

Syllabus for BVoc in Tourism & Service Industry (TSI)

Programme Template : B Voc Course (CBCS) in TSI Gauhati University

Semester	CORE COURSE (12 papers, 72 credits)	Ability Enhancement Compulsory Course (AECC) (2 papers , 8 credits)	Skill Enhancement Course (SEC) (4 papers, 16 credits)	Discipline Specific Elective (DSE) (6 papers, 36 credits)
I	TSI-VC-1016	ENG-AE-1014		
	TSI-VC-1026			
	TSI-VC-1036			
II	TSI-VC-2016	ENV-AE-2014		
	TSI-VC-2026			
	TSI-VC-2036			
III	TSI-VC-3016		XXX-SE-3XX4	
	TSI-VC-3026			
	TSI-VC-3036			
IV	TSI-VC-4016		XXX-SE-4XX4	
	TSI-VC-4026			
	TSI-VC-4036			
V			XXX-SE-5XX4	TSI-VE-5016
				TSI-VE-5026
				TSI-VE-5036
VI			XXX-SE-6XX4	TSI-VE-6016
				TSI-VE-6026
				TSI-VE-6036

Syllabus of

B.VOC in TOURISM AND SERVICE INDUSTRY (TSI)

Semester 1

Paper TSI-VC-1016- Travel Consultant

Total Credit: 6

Total Marks=100

Unit 1: Introduction to different sectors of tourism industry	Marks 25
<ul style="list-style-type: none">• Classification of tourism• Knowledge of types of travel• Learning about types of travellers• Understanding various travel related services• Identifying the different sectors of tourism industry	
Unit 2: Travel Agency	Marks 15
<ul style="list-style-type: none">• Understanding the concept of Travel Agency• Developing knowledge of different types of travel agency• Functions of Travel agency	
Unit 3: Purpose of travel	Marks 10
<ul style="list-style-type: none">• Establishing the purpose and objectives of travel• Identifying the needs of the customers in planning tours• Understanding the geographic preferences for the customers	
Unit 4: Customer Feedback	Marks 10
<ul style="list-style-type: none">• Meaning and importance of customer feedback• Different methods of Collecting customer feedback	
Practical: Home assignment	Marks 20
Internal Assessment	Marks 20
➤ Reader list: Karma & Chand, Basics of Tourism, Theory, Operation and Practices	
➤ Bhatia,A.K, International Tourism Management	

Paper- TSI-VC-1026 Travel Formalities

Total Credit: 6
Total Marks=100

Unit 1: TRAVEL DOCUMENTATION Marks 30

- Passport and its type
- Visa and its type
- Health Regulation
- RAP
- ILP
- FOREX
- Travel Insurance

Unit 2: Planning the itinerary for inbound and out bound tours as per customer requirements Marks 30

- Understanding the importance of planning an itinerary
- Developing an itinerary with different destinations from the start to the end of the journey
- Mapping the destinations
- To identify the tourist places of interest to the customer to be included in the itinerary
- Understand the distance between the different destinations
- To communicate with customers the time taken for the each activity
- Developing a list of accommodation places according to the preferences of the customer
- Developing a list of food and beverage service outlets according to the preferences of customers
- Costing and budgeting for the tour

Practical: Home assignment Marks 20

Internal Assessment Marks 20

Reader list:

- Chand, Mohinder, Travel Agency management: An Introductory Text
- K.S., Negi, Travel Agency Management
- Bhatia, A.K., Tour Operator

PAPER TSI-VC-1036 OJT

Total Credit: 6
Total Marks=100

- Field Visit +Project Report + PPT Presentation +Viva Marks 100

Semester 2nd

PAPER TSI-VC-2016 MEETING, CONFERENCE AND EVENT PLANNER

Total Credit: 6

Total Marks=100

Unit 1: Introduction to Meeting, conference and event planning	Marks 20
<ul style="list-style-type: none">• An overview of the event industry• Skills required for an event planner• Difference between meeting and conference• Different types of events- religious, musical, sporting, personal and private, political and government, commercial and business, corporate, special events and leisure events• Technology Trends in Meeting industry• Planning for event marketing	
Unit 2: Meeting Management	Marks 15
<ul style="list-style-type: none">• Seminar, Workshop, symposium• Purpose of meeting• Rules of Meeting Management• Managing yourself• Identifying various requirements (i.e. accommodation, audio- visual, health service, waste disposal etc)	
Unit 3: Conference and Convention Management	Marks 15
<ul style="list-style-type: none">• Conference Management services• Benefits of Conference Planning• Steps involve in organizing a conference• Budgeting	
Unit 4: Risk Management Plan and Emergency Plan	Marks 10
<ul style="list-style-type: none">• Meaning• Risk Management Process• Emergency Response Plan	
Practical: Home assignment	Marks 20
Internal Assessment	Marks 20

