



**St. Xavier's College – Autonomous,
Mumbai**

**Syllabus
Semester III Course in**

**Tourism
(2017 onwards)**

A.SPC.3.01 SPC- Human Rights

Theory Syllabus for Course:

A.VT.3.01 -Media and Society- I

A.VT.3.02 -Contemporary Social Issues - I

A.VT.3.03- SPC- Human Rights

A.VT.3.04 -Introduction to Economics – I

A.VT.3.05 -Introduction to Tourism Marketing

A.VT.3.06 - Forms of Tourism

A.VT.3.07 -Domestic Tourism

A.VT.3.08- Basic Communication Skills in French - I

MEDIA AND SOCIETY- I

Course code: A.VT.3.01

[45 LECTURES]

LEARNING OBJECTIVES:

- 1. Introduce students to history, evolution and development of mass communication around the world with specific reference to India*
- 2. Study evolution of mass media as an important social institution*
- 3. Critically analyse media messages*
- 4. Develop understanding of media's role in the contemporary world*

UNIT –I Introduction to Mass Communication

(15 Lectures)

- Meaning, definitions and types of communication
- Elements, Process of Communication
- Models of Communication
- Functions of Mass Communication

UNIT –II Introduction to Mass Media

(15 Lectures)

- Meaning and definition of mass media
- Tools of mass communication
- Theories of Mass Media

UNIT –III Understanding Contemporary Media

(15 Lectures)

- Print Journalism-
- Broadcast Journalism
- Making of News
- Media and Representation
- Advertisement Analysis- Types of advertisement, Issues of Representation: Gender stereotypes, body image, concept of beauty.
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C.I.A

REFERENCES :

Mass Communication & Development: Dr.Baldev Raj Gupta

Mass Communication in India: Keval J Kumar

The Process of Communication: David K Berlo

Mass Media Today: SubirGhosh

The Communication Revolution: NarayanaMenon

Introduction to Communication Studies: John Fiske

Here's the News: Paul de Maesener

The Myth of Mass Culture: Alan Swing wood

CONTEMPORARY SOCIAL ISSUES - I

Course code: A.VT.3.02

[45 LECTURES]

LEARNING OBJECTIVES:

1. To introduce students to a basic conceptual understanding of society and structure
2. To create an awareness of social realities among students
3. To apply this skill in the vocation opted for by the students by using examples from their relevant fields of study

UNIT –I (15 Lectures)

- Social Structure
- Social Institutions
- Social Stratification

UNIT –II (15 Lectures)

- Components of culture
- Popular
- Cultural diversity and challenges

UNIT –III (15 Lectures)

- Tourism and leisure in society
- Tourist gaze
- Software technology and its impact on society

C.I.A

REFERENCES :

- Abraham, M. Francis. 2008 Contemporary Sociology: An Introduction to Concepts and Theories. Second edition, New Delhi. Oxford University Press.
- Haralambos & Holborn. (2014). Sociology: Themes and Perspectives (8th Edition). London: Collins Education. Fifth edition, Harper Collins, London.
- Storey, John, Popular Culture
- Mohanty, Manoranjan (ed) Caste, Class & Gender
- Urry, John. Tourist Gaze

INTRODUCTION TO ECONOMICS – I

Course code: A.VT.3.03

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To introduce students to basic microeconomics and macroeconomics concepts*
2. *To encourage students to relate macro theory to the real world and in particular newspaper economics before their exposure to the microeconomic approach.*
3. *To enable the students to understand the impact of current Indian and International macroeconomic policy on their lives*

UNIT –I Introduction to Economics

(15 Lectures)

- Basic concepts
- National Income: concepts of GDP, NNP etc. and measurement
- Case Study: Contribution of tourism and IT sectors to the national income

UNIT –II Price and Inflation

(15 Lectures)

- Price Movements- Meaning , types and causes
- Effects of inflation. Measures to control/ mitigate inflation,
- Case Study: Inflationary pressures in the neighbourhood.

UNIT –III International Economics and Globalisation

(15 Lectures)

- Balance of payments
- Foreign Exchange:
- WTO: Accords (AoA, TRIMs, TRIPs and GATS)

C.I.A

REFERENCES :

Dwivedi,D.N.,Principles of Economics , Vikas Publishing House ,New Delhi,2008

Froyen,R.T.Macroeconomics: Theories and Policies, Delhi :Pearson Education Asia,2001

Mankiw,N.G.(2002), Principles of Macroeconomics. Thomson Asia Pte.Ltd. ,Singapore.

SKILL COMPONENT

INTRODUCTION TO TOURISM MARKETING

Course code: A.VT.3.05

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To acquaint students with concepts, functions and techniques of Tourism Marketing*
- 2. To help the students understand the importance of Marketing in the tourism industry through real life case studies and examples*

UNIT –I Introduction to Marketing for Tourism

(15 Lectures)

- Definition and Service Characteristics of Tourism Marketing
- Marketing Environment
- Understanding the Customer- Buying Behavior and Buying Process

UNIT –II Understanding markets

(15 Lectures)

- Market Segmentation
- Market Targeting
- Market Positioning
- Marketing Mix

UNIT –III Product Life Cycle

(15 Lectures)

- Product Pricing
- Product Pricing Strategies
- Promotional Pricing

UNIT –IV Product Promotion

(15 Lectures)

- Communication Mix, Public Relations, Sales Promotion
- Marketing through SEO, SEM-Narotam
- Use of Social Media in Promotion -Narotam
- Distribution Channels

C.I.A

Evaluation:

- Application based :the Case study method is to be used in this course
- Project work involving creating a marketing strategy for a mock travel agency which involves various promotion techniques.

