

**PERIYAR
UNIVERSITY**
PERIYAR PALKALAI NAGAR
SALEM – 636011



**CHOICE BASED CREDIT SYSTEM
SYLLABUS**

B.A. TOURISM AND TRAVEL MANAGEMENT

[Candidates admitted from 2026-2029 onwards]

DEGREE OF BACHELOR OF ARTS TOURISM AND TRAVEL
MANAGEMENT

CBCS –CHOICE BASED CREDIT SYSTEM

REGULATIONS:

1. Eligibility for Admission:

Candidate seeking admission to the first year degree of Bachelor of Arts in Tourism & Travel Management shall be required to have passed the Higher Secondary Examination conducted by the Government of Tamilnadu or any other examination accepted by the syndicate of Periyar University.

2. Eligibility for award of degree:

A Candidate shall be eligible for the award of degree only if he/she has undergone, the prescribed course of study in a college affiliated to the University for a period not less than three academic years, comprising six Semester and passed the examination prescribed and full filled such condition as have been prescribed there for

3. Course of Study

- a. Objective of the Programme:
 - i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization
 - ii. To impart certain basic skills and aptitude this will be useful in taking up any particular useful in taking up any particular activity in Hospitality Industry.
 - iii. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.
 - iv. To provide a global view of several multinational hotel and their functions which Support hotel systems.
- b. The Programme of study shall consist of foundation courses; skill based elective courses (SBEC) -major elective course.

4. OTHER REQUIREMENTS Industrial Training: (5th Semester) Objective:

The course being professional the students are required to undergo industrial exposure in the 5th Semester of the programme.

- a. 5th Semester training is to introduce the students to the operational aspects of a star hotel (3 star and above) and he/she is preferably exposed to the four core departments of the hotel. The duration of the training is for 100 days in the 5th Semester.

5. REQUIREMENT FOR PROCEEDINGS TO NEXT SEMESTER

Candidates shall be eligible to go to next semester, only if they satisfy the condition Prescribed by the syndicate from time to time.

6. PASSING MINIMUM

A candidate shall be declared to have passed in each paper; If He/ She secures not less than 40% of the Marks prescribed for the examination. He/ She shall be declared to have passed the whole examination if he /she pass in all the papers as per the scheme of Examination eligible to go to next semester only if they satisfy the condition prescribed by the syndicate from time to time.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Successful candidates, passing all the examinations securing the marks prescribed for, core, Allied, SBEC and course together shall be declared to have passed the examination in First / Second /Third class.

Candidates who obtained 75% of marks and above shall be deemed to have passed the Programme with distinction, provided they passed the examination at the First appearance

8. RANKING

Candidate who passes all examination prescribed for the course in the first appearance only is eligible for ranking.

9. MAXIMUM DURATION FOR THE COMPLETION OF THE UG PROGRAMME

The maximum duration for completion of UG programme shall not exceed twelve semesters.

10. COMMENCEMENT OF THE REGULATION

The regulation shall take effect from the academic year 2023-2024, i.e. for students who are admitted to the first year of the programme, during the academic year 2023-2024 and thereafter.

PROGRAMME OUTCOME:

After completion of this program the graduate of Bachelor of Arts in Tourism & Travel Management will demonstrate:

PO 1: Performs work activities effectively and efficiently to the standards expected in the operation required in the tourism industry/hospitality sectors.

PO 2: Undertakes task, functions, duties and activities in the operation of the hotels, restaurants, travel, government and non-government agencies in accordance with the competency standards.

PO 3: Analyses situation, identifies problems, formulates solutions and implements corrective and/or mitigating measures and action management into tourism, foodservice and lodging operations.

PO 4: Demonstrate the ability to develop, examine, question, and explore perspectives or alternatives to problems in hospitality operations.

PO 5: Analyze, evaluate and discuss several aspects, development and trends which have affected lodging and food service operations in recent years and which will continue to have an impact on the industry in the future.

PROGRAM SPECIFIC OUTCOME (PSO'S):

After completion of this program the graduate of Bachelor of Arts in Tourism & Travel management will demonstrate:

PSO 1: Understand the concepts and application of managerial, financial, computer and technical skills that are needed to be successful within the tourism and hospitality industry.

PSO 2: Demonstrate an ability to manage the professional preparation, presentation, and service of quality food.

PSO 3: Prepare tourism and hospitality graduate candidates from entry level management positions with a specific focus on individual, social and environmental perspectives.

SEMESTER I								
Part	COURSE CODE	COURSE	Name of the Paper	Ins Hrs	Credit	Max Marks		Total
						Int	Ext	
PART I		Language	Tamil-I	6	3	25	75	100
PART II		English	English-I	6	3	25	75	100
PART III		Core -I	Fundamentals of Tourism	3	5	25	75	100
		Core -II	History of Tourism	3	5	25	75	100
		Allied -I	Food and beverage service	3	4	25	75	100
PART IV		NME-I	Dimensions of International Tourism	2	2	25	75	100
		Value Education	Value Education	1	1	25	75	100
TOTAL				24	23			

SEMESTER II								
Part	COURSE CODE	COURSE	Name of the Paper	Ins Hrs	Credit	Max Marks		Total
						Int	Ext	
PART I		Language	Tamil-II	6	3	25	75	100
PART II		English	English-II	6	3	25	75	100
PART III		Core -III	Air Ticketing and Fare Construction	3	5	25	75	100
		Core-IV	Tourism Resources in India	3	5	40	60	100
		Allied-II	Business Communication Skills	3	4	25	75	100
PART IV		NME-II	Tourism Industry Profile	2	2	25	75	100
			Disaster Management	2	1	25	75	100
			NMSDC	2	2			
TOTAL 7+1				27	23+2			

SEMESTER III								
Part	COURSE CODE	COURSE	Name of the Paper	Ins Hrs	Credit	Max Marks		Total
						Int	Ext	
Part I		Language	Tamil-III	6	3	25	75	100
Part II		English	English -III	6	3	25	75	100
Part III		Core - V	Travel Agency and Tour Operations Management – I	3	5	25	75	100
		Allied - III	Food production and Patisserie	3	5	25	75	100
		Elective-I	Indian Culture and Heritage	2	3	25	75	100
Part IV		SEC-I	Tourism Resources in Tamil Nadu	2	2	25	75	100
		H.W	Health and Wellness	1	1	40	60	100
			NMSDC	2	2			
TOTAL 7+1				25	22+2			

SEMESTER IV								
Part	COURSE CODE	COURSE	Name of the Paper	Ins Hrs	Credit	Max Marks		Total
						Int	Ext	
Part I		Language	Tamil-IV	6	3	25	75	100
Part II		English	English -IV	6	3	25	75	100
Part III		Core - VI	Travel Agency and Tour Operations Management– II	3	5	25	75	100
		Core - VII	Tourism Policy and Planning in India	3	5	25	75	100
		Allied - IV	Practical- Food production and Patisserie	4	4	25	75	100
		Elective-II	Accommodation operation	2	3	25	75	100
Part IV		SEC-II	Front office Operation	2	2	25	75	100
		NMSDC		2	2			
TOTAL 7+1				28	25+2			

SEMESTER V								
Part	COURSE CODE	COURSE	Name of the Paper	Ins Hrs	Credit	Max Marks		Total
						Int	Ext	
Part – III		Core- VIII	Hospitality Management	3	4	25	75	100
		Core- IX	Tourism Marketing	3	4	25	75	100
		Core- X	Application of computer	3	3	25	75	100
		Core Practical-I	Practical-Application of computer	3	3	40	60	100
		Elective - III	Medical Tourism	3	3	25	75	100
Part –IV		SEC-III	Yoga and wellness	2	2	25	75	100
		Summer Internship	Industrial Exposure Training Report	1	2	40	60	100
		EVS	EVS	2	2	25	75	100
		NMSDC		2	2			
TOTAL 8+1				22	23+2			
SEMESTER VI								
Part	COURSE CODE	COURSE	Name of the Paper	Ins Hrs	Credit	Max Marks		Total
						Int	Ext	
Part – III		Core- XI	Legal Framework for Tourism	4	5	25	75	100
		Core- XII	Tour Guiding and Interpretation	4	5	25	75	100
		Core- XIII	Heritage Tourism	4	5	25	75	100
		Core Paper- XIV	Entrepreneurship development	4	5	25	75	100
		Core Paper- XV	Travel writing and photography	4	5	25	75	100
Part- IV			Extension Activities	-	1			
		NMSDC	NMSDC	2	2			
TOTAL 6+1				22	26+2			
Total Hrs & Credits				148	142+10			

CORE - I
FUNDAMENTALS OF TOURISM

OBJECTIVES:

- To learn about the fundamentals of mobility of Mankind from a place to another.
- To make the students to understand the Concepts and Definitions, Domestic and International Tourism etc.,
- To let the students aware of the various Nature and Forms of Travel/Tourism.
- To develop the perception of the student community on the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI and WTTC. Seasonality & Tourism.

COURSE OUTCOMES

At the end of the course, the student will be able to

- ❖ Learn about the fundamentals of mobility of Tourism
- ❖ Understand the Concepts and Definitions, Domestic and International Tourism etc.,
- ❖ Realize the role of the various Nature and Forms of Travel & Tourism
- ❖ Voice on the basic aspects that are to be on the Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & Tourism

UNIT-I

Tourism: Concepts, Definitions and Historical Development; Types of Tourists: Tourists, Travelers and Excursionists; Forms of Tourism: Inbound, Outbound, Domestic and International.

UNIT-II

Nature and Forms of Travel/Tourism, Tourism System: Nature, Characteristics and Components of Tourism Industry. Push-pull factors in Tourism.

UNIT-III

Motivation for Travel: Basic travel motivators, Early travel motivators. Tourism Demand, Motivation of Tourism Demand: Measuring Tourism Demand. Pattern and Characteristic of Tourism supply; Factors influencing Tourism demand and Supply.

UNIT-IV

Organizations in Tourism: Need and Factors, National Tourist Organizations, Role and Functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & Tourism

UNIT-V

Impacts of Tourism at the Destination: It's Impact: Socio-Cultural, Environmental and Economic Factors affecting the future of Tourism business, Sociology and Tourism.