Reader list:

- Singh, Ratandeep, Meeting, Conference and Event Planner
- Event Planning and Procedure Handbook

PAPER TSI-VC-2026 Etiquette required in tourism industry

Total Credit: 6

Total Marks=100

Unit 1: Business etiquettes	Marks 15
<ul style="list-style-type: none">• Greet, welcome and address the customer appropriately• Maintain pitch and tone of voice while speaking to customers• Dress professionally• Maintain personal integrity and ethical behaviour• Maintain personal grooming and positive body language	
Unit 2: Communicating with customers, superiors and colleagues	Marks 10
<ul style="list-style-type: none">• Use appropriate language and tone and listen actively• Show sensitivity to gender/ cultural and social differences• Handle customer grievances professionally	
Unit 3: Customer centric and Service quality requirements	Marks 10
<ul style="list-style-type: none">• Customer Expectation ,Customer Satisfaction, Customer Loyalty,• Understand target customers, their profiles and needs• Build good rapport with the customer• Enhance company’s brand value	
Unit 4: Health and Hygiene	Marks 5
<ul style="list-style-type: none">• Keep the workplace clean• Identify waste and ensure its disposal• Ensure waste bins are cleared everyday• Point out requirements for pest control• Ensure work place has fresh air supply and sufficient lighting• Ensure maintenance check of air conditioners and other mechanical equipment in the department Hand wash procedure• personal hygiene	
Unit 5: Women safety policies	Marks 10
<ul style="list-style-type: none">• Understand women rights and company’s polices regarding them• Know special facilities available for women colleagues and customers• Inform about methods to ensure safety and security of women• Provide comfortable and safe environment for female customers• Maintain compliant behavior etiquette while dealing with women• Treat women equally and avoid discrimination• Ensure safety and security of female colleagues and customers at all levels	
Unit 6: Ethics, policies and confidentiality of customer	Marks 10
<ul style="list-style-type: none">• Understand company policies• Understand company products and services• Understand the human resource policies of the company• Understand the competition• Know about the grievance procedures of the company• Ensuring maintenance of company customers records• UnderstandinEnsuring safe business practices to be followed by all staff and management g the ethics and code of conduct of the company	
Practical: Home assignment	Marks 20
Internal Assessment	Marks 20
Reader list:	
<ul style="list-style-type: none">➤ Business Ethics➤ Chawla Romila, Tourism Marketing and Communication	

PAPER TSI-VC-2036 OJT

Total Credit: 6

Total Marks=100

- Field Visit +Project Report + PPT Presentation +Viva

Marks 100

Semester 3rd
Paper TSI-VC-3016 Tour Manager

Total Credit: 6

Total Marks=100

Unit 1: Meaning and definition

Marks 15

- Tour Manager, tour operator
- Skill required to be a Tour Manager
- Types of Tour Operators
- Procedure for arranging a Tour Operation

Unit 2: Designing the tour packaging

Marks 15

- visit various tourist destinations
- understand the various tourist attractions and places of interest in the destination
- suggest interesting travel routes to and within the destination
- design and develop various interesting and economical domestic and international tour packages
- ensure the packages will meet the needs of various types of customers

Unit 3: Managing the staffing process and setting standards

Marks 15

- overview the appraisal forms and decide on the promotions, hikes and performance appreciations
- organize weekly or monthly meetings with all the staff of the company to understand their issues, brief them on the company future plans and updating, motivate them for work, train them on any new developments, assure them of more benefits if targets achieved, etc.
- handle interviews and hiring of staff
- monitor the retention and firing of staff based on their behavior, misconduct, low performance in spite of warnings given earlier
- bring in incentive and bonus schemes
- Ensure the staff is informed of the standards to be followed in cash handling, tour organizing, client management, etc.
- Set the standards for grooming, greeting, work, etc.
- ensure the department is not overstaffed or understaffed
- oversee staff behavior and the level of communication

