



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

**Syllabus
Semester V Course in**

**Tourism
(2017 onwards)**

Theory Syllabus for Course:

A.VT.5.01 -Popular Culture

A.VT.5.02 -Entrepreneurship I

A.VT.5.03 -Applied Psychology I

A.VT.5.04 -Tourism Operations Management

A.VT.5.05 - Basic Ticketing

A.VT.5.06 - Introduction to Event Planning and Management

POPULAR CULTURE

Course code: A.VT.5.01

[60 LECTURES]

LEARNING OBJECTIVES:

1. To introduce students to the different understandings of Popular Culture.
2. To combine a theoretical and artefactual study through case studies.

UNIT –I Introduction

(15 Lectures)

- Meaning and types
- Popular Culture
- High Culture and Low Culture
- Mass Culture and Folk Culture
- Culture Industry

UNIT –II Popular Music

(15 Lectures)

- America
- Britain
- India
- Middle East
- Africa

UNIT –III Popular Culture & Social Representations (Screenings & Discussions)

(15 Lectures)

- Race: Reel Bad Arabs
- Gender: Women in Indian Cinema
- Caste in Indian Popular Films
- Bombay & The Working Class: Popular Literature, Theatre, Films, Songs

UNIT –IV Important Trends and Debates

(15 Lectures)

- Class and Cultural Consumption
- Introduction to Fandom
- Fashion
- Subculture: The Meaning of Style

C.I.A

REFERENCES :

Appadurai, A. (1997). *Modernity at Large: Cultural Dimensions of Globalisation*. Delhi: Oxford University Press.

Fiske, John. *The Cultural Economy of Fandom*

Gokulsing, K. M. and W. Dissanayake (eds.). (2009). *Popular Culture in a Globalised India*. Oxon & New York: Routledge.

Gray, J., Sandvoss, C., and Harrington, C.L. (Eds.). 2007. *Fandom: identities and communities in a mediated world*. New York: NYU Press.

Grindstaff, Laura. (2008). "Culture and Popular Culture: A Case for Sociology." In *Annals of the American Academy of Political and Social Science*, 619: 206-222.

Grossberg Lawrence. *Is There A Fan In The House? The Affective Sensibility of Fandom*

Guins, Raiford et al (eds.) (2005). *Popular Culture: a Reader*. London: Sage Pub.

Hebdige, Dick (2002). *Subculture: The Meaning of Style*. London & New York: Routledge

Lewis, Lisa (ed). (1992). *The Adorning Audience: Fan Culture and Popular Media*. London & New York: Routledge

Rege, Sharmila. (2002). "Conceptualising Popular Culture: The *Lavni* and *Pawdain* Maharashtra," *Economic and Political Weekly*. **37** (11): 1038 – 1047.

Storey, John. (2009) *Cultural Theory and Popular Culture: An Introduction. Fifth Edition*. New Delhi: Pearsons

Strinati, Dominic. (1995). *An introduction to theories of popular culture*. London: Routledge.

ENTREPRENEURSHIP I

Course code: A.VT.5.02

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To equip students with knowledge of creating, establishing, managing, developing or pruning enterprises, either of their own or to understand enterprises that they will be dealing.*

UNIT –I The Entrepreneurial Evolution (15 Lectures)

- Nature & Development of Entrepreneurship.
- The Entrepreneurial Decision Process.
- Role of Entrepreneurship.
- Entrepreneurial background & characteristics.

UNIT –II Starting an Enterprise (15 Lectures)

- New Venture Formation.
- Resource requirement to set-up & start-up & operate Enterprise.
- Licenses/Permissions/Approvals/etc.
- Government schemes for Enterprises.

UNIT –III Creativity in Enterprise (15 Lectures)

- Idea Generation.
- Creative Problem Solving.
- Product Identification & Development.
- The Plans.

UNIT –IV Managing the Enterprise(15 Lectures)

- Organization structure.
- Functions/Activities/Processes/Systems.
- Growth/Development of the Enterprise.
- Exiting the Enterprise

C.I.A

REFERENCES :

Entrepreneurship – 6th Edition. Robert D Hisrich, Michael P Peters, Dean A Shepherd.McGraw-Hill.

Entrepreneurship – David Stokes, Nick Wilson, Martha Mador.South-Western Cengage Learning.

The Oxford Handbook of Entrepreneurship – Mark Casson, Bernard Yeung, Anuradha Basu, Nigel Wadeson. Oxford University Press.

Entrepreneurship in India. Dr Sanjay Tiwari, Dr Anshuja Tiwari. Sarup & Sons.

Patterns of Entrepreneurship Management. 3rd Edition. Jack M Kaplan, Anthony C Warren. John Wiley & Sons Inc.

APPLIED PSYCHOLOGY I

Course code: A.VT.5.03

[60 LECTURES]

LEARNING OBJECTIVES:

1. *To enhance the thinking, emotions, communication and interpersonal skills of students so that they can be good at customer handling and services.*
2. *Enable them to maintain a healthy work-life balance.*

UNIT –I Understanding The Self

(15 Lectures)

- Self-esteem and Subjective well being
- Positive Thinking and Optimism
- Creative Thinking, Problem Solving and Decision Making
- Goal setting and Time management
- Motivation
- Emotional intelligence

UNIT –II Working with others

(15 Lectures)

- Communication (Verbal and Non Verbal)
- Empathy and Listening skills
- Giving and receiving Feedback
- Conflict Management
- Team Building and Team work

UNIT –III Customer Satisfaction

(15 Lectures)

- Psychology of customer service: Creating and sustaining customer relationships
- Product knowledge
- Sales and its relation with customer satisfaction
- Handling complaints

UNIT –IV Balancing work and life

(15 Lectures)

- Work Life Conflict
- Impression Management
- Job satisfaction and Employee satisfaction
- Stress Management

C.I.A

REFERENCES :

Weiten.W.,Hammer.E.&Dunn.D.,(2009), *Psychology and Contemporary Life: Human Adjustment*,Wadsworth,CenagageLearning,USA.