TEXT BOOK

1. Introduction to Tourism: A. K. Bhatia
2. Tourism System: Mill R. C & Morrison
3. Tourism Development: R. Garther

REFERENCE BOOK

1. Successful Tourism Management: Pran Nath Seth
2. Burkharot and Medt, Tourist Past, Present and Future", Butterworth Heinemann,
3. Gilbert Sigeaux, History of Tourism
4. Herbert "Heritage Tourism and Hospitality"

CORE II

HISTORY OF TOURISM

OBJECTIVES

- To learn about the mobility of Mankind from a place to another out of Social, Religious and other obligations in the Ancient Period
- To make the students understand the antiquity of Tourism, metamorphosis of its development, its economic contribution in the society as an industry etc.,
- To let the students aware of the various International and National Organizations in a Global perspective which promotes Tourism

COURSE OUTCOME:

At the end of the course, the student will be able to

- ❖ Trace the origin of Tourism from its rudimentary stage in the World scenario.
- ❖ Understand the development in Tourism with the emergence of capitalism and industrialization in the 19th Century.
- ❖ Realize the significant role of private entities, international agencies, agreements and conventions in the promotion of Tourism.

UNIT-I

Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, Social Tourism and Middle Class Tourism.

UNIT-II

1845-1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, Result Tourism, Role of Infrastructure, Tourism as an Industry.

1914-1960: Tourist boom between the World Wars, Tourism and ECONOMY and Crises, Social changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism, League of Nations, TUOTO, Bermuda Agreement, TATA, Emergence of Tourism- Services, Organizations and Civil Aviation.

UNIT-III

1960-2000: Tourism Phenomenon, Long Halts, Thomas Cook and Package Tours- Charters, Role of Escorts and Guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of Services.

UNIT-IV

Tourism as a Globalized System, Early forms of Travel and Types of Journey. Precursors of Modern Tourism, The Functions of Modern Tourism, the Boom in Mass Tourism in the 19th Century, Holidaying Practism in the Interwar Period, The expansion of Tourism and Globalization Approaches to Travel and Tourism, Tourism and Five Year Plans in India, SWOT analysis of National tourism Policy 2002.

UNIT-V

Accommodations: early inns, The Grand Hotels, Motels, Hotels Today. The Dimensions of Tourism, Attractions Facilities, Transportation, Hospitality: The role of Transportation in Shaping Tourism

TEXT BOOK

1. A Feruqui "Early Social Formations", Manak, Delhi, 2001.
2. A.L. Rouse, "The Uses of History", 1971.
3. Burkharot and Medt, "Tourist Past, Present and Future", Butterworth Heinemann,
4. Collingwood, "The idea of History", Oxford, 1873.
5. Franck and Brownstone, "The Silk Road-A History.
6. Gilbert Sigeaux, History of Tourism
7. Herbert, "Heritage Tourism and Society".

REFERENCE BOOK

- 1 J. Christopher Holloway, "The business of Tourism".
- 2 Masels, "Early Civilizations of the World", Business Books Communications, 1978.
- 3 Molatosh Goldner,
Ritchie, "Tourism: Principles, Practices, Philosophy", John Wiley, New York, 1995.
- 4 Nisbet, "Social Change and History", Oxford University Press, 1972
- 5 Nora Start, "View Point", Prentice Hall, 1997

ALLIED – I

FOOD AND BEVERAGE SERVICE

OBJECTIVES:

- To impart knowledge on Food and Beverage Service industry and its operation.
- To acquire fundamental skills required for F and B service Personnel

COURSE OUTCOME:

Students will be able to

- ❖ Remember about the sectors and Functions of Food and Beverage industry
- ❖ Ability to understand Food and beverage service equipment
- ❖ Apply the knowledge on types of Services
- ❖ Ability to compile menu of different types of Breakfast
- ❖ Categorize the non alcoholic beverage.

UNIT I

INTRODUCTION TO FOOD & BEVERAGE SERVICE:

- Introduction and Evolution of Hotel Industry
- Different Types of Catering Establishments
 - Commercial B) Non-commercial
- Different Outlets of F&B Service Coffee shop, restaurant, bar, room service, discotheque, barbeque, night clubs, banquets, outdoor catering.
- Staff Hierarchy of F&B Outlets
- Duties and responsibilities of each level of staff
- Attributes of service personnel
- Safety, hygiene, and attitudes (positive & negative)
- Inter Departmental Relation Ship
- Co-operation and co-ordination

UNIT II

Food Service Equipment

- Introduction
- Furniture: Tables, chairs, booster chairs, sideboards, reception desk.

- Linen: description and uses of Table cloth, Napkins, slip cloth, waiter's cloth, tray cloth, and buffet Cloth.
- Crockery: Meaning, uses and dimensions of crockery used, selection criteria.
- Glassware: Various types of glasses used and their dimensions, selection criteria
- Table ware: Cutlery and flatware, examples for cutleries, and their uses Special equipment used in the restaurant and their uses.

MISE-EN-PLACE & MISE-EN-SCENE

UNIT III

ANCILLARY DEPARTMENTS:

- Still Room: still room functions, still room equipment, and still room control
- Silver room/ plate room: function, silver cleaning methods
- Pantry
- Hot plate
- **TYPES OF SERVICE**
 - Introduction
 - Waiter Service: English, American, French, Russian, Gueridon, tray service explanation of each.
 - Self-service: cafeteria service, Counter service, and vending-explanation of each.
 - Assisted service: Buffet, car very- explanation of each

UNIT IV

MENU – Meaning

TYPES OF MENU - Ala carte, Table d' hote , Banquet menu

TYPES OF MEALS - Breakfast, brunch, lunch, hi-tea, dinner, supper.

FRENCH CLASSICAL MENU: courses and its accompaniments, cover, service.

MENU PLANNING: Points to be considered while planning a menu

UNIT V

NON-ALCOHOLIC BEVERAGES

- Categories of non alcoholic beverage
- Method of taking food order: Check and Bill system, Service with order, Duplicate system, Triplicate checking system
- Circumstantial K.O.T

- Alcoholic Beverages Order

BILLING:

- Bill as a separate check, Separate Bill, Bill with order, Prepaid, Voucher, Deferred account.

REFERENCE BOOKS:

1. Food and Beverage Service: R. Singaravelavan- Oxford University Press
2. Food & Beverage Service – Dennis R. Lillicrap, John A Cousins
3. Food & Beverage Service Training Manual – Sudhir Andrews (Tata Mc. Graw Hill. Publications)

NME-I

DIMENSIONS OF INTERNATIONAL TOURISM

OBJECTIVES

- To make the students to understand the antiquity of International Tourism, metamorphosis of its development, its economic contribution in the society as an industry etc.,
- To let the students aware of the various International and National Organizations in a Global perspectives which promotes Tourism

COURSE OUTCOME:

At the end of the course, the student will be able to

- ❖ Trace the origin of Tourism from its rudimentary stage in the World scenario.
- ❖ Understand the development in Tourism with the emergence of capitalism and industrialization in the 19th Century.
- ❖ Realize the significant role of private entities, international agencies, agreements and conventions in the promotion of Tourism.

UNIT I

- Trends and critical issues Of World Tourism
- Understand the supply and demand of Tourist Travel
- Reasons for Tourism Flow patterns
- Outline the evolution of International Travel and transport developments that have affected tourism

UNIT II

- **The Role of the State in Tourism**
- National Tourism Organization Department of Tourism, India ITDC, DGCA, AAI, FHRAI

UNIT III Travel Retailing

- Travel Agency & Tour Operations Functions of a Travel Agency Departments of Travel Agency Package Tours & its Components
- Client handling activities in Travel Agency Star Cruises: Overview

UNIT IV Travel Industry Fairs

- Participation Advantages
- ITB, WTM, PATA, Travel Mart, ICCA

UNIT V International Tourism Organizations

- Need & Significance For Organizations UFTAA
- WATA, ASTA, WTO, PATA and PATA Chapters, IATA, ICAO, IHA

REFERENCE:

1. Douglas Pearce (1987) Tourism Today - A Geographical Analysis - Longman Group v k Ltd.
2. Pran Seth (1985) Successful Tourism Management, Sterling Publishers Pvt., Ltd.,
3. A. K. Bhatia (1983) Tourism Development.- Principles and Practices. Sterling Publishers Pvt., Ltd.
4. Tourism management, Stephen J.

CORE – III
AIR TICKETING AND FARE CONSTRUCTION

OBJECTIVES:

- To make the students acquainted with the basic aviation geography
- To provide an understanding about various rules, regulation, procedures and documentation in air traffic.
- To study the international airfares, and to equip the students the mechanism of air fare ticketing exercise. (All the fares and NUC's should be provided in the question paper itself).
- To know about Air Ticketing and Travel and tourism agencies, their structure

COURSE OUTCOMES:

- ❖ Airline ticketing, fare calculation and GDS familiarity is an essential skill for entry level jobs in airlines and tour operations.
- ❖ This course is essentially a practical course aim to make learners understands GDS system functionality, basic commands, and have the ability to interpret booked itineraries.

UNIT - I

Introduction: Aviation Geography: IATA areas; sub-areas; sub-regions Freedoms of Air – Time calculation: GMT variation; concept of standard time and daylight saving time; calculation of elapsed time and flying time – Anatomy of Journey - TIM; Hubs and Gateways; Flight and Routing Terms – Aircraft types.– Role of IATA and its functions – ICAO; role and functions – Airport Authority of India – Open sky Policy – International Conventions: Warsaw Convention, Chicago Convention

UNIT - II

Management of Airlines: Types of Airlines – Airline personnel and revenue earning – Airport Management – Study of aircraft parts – The aircraft turnaround The control tower- Airport facilities and special passengers _ Airport access _ Check in facilities – Landing facilities for departing passengers – In-flight services – cabin component – Audio and video projection

equipments – Emergency equipments for disembarkation – In-flight entertainment – Class of service with more comfort.

UNIT - III

Familiarization with OAG: Three letter city and airport code, airline designated code – minimum connecting time – Global indicators – Familiarization with Air tariff: Currency regulation, NUC conversion factors, General rules, Planning itinerary by air, Introduction to fare construction – Mileage principles – Fare construction with Extra Mileage allowances (EMA) – Extra Mileage surcharge (EMS).

UNIT - IV

One Way and Return Trip – Circle trip journey – Open Jaw – Add-on mixed class journey- HIP check – Back Haul Minimum Check (BHC) – CTM check – Indirect Travel Limitation – Around the World fare – Special fares.

UNIT - V

Issue of manual ticket – reservation procedure – MPD, MCO, PTA and their purposes – Universal Air Travel Plan: Types of air travel cards – Billing and Settlement Plan (BSP) – Case studies of selected Airlines' Modules

TEXT BOOK/S

1. Gupta, S.K. (2007). International Airfare and Ticketing- Methods and Techniques. New Delhi: UDH Publishers and Distributors (P) Ltd.
2. Semer-Purzycki, J. (2000). A Practical Guide to Fares and Ticketing. Delmar Thomson Learning.

REFERENCE BOOKS

1. David off, D.S. and Davidoff, P.G. (1995). Air Fares and Ticketing. New York: Prentice Hall.
2. Foster, Dennis L. (2010) - Reservations and Ticketing with Sabre. London: Create Space.

