



मुळा एज्युकेशन सोसायटी

कला, वाणिज्य व विज्ञान महाविद्यालय, सोनई

ता. नेवसा, जि. अहमदनगर - ४१४१०५. फोन/फॅक्स (०२४२७) २३९३८४
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सावित्रीबाई फुले पुणे विद्यापीठ मंलग्रीत (आय.डी.पी.यू./ए.एन./ए.एम.सी./०३१/१९८९)
नंक पुनर्मुल्यांकित 'अ' श्रेणी आयएमओ १००१ : २००८ प्रमाणित



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मा. उपकुलसचिव,

शैक्षणिक विभाग,

सावित्रीबाई फुले पुणे विद्यापीठ पुणे-७

विषय:- विद्यापीठ अनुदान आयोगाने मंजूर केलेल्या बी.व्होक.अभ्यासक्रमांची माहितीबाबत...

संदर्भ:- क्र.सिए 1476 दि. 25/09/2019. चे आपले पत्र

मा. महोदय,

वरील विषयान्वये आमचे महाविद्यालयास युजीसी नवी दिल्ली यांचेकडून बी.व्होक. अंतर्गत खालील कोर्सस सुरु करण्यास परवानगी मिळाली आहे

अ.न.	कोर्सचे नाव
1	फूड प्रोसेसिंग, डेरी मिल्क food processing, Dairy milk
2	होस्पिटयालीटी व टूरिझम (Hospitality And Tourism)

वरील कोर्स पैकी फूड प्रोसेसिंग, डेरी मिल्क food processing, Dairy milk हा कोर्स शैक्षणिक वर्ष 2018-19 पासून नियमित सुरु झाला असून त्यास शासन मान्यता व सावित्रीबाई फुले पुणे विद्यापीठाची मान्यता मिळाली आहे. परंतु होस्पिटयालीटी व टूरिझम (Hospitality And Tourism) हा कोर्स विद्यार्थी संख्ये अभावी सुरु केलेला नाही. या संदर्भात महाविद्यालयाने युजीसी नवी दिल्ली व सावित्रीबाई फुले पुणे विद्यापीठ पुणे यांना कळविले आहे.

होस्पिटयालीटी व टूरिझम (Hospitality And Tourism) हा कोर्स आम्ही शैक्षणिक वर्ष 2020-21 पासून सुरु करणार आहोत तरी त्यास महाराष्ट्र शासन मान्यता व सावित्रीबाई फुले पुणे विद्यापीठ पुणे यांची सल्लग्नता मिळविनेसाठी प्रस्ताव दोन प्रतीमध्ये पाठवीत आहोत तरी तो स्वीकारावा हि विनंती.

कळावे,

- सोबत:-
1. मूळ प्रस्ताव
 2. युजीसी मान्यता पत्र
 3. महाविद्यालय व अभ्यासक्रम मान्यता पत्र
 4. प्रयोगशाळा व उपकरणे यांची माहिती
 5. इतर संस्थेबरोबरील संबंधित करारनामे



आपला

PRINCIPAL

Arts, Commerce & Science College
Sonai, Tal. Newasa, Dist. A.Nagar



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Annexure –II

Detail about structure /Pattern of Syllabus

1. Title of the Course: - BACHELOR OF VOCATION COURSE, (B.VOC) HOSPITALITY & TOURISM

2. Course Level:- Under graduate Level Degree course

3. Syllabus to be implemented from The Academic year: - June 2020-21

4. Preamble of the Syllabus Introduction system

This course is sanctioned by University grant commission, New Delhi under the NSQF scheme to, Arts, Commerce and Science College, Sonai Tal Newasa District Ahmadnagar (M.S.). This course will be completed in three years degree course (Semester pattern) named as Bachelor of Vocation Course Hospitality & Tourism. Each semester covers seven Papers out of which three practical papers and four Theory papers. Total fortytwo papers for three years. Out of which eighteen theory papers and eighteen practical papers. Each theory paper has 4 credits and each practical paper have 6 credit and 30 credits for each semester. Each year have 60 credits. In three years having 180 credits.

5. Faculty of course: - BACHELOR OF VOCATION COURSE, (B.VOC)

6. Eligibility for admission:

The eligibility condition for admission to B.voc programme shall be 10+2 or equivalent, in any stream. Eligibility of admission, Norms for admission, reservation of seats for various B.voc Programmes shall be according to the rules framed by the University from time to time.

7. Duration of the Course: -

Three years

The duration of B.voc programmes shall be **6 Semesters**.

The duration of odd semesters shall be from **June to October** and that of even semesters from **November to March**. There shall be three days *semester break after odd semesters and two months' vacation during April and May in every academic year*.

A Student may be permitted to complete the Programme, on valid reasons, within a period of 12 continuous semesters from the date of commencement of the first semester of the programme.

8. Intake Capacity of Students: - 50

9. Examination

1. Semester I (First year)

Sr. No	Semester	Paper	Internal Examination Unit Test, Seminars ,etc	External Examination	Total Marks	Total credits
1	I	Theory I HT T01	50	50	100	03
2	I	Theory II HT T02	50	50	100	03
3	I	Theory III HT T03	50	50	100	03
4	I	Practical IV HT P04	50	50	100	03
5	I	Practical V HT P05	50	100	150	06
6	I	Practical VI HT P06	50	100	150	06
	Total					30

2. Semester II (First year)

Sr.No	Semester	Paper	Internal Examination Unit Test, Seminars, etc	External Examination	Total Marks	Total credits
1	II	Theory VII HTP07	50	50	100	03
2	II	Theory VIII HTP08	50	50	100	03
3	II	Theory IX HT T09	50	50	100	03
4	II	Practical X HT T10	50	50	100	03
5	II	Practical XI HT P11	50	100	150	06
6	II	Practical XII HT P12	50	100	150	06
	Total					30

3. Semester III (Second year)

Sr.No	Semester	Paper	Internal Examination Unit Test, Seminars, etc	External examination	Total Marks	Total credits
1	III	Theory XIII HTT13	50	50	100	03
2	III	Theory XIV HTT14	50	50	100	03
3	III	Theory XV HT T15	50	50	100	03
4	III	Practical XVI HT P16	50	50	100	03
5	III	Practical XVII HT P17	50	100	150	06
6	III	Practical XVIII HT P18	50	100	150	06
Total						30

4. Semester IV (Second year)

Sr.No	Semester	Paper	Internal Examination Unit Test, Seminars, etc	External examination	Total Marks	Total credits
1	IV	Theory XIX HTP19	50	50	100	03
2	IV	Theory XX HTT20	50	50	100	03
3	IV	Theory XXI HT T21	50	50	100	03
4	IV	Practical XXII HT T22	50	50	100	03
5	IV	Practical XXIII HT P23	50	100	150	06
6	IV	Practical XXIV HT P24	50	100	150	06
Total						30

5. Semester V (Third year)

Sr.No	Semester	Paper	Internal Examination Unit Test, Seminars, etc	External examination	Total Marks	Total credits
1	V	Theory XXV HT T25	50	50	100	03
2	V	Theory XXVI HT T26	50	50	100	03
3	V	Theory XXVII HT T27	50	50	100	03
4	V	Practical XXVIII HT P28	50	50	100	03
5	V	Practical XXIX HT P29	50	100	150	06
6	V	Practical XXX HT P30	50	100	150	06
Total						30

6. Semester VI (Third year)

Sr.No	Semester	Paper	Internal Examination Unit Test, Seminars, etc	External examination	Total Marks	Total credits
1	VI	Theory XXXI HT P31	50	50	100	03
2	VI	Theory XXXII HT T32	50	50	100	03
3	VI	Theory XXXIII HT T33	50	50	100	03
4	VI	Practical XXXIV HT T34	50	50	100	03
5	VI	Practical XXXV HT P35	50	100	150	06
6	VI	Practical XXXVI HT P36	50	100	150	06
Total						30

I. Pattern of Examination:-

i. Question paper pattern :- As Per University Rule

a. Internal Examination: - Total marks 50 Detail as below

(20 Marks for Unit Test, 20 Marks for Tutorls, 10 Marks for Seminars)

b. External Examination Total 50 Marks

(Define the terms 10 marks, Choose appropriate answer 10 marks, Short note 10 marks, Ling answer 10 marks)

II. Standard of Passing:-

Sr. No	Maximum marks	Minimum marks	Internal marks	External marks
1	100 (Theory)	40	15	25
2	150 (Practical)	55	15	40

III. A.T.K.T. rules:-

ATKT for passing: - Minimum 4 subjects must be passing out of 6 subjects for each semester

IV. Award of Class

Letter grades and Grade points; It is recommended to 10 point grading system with the letter grades as below Grades and Grade points

Sr. No	Letter grade	Grade point
1	O (Out standing)	10
2	A+ (Excellent)	9
3	A(Very good)	8
4	B+(Good)	7
5	B(Above average)	6
6	C(Average)	5
7	P(Pass)	4
8	F(Fail)	3

V. External students:- NA

VI. Setting of Question paper /Pattern of Question paper

Note:- All questions are compulsory

Sr. No	Paper	Internal marks	External marks	Maximum marks
1	Theory	50	50	100
2	Practical	50	100	150

VII. Verification and Revaluation: - Yes

10. Structure of the course

- I. Compulsory paper:** - yes, All papers are compulsory
- II. Optional paper:** - NA
- III. Question paper and paper:** - Yes, As per University rules
- IV. Medium of instruction:** - English

11. Equivalence of previous syllabus along with proposed syllabus:

- a. F.Y.B.Voc:-New syllabus is implemented from June 2020 and is equivalence in this year.
- b. S.Y.B.Voc:- New Syllabus is implemented for June 2021.
- c. T.Y.B.Voc:- New Syllabus is implemented for June 2022.

