

## **BVoc Travel and Tourism Management**

### **Message from the HODs desk:**

***“Come live your passion for travel and make a career that hones you into a professional suited to global and Indian Travel and Tourism Industry”***

Tourism is an important sector that fosters socio-economic development of any country, as apart from being an employment driver, it is a vehicle for promoting sustainability, peace and harmony as well. Currently, Tourism contributes around 6% to the GDP of India. Tourism is a major engine for job creation and a driving force for economic growth and development, as highlighted by recent figures. (ILO, 2023). ILO Tourism Specialist Lucie Servoz explains how sustainable tourism can be a driving force for decent work, economic growth and sustainable development. Tourism not only contributes towards more economic activities but also generates more employment, brings revenues and plays a significant role in development. By 2029, it is expected to account for 53 million jobs and international tourist influx is expected to reach 30.5 billion by 2023.

Jai Hind College Autonomous, a premier institution fosters Vocational Education in Travel and Tourism Management. Bachelor of Vocational Education-Travel and Tourism Management is a Vocational skills development based Undergraduate Degree Program (equivalent to BA, BCom, BSC, BBA etc) mapped to the Travel industry Job roles and NOS with a provision for multiple exits such as Diploma/ Advanced Diploma. It is a work integrated course that allows a student to intern with the companies and pursue Tourism education simultaneously.

The employment options in the tourism sector are numerous and varied, with chances available in both the public and private sectors. The Job roles for which we prepare students are for the roles of Tour Manager, Travel Consultant, Guest Relations Manager, Customer Service Expert, Duty Manager, Meet and Greet Officer, Meeting- Events and Conference Planner, Team Leader, Ticketing Executive, Digital Marketing Expert, Operations Executive, Sales and Marketing professionals.

However, there are other opportunities such as for Tourism Officers, Information Assistants, Tourist Guides, and other positions in the public sector that are available in the Centre and State Tourism Directorates and Departments. There are prospects in the private sector in travel agencies, tour operators, airlines, hotels, transportation and cargo firms, and so on. The students can even get prepared to step into as Travel Entrepreneurs, Travel bloggers and as Travel Photographers by additional skills taught to our students through the value-added course.

We are supported by a very talented pool of visiting Faculty from the industry and academic fields who have been teaching various courses and imparting practical knowledge about the department through projects, field visits and interactions. Both, me and my colleague in the department, Ms Tanvi, believe in growing ourselves and our students constantly, by undertaking right courses, workshops, innovative engagement to bring the best expertise and knowledge for the department programs for the students' growth, in order to shape them into capable professionals, suited for the travel and tourism industry for today and the future.

Right from the inception in the year 2015, the BVoc Travel and Tourism Department has been at the forefront of delivering quality vocational education, fostering an active industry collaboration and networking in order to provide the best opportunities to our students who enroll from all across India. We especially make an effort at the departmental level to bring as many internships as possible. Department has a pool of well qualified faculty from the industry and the academia,

Each of the graduated batches from our very first batch till now have shown remarkable energy and drive to achieve several milestones and have undergone tremendous transformation during their internships, Industry related projects and on recruitment. Particularly at Thomas Cook India Limited, Veena world, SOTC, Hiker Wolf, Active Holidays, Mumbai T2 Airport, The Travel Duet, Travel Bus, Alps and Banks, Sadattva, Vimal Hospitality, Wanderlust Travels, Delta Management Service, Airline Tours, Myrsa Technologies, The Explorers, Pugmarks, Sterling Holidays. Nature Trails, Luxor Trails, Indigo Airlines, Hotel industry like Vivanta by Taj, Ram Krishna Travels, The Oberoi, The Radisson. Our students were appreciated for their drive, innovative thinking and leadership skills. The department has an inclusive approach and we believe in motivating, supporting and actively charting a career path for our students.

With over 700+ internships since 2015 until 2023, and great placement opportunities and progression to Higher Education, the department has worked from the beginning to match the objectives of the course and has in fact been recognised by the Skill sector and the travel and tourism industry. The students have been well received by the industry in various job profiles. We are glad to share that two of our students from the 2019 batch have set up travel companies of their own. Five of our students have progressed into world class global institutions of repute for Higher Studies.

The activities of the department, such as the Symposia on World Tourism Day, the Voyage fest of the department and the inter collegiate seminar and quiz, Sports events and Cultural program provide ample opportunities to our students to hone their organizational and leadership skills.

**We welcome all young passionate travel enthusiasts to make their passion a career by combining right knowledge with right skills by choosing a Program that will land you in a Travel and Tourism sector career.**

**Dr Archana Mishra**

**HOD**

### **1.Message about the department:**

The BVoc- Travel and Tourism Management program is a Vocational Degree Program offered by Jai Hind College (Autonomous). The Program course aims to provide a judicious mix of Vocational and professional skills related to the travel and tourism sector with an appropriate content of General Education components. It endeavors to provide the students with adequate knowledge and skills, so that they are work ready at each exit point of the program. The teaching-learning environment is dynamic and hands-on through site visits, case studies and industry projects. The curricula of BVoc TTM offers courses are designed matching to the job roles-based skilling and focuses on employability and Entrepreneurship. Internship's opportunities, training in Ticketing software and inculcating research skills, Problem solving skills and critical thinking help

students get prepared for joining the industry after graduation. Multidisciplinary skills have been incorporated along with generic skills to bring the best in the students as outcomes.

The Choice Based Credit System (CBCS) provides an opportunity to a student to choose courses from the syllabus comprising Core, Elective and Skill based courses. It offers a flexibility of programme structure while ensuring that the student gets a strong foundation in the subject and gains in-depth knowledge.

A Degree in Travel and Tourism Management teaches students about Tourism concepts, theories, practical case studies, Tour Packaging, Tourism Marketing, Travel Agency Management, Heritage and Art linked Tourism, Tourism Economics, Destination management, Sustainability, Human Resource Management, Project Management, Digital marketing, Brand Building in Tourism and Entrepreneurial aspects. The department runs short certificate courses of 30 hours on Cruise Tourism, Wine Tourism, Travel Photography, Art Appreciation and Destination Training and a Diploma on Adventure Tourism.