Feldman.R.,(2016), *Understanding Psychology* ,Tenth Edition, McGraw Hill Education Pvt.Ltd, India.

Kumar.V., (2008), *General Psychology*, Himalaya Publishing House ,India.

SKILL COMPONENT

TOURISM OPERATIONS MANAGEMENT

Course code: A.VT.5.04

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To explore the concept of Tourism Operation & Management.*
- 2. To motivate the students towards a job profile in documentation process.*
- 3. To highlight the need for Tourism Business in an organization.*
- 4. To identify the application approach of skilled professionals in Tourism Operation.*

UNIT –I Introduction

(15 Lectures)

- Meaning of Tourism Operation
- Relation of Tourism & Management
- Statistical Tourist Entry in India

UNIT –II Role of Tour Operators

(15 Lectures)

- The Position of Tour Operators
- The Role of Travel Trade Operators
- Special services of Tour/Charter Operators
- Revenue from Tour Operators Business
- Role of IATO /MOT.
- Role of ATOAI Adventure Tour Operators Association of India.

UNIT –III Tourism Operation & Documentation

(15 Lectures)

- Passport -definition, Types & process for application
- VISA- definition, Types & process for application
- Health Regulations, TIM & Travel Insurance
- FOREX & Credit Cards
- Airport Formalities

UNIT –IV Tourism Operation Business

(15 Lectures)

- Instability & Business Conflict
- Tourism Forecast & Seasonality
- Operation & Office Management
- Operation & Time Management

C.I.A

REFERENCES :

RainaAbhinav Kamal, *Tourism Destination Management*.

Gupta Deepika, *Principles and practices of Tourism*.

Bhatia A K, *Tourism Development &practices*.

Foster & Douglas, *Travel & Tourism management*.

J.K.Sharma, *Tourism Planning & Development*

BASIC TICKETING

Course code: A.VT.5.05

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To motivate the students towards a job profile in ticketing process.*
- 2. To identify the Basic application approach for booking Air Tickets .*
- 3. To get accustomed with the usage of fares book, rules book, A B C guide etc.*

UNIT –I Introduction to Basic Ticketing

(05 Lectures)

- Travel Terminology
- Books for constructing fares & the procedure for their use.
- IATA Areas & World map

UNIT –II Codes international & domestic

(20 Lectures)

- 3 letter city codes ,Airport codes
- International & domestic Airports
- Various Concepts in fare construction FBP, NUC, GI, MPM, TPM, EMA, EMS, HIP,

UNIT –III Calculating different types of fares

(20 Lectures)

- One way journey
- Return journey
- Mixed class journey
- Concept of Add on and Special fares

UNIT –IV Time Calculation(15 Lectures)

- Time calculation Greenwich Mean Time and International date line Daylight saving time & its effective period.
- Flight duration To find appropriate flights (direct / Connecting) from a given point of origin to the point of destination.

C.I.A

REFERENCES :

1.IATA Publications:

- Airline Passenger tariff (Rules)
- Airline Passenger tariff (Fares)
- ABC – World Airways Guide
- OAG – World Airways Guide
- International Travel Agents Training Programme – Standard Course.

Perlitz Lee, *Air fares & Ticketing*, Australia. Prentice Hall Publications, (2001), .

MarwahGanguly&Shetty, *Travel Management*

INTRODUCTION TO EVENT PLANNING AND MANAGEMENT

Course code: A.VT.5.06

[60 LECTURES]

LEARNING OBJECTIVES:

- 1. To introduce students to event management as an allied industry of the tourism sector*
- 2. To provide an overview of the components, and planning process of events*
- 3. To understand event management through case studies*

UNIT –I Introduction & Overview: Basic Concepts (10 Lectures)

- Introduction to events and entertainment industry
- Basic terms and concepts in events/ destination management
- Nature of event markets and demand for facilities
- Types of events (for) MICE

UNIT –II Introduction to Experiential Marketing (15 Lectures)

- What is experiential marketing?
- Above The Line Media (ATL) & Below The Line Media (BTL)
- Achievements and co-existence of ATL & BTL
- Brand experience and MICE destination
- Stakeholders of destination event/MICE industry

UNIT –III Planning Process (10 Lectures)

- Planning: Categorization of events, Goal Setting, Program development and Design, Selection Process, Negotiations, Pre-Event Buzz, Insurance
- Human Resource Management: Plan and training, event operating committee
- Ethics and Legal Requirements: Relevant legislations, licensing, contracts

UNIT –IV Operations and Logistics (10 Lectures)

- Setting up, registration, welcome events, vendor relations, arrangements, food and beverages
- Management: Traffic strategy and solutions, Site management, Crowd management, Safety and Risk management
- Client Service and Customer Satisfaction
- Monitoring, Control and Evaluation: Assessing and Measuring Event Success, Impact on local and national communities

C.I.A

REFERENCES :

Wagen L.V.D, Carlos B. R., *Event Management: For Tourism, Cultural, Business and Sporting Events*. Pearson Education, Delhi, 2005.

Lemaire C., Foster-Walker M., *Start and Run An Event Planning Business*. JAICO Publishing House, Mumbai, 2007