JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce.
and Sheila Gopal Raheja College of Management.
Autonomous

Program Name: <u>BVoc in Travel & Tourism Management</u>

Program Objectives

PO1. To Sensitize awareness on pertinent issues and challenges in the areas of global tourism, domestic tourism, regulations, heritage, culture and niche tourism sectors through value added courses, destination trainings and exposure to career opportunities

PO2. To inculcate in the students' business ethics, gender sensitization, awareness on environmental issues, sustainability, respect towards diversity and cross-cultural awareness

PO3. To train students in one foreign language, ticketing software, multimedia skills and technology required for working in the travel industry

PO4. To provide generic and sector specific skills for Travel and Tourism industry job profiles

PO5. To provide Qualification Pack based curriculum and Certifications by Tourism and Hospitality Council on job profiles such as Travel consultant, Meeting, Events and Conference Planner, Guest Relations Manager, Tour Manager, Duty Manager and Team Leader

PO6. To encourage students to innovate and develop travel tech knowledge and skills towards building travel startups

PO7. Prepare students for entrepreneurship by motivating, creating awareness and support systems available for entrepreneurship in India

PO8. To train additional employability skills pertaining to Photography, App making, Video making, Blogging and Travel writing

PO9. To impart knowledge research competence in students for market research, surveys and data analytics through curriculum, research training and seminar

PO10. To train students in excellent communication, soft skills for the service sector

etiquettes and customer orientation

PO11.To sensitize them and make them awareness for service industry values such as integrity, quality management in services and accountability Program Learning Outcomes

PO12. To build skills among students in niche tourism sectors like Adventure Tourism, Eco Tourism and Sports Tourism by practical learnings and field visits based outcome building

PO13.To equip students about the regulatory framework of tourism and hospitality in India and at the global level.

PO14. Train students in national policy in Tourism and about the Airport, Rail and transport and Hospitality network.

PO15. Train students in learning about travel circuits national and international and build ability to do SWOT analysis and conceptualise new circuits and marketing strategies

Course Outcomes

CO1: Apply the fundamentals of communication and use various channels of communication for effective communication in social and professional spheres

CO2:Express him/herself effectively in simple French and construct simple sentences in French using correct grammar and demonstrate elementary knowledge about French Language through speaking and writing

CO3: Develop proficiency MS office applications like Word, Excel, Power point, Outlook and Publisher. and Execute the proficiency in MS office computer applications, which will give students an upper edge while working in any firm.

CO4: Define the main features of Indian Culture and History and Evaluate the economic, social and political conditions of Vedic Period and also differentiate between the conditions of early Vedic period and later Vedic period also Analyse the emergence of territorial states in India

CO5: Define the concept of Heritage and identify its types and Evaluate the role of different organizations in Heritage management also Describe the Indian cultural heritage

CO6: Use knowledge the evolution of Tourism Industry globally and Differentiate between the types of tourists also Classify the various tourism products and attractions

CO7:Understand the various geographical regions and Appraise the topography, culture and political geography of various regions throughout the globe also Enlist the countries in each continent and evaluate their geographical features

CO8: Analyse the behaviour of individuals and groups in the organizations in terms of the key

traits, attitudes and perceptions and Assess the potential effects of organizational level factors (such as structure, culture and change) at workplace

CO9: Define the domain and essential aspects of Marketing and Differentiate between marketing and sales and Appraise the various important functions of marketing

CO10: Understand the layers of Open Systems Interconnection (OSI) communication and TCP/IP and Understand the applications of networks and be able to determine which type of network it belongs to. Also Demonstrate the use of hardware and software requirements for a network.

CO11: Appraise physical and cultural geography of India and Apply knowledge, compare and analyse Tourism Products and its types and Understand the natural and man -made destinations

CO12 Summarize the Global Tourism Industry and Appreciate the growth and trends in the global Tourism sector also Analyse the tourist behaviour and its effect on tourism

CO13:Understand about Travel Agency Operations and Understand Tour Packaging and Itineraries also Evaluate tour operations and different types of packaged tours

CO14:Explain the various booking modes for different means of travel (Air, Railways, Cruise) and Classify the different types of accommodations and booking of those accommodations and Understand and compare rules related to travel like baggage rules, travel rules and restrictions.