CORE – IV

TOURISM RESOURCES IN INDIA

OBJECTIVES:

To enable the students to

- Understand the rich heritage of India.
- Analyze the role of Tourism as a means of social education.
- Enhance their interest during the specialization at the post graduate level.

COURSE OUTCOME:

- ❖ To impart knowledge on tourism resources in India.
- ❖ To acquire fundamental skills required for managing resources available in India

UNIT I

The people of India – Arts & Crafts – Fairs & Festivals

UNIT II

India's world heritage sites – Ajanta – Elehanta – Ellora – QutabMinar – TajMahal – Fatehpursikri – Mamallapuram – Konark Sun Temple – Brahadeeswarar Temple – Goan Churches – Saint cathedral

UNIT III

Famous museums & Art Galleries – National Museum (New Delhi) The National Gallery of Modern Art (New Delhi) – Victoria Memorial Museum (Kolkatta) – Hawamahal Museum (Jaipur) – Salar Junk Museum (Hyderabad)

UNIT IV

Performing Arts of India – Dance – Classical – Katak – Bharat Natyam Kutchipudi – Manipuri – Odissi – Folk – Bangre – Gama – Karagam – Music – Carnatic – Industhani.

UNIT V

Customs & Costumes of India - Common customs in North, South, East & West India

RECOMMENDED TEXT BOOKS:

1. Bhatiya A.K. Tourism development in India
2. Dubey & Negi, Economic Geography of India

REFERENCE BOOKS:

1. David Philips Monuments of India
2. Growther G India a Travel Survival Kit
3. Konlis, Mountaineering in India

PERIODICALS:

1. Travel & Tourism Analyst
2. Journal of Travel Research
3. WTO Publications.

ALLIED – II

BUSINESS COMMUNICATION SKILLS

OBJECTIVES:

- To learn Basics of communication
- To introduce the skills of Business communication
- To provide an overview of prerequisites of Business Communication Skills

COURSE OUTCOMES:

Students will be able to

- ❖ Understand the nuances of business communication skills
- ❖ Demonstrate various skills and effective verbal and non-verbal
- ❖ Communication ability
- ❖ Acquire critical writing skills

UNIT I

Communication as Skill – Principles of Communication – Types of Communication - Verbal and Non Verbal Communication– Interpersonal Communication – Questioning – Reflecting – Explaining – The Process of Listening – Reading Styles

UNIT II

Skills in Communication – Effective Verbal Communication – The Importance of Listening – Reading Body Language – Communicating Confidently – Public Speaking

UNIT III

Business Communication – Interacting in Task Groups – Negotiation and Bargaining – Relational Communication – Organizing Interview – Facing Interview –

UNIT IV

Organisational Communication – Cross Cultural Communication – Communication and Social Media – Communication and Audio Visual Presentation – Communication for Conflict Management

UNIT V

Art of Writing – Types of Writing – Stages of Writing – Business Letters, Memos, minutes, and Emails – Composing Business Reports

REFERENCE BOOKS

1. Sri Jin Kushal, Business Communication Skills. VK Publications, 2014
2. Asha Kaul, Effective Business Communication. PHI Learning Pvt. Ltd, Delhi, 2015
3. K K Ramachandran, Business Communication. Vikas Publications, Delhi, 2014
4. Prasad P. The Functional Aspects of Communication Skills. New Delhi

NME-II

TOURISM INDUSTRY PROFILE

OBJECTIVES

- To make the students to understand the Process of accommodation & Aviation Industry.
- To let the students aware of the various Transportation history and Processes of India that promotes Tourism

COURSE OUTCOME:

At the end of the course, the student will be able to

- ❖ Able to analyze the Indian Railway system with luxury facilities
- ❖ Understand the development in Tourism with the emergence of Travel agencies and Tour Operations
- ❖ Realize the significant role of private entities, international agencies, agreements and conventions in the promotion of Tourism.

UNIT I

Introduction to Luxury Railways Luxury Trains in India

- Royal Rajasthan on Wheels
- Golden Chariot
- Deccan Odessy

UNIT II

Travel and Tourism Organizations

- Chapter 1 – IATA: History, Growth and Development, IATA Goals, Approval Membership
- Chapter 2 – UFTAA: Introduction, Membership, Functions
- Chapter 3 – FHRAI: Introduction Membership Functions

UNIT III

Travel Agency and Tour Operations Business

- Chapter 1 – Kuoni Destination Management, India Introduction Principle Services Offered

- Chapter 2 – Thomas Cook Introduction, Principle Services Offered

UNIT IV

Accommodation Sector

- Chapter 1 – Oberoi Hotels Introduction, Activities of the Group Oberoi / Philae Nile Cruiser, The Oberoi, New Delhi - The Oberoi Vanya Vilas, Ranthambore

UNIT V

Aviation Industry

- Chapter 1 – Jet Airways Introduction Products and Services

REFERENCE:

1. Douglas Pearce (1987) Tourism Today - A Geographical Analysis - Longman Group V K Ltd.
2. Pran Seth (1985) Successful Tourism Management, Sterling Publishers Pvt., Ltd.,
3. A. K. Bhatia (1983) Tourism Development - Principles and Practices. Sterling Publishers Pvt., Ltd.
4. Tourism Management, Stephen J.

CORE – V

TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT – I

OBJECTIVES:

- To impart knowledge on Food and Beverage Service industry and its operation.
- To acquire fundamental skills required for F and B service Personnel

COURSE OUTCOMES:

- ❖ To know the history and growth of Travel Agency.
- ❖ To learn setting up a travel agency and identify its sources of income.
- ❖ To understand Consumer Protection Laws.

UNIT I

Meaning and Definition of a Travel Agency – Growth and Structure of Travel Agency - Thomas Cook, Cox & Kings and American Express – Functions of Travel Agencies - Types of Travel Agency – Wholesaler – Retailer and Tour Operators - An overview of the Travel Agents in India, Pre and Post-Independence – Difference Between Travel Agency and Tour Operators.

UNIT II

Setting up of Travel Agency - Procedures, Government Rules and Policies for Approval - IATA Regulation for Accreditation - Documentation - Practical Exercise in Setting up a TA/TO - Sources of Earning: Commissions, Service Charges

UNIT III

Travel Documents - Passport, Types of Passports - Visa, Procedures to Apply for Visa, Category of Visa, Visa Guidelines.

UNIT IV

Role and Responsibility of Travel Trade Associations – International Travel Trade Associations: UFTAA, PATA, ASTA, Domestic Travel Trade Associations: TAAI, IATO, ATOAI, TAFI, FIYTO and ADTOI.

UNIT V

Travel Agency Fairs and Benefits – International Tourism Board – World Travel Mart – Travel Trade Workshop – Business Travel Meetings – Future of Travel Agencies: Travel Trade Publications – Training Programmes – Travel Agency's Sponsored Programmes.

TEXT BOOKS:

1. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.
2. Foster, D.L (2010), “The Business of Travel Agency and Administration”, McGraw-Hill, Singapore.
3. Mohinder Chand (2000), “Travel Agency Management”, Anmol Publications Pvt. Ltd., New Delhi.

REFERENCE BOOKS:

1. Frenmount P (2000) “ How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.
2. Marc Mancini, (2000), “Conducting Tours: A Practical Guide”, Cengage Learning Publications, New Zealand.

ALLIED-III

FOOD PRODUCTION AND PATISSERIE

OBJECTIVES:

- To impart basic Knowledge on various technical skills required in food production department.
- Improve the basic aspects of Food Production Operations in the Hotel Industry.

COURSE OUTCOME:

- ❖ Students can remember aims and objectives of cooking food
- ❖ Ability to understand and use cooking materials and their techniques
- ❖ Apply the knowledge on preparing different types of salads.
- ❖ Ability to prepare stocks, sauces and soups for continental cuisine.
- ❖ Analyze the skills on knife and meat cuts

UNIT I: INTRODUCTION TO COOKERY & KITCHEN ORGANIZATION

- Aims and objectives of cooking food
- Importance of personal hygiene
- Safety procedure in handling kitchen equipments
- Types of fuels used in Food production
- Kitchen equipment and classification
- Kitchen Organization chart for a five star Hotel
- Duties and responsibilities of chef de cuisine, sous-chef, Chef-de-partie and commis
- Inter relationship with other department

UNIT II: PREPARATION OF INGREDIENTS – DIFFERENT STYLES OF PREPARATION

- Characteristics of raw materials-salt liquid, Sweetening agents, Raising agents, fats and oils, Thickening agent, Flavouring and seasoning
- Various Techniques used in the preparation of Ingredients.
- Methods of cooking – Boiling, Steaming, Stewing, Roasting, Grilling, Frying, baking
- Principles of each methods of cooking
- Care and precaution to be taken in each methods.

UNIT III:

- **Texture** - Definition and Types

SALADS – TYPES OF SALADS

- Composition of salads
- **Salad dressings** – Types – preparation and uses
- **Vegetable cookery** – Classification of Vegetables – Cuts of vegetables, Storage and Selection of vegetables.
- **Fruits** – Classification of fruits, Selection and Storage of fruits.

UNIT IV:

Stock

- Definition of stock – Types of Stocks and Uses.
- Characteristics of Good Stock.
- Recipes for One Liter of each type of Stock

Soup

- Definition of soup
- Classification of soups – example of each type
- Consommé styles – International soup – garnishes

SAUCES

- Meaning - Types of sauces
- Recipes for 1 liter of foundation sauces
- Derivatives of each foundation sauces

UNIT V:

EGG COOKERY

- Selection of Egg – Structure of Egg.
- Uses and storage

Poultry

- Meaning
- Classification of chicken
- Selection and cuts of chicken

Meat cookery

- Selection and cuts of Lamb - Mutton - Beef

- Cooking of meat

Fish Cookery

- Classification of fish with examples
- Selection of Fish and Storage
- Fish cuts and brief explanation of each

REFERENCE BOOKS

1. Krishna Arora – Theory of catering – Frank bros and publication limited
2. Thangam E.Philip – Modern cookery for teaching and trade Vol-I – Macmillians publication
3. R.Kilton Cesarani- Theory of catering – ELBS Publication
4. Parvinder.S.Bali – Oxford Publication

ELECTIVE – I

INDIAN CULTURE AND HERITAGE

COURSE OBJECTIVES:

- To provide a comprehensive view of culture and heritage of India
- To appreciate the Unity in Diversity of India
- To examine the glory of Natural, Tangible and Intangible Heritage of India

COURSE OUTCOME:

- ❖ Demonstrate a critical understanding of the relationships between culture and heritage
- ❖ Evaluate the Natural, Tangible and Intangible Heritage of India
- ❖ Describe the philosophical, educational and scientific background of India

