

KURUKSHETRA UNIVERSITY, KURUKSHETRA

B.A. VOCATIONAL (TOURISM) PROGRAMME -3 YEARS

(MULTIPLE ENTRY-EXIT, INTERNSHIPS AND CHOICE BASED CREDIT SYSTEM)

SYLLABUS OF SEMESTER I & II

Under NEP 2020

W.e.f. SESSION: 2022-2023

Kurukshetra University Kurukshetra

Programme Structure Template for B.A. Vocational (Tourism) Programme of 3 year duration as per NEP 2020

(Multiple Entry-Exit, Internships and Choice Based Credit System)

Semester	Core course(CC) @6credits Subject-1	Core course (CC)@6credits Subject-2	Core course (CC@6credits) Subject-3	Ability enhancement compulsory course (AECC)@2credits	Skill Enhancement Course (SEC) @2-6 credits	Discipline Specific Course (DSE)@6credits	Activity/Hobby @2 credits (Audit)	Total credits	Exit option
I Level-5	CC-1A	CC-2A	CC-3A Introduction to Tourism Business	(Language communication)/Environmental Studies	SEC-1 Human Values and Ethics/Computer Science Level-1 @2credits	X	2	24	Certificate in Arts, Science/Commerce @58 credits
II Level-5	CC-1B	CC-2B	CC-3B Travel Agency and Tour Operation Business	(Language communication)/Environmental Studies	SEC-2 Human Values and Ethics/Computer Science Level-1 @2credits	X	2	24	
Internship 10 Credits {(Field Trip of 4 Credits for all students) and (Industrial training 6 Credits- only for Exit option)}									
Semester	Core course (CC) @6credits Subject-1	Core course (CC) @6credits Subject-2	Core course (CC @6credits) Subject-3	General Elective* course @ credits	Skill Enhancement Course (SEC) @ 2-6credits	Discipline Specific Course (DSE)@6credits	Activity/Hobby @2 credits-Audit	Total credits	Exit option
III Level-6	CC-1C	CC-2C	CC-3C Travel Documentation	GE-1*@6Credits of level 5	SEC-3- Community Development/Personality Development/MOOC **	X	2	22+6*	Diploma in Arts, Science/Commerce @ 102

IV Level-6	CC-1D	CC-2D	CC-3D Marketing for Tourism and Hospitality Industry	GE-2* @6Credits of level 5	SEC-4 -Community Development/Perso nality Development/MOOC **	X	2	22+6*	credits
Internship @10 credits after 4th semester (compulsory for all)									
Semes ter	Core course(CC) @6credits Subject-1	Core course (CC)@6cre dits Subject-2	Core course (CC@6cre dits) Subject-3	General Elective* course @6 credits	Skill Enhancement Course (SEC) @ 6credits	Discipline Specific Course (DSE)@ 6credits	Activity/H obby/ clubs @2 credits (Audit)	Total credits	Exit option
V Level-7	CC-1H1 subject H	X	X	GE-3* @6Credits of level 5/6	SEC-5 (Major Subject-1) @6credits Itinerary preparation and tour Packaging	DSE-1(Major subject-1) DSE-2(Major Subject-2)	2	20 + 10 of Interns hip +6 H+6*	Graduati on in Arts/ Science/C ommer ce @142 credits/ Honors in subject
VI Level-7	CC-1H2 subject H	X	X	GE-4* @6credits of level 5/6	SEC-6 (Major Subject-2)@ 6 Credits Local Attractions, Tours and Guiding	DSE-3 (Major subject-1) DSE-4 Major Subject-2)	2	20+6 H+6*	@154 credits
Semes ter	Core Courses @ 6 Credits	Research ability enhancement courses(RAEC) and thesis			Research Progression Seminars			Credit s	Exit
VII	CC-1H1	Research Ethics @4 credits			Review of literature General Seminar @ 4 Credits			16	Graduati

Level-8	and CC 1H2	Research Methodology @4 credits	Synopsis writing and Seminar @ 4 credits		on in Subject (Honors & Research) @ 194 credits
VII	completed by Graduate students without Honours)	Dissertation/Thesis Preparation/ Writing @ 20 credits	Midterm seminar @ 2 Credits	24	
Level-8			Pre- submission Seminar @ 2 Credits		

Notes:

