



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

**Syllabus
Semester II Course in
Tourism
(2017 onwards)**

A.SPC.2.01- Giving Voice to Values

Theory Syllabus for Course:

A.VT.2.01 -Business Communication II

A.VT.2.02 -Introduction to French Language and Culture - II

A.VT.2.03 - Giving Voice to Values

A.VT.2.04 -Elements of Digital Design

A.VT.2.05 -Principles of Travel & Tourism- II

A.VT.2.06 -Intro.to Indian History & Culture (South, West &Central India)

A.VT.2.07 -Intro. to World History & Culture (Asia, Africa &Australia)

A.VT.2.08 - Applied Geography

BUSINESS COMMUNICATION II

Course code: A.VT.2.01

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To facilitate advancement in career based on students' need to present his or her personality efficiently.*
2. *To equip the students with the necessary speech skills/basic writing skills for professionally interacting with others in an effective manner*

UNIT –IAdvanced Communication Skills

(15 Lectures)

- Initiating, Sustaining and Closing a Business Conversation
- Participating in Business Discussions
- Making Formal Speeches
- Diction and pronunciation

UNIT –IITelephone and Internet Communications Skills

(15 Lectures)

- Agreeing and Disagreeing in Industry
- Appointments and Complaints
- Drafting business e-mails
- Writing blogs and articles

UNIT –IIIOffice Communication

(15 Lectures)

- Presentation Techniques
- Group Discussions
- Situational Role Play

C.I.A

REFERENCES :

Morris and Smith, *Business Writing*, Orion Business Toolkit

Thomas Huskin and Leslie Olsen, *Technical Writing and Professional Communication*, McGRAW-HILL International Editions

Jane Dorner, *Writing for the Internet*, Oxford University Press

Paul Nelson and Judy Pearson, *Confidence in Public Speaking*, Jaico Publishing House

L. Sue. Baugh, *How to Write First Class Business Correspondence*, Viva Books Pvt. Limited

INTRODUCTION TO FRENCH LANGUAGE AND CULTURE - II

Course code: A.VT.2.02

[45 LECTURES]

LEARNING OBJECTIVES:

1. Introduce learners to French language: sound, words and structures.
2. Create interest in another country and culture
3. Identify a few monuments .Locate a few cities on the map. Learn basic vocabulary to express simple sentences to talk about oneself.

UNIT –I Unité

A Objectifs de communication:Thème:

- Parler de ses goûts et ses passe-temps
- Identifier les endroits sur le plan d'une ville
- Les nombres ordinaux

B Grammaire

- Voici/Voilà
- Verbes réguliers “ER ”
- Les adjectifs interrogatifs
- Les prépositions

C Culture et Civilisation (en anglais)

- La France et ses régions
- La gastronomie française
- Les spécialités régionales

D Tâches /projets/projets actionnels

- Ecrire une carte de vœux (format simple)
- Ecrire un mél (simple)
- Préparer un itinéraire (en anglais) avec le plan de Paris
- Préparer et présenter un plat français

UNIT –II

A Objectifs de communication: Thème :

- Parler de sa famille
- Décrire une personne

B Grammaire

- Les verbes irréguliers: faire /aller/prendre/dire..
- La forme négative
- Quelques adjectifs qualificatifs/possessifs

C Culture et Civilisation (en anglais)

- La France et ses symboles
- Quelques films français / chansons françaises

D Tâches /projets/Projets actionnels

- Préparer un arbre généalogique

Travail Comparatif:loisirs et passe-temps en Inde et en France

Jeu de role en classe: Ex:scene de classe...

Présenter une personnalité célèbre (sous forme de devinette)

C.I.A

REFERENCES :

Hachette:

1 Bien Joué1

2 Alter Ego 1

3 Le kiosque

Clé International

1 Amis et Compagnies 1

2 Grammaire Progressive du Français

Hatier

1 Premiers Exercices de Grammaire

Magazine Langers publication

On y va

Video Methods:

1 Taxi

2 Connexions

GIVING VOICE TO VALUES

Course code: A.VT.2.03/ A.SPC.2.01

[45 LECTURES]

LEARNING OBJECTIVES:

1. To familiarize students with foundational value concerns.
2. To help students to critically analyse and develop their own values.
3. To enable students to take practical steps to act on their values.

UNIT– I: Value Clarification (5 lectures)

- What is a value?
- Exercises to reveal values.
- Value Formation.