### **Objectives of the Department**

- To provide a work integrated model for graduation in order to enable students to earn while they study, through job training sessions, exposure to industry related projects and internships
- To prepare work ready graduates with adequate and relevant knowledge about travel industry and allied sectors
- To impart quality skills training in critical skills in demand in the travel industry
- To keep the curriculum matched with the demands and shifts in the industry, apart from matching the curricula with the NSQF guidelines, by due involvement of experts from industry and academia on the Board of Studies. Our BOS is well represented by the skill sector council, industry, academia and student
- To bring quality Tourism Education by a judicious blend of well -structured training.
- needs- based classroom teaching, workshops, online teaching sessions, case study cohorts and mentoring by the industry Professionals
- To prepare students for Managerial roles in the Tourism service industry, for leadership roles and for Travel Entrepreneurship by training in practical aspects in setting up of a Travel firm or becoming a Tourism entrepreneur

-Special focus on building critical thinking skills, problem solving, team working, digital, Project Management, organizational and research skills.

-By inculcating concepts of business ethics and respect for diversity, through our events and curriculum, we foster active engagement of students to offer solutions to any adverse social impacts of tourism and to imbibe and practice a sustainable approach

**Level of Awards:** The certification levels will lead to Diploma/ Advanced and BVoc Degree in the area opted.

<b>Award Duration</b>	<b>Duration</b>	<b>Corresponding NSQF Level</b>
Certificate	1 Semester	4
Diploma	1 Year	5
Advance Diploma	2 Years	6
BVoc Degree	3 Years	7

### **Curriculum**

<b>Year</b>	<b>Skill Component Credits</b>	<b>General Education Credits</b>	<b>Normal Calendar Duration</b>	<b>Exit Points/ Awards</b>
Year 1	36	24	Two Semesters	Diploma
Year 2	36	24	Four Semesters	Advanced Diploma
Year 3	36	24	Six Semesters	B Voc Degree
Total – 180 Credits	108	72		

**\*Under the NEP-2020 implementation, BVoc TTM credits will undergo a revision soon**

### **Qualifications Pack Training**

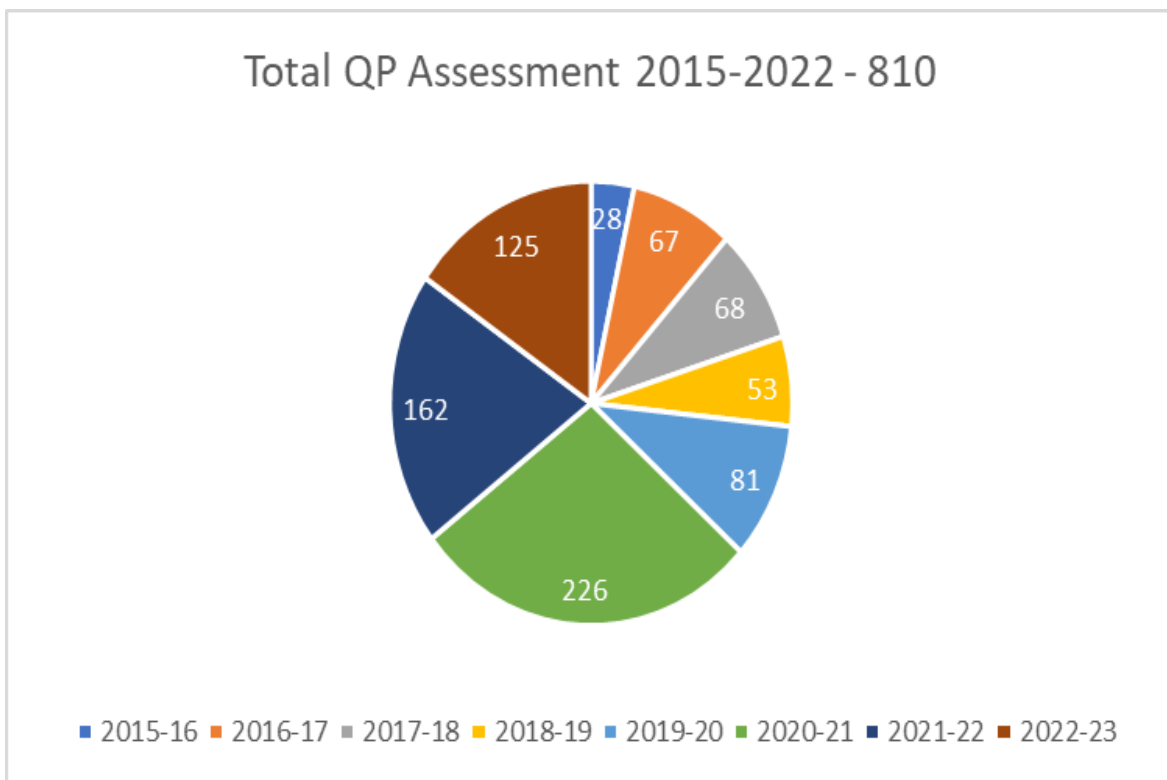
We prepare students for the Travel and Tourism Industry, equip them with required skills, learning approach and leadership skills. The curriculum of the course is in line with the Qualifications Pack. After every year, QP assessments are conducted by the skill sector through the Tourism and Hospitality Skill Council (THSC).

