Framework).

The Bachelor of vocation model, by and large, will be accessible to a large number of individuals of the community, offer low cost and high quality education locally, that encompasses both vocation skills development as well as traditional coursework, there by providing opportunities to the learners to move directly to the employment sector or move into the higher education sector. It offers a flexible and open education system which also caters to community – based life – long learning needs.

**BVFDR : Fees and Scholarship**

1. Student fee should be decided as per the prevalent practice for fee fixation for aided courses.
2. Attempt should be made to recover part of the operating expenditure from the student fees.

**BVFDR : Semester Examinations**

1. Candidates desirous of appearing at any semester examination shall have to submit applications in the prescribed form, through the designated authority on or before the prescribed date.
2. No candidate will be admitted to any Semester examination unless the Designated authority i.e. the Head of the Department or Principal of the College certifies that :
  - (i) The candidate attended the course of study to the satisfaction of the designated authority.
  - (ii) The candidate maintained a good conduct and character during the studies.
  - (iii) The candidate maintained minimum 80% attendance in each semester.

**BVFDR : Evaluation**

1. Appropriate mechanism for assessment of the learners' progress towards acquisition of knowledge and skill should be developed by the College. Partner industries should also be given a clear and well defined role in the assessment of the learners.
2. Practical or hands on skills should be given comparatively more weightage in the overall assessment plan.
3. The college should adopt and integrate the guidelines and recommendations of the respective Sector Skill Councils (SSCs) for the assessment and evaluation of the vocational component, wherever required. They should also involve the SSCs in the assessment process, wherever required. It applies to colleges, both Autonomous and non -autonomous and university to maintain Occupational Standards and the fitness for the job.
4. Theory of each CORE paper will be evaluated for a maximum of 100 marks out of which, 30 marks shall be for Continuous evaluation (Exams) and 70 marks for the end semester examination shall be of 3 hours duration.
5. Practical as a combined form each core paper will be evaluated for a Maximum of 800 marks out of which, 210 marks shall be continuous internal evaluation, and 240 marks for the end semester practical examination and 350 marks for the end semester theory examination.
6. Each Elective paper is evaluated for a maximum of 30 marks which will be evaluated internally by continuous evaluation.

**BVFDR : Rules for grading**

1. One Credit mean Equivalent of 14-15 periods of 60 minutes each, for theory, workshops / labs and tutorials per semester.
2. For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures / workshops.
3. For self- learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / workshops.
4. To pass a subject in any semester, a candidate must obtain a minimum of 40% marks in each paper.
5. If a candidate fails in any subject, he has to reappear for that particular paper and pass. (That is, for example if candidate fails in midterm exam of a subject, he has to reappear for midterm of that subject.)

6. The performance of each candidate in all the subjects will be evaluated on 7 - point scale in term of grades as follow:

**BVFDR : Semester passing scheme**

1. For each semester examination, a candidate will be considered as pass if he / she has secured “B”- or above grade in all the subject (s) and overall grade point 5.00 or above.
2. For each semester examination, a candidate will be considered as fail if he / she has secured “F” grade in any or all the subject (S).
3. If the candidate does not fulfil the subject requirement including requisite attendance percentage, he / she will be given I grade and the candidate will have to complete the course requirement before the commencement of the next End Semester examination. If the candidate does not clear I grade in any subject before the commencement of the next End semester examination, he / she will be considered fail – F grade.
4. Candidate has to clear his / her ‘F’ grade, or ‘I’ grade, if any by the next End Semester examination.