UNIT – II: Comparative Religions (7 lectures)

- Inter-religious sensitivity: main ideas from the major religions
- Sharing Faith: what is the religious meaning that is precious to you
- Breaking through stereotypes
- Communalism and Building community

UNIT- III: Corruption as a way of life (5 lectures)

- Case studies e.g. CWG, Adarsh, 2G, Coalgate...
- Attempt to analyse causes
- Strategies to avoid corruption: RTI, Civil society groups, other strategies to bring
- accountability and transparency

UNIT – IV: Violence and Conflict Resolution (5 lectures)

- Understanding violence and conflict
- Causes and forms of violence and conflict
- Conflict resolution

UNIT - V: Youth and Substance Abuse (6 lectures)

- Substance abuse - Causes and symptoms
- Forms of substance abuse - Alcoholism, Drug addiction, Smoking
- Preventive and curative measures

UNIT – VI: The problem of evil (4 lectures)

- Conceptualising evil
- Manifestations of evil
- Mitigation

UNIT – VII: Prayer - communal and personal (3 lectures)

- What is prayer?
- The importance of prayer and silence in one's life

UNIT – VIII: Critical Thinking (3 lectures)

- What is critical thinking?
- The value of critical thinking
- Analysis of Newspapers, TV, Film

UNIT – IX: Ethical Relationships (7 lectures)

- Young People: Suicide, Depression, Ragging
- Causes and symptoms
- Coping strategies

C.I.A

REFERENCES :

In Harmony: Value education at college level- Department of Ethics and Religious studies, Loyola College, Chennai.

Y Masih , *Introduction to Religious Philosophy* – (Chapters- 1, 2, 13, 15)

Godfrey Harris , *Corruption: How to deal with its impact on Business and Society-*.

Irwing G Sarason and Barabara Sarason, *Abnormal Psychology* (Chapter- 13- Substance Abuse: Drugs / Alcohol)-

Resources:

Film: The Four Religions – Arnold Toynbee

Film: The Seven Circles of Prayer – Martin Smith

Film: God in the Dock – Ellwood Kieser

Film: Teenage depression and suicide – Andrew Schlessinger

Film: Portrait of addiction- Moyers collection on DVD- Films for Humanities and sciences.

ELEMENTS OF DIGITAL DESIGN

Course code: A.VT.2.04

[45 LECTURES]

LEARNING OBJECTIVES:

Learn to explore the beauty of digital design software from the practical to the painterly artistic. In 45 sessions, practice the editing concepts to understand how Photoshop will help to create successful customized images.

UNIT –Getting started with Photoshop

(10 Lectures)

- **Fundamentals of Photos editing softwares**
- **What new in photoshop**
- **Basics of Images**
- **Vector Images**
- **Bitmap Images**
- **Interfacing with the Photoshop Desktop**
- **Working with The Menu Bar and Tool Box**
- **File and Edit Menus**
- **The Image Menu**
- **The Layer Menu**
- **The Select Menu**
- **The Filter Menu**
- **The View Menu**
- **The Help Menu**
- **ToolBox**
- **New Features in Photoshop**
- **Custom Brushes**
- **Healing Brush**
- **Picture Package**
- **Web Photo Gallery**
- **Spell Checking**
- **Opening Recent Images**
- **Importing Images**
- **PDF Image**
- **Annotations**
- **WIA Support**
- **Placing Images**
- **Optimizing Images**
- **File Browser**
- **PDF Security**
- **Understanding the Selecting Tools**
- **Rectangular Marquee**
- **Move Tool**
- **Lasso Tool**
- **Magic Wand**

- Painting and Drawing Tools
- Editing and Retouching Tools
- Background Eraser (E)
- Erasing Image Background Color
- Guides, Grid and Slices
- Transform
- Layers
- Effects
- Filters
- Using the Color Tools
- Working with Palettes
- Actions palette
- History Palette
- Swatches Palette
- Brushes Palette
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UNIT –II Painting & drawing Tools

(10 Lectures)

- Using The Brush and Pencil Tool
- Choosing a Brush Size
- Picking a Painting or Drawing Mode
- Setting Opacity And Flow
- Using Airbrush Mode
- Blending with the Smudge Tool
- Loading Brush Sets
- Working With The Brushes Palette
- Renaming Brush Presets
- Deleting Brush Presets
- Working with the Healing Brush
- Patching Images