UNIT I

Definition of Culture and Heritage – Concepts and Characteristics of Culture in India - Natural Heritage - mountains, rivers, and landscape, forests, wildlife – Intangible Heritage - Performing arts - Music - Classical and Folk - Dance - Classical and Folk - Indian Cuisine - Customs, Traditions and Ceremonies - Fairs and Festivals – National Festivals - Religious Festivals – Seasonal / Harvest Festivals – Cultural Festivals - Tangible Heritage - Painting, Sculpture and Architecture through the ages - Religious and Secular Monuments - Heritage Sites in India - Important Tourist Circuits - Handicrafts and Handlooms - Museums and Art Galleries of India

UNIT II

Heterogeneous Population - Spirit of Toleration - Unity in Diversity – Castes and tribes– Concept of Four Varnas and Four Ashramas– Concept of Family – Characteristics of Family, Functions of Family – Family System in India - Status and Role of Women in the Indian Culture - Marriages - Hindu- Christian- Muslim – Tribal customs - Family patterns - Joint - Nuclear

UNIT III

Religion - Indus Civilization – Vedas – The Upanishads – Epics: Ramayana and Mahabharata – The Bhagavat Gita – Puranas – Buddhist and Jain Literature – Tamil & Sanskrit

Literature – Urdu and Persian literatures –Philosophy – Bhakti Movements in Ancient & Medieval India – Hinduism – Islam – Sikhism -Sufism – Christianity–Impact of Western Culture on India – Socio Religious reformers

UNIT IV

Education– Gurukula System – Teacher Student Relationship (Guru-ShishyaParampara) – Concept of Biksha and Guru Dakshina Under Buddhism – Mughal period – Salient Features of Muslim Educations – Education under the British Rule – Domination by Christian Missionaries – Sri Aurobindo’s National System of Education – School Education in the Post-Independence India –ContemporaryEducation - Spread of Indian Culture to other Asian Countries – Indian contact with Africa and Rome

UNIT V

Science and Technology – Astronomy – Astrology – Physics – Chemistry – Natural Sciences and Ayur Veda – Concept of Ecological Balance rooted in Traditions – Indian Numeral System: Baudhyam, Aryabhatta, Bhaskaracharya, Nagarjuna, Kanad, PhalitJyotish – Patanjali – SrinivasRamanujam – Chandershekhhar V. Raman – JagdishChander Bose – HomiJehangir – Bhabha – Dr. Vikram Sarabhai – Dr. A.P.J. Abdul Kalam

REFERENCE BOOKS

1. Sahana Singh, The Educational Heritage of Ancient India: How an Ecosystem of Learning Was Laid to Waste, Notion Press, Inc.; 1st edition, 2017
2. Daud Ali, Hands-On History! Ancient India: Discover the Rich Heritage of the Indus Valley and the Mughal Empire, Armadillo, 2014
3. Library Book House Author’s Division, Cultural Heritage of India, Library Book House, Ahmedabad, 2016

SEC – I

TOURISM RESOURCES IN TAMIL NADU

OBJECTIVES:

- Differential between natural and manmade tourist product
- Define the following terms scope during

COURSE OUTCOME:

- ❖ To impart knowledge on tourism resources in India.
- ❖ To acquire fundamental skills required for managing resources available in India

UNIT I:

Tourist products of India – Natural and manmade – Geographical Background of the Country

UNIT II

Newly created destinations in Tamil Nadu – Top Slip – Tranquebar Valparai – Vattakottai – Pulicat - Chettinad

UNIT III

Adventure Tourism- Scope diving – Snorkelling, Parachuting, Rattling, Trekking – Rock climbing, Hang Gliding and mountaineering

UNIT IV

Desert Tourism – India's Main Desert Areas – Geological Structures Desert & festivals – Hill Tourism – Ooty – Kodaikanal – Yercard

UNIT V

Tourism ecology – India's natural sights – Pitchavaram – Sunderbans Kazhanga National park (Assam) – Koleladeo Ghana Bird Sanctuary (Bharakpur)

REFERENCE BOOKS:

1. David Philips Monuments of India
2. Growther G India a Travel Survival Kit
3. Konlis, Mountaineering in India

CORE - VI

TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT – II

OBJECTIVES:

- To impart knowledge on Tour Operations.
- To acquire fundamental skills required for managing Travel Agency.

COURSE OUTCOMES:

- ❖ To acquire an in depth knowledge about the Tour Operation Management
- ❖ To become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.
- ❖ To acquire an in depth knowledge about the techniques and approaches for successful tour operation management.

UNIT I

Tour Operation: Definition – Concept, Nature and Scope of Tour Operation – History and Growth of Tour Operation Business - Functions and Types of Tour Operators – Types of Packaged Tour, Tour Manager, Rules for Recognition of Tour Operation.

UNIT II

Setting up of tour operation business – Primary Requisites - Comparative study of various types of organisation proprietorship, partnership, private limited and limited - Govt. rules for getting approval - IATA rules, regulation for accreditation - Practical exercise in setting up a Tour Operation.

UNIT III

Itinerary Preparation - Important Considerations for Preparing Itinerary, Costing, Packaging and Promotion - Computerized Reservation System (CRS), Functions and Various Computerized Reservation Systems, Global Distribution System (GDS) - European and Indian Directive on Tour Operation.

UNIT IV

Policies, Practices and Problems in Tour Operation Management - Tourism Bills of Rights - Manila declaration - International conventions- Future Trends in Travel Management - Consumer protection law - Corporate Travel Policy

UNIT V

Travel Agency Accounting – The Basic Accounting System used in Travel Industry – Financial Analysis – Control Techniques – Cash Flow Analysis – Cost Volume Profit Analysis – Budgetary Control.

TEXT BOOKS:

1. Chand, M.N (2009), “Travel Agency Management”, Anmol Publications, New Delhi.
2. Foster, D.L (2010), “The Business of Travel Agency and Administration”, McGraw-Hill, Singapore.
3. Mohinder Chand (2000), “Travel Agency Management”, Anmol Publications Pvt. Ltd.,

REFERENCE BOOKS:

1. Chunk, James, Dexter & Boberg “Professional Travel Agency Management”
2. Foster, D., “Travel Agency & Tour Operations”

CORE – VII
TOURISM POLICY AND PLANNING IN INDIA

OBJECTIVES

- To explain key concepts in tourism planning
- To develop critical study on planning and managing tourism studies
- To explore the impact of tourism planning in India

COURSE OUTCOMES

Student will be able

- ❖ To plan, lead, organize and control resources for effective and efficient tourism operations.
- ❖ Create, apply, and evaluate marketing strategies for tourism policy and planning

UNIT I

Objectives and Aims of Tourism policy – Strategies of Tourism Policy Formulation - Social and Economic Developmental Plans in Tourism – Tourism Infrastructure – Creation of Tourism Supply - State Role in Tourism

UNIT II

Tourism Policy Initiatives – Evolution of Tourism Policy in India – Five Year Plans and Tourism Sector – Tourism Department in India – The Process of Tourism Policy Formulation – Tourism Funding, Taxes, and Visa Policies in India

UNIT III

Tourism and Organizations – Tourism Finance Corporation of India(TFCI) – Tourism Association of India(TAAI) – The India Association of Tour Operators (IATO) – India Tourism Development Corporation (ITDC) – Indian Institute of Tourism and Travel Management(ITTm)

UNIT IV

Tourism Planning – Co-ordination in Planning – Planning Process – Assessment of Demand and Supply – Establishing Objectives – Territorial Planning – Human Resource Planning – Financial Planning – Monitoring Time factors – Tourism Marketing and Promotion.

UNIT V

Physical Structure of Planning – Major Infrastructure - Major Tourist Attraction – The Internal Transportation Network in India – Major Tour Routs in India – Challenges in Tourism Planning

REFERENCES BOOKS:

1. A.K. Bhatia, 2003, **International Tourism**, Sterling Publishers, New Delhi.
2. PushpinderS.Gill, 1999, **Dynamics of Tourism**, Anmol Publication Pvt Ltd, New Delhi.
3. PranNath Seth, 1998, **Successful Tourism Management**, Sterling Publication Pvt Ltd,
4. R.K.Sinha,1999, **Growth& Development of Modern Tourism**, Dominant Publishers Delhi.

ALLIED-IV

FOOD PRODUCTION & PATISSERIE PRACTICAL

OBJECTIVES:

- To make them understand the pre-requisites for working in the kitchen.
- Use knives and kitchen equipment safely to cut meat, vegetables and other ingredients

COURSE OUTCOME:

- ❖ Ability to identify and use the kitchen equipment
- ❖ Ability to Understand and apply methods used in preparation of stocks, sauces
- ❖ Display the knowledge of various knife cuts and be well versed in different in different method of cooking
- ❖ Analyze the skills on preparation of various dishes
- ❖ Create the quality of menu in the hot and cold dessert

1. Proper usage of a Kitchen Knife and Hand Tools.
2. Understanding the usage of small equipment.
3. Basic Hygiene practices to be observed in the Kitchen.
4. Safety practices to be observed in the kitchen: First Aid for cuts and burns.
5. Identification of Raw Materials.

A- Basic Indian Cuisine-Individual practical for students-10 sets of menu.

- i) Rice, cereals & pulses-(minimum of 10 varieties)
- ii) Various simple dal preparations (minimum of 10 varieties)
- iii) Wheat products like, chapattis, parathas, phulkas, pooris

B-Indian Masalas - Composition of basic Indian masalas

- a) Green, White, Masala, Kadhai
- b) Preparation of these and incorporation in simple dishes such as Vindaloo, korma, tikka, safed mas, navrattan korma. (Minimum of 10 varieties)
- c) Thickening, coloring and souring agents. C-Indian sweets (minimum of 10 varieties)

INTRODUCTION TO COOKERY

1. Individual practical for students-10 sets of menu
2. Demonstration classes & simple application by students Basic
- 3 Western Cuisines

I. VEGETABLES

- A. Varieties of Vegetables
- B. Classification
- C. Cuts of Vegetables: • Julienne •Jardiniere •Mignonnette •Dices •Cubes
•Macedoine • Paysanne •Shred •Concasse •Mirepoix
- D. Blanching of Tomatoes & Capsicum
- E. Methods of Cooking Vegetables
 - Boiling (Potatoes, Beans, Cauliflower)
 - Frying (Aubergine, Potatoes)
 - Steaming (cabbage)
 - Baking (potatoes, turnip)
 - Braising (onion, leaks, cabbage)

II. STOCKS

Demonstration and preparation of: White stock .Brown stock .Fish stock

III. SAUCES

Demonstration & preparation of basic mother sauces and 2-3 derivatives of each
Béchamel (+ cheese sauce, Mornay, mustard sauce, parsley sauce)
Espagnole (+ lyonnaise Madeira, charcutière) Tomât (+ Créole, Italienne, piquante)
Veloute (+ suprême, allemande, normande)
Hollandaise (+ paloise, béarnaise)
Mayonnaise (tartare, cocktail)