12. University terms and conditions Syllabus is prepared as per UGC norms and guidelines: -

Duration of terms

- 1. First term 15 June 2020 to 30 October 2020.
- 2. Second term 15 November 2020 to 30 April 2021.

13. Subject wise detail syllabus

SYALLABUS INDEX

3 Years Degree Course

F.Y. B. VOC, HOSPITALITY AND TOURISM

SR. NO.	SEMESTER	PAPER	COURSE CODE	COURSE TITLE	CREDIT
1	I	I	HT T01	Tourism Concepts and Principles	4
2	I	II	HT T02	Tourism Policy and Planning.	4

3	I	III	HT T03	Travel Agency Management	4
4	I	IV	HT P04	Principles and Practice of Tourism 1	6
5	I	V	HT P05	Travel Agency and Tour operation Business	6
6	I	VI	HT P06	Tour guiding and escorting, Destination visit and Report	6
7	II	VII	HTP07	Tourism Resources of India	4
8	II	VIII	HTT08	Tourism Geography	4
9	II	IX	HT T09	Communication and Personality skill for Tourism	4
10	II	X	HT T10	Principles and Practices of Tourism II	6
11	II	XI	HT P11	Tourism Marketing	6
12	II	XII	HT P12	Tourism Transport Operations ,Travel and Tour Internship	6

S.Y. B. VOC, HOSPITALITY AND TOURISM

13	III	XIII	HTT13	Tour Operation Management	4
14	III	XIV	HTT14	Human Resource Management	4
15	III	XV	HT T15	Effective Communication	4
16	III	XVI	HT P16	Ecotourism	6
17	III	XVII	HT P17	Hospitality Management	6
18	III	XVIII	HT P18	Food Production, Food Production Practical	6
19	IV	XIX	HTP19	Foreign language :French/Japanese German	4
20	IV	XX	HTT20	Customer Relationship Management	4
21	IV	XXI	HT T21	Sales and Advertising in Tourism	4
22	IV	XXII	HT T22	Event Management	6
23	IV	XXIII	HT P23	Front office Management	6
24	IV	XXIV	HT P24	Food Science and Nutrition, Hospitality Internship	6

T.Y. B. VOC, HOSPITALITY AND TOURISM

25	V	XXV	HT T25	Environmental Education	4
26	V	XXVI	HT T26	Tourism Ethics, Law and Regulations	4
27	V	XXVII	HT T27	Emerging Trends in Tourism	4
28	V	XXVIII	HT P28	Airfares and Ticketing	6
29	V	XXIX	HT P29	Tourism Impact Analysis	6
30	V	XXX	HT P30	Housekeeping Operations, Study Tour and Report	6
31	VI	XXXI	HT P31	Research Methodology in Tourism	4
32	VI	XXXII	HT T32	Managerial accounts and Finance in Tourism	4
33	VI	XXXIII	HT T33	Heritage Management	4
34	VI	XXXIV	HT T34	E Tourism	
35	VI	XXXV	HT P35	Tourism Product Design and Destination Development	6
36	VI	XXXVI	HT P36	Resort Management, Project/Dissertation	6
			TOTAL	CREDITS	180

14. Recommended Books:-

List of Reference Books:

**BOOKS ON TOURISM IN COLLEGE LIBRARY
2019-20**

No.	Name of Book	Author
1.	World Atlas	B.M. Willett.
2.	Desh Aur Unake Nivashi Bhag- 3	Dwarka Prashad Gupta
3.	A Road Guide to Delhi	TTL Pharma Ltd.
4.	Navnneet School Atlas	Raka Publication.
5.	Natural Wonders of the World	Ahvja B.N
6.	Environment and Natural Based Tourism	Amitava Mitra.
7.	Advancements in Tourism Theory and Practice.	B.P.George.
8.	Sustainability Profitability and Successful Tourism-1	Aparna Raj.
9.	Sustainability Profitability and Successful Tourism-1	Aparna Raj.
10	Eco- Tourism and Environment Management	Govind Prasad.
11.	Medical Tourism In India	Sonali Kulkarni
12.	Paryatan Bhugol	Nagtonde.
13.	Paryatan Bhugol	Dr. Gharpure Vithal
14.	Paryatan Vikas	Agrawal Vinod
15.	Paryatan Bhugol	Kapur Vimal

15. Qualification of Teachers:-1. M. Tech /M.Sc./M.B.A.(Hospitality and Tourism) with B⁺/NET/SET/Ph.D As pre UGC guidelines

16. Detailed syllabus (Only word file):-

DETAILED SYLLABUS AND SCHEME

FIRST YEAR (Semester – I)

PAPER – I HT T01: TOURISM CONCEPTS & PRINCIPLES

No. of credits: 4;

Marks 50

Total lectures 60

Objective:

1. This will be an introductory module giving the basis of tourism studies.
2. This will give an overview of tourism industry and various organisations.

Unit No	Topic	Learning Point
Unit – I	Introduction	Meaning, Definitions and Concepts of Tourism, Tourist destination, services and industry, Definition and historical development - Past to 2 nd world war, recent and current 1945–2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.
Unit – II	Tourism Products & Attraction	Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.
Unit –III	Types and Forms of Tourism	Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.
Unit – IV	Tourist Transportation	Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.
Unit – V	A study of International Tourism Organisations	Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

REFERENCE:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Pretience Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

FIRST YEAR (Semester – I)

PAPER – II

HT T02: TOURISM POLICY AND PLANNING

No. of credits: 4;

Marks 50

Total lectures 60

Objectives:

The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

Unit No	Topic	Learning Point
Unit – I	Introduction	Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.
Unit – II	Tourism Policy	Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.
Unit – III	Understanding Tourism Planning	Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)
Unit – IV	International Agreements	Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

REFERENCE:

- New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the HeritageCity, Pergamon, Oxford
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
 - Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

FIRST YEAR (Semester – I)**PAPER-III****HT T03 :TRAVEL AGENCY MANAGEMENT****No. of credits: 4;****Marks 50****Total lectures 60****Objective:**

1. The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

Unit No	Topic	Learning Point
Unit – I	Travel formalities	Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.
Unit – II	Approval of Travel Agents and Tour Operators	Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business.
Unit–III	Functions of a Travel Agent	Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.
Unit–IV	Functions of a Tour Operator	Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation
Unit–V	Public and Private sector in Travel Agency Business and Tour Operation Business	Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators – an overview. National Trade Associations: IATO and TAAI.

REFERENCE:

1. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
2. SyratGwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
3. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.

FIRST YEAR (Semester – I)

PAPER-IV

HT P04: PRINCIPLES AND PRACTICES OF TOURISM I

No. of credits: 6

Marks: 100

Unit No	Topic	Learning Point
Unit 1	'Age of Grand Tours'	Travel and tourism through the ages: Early Travels, 'Renaissance and 'Age of Grand Tours' Emergence of modern Tourism, Factors affecting growth of Tourism.
Unit 2	Tourism	Tourism Definition, Meaning, Nature and Scope; Tourist ,Traveler, visitor and Excursionist —definition and differentiation; Leisure. Recreation and Tourism inter relationship; Typology and forms of tourism international, inbound, outbound ,interregional, intra regional, domestic , international , national and other forms ;social tourism
Unit 3	Tourism an Overview	Tourism an Overview - components (5A's Attraction. Accessibility, Accommodation, Amenities and Activities), Tourism System and elements of Tourism (Leper's model)- Characteristics of Tourism (Intangibility .Perish ability. Variability. Inseparability. Heterogeneous. Multitude of Industry, Pricing Competitiveness/ Flexibility. Interrelationship of elements) .
Unit 4	Introduction to Tourism Industry	Introduction to Tourism Industry -Travel Agency — History-Operation /Functions — Types .Tour Operators-Functions-Types. Accommodation Industry Types - Classification- Supplementary Souvenir Industry and Shopping; Transportation (Air, Water. Land) —Role of Transportation in Tourism (Airlines ,Railways. Cruises, Coaches, Car rentals, etc.)
Unit 5	International travel requirements	International travel requirements (Passport, Visa, Health certificates and insurance). Role and functions of NTO and tourism authorities of various levels(National , State, Local) Tourism Organizations- National and International ITDC, FHRAI, IATO, TAAI, UNVVTO, IATA, UFTAA, PATA

References:

- 1 . P.N Seth Successful tourism management,sterling publishers , New Delhi
2. A K Bhatia: International Tourism Management. SterlingPublishers
3. A K Bhatia: Tourism Development: Principles and Practices • SterlingPublishers.
4. A K Bhatia : The business of Tourism concept and strategies , sterlingpublishers

FIRST YEAR (Semester – I)

PAPER-V HT P05: TRAVEL AGENCY AND TOUR OPERATION BUSINESS

No. of credits: 6

Marks: 100

Unit No	Topic	Learning Point
Unit 1	Tour Operations	Tour Operations/travel Agency Business- Difference between agent and tour operation, Various departments of a Travel agency and its functions, How to setup a travel agency and tour operator-IATA rules and regulations for travel agency approval, DOT rules and regulations for travel agent approval, Types of organization: Proprietorship, Partnership, Corporate.
Unit 2	Itinerary Planning	Itinerary Planning: Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary. Itineraries of Golden Triangle.BuddistCircuit, Beach destinations, Popular Outbound Itineraries of Singaore. Malaysia, Thailand.
Unit 3	Visas	Visas- Visa and its types, Preparing Visa cases, Formalities required for various Visas like Schengen, UK. Us, Dubai and Far East, Verification of Endorsed Visa on the Passport.
Unit 4	Package Tours	Package Tours- Package tour and its components, Practical components of a standard package tour (Inbound, Outbound and domestic), Types of package tours; Use of CRS in travel agencies.