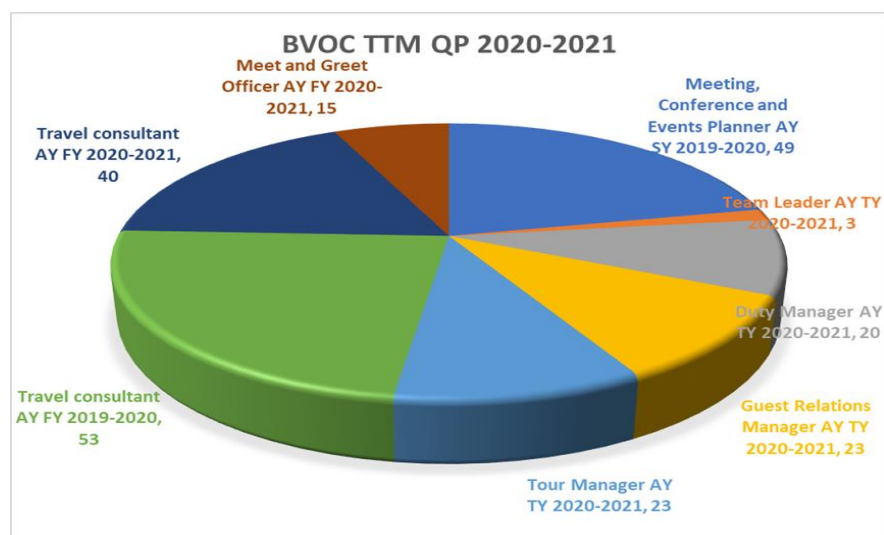
<b>Title of Qualifications Pack</b>	<b>NSQF Level</b>	<b>Certificate</b>
Customer Service Executive (Meet and Greet)	4	4
Travel Advisor	4	
Guest Service Executive (Front Office)	5	5
Meetings, Events and Conference Planner	5	
Tour Manager	6	6
Duty Manager	6	
Front Office Manager	7	7

**Qualifications Pack Assessment done by so for our students since 2015 till now**

<b>Year of Assessment</b>	<b>Total QP Assessments conducted through THSC</b>
2015-16	28
2016-17	67
2017-18	68
2018-19	53
2019-20	81

2020-21	226
2021-22	162
2022-23	125
<b>Total</b>	<b>810</b>





## Internships

The BVoc Travel and Tourism Management course is designed in a way that it gives students opportunities to work in the industry through internships while they complete their degrees. The course is embedded with compulsory internship credits in the second and the third year. Our students work in different job roles like Tour Operations, Digital Marketing, Social media Marketing, Content Writing, FOREX, MICE, Human Resources, Information Technology, Travel Consultant. The total hours for internship go up to 1500 hours including internships in Second Year and Third Year. The department has facilitated the internships for all the years students in BVoc TTM. First year internships are voluntary up till now. As internship is mandatory for the Second Year and Third Year students (with embedded credits), department has endeavored to provide 100% internships for the benefit of the students through the departmental Training and Placement Hub (TPH)

YEAR	NUMBER OF INTERNSHIPS UNDERTAKEN BY THE STUDENTS	PROFILES	COMPANIES
2018-2019	50+	Guest relations	Khaki Tours, Mercury Travels, GVK Jaya He Museum, Thomas

		interns, sales and marketing intern, operations intern, content writing intern	Cook India, SOTC and many more
2019-2020	154	Guest relations interns, social media marketing intern, operations intern, FOREX, MICE, Digital Marketing Intern etc	GVK- Jaya He Museum- Mumbai International Airport, SOTC, Thomas Cook India, Veena World, Pugmarks Holidays, The Explorers, Mercury Travels, Wanderlust Travel Hub, Khaki Tours, Active Holidays and more
2020-2021	241	Digital Marketing Intern, Social Media Intern, Content Writing, Blog making, Operations Interns, FOREX, MICE etc	SOTC, Thomas Cook India, Veena World, Pugmarks Holidays, The Explorers, Mercury Travels, Wanderlust Travel Hub, Active Holidays, Myrsa Technologies, Curly Tales, SB Tours, Luxor Trails and more
2021-2022	214	Sales and Marketing Intern, Digital Marketing Intern, Social Media Intern, Content Writing, Blog making, Operations Interns,	SOTC, Thomas Cook India, Sadttva, Active Holidays, The Explorers, Airline Tours, Spic Macay, White Hat Jr, Go Dutch, Luxor Trails, Rann Utsav, SB Tours, Travel XP, COCO Goa, Twist and Tours, Adventhrill, Royal Expeditions, Myrsa Technologies and more

		FOREX, MICE, Accounts intern etc	
2022-2023	144	Digital Marketing Intern, Social Media Intern, Content Writing, Blog making, Operations Interns, FOREX, MICE et	SOTC, Thomas Cook India, Sadattva, Active Holidays, The Explorers, Airline Tours, Delta Management Service, Coco Goa, The Travel Quest, The Travel Duet, Asanzo, The Hosteller, Gala Tours, Wanderlust Travel Hub, Vimal Hospitality, Veena World and more

### **Placement**

From the students who graduate at the end of the Third Year, roughly around 40-50 percent have opted for direct placements while the rest have proceeded for higher education. The graduated students are successfully placed in several esteemed companies like Thomas Cook India, Oberoi Hotel Group, T2 Airport Mumbai, SOTC Travels Ltd, Pugmarks Holidays, The Travel Duet, Veena World, Khaki Tours, Wanderlust Travel Hub, Travel Bus, The Travel Quest, American Express, Active Holidays, Monk Prayogshala, Raconteur Walks, Mumbai, Tibro Travels, Ashish Holidays Pvt Ltd Mumbai, OYO Company, Sterling Holidays Resort India Limited, The Villa Escape, etc.

From 2018-2023 around 60+ students were directly placed in the industry right after their graduation. 2019-2020 the pandemic did affect the travel industry but it has bounced back and since 2021 students have been hired by reputed companies and several opportunities are seen forth particularly in travel companies, travel startups, hospitality, and wellness and in the logistics and aviation sector. In 2021-22 with the easing of pandemic restrictions our graduate students were given placements in the companies like Thomas Cook India, SOTC, Pugmarks Holidays and others

and in year 2022-23 our current TY students were absorbed by companies they interned with which includes Thomas Cook India, SOTC, The Travel Duet, The Travel Quest, Oberoi Hotels.