1. Credits (C), Core Courses (CC); Discipline Specific Elective Courses (DSE); General Elective Courses (GE); Skill Enhancement Courses (SEC), Ability Enhancement Compulsory Courses (AECC).
2. Major, Minor, Generic Elective subjects and DSE options will be offered depending upon the availability of faculty/infrastructure /timetable of the Institute/College.
3. At least one of the subjects opted at level 5 and level 6 should be language UG with major subjects in Arts
4. Students can opt exit after completing internship after 2nd semester and earn a Certificate. Continuing students can do internship after 4th semester.
5. Students can opt for one course from other programmes as General Elective @ 6 credits in IIIrd, IVth, Vth and VIth semesters subject to the eligibility, availability of seats and class timings not overlapping.
6. ^H **Honors courses.** CC- 1H1 and CC-1H2 are honors courses to be taken if students opt for Honors course in third year and will have to be taken compulsorily by the students opting for 4th year of the programme (Honors and Research) if these courses are not completed earlier at level 7.
7. All the field work, Internship, dissertation/thesis will be effected through guided learning by allotting a teacher as guide to every student.
8. Each candidate shall be examined in the courses through a system of Comprehensive Continuous Assessment using a mix of Internal and End term evaluation. The Internal Assessment and End term evaluation for different courses of programme shall carry weightage of 50% each. Internal assessment (50%) shall be based on clearly defined components of class attendance and participation (10%) ,mid term exam of 2 hour duration (30%) and assignments-presentations (10%) of the credit and the rest (50 %) through End term Examination .

9. Evaluation rubrics shall be followed as per Annexure -1

10. Hobby/activity courses are audit courses and shall be evaluated by the instructor as prescribed in syllabi. The grades will be as Completed/Non-completed. These grade will not contribute to the calculations of SGPA/CGPA

11. The codes of the courses shall be identifiable with the following format;

B-ENG-N101 B-HIN-N101 and so on (Prefix N before number to distinguish from the earlier course codes)

*DSE Selection- Options from following buckets will be offered for Majors at level 7 subject to availability.

Semester	Tourism Business Operations	Tourism Product Development	General Tourism Management
Semester V	1. Entrepreneurship in Tourism 2. Tour Planning and Management 3. Destination Management	1. Event Tourism 2. Adventure tourism 3. Domestic Tourism 4. Wellness tourism 5. Wildlife Tourism	1. Accounting for Tourism Professionals 2. Human Resource Management 3. Tourism Economics 4. Transport Management and Operations
Semester VI	1. Online Travel Business 2. Successful Tourism Business- case studies 3. Cruise Tourism	1. Eco Tourism 2. Alternate and New Tourism 3. Leisure Tourism 4. Haryana Tourism	1. Digital Marketing 2. Tourism Financial Management 3. Tourism Business Ethics and Laws 4. Sales Management for Tourism

Annexure-1

Evaluation rubrics

Class participation: Discussions, raising relevant issues, analysis, synthesis, updated readings	Never	Rarely	Sometimes	Always
Learning level Evaluation scale (1-4) (1; <30%, 2; 30-59%, 3;60-70 %, 4; > 70 %)[% denotes marks on absolute scale]	Beginner (1)	Progressing (2)	Proficient (3)	Excellent (4)
Training/ Internship report (Content, organization, writing, visual appeal)	Very little understanding and application	Somewhat understanding and application	Good understanding and application	Excellent understanding and application
Dissertation (Format, content, Methodology, analysis, Visuals, Citation)	Very little understanding and application of research	Somewhat understanding and application of research	Good understanding and application of research	Excellent understanding and application of research
Assignment and presentation (Introduction, Research, Conclusions, Writing, speaking/body language, use of power point)	Vague/irrelevant	Somewhat clear and relevant	Clear and relevant	very Clear and relevant
Mid term Exam (Completeness, Understanding, Argument, Structure and writing)	Poor	Average	Good	Very good
End term Exam (Completeness, Understanding, Argument, Structure and writing)	Poor	Average	Good	Very good

Template**Learning Outcome-based evaluation - [Name of the Course]****Number of Credits**

Students	Student scores and learning levels against Course Outcomes (CO's) (Evaluation scale 1-4 (1; <30%, 2; 30-59%, 3; 60-70 %, 4; > 70 %) [% to be computed on absolute marks])				
	Class Participation (Marks between 0-10)	Assignments and presentations (Marks between 0-15)	Mid-Term Exam (Marks between 0-25)	End-Term Exam (Marks between 0-50)	Aggregated (Marks between 0-100)
1.	CO1- CO2- CO3- and so on	CO1- CO2- CO3- and so on	CO1- CO2- CO3- and so on	CO1- CO2- CO3- and so on	CO1- CO2- CO3- and so on
2.					
3.					
4.					
5.					
6. and more					

Course Outcomes

CO 1- As per the syllabus.