REFERENCES:

1. Chand Mohinder (2007), Travel Agency Management: An IntroductoryText (2nd revised and enlarged edition), AnmolPublications.
2. PrenNath Seth (1992) Successful Tourism Management vol.1&2,Sterling Publications,Delhi.
3. Stevens Laurence (1990) Guide to starting and operating successfulTravel Agency. Delmar Publishers Inc., NewYork.
4. JagmohanNegi (2008) Travel Agency and Tour Operation-Concepts &Principles, Kanishka Publishers.
5. Armin Dieter Lehmann, "Travel & Tourism: An Introduction toTravel Agency Operations, McMillan PublishingCompany.

FIRST YEAR (Semester – I)

PAPER-VI HT P06: TOUR GUIDING AND ESCORTING, DESTINATION VISIT AND REPORT

No. of credits: 6

Marks: 100

Unit No	Topic	Learning Point
Unit 1	Tour Guide	The tour guide- meaning and classification qualities of an ideal tour guide various role of tour guide the business of guiding organizing a guiding business
Unit 2	Guiding Techniques	The guiding techniques —leadership and social skill presentation and speaking skills tour escorting ethics; The guides personality , moments of truth the seven sins of guide the service cycle. working with different age groups working under different circumstances
Unit 3	Role Of Guide And Interpreter	The role of guide and interpreter: creating ,memorable interpretations, interpreting different themes nature art architecture and incidental interpretations responsibilities to local and society tour guide code of conduct
Unit 4	Conducting Tour Plans	Conducting tours pre tour plans mode of transportation types of tours traveler with special needs guidelines for working with disabled persons relationship with fellow guides motor/car operators and companies
Unit 5	Dealing	Dealing with emergencies accidents law and order general procedures evaluation and solution complaint handling
Unit 6	Excursion Tour	Field Visit and project work

REFERENCES:

1. JagmohanNegi —Travel agency and touroperations
2. Mohinder Chand —Travel agency and tour operations an introductorytext
3. Dennis I Foster —Introduction to travel agencyManagement
4. Pat Yale-Business of touroperations

FIRST YEAR (Semester – II)

PAPER – VII HT T07: TOURIST RESOURCES OF INDIA

No. of credits: 4;

Marks 50

Total lectures 60

Objective: The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

Unit No	Topic	Learning Point
Unit – I	Natural Resources	Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, SasanGir, Dachigam, Ranthambhore and Keoladeo Ghana) Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdvp islands.
Unit –II	Popular Tourist Resources	Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and FatehpurSikri Monuments- QutubMinar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), TajMahal, Golden Temple (Amritsar), HawaMahal (Jaipur), Bara Imambara (Lucknow).
Unit-III	Pilgrimage Destinations: Hindu	CharoDhamYatra, JyotirlingaYatra, Devi YatraVindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar. Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt.Abu, Sharavanbelgola, Palitana Muslim: Ajmer Sharif, Nizamuddin (Delhi), FatehpurSikri, and some important Mazars. Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar. Saint: Kabir, Tulasi, Raidas, Sankaracharya
Unit – IV	Fairs and Festivals	Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, MeenakshiKalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, KartikPurnima (DevDeepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), BurhawaMangal (Varanasi), Ganga Mahotsava, TajMahotsava, KhajurahoMahotsava and Desert Festival.
Unit – V	Handicrafts and Handlooms	History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.

REFERENCE:

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.

FIRST YEAR (Semester – II)

PAPER – VIII HT T08: TOURISM GEOGRAPHY

No. of credits: 4;

Marks 50

Total lectures 60

Objective: This course explores the basic components of geography in relation with tourism.

Unit No	Topic	Learning Point
Unit-I	Fundamentals of Geography	Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps, longitude & latitude, international date line, time variations, time difference.
Unit-II	Geography of Indian	Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.
Unit-III	Geography of World	Political and physical features of world geography. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico). Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.
Unit-IV	Tourist places	Africa: South Africa, Mauritius, Kenya. Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan. South Asia : SAARC Countries.

Reference:

- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Sinha, P.C. Tourism Geography, Anmol Publication
- Dixit, M. Tourism Geography and Trends, Royal Publication International Atlas, Penguin Publication and DK Publications

FIRST YEAR (Semester – II)

PAPER- IX HT T09: COMMUNICATION AND PERSONALITY SKILLS FOR TOURISM

No. of credits: 4;

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Unit 1	Communication	Meaning, Role, Functions, Importance and Essentials of communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication. Classification of communication (Formal and Informal; personal, Inter-personal, Group & Mass; Vertical & Horizontal; Upward & Downward; One-way & Two-way; Verbal & Non verbal).
Unit 2	Telecommunication Skills	Communication over Telephone for reminder/ follow-up of events, Telephone Handling Skills, Complaint Management, Resume writing and facing interviews, Report Writing..
Unit 3	Personality and Body Language	Definition, Types, Characteristics of personality; Importance of Dressing and Etiquettes in Business Communication; Facial Expression, Eye Contact, Posture, Dress, Attitude
Unit 4	Customer	Definition of Customer, Internal customer, External customer; Definition of Service provider; why are some service providers better than others? Definition of satisfied/ dissatisfied customer; consequences of satisfied/ dissatisfied customers, Definition of Quality. Customer satisfaction, Customer Delight, Key areas of customer care; The product or the service itself, Sales and promotion of the services; After sales support to the customer; Organizational culture. Customer Feedback, Feedback tools.

REFERENCES:

1. Communication: Making connections (7th edition) William J. Seiler, Addison Wesley.
2. Chrissie Wright: Handbook of practical Communication skills, Jaico Publishing House.
3. Chaturvedi P.D, Business Communication: Concepts Cases and Applications. Pearson Education.
4. Kaul, Asha (2006), Business Communication, Prentice Hall.
5. Taylor, Shieley (2003) Communication for Business, Pearson Education.
6. Sharma R.O & Mohan Krishna: Business Correspondence and Report Writing, Mcgraw Hill.

FIRST YEAR (Semester – II)

PAPER- X HT P10: PRINCIPLES AND PRACTICES OF TOURISM II

No. of credits: 6

Mark:- 100

Unit No	Topic	Learning Point
Unit 1	Travel motivation	Definition of travel motivation concept of motivation —evolution of demand. Growth factors —physical motivators rest and recreation motivators health motivators ethnic and family motivators rent professional and business motivators
Unit 2	Demand for Tourism	measurement of tourism , types of tourist statistic —general problems of measurement methods of measurement —Tourism satellite account — Tourism barometer — Statistical review of spenders and earners of tourism —Kerala India and major world destination.
Unit 3	Socio economical factor in Tourism	Impacts of Tourism —Economic , Environmental, Social, cultural Economic benefits —the multiplier effect —development of infrastructure —regional development-effects on employment —tourism and economic value of culturalresources-tourism and international understanding, national integration through tourism
Unit 4	Tourism planning and development	—tourism planning process —assessment of tourist demand- environmental dimension of tourism —carrying capacity-sustainability conservation policy responsible tourism; Features of tourist destination —essential facilities and services for tourism development-Tourism development in India-Sargent committee-5 year plan- Tourism policy
Unit 5	Tourism products	-Definition —Product levels of Kotler-Product design —issues and Considerations – Leaper’s tourism system, Tourism area life cycle.

REFERENCES:

1. Seth PranNath (1999) Successful Tourism management (vol. 1,2)7
2. Cooper Fletcher et al (1993) tourism principles and practices ,Pitman
3. Bhatia A K internationalTourism
4. S Babu ,S Mishra BB Panda :Tourism development revisited; Response—Sage
5. R Jacob et al :Tourism product of Indian national perspective;Abhijeet publications

FIRST YEAR (Semester – II)**PAPER- XI HT P11: TOURISM MARKETING****No. of credits: 6****Mark;-100****Objectives:**

1. The course includes the operation techniques of tourism marketing.
2. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.

Unit No	Topic	Learning Point
Unit – I	Marketing	Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.
Unit – II	Analysis and selection of market	Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)
Unit – III	Marketing Strategies	Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing
Unit – IV	Planning marketing programmes	Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies
Unit – V	Tourism Marketing	Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services- Challenges and strategies..

REFERENCE:

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Vearne, Morrisson Alison: Hospitality marketing
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
- Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
- Singh Raghubir, Marketing and Consumer Behaviour.

