S. P. Mandali's
Ramnarain Ruia Autonomous College

(Affiliated to University of Mumbai)

RUIA COLLEGE

Explore ● Experience ● Excel

Syllabus for

Program: F.Y.BVoc Tourism and Travel Management

Program Code: (RUVTTM)

(As per the guidelines of National Education Policy 2020-
Academic year 2024-25)

(Choice based Credit System)

GRADUATE ATTRIBUTES

S. P. Mandali's Ramnarain Ruia Autonomous College has adopted the Outcome Based education model for its vocational programs to make its vocational graduates globally competent, ready with skill sets needed for the industry and capable of adapting to the changing needs of the job roles. The Bachelor in Vocation Programme will not only nurture good technical and analytical skills needed for the operation but will also encourage students to reflect on the broader purpose of their vocational education by developing and acquiring skills that go beyond the technical knowledge and prepare them as agents of social good in an unknown future.

GA	GA Description
	A student completing Bachelor's Degree in Tourism and Travel Management program will be able to:
GA 1	Recall the knowledge and skills acquired in the program related to the working of the industry for which the student has been trained and effectively apply the job skills to discharge the responsibilities of the job roles in the industry
GA 2	Listen and effectively communicate with peers, seniors and regulators of the industry within the corporate and official settings by rationally handling digital platforms used for information gathering, storing and dissemination and be competent to comprehend, evaluate and comply with the ethical and legal requirements while handling these platforms
GA 3	Apply the knowledge and skills acquired by hands-on experiences to real-life situations and analyse objectively while making individual judgments to solve problems and troubleshoot with keen observation and hypothesis testing for independently reaching a logical Conclusion
GA 4	Analyse the information independently and transform it into knowledge as applicable to the contemporary situations of the trade and work cooperatively with peers and manage resources effectively while keeping the team goals over personal goals
GA 5	Interact with people of diverse backgrounds and cultures respecting their beliefs and practices and while effectively engaging within a multicultural society and be able to empathise with the societal needs and be concerned and responsible to environmental Issues

GA 6	Perform duties ethically and comply with the legal and contemporary regulatory norms related to all areas of the trade with truthful representation of data and results.
GA 7	Responsibly take up initiatives and perform as an effective leader while executing different tasks as a team and evolve as a successful entrepreneur with abilities to motivate and organize people and effectively lead them in the right direction to achieve organizational Goals
GA 8	Take advantage of their prior learning and join the program during the course of their lifetime as a lifelong learner so as to re-skill themselves and adapt to the changing demands of the trade at any point in life.
GA 9	To inculcate research temperament and entrepreneurship ethics in the students

PROGRAM OUTCOMES

PO	Description
	A student completing Bachelor's Degree in B.Voc. program in the subject of Tourism and Travel will be able to:
PO 1	Develop knowledge, understanding and expertise in their chosen field of Tourism and Travel Management (through theory and practical components).
PO 2	Develop an understanding of tourism-based concepts and its impact on environment and Economy
PO 3	Understand theoretical concepts and niche tourism concepts for sustainable growth of tourism activities.
PO 4	Understand tour management, operations, aviation industry and global distribution systems and their use for practicing in the industry.
PO 5	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society. Critique tourism practices for their implications locally and globally.
PO 6	Apply relevant tourism technology and software for the creation and management of tourism experiences
PO 7	Sensitize students to take up research-based activities and methods for interpretation of tourism data to understand travel trends, tourism promotion, destination management and city concepts
PO 8	Provide opportunities to excel in academics, research and industry.
PO 9	Exhibit effective oral communication through personal interaction as well as classroom presentations, individually or as part of a group, to a larger audience.
PO 10	Demonstrate critical thinking and analytical skills through writing and verbal assessments. This shall enable the candidates for developing leadership and entrepreneurship qualities for job prospects