**BACHELOR OF VOCATION IN TOURISM AND HOSPITALITY MANAGEMENT**  
**SEMESTER – III**

Sr. No.	Subject	Credit	Hours	Internal	External		Total
					Theory	Practical	
1	Foreign Language –II (French)	3	45	30	35	35	100
2	Tour Itinerary Plan	4	60	30	70	----	100
3	Geography and Tourism-II	4	60	30	70	----	100
4	Tourism Resource and Product-IV	4	60	30	35	35	100
5	Basic Statistics-II	4	60	30	70	---	100
6	Computer Science-II	3	45	30	35	35	100
7	Guiding Skill-I	4	60	30	35	35	100
8	Winter Project	4	60	---	---	100	100

**1. FOREIGN LANGUAGE – FRENCH**

Bachelor's Degree programme specially customized for the Tourism sector with Tourism terminologies, Conversation and less of Literature and understanding of language in terms of speaking, listening and writing and Grammatical elements covered in the syllabus.

**2. TOUR ITINERARY PLAN-II**

**Unit-I:** Introduction to tour operator an operations retailer and wholesalers.

**Unit-II:** Types of Tour operators-Individual, travel Agency. In-house Tour operators, inbound Tour operator, domestic and international.

**Unit-III:** Main Partners for packaging and negotiation with vendors.

**Unit-IV:** Types of package tour- single country tour, Area Tour, two city tour, single city tour, cultural tour, special interest tour, adventure tours.

### **3. GEOGRAPHY AND TOURISM-II**

- Unit-I:** climatic variations and regions of the world.
- Unit-II:** The Role of climatic region in Tourism promotion
- Unit-III:** Geographical feature, attract tourist to a destination, climate
- Unit-IV:** Characteristics of climate associated with human needs, equatorial climate case study: Singapore, Tropical climate, case study: Jamaica, Darwin

### **4 TOURISM RESOURCES AND PRODUCTS-IV**

- Unit-I:** Introduction to Indian classical music-Vocal and instrumental
- Unit-II:** Introduction to Indian Dances from all parts of the country.
- Unit-III:** Role of dance and music festivals for promoting tourism.
- Unit-IV:** Museum and art galleries of India, Tourist Trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India

### **5 BASIC STATISTICS-II**

- Unit-I:** Introduction of Statistics: Meaning and Definitions of Statistics, the Nature of a Statistical Study
- Unit-I:** Importance of Statistics in Business, Limitations of Statistics, Types of data collection methods, Types of classification data
- Unit-III:** Types of frequency distribution, Types of class intervals, Types of diagrams
- Unit-IV:** Time Series analysis components of time series & methods of estimation of trend seasonal components by moving averages, Linear Trend, Non-Linear Trend, Measurement of Seasonal Variation, and Forecasting.

### **6 GUIDING SKILLS-I**

- Unit-I:** Introduction of water sports.
- Unit-II:** Activities for water sports
- Unit-III:** Skilled required for water sports
- Unit-IV:** Destination and Locations

### **7 COMPUTER SCIENCE-II**

- Unit-I:** Introduction of Ms-Word, Ms-Excel and Ms- PowerPoint
- Unit-II:** Application in Tourism – Destination Presentation, Guiding Map, Sightseeing
- Unit-III:** Information Technology and Tourism
- Unit-IV:** E- services and its use into Tourism like online Package Booking, Hotel Booking, Flight Booking, Car Booking, Bus Booking, and Train Booking

**8 WINTER PROJECT**

4 -5 days tour with an approved Tourist Guide.

**BACHELOR OF VOCATION IN TOURISM AND HOSPITALITY MANAGEMENT  
SEMESTER-IV**

Sr. No.	Subject	Credit	Hrs	Internal	External		Total
					Theory	Practical	
1	Personality Development and Grooming	3	45	30	35	35	100
2	Tourism development and Marketing	4	60	30	70	----	100
3	Cultural and Adventure Tourism	4	60	30	70	----	100
4	Tourism Linkages	4	60	30	35	35	100
5	Business Mathematics-II	4	45	30	70	---	100
6	Business Policy and Strategy Management	4	60	30	35	35	100
7	Guiding Skill-II	4	60	30	35	35	100
8	Summer Project	3	45	---	---	100	100