IV. SOUPS

Classification of soups Preparation of basic soups
Consomme, (royale, Carmen, Clermont, ambassadrice, julienne)
Cream (tomato, spinach, vegetables)
Puree (lentil, peas, carrot)
Cut vegetables (Scotch broth, Minestrone)

Veloute (crème de volaille princesse, veloute dame blanche / Marie-Louise)

National soup (mulligatawny, French onion, ox tail)

Bisque (Prawn, Shrimp)

V. EGG COOKERY

Preparation of varieties of egg dishes

Boiled (soft & hard)

Fried (sunny side up, double fried)

Poaches

Scrambled

Omlette (plain, stuffed)

En cocotte (eggs Benedict)

Starch (rice, pasta, potato)

VI. FISH COOKERY

Identification & classification of fish e.g. flat fish (Pomfret, Black Pomfret and Sole)

Round fish (Surmai, Rawas, Mackerel)

Shellfish (Clams, Mussels, Shrimps, Crabs, Lobsters)

Cephalopods (Squid, Cuttle, Fish)

Cuts of Fish e.g., Fillet, Dame, Troncon, Paupiette, Goujons

Preparation of simple fish Dishes such as

Saumon grille

Pomfret Meunière

Sole Mornay

Fish Orly

Fish Colbert

Fish a l'anglaise

VII. POULTRY

A. Types of poultry or classification of poultry

B. Cuts of Poultry

C. Preparation and jointing of Chicken

D. Preparation of Simple Dishes such as

Poulet rôti a l' Anglaise

Poulet grille diable

Poulet saute chasseur

Poulet saute Maryland

VIII. MEAT

A. Identification of various cuts

B. Preparation of Basic Cuts such as Lamb Roast leg of Lamb Stew

REFERENCE BOOKS:

1. Practical cookery - Ronald Kinton & Victor Ceserani - Hodder Starghton.
2. Theory of Catering - Ronald Kinton & Victor Cese rani - Hodder Starghton.
3. Modem cookery vol I & II for teaching and trade - Thangam E.Philip – Orient Longman.
4. Theory of Catering, Mrs. K.Arora, Frank Brothers
5. Herrings Dictionary of Classical & Modem Cookery, Walter Bickel
6. Chef Manual of Kitchen Management, Fuller, John
7. The Book of Ingredients, Jane Grigson
8. The Professional Chef[4th edition], Le Rol A.Polsom

ELECTIVE – II

ACCOMMODATION OPERATION

OBJECTIVES

- To provide comprehensive knowledge of housekeeping department
- To provide understanding of linen and familiarize about cleaning agent and equipment

COURSE OUTCOMES:

Students can remember importance and function of Housekeeping

- ❖ Ability to understand housekeeping desk control procedure
- ❖ Apply the procedure of bed making and guest room cleaning procedure
- ❖ Apply the cleaning agents for various works.
- ❖ Analyze the Linen exchange procedure

UNIT I

Introduction: -Meaning and definition Importance of Housekeeping,
-Responsibility of the Housekeeping department, a career in the Housekeeping department.
Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Staff Hierarchy, and duties responsibility. Coordination within & other Department

UNIT II

Cleaning Equipment: Types of Equipment, Operating Principles of Equipment,
Characteristics of Good equipment (Mechanical/Manual), Storage, Upkeep, and Maintenance of equipment, cleaning agents: types of cleaning agents, selection storage

UNIT III

The Hotel Guest Room: Layout of guest room (Type), Layout of corridor and floor pantry, Types of guest rooms, Guest Room Furniture, guest room supplies Items classified as Bed, Bath Linen and their sizes - Selection criteria for Linen items (Bed sheet, pillow slip, towels, bathmats, table cloth, and serviette)
Cleaning guest rooms: - Type of soil - Standard of cleaning - Cleaning procedure – Manual and Mechanized - Frequency of cleaning - The cleaning process - Bed making - Daily cleaning of

guest room – occupied room – VIP room – Check out room blocked for arrival – Checkout room – occupied room with “Please make up my room” sign hang-up - Turn down service

UNIT IV

Linen/ Uniform: Layout, Types of Linen, sizes and Linen exchange procedure, Selection of linen, Storage Facilities and conditions,

Maids Service Room: - Layout & Essential Features - Floor pantry – Uses - Organizing maids’ trolley - Keys – types – key Control

UNIT V

Cleaning of Public Areas: Cleaning Process, Cleaning and upkeep of Public areas, (Lobby, Cloak rooms/ Restaurant/ bar/ banquet Halls/ Administration offices/ Lifts and Elevators/ Staircase/ back areas/ Front areas/ Corridor),

House Keeping Control Desk - Role of control desk - Forms Records and register used in Control Desk - Co- ordinations with other department

REFERENCE BOOKS:

1. Sudhir Andrews – Hotel Housekeeping Training Manual – TMH publications
2. Margaret Lennox- hotel, Hostel and Hospital House Keeping – ELBS Publications

SEC – II

FRONT OFFICE OPERATION

OBJECTIVES:

- To impart the knowledge on Basics of Front office operation
- Manage the daily operations and strong front desk team, through ongoing training and performance management.

COURSE OUTCOME:

- ❖ Remember about hospitality and its origin
- ❖ Ability to understand Front Office Equipment.
- ❖ Use mode of settlement of bill

UNIT I

INTRODUCTION TO HOTEL INDUSTRY

- Defining hotel
- Classification of Hotels – (Size, star, location)
- Types of Rooms –
- Tariff Structure
- Introduction of Front Office –
- Lay out&-Equipment used

UNIT II

FRONT OFFICE ORGANIZATION

- Organization Structure
- Duties and responsibilities of front office personnel
- Front office coordination with other department
- Types of guest (FIT, GIT, SIT, Business Traveler, Domestic, and Foreigners etc.)
- Types of Meal plan
- Front office operations-Guest cycle

UNIT III

RESERVATIONS

- Modes of reservation, Sources of reservation

- Systems and procedures of recording reservations
- Check -in and check -out procedure
- Registration formalities C 'Form for Foreigners
- Currency regulations

UNIT IV

REGISTRATION

- Introduction to the Registration
- Section Steps of registration with or without reservation
- Pre- registration activities.
- Registration [non automatic, semi, automatic]
- Processing VIP, Foreigners & group registration

UNIT V

INFORMATION AND BELL DESK OPERATION

- Introduction of Bell desk Equipments used in Bell desk
- Luggage handling, Paging,
- Scanty / Left Luggage procedure.
- Luggage handling, Mail and Message handling, Change of room etc.
- Forms and Format
- Telephone manners and Etiquettes, Telephone systems
- Key Control

REFERENCE BOOKS:

1. Sudhir Andrews – Hotel Front Office Training Manual – TMH PUB

CORE –VIII

HOSPITALITY MANAGEMENT

OBJECTIVES:

- To expose the students to concepts and components of marketing
- To acquaint them with tourism specific marketing skills
- To familiarize them with the contemporary marketing practice.

COURSE OUTCOMES:

Students will acquire

- ❖ It is to acquaint the learner with the fundamental concept of Hospitality.
- ❖ After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

UNIT I

Introduction to Hospitality: Origin and History of Hospitality Industry, Concept, Modern Evolution of Hospitality Industry – Hospitality Ethics – Hospitality around the World – Global and Indian Context – Scope of Hospitality – Role of Hospitality in the development of tourism industry

UNIT II

Types of Plan: European plan, American plan, modified American plan, continental plan & Bermuda plan – Types of accommodation – intermediary accommodation – grouping of accommodations – Classification of hotels: Size, Location, Length of Stay & Facilities offered – Various Departments: Front Office, Room Division Management, Housekeeping, Food & Beverage Preparation, Food Production – Sales & Marketing – Purchasing – Accounts & Financing – Human Resource Management – Maintenance – Grading Star Category by HRACC and Ministry of Tourism – Government. Of India – FHRAI, SIHRA, AHLA and IHRA

UNIT III

Different types of rooms – available in India and various tariffs and facilities offered – Types of room: single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency – Hotel industry future in India – Changing trends – Relation of Tourism with hospitality industry – Sustainability in Hospitality Industry:

Sustainable Lodging – Green Hotel Initiatives, Sustainable Lodging Model – Sustainable Food and Beverage, Sustainable Restaurants, Sustainable Restaurant Operation – Sustainable Managed Services.

UNIT IV

Rules and Regulation applicable to a hotel guest, Duties & responsibility of a hotel towards its guests Ownership and affiliation 1. Independent hotels 2.Chain hotels 3. Franchise and referral groups License, Licenses & Permits necessary for opening & operating a hotel. permission from authorities - Labor Department - City corporations - police - State Exercise - Department of Tourism - ESI - food and beverage service - problems and prospectus of Hotel Industry

UNIT V

Trends in Hospitality: Trends in Hotel and Rooms Division Operations, Trends in Lodging, Food and Beverage - Case Study of major Hotels chains in India – Taj, Oberoi, ITC Welcome Group, Lela Group, Sheraton, Marriott, Radisson, Hilton (With details of Location, Types of Properties, Number of Properties) Handling customers, Attribute of a good hotelier problems facing the hotel industry. hospitality and its related sectors, Theme Parks – Conventions – Cruising – Special events – recreation and leisure – Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends.

Reference Books:

1. JagmohanNegi, Gaurav. M.J. and Suniti (2011), “Housekeeping Operations and Management Procedure and Techniques”, Kanishka Publishers, New Delhi
2. Medlik S and Ingram H (2000), “The Business of Hotels” Butterworth Heinemann, New Delhi

CORE IX

TOURISM MARKETING

OBJECTIVES:

- To acquaint the concepts used in tourism marketing
- To understand the techniques of marketing both at micro and macro levels
- To promote tourism marketing business activity in managing, planning and controlling

COURSE OUTCOMES:

- ❖ To recognize the importance of marketing in tourism industry
- ❖ To describe the basic understanding of marketing concepts in tourism
- ❖ To discuss the way of tourism marketing to get an edge over others
- ❖ To understand the way of tourism marketing in the stiff rising competition
- ❖ To critically analyze the advantage for tourism businesses

UNIT I

Marketing: Introduction to tourism marketing – Definition, nature and scope of tourism marketing -Process and growth of tourism marketing - Understanding the needs, wants, demands, values, satisfaction and evolution of marketing.

UNIT II

Understanding Markets Uniqueness of Tourism Marketing - Market Segmentation of Tourism Market - Identifying and Selecting Target Market - Developing market activities of Tourism Market - Marketing mix for travel and tourism.