PROGRAM OUTLINE

TYPE	SEM	COURSE CODE	COURSE TITLE	CREDITS
DSC I	I	RUVTTMO101	Tour Management	4
DSC II	I	RUVTTMO102	Introduction to Hospitality Industry - I	4
AEC	I	RUVAECTTMO101	Communication Skills in English - I	2
GE	I	RUVGETTMO101	Indian History - I	2
GE	I	RUVGETTMO102	Contemporary India: Challenges & Remedials - I	2
SEC	I	RUVSECTTMO101	Computer Applications – I	2
VSC	I	RUVVSCTTMO101	Understanding Tourism Products of India -I	2
VEC	I	RUVVECTTMO101	Understanding India through Millennial Traveller	2
DSC I	II	RUVTTME111	MICE Tourism	4
DSC II	II	RUVTTME112	Introduction to Hospitality Industry - II	4
AEC	II	RUVAECTTME111	Communication Skills in English - II	2
GE	II	RUVGETTME111	Indian History - II	2
GE	II	RUVGETTME112	Contemporary India : Challenges and Remedials - II	2
SEC	II	RUVSECTTME111	Computer Applications - II	2
VSC	II	RUVVSCTTME111	Understanding Tourism Products of India - II	2
VEC	II	RUVVECTTME111	Environmental Science	2

CREDIT STRUCTURE BVOC

Semester	Subject 1		Subject 2	GE/ OE course (Across disciplines)	Vocational and Skill Enhancement Course (VSC) & SEC	Ability Enhancement Course/ VEC/IKS	OJT/FP/CEPCC, RP	Total Credits
	DSC	DSE						
1	4		4	4 (2*2)	VSC-2 + SEC -2	AEC- 2 (CSK) + VEC- 2 (Understanding India) + IKS-2		22
2	4		4	4 (2*2)	VSC-2 + SEC -2	AEC-2 (CSK)+ VEC-2 (Env Sc)	CC-2	22
Total	8		8	8	8	10	2	44
Exit option: award of UG certificate in Major with 44 credits and an additional 4 credit Core NSQF course/ Internship or Continue with Major and Minor								
3	Major 8		Minor 4	2	VSC-2	AEC-2 MIL	FP -2, CC-2	22
4	Major 8		Minor 4	2	SEC-2	AEC-2 MIL	CEP-2, CC-2	22
Total	16		8	4	4	4	8	44
Exit option: award of UG Diploma in Major with 88 credits and an additional 4 credit Core NSQF course/ Internship or Continue with Major and Minor								
5	DSC 12	DSE	Minor		VSC-2-Major		CEP/FP-2	22
6	DSC 12	DSE 4	Minor 2				OJT-4	22
Total	24	8	4		2		6	44
Exit option: award of UG Degree in Major with 132 credits or Continue with Major for Honours/ Research								

Course Code: RUVTTMO101

Course Title: Tour Management

Type of Course: Discipline Specific Core Course

Semester I

Academic Year 2024-25

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION A student completing this course will be able to:
CO 1	Understand the organizational role of Tour Management.
CO 2	Learn planning of the tour according to client-based information.
CO 3	Learn to resolve the tour management issues.
CO 4	Acquired knowledge about Performance criteria for a travel agency

DETAILED SYLLABUS

Course Code	Unit	Course/ Unit Title Tour Management	4 Credits/ 60 Hours
RUVTTMO101	I	**Introduction to tourism and travel industry:** ● Customer profiling ● Planning the itinerary for inbound and out bound tours as per customer requirements	15
	II	**Supervising the tour** ● Decision making abilities for a tour escort ● Analytical skills	15
	III	**Resolving issues** ● Analytical thinking and Critical thinking	15
	IV	**Performance criteria for a travel agency:** ● Knowledge and understanding about different products and tourism forms **Case studies** ● For on board tours	15

Course Code : RUVTTMO102

Course Title: Introduction to Hospitality Industry - I

Type of Course: Discipline Specific Core Course

Semester I

Academic Year 2024-25

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION A student completing this course will be able to:
CO 1	Understand evolution and development of hospitality industry through ages.
CO 2	Learn about various services offered by hospitality industry.
CO 3	Get to know different departments of hotels and their functioning in relevance to tourism industry
CO 4	Gain knowledge of coordination between hospitality industry and travel sector