## Departmental Magazine



The department Faculty and students manage the publication in the department. Primary initiative for launching the first edition of the magazine was brought by our First-year students, Kshitij Bidvai, Aurelia Dias, Jonathan Thomas, Ram Butani and Akhata Bhandari (now graduating) along with seniors like Anurima Khurana, Simran Ludhani, Savaera Ainani, Santo Biswas (Graduate batch 2021). Students have designed and it features interviews from the industry, travel round up, special articles on the industry by students and teachers and photo gallery, special features, tech roundup. Department faculty Ms Tanvi More and HOD has contributed to the same as well.



TYBA (2022) Aurelia Dias



TYBA (2022) Kshitij Bidvai



TYBA (2022) Akshata Bhandari

### **Additional Value-Added Courses**

BVoc Travel and Tourism Management has initiated Diploma and Certificate courses in partnership with the industry to build greater employability related skills in the students and endeavors to provide them adequate industry exposure.

<b>Type of Course</b>	<b>Course</b>	<b>Industry Partner</b>
<b>Diploma (2019)</b>	Adventure Tourism	Pugmarks Holidays
<b>Certificate</b>	GDS – Basic Functionality Ticketing Course Amadeus	Amadeus
<b>Certificate</b>	Wine Tourism	Apex Wine Club
<b>Certificate</b>	Cruise Tourism	Trade Wings Institute
<b>Certificate</b>	Travel Photography	Mr Jatan Atara
<b>Certificate</b>	Art Appreciation	Manjari Thakur
<b>Certificate</b>	Destination Management	Veena World

***Adventure Tourism Diploma:*** The Adventure Tourism Diploma in association with Pugmarks Holidays is a comprehensive course to train students about Adventure Tourism Operations. It covers aspects of Adventure tourism fundamentals, Safety equipments and Protocols, About wildlife, trains in Specialized Skills like first-aid management, adventure trekking, Adventure sports protocols, and survival skills, Camping and Trekking aspects and Rappelling etc. the focus is to give exposure to students in the field so they can think of making a career in this field by learning the comprehensive modules

#### MODULE 1 –

A basic introduction to adventure tourism, role of an adventure tourism coordinator in general, team bonding and the importance of that, developing and improving soft skills through various games and activities.

#### MODULE 2 –

Introduction to Specialized Skills like first-aid, wildlife, adventure, trekking and survival skills. Creating awareness about certain sensitive issues.



***GDS Amadeus Basic Functionality Ticketing Course:*** Ticketing systems and learning skills play an important role in the tourism industry. The department offers Basic **Functionality Course and training on Ticketing on Global Distribution System conducted in partnership with Amadeus. Amadeus is the global leader in ticketing and reservations.** The course exposes

students to the basics of Amadeus-GDS, procedures to check the available seats in an airline, checking the class of the seats, and finding out available seats. All the students get to practice all these hands on in the given window period, on the portal of Amadeus and do mock reservations, this helps them to get real time practical experience of the ticketing system. At the end of training the students undergo an assessment and all our students who enrolled have passed the course with excellence and appreciated the industry training!

***Wine Tourism Certificate Course:*** The BVoc Travel and Tourism Management department believes that our students should gain knowledge about various niches in tourism and thus we bring every year the certificate course on Wine Tourism from 2018. Previously the course was brought in partnership with Trade Wings Institute, Mumbai. In the academic year 2022-2023 the course was curated by the department and we successfully partnered with the Apex Wine Club and other experts from the Wine and Tourism Industry headed by Mr Siddhartha Bannerjee.

Mr Siddharth Banerjee, Founder of ***Apex Wine Club*** was one of our esteemed experts who delivered lectures on topics like introduction to Wine Industry, Wine Geography and destination across the globe, wine tourism marketing strategy and also guided students on the skills required to work in Wine Tourism Industry.

Other topics covered include the culinary practices with Wine, Vineyards and types of grapes, Wine making, processing and storing, how to become a Sommelier? and popular wine festivals and events.

The course also included an educational trip to Sula Vineyards, Nashik where students got to see how Wine is made and aged and packaged to sell. The HR head of Sula Vineyards addressed our students and guided them through the qualifications and skills required to work in industry. He also provided opportunities for placements and Sula Vineyards. The course added a great amount of value to the students' knowledge and the students enjoyed the learning process





***Cruise Tourism Certificate Course***- Cruises have become one of the most demanded luxury tourist transportation options and has a potential to create multiple job opportunities both at the global level as well as in the Indian economy. Cruise Tourism has been growing exponentially. We at the department offer a short certificate course on Cruise Tourism to all the students.

The Course aims to make bring students understand the **Cruise industry**. The components of the course include introduction to Cruise industry, major cruise destinations across the globe, products and services and their sales and marketing, management of Cruise, organizing events on the cruise, job profiles, career options and a perspective on the skills required.

The course also includes a visit to a Cruise Ship to give students a practical experience of Cruise working, various departments of a cruise and job profiles. Students were taken on a visit to Angriya Cruise by the department as a part of this course.

The course was conducted in 2018 and 2019. Due to pandemic restrictions this was not possible to be held 2020 onwards but this year the course will be resumed back by the department.



***Art Appreciation Certificate Course-*** The course was specially curated by the department in consultation with the Art Expert, Dr Manjari Thakur, NGMA Mumbai. The course introduced the students to various aspects of Art like Indian art, folk art, western art along with material and intrinsic value (aesthetic value) of the art forms. The course trains the students to understand the value of various art forms, how to look for the details in the art, and understand the story behind that art's value in society.