REFERENCES :

Chaudhary, M., *Tourism Marketing*. Oxford University Press, New Delhi, 2010.

Kothari, A.A *Textbook of Tourism Marketing*.Wisdon Press, Delhi, 2011.

Kotler, P. Bowen, J. & Makens, J., *Marketing for Hospitality and Tourism*. Pearson Education, Essex, 2014.

Morrison, A.M., *Marketing and Managing Tourism Destinations*. Routledge, Oxon, 2013.

BASIC COMMUNICATION SKILLS IN FRENCH - I

Course code: A.VT.3.06

[45 LECTURES]

LEARNING OBJECTIVES:

1. *Discover a few aspects of French life.: people , food and customs.*
2. *Acquire basic language skills to deal with everyday situations such as buying, asking for directions*
3. *Develop communication skills to interact with a French speaking person*
4. *Communicating with francophone person using computer and language skills.*

Unité 1

A Objectifs de communication: Thème :

Les éléments importants pour une carte de visite

Se localiser

Découvrir son voisinage

Le logement

Donner /demander des directions

Les moyens de transport

Réserver un billet (train et avion)

Les pays et les nationalités

Décrire un endroit touristique

B Grammaire

Quelques verbes réguliers –'IR' et "RE"

Quelques verbes irréguliers

Les adjectifs possessifs/démonstratifs/interrogatifs

L'Impératif

Les prépositions

C Culture et Civilisation (en anglais)

Régions françaises

Les moyens de transport/les supermarchés

Comprendre les panneaux en France

D Tâches / projets/projets actionnels

Donner les directions

Préparer le plan de votre quartier

Décrire un endroit touristique

C.I.A

REFERENCES :

TYPES OF TOURISM

Course code: A.VT.3.07

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To acquaint students with different types of Tourism*
2. *To focus on contemporary types of tourism with real life examples which would enable them to apply their knowledge in developing new themes in tourism products*

UNIT –I Introduction to Various Types of Tourism(15 Lectures)

- Mass versus Alternate tourism
- Niche Tourism
- Ecotourism
- MICE Tourism

UNIT –II Culture and nature based tourism (15 Lectures)

- Tribal Tourism
- Wildlife tourism
- Heritage Tourism
- Religious\Spiritual `tourism

UNIT –III Activity-Based tourism (15 Lectures)

- Sports Tourism
- Volunteer Tourism
- Cruise tourism
- Adventure tourism

UNIT –IV Special Interest Tourism (15 Lectures)

- Dark tourism
- Film induced tourism
- Gastronomic Tourism
- Medical and Wellness Tourism
- Future Trends of Tourism- space tourism, virtual tourism

C.I.A

REFERENCES :

Douglas, N., Douglas, N. &Derrett, R. *Special Interest Tourism : Context and Cases*. John Wiley & Sons Milton, Australia, 2001.

Novelli, M., *Niche tourism: Contemporary Issues, Trends and Cases*. Butterworth-Heinemann, Oxford, 2005.

Dhar, P,N. *Cultural and heritage tourism. [An overview]*. Kanishka Publishers, New Delhi, 2008.

Chattopadhyay, M. *Religious Tourism : An Introduction*. The ICFAI University Press, Hyderabad, 2006.

DOMESTIC TOURISM

Course code: A.VT.3.08

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To enable students to have a basic knowledge of the important travel destinations of India*
2. *To work towards capacity building of students for a thorough knowledge and understanding of Indian tourism.*
3. *To learn the potential of tourist destinations in India.*

UNIT –I Introduction and Indicators

(15 Lectures)

- Fact File, Location and Major tourist cities
- Accessibility-Airports, Railway Junctions & Highways
- Attractions- Natural and Constructed
- Adventure Activities

UNIT –II Northern Zone

(15 Lectures)

- Jammu Kashmir & Ladakh- Himachal Pradesh-Uttarakhand
- Punjab-Haryana-Uttar Pradesh
- West Bengal
- North Eastern States

UNIT –III Central Zone

(15 Lectures)

- Rajasthan- Gujarat
- Bihar- Jharkhand-Chhattisgarh
- Madhya Pradesh-Odisha
- Maharashtra

UNIT –IV Southern Zone

(15 Lectures)

- Goa- Karnataka
- Telengana -Andhra Pradesh- Tamil Nadu
- Kerala
- Delhi and Other Union Territories

C.I.A

REFERENCES :

Lonely Planet –India

Reader Digest –India as a Tourist Destination

www.incredibleindia.com

www.tourindia.co.in

www.maharajaindia.com