CO 2- As per the syllabus

CO 3- As per the syllabus

CO 4 and more- As per the syllabus

Kurukshetra University Kurukshetra
Scheme of Examination for Tourism Subject for B.A. Vocational (Tourism)
under
Choice Based Credit System (CBCS-LOCF) in accordance to NEP-2020
w.e.f. 2022-23

Semester	Course	Paper	Nomenclature of paper	Credits (5+1)	Internal Marks	External Marks	Total		Duration of Exam (Hours)
							With Exit	Without Exit	
I Level 5	CC-1	BA- Voc Tourism- 101	Introduction to Tourism Business	6	75	75	150	150	3
II Level 5	CC-2	BA- Voc Tourism- 201	Travel Agency and Tour Operation Business	6	75	75	150	150	3
Internship 10 Credits {(Field Trip of 4 Credits for all students) and (Industrial training 6 Credits- only for Exit option)}				10		100 for Field Trip + 150 for Internship	250	100	Field Trip Report Viva voce + Industrial Report and Viva voce
III Level 6	CC-3	BA Voc- Tourism- 301	Travel Documentation	6	75	75	150	150	3
IV Level 6	CC-4	BA Voc- Tourism- 401	Marketing for Tourism and Hospitality	6	75	75	150	150	3

			Industry						
Internship @10 credits after 4th semester (compulsory for all)				10		250	250	250	Internship Report and Viva voce
V Level 7	*DSE	BA Voc-Tourism-501		6	75	75	150	150	3
		BA Voc-Tourism-502		6	75	75	150	150	3
	SEC-1	BA Voc-Tourism-S1	Itinerary Preparation and Tour Packaging	6	75	75	150	150	3
VI Level 7	*DSE	BA Voc Tourism 601		6	75	75	150	150	3
		BA Voc Tourism 602		6	75	75	150	150	3
	SEC-2	B-Tourism-S2	Local Attractions, Tours and Guiding	6	75	75	150	150	3

*DSE Selection- Options from following buckets will be offered for Major at level 7 subject to availability.

Semester	Tourism Business Operations	Tourism Product Development	General Tourism Management
Semester V	<ol style="list-style-type: none"> 1. Entrepreneurship in Tourism 2. Tour Planning and Management 3. Destination Management 	<ol style="list-style-type: none"> 1. Event Tourism 2. Adventure tourism 3. Domestic Tourism 4. Wellness tourism 5. Wildlife Tourism 	<ol style="list-style-type: none"> 1. Accounting for Tourism Professionals 2. Human Resource Management 3. Tourism Economics 4. Transport Management and Operations
Semester VI	<ol style="list-style-type: none"> 1. Online Travel Business 2. Successful Tourism Business- case studies 3 Cruise Tourism 	<ol style="list-style-type: none"> 1. Eco Tourism 2. Alternate and New Tourism 3. Leisure Tourism 4. Haryana Tourism 	<ol style="list-style-type: none"> 1. Digital Marketing 2. Tourism Financial Management 3. Tourism Business Ethics and Laws 4. Sales Management for Tourism

FIRST SEMESTER

INTRODUCTION TO TOURISM BUSINESS

Paper: CC-3 A

External Marks - 75

Internal Marks - 75

Total marks – 150

Time Duration of External Exam: 3Hours

COURSE OBJECTIVES:

CO 1 : To familiarize with the basic concepts and terminology used in Tourism

CO 2 : To gain knowledge of various types of tourism and factors responsible for the development of tourism

CO 3 : To be able to identify different components of tourism

CO 4 : To be able to work with and for tourism services in tourism chain

UNIT- I	Basic Concept and Terminology used in Tourism Meaning and Nature of Tourism, Concepts of tourist and tourism as per UNWTO classification. International Tourist, Domestic Tourist, Typologies of Tourist Tourism Market; Tourism Resources; Tourism Product; Destination; Recreation; Pleasure and relaxation
UNIT- II	Types of Tourism and Factors of Development of Tourism Tourism as an Industry, Types and Characteristics of Tourism, Linkages of Tourism, Impacts of Tourism Motivations in Tourism - Push and Pull factors Problems and Prospects of Tourism, Factors affecting the future of tourism business
UNIT-III	Components of Tourism Transportation: Types and their significance for tourism Accommodation: Types and their significance for tourism Travel Agencies & Tour Operators: Types and their significance for tourism, Tourist Information Centers, Tourist guide services and other related services, Various Travel Documents: Passport, VISA, Insurance
UNIT- IV	Tourism Services and Tourism Chain Characteristics of tourism and hospitality services- Perishability, Variability, Investment and Immobility, Inseparability, Intangibility, Imitability ,Seasonality Tourism Chain: Vertical and Horizontal Integration, The power and potential of tourism