***Travel Photography Certificate Course-*** The course focused on training on the basics of photography and travel photography through online sessions and offline practical sessions at various locations in Mumbai. The topics covered for basics of photography were shadows, lights, textures, patterns, colors, grids, lines, etc to make the fundamentals of photography clear to the students. The highlights of the course were: Types of Photography, Art of observation, Fundamental of photography, Camera modes and function, Creative Composition, Photo editing, Tips on how to become a travel creator and influencer, how to develop and monetize content, Social Media Planning and strategizing and Portfolio Development. The students were taken for outdoor sessions at CSMT, Mumbai, Dadar- Matunga, Worli Koliwada, Hanging Gardens. These outdoor sessions gave them an opportunity to practice on camera or mobile. They worked individually and in teams and clicked photos and were guided personally by the trainer

**Photos clicked by our Travel Photography Students:**



a. Year of establishment: **Year 2015**

b. Faculty strength- **HOD + 1 fulltime Faculty, 15+ Visiting Faculty from Industry**

c. **Key activities-**

- a) ***Annual Intercollegiate Student's Seminar***: Student seminar is an event that brings out the researcher in you. Student Seminar also known as the Student Paper Research Event is a healthy competition among groups of students who present their ideas and research over topics related to the theme of World Tourism Day. This event encourages students to increase their thinking abilities and come up with amazing research papers which could be beneficial to spread knowledge among teachers and peers
- b) ***World Tourism Day Symposium***: The Symposium is a platform where esteemed guests are invited to share their thoughts, knowledge and experiences with the students based on the theme of World Tourism Day. The symposium promotes the theme and fosters its importance amongst the attendees to help understand the Sustainable Development Goals. A Tourism Conclave was organized at Jai Hind College on **World Tourism Day** in year 2016-17 which highlighted the theme of the year "Tourism for all" and was even attended by the handicapped people from Spastics Society of India. The Tourism Conclave was inaugurated by the Minister of State for Tourism, Mr.Jay Kumar Rawal and our students along with D Y Patil students had cultural performances exhibiting the rich cultural tradition

of our country. In year 2018 a Tourism Symposium on UNWTO theme -Digitalisation in Tourism Industry was organized by the department on World Tourism Day.





Event Coordinator for World Tourism Day 2020 – TYBA Student (2021) Simran Ludhani

Even during the COVID years the department went on organizing WTD Symposium on an online platform. In 2020 the lectures organized were Master Class in Collaboration with James Cook University, Australia topics covered were: Destination Management for Community Well Being, Travel Motivation and consumer choices, Beyond Crisis Management, Destination Remoteness and Inaccessibility, Reliance on External Marketing and Importance of human capital in tourism. A lecture by Professor Dimitrios Buhalis from Bournemouth University, was also organized by the department.

**On World Tourism Day**  
in association with  
**Master Class**  
Developing Resilient Tourism Post COVID-19

**No. 1**  
In the world for Marine and Freshwater Biology<sup>1</sup>

**Top 300**  
Universities in the world<sup>2</sup>

**Top 30**  
of modern universities<sup>3</sup>

**Thursday, September 24, 2020 at 11:00 - 12:00**

**Speakers**

- Dr. Leszek Pierzchała**  
Associate Professor, Faculty of Tourism Management, University of Economics in Katowice, Poland
- Chris**  
Senior Lecturer, School of Tourism Management, James Cook University, Australia
- Neha Gargwal**  
Senior Lecturer, School of Tourism Management, James Cook University, Australia

**Moderated By**  
**Dr. Sushma Sharma**  
Associate Professor, Department of Travel and Tourism Management, Jai Hind College, India

**Medium of Delivery**  
ZOOM - <https://jcu.zoom.us/j/9873593883>

**Contact**  
[southasia@jcu.edu.au](mailto:southasia@jcu.edu.au)

CRICOS Provider number 00117

**Jai Hind College (Autonomous)**  
Department of B.Voc Travel and Tourism Management

**Presents an Industry Symposium on**  
**World Tourism Day 2021**

**VOYAGE FEST 2021**

	<b>Keynote Speaker</b> <b>Tourism – Endless Potential</b> <b>Ms. Rupinder Brar</b> Additional Director General of Ministry of Tourism, Govt. of India	<b>Time:</b> 10 AM
	<b>Sustainable practices in Tour Operations</b> <b>Dr. Ajita Sharma</b> International Assistant Specialist Tourism/Tourism / Travel - Tourism/ Retail Director, WellboundIndia Pvt. Ltd.	<b>Time:</b> 11 AM
	<b>Inclusive Tourism- Stretching boundaries for better growth</b> <b>Mr. Carl Vaz</b> Chairman & CEO, Chennai Embassy and President, SKA International India	<b>Time:</b> 11:30 AM
	<b>Thomas Cook – Our experience with Inclusive Tourism</b> <b>Ms. Mona Chertyan</b> President and Group Head of Asian Businesses at Thomas Cook India Pvt. Ltd.	<b>Time:</b> 12 PM
	<b>Planet Abled – Where everyone travels</b> <b>Ms. Neha Arora</b> Founder, Planet Abled	<b>Time:</b> 12:30 PM

Hosted by Department of Travel and Tourism Management  
Dr. Anshu Mahua - Head of Department  
Ms. Tani More - Faculty

**27th September 2021**

Designed by Neha Arora

In 2021, the theme was Inclusive Tourism: Building Communities and green footprint. Our Keynote Speaker was **Ms Rupinder Brar – Additional Director General of Ministry of Tourism, Government of India**. She explained through her topic- ‘Tourism – Endless Potential’ about the contribution that tourism makes towards various socioeconomic developments of the country. She also emphasized on the north eastern parts of the country which thereby are major tourist destinations but are low-key looked down upon. She further emphasized on Tourism contributions : tourism in India contributes to a large portion of our GDP and its impact on our economy is high

as GDP leads to good economic development. Tourism in India also happens to have a good impact on the environment. Tourism in India also helps build a community.

Other four speakers for the symposium were Dr Avita Khawas, Director Walk Around India, International Architect Specialist Tourpreneur, Travel Trainer, Mr Carl Vaz the Chairman and CEO Charson Advisory and Director of SKAL International India, Ms Mona Cherian, President and Group Head of Human Resource, Thomas Cook India Pvt Ltd. Ms Neha Arora, Founder-Planet Abled.