FIRST YEAR (Semester – II)**PAPER- XII HT P12: TOURISM TRANSPORT OPERATIONS, TRAVEL AND TOUR INTERNSHIP****No. of credits: 6****Mark :-100**

Unit No	Topic	Learning Point
Unit 1	Introduction to tourist transportation	Development of means of Transport, Tourists transport system —Leiper's Framework —Role of transport in Tourism —UP markets and Low Budget travelers .Major entry points of Tourist in India .
Unit 2	Surface transport	—Road transport system in India —Types of roads —Public transportation system —Car , Coach bus tour .Rent a Car scheme (Concept and marketing)Transport and insurance documents
Unit 3	Rail Transport	General information about Indian Railways. Brief History- High speed trains — Classes of Journey —Types of trains and tracks —Railway reservation — modes—circle trips— Tatkal-I-Ticket-e-ticket-Passenger amenities (Railway and Onboard station); Introduction to the type of rail tours in India: luxury trains hill trains express trains mail and passenger —IRCTC mountain railways of India in the UNESCO world heritage visit -Eurailpass ,Indrail pass
Unit 4	Water Transport	Categories of water transport (Coastal shipping, Inland Waterways, Foreign Going traffic) —National waterways . Cruise liners- types Houseboats.
Unit 5	Airport management	Major Airlines and Airports in India — Airport Facilities for passengers Ground handling (Passengers and cargo) Departure formalities : check in— Emigration —Customs and security . Arrival formalities : Immigration — Baggage clearance —Customs —Channels (green channel and Red channel)
Unit 6	Travel And Tour Internship	Students have to undergo hands on comprehensive training or internship in a travel agency or tour operator firm for two to three weeks. They have to submit a training report also as part of the programme after the internship

REFERENCES:

1. JagmohanNegi —Travel agency and Touoperation
2. Mohinder Chand-Travel agency and Tour operation : An introductory text
3. Bhatia, A K —internationalTourism
4. Seth P N (1999) successful Tourism management (vol.1 and2)

SECOND YEAR (Semester –III)

PAPER- XIII HT T13: TOUR OPERATION MANAGEMENT

No. of credits: 4

Marks 50

Total lectures 60

Objectives: The students will set practical knowledge relating to travel and tour operation.

Unit No	Topic	Learning Point
Unit – I	Preparing for Work in Travel Operation	Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telelx& Fax, special Handling of business correspondence, Method of Taking Care of Customers.
Unit – II	Domestic Counter	Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Any other.
Unit – III	International Travel Counter	Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges
Unit - IV	Places of Tourist interest in various destinations in India	, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services.Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services.
Unit - V	Procedure for Domestic and International Hotel Reservations	Documentation related with HotelReservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions.

REFERENCE :

- Chand, M., Travel Agency Management: An Introductory Text
- Seth, P. N., Successful Tourism Management
- Travel operation : South Asia Integrated Tourism Human Resource
- Development Programme (SAITHRDP)
- Tour Guiding SAITHRDP.

SECOND YEAR (Semester –III)

PAPER- XIV HT T14: HUMAN RESOURCE MANAGEMENT

No. of credits: 4

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Unit 1	Human Resource Management	Definition — importance of HRM in service industries — Functions of HRM — Objectives of HRM
Unit 2	Man power planning	— process of man power planning — Job analysis-process of job analysis- job description — job specification- Job Design — job enlargement- Job Enrichments.
Unit 3	Recruitment and selection	- Selection process- Sources of recruitment —internal, external- Techniques of recruitment — direct, indirect —Selection procedure-Selection test- Placement and Induction
Unit 4	Training and Development	— Concepts- Training Methods- Distinction between Training Development — Organizational development — self developments- On the job training — evaluation of training effectiveness.
Unit 5	Performance appraisal	— Concepts- Methods- Barriers of effective appraisal Methods- Job Evaluation- Methods of job evaluation- job evaluation in hospitality industry — Incentives in Hospitality Industry

REFERENCES:

1. Human resource management in Hospitality Industry
2. Management Principles and Practices - L M Prasad

SECOND YEAR (Semester –III)

PAPER- XV HT T15: EFFECTIVE COMMUNICATION

No. of credits: 4

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Part A		Printing and Advertising
Unit – I	Advertising	<p>Use and function, benefits of advertising, non-commercial advertising, ethical issues in advertising and need for advertising.</p> <p>Media Decisions : The media Selection process, Different media types- print media, television, radio and the new electronic media. Preparation of brochures, booklets, maps etc.</p>
Unit - II	Advertising Agency Function, Organisation and selection	<p>– Major functions of an advertising agency, consideration for advertising agency selection, the role of advertising in consumer Decision Process. Specialised advertising, industrial advertisements, institutional advertisements, non-commercial advertisements.</p>
Part B		Communication and Promoting Products - Advertising, Direct Marketing, Sales Promotion, Public relations and Sponsorship
Unit – III	Major promotional tools	<p>Developing Effective Communication, Identifying Target audience, Determining the response sought, selecting message , Choosing different media types, selecting message source and collecting feedback. Establishing the total promotion budget and factors on setting the promotion mix.</p>
Unit – IV	Major decisions in advertising or Five Ms of Advertising	<p>Objective setting, setting advertising budget, Message decisions, Media Decisions and campaign evaluation. Direct Marketing – reasons for growth of direct marketing and telemarketing, Sales Promotion – Setting sales-promotion objectives, selecting Sales-promotion tools, developing the sales promotion program, evaluating the results.</p>

REFERENCE :

- Diwan, Parag : Advertising Management 1998.
- Thakur, D. : Advertising, Marketing and Sales Management, 1999.
- Petit, L. Effective Communication.
- Publications of World Communication Congress

SECOND YEAR (Semester –III)

PAPER- XVI HT P16: ECOTOURISM

No. of credits: 6

Marks :- 100

Unit No	Topic	Learning Point
Unit 1	Environmental Studies	Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio-Geo Chemical Cycles; Environmental Pollution: Air, Water and Noise Pollution with special reference to Tourism activities, Green House Effect, Depletion of Ozone layer threats due to global warming.
Unit 2	Concept and Origin	Emergence of Eco-Tourism, growth and development, definitions. Principles of Eco-Tourism, An overview of Eco-Tourists.
Unit3	Eco-Tourism	Eco-Tourism Resources in India: Caves, National Parks, Wildlife Sanctuaries, Tiger Reserves, Biosphere Reserves, Wetlands, Mangroves, Coral Reefs and DesertEcosystem.
Unit4	Eco-Tourism Planning and Development Strategies	Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product Development, Marketing and Promotion, InfrastructureDevelopment, Industry Involvement Training Programme both at Operational and Promotional Level.
Unit 5	Role of Eco-tourism	Role of Eco-tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI, Case Studies of Ajanta-Ellora Development Project, Lonar Crater. Periyar National Park, Goa, Ecotourism at Himachal Pradesh

REFERENCES:

1. Baldwin J.H. (1985) Environmental Planning and Management, I.B.D. Dehradun.
2. Singh Ratandeep: Handbook of Environmental Guidelines for Indian Tourism, Kanishka Publishers, New Delhi.
3. Romila Chawla: Wildlife Tourism and Development, Sonali Publications. New Delhi.
4. Eagles P.F.J. (1987), The Planning and Management of Environmentally Sensitive Areas (US, A. Lengman).
5. Khoshov T.N. (1987), The Planning and Management of Environmentally Sensitive Areas (US, A. Lengman).

SECOND YEAR (Semester –III)

PAPER- XVII HT P17: HOSPITALITY MANAGEMENT

No. of credits: 6

Marks :-100

Unit No	Topic	Learning Point
Unit 1	Hospitality And Hotel	Definitions—link between hospitality and travel and tourism industry . travelers at rest , home away from home —hospitality culture ,AthithidevoBhavah expectations of the guest.
Unit 2	Classification And Categorization Of Hotels	—Hotel ownership- a brief account of commercial hotels- residential hotels ,resort hotels ,Airport hotels , Bed and breakfast hotels , convention hotels , casino hotels , motels , emerging trends in accommodation —Time share , Condominium , Home stays , tree huts, houseboats, capsule hotel, major hotel chains in India —FHRAI
Unit 3	Hotel Operations	Brief account, front office and back office areas , public and private areas — organization and structure and function — major departments — types of rooms — use of IT in hotel industry
Unit 4	Front Office Organizational	Structure and functions. Housekeeping; organizational structure — important housekeeping activities in hotels — co ordination with other departments advantages of good housekeeping and problems of poor housekeeping . Food and beverage operations: organizational structure and function — food product and service . Restaurants. Types of menu, types of service
Unit 5	Security Department	- Responsibility- security system in hotel; marketing department, HR department , engineering and maintenance department, accounting department

REFERENCES:

1. John R Walker —introduction to hospitality management—person education India
2. Mohammed zulfikar —Introduction to tourism and hotelindustry, UBS pub. Newdelhi
3. Dennis L Foster - VIP and Introduction to hospitality. Mcgraw hill New Delhi
4. M L ksavana and R M Brooks — front office procedures ,educational institutions
5. Sudhir Andrews — Hotel front office management ,Mcgraw hills New Delhi

SECOND YEAR (Semester –III)