DETAILED SYLLABUS

Course Code	Unit	Course/ Unit Title Introduction to Hospitality Industry - I	4 Credits/ 60 Hours
RUVTTMO102	I	**Introduction to Hospitality Industry** • Introduction to Sector • Subsections of Hospitality Industry	15
	II	**Evolution of Hotels and Hospitality** • History of hospitality industry • Evolution of hospitality industry over the years	15
	III	**Hierarchy of Hotels** • Understanding the organization structure of a Hotel • Knowing Where and Whom to report and Handling Guest disputes/ Queries	15
	IV	**Interdepartmental Coordination** • Importance of Coordination between key departments related to Travel Desk, Frontier Office, Food and Beverages • Concierge: Introduction to the backbone/ Catalyst department between travel agency and Hotel. **Structure of Accommodation** • Relevance of Room Classification as per various Hotel gradation norms	15

Course Code : RUVTTME111

Course Title: MICE Tourism

Type of Course: Discipline Specific Core Course

Semester II

Academic Year 2024-25

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION A student completing this course will be able to:
CO 1	Have a Clear understanding of MICE Tourism in the industry and its functionality
CO 2	Introduction of the agencies working for tourism activities
CO 3	Learn the key concepts of Events and interpret its analytical skills in depth
CO 4	Understand the role of event planning in MICE and learn to organize in the corporate sectors keeping a tab on changing MICE trends

DETAILED SYLLABUS

Course Code	Unit	Course/ Unit Title MICE Tourism	4 Credits/ 60 Hours
RUVTTME111	I	**Introduction to MICE** • Types of events	15
	II	**Arranging a conference/meeting** • Planning large scale events and identifying aims and objectives of movements	15
	III	**Event planning and organizing** • Implementation and evaluation	15
	IV	**Communicating with customers** • Customer centric approach via case studies **Understanding the importance of MICE tourism** • Learning objectives and changing trends under MICE industry	15

Course Code : RUVTTME112

Course Title: Introduction to Hospitality Industry - II

Type of Course: Discipline Specific Core Course

Semester II

Academic Year 2024-25

COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION A student completing this course will be able to:
CO 1	Differentiate hotel and travel industry with relevance.
CO 2	Learn about different trends in hotel industry.
CO 3	Understand the importance of revenue management for hospitality sectors.
CO 4	Learn in depth the importance of brand strategy for hospitality industry.

DETAILED SYLLABUS

Course Code	Unit	Course/ Unit Title Introduction to Hospitality Industry - II	4 Credits/ 60 Hours
RUVTTME112	I	**Hospitality/Hotels and travel Industry** • Difference and its Relevance	15
	II	**Hospitality Trends** • Nature of changing pattern in Hotels	15
	III	**Revenue Management** • Introduction to RevPar, ARR • Group booking revenue management	15
	IV	**Hospitality Marketing** • Creating a Brand strategy and developing the market in domestic as well as International market **Current Policies in Hospitality and Tourism Sector** • Keeping updated on Govt. policies directly affecting Hospitality and Travel Industry	15

MODALITY OF ASSESSMENT: Discipline Specific Core Course
(4 Credit Theory Course for BVoc)

A) Internal Assessment – 40 % : 40 Marks

Sr. No.	Evaluation type	Marks
1	Class Test/ Project / Assignment / Presentation	20
2	Class Test/ Project / Assignment / Presentation	20
	Total	**40**

B) External Examination - 60 % : 60 Marks

1. Semester End Theory Assessment - 60 marks

   i. Duration - These examinations shall be of **2 hours** duration.

   ii. Paper Pattern:

   1. There shall be **1** question on each unit. Total 4 questions of **15** marks each.

   2. All questions shall be compulsory with internal choice within the questions.

Questions	Options	Marks	Questions on
Q.1)	A OR B	15	Unit 1
Q.2)	A OR B	15	Unit 2
Q.3)	A OR B	15	Unit 3
Q.4)	A OR B	15	Unit 4
	Total	**60**	