**1 PERSONALITY DEVELOPMENT AND GROOMING**

**Unit-I:** Personality and Grooming and its various theories

**Unit-II:** Communication Skills and Learning Theories

**Unit-III:** Techniques in Personality development I a) Self confidence b) Etiquette c) Interview Skills d) Time Management and effective planning

**Unit-IV:** Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques c) Self acceptance and self growth and Grooming

**2 TOURSIM DEVELOPMENT AND MARKETING**

**Unit-I:** Introduction of Tourism Development and Marketing – Principles and Concepts

**Unit-II:** Importance of Marketing in Tourism, Marketing mix in Tourism

**Unit-III:** Advertising and Branding in Tourism

**Unit-IV:** Tourism Development- state and Regional Development, Aviations and Airports Development

### **3 CULTURAL AND ADVENTURE TOURISM**

- Unit-I:** cultural heritage and Roots of Indian Society
- Unit-II:** panoramic view of Indian society.
- Unit-III:** Arts, Architecture, Sculpture, and Paintings, in the age of Buddha, the Mughal India, Modern India, folk, traditions and culture in India
- Unit-IV:** Definition of Mountaineering, History, Types: Trekking, Rock Climbing, Bouldering, Ice Climbing, Wall Climbing .
- Trekking: Mountain Manners, Trek Planning, Trekking sites in India.
- Rock climbing: Principles, Route Planning, Holds, Equipment, Clothing
- Water sport Types: Canoeing, Kayaking, Rafting, Scuba Diving, Snorkelling, Surfing, Water Skiing  
Sites in India  
Rafting & Kayaking: Equipment, Clothing & Techniques  
Scuba Diving & Snorkelling: Equipment, Clothing & Techniques

### **4 TOURISM LINKAGES (TIEUP)**

- Unit-I:** Primary and secondary services providers in Tourism
- Unit-II:** Entertainment and Recreation activities in Tourism, Communication
- Unit-III:** Eating points and lounge for Tourism
- Unit-IV:** Photography and various activities like shopping, Hot Pools and Health spas, Ayurveda massage, Meditation Centres and Retreats

### **5 BUSINESS MATHEMATICS-II**

- Unit-I:** Linear Programming: Introduction of Operation Research, Meaning of linear programming, Mathematical formulation of LP Problem for two variables, solution of LP problems by Graphical and Simplex Method.
- Unit-II:** Transportation Problems: Formulation of transportation problem its initial basic feasible solution by North-West Corner rule , Matrix minima (least cost method) Vogel's Approximation Method (VAM) and optimum solution by modified distribution method, degeneracy and its resolution.
- Unit-III:** Assignment Problems: - Assignment problem and its optimum solution by Hungarian method.
- Unit-IV:** Sequences and Series: Sequences: Introduction, Types of sequence, Arithmetic progression (A.P), Geometric progression (G.P) Series : Introduction, Types of series, Arithmetic series (A.P)

## **6 BUSINESS POLICY & STRATEGIC MANAGEMENT**

- Unit-I:** Business policy for Tourism and its impact, Guidelines and Principles of Business policy
- Unit-II:** Development of strategy in Tourism, need of strategic development for Tourism
- Unit-III:** Tourism in historical perspective, correlation between trade and Travel
- Unit-IV:** The nature of Tourism Demand, unique features of Tourism Demand, Package of services.

## **7 GUIDING SKILLS**

- Unit-I:** Introduction of Adventure sports – Mountaineering, Water Sports, and Aero Sports  
Definition & Classification of Adventure Sports,
- Unit-II:** Different Activities of adventure sports, Scope of Adventure sports: new trends, training institutes, job opportunities, advantages & disadvantages
- Unit-III:** Basic Skilled required for Adventure sports and Safety measures & Rescue Techniques, First-Aid
- Unit-IV:** India and International Destinations and Locations

## **8 SUMMER PROJECT**

6-7 Days Tour with Geographic based Destination.