

# Maharashtra State Board of Vocational Examination, Mumbai 400 051

1	Name of Course	<b>Diploma Course in Basic of Tourism &amp; Aviation Industry Management</b>									
2	Course Code	<b>414402</b>									
3	Max No. of Students	25									
4	Duration	2 year									
5	Course Type	Full Time									
6	No. of Days per week	6 days									
7	No. of hours per day	7 Hrs									
8	Space require	Theory Class Room – 200 sqft Practical Lab – 1500 sqft									
9	Entry qualification	S.S.C. Pass									
10	Objective of syllabus	: Introduce students to the basic concepts of Tourism.,Introducing Traditions & Culture of India., Introducing World Geography & teaching them Mapping.Introducing basic travel techniques & formalities.Creating awareness about World Tourism Scenario. To impart in depth knowledge on the technical skills in various aspects in Core areas of Airline Industry. To inculcate in the students, both ethics and adequate work habits in a team.To provide an employment potential in Aviation industry or self-employment. To provide TECHNICAL SKILLS to the students, which will enable them to work in any of the Major Departments of the Aiviation Industry.									
11	Employment opportunities	To work as an Airline Professionals as Ground staff at the Airport, flying staff with the airline as AirHostess & Stewards. To work with the booking & reservation offices of the Airlines.									
12	Teachers Qualification	1) For Vocational subject - Diploma or Degree in Concern Subject 2) For Non Vocational Subject - Master Degree in Concern subject									
13	Teaching Scheme –										
	Sr.	Subject	Subject Code	Clock Hours / Week						Total	
				Theory	Practical						
	1	English (Communication Skill)	90000001	2 Hrs	1 Hrs					3 Hrs	
	2	Elective – I		2 Hrs	1 Hrs					3 Hrs	
	3	Elective – II		2 Hrs	1 Hrs					3 Hrs	
	4	Growth & Evolution of Tourism /Hospitality Industry	41440004	3 Hrs	8 Hrs					11 Hrs	
	5	Aviation Geography & Ground Handling	41440012	3 Hrs	8 Hrs					11 Hrs	
	6	Communication skills, Personality development & Foreign Language	41440011	3 Hrs	8 Hrs					11 Hrs	
	Total									42 Hrs	
14	Internship	Two Months Summer Internship from 1 <sup>st</sup> May to 30 <sup>th</sup> June is Compulsory.									
15	Examination Scheme – Final Examination will be based on syllabus of both years.										
	Paper	Subject	Subject Code	Theory			Practical		Total		
				Duration	Max	Min	Duration	Max	Min	Max	Min
	1	English (Communication Skill)	90000001	3 Hrs	70	25	3 Hrs	30	15	100	40
	2	Elective – I		3 Hrs	70	25	3 Hrs	30	15	100	40
	3	Elective – II		3 Hrs	70	25	3 Hrs	30	15	100	40
	4	Growth & Evolution of Tourism /Hospitality Industry	41440004	3 Hrs	100	35	3 Hrs	100	50	200	85
	5	Aviation Geography & Ground Handling	41440012	3 Hrs	100	35	3 Hrs	100	50	200	85
	6	Communication skills, Personality development & Foreign Language	41440011	3 Hrs	100	35	3 Hrs	100	50	200	85
										900	375
16	Teachers – Three Teachers per batch for vocational component. For English, Elective-I & II guest faculty on clock hour basis.										
17	a) For Elective I – Student can choose any one subject Code Subject Name 90000011 Applied Mathematics 90000012 Business Economics 90000013 Physical Biology (Botany & Zoology) 90000014 Entrepreneurship 90000015 Psychology						b) For Elective II – Student can choose any one subject Code Subject Name 90000021 Applied Sciences (Physics & Chemistry) 90000022 Computer Application 90000023 Business Mathematics				

**Subject Code : 41440004**

**Subject : Growth & Evolution of Tourism / Hospitality Industry - I<sup>st</sup> Year**

Chapter	Contents
Chapter - 1 Introduction to Tourism	History & Growth of Tourism, Meaning of Tourism, Definition & Difference between Tourists & Excursionists.
Chapter – 2 Types of Tourism	Types of Tourism & Tourists. Inbound, Outbound, Domestic, International Tourists. Their Features & Requirements.
Chapter – 3 Concepts of tourism.	Difference between Tourists & Travelers. Reasons for Travel. 5 A's- Attractions, Accessibility, Accommodation, Amenities & Activities.
Chapter – 4 Case study of the city/District where the course is Taught. (e.g. Mumbai)	Tourism History, Culture, traditions & Geography of the city, With emphasis on the PTI .
Chapter – 5 Infrastructure facilities at the Destination.	Accommodation facilities, Modes of transport, their network in the city.
Chapter –6 Transportation	Introduction. Modes of Transport : Land, Air & Water. Their Types, Merits & Demerits.
Chapter – 7 Attractions	Introduction. Types of Attractions. Activities related to Attractions.
Chapter- 8 Accommodation	Introduction. Types & Features of Accommodation. Basic Amenities at destinations.