PAPER- XVIII HT P 18: FOOD PRODUCTION

No. of credits: 6

Marks :-100

Unit No	Topic	Learning Point
Unit 1	Introduction to the art of cookery	— Culinary history- Development of the culinary art from the Middle Ages to the modern cookery, modern hotel kitchen ,Nouvelle; Aims and objectives of cooking of food- Importance of cooking of food with reference to the catering industry. Principles of balanced and healthy diet- Action of heat on food.
Unit 2	Kitchen layout	<ul style="list-style-type: none"> - Types of kitchen, General planning& Layout of food production outlets in a five star hotel, Layout of receiving area. Storage area, Service& Wash up area; - Kitchen Equipment- Different types of the kitchen equipment, different types of special equipment, heat generating- Fuel- Heat Transfer principles, Types- Electricity, gas, oil, fire high pressure steam and coal, refrigeration, kitchen machinery, storage tables. Hand tools, weighing and measuring, pot wash, diagrams, uses, maintenance, criteria for selection. - Kitchen organizing- Review of the classical kitchen Brigade, Work planning in the kitchen. kitchen supervision- Supervisory functions: Technical administrative. Functional and social functions; - Elements of super vision; forecasting, planning, organizing, commanding, coordinating, controlling; responsibilities of the supervisor; delegating. motivating. welfare, understanding, communicating.; - Kitchen Hygiene- Personal hygiene, their importance, food handling & storage, care, sanitation practices, attitude towards work in the kitchen, fumigation. HACCP- Practices in food handling& storage
Unit 3	Cuisine	<ul style="list-style-type: none"> - Cuisine Minceur- Indian regional cuisine, Popular international cuisine (an introduction). French, Italian ,Chinese.; - Introduction to Indian cuisine- History, characteristics, different ingredients used, regional differences ,equipments used, cooking methods, religious influences; - Menu-Characteristics Menu terms, Names of the dishes, popular spices used etc. International and Indian menus, preparations. traditional or classical items, Essential considerations prior to planning the menu, Recipe formation, standard recipe - weighing & costing, portion control, power breakfast& Bunch concept; - Basic preparations- Mise- en- place of all the basic preparations soups, sauces, roux, aspic.glaze, bouquet garni, mirepoix. d uxelle, pastes masala, batters, doughs, marinades ,and gravies. Classification of soups, principles, garnishes, accompaniments. Internationalsoups. Importance of sauces, mother sauce, thickening agents used in a sauce, rectification of faulty sauces, other popular sauces Breakfast, stocks ,egg preparations
Unit 4	Food	-Raw materials- introduction .Classification and uses according to their functions

	commodities	<p>and uses in cookery- Cereals ;pulses. vegetables, mushrooms ,fruits, eggs, salt sweetening agent, fats & leavening agents. Milk, composition of milk and storage. types of milk, cream-foundation ingredients their characteristics and their uses in cookery- Classification with examples and uses in cookery: Pressed meats. smoked meats.</p> <p>BVoc. Tourism and Hospitality Management 2016-17 admission onwards Mahatma Gandhi University 35</p> <p>classification of milk and milk products including cheese; Classification and international cheese. Purchasing specification fbr food & Beverage-Principles of food storage- Types of stores. Layout of Dry and cold room. Staff Hierarchy Guidelines for efficient storage. control procedures. Inventory Procedures. EOQ. Re-order levels. Bin Cards. Form and formats function of a store's manager.</p>
Unit 5	Basic bakery and confectionery	<p>- principles of baking, uses of different types of oven, role of ingredients used yeast, Shortenings(Fats & Oils) sugar & salt, Raising Agents and role of Sugar and Egg and menu examples, ingredient proportions, various mixes, methods and temperature variations. Bakeryflourtypes, uses and storage, Different methods of Bread making. Methods of cake making, different methods, faults and their remedies; Conversion tables: American, British measures and its equivalents Basic culinary terms- Indian and Western or International.</p>
Unit 6	Basic Food Science	<p>Demonstration of any two items each in the following</p> <ol style="list-style-type: none"> 1.Cereal and pulse cookery 2.Egg and meat cookery 3.Sugar cookery 4.Milk cookery 5.Vegetable cookery, Cooking temperature of oil & its effects on products 6. Browning reaction, sprouting & fermentation-factors influencing 8.Recipe development, standardization and evaluation, 9. Methods of food preservation. 10. Visits to industrial kitchen/catering unit

REFERENCES:

1. Practical cookery : Victor Ceserani& Ronald Kinton,ELBS
2. Theory of catering :Victor Ceserani& Ronald Kinton,ELBS
3. Theory of catering :Mrs. K. Arora, Frankbrothers
4. Modern Cookery for Teaching & Trade Vol. 1,,: Ms. Thangam Philip, OrientLongman
5. Herrings dictionary of Classical & Modern cookery: WalterBickel
6. Chef Manual of Kitchen Management: Fuller,John
7. The professional chef (4th edition): Le RolA.Polsom
8. The book of ingredients: JaneGrigson
9. Indian Food : K. T Achaya,Oxford
10. Theory of cookery By K Arora, Publisher : Society of IndianBakers
11. Bakery & Confectionery By S. C Dubey, Publisher:Society of IndianBakers

12. Practical Cookery : Kinton&Cessarani
13. Theory of catering :Kinton&Cessarani
14. Prathical Professional Cookery : Kauffman &Cracknell
15. Larder Chef By M J Leto & W K H Bode Publisher: Butterworth-Heinemann
16. PurchasingSelectionandProcurementfortheHospitalityIndustry:AndrewHaleFeinstein and John M.Stcfanelli
17. Professional Cooking By Wayne Gisslen, Publisher: Le Cordon Bleu
18. Cooking Essentials for the New Professional Chef
19. The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley &SonsINC

SECOND YEAR (Semester – IV)

PAPER- XIX HT T19: FOREIGN LANGUAGE: FRENCH/JAPANESE GERMAN

No. of credits: 4

Marks 50

Total lectures 60

Objectives:

The aim is to develop effective communication with greater emphasis on oral communication so that students can write and understand French Language most efficiently and effectively.

Unit No	Topic	Learning Point
Unit I	FRENCH	Basic Elements of Grammar lay down in the prescribed text book: French Alphabets, Accents, Vowels, Phonetic Symbols, liaison and Nasal Sounds. Conjugation of Regular and Irregular Verbs: Both Present Tense and Past Tense Use of Definite and indefinite articles, Singular and Plural Nouns, Verbs, Personal Pronouns, Possessive Adjectives and Regular and Irregular Adjectives. Imperative Sentences
Unit -II		Translation from French into English: One short simple French text based on the prescribed text book or from outside, to test the ability of the student to understand the text. Questions on text to be answered in French and English.
Unit – III		Grammar: Conjugation of Regular and Irregular Verbs (Future Tense)-avoir, etre, faire, lire, donner, voir, prendre, partir, entendre, aller etc. Adverbs, Passe Simple, Imparfait, Future Proche.Change of Sentences from active voice to passive voice, Comparison of Adjectives, Conditional Tenses.
Unit - IV		Written Comprehension: One short simple French text based on the prescribed text book or from outside to test the ability of the students to understand the text. Translation of French into English and English to French.Passage Explanation. Direct – Indirect narration.

REFERENCE:

1. French Made Easy (Beginners-Contact): F. Makowsky (1-20 Lessons) + Audio Cassettes.
2. Teach Yourself- French: Dr. KiranChaudhary (1-15 Lessons with corresponding grammar and exercises) + Audio Cassettes.

3. Collins French Pocket Dictionary (French- English) (English – French)

- Modern French Course (MathurinDondo)
- Le francais et la vie - Vol. II (G. Mauger / M. Brueziere)
- Le francais et la vie - Vol. I (G. Mauger / M. Brueziere)

OR

Unit -V	German	Basic Elements of Grammar laid down in the prescribed text book Translation from German into English or Hindi From Text Book. Question on text to be answered in German. Question on German. EasyComposition–TextBook prescribed–Doutach esprashlehre fuer Auslaender (Gesamtanacabe) by Schulz Griesbaxh. (Max. Hneber-Cerlac,Muencher).
Unit - VI		Essay Writings, Passage Translation, Story Writing, Passage Explanation, Grammar : Change of Sentences from Active Voice into Passive Voice, Direct – Indirect Narration, Comparison of Adjectives.

REFERENCE:

- Deutsch Als.Premdsprache.(TELL.J.A.) BRAUN NIEDER SCHMOECEENST KIETTVERLAG, Indian Edition – OxfordUniv. press, New Delhi.
- German-How to speak and write it by Joseph Rosenberg-Odhanas Press.
- Essential German Grammerbyo Guy Stern. Evertt.F.Bleiber(WedderPapergadition).
- DentschalPremdskrache (Tellib)
- Braun-NiederSchmoc(Ernst DiattVerlag)
- Collins Dictionary(Eng.-Eng.) (German)
- Cassels Dictionary – Eng./Eng./German.**OR**

Unit -VII	Japanese	Essay Writings, Passage Translation, Story Writings, Passage Explanation. Grammar : Change of Sentences form Active Voice into Passive Voice. Direct – Indirect Narration, Comparison of Adjectives
Unit - VIII		Essay Writings, Passage Translation, Story Writings, Passage Explanation, Grammar : Change of Sentences form Active Voice into Passive Voice, Direct – Indirect Narration Comparison of Adjectives.