 CO15: Implement Strategic communication model, critical thinking to identify objectives and analyze audience and Choose the most effective structure and style for delivering written and spoken messages also Design and deliver a persuasive presentation that convinces the audience of the topic's relevance and overcomes resistance
CO16: Acquire the knowledge and skills needed to do research in this space. and Applying Green *Computing parameters towards* Sustainability

CO17: Use the concept of Digital Marketing and evaluate the scope of it and Design the content and choose various digital marketing channels

CO18: Implement the Tour designing process and Use tour costing methods, evaluate the procedure of costing of group tour, independent tours and business tours

CO19:Explain the concept of Sustainable Development, its evolution, principles and importance in the world and Gain the global perspective on the Sustainable Development Goals by studying the various conferences that were held to spread awareness about the importance of Sustainable Development

CO20: Describe the Tourism Business Economic concept and appraise the Global and Indian Tourism contribution to the economy and Assess the Tourism Economic Impact using various measuring techniques

CO21: Interpret various art forms and use them for job roles in tourism industry and Evaluate the different forms of architectural styles that exist worldwide and Compare the architecture of

different places and understand their details. They will be able to explain this to the others.

CO22: Report on the fundamentals of Book Keeping and Identify various financial services and the various types of insurances available

CO23: Apply the importance of Research and Understand the domain of research and various important terminologies in the field of Research alsoSelect the correct research problem and frame research questions

CO24: Appreciate the role and function of an HR Manager and incorporate in their professional life and Decide on correct training tools and aids and evaluate the training results

CO25: Understand the job design and responsibilities of a Guest Relations Manager and Carry out customer feedback analysis and develop idea on leadership skills and service culture

CO26: Apply knowledge Tourism Development process and Build the unique proposals for Destination and Analysis of product development with various components of Marketing Mix and how to Manage Existing Tourism Destination.

CO27: Develop critical thinking approach by understanding concepts in Strategic Management and Get to understand strategy formulation, implementation, monitoring and evaluation

CO28: Define what it means to be an entrepreneur and Develop an entrepreneurial mindset and Appraise the role of innovation in busines

CO29:Define and explain the fundamental principles and concepts of multimedia design.and Demonstrate proficiency in using industry-standard multimedia design tools and software and Create multimedia content using software such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) or equivalent.

CO30:: Summarize what is International Tourism and evaluate the factors that affect tourism industry globally and Examine the effect of tourist behavior on tourism and Value the tourism policies and the role that various organizations play in International Tourism market.

CO31: Interpret market trends and match and design or redesign Niche Tourism Products appropriate to a particular destination and Understand Niche Segments in Tourism and value their significance
CO32: Design jobs and responsibilities of a Team Leader and Analyse key areas and responsibilities through industry interaction and develop leadership skills and etiquettes of a service culture

CO33: Evaluate the issues and Human Resource needs in Event Management and Build leadership and other essential skills required to be a good event planner and Apply the skills required for specialized events

CO34: Demonstrate proficiency in using industry-standard multimedia design tools and software and Design and produce static graphics, logos, and illustrations for multimedia

applications. and Edit and produce videos, incorporating appropriate transitions, effects, and audio enhancements.

CO35: Develop Reasoning and Data Interpretation Skills and Learn Problem Solving and Comprehension techniques and Apply placement orientation and undertake mock test and resume testing

CO36:Learn how to convert and analyse raw data into useful information to facilitate strategic decisions at work and Acquire the knowledge on statistical techniques, regression analysis, Forecasting and Data Mining Techniques and Learn how to make a decision tree

CO37: Demonstrate improvement in tourist experience and provide good service to the customers and Appreciate the parameters and benchmarked practices in TQM and Implement quality management strategies in tourism destinations development through case studies

CO38: Define various aspects of Adventure tourism as niche segment in tourism and Appreciate the knowledge necessary to target niche markets in a more effective manner, according to the needs of business as well as market development

CO39: Depict relevant Laws, Codes and regulations relating to the tourism sector for providing professional assistance and advice to tourists and Exhibit knowledge about Company and contract laws and Apply the knowledge pertaining to the Indian Forest Act, The Wildlife Protection Act The Forest Conservation Act, The Air Prevention and Control of Pollution Act, The Environment Act, The National Environment Tribunal Act and Coastal Zone Regulations

CO40. Students will demonstrate practical skills in planning, organizing, and executing field visits and practical exercises in Adventure Tourism, Eco Tourism, and Sports Tourism.

CO41. Students will analyze and evaluate the regulatory frameworks governing tourism and hospitality in India and globally, demonstrating comprehension of key legal and regulatory principles.

CO 42. Students will develop a comprehensive understanding of national policies impacting the tourism industry, including those related to Airport, Rail, and Transport networks, and Hospitality infrastructure.

CO 43. Students will acquire the ability to analyze travel circuits at national and international levels, conduct SWOT analyses, and formulate innovative marketing strategies for new travel circuits, demonstrating strategic thinking and creativity.