Unit 4: Maintain IPR of organization and customer

Marks 15

- IPR and its Segments
- how IPR protection is important for competitiveness of a company
- significance of damages resulting from IPR infringement
- industrial and political espionages

Practical: Home assignment

Marks 20

Internal Assessment

Marks 20

Reader list:

- Negi, Jagmohan S, Tourist Guide and Tour Operation, Planning and Management
- Negi, J, Travel Agency & Tour Operation, Concept & Principles

Paper TSI-VC-3026 Tourism Marketing

Total Credit: 6

Total Marks=100

Unit 1: Basics of Tourism Marketing	Marks 20
<ul style="list-style-type: none">• Meaning and Definition of Tourism Marketing• Characteristics of Tourism Marketing• Marketing Mix and Tourist Marketing Mix• Marketing Segmentation	
Unit 2: Consumer Behaviour and CRM	Marks 15
<ul style="list-style-type: none">• Meaning• Factors influencing Consumer Behaviour• Building Customer Relationship• CRM Process in Tourism Marketing	
Unit 3: Marketing of Tourism Services	Marks 15
<ul style="list-style-type: none">• Airlines• Hotel, Resort• Travel Agencies and other services• Challenges and strategies	
Unit 4: Marketing Skill for Tourism	Marks 10
<ul style="list-style-type: none">• Creativity- Communication-Self motivation- Team Building- Personality Development	
Practical: Home assignment	Marks 20
Internal Assessment	Marks 20

Reader list:

- Singh, Ratandeep, Tourism Marketing
- Jha S.M, Tourism Marketing
- Jha S.M, Service Marketing

PAPER TSI-VC-3036 OJT

Total Credit: 6

Total Marks=100

- Field Visit +Project Report + PPT Presentation +Viva Marks 100

Semester 4th

TSI-VC-4016 Tourism Resources of Assam

Total Credit: 6

Total Marks=100

Unit 1: Meaning and concept of Tourism Resources	Marks 10
• Concept of Tourism Resources	
• Types of Tourism Resources	
Unit 2: Resources of Assam	Marks 25
• Natural Resources	
• Socio-cultural Resources	
• Religious Resources	
• Historical Resources	
• Satra Institution of Assam	
Unit 3: Other Resources of Assam	Marks 25
• Man-made Resources	
• Adventure Sports of Assam and their Tourism significance	
• Popular Tourist Festival organized for the promotion of tourism in Assam	
Practical: Home assignment	Marks 20
Internal Assessment	Marks 20

Reader list:

- Bhattacharaya,P., Tourism in Assam, Trends & Potentialities
- Bhagawati,A.K.,Bora, A.K., &Kar, B.K., Geography of Assam
- Bora,Sheila & Bora, M.C, The Story of Assam: An Enchanting Journey Through India's North-East

Paper- TSI-VC-4026 HOSPITALITY AND ACCOMODATION SERVICE

Total Credit: 6

Total Marks=75(Theory=40+ Practical=20 + Internal Assessment=15)

Unit 1: Hospitality Marks 30

- Concept, Nature and Dimensions
- Different types of Hotel
- Functional Departments of Hotel
- Booking procedure of Hotel
- Hotel Chains in India

Unit 2: Accommodation Marks 30

- Meaning and Definition
- Types of Accommodation
- Accommodations in Assam
- Linkage of Accommodation with Transport Operator and Travel Agency

Practical: Home assignment

Marks 20

Internal Assessment

Marks 20

Reader list:

- Hospitality Services

PAPER TSI-VC-4036 OJT

Total Credit: 6

Total Marks=100

- Field Visit +Project Report + PPT Presentation +Viva

Marks 100

Semester 5th
Paper TSI-VE-5016 TRANSPORT DUTY MANAGER

Total Credit: 6
Total Marks=100

Unit 1: Managing the work planning and allocation for transportation and meet and greet duty

- allocate the work requirements of various staff
- monitor the vehicles and the driver on weekly basis
- manage the work assignments for the staff
- ensure the work allocated are in a way the customer requirements are satisfied
- determine the priorities and allocate work accordingly
- arrange for weekly review meetings on the work allotment and review of work completed
- monitor and track the flight timings and pick up scheduling
- check on the duties assigned for the customer pick up from airport for the meet and greet service
- ensure no delay in the work performed