REFERENCE:

- Japan for Today (Latest edition)
- Japanese – English Dictionary.
- Japan for Today (Latest edition)
- Japanese – English Dictionary.
- Teach Yourself Japanese

SECOND YEAR (Semester –IV)

PAPER- XX HT T20: CUSTOMER RELATIONSHIP MANAGEMENT

No. of credits: 4

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Unit 1	Introduction to CRM	Conceptual framework of customer relationship and its management evolution. customer relationship marketing ,types of CRM-win back prospecting ,Loyalty , cross sell and up sell , significance of CRM in modern business management
Unit 2	CRM strategy	Introduction to CRM —Planning , strategy for CRM , process of segmentation , choice of technology , choice of organizational structure for CRM, understanding the market intelligent enterprise
Unit 3	CRM	Implementation —implementation of CRM: business oriented solutions, Project management ,CRM in service , CRM in financial services
Unit 4	E —commerce in CRM	Use of e-commerce in CRM, CEM and data mining , information required for effective CRM
Unit 5	Customer loyalty and CRM	Concept of loyalty at CRM :definition of loyalty , customer loyalty and customer decency, process of developing customer loyalty status of CRM in I n d i a

REFERENCES :

1. KotlerP Marketing management , PearsonEducation
2. Saxena R marketing management Tata McgrawHill
3. Ramana V Somayagulu GH customer relationship management .Excelbooks
4. Govinda K Bhat Customer relation management,Himalaya

SECOND YEAR (Semester – IV)

PAPER- XXI VHT T21: SALES AND ADVERTISING IN TOURISM

No. of credits: 4

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Unit 1	Introduction to sales management	Introduction, sales strategy. Selling in tourism. Personal selling; Importance, Role and qualities of sales persons, organizing sales department . Recruiting and Training SalesForce.
Unit 2	Sales process	Significance, theories (AIDAS, Buying formula theory).process of personal selling; selling skills; Types of sales presentation, planning the presentation strategy, presentation skills; sales display; Objectives. principles of display, types of display; managing sales promotion; managing consumer promotion, types of consumer promotion, managing sales force promotion.
Unit 3	Advertisement	Meaning, History of Advertising, types, uses and abuses of advertising, advertising methodology, strategy & approach to advertising campaigns, sales support strategies: brochures, folders, display materials, newsletters, printed publicity material; Advertisement design and development; Advertisement design and marketing objectives, advertisement presentation, creating print and electronic media.
Unit 4	Media selection, planning and scheduling	Media planning process, media selection process, media scheduling, International media strategy; Measuring advertisement effectiveness; Concept, types of advertising evaluation, (pre-testing and post testing techniques of advertising evaluation); advertising budget and advertising agencies; Setting up of advertising budget, methods of budgeting. concept of advertising agencies, functions of advertising agencies.

REFERENCES:

1. Anderson B Robert, Professional Sales Management, Prentice HallInc.
2. George E Belch & Michael A Belch. Advertising and Promotion: An Integrated Marketing Communication. Perspective Irwin/ Macgraw HillInc.
3. John A Quelch, Sales Promotion Management, Prentice Hall International. London
4. Hebert Zenner. Guide to Media Management. Lincol wood, NTC Business Books.
5. Smith F Roger- Sales Management-A Practitioner's guide, Van Haren Publishing.
6. Sharmaq, Sangeeta & Singh Raghuvir, Advertising: Planning and Implementation, Prentice Hall ofIndia.

SECOND YEAR (Semester – IV)

PAPER- XXII HT P22: EVENT MANAGEMENT

No. of credits: 6

Marks :- 100

Unit No	Topic	Learning Point
Unit 1	Event management	Definition —meaning and scope-Role of events in promotion of Tourism —Cultural —festival and religious, business etc.. Need of events management. Key factor for best event management
Unit 2	Aim of event	Develop a mission .Establish objectives, Preparing event proposal use of planning tools
Unit 3	Protocols	dress codes ,staging. staffing ,leadership, Traits and characteristics
Unit 4	Process of management	planning and organizing events budgeting —Sponsorshipsubsidies —Registration —Documentation —Public relations and evaluation
Unit 5	Entrepreneurship	opportunities in event management —Trade fare —seminar conference and meeting-Exhibition — case study of Kerala Travel Mart; Event promotion — marketing events —interrelation between event and tourism industry

REFERENCES:

1. Event management ,purnima kumara , Anmol publishers
2. Event management for Tourism , Der wagen Pearson
3. Successful event management Shone A Cengage Learning

SECOND YEAR (Semester – IV)**PAPER- XXIII HT P23: FRONT OFFICE MANAGEMENT****No. of credits: 6****Marks :- 100**

Unit No	Topic	Learning Point
Unit 1	Front Office organization	Front Office organization charts- Front Office personnel- job descriptions of Front Office staffsinter departmental relationship between FO and other departments- F &B SalesSecurity-Purchase- Human Resource- Qualities of FO staffs, types of rooms — types of room rates; Types of plans: - continental plan- European plan- American plan- Modified American plan- Bermuda plan-
Unit 2	Reservation	types of reservation- Guaranteed reservation- non guaranteed reservation- travel agents reservation- corporate reservation-group reservation- Source of reservation- importance of reservation- methods of reservation- Basic reservation activities- Reservation records and documents- reservation charts- computerized reservation system- rights and liabilities of hotels and travel agencies in room reservations- commission terms- hotel tariff terms- reservation terms- cancellation terms- terms of payment- miscellaneous
Unit 3	Registration	Registration activities- Pre-arrival registration- room assignment and room rate- Checking the methods of payments- Maintenance of registration records- Flow of guest information between front office and other departments. Room change- issue of room keys- Walk-in- guests-Guest with non guaranteed reservation- Guest with guaranteed reservation
Unit 4	Functions of Front Office accounting system	Types of accounts- the FO accounting cyclecreation of an account- Maintenance of an account- Settlement of accounts-methods ofhandling guest accounts- Manually- Computerized accounting- types of settlement- Cash settlement, credit settlement-calculation of room position .Emergency procedures- Medicaemergency theft ,death ,fire .Drunk Guest- Dealing with guest problems. Telephone servicetelephone equipment, telephone procedure-telephone manners- Telex and Fax messages Equipment and procedures .Safety Locker Management. Bell desk —location — Function — procedure -Scanty baggage- procedure -Wake-up call. procedure.

REFERENCES:

1. Jerome Vallen ; Check in and checkout
2. Sudhir Andrews; Hotel front office training manual
3. Sue Baker, P. Brady, J. Huyton ; Principles of hotel front office operation
4. Bruce Braham; Hotel front office
5. Dennis Foster ‘ Front office operation and administration
6. Peter Abbott; Front office procedures and management

SECOND YEAR (Semester – IV)

PAPER- XXIV HT P24: FOOD SCIENCE AND NUTRITION, HOSPITALITY INTERNSHIP

No. of credits: 6

Marks:- 100

Unit No	Topic	Learning Point
Unit 1	Introduction to food science	Food groups-food in relation to health- principles of balanced Diet A brief study of food in terms of structure, composition and nutritive value. Processing and toxic constituents-cereals and pulses, nuts and oilseeds, egg ,fish meat &poultry, milk and milk products, vegetables & fruits. fats& oils sugar &jaggery.
Unit 2	Objectives of cooking food	Principles& equipment required, methods of cooking-boiling roasting, poaching. grilling, baking, broiling, stewing, sautéing , blanching, steaming , micro-waving etc. Effect of heat on food. Browning reaction & its prevention. Spouting and fermentation.
Unit 3	Food storage and preservation	-principles and techniques. Food additives-classification and use-food adulterants-accidental& intentional-food contamination. Food safety &quality control. Food born diseases & control
Unit 4	Food product development	Recipe standardization and evaluation. Techniques of evaluation-sensory method-evaluation card, types of tests.
Unit 5	Novel food sources	Single cell protein-food algae & fungi as food. GM foods, organic foods. Food antioxidants & nutraceuticals
Unit 6	Hospitality Internship	Students have to undergo one week internship in a minor/major hotel or resort as part of their programme. They have to submit a training report after the internship.

REFERENCES :

1. P K Jas; Food and Nutrition
2. B Srilakshmi; Food Science
3. Dr Usha Chandrasekhar; Food Science
4. Swaminathan; Food Science

THIRD YEAR (Semester – V)

PAPER- XXV HT T25: ENVIRONMENTAL EDUCATION

No. of credits: 4

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Unit 1	Environmental Education	Objectives, Scope and Nature Meaning, definition and characteristics of environmental education content; Importance; Factors of degradation of environment, adverse socio - economic impacts of degradation of environment; National resource center for environmental education; Impact of Science and technology on environment; degradation of resources, Role of individual in conservation; Role of IT in environmental and human health.
Unit 2	Environmental Pollution,	Management and Protection; Meaning and definition of Environmental hazards and pollution, Types of environmental hazards and disaster, Types of pollution: Land, Air, Water, Noise, and Radiation- Green house effect- Ozone layer depletion. Need for environmental management, function and characteristics dimensions; Factors responsible for flora and fauna extinction, Measures to conserve flora and fauna causes for forest fire- measures of prevention
Unit 3	India and Environmental Issues,	Policies and Movements; Major environmental problems in India, Environmental protection and polices in India, Need and objectives of conservation, Environmental conservation measures, Constitutional amendments made and Environmental laws. Environmental movements in India; Strategies for sustainable development in India
Unit 4	International Efforts for Environmental Protection;	The Stockholm conference 1972, Brundtland commission 1983, Nairobi conference 1982, The Rio Summit 1992, the Rio Declaration at the earth charter, Major achievements of the Rio Summit, Main features of the Rio Declaration, Kyoto conference and part on Global Warming 1997. BVoc. Tourism and Hospitality Management 2016-17 admission onwards Mahatma Gandhi University 46

REFERENCES:

1. Sharma. R. A. (2008). Environmental Education. Meerut: R.LallBooksDepot.
2. Sharma, B. L., &Maheswari, B. K. (2008). Education for Environmental and Human value. Meerut: R.LallBooksDepot.
3. Singh, Y. K. (2009). Teaching of environmental science. New Delhi: API-I PublishingCorporation.
4. Sharma, V. S. (2005). Environmental education. New Delhi:Anmol publication.
5. Reddy, P. K., & Reddy, N. D. (2001). Environmental Education.Hyerabad: Neelkamalpublications.
6. Kelu, P. (2000). Environmental education: A conceptual analysis.Calicut: Calicut University.