In the year 2022-23, the theme by UNWTO was ‘ **Rethinking Tourism.**’ The department invited industry experts; Mr Chandrashekhar Jaiswal- General Manager MTDC, Government of Maharashtra, Mr Suyesh Iyer – General Manager HR, Thomas Cook India Ltd, Mr Siddharth Banerjee- Founder Apex Wine Club, Smt Ujwala Dandekar – Deputy Secretary MTDC, Government of India, Mr Venktesan Dhattareyan – Regional Director, India Tourism, Ministry of Tourism Government of India, Mr Sameer Sharma- Manager, MICE Premium and Groups India, Oman Air, Mr Wasim Shaikh – Owner Active Holidays.



The experts addressed students and sensitized them on the need to rethink the tourism industry post COVID 19 pandemic. They highlighted the need to change the way we look at HR practices, need for more responsible tourism, the growing need of domestic tourism and more skilling of the professionals in the industry which will help the industry to grow well after all the backlash it faced during the pandemic time.

- c) **Voyage Fest:** BVoc Travel and Tourism Management Department, every year on the eve of World Tourism Day organises Voyage Fest which is department's annual fest handled by the faculty and the students of the department with utmost enthusiasm.



Voyage was born out of sheer love and passion of BVOC Travel and Tourism Management department for travel, three years ago. It is the celebration of various events like dance, drama, fashion show, singing, Students Seminar and Symposium marking the International World Tourism Day. Voyage believes to connect cultures and spread knowledge through its events and Programmes.

- d) **Destination trainings and Workshops** - The department organizes various workshops, guest talks, destination trainings, skill enhancement lectures for students to keep them updated with the latest trends of Tourism Industry and to skill them so that they can be industry ready on graduation some of the sessions organized were
- Destination Training Dubai, Destination Training Canada, Destination Training New Zealand, Destination Training Ireland, Destination Training Belgium- Netherlands-Luxembourg , Destination Training South Africa, Destination Training North East India, Destination Training Nagaland, FIFA 2022- Qatar, Destination Training Nagaland,
- Other sessions were VUCA, Preparing for future, Musaafor for tour guide role, Film Tourism sessions, Innovations in Travel and Tourism industry and start-up ecosystem, developing the mindset of an entrepreneur and getting started, public speaking session, job profile at Airport , Infographics Workshop ,Wellness and Health Tourism, Experiential and Cruise Tourism, Workshop on Using LinkedIn for Professional Purpose, Workshop Start Up opportunities in Travel Tech and many more.



### 3) Faculty Details



- I. Name: **Dr Archana Mishra**
- II. Designation: **Vice-Principal (Arts), Assistant Professor, Department of History, HOD, Department of Bachelor of Vocational Education -Travel and Tourism Management, Coordinator- International Relations Certificate Course,**  
Co- Convenor IQAC Criteria 3 for Research.
- III. Qualification: **MA, PhD, MBA, UGC NET & SET Qualified, Diploma in Journalism**
- IV. **Specialization:** Early Indian History, Contemporary World History, Contemporary Indian History, History of Asia, India's Foreign Policy, Research Methodology, Historiography, International Relations, Media Studies, Culture Studies, Indian Cultural Heritage, Sustainable Tourism, International Tourism, BVoc-Travel & Tourism Skill courses framework, Vocational -Qualification Pack Trainer for Tourism students, Program and Course designing expertise, Outcomes building, industry and academia liaison.
- V. **Experience in years-** 24 years Teaching Experience (12 years Full time with Jai Hind College, Autonomous)
- VI. **Research:**

**a. Publications:**

*Thesis*

***‘Theory & Practice of Law in Early India with Special Reference to Gender Relations (200 BC-650 AD)’***, SNDT University, Mumbai. (2005)

### **Book**

***Early Indian Jurisprudence: Precepts, Practice and Gender Status***, ISBN: 9781482868425, Partridge India, 2016.

### **Research Papers**

1. ‘Diversity, Tourism and Employment Generation: A Strategic Perspective on India’, *Pragati Journal* (2021), **Dr Archana Mishra**, *Journal of Indian Economy* **Vol. 8(2)**, Jul-Dec 2021, pp. 1-28 (2021)
2. “Rethinking Higher Education and Skilling in India Post-Covid 19 Pandemic”, **Dr Archana Mishra**, *The Urban World*, (2020). *Quarterly Publication, Volume 13, No.2, Regional Centre for Urban and Environmental Studies* (2020).
3. ‘Glocalization and Employment, Need for Niche Courses’, **Dr Archana Mishra**, in *KC PG Department of Media Studies, Media Research & Communication Studies Journal*, ISSN No. 0972 4427, 2018.
4. ‘Role of Civil Servant and the shifts in their job role’, **Dr Archana Mishra**, *Indian Journal of Psychological Issues*, ISSN No. 2249 – 7471, Vol 24 No 1, June 2016.
5. ‘The Dimensions of Inclusiveness: Dharma Traditions and Neo-Vedanta’ **Archana Mishra**, *Different Strokes, TAF Journal, a Peer-Reviewed Teacher’s Academic Forum Journal*, ISSN No. 2249 – 7471, at Jai Hind College, (2012).
6. ‘Education at Crossroads: Commercial Education vs Value-based Education’, **Dr Archana Mishra**, in *Peer-reviewed Teacher’s Academic*

*Forum Journal, Different Strokes, ISSN No. 2249 – 7471 at Jai Hind College, (2012).*

7. 'Manusmriti in Gender Perspective', *Dr Archana Mishra, in the book, Visibilising Women*", Research Paper in Book edited by Dr KK Shah and Dr Radhika Seshan, ISBN No. 978-8178354156, Kalpaz Publications, New Delhi. (2005).
8. 'Positioning Geo-Tourism Between Sustainability and Cultural Branding: A Case Study on Lonar Lake' in Maharashtra, *Dr Archana Mishra and Dr. R Maitra, accepted for publishing (2022) (in process)*