UNIT III

Product Managing Service - Product Decisions-Product Line - Product Mix - Product Life Cycle - New Product Development, Branding and Packaging Decisions.

UNIT IV

Marketing mix Process - service blueprinting; Physical evidence - roles of physical evidence, dominant and peripheral goods as physical evidence; Place (Service logistics) - distribution options, managing channels, franchising; Managing People and internal marketing – internal marketing at a destination.

UNIT- V

Service Marketing Concepts and marketing of tourism packages Concept of value, customer satisfaction and service quality; Service quality Gaps Model. Strategy and role of marketing for competitive advantage for tourism businesses - Case studies of marketing - tourism package offerings by major tourism companies in India.

Text Books:

1. V.S. Ramaswamy , S. Namakumari, (2018), 'Marketing Management – Indian Context Global Prospective,Sage text.
2. Victor T.C. Middleton,(1994), 'Marketing in Travel and Tourism' B-H Publishers
3. Willam J.Stanton, (1984), 'Fundamentals ofMarketing', McGraw Hill

Reference Books:

1. Philip Kotler, Jon Bower, James Maken, (2017)'Marketing for Hospitality and Tourism', Pearson
2. Les Lumsdon, (1997), 'Tourism Marketing' : International Thomson Press

CORE – X

APPLICATION OF COMPUTER

OBJECTIVES:

- To acquaint the students with the application of computers in understanding latest trends in information technology.
- To provide an orientation about the increasing role of management information system in managerial decision making with the help of computers
- To how information is processed, stored and utilized.

COURSE OUTCOME:

- ❖ Explain how to apply a particular information technology to a problem in the tourism industry tourism industry.
- ❖ Discuss Support Systems within the hospitality and tourism industry.
- ❖ Illustrate how to design an e-commerce Web site.

UNIT I

Introduction to Computers: Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotels, Familiarization with Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer,

UNIT II

Introduction to Computers Software: Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office

UNIT-III

MS Word: Introduction to word-Formatting text and documents-Working with header and footers, foot notes-Tabs-Tables and Sorting-Menus-Mail Merge

MS Excel: Introduction to Excel-Rearranging worksheets-Formatting work sheets-Functions-Excel chart Features-Working with Functions-Statistical-Math-Financial functions.

Power Point Basics -editing text-Deleting slides-Working in outlines view-Using Design Templates-Adding Graphics-Adding organization Charts- Running Slide Show-Adding Special Effects.

UNIT IV

Internet & Applications: Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines, Email

UNIT V

Social Media Applications and Hospitality: Introduction to Social Media, Its Role in Hospitality Promotion, Face book – Creating Pages and Profiles, Merits/Demerits of Social Media, Linked In, Twitter and Other Social Media Applications of e - Commerce, e - Tourism, e-Business

REFERENCE BOOKS:

1. MS office 2000 for every one- Vikas publishing House Pvt. Ltd., Sanjay Saxena
2. Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi

CORE PRACTICAL-I
APPLICATION OF COMPUTER

OBJECTIVES:

- To impart knowledge on Computer.
- To acquire fundamental skills required for managing Computer.

COURSE OUTCOME:

- ❖ CO 1: Remembering the basic operations of MS Office
- ❖ CO 2: Ability to Understand about Applications & Internet usage
- ❖ CO 3: Apply the knowledge on process of creating Social media pages

1. Creating Table in MSWORD
2. Formatting Documents
3. Mail-Merge
4. Enter data, changing row heights column width, formatting the data, sorting the data.
5. Function in Excel (ABS, SQRT, LEN, SUM, ROUND, AVG, COUNT)
6. Inserting Charts, Inserting Pictures
7. Creating Simple presentations-Saving, Opening an existing presentation-creating a presentation using auto Content Wizard and Template.
8. Using Various Auto Layouts, Charts, Table, Bullets and Clip Art
9. Slide View-Outline View, Slide View, Slide show View and Slide sorter view
10. Creating Organization Chart for a Hotel Industry.

Reference Books:

1. MS office 2000 for every one- Vikas publishing House Pvt. Ltd., Sanjay Saxena
2. Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi
3. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.

ELECTIVE - III

MEDICAL TOURISM

OBJECTIVES:

- To acquaint the students about the growth of Medical tourism and its benefits
- To provide an orientation about the types, product, package and legal aspects of Medical Tourism

COURSE OUTCOME:

- ❖ Understanding the concept of Medical tourism
- ❖ Knowledge on current trends in India and the world
- ❖ Learning the scope of Medical tourism and wellness

UNIT I

Introduction to Medical Tourism: Nature and Scope of Medical Tourism – Medical tourism: - concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. History, Purpose of Medical Travels – Dimensions of Medical Tourism

UNIT II

Types of Medical Tourism: - Treatment Types Natural and Indigenous System - AYUSH and Types of Ayurvedic, Yoga, Unani, Siddha and Homeopathy Therapies, Concept of Spa and Rejuvenation – Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level

UNIT III

Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance – Medical Travel Services - National and International Travel Services, Visas, Hospital Logistics, Medical Record Transfer, Communications, Client Assistant, Destination Management, One Bill Transparent Pricing.

UNIT IV

Legal Aspects of Medical Tourism: Certification and Accreditation in Health and Medical Tourism, Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).NAHT - National Association of Health Tourism

UNIT V

Medical Tourism in India: Centres / Destinations, Current and Futuristic Trends, Potentials, Issues and Challenges, Trousing the Challenges, Government Support. Factors affecting Medical Tourism in India - Case Studies: Apollo Hospitals, Global Hospitals, Sankara Nethralaya, CMC Vellore.

TEXT BOOKS:

1. Raj Pruthi (2006), “Medical Tourism in India”, Arise Publication, New Delhi.
2. Smith, M & L Puczko (2009), “Health and Wellness Tourism”, Publication: Routledge Taylors Francis Group, London, New York

REFERENCE BOOKS:

Heinemann Sonali Kulkarni, B (2008), “Spa and Health Tourism”, Publication: Book Enclave, Jaipur.

SEC-III

YOGA AND WELLNESS

OBJECTIVES:

- To impart knowledge on Yoga.
- To acquire fundamental required of yoga

COURSE OUTCOMES:

- ❖ This course will help the students to instill confidence and to bring learning to children on an experiential level.
- ❖ Yoga teaches them to persevere, be patient, and work towards their goals and it also provides tools for practicing compassion, mindfulness, generosity, focus, strength, and flexibility.

UNIT I

Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath - Concept, Definitions and dimensions of Health, wellness and well being – spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism.

UNIT II

Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism, Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism

UNIT III

Concept and Dimensions of holistic health care:– the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

UNIT IV

Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind - International Yoga Day, Some of the important yoga centers in India.

UNIT V

Medical tourism: concept, typology evolution of Medical Tourism, Benefits of medical tourism, Economics of medical tourism, Global medical tourism scenario, Countries promoting medical tourism, Indian medical tourism, potential and problems, market size and growth of Country

TEXT BOOKS:

1. Vishnudevananda Swami, The Complete Illustrated Book of yoga Kulkarni ,Sonali (2008).
2. Spa and Health Tourism, Book Enclave, Jaipur Pruthi, Raj(2006) Medical Tourism in India, Arise Pub, New Delhi
3. Rajagopalan, S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad, Balakrishnan (2006) Kalarippayattu, Penguin Books,

REFERENCE BOOKS

1. Smith , M. and Puczko, L. (2009) Health and wellness tourism Sivananda Yoga Vedanta Centre(2000) The New Book Of Yoga, Ebury Press

INDUSTRIAL EXPOSURE TRAINING REPORT

OBJECTIVES:

- Industrial exposure training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills.
- Industrial exposure training will motivate, develop and build confidence with in students.

COURSE OUTCOME:

- ❖ Student able to recognize the hotel industry and tourism industry
- ❖ Student able to discuss hotel industry and tourism industry

GUIDELINES:

1. Industrial Exposure Training is an integral part of the curriculum. Students should attend the Industrial Exposure Training of 10 weeks (Minimum) in reputed star category hotels (Minimum 3 star Category) which falls at the end of the 2nd & 4th Semester
2. Once the student has been selected / deputed for Industrial Training by the institute, he/she shall not be permitted to undergo IET elsewhere. In case students make direct arrangements with the hotel for Industrial Training, these will necessarily have to be approved by the institute.
3. Students must complete 10 weeks of Industrial Exposure Training at the end of the 4th Semester and submit IET report and log book after completion of industrial exposure training.
4. A Staff member of a Department (Guide) will be monitoring the performance of the Candidate."
5. The report should contain,

Front sheet

Certificate: It is indicate the original work of the particular student which is certified by the Guide, HOD, Internal Examiner and External Examiner. The IET completion certificate provided by the Hotel must be attached.

Acknowledgements: Acknowledgements shall follow on a separate sheet.

Acknowledgement shall indicate the extent to whose assistance has been received by the student in his/her work from various sources.

Contents / Index: The contents shall indicate the title of Chapters, Section and sub- sections etc., using the decimal notation with corresponding page numbers against them.

- Introduction to the place where the hotel is located
 - About the group of hotel (If applicable)
 - Introduction to the hotel
 - Departments of the hotel
 - Facilities offered by the Hotel
 - About the trainings & the learning's
 - Objectives
 - work diary
 - Conclusion
6. The Training Report will be submitted in the form specified as under:
 - a. The typing should be done on both sides of the paper (instead of single side printing)
 - b. The font size should be 12 with Times New Roman font Heading size -14 pt
 - c. The Training Report may be typed in 1.5 line spacing,
 - d. The paper should be A-4 size.
 - e. Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.
 7. Report evaluation: External Viva-Voce examination will be conducted and the Maximum ESE-60, CIA-40"

CORE – XI
LEGAL FRAMEWORK FOR TOURISM

OBJECTIVES:

- To understand the basic principles of various Laws, Codes, roles and
- To regulations relating to Tourism Administration; and to assist the tourists.
- To make the students understand the laws practiced in the hospitality business.

COURSE OUTCOME:

- ❖ Choose and understand different provisions of Indian Contract Act.
- ❖ Experiment with specific contracts like contract of indemnity and guarantee, bailment and agency.
- ❖ Distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller.

UNIT I Introduction to legislation: Concept; principles and role of legislation in tourism; National Tourism Policy - objectives and consistency.

UNIT II Legal and regulatory framework in travel and tourism: Relating to consumer protection; health; safety and security of travel and tourism customers.

UNIT III Transport Legislation: Surface; sea and air transport laws in relation to carriage of passengers.

UNIT IV Contract legislation in relation to Travel and Tourism customers

UNIT V Business Ethics in travel and tourism sector; CSR policy for travel and tourism businesses

REFERENCE BOOKS

1. Downes, John, P. & Tricia (2011). Travel and Tourism Law. 5th ed. Huntington: ELM publications.
2. Grant, David, M. M. & Stephen (2012). Holiday Law. 5th ed. London: Sweet and Maxwell.