THIRD YEAR (Semester – V)

PAPER- XXVI HT T26: TOURISM ETHICS, LAW AND REGULATIONS

No. of credits: 4

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Unit 1	Laws	Laws relating to accommodation, travels agencies land tour operation sector. Law land regulations related to airlines and airways, laws related to surface transport. DCGA formalities for business and recreational flying in India.
Unit 2	Special permission	Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure .
Unit 3	Law designed for adventure tour	Law designed for adventure Tour operation, special permits for rafting .paragliding, helisking,and angling. Peak booking formalities , IMF rules for mountain expeditions, cancellation of permits and bookings.
Unit 4	Travel insurance and consumer protection	Travel insurance and consumer protection act, international consumer protection acts in Tourism , Evacuation and international insurance business, foreigners act, passport act and visa extension . Ancient Monument Act, RTI, Laws related to environment and wildlife.
Unit 5	Safety and security	Safety and security of tourist, tourist police , place of Tourism in the constitution , need of tourism legislation .

REFERENCES:

1. Tourism guide lines published by Govt. of India ,ministry ofTourism.
2. Tourism guidelines issued by Department of Tourism for hotel andrestaurant operations

THIRD YEAR (Semester – V)

PAPER- XXVII HT T27: EMERGING TRENDS IN TOURISM

No. of credits: 4

Marks 50

Total lectures 60

Objective:

This module give knowledge to the students about the various emerging concept in Tourism.

Unit No	Topic	Learning Point
Unit I	Adventure Tourism	Emerging Trends: Different new types of concepts emerging in Tourism and its Dimensions. Concept of Adventure, Types of adventure sports and tourism, Land based Adventure (Trekking, Mountaineering, Rock Climbing etc), Water based adventure (Water surfing, white water rafting, para-sailing etc) and Air based adventure (Parachute jumping, Gliding, para-gliding etc)
Unit II	Ecotourism and Sustainable Tourism	Concept of ecotourism and sustainable tourism and its Management. The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in world. Eco-tel and Eco resorts. Theme Parks. Rural and Urban Tourism.
Unit III	Tourism Impacts	Socio-cultural impacts of tourism, Economic impact and Environmental impact- Environment Impact Assessment, Approach to evaluating Impacts and Control Measures, Measuring Economic Costs and Benefits
Unit IV	Legal issues and Tourism Related Laws	Principles and practices in Business ethics. Ethical and legal responsibilities of Travel Agencies. A study of laws relating to accommodation, Travel Agency, Airways, and Surface Transport. Consumer Protection Act, 1986; A study of laws related to Ancient Monuments Preservation Act, 1904; Ancient Monuments & Archaeological site and Remains Act, 1972; A study of laws relating to foreigners Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.
Unit V	Outbound and Inbound Tourism Trends	Introduction to Demand for Tourism Patterns: Determinants and Motivations of Tourism Demand, Measuring the Tourism Demand. Tourism Statistics: Types of Tourist Statistics and their sources and limitations, Domestic Tourism sources, methods and dimensions. International Tourism: sources, methods, dimension. Emerging trends, cause of variation of tourism trends. Some important outbound and inbound Tourism packages & Destinations

REFERENCE:

- Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Dixit, M. Tourism Products, Royal Publishers.

THIRD YEAR (Semester – V)

PAPER- XXVIII HT T28: AIRFARES AND TICKETING

No. of credits: 6

Marks :- 100

Unit No	Topic	Learning Point
Unit 1	Air geography	IATA areas ,Sub areas , sub regions —Time calculation —GMT variation, Concept of standard time and daylight saving time; calculation and elapsed time, Flying time and ground time .Aviation organizations —AAI, IATA and ICAO: function role; relevance in aviation sector
Unit 2	Familiarize with OAG-3	Familiarize with OAG-3 letters city code and airport code .airline designated code, minimum connecting time , global indicator ,familiarize with aircraft: Currency regulations, familiarization with TIM passport VISA, customs regulation ,health regulation ,Airport Tax ,embarkation and disembarkation process
Unit 3	Airlines terminology	abbreviation used in airlines its fleet, types of journey: OW,CT,RT,OJ, RTVV,Mixed class journey
Unit 4	Passenger ticket	Reservation procedures, different Coupons —ticketing instruction and conjunction tickets-Open tickets. E tickets and it advantages —miscellaneous charges order (MCO) and prepaid ticket advice (PTA), computerized reservation packages
Unit 5	Fare	Types of fare —normal fare (adult .child & infant) special fares discount fares — Credit cards —concepts ,types. benefit and different types of credit card .fare construction; Passengers need special handling —passengers with medical problems — expectant women-unaccompanied minors —infants —VIPs /CIPs

REFERENCES:

1. JagmohanNegi :travel agency and tour operations- conceptsand principles (Kanishka pub : NewDelhi)
2. JagmohanNegi:air travel and fare constructions .-kanishka pub. New Delhi2004
3. Dennis L Foster: the business of travel agency operations and administrations(M c Graws hills)
4. Study kit for IATA/UFTAA

THIRD YEAR (Semester – V)

PAPER- XXIX HT T29: TOURISM IMPACT ANALYSIS

No. of credits: 6

Marks:- 100

Unit No	Topic	Learning Point
Unit 1	Sustainable Tourism Development	Meaning, Definition, Significance, Principles, Benefits and Issues. Standardization and Certification for Tourism Sustainability- ISO 14000- Role of VVTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development.
Unit 2	Economic impacts	Characteristics, Applications, Types, Regional, National and Local economic impact, steps for conducting a tourism economic impact study. Facilitating employment in tourism and obstacles to economic development through tourism.
Unit 3	Socio cultural impacts	Social impacts: Theories of guest-host interaction, changes in society, attitudes, language photography and staged shows, gambling, drugs, sex tourism; Cultural impacts: Unification of culture, natural and contrived, commercialization and trends.
Unit 4	Environmental impacts	With special reference to Caves, lakes, wildlife. islands& beaches, hills & mountains, bird sanctuaries.
Unit 5	Political impacts	International, National and Regional. Carrying capacities: General approaches to assessing carrying capacities. control measures and strategic planning. Community based approach to tourism development.

REFERENCES:

1. O.P. Khandari & Ashish Chandra (2004) Tourism, Biodiversity and Sustainable Development Volume 3,6.
2. Satish C Nigam (2006) Eco Tourism and Sustainable Development.
3. R.K. Malhotra (2005) Socio-environmental and Legal Issues in Tourism
4. Martin Mowforth and Ian Munt, Tourism and Sustainability.
5. M. Sarngadharan, G.Raju, Tourism and Sustainable Economic Development- Indian and Global Perspectives.
6. David Leslie, Tourism Enterprise and Sustainable Development-International Perspectives on Responses to the Sustainability Agenda

THIRD YEAR (Semester – V)

PAPER- XXX HT T30: HOUSEKEEPING OPERATIONS

No. of credits: 6

Marks:-100

Unit No	Topic	Learning Point
Unit 1	Housekeeping	Introduction to house keeping-importance and functions of house keeping guest satisfaction and repeat business-House keeping areas —Front-of-the-house and back-of —the house areas, guest rooms public areas , maids rooms , indoor and outdoor areas Co-ordination with other departments . departments like front office management , engineering ,F and B , kitchen , purchase, security , HRD , accounts.
Unit 2	Layout of house keeping department	Sections of house keeping departments,their functions and layout ,organization of house keeping departments-Hierarchy in large, medium and small hotels attributes of staff, job descriptions and job satisfactions.
Unit 3	Guest rooms	Types-amenities and facilities for standard and VIP guest rooms —key control - computerized keys —manual keys — key control procedures; Lost and found procedure —procedure for guest articles— procedure for lost hotel property records,maintained
Unit 4	Cleaning	Cleaning equipments: classification . use, care and maintenance —selection and purchase criteria —selection and purchase criteria.Cleaning agents —Vlassification , use. care and storage. Maintenance .Distribution and control —selection and purchase criteria, cleaning routine of house keeping department —general principle of cleaning —work routine for floor supervisors and chamber maids —rules of the floor cleaning routine of guest rooms — daily cleaning of occupied , departure, vacant , under repair and VIP rooms-Evening service and second service procedures, weekly / periodically cleaning —special cleaning tasks to be carried out.
Unit 5	Study Tour And Report	Students have to participate in a field study tour that will be arranged by the department. This enables students to analyze the existing infrastructure and amenities of tourism development and examine future prospectus in tourism promotion. Students have to involve in pre tour and post tour reporting and finally submit a tour report.