#### **b. Research Papers Presented**

1. *Leveraging India's Cultural Diversity to Boost Employment in the Tourism Sector & Tourism Competitiveness, Dr Archana Mishra, at the International Conference on Diversity and Development, Tata Institute of Social Sciences, Mumbai. (March, 2nd and 3rd, 2020.*
2. 'Glocalisation and Employment, Need for Niche Courses', *Dr Archana Mishra at the International Conference on Glocalization-Media Summit organized by the Kishinchand Chellaram College, PG Department of Media Studies, Mumbai, 2017.*
3. 'SAARC: Challenges and Future', *Dr Archana Mishra on a Panel Presentation at the GIS and Sciences Po organized the 6th French Network for Asian Studies International Conference held at Sciences Po, Paris, 9 June 28th, 2017.*
4. 'Manusmriti in Gender Perspective', *Dr Archana Mishra at the Post Graduate Department of History, SNDT University, Mumbai. (1997)*

#### **c. Research projects:**

1. *KT Telang Fellowship on Indological Studies'' for PhD, Asiatic Society of Mumbai, Rs 12.000 p. a, Duration 1 year, 2003.*

2. *"Middle Class in India: Exploring its Changing Dimensions"*, received a Grant for Minor Research Project (BCUD, Mumbai University, amount of Rs 35000, (2020).

II)



- I.** Name: **Ms Tanvi More**
- II.** Designation: **Assistant Professor**
- III.** Qualification: **MA, MU PET**
- IV.** Specialization: History, Contemporary India and World Heritage and Art, International Relations, Tourism, Sustainability, Communication, Research Methodology, Indian Geography.  
Member of College Training and Placement Cell (TPC) and BVoc TTM Training and Placement Hub (TPH)
- V.** **Experience in years :** 3 years degree college teaching and 5 years overall
- VI.** E-mail Id: [tanvi.more@jaihindcollege.edu.in](mailto:tanvi.more@jaihindcollege.edu.in)

### III) **Our Visiting Faculty**

- a) Ms Vedanti Imartey – Owner Vaidehi Foods
- b) Ms Zeena Cooper- 30+ years teaching experience in various institutions
- c) Mr Alope Bajpai- Co-owner The Explorers Pvt Ltd
- d) Ms Shital Sanghavi- CA, CS
- e) Ms Kubra T K- Visiting Faculty at various esteemed Institutions
- f) Ms Vasundhara Kaul- Founder, Carpediem EdPsych Consultancy
- g) Ms Kalpana Shah – Advocate and visiting faculty at esteemed institutions
- h) Ms Sunila Deodhar- 20+ teaching experience in various institutions like SNTD

- i) And many other industry experts

#### 4) BVoc Travel and Tourism Management Degree

List of Courses:

The FY courses will be based on NEP-2020 and will be released shortly.

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>NO. OF CREDITS</b>
CBTT301	Business Communication and Travel Documentation	4
CBTT302	Green Computing	4
CBTT303	Digital Marketing	4
CBTT304	Tour Packaging	5
CBTT305	Sustainable Tourism	5
CBTT306	Tourism Economics	4
CBTT307	Art Styles and Cultural Expressions	4
CBTT401	Financial Literacy	4
CBTT402	Research Methodology	4
CBTT403	Human Resource Management	4
CBTT404	Guest Relations Manager	4
CBTT405	Destination Planning	4
CBTT406	Internship	10
CBTT501	Strategic Management	4
CBTT502	Entrepreneurship	4
CBTT503	Multimedia I	4
CBTT504	International Tourism and Trends	3

CBTT505	Niche Tourism	3
CBTT506	Team Leader	4
CBTT507	Event Management	3
	Internship	5
CBTT601	Multimedia II	4
CBTT602	Reasoning Aptitude and Placement Orientation	4
CBTT603	Data Analytics	4
CBTT604	Quality Management in Tourism	4
CBTT605	Adventure Tourism	3
CBTT606	Tourism Law	3
CBTT607	International and National Travel Circuits (SC) and Dissertation	4
	Internship	5

**Value Added Courses:**

<b>Title of Course</b>	<b>Degree/ Diploma/Certificate</b>	<b>Aided or Self Finance</b>
GDS Amadeus Basic Functionality Ticketing Course	Certificate	Self-Finance
Wine Tourism	Certificate	Self-Finance
Cruise Tourism	Certificate	Self-Finance
Travel Photography	Certificate	Self-Finance
Art Appreciation	Certificate	Self-Finance
Adventure Tourism Diploma	Diploma	Self-Finance

1) Supporting Staff: NA

- 2) Society/cell under department – **BVoc Travel and Tourism Management Training and Placement Hub (TPH)** (since 2020)



Training and Placement Hub is a facilitator and counselor for internships, On job training and placement related activities. Training and Placement Cell provides placement assistance to all the registered students as per the norms.

It helps in company selection, screening of candidates, arranging workshops like resume writing, public speaking sessions, social networking, digital marketing, LinkedIn training and many more to hone the skills of students. It also provides guidance about job roles, resolves any issues brought forth by the students and helps collating students' data.

**Faculty In charge for TPH:** Dr Archana Mishra, HOD Coordinator BVoc TTM has negotiated with several industry for internships, initiated the training and placement Hub and been mentoring the TPH team.

**Co Faculty incharge for TPH** -Ms Tanvi More, Faculty, BVoc TTM has been involved in the TPH contributing by coordinating for interviews between the students and companies and in collating data .

**Student In charge:** For year 2020-2021 and 2021-2022- Ms Anurima Khurana has worked tremendously in the TPH in 2019-20 and even in 2020-21 and had effectively contributed by communication, coordination for the interviews schedule, the

**onboarding and in documentation. 2021 onwards Ms Akshata Bhandari coordinated as student Head.**



*Training and Placement Student Head, TYBA (2021) Student Ms Anurima Khurana. She was excellent team leader as Student head and kudos to your work Anurima!*

\*For year 2022-2023- Ms Akshata Bhandari is the Student Head for TPH.