CORE – XII
TOUR GUIDING AND INTERPRETATION

OBJECTIVES:

- To familiarize the students with guiding skills
- To understand the role of guiding in promotion of tourism.
- To acquire an in-depth knowledge about the profession of tour guiding and escorting

COURSE OUTCOME:

- ❖ This course will orient the students about the scope of tour guiding as a career option and help them students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations.
- ❖ It will also orient them to the nitty-gritty's of this profession and also intends to deliver key skills.

UNIT I

Tour Guiding : Concept - History Dimensions and Present Status, Role and Responsibilities of Tour Guide - Tour Guides Code of Conduct, Personal Hygiene and Grooming Checklist for Tour Guides, Principles of Tour Guide- Developing Tour Guiding Skills.

UNIT II

Communication for Tour Guiding - Language - Posture and Presentation, Roadblocks in Communication - Speaking Faults - Body Language for Speaking, Tour Commentary Composition and Contents-Microphone Technique - Sense of Humor, Dealing with Awkward Questions, Timing and Indications- Apology and Pausing, Linking Commentary with what to be seen

UNIT III

Conducting Tours: Pre Tour Planning, Modes of Transportation, Conducting various types of Tours, Understanding Clients Need, Establishing Good Service Security Measures, Relationship with Fellow Guides, Coordination with Hospitality Institutions; Points to remember while guiding and Costing

UNIT IV

Visitor Interpretation: Concept - Principles and Types, Developing good Interpretation Skills Popular Understanding of a Place, Principles of Good Interpretive Practice – Interpretation - Personal, Stereotype.

UNIT V

Handling with Emergencies - Accidents, Law and Order, Theft, Loss of Documents, First Aid: Importance - General Procedures - Evaluation of Situation - First Aid Procedure - Artificial Ventilation - Bleeding Control - Treating Wounds, Principles of Bandaging - Treating Burns - Treating Snake Bite - Dealing with Fractures, Complaint Handling. Students must organize one day field visit and the report for it should be submitted. First Aid Training should be given to Students

REFERENCE BOOKS:

1. Foster, D (1985), “Travel Agency & Tour Operation”, Macmillan Press Ltd., London
2. Frenmount P (2000) “ How to open and run a Money Making Travel Agency, Johan Wiley and Sons, New York.

CORE XIII
HERITAGE TOURISM

COURSE OBJECTIVES

- To enable students to understand the growing significance of the tourism industry in India
- To provide a comprehensive view of culture- heritage - tourism relationship

COURSE OUTCOME

- ❖ Demonstrate a critical understanding of the relationships between culture, heritage and tourism.
- ❖ Evaluate both the positive and negative impacts of tourism on cultures and communities.

UNIT I

Tourism - Conceptual Framework - Definition, Meaning, Nature and Scope - Leisure, Recreation and Tourism - Components and Elements of Tourism - Tourism System - Genesis of Modern Tourism in India

UNIT II

India's Natural Heritage - Natural Resources - Water Bodies, Forests, Hills and Mountains - Wildlife Tourism - Ecotourism

UNIT III

India's Intangible Heritage - India as a Cultural Destination - Music - Classical and Folk - Dance - Classical and Folk - Indian Cuisine - Fairs and Festivals - Customs and Traditions - Cultural Events Management Case Studies- Kumbha Mela, Pongal / Makar-Sankranti, Carnival (Goa), Taj Mahotsava, Khajuraho Mahotsava and Desert Festival, Music and Dance festivals

UNIT IV

India's Tangible Heritage - Religious and Secular Monuments - Heritage Sites in India - Important Tourist Circuits - Handicrafts and Handlooms - Museums and Art Galleries of India - Global Approach UNESCO – criteria for World Heritage Sites, Approved heritage sites, Role of

ASI, ICOMOS (International Council on Monuments and Sites) in Conservation and Preservation of Heritage Sites - Impact of IT

UNIT V

Problems and Prospects of Cultural Tourism in India - Cultural & Heritage Management Sustaining Tourism Infrastructure for Religious Tourists & Pilgrimages, Local Consultation & Participation, Administrative and Regulatory issues - Tourism Planning in India - Planning & management approaches - India's Tourism Policy - Tourism Organisation - Tourism - Impact of tourism on cultures and communities - Promotional Festivals of India - Tourism Development in India - the Symbiotic relationship between religious, Pilgrimage & Ethnic Tourism, Protection, Conservation & Preservation of Culture & Heritage Sites

BOOKS FOR STUDY

1. Acharya, R. *Tourism and Cultural Heritage of India*. Jaipur: Rosa, 1986.
2. Chawla, Romila. *Cultural Tourism and Development*. New Delhi: Sonali, 2004

BOOKS FOR REFERENCE

1. Bhatia, A.K. *Tourism Development: Principles and Practices*. New Delhi: Sterling, 2003.
2. Chopra, S. *Tourism and Development in India*. New Delhi: Vikas, 1998.
3. Andrews, S. *Introduction to Tourism and Hospitality Industry*. Tata Mcgraw-Hill, 2007.

CORE – XIV

ENTREPRENEURSHIP DEVELOPMENT

OBJECTIVES

- To introduce the world of Entrepreneurship
- To understand the basic theories and functions of Entrepreneurship
- To develop awareness on the importance of Entrepreneurship for economic development

COURSE OUTCOMES

- ❖ Understand the skills of embarking on Entrepreneurship and develop the confidence greater knowledge on the resources needed for the successful development of entrepreneurial venture

UNIT I

Introduction to Entrepreneurship: Evolution of the Concept of Entrepreneurship – Meaning and Definition of Entrepreneur – Characteristics of an Entrepreneur – Classification of the Basics of Entrepreneurial Activity – Clarence Danhof – Models of Entrepreneurship

UNIT II

Theories on Entrepreneurship: Maslow, Herzberg, McGregor and McClelland – Functions of an Entrepreneur – Entrepreneurial Competencies – Women Entrepreneurship: Problems and Solutions – The Development of Women Entrepreneurship in India

UNIT III

Barriers to Entrepreneurship: Environmental Barriers, Personal Barrier and Social Barrier – Factors affecting Entrepreneurial Growth: Psychological Factors, Cultural Factors, Economic Factors and Personality Factors – Achievement Motivation to an Entrepreneur

UNIT IV

Entrepreneurship and Legislation: Factories Act, 1948 – The Sales of Goods Act, 1950 – Industrial Development (Regulations) Act, 1951 – West Bengal Development and Establishment Act, 1963 – The Contract Labour (Regulation and Abolition) Act, 1970 - Environment (Protection) Act, 1986 – MSME Development Act, 2006

UNIT V

Organisation Assistance and Entrepreneurship: Industrial Park – Special Economic Zones – Carry on Business(COB) License – NSIC – ISO – SIDBI – SSIDC – SIDC – Khadi and Village Industries Commission – Industrial Estates

REFERENCE BOOKS:

1. S.S. Kanka: Entrepreneurial Development, Sultan Chand.
2. Prasanna Chandra: Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill
3. Vasantha Desai: Dynamics of Entrepreneurial Development, Himalaya.

CORE – XV

TRAVEL WRITING AND PHOTOGRAPHY

OBJECTIVES:

- To impart knowledge on Travel writing.
- To acquire fundamental skills required for photography.

COURSE OUTCOME:

- ❖ Travel Writing will help the learners to narrate the stories of their travel facilitating them in launching their travelogues online through Blogs, Websites, and Social Media. etc.
- ❖ Travel Photography introduces the learners to every aspect of the picture-taking process and the wide range of subject matter that they encounter on travel.

UNIT I

Travel Writing: Introduction to Travel Writing – scope; purpose; research; collect information; information discrimination and filtering. Travel Plan and arrangements; equipment to carry; taking the notes; using technology; pen down minute to minute; post-visit homework; drawing an outline of travelogue.

UNIT II

Digital Photography: Introduction; scope; basic Components; digital Cameras, know your Camera; Travel preparations at the destinations.

UNIT III

The Art of Photography: Moments in time; exposure triangle; composition parameters; light; moving subjects; creative shooting.

UNIT IV

An Introduction to Selfies. The Subjects: People; landscapes, the urban environment; festivals, entertainment; food & drink, wildlife.

UNIT V

Post-Production – Basic Photo Editing Software; Basics of Adobe Photoshop, sharing photos; blogs; selling travel Images.

REFERENCE BOOKS

1. Richard L'Anson (2014). Guide to Travel Photography, Lonely Planet Publications.

Naan Mudhalvan (arrear) Replacement Paper:

Semester	Subject	Credit	Hrs	CIA	EA	Total
II	Civil Aviation Management	2	2	25	75	100
III	Principles of Geography	2	2	25	75	100
IV	Principles of Marketing	2	2	25	75	100
V	Culinary Life Skills And Food Safety	2	2	25	75	100
VI	Hotel Human Resource Management	2	2	25	75	100

CIVIL AVIATION MANAGEMENT

OBJECTIVES:

- To impart knowledge on Civil Aviation industry and its operation.
- To acquire fundamental skills required for Civil Aviation Management.

COURSE OUTCOMES:

- ❖ Learner can work in airport as they get familiarize with all working stations.
- ❖ They can learn all the terminologies and functions related to aviation and air cargo.
- ❖ This course is aimed at introducing the learner to the fundamentals of managing aviation business.
- ❖ The course will be oriented toward operations management in aviation industry.

UNIT I

Aviation Industry: Introduction to Airline Management - Indian aviation – Airport's Authority of India - Open Sky Policy - Freedoms of Air - IATA - Director General of Civil Aviation. IATA Geography - IATA Traffic Conference Areas, Global Indicators - Types of Journey - Roles & Functions – ICAO and IAPA

UNIT II

Airline Administration: Types of Aircrafts - Narrow body and Conventional - The aircraft turnaround - Control Tower, Airfield Amenities and Special Passengers. In-flight Services, Cabin Components: Equipment's, Emergency Orientation, Onboard Services. Airport Handling: Embarkation and Disembarkation Procedure - RAMP.

UNIT III

Baggage & Cargo Handling: Baggage - Most Significant Career - Baggage Breakup Area - Baggage Makeup Area - SOP for Baggage Handling at Ramp. Air Cargo: Cargo Booking Procedures – Sky Cargo - Introduction to Dangerous Goods – Regulations for live Animals - Cargo Documentation: Airway Bill - Cargo Manifesto - Load and Trim.

UNIT IV

Time Calculation: World Time Zones - GMT - Concept of Standard Time and Daylight Saving Time, Calculation of Elapsed Time, Flying Time - Minimum Connecting Time, Map Reading Skills. Familiarization with OAG, TIM& PAT - Air Tariff: Currency Regulations.