REFERENCES:

1. House keeping training manual —Sudhir Andrews
2. Hotel, hostel and hospital housekeeping — Brenson and Lanox

THIRD YEAR (Semester – VI)

PAPER-XXXI HT T31: RESEARCH METHODOLOGY IN TOURISM

No. of credits: 4

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Unit 1	Introduction	Meaning, Objectives and Significance of Research. Types of Research, Research process. Social Science Research: Meaning, Scope and Objectivity of Social Science Research, Ethics in Social Science Research. Tourism Research: Major areas for research in Travel and Tourism, Challenges and status of Tourism Research in India.
Unit 2	Research Design	Meaning, need and important features, & steps: Types of research design, selection and formulation of research problem. Hypothesis: Nature and role in Social Sciences. Measurement and scaling techniques: Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification & its techniques
Unit 3	Sampling design	Census is sample survey, sampling techniques or methods, sample design and choice of sampling techniques. sample size, sampling & non- sampling errors. Data collection: Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey, projective techniques simulation Vs. experimentation.
Unit 4	Data processing	Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. Data analysis: statistical analysis, hypothesis testing Chi-square (X^2) Test. analysis of variance (ANOVA); Report writing and presentation: substance of reports, formats of reports, presentation of reports; Computer Applications in Research SPSS.EXCEL etc.

REFERENCES:

1. Wilkinson & Bhandarkar; Methodology and Techniques of Social Research
2. O.P. Krishnaswami; Methodology of Research in Social Sciences
3. Sadhav Singh, Research Methodology in Social Sciences, Himalaya Publishing House, New Delhi, 1996.
4. C.R. Kothari, Research Methodology, Vishwa Prakashan, New Delhi (2003)
5. Salkind Neil J. Exploring Research, 3rd Edition, Prentice Hall, New Delhi (1997)

THIRD YEAR (Semester – VI)

PAPER-XXXII HT T32: MANAGERIAL ACCOUNTS AND FINANCE IN TOURISM

No. of credits: 4

Marks 50

Total lectures 60

Unit No	Topic	Learning Point
Unit 1	Nature of accounting	Nature of accounting and generally accepted accounting principles. Double entry book keeping- Transaction analysis, cash book and bank transactions. Income measurements. Preparation of Trial Balance
Unit 2	Final accounts	Balance sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non-Trading Concerns. Miscellaneous Accounts: Accounting for hotels, depreciation accounting. travel accounting, mechanised system of accounting.
Unit 3	Financial Management	Meaning, Role, Scope and Importance of Financial Management: Job of the financial manager, financial goals, financial control, organization & objective of financial function.
Unit 4	Financial Planning	Financial Planning, Capitalization and Capital Structure: Meaning, Concept of capital, theories of capitalization, over capitalization and under capitalization, optimum capital structure, determinant of capital structure, financial leverage, debt capacity of company debt equity ratio.
Unit 5	Working Capital Management	Working Capital Management: Concept, need, determinant, estimates and financing of current assets. Capital Budgeting and capital Investment decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets; Financial Statements and Analysis: Meaning. Analysis- Ratio. Fund Flow. Cash flow; cost volume analysis, TFCI.

REFERENCES:

1. Anthony & Reece, Management Accounting Principles: Text and Cases.
2. Pandey L.M, Management Accounting: A Planning and Control Approach. Vikas Publication.
3. Davis D. The Art of Managing Finance, McgrawHill.
4. Pandey I.M, Financial Management, Vikas Publication.
5. Van Home, Financial Management and Policy, Prentice Hall.
6. Pandey I.M & Bhatt, Ramesh, Cases in Financial Management, TATA MacgrawHill.

THIRD YEAR (Semester – VI)

PAPER-XXXIII HT T33: HERITAGE MANAGEMENT

No. of credits: 4

Marks 50

Total lectures 60

Objective:

This module is important to study because of India is rich in heritage properties and its maintenance is necessary. This will help to understand the nature of heritage properties and conservation.

Unit No	Topic	Learning Point
Unit- I	Indian Culture	General Features, Sources, Components and Evolution.
Unit-II	Heritage	Meaning and concept. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monument in India and abroad.
Unit- III	Heritage Management	Objectives and strategies, Protection, Conservation and Preservation, Case study of one destination. Heritage Marketing, Destination development.
Unit- IV	National and International Heritage	National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs),
Unit- V	Museums	Concept and classification. (National Museum, New Delhi; Bharat Kala Bhawan, Varanasi; Archaeological Museum, Sarnath, etc.), Heritage Hotels and its classification.

REFERENCE:

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskip, Edward, Tourism Planning: An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
- UNESCO-IUCN (1992) Eds. Masterworks of Man and Nature, Pantoga, Australia.

THIRD YEAR (Semester – VI)

PAPER-XXXIV HT P34: E – TOURISM

No. of credits: 6

Marks:- 100

Unit No	Topic	Learning Point
Unit 1	E-Tourism	Introduction to E-Tourism- Historical development- Electronic technologies' for data processing and communication- Hardware and Software-Strategic,Tactical and operational use of IT in Tourism.
Unit 2	E-Commerce	Starting an e-business- E-marketing of tourism products- Typologies of E-tourism- Business models in the wired economy, B2B, B2C.OTA.
Unit 3	CRS	Meaning and definition of CRS, functions of CRS, CRS for Rail Transport, Hotel Bookings.Airlines: Different package; Saber etc. Use dummy of one for the CRS packages (if available). Practical of CRS.
Unit 4	MIS	Organizational Theory and Systems Approach to MIS. Conceptual Design phase of MIS, Detail design of MIS.Implementationphase.Quality Assurance and Control.Management Knowledge System
Unit 5	Social Networking	Meaning. Important and its impacts on Tourism Business; Current debates in E-Tourism.Future of E-Tourism.

REFERENCES:

1. Lucas Jr.. H.C. (2005) Information Technology for Management, McGrawHill.
2. BurchJandGrudnitskiG(1989).InformationSystems:TheoryandPractice.5thed..JohnWiley, New York.
3. David V (1992). 'Foundations of Business Systems, Dryden Press, FortWorth.
4. Eliason A.L. (1987), 'Online Busine THM5P36:SKILL COURSE:EDP workshop and training in Tour Agencies. SS Computer Applications', 2nd ed.. Science Research Associates.Chicago.
5. Estrada S (1993), Connecting to the Internet, O'Reilly, SebastopolC.

THIRD YEAR (Semester – VI)

PAPER-XXXV HT P35: TOURISM PRODUCT DESIGN AND DESTINATION DEVELOPMENT

No. of credits: 6

Marks:-100

Unit No	Topic	Learning Point
Unit 1	Tourism product development	Conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability, interpretation.
Unit 2	Development of destination	Principles of destination development. Concerns for destination planning. Stages in destination designing and management.
Unit 3	Cultural tourism product	Designing, development, issues and considerations. Religious tourism product: designing, development, issues and considerations. Heritage tourism product: designing, development, issues and considerations.
Unit 4	Medical and health tourism product	Designing, development, issues and considerations. Special Interest tourism product: designing, development, issues and considerations. Cruises as tourism product: designing, development, issues and considerations
Unit 5	Ecology and wildlife tourism product	Designing, development, issues and considerations. Adventure tourism product: designing, development, issues and considerations. Beaches and Islands as tourism product: designing, development, issues and considerations;

References:

1. C. Gunn, "Tourism Planning: Basic, Concepts and Cases", Cognizant Publications 2002.
2. Nigel Morgan, Annette Pritchard, Roger Pride, "Destination Branding: Creating the Unique Proposition", Butterworth and Heinemann, 2001.
3. Richard W Butler, "The Tourism Area Life Cycle v.1: Applications and Modifications", Channel View Publications, 2006.
4. Claire (Edt) Haven Tang, Eleri Ellis (Edt) Jones, "Tourism SMEs, Service Quality and Destination Competitiveness" CABI Publishing, 2005
5. Shalini (edt) Singh, Dallen J Timothy, Ross Kingston Dowling, "Tourism in Destination Communities", CABI Publishing, 2003.
6. Crouch, Ritchie, Kossatz, "The Competitive Destination: A Sustainable Tourism Perspective" CABI Publishing, 2003.

THIRD YEAR (Semester – VI)

PAPER-XXXVI HT P36: RESORT MANAGEMENT

No. of credits: 6

Marks:- 100

Unit No	Topic	Learning Point
Unit 1	Resort management	Historical perspective Indian scenario basic characteristics, phases of resort planning and development, trends and factors in developed tourist markets leading to resort concept; Resorts, types of resorts. Resort as a tourism product: designing, development, management, issues and considerations.
Unit 2	Resort complex	Basic elements of a resort complex —lodging facilities. land escaping —Dining and drinking facilities ,family oriented services, shops and entertainment services
Unit 3	Mountain based resorts	Introduction —development process-Profile of visitors — environmental impacts and management . Golf /tennis resorts-Introduction — market segments-Visitor profiles-Health resorts/Ayurvedic resorts
Unit 4	Challenges:	External challenges for resort management-Changing market and competitive conditions-global demand trends-benefit segmentation —market segmentation — Competition; Internal challenges for resort management —planning and financial management-planning process-phases of resort development-Functional tools of resort development-planning and financial feasibility
Unit 5	Marketing issues for resorts	Introduction ,place marketing, destination image formation, cluster theory marketing-changing product emphasis-marketing , changing seasons-seasonality management strategies-Branding-Service marketing and management-Recreation management in Resorts: rides games and parks (10 Hours)
Unit 6	Project / Dissertation	The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. They have to submit a comprehensive tour report to the department which will be valued externally at the end of the programme. There will be a viva voce also externally at the end of the programme based on this work

REFERENCES:

1. Robert Christie Mill (2008) Resorts management operation , Willey
2. JagmohanNegi (2008) Hotel resort and restaurant: planning designing and construction kanshika publication New Delhi
3. Pretty K Singh (2006) Hotel Lodging Restaurant and resort management , KanshikaPublications New Delhi
4. Chuck y Gee (1996) Resort Development and management AHMA,USA