REFERENCE :

1. Christopher J. Holloway- The Business of Tourism Macdonald and Evans.
2. A.K. Bhatia- Tourism Development Principles and Practices Sterling Publishers, New Delhi.
3. Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.
4. Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	2	2	1	1	1	1	2	1	1	1	2	2
CO 2	2	2	2	3	1	3	2	3	3	3	3	3	3
CO 3	1	2	2	2	1	3	2	3	3	2	3	3	2
CO 4	2	2	2	2	1	2	2	2	2	2	1	3	2
	1.50	2	2	2	1	2.25	1.75	2.50	2.25	2	2	2.75	2.25

PAPER: AECC 1

Language Communication

Syllabus as approved by Academic Council for UG Programme

PAPER: AECC 1

Environmental Studies

Syllabus as approved by Academic Council for UG Programme

Paper: SEC-1

Human Value and Ethics

Syllabus as approved by Ad Hoc Committee IHHS, KUK

Paper: SEC-1

Computer Science Level-1

Credits – 2

Syllabus as approved by Academic Council for UG Programmes

SECOND SEMESTER

TRAVEL AGENCY & TOUR OPERATIONS BUSINESS Paper: CC-3B		External Marks - 75 Internal Marks - 75 Total marks – 150
		Time Duration of External Exam: 3Hours
Course Objectives: CO 1: Introducing about the concept of travel agency and tour operation CO 2 : Enabling to identify functions and linkages in travel agencies and tour operators CO 3 :Knowledge about significance of travel agency and procedure to follow for government approval CO 4: Understanding the activities of Travel Trade Associations.		
UNIT- I	Introduction to Travel Agency and Tour Operation <ul style="list-style-type: none">• Travel Agency and Tour Operations: concept, meaning, definition, types, significance and growth over the years. Emerging terminology in Travel Agency and Tour Operation.	CO 1
UNIT- II	Functions and Linkages in Travel Agencies and Tour Operators <ul style="list-style-type: none">• Functions of Travel Agencies and tour operators.• Linkages and integrations in tour operation business.	CO 2
UNIT-III	Significance of Travel agency and Procedure for Government Approval <ul style="list-style-type: none">• Travel Agency: Organization Structure and significance and types.• Procedure for recognitions of Travel Agency and tour operations from Ministry of tourism, Govt. of India.	CO 3
UNIT- IV	Travel Trade Associations-TAAI, IATO , IATA, WATA , PATA Role, functions and activities in travel trade business.	CO4

REFERENCE :

1. Foster, D., the Business of Travel Agency, Pitman, 1990.
2. Aggarwal, Surrender, Travel Agency Management (Communication India, 1983).
3. Geo, Chack, Professional Travel Agency Management: (Prentice Hall, London, 1990).
4. Mohinder Chand , Travel Agency Management – An Introductory Text, Anmol Publications, New Delhi, 2006
5. IATA, IATO, TAAI manual./
6. Jag Mohan, Negi, Travel Agency and tour operation, Kanishka Publication New Delhi, 1990.

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	2	3	1	1	1	3	3	3	3	3	1	2
Co 2	3	3	3	2	2	2	3	3	3	3	3	2	2
Co 3	3	2	3	2	2	3	3	3	3	3	3	2	2
Co 4	3	2	3	2	3	3	3	3	3	3	3	3	3
	3	2.25	3	2.25	2	2.75	3	3	3	3	3	2	2.75

PAPER: AECC 1

Language Communication

Syllabus as approved by Academic Council for UG Programme

PAPER: AECC 1

Environmental Studies

Syllabus as approved by Academic Council for UG Programme

Paper: SEC-2

Human Value and Ethics

Syllabus as approved by Ad Hoc Committee IIHS, KUK

Paper: SEC-2

Computer Science Level-1

Syllabus as approved by Academic Council for UG Programmes