### 3) Student Achievement **year-wise**

#### **Year 2018-19**

##### a. Placement at **Mumbai Airport**

<b>Company/ Organisation</b>	<b>Employee</b>
Mumbai International Airport Limited	Samidha Goel
Mumbai International Airport Limited	Yash M Bhilare

##### b. Other Placements:

<b>Company/ Organisation</b>	<b>Employee</b>
Active Holidays/Monk Prayogshala	Heena Shaikh

Destiny Travel Services Providers	Anmol Raghani
Raconteur Walks, Mumbai	Karishma Patel
Sterling Holiday Resorts India Limited	Sangeet Narayanan
American Express	Manasi More
SOTC	Prashant Tripathi
Tibro Tours Pvt Ltd	Vineet Patel
Thomas Cook India Ltd, Mumbai	Zahraa Rajkotwala
Ashish Holidays Pvt Ltd, Mumbai	Sakshi Shah
Stuti Tourism Pvt Ltd, Mumbai	Chetan Dhuri
Oyo Company	Mohammed Nehal
Oberoi Hotels, Mumbai	Delefruz
Jaihind College, Mumbai	Archi Karia
The Villa Escape	Devanshi Dave
Khaki Tour, Mumbai	Huzefa
Zara	Tejasvi
Sterling Holidays	Sangeet
Oyo Company	Prashant Selke

- c. Ms Simran Vyas student of SY BVoc TTM - Participated in a Digital Marketing workshop in Rizvi college of Mumbai which was organized by IIM Calcutta held on 19th and 20th of December 2019 and also was amongst the 5 people selected from Mumbai to participate in a business plan competition in IIM Bangalore.
- d. Omkar Shinde- established his own travel startup
- e. Yash Bhilare- Our student was awarded best employee of the year at the Mumbai Airport by GVK
- f. Heena Shaikh- Appreciated for her work by GVK, Mumbai Airport with Jai He Museum. GVK appreciated her with tweets.
- g. **Total of 53 QP assessments were conducted and students passed successfully.**

#### **Year 2019-20**

- a. **Star Performers in Internship**
  - Nefretti Decunha- Completed 1000+ Hours of Internship
  - Santo Biswas- Completed 1000 + Hours of Internship
  - Savera Ainani- Completed 1000+ Hours of Internship
  - Simran Ludhani- Completed 958 Hours of Internship
  - Anurima Khurana- Completed 890 Hours of Internship
  - Devanshi Desai- Completed 890 Hours of Internship
- b. **Full batch of SY completed required hours of internship**
- c. **Total of 81 QP assessments were conducted and students passed successfully.**

#### **Year 2020-2021**

- a. Despite the Pandemic, the efforts from the department resulted into **241 Total internships** completed by the students of BVoc Travel and Tourism Management in 34 Companies in Online mode.
- b. **226 Qualifications Pack Assessment were successfully passed by the students**

#### **Year 2021-2022**

- a. **100% of the SY and TY BVoc Travel and Tourism Management Students completed the required hours of Internship with help of Department Training and Placement Hub**

- b. 100% TY BVoc Travel and Tourism Management students successfully submitted their Under Graduation Dissertation.
- c. 2 SY BVoc Travel and Tourism Management students Ms Akshata Bhandari and Mr Keviselhou Chatsu won 1<sup>st</sup> Prize in National Level Quiz Competition on North East India organized by India Tourism
- d. 13 BVoc Travel and Tourism Management students got into well renowned universities in India and Abroad for Master's Program. **The Universities to name a few are Oxford Brookes University, James Cook University Australia, International College of Management, Sydney and University of Creative Arts, UK**
- e.

Name of Student	Programme	University Admitted to
Dhruv Khandekar	MSc International Hospitality, Events and Tourism Management	Oxford Brookes University
Anurima Khurana	MBA Diploma and Masters in Luxury Brand Management	NMIMS and University of Creative Arts, UK
Simran Ludhani	Masters of International Tourism and Hospitality Management- MBA	James Cook University, Australia
Chhahat Nathani	Master of Management, Sydney (Tourism and Hospitality)	International College of Management, Sydney
Devanshi Desai	Masters of Tourism and Travel	Patkar Varde College
Riya Khot	Masters in Travel and Tourism	Amity University
Prathamesh Masurkar	Masters of Tourism and Travel	Garware Institute of Career Education and development
Krishna Shah	M Com	Mumbai University
Shriya Jadhav	Masters of Tourism and	Garware Institute,

	Travel	Mumbai University
Isha Kharat	Masters of Tourism and Travel	Garware Institute, Mumbai University
Shannon Tuscano	Tourism Travel Operations	Toronto, Canada
Zeel Kohna	Tourism and Hospitality Management	BMN College
Jigyasa Bhasin	MBA	Balaji Institute of Modern Management, Pune

### **Year 2022-23**

a. Mr Haroon Abdul Mujeeb TY BVoc Travel and Tourism Management student participated in All India Vayu Sainik Camp, Jodhpur 2022. He represented the Maharashtra directorate which won The Champions Trophy and other accolades like Best Directorate, Best in firing, Best in flying and ground subjects, All India Best Cadets.

b. **125 Qualifications Pack Assessment were successfully passed by the students**

c. **100% of TY BVoc TTM and 98% of SY BVoc TTM students completed their required hours of internship**

d. **100% TY BVoc Travel and Tourism Management students successfully submitted their Under Graduation Dissertation.**

e. **10 students from TY BVoc Travel and Tourism Management got placed in 2022-23 before their final exam**

Jonathan Thomas- A Travel Duet

Sheetal Sonawane- Thomas Cook India

Aurelia Dias- Thomas Cook India

Niyai Shastri- Thomas Cook India

Dabeer Ansari- Thomas Cook India

Smruti Yengul- Thomas Cook India

Apurva Kadam- Thomas Cook India

Soni Tiwari - Alps and Bank

Aishwarya Kadam- Alps and Bank

- 4) **ELIGIBILITY REQUIREMENTS** :The eligibility condition for admission to BVoc programme shall be 10+2 or equivalent, in any stream.

5) **Addendum –**

1. **Ms Vedanti Imartey -4 years**
2. **Mr Rishap Vats- 6 months**