**Subject Code : 41440004**

**Subject : Growth & Evolution of Tourism / Hospitality Industry - II<sup>nd</sup> Year**

Chapter	Contents
Chapter – 1 Case study of any state	Tourism History & Geography of a State With emphasis on the PTIs..
Chapter – 2 Infrastructure facilities in Maharashtra,	Accommodation facilities, Modes of transport, their network in Maharashtra.
Chapter – 3 Travel Agency	Introduction, History, Wholesalers & Retailers, Different departments of a Travel Agency. Terms & abbreviations used in a Travel Industry.
Chapter – 4 Air Travel & Documentation	Terms & Definitions used in Air Travel _ Passport, Visa, Baggage, Foreign Exchange, Cargo , etc.
Chapter – 5 Marketing & promotion of tourism.	Importance of marketing, Recent trends in marketing, Marketing process. Promoting tourism & its different ways.
Chapter – 6 Case study of India.	Tourism History & Geography of India, With emphasis on the PTI .
Chapter – 7 Infrastructure facilities in India.	Accommodation facilities, Modes of transport, their network in India.

**Subject Code : 41440012**

**Subject : Aviation Geography & Ground Handling - I<sup>st</sup> Year**

Chapter	Contents
Geography	Mapping - Physical & Political Features of: India & its states
Places of Tourist Interest	Information of the Places of Tourist Interest of : India & its states
Country Profile	Capital, Currency, Languages, Airlines and other Formalities of the main countries of the World.
Aviation Terminology	3 Letter Abbreviations & terminologies. Phonetic Alphabets.
Air Travel Procedures	Check in ,Airport Handling procedures. Ramp, Airport Procedure-Departures Arrivals. Documentation: Load Sheet, Unaccompanied Minor, Meda Indemnity, Property Irregularity Report.
Fundamentals of Ground Handling	Special Handling Guests: VVIP, VIP, CIP, Physically Challenged, Mentally challenged, Unaccompanied Minor, Expectant Mother & Medical Case Guest.
Computer Reservation System	Study of any one reservation system

**Subject Code : 41440012**

**Subject : Aviation Geography & Ground Handling - II<sup>nd</sup> Year**

Chapter	Contents
Chapter1 Geography	Mapping - Physical & Political Features of: of different Continents, PTIs of the world.
Chapter2 Travel Terminology	Common Abbreviations, Terms & Conditions, IATA 2\3 Letter Codes & Abbreviations.
Chapter3 Facilities	Customer Facilities & Baggage
Chapter4 Travel Guides	OAG Guide , Time Difference, Calculation of Flying Time.
Chapter5 Formalities	(Using TIM) Terms, Passport, Visa, Health Documents, Taxes, Currency Regulations, Customs etc.
Chapter6 Computer Reservation System	Study of any one reservation system
Chapter7 Attitude	Attitude Impacting Behaviour, ABC effects of attitude, Types of Attitude etc.
Chapter8 Business Protocol	Punctuality, Making the First Impression, Introductions, Professional image, General Business Card Etiquette. Using Business Etiquette : Behaviour & Dress code at Office parties & Dress sense. Forms of Attire.
Chapter9 Stress Management	Crew Resource Management & Stress Management.
Chapter10 Emergencies	Emergency Situations- Fire, Aircraft Emergencies, Safety Routine Procedures, Safety Briefing& Turbulence. First Aid,

**Code : 41440011**

**Subject : Communication Skills, Personality Development & Foreign Language- I<sup>st</sup> Year**

Chapter	Contents
Chapter 1 Basics of communication	Meaning of communication, Need and importance of communication, Communication skills in service Industry. Different Means of communication [Print, media etc]
Chapter 2 Communication process	Communication process. Methods of communications [verbal , nonverbal etc],
Chapter 3 Personality Development	Physical Aspects-Male & Female, Hygiene, Habits & Fitness.
Chapter 4 Communicating Skills (Verbal)	Listening & Speaking Skills, Voice Modulation, Telephone Conversation etc
Chapter 5 Customer Relations	Different types of customers & ways of dealing with them.
Chapter 6 Foreign Language	Basic of any foreign language: written & conversation.

**Subject Code : 41440011**

**Subject : Communication Skills, Personality Development & Foreign Language- II<sup>nd</sup> Year**

Chapter	Contents
Chapter 1 Non verbal communication	Facial expressions, Gestures, Posture, behaviour and proximity.
Chapter 2 Communicating Skills	Written communication . Business letters. Application letters, cover letter & The resume.
Chapter 3 Barriers to communication	Physical barriers, Psychological barriers, Status relationship & Other reasons. Methods of overcoming barriers.
Chapter 4 Effective non verbal communication	Ways to better communication. Effective Questioning & effective Listening.
Chapter 5 Personality Development	Physical Aspects-Male & Female, Hygiene, Habits & Fitness.
Chapter 6 Interactive Skills	Preparing to face an Interview, Customer Handling & Project Presentation.

\*\*\*\*\*