Marks20

Unit 2: Monitoring the operations and scheduled work

Marks 20

- ensure the instructions and manuals provided are as per the company policy
- supervise and track the operations of both transport officers and meet and greet officers
- ensure the risk activities are overcome
- monitor the grooming and behavioral aspects of the staff
- Ensure the working condition of the various devices and equipments used for transportation such as GPS, maps, etc.
- make sure to handle the situations of emergency efficiently
- verify the vehicle papers and safety precautions undertaken
- Check the requirements for meet and greet duty such as carrying maps, itinerary, travel options and sightseeing knowledge, etc.
- check on the compliance to standards and procedures of the duty

Unit 3: Checking the work performance and other requirements

Marks 20

- monitor the hire quotes provided for various travels
- collect the customer feedbacks collected
- evaluate the performance of every staff
- oversee the vehicle maintenance
- audit the trip sheets, expenses and invoices
- approve the various work requirements as per the staff duties
- Review and revise the schedule of activities
- record and documents the activities performed

Practical: Home assignment

Marks 20

Internal Assessment

Marks 20

Reader list:

- Bhatia,A.K., Tourism Development, Principles & Practice

PAPER TSI-VE-5026 TRANSPORTATION AND TRAVEL ORGANISATION

Total Credit: 6

Total Marks=100

Unit 1: Transportation

Marks 30

- Transportation- Transport System- Types
- Hospitality and Transportation –Linkage and interrelationship
- Types of Air Transportation
- Air Transportation Industry in India
- Types of water transport
- Water transportation in India
- Prospects of water transportation in Assam
- Road Transport- Changing dimension and typologies
- Tourist Transportations
- Rail Transport- Typologies

Unit 2: Travel Organization

Marks 30

- TAAI
- ITDC
- IATA
- FHRAI
- IATO
- UNWTO
- PATA

Practical: Home assignment

Marks 20

Internal Assessment

Marks 20

Reader list:

- Bhatia,A.K., Tourism Development, Principles & Practice
- J.Negi, International Tourism & Travel Mangement,Concept and Principles

PAPER TSI-VE-5036 OJT

Total Credit: 6

Total Marks=100

- Field Visit +Project Report + PPT Presentation +Viva

Marks 100

SEMESTER 6th
PAPER TSI-VE-6016 TOURISM POLICY, PLANNING & DEVELOPMENT

Total Credit: 6
Total Marks=100

Unit 1: Fundamentals of Tourism Policy and Planning	Marks 20
<ul style="list-style-type: none">• Meaning and definition of Tourism Policy• Formulating Tourism Policy• Tourism Policy in India• National Act Plan for Tourism 1992(NAPT)• Tourism Policies of North Eastern States	
Unit 2: Approaches of Planning in Tourism	Marks 20
<ul style="list-style-type: none">• Types of Tourism Planning• Tourism planning Process• Planning approaches for different forms of Tourism• Planning for the development of a Tourist destination	
Unit 3: Tourism Development	Marks 20
<ul style="list-style-type: none">• Economic development and Tourism• Concept of Planned Tourism Development• Impact of Unplanned Tourism development in a Tourist destination	
Practical: Home assignment	Marks 20
Internal Assessment	Marks 20
Reader list:	
<ul style="list-style-type: none">➤ Sharma,J.K.,Tourism Development: Design for Ecological Sustainability➤ Sharma.K.K.,Planning for Tourism	

PAPER TSI-VE-6026 BUSINESS LAWS IN TRAVEL AND TOURISM

Total Credit: 6
Total Marks=100

Unit 1: Laws and Regulations Marks 20

- Travel Agency
- Tour Operation
- Transport Operation
- Adventure Tourism as Sports

Unit 2: Passport and Foreign Exchange Marks 20

- Definition
- The Passport Act, 1967
- Foreign Exchange Management, 1999

Unit 3: Wildlife Act and Forest Act Marks 20

- Wildlife (protection) Act 1972
- Forest(Conservation) Act 1980

Practical: Home assignment Marks 20

Internal Assessment Marks 20

Reader list:

- M,Annamalai., Hospitality And Tourism Laws with Conventions
- Godwin,J.R.&Gaston,J.R.,Hotel, Hospitality and Tourism Law

PAPER TSI-VE-6036 OJT

Total Credit: 6
Total Marks=100

- Field Visit +Project Report + PPT Presentation +Viva Marks 100