UNIT –III Color Management in Photoshop

(25 Lectures)

Applying Colors to your Image

- Using the Color Picker
- Selecting Colors with the Eyedropper Tool
- Working with Color Channels
- Displaying and Hiding Channels
- Mixing Color Channels
- Working with the Color Table
- Using Auto Color
- Using Special Color Effects
- Inverting Colors
- Working with Color Thresholds
- Equalizing Colors
- Posterizing Images
- Creating a Gradient Map
- Desaturated Colors

UNIT IV - Working with Layers Session 27

- Layer concepts
- Creating New Layers
- Activating a Layer
- Duplicating Layers
- Arranging Layers
- Working with Layer Locks
- Deleting Layers
- Creating Layer Based Slice

UNIT V - Using fills & styles Session 31

Using the Pattern Stamp Tool

- Applying Pattern Fills
- Working with Styles Palette
- Understanding the Gradient Tool
- Customizing a Gradient
- Applying a Gradient
- Working with the Pattern Maker
- Creating your Own Patterns
- Working with the Layer Style Dialog Box
- Customizing Blending Options
- Drop Shadow
- Inner Shadow
- Outer Glow
- Inner Glow
- Bevel and Emboss

C.I.A

REFERENCES :

PRINCIPLES OF TRAVEL & TOURISM- II

Course code: A.VT.2.05

[45 LECTURES]

LEARNING OBJECTIVES:

- 1. To sensitize students about aspects of tourist interactions*
- 2. To acquaint students with the nature of global heritage tourist sites*

UNIT –I Introduction

(10 Lectures)

- Handling tourists
- Tourist behaviour
- Meet and Greet formalities to inbound & domestic tourists
- Tourist guide mannerisms

UNIT –II World UNESCO Sites and Monuments of India

(25 Lectures)

- Aspects of world heritage sites
- Seven wonders of the ancient and modern world
- Monuments of Northern, Eastern and Central India
- Monuments of Western and Southern India

UNIT –III Types of Tourist Guides/ Assistant Tour Managers

(10 Lectures)

- Leisure guides /Heritage guides/ World Heritage Site guides
- Tourism: Fairs at the UNESCO sites in India
- Architecture of UNESCO monuments in India

C.I.A

REFERENCES :

Bhatia, A.K., International Tourism: Fundamentals and Practices. Sterling Publishers Pvt. Ltd., New Delhi, 1991

Bhatia, A.K., Tourism Development: Principles and Practices Sterling Publishers Pvt. Ltd., New Delhi, 2012.

Chaudhary, N., Handbook For Tour Guides. Matrix Publishers, New Delhi, 2013.

INTRO.TO INDIAN HISTORY & CULTURE (SOTH, WEST &CENTRAL INDIA)

Course code: A.VT.2.06

[45 LECTURES]

LEARNING OBJECTIVES:

To enable students to have a basic knowledge of the important travel destinations of South and West India especially through and understanding of broad historical trends against the cultural backdrop of the region.

To work towards capacity building of students especially for a thorough knowledge and understanding of Indian tourism.

UNIT –IHistory

(20 Lectures)

- History of South and West India- Major kingdoms- Pandyas, Cholas, Cheras, Chalukyas, Vijayanagara, Bahmani, Rajput, Marathas.
- Architectural styles of Deccan and South India with special reference to rock cut architecture, Vesava and Dravida styles of Temple architecture, Islamic Architecture of the Deccan

UNIT –II Culture

(15 Lectures)

- Languages
- Religions
- Festivals, Fairs,
- Dances, Music, Handicrafts

UNIT –III Popular Circuits and Emerging Destinations

(10 Lectures)

- Important circuits and Itineraries of South India

C.I.A

REFERENCES :

Acharya, R. *Tourism and Cultural Heritage of India* RBSA Publishers, Jaipur, 2007.

Amitabh, M. *Heritage tourism in Central India: Resource interpretation and sustainable development planning*. Kanishka Publishers, New Delhi, 2007.

Basham.A.L, *The Illustrated Cultural History of India*, OUP, New Delhi, 2007.

Craven Roy .C, *Indian Art a Concise History*, Thames and Hudson, London, 1976

Karashima, Noboru, *History and Society in South India*, Oxford University Press, New Delhi 2001.

Kulkarni, A.R., *Maharashtra in the Age of Shivaji*, RekhaPrakashan, 2nd Revised Ed, Pune 2002.