UNIT V

Travel Formalities – Air Transport Abbreviations - Transit Areas -Special Formalities – Health Insurance - Currency. Passport - Definition – Types of Passport - Required Documents for Passport. Visa – Types - VISA Formalities - Itinerary Planning

TEXT BOOKS:

1. IATA, (2016), “Foundation in Travel and Tourism”, Course Text Book 5.14 Edition.
2. John, G. Wensveen (2013), “Air Transportation a Management Perspective”.
3. Doganis, Rigas (2010) - Flying Off Course. Routledge (4th Ed.).
4. Shaw, Stephen (2011) - Airline Marketing and Management Ashgate (7th Ed.)

REFERENCE BOOKS:

1. VivekTiwari, Encyclopedia of flight & airline ticketing
2. Arsonval Mairiho, Airline Cabin Crew Training Manual
3. Kotter,John P. (1996), “Leading Change”, Harvard Business School Press,
4. Trompenaars&Woolliams (2006). Business AcrossCultures.Capstone Publishing.
5. Scholes (2010). Exploring Corporate Strategy - Pearson.

PRINCIPLES OF GEOGRAPHY

OBJECTIVES:

- Introduce the field of Geography
- Acquaint students with major concepts in Geography
- Provide understanding on the concepts and Functions of Environment and Ecosystem

COURSE OUTCOME:

Students will be able to

- ❖ Critically read the concepts and relevance of Geography with special reference to India
- ❖ Understand the environmental problems and ecological imbalances and measures and policies to check the same

UNIT I

Introduction: Geography in Making: Definition, Nature, Scope and Purpose, Relevance – Relation with other Subjects – Branches of Geography – Basic Concepts in Geography: Earth Surface, Site, Location, Area, Space, Region in Geography.

UNIT II

Physical: Physiographic Divisions – Soil and Vegetation – Population – Soil and Vegetation – Climate and Weather – Classification of Climates - Composition and Structure of Atmosphere – Population

UNIT III

Economic: Mineral and Power Resources in India – Distribution and Utilisation of Iron ore, Coal, Petroleum, Gas – Agricultural Distribution and Distribution of Rice and Wheat – Industrial Development – Automobile and Information Technology

UNIT IV

Social Geography of India: Population Data: Census and National Sample Survey – Population size - Distribution of Population by Caste, Race, Religion, Language and Tribes – Social, Cultural and Economic regions in India

UNIT V

Environmental Geography: Meaning, Concepts and Components of Environment – Ecology – Man and Environment – Ecosystem: Concepts Structure and Functions – Environmental problems: Global Warming, Deforestation, Loss of Bio Diversity – Environmental Policies and Programmes

REFERENCE BOOKS:

2. Chandana, R.C. Environmental Awareness. Kalyani Publishers, New Delhi, 1997
3. Das, P.K. The Monsoons. National Book Trust, New Delhi, 1988
4. Dikshit, R.D. The Art and Science of Geography. Pi Learning, New Delhi, 2006
5. Dubey, S.C. Indian Society, National Book Trust, New Delhi, 1991

PRINCIPLES OF MARKETING

OBJECTIVES:

- To acquaint the principles in marketing both at micro and macro levels
- To understand the concepts and techniques of marketing
- To promote marketing business activity in managing, planning and controlling

COURSE OUTCOMES:

- ❖ To recognize the importance of marketing in tourism industry
- ❖ To describe the basic understanding of marketing concepts
- ❖ To discuss the way of marketing to get an edge over others
- ❖ To understand the way of marketing in the stiff rising competition
- ❖ To critically analyze the advantage for tourism businesses

UNIT I

Introduction to Marketing Concepts - Understanding Marketing: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process - Marketing Environment

UNIT II

Market targeting: Concept of market segmentation; targeting and positioning - Types of segmentation - Marketing mix.

UNIT III

Product issues: Types of products - product mix dimensions - product strategies - product life cycle.

UNIT IV

Pricing; Concept of price - factor influencing tourism pricing - method of price fixation - pricing strategies - Distribution channels- Nature and importance of distribution system – Marketing intermediaries.

UNIT V

Promotion: Concept of Promotion and Communication - objectives and importance of marketing promotion and communication - promotion mix - components of promotion mix - factor affecting promotion mix - types of marketing promotion and communication tools.

Text Books:

1. Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi.
2. V.S. Ramaswamy , S. Namakumari, (2018), 'Marketing Management – Indian Context

Reference Books:

1. Middleton, Victor (2001). Marketing in Travel and Tourism, B-HL, New Delhi
2. Philip Kotler, Jon Bower, James Maken, (2017)'Marketing for Hospitality and Tourism', Pearson
3. J. Christopher Holloway & Chris Robinson, (1995) , 'Marketing for Tourism' Longman

CULINARY LIFE SKILLS AND FOOD SAFETY

Objectives:

- To understand the basic concepts of food, nutrition, and kitchen organization.
- To develop practical cooking skills useful for daily life and professional awareness.

Course out Come:

- ❖ CO 1. Understand food basics, kitchen safety, and nutrition principles.
- ❖ CO 2: Apply simple cooking methods for daily life.
- ❖ CO 3: Prepare basic dishes, snacks, and beverages independently.
- ❖ CO 4: Demonstrate elementary bakery and dessert preparation skills.
- ❖ CO 5: Develop awareness of food entrepreneurship and hospitality careers.

UNIT I: Kitchen Basics

- Meaning and importance of food
- Kitchen tools and equipment
- Measuring ingredients and standard recipes
- Personal hygiene and kitchen safety

UNIT II: Cooking Methods

- Basics of vegetable and fruits Selection & processing
- Basic cuts of Vegetables
- Selection and cuts of Meat – Chicken, Fish & Lamb.
- Methods of cooking

UNIT III: Basic Preparation

- Salads and sandwiches
- Soups and simple snacks
- Rice and basic curry preparation

UNIT IV: Food Safety, Adulteration and Contamination

- Meaning and importance of food safety
- Food adulteration: definition, causes, and common examples
- Common adulterants in milk, oils, spices, pulses, and sweeteners
- Food contamination: physical, chemical, and biological contamination

- Safe food handling practices and storage methods
- Basic food safety awareness and consumer protection

UNIT V: Food Entrepreneurship and Life Skills

- Home-based food business ideas
- Costing basics for simple food items- food costing formula, Margins, profit and loss management.
- Menu Planning and Menu card preparation - designing using craft works, online platforms and AI.
- Food presentation and customer service basics – with videos.
- Career opportunities in food and hospitality

PO-CO MAPING

CO - CODE	Course Outcome	Blooms Level	Related POs
CO1	Understand the basic concepts of food, nutrition, kitchen organization, and personal hygiene	Remember, Understand	PO1, PO2
CO2	Apply basic cooking methods and use kitchen tools safely for simple food preparation	Apply	PO1, PO3
CO3	Prepare simple dishes such as breakfast items, salads, soups, snacks, and beverages independently	Apply, Create	PO2, PO3
CO4	Analyze food adulteration, contamination, cross contamination, and safe food handling practices	Analyze	PO2, PO4
CO5	Evaluate food costing, menu planning, and small-scale food business opportunities	Evaluate	PO2, PO5
CO6	Develop confidence, creativity, and practical life skills through culinary activities and food entrepreneurship awareness	Apply, Create	PO4, PO5

Reference Books:

1. Theory of Cookery – Krishna Arora
2. Modern Cookery – Thangam E. Philip
3. Food Production Operations – S. R. Bali
4. Professional Chef – Parvinder S. Bali
5. Food Science and Nutrition – Sunetra Roday

HOTEL HUMAN RESOURCE MANAGEMENT

Objectives:

- To provide knowledge of human resource management concepts and practices in the hospitality industry.
- To develop skills in managing recruitment, training, performance, and compensation of employees effectively.

Course out Come:

- ❖ CO 1: Explain the functions and importance of HRM in the hospitality industry.
- ❖ CO 2: Apply job analysis, recruitment, and selection techniques in hotel organizations.
- ❖ CO 3: Evaluate employee performance and design training programs.
- ❖ CO 4: Understand compensation management and legal aspects of HR practices.
- ❖ CO 5: Demonstrate understanding of legal and ethical responsibilities in human resource management within the hospitality industry.

UNIT-I: Introduction to Human Resource Management

- Meaning and concept of HRM
- Importance of HRM in the hospitality industry
- Functions of HRM
- Role of HR managers in hotels and tourism organizations

UNIT-II: Job Analysis and HR Planning

- Managing workflow in hospitality organizations
- Job analysis: meaning, process, and methods
- Job description and job specification
- HR planning: forecasting manpower needs

UNIT – III: Recruitment, Selection & Performance Evaluation

- Recruitment: sources and methods
- Selection process: interviews, tests, and placement
- Evaluating job performance
- Performance appraisal methods

UNIT – IV: Training and Development

- Importance of training in hospitality
- Training process and cycle
- Training methods (on-the-job and off-the-job)
- Employee development programs

UNIT – V: Compensation and Legal Aspects

- Managing compensation and rewards
- Wage and salary administration
- Incentives and benefits
- Legal aspects of HRM in hospitality industry

CO - CODE	Course Outcome	Blooms Level	Related POs
CO1	Understand HR concepts, functions, and policies in hospitality organizations	Remember, Understand	PO1, PO2
CO2	Apply recruitment, training, appraisal, and employee welfare procedures in hotels	Apply	PO1, PO3
CO3	Analyze motivation, leadership, and employee performance management systems	Analyze	PO2, PO4
CO4	Evaluate labor relations and manpower planning in hospitality businesses	Evaluate	PO2, PO5
CO5	Demonstrate communication and leadership skills for effective people management	Apply, Create	PO3, PO5
CO6	Develop professional attitude and managerial confidence in HR practices	Apply, Evaluate	PO4, PO5

Reference Books:

1. Human Resource Management – Gary Dessler
2. Human Resource Management for the Hospitality and Tourism Industries – Dennis Nickson

Theory - Question Paper Pattern Question paper pattern - 75 marks

Time: 3 hrs

Total Marks: 100

Examination Marks: 75

Minimum Pass: 30

Part-A: 15x 1 = 15

Choose the correct answer

(Answer all Questions) (Three Questions from each unit)

Part-B: 2 x 5 = 10 Paragraph pattern

(Answer any two Questions)

(One question from each unit) answer any two questions out of five questions

Part-C: 5 x 10 = 50

Essay pattern (Answer all Questions)

(One question from each unit) with internal choice

Practical-Question Paper Pattern

Time: 6 Hrs

Total Marks: 100

External Marks: 60

Minimum pass: 24

Record

- 10 marks

Written procedure

- 10 marks

Dress code

- 10 marks

Practical

- 30 marks