Michell, G., *The New Cambridge History Of India Architecture And Art Of Southern India*. Cambridge University Press, Cambridge, 1995.

Mitter, P., *Indian Art*, Oxford University Press, Oxford, 2001.

Nadkarni, R.V., *The Rise and Fall of the Maratha Empire*, Popular Prakashan, 1966.

Pagadi, SetuMadhavRao, *ChatrapatiShivaji*, Continental Prakashan, Poona 1974.

Salma Ahmed Farooqui, *A comprehensive History of Medieval India*, Pearson Education, New Delhi, 2011.

Sastri.Nilakanta.K.A, *A History of South India*, Fourth Edition, Oxford University Press, 1976.

Upinder Singh, *A History of Ancient and Early Medieval India: from the Stone Age to the 12th century*, Pearson Longman, 2008.

Websites of Tourism Boards of respective states

INTRO. TO WORLD HISTORY & CULTURE(ASIA, AFRICA & AUSTRALIA)

Course code: A.VT.2.07

[45 LECTURES]

LEARNING OBJECTIVES:

1. *To enable students to have a basic knowledge of the important travel destinations of Asia, Africa and Australasia especially through and understanding of Geographical conditions, broad Historical trends against the cultural backdrop of the region.*
2. *To work towards capacity building of students especially for an understanding of outbound tourism*

UNIT –I History

(20 Lectures)

- Ancient civilizations of Egypt, Mesopotamia and China.
- Indian influence on South—East Asia
- The birth and spread of Islam through Asia.
- Colonialism in Asia/Australasia and its impact.
- The rise of modern Asia post World War II.

UNIT –II Culture

(15 Lectures)

- Languages
- Religions
- Festivals, Fairs,
- Dances, Music, Handicrafts and local products.

UNIT –III Popular Circuits and Emerging Destinations

(10 Lectures)

Important circuits and Itineraries of Asia/Australasia/Africa

C.I.A

REFERENCES :

Boniface, B., Cooper, C. and Cooper, R. *World wide Destinations, the Geography of Travel and Tourism(6th Edition)*. Routledge, New York, 2012.

Grenville, J.A.S, *A History of the World in the Twentieth Century*, Harvard University Press, Cambridge Massachusetts, 1994.

Hudman,L. & Jackson, R. Thomson. *Geography of Travel and Tourism (4th Edition)*. Thomson Delmar Learning, USA, 2003.

Husain, M. *World Geography*. Rawat Publications, Jaipur, 2012.

Lowe, Norman, *Mastering World History*, Macmillan Education Ltd., London 1985.

Palmer R. and Colton, Joel, *A History of the Modern World*, 4th edition, Alfred Knopf, New York, 1971

Revill J.C, *World History*, Longmans Green and Co., London,

Roberts, J.M, *History of the World*, Oxford University Press, New York, 1993.

The Asia Book: A Journey Through Every Country in the Continent, Lonely Planet Publications, 2007.

.Wallbank, Walter T and Taylor, Alistair, M, *Past and Present*, Scott &Fordsman, Chicago, 1955

World's Best Travel Experiences: 400 Extraordinary Places, National Geographic, 2012.

APPLIED GEOGRAPHY

Course code: A.VT.2.08

[45 LECTURES]

LEARNING OBJECTIVES:

1. To enable students to have a basic knowledge of geography of the world.
2. To work towards capacity building of students especially for a thorough knowledge and understanding of physical features of the world.
3. To review the geographical resources of tourism development & natural resources.

UNIT –I Introduction

(05 Lectures)

- Scope of Geography
- Tourism Geography
- Solar System / Planet Earth

UNIT –II Map Plotting

(20 Lectures)

- India: Political and Physical
- World: Political.
- World: Physical

UNIT –III World Topography and Terminology

(20 Lectures)

- Landscapes
- Weather & climate
- Ecology & environment
- Forests & National Parks

C.I.A

REFERENCES:

Acharya, R. *Tourism and Cultural Heritage of India* RBSA Publishers, Jaipur, 2007.

Boniface, B., Cooper, C. and Cooper, R. *World wide Destinations, the Geography of Travel and Tourism(6th Edition)*. Routledge, New York, 2012.

Hudman,L. & Jackson, R. Thomson. *Geography of Travel and Tourism (4th Edition)*. Thomson Delmar Learning, USA, 2003.

Husain, M. *World Geography*. Rawat Publications, Jaipur, 2012