



UNIVERSITY OF CALICUT

Abstract

General & Academic Branch - Faculty of Commerce and Management Studies - Revised Scheme and Syllabus of B. Voc-Tourism and Hospitality Management programme, from 2021-22 admission on wards -Implemented-Subject to ratification by Academic Council-Orders issued.

G & A - IV - E

U.O.No. 9845/2022/Admn

Dated, Calicut University.P.O, 11.05.2022

*Read:-*1.U.O.No. 7135/2021/Admn Dated 19.07.2021.

- 2.Item No.3 of the minutes of meeting BoS in Hotel Management held on 15.03.2022.
- 3.Email dated 01.05.2022 from the Dean, Faculty of Commerce and Management Studies.
- 4.Order of Vice Chancellor in the file of even No.dated 10.05.2022.

ORDER

1. As per the paper read (2) above, the Board of Studies in Hotel Management approved the revised Scheme & Syllabus of B.Voc-Tourism and Hospitality Management programme based the B.Voc Regulations implemented vide U.O read (1).
2. As per paper read (3),the Dean, Faculty of Commerce & Management Studies has approved the item No.3 of minutes of the meeting of the Board of Studies in Hotel Management held on 15.03.2022.
3. Considering the urgency of the matter, the sanction is accorded by the Vice Chancellor to implement the revised Scheme and Syllabus of B.Voc-Tourism and Hospitality Management programme, subject to ratification by Academic Council.
4. The Scheme & Syllabus of B.Voc-Tourism and Hospitality Management programme is therefore implemented w.e.f 2021 admission on wards and orders are issued accordingly. (Syllabus appended).

Ajitha P.P

Joint Registrar

To

1. The Principal of Colleges concerned, Pareeksha Bhavan.
2. The Controller of Examinations.

Copy to: PS to VC/PA to PVC/PA to Registrar/PA to CE/JCE VII/EX & EG sections/GA I F/SF/DF/FC.

Forwarded / By Order

Section Officer

B.VOC in
TOURISM & HOSPITALITY MANAGEMENT
(UNDER THE FACULTY OF COMMERCE AND MANAGEMENT, UNIVERSITY OF
CALICUT)

**Syllabus for General and Skill
Papers**
(EFFECTIVE FROM 2021-22 ACADEMIC YEAR)

UNIVERSITY OF CALICUT

1. TITLE OF THE PROGRAMME

The programme is called **Bachelor of Vocational Degree in Tourism and Hospitality Management (BVoc in Tourism and Hospitality)** under the Faculty of Commerce and Management

1. DURATION OF THE PROGRAMME

Duration of B. Voc programme shall be 6 semesters distributed over a period of 3 academic years. Each semester shall have 90 working days inclusive of all examinations.

1.OBJECTIVES OF THE PROGRAMME.

- To provide students with a comprehensive understanding of the theoretical and applied aspects of Tourism & Hospitality Industry.
- To inculcate all the desired skills of standard operating procedures & service provisions to meet the needs of today's customer by providing desired services required in Tourism & Hospitality Industry.
- To equip students with hospitality skills required to provide customer satisfaction into the hotel & tourism sector and fulfil guest requirements for food & beverage service, meetings, conferences, events, travel moments & caterings.

2.PROGRAMME OUTCOMES:

- After completing this course students will be able to:
- Explain theoretical framework of Tourism & Hospitality Industry.
- Demonstrate the job role of F&B Service Steward in Hospitality Sector.
- Demonstrate the job role of Meeting, Conference and Event Planner
- Demonstrate the job role of Tour Manager in Tourism Sector.
- Demonstrate the job role of Asst. Catering Manager in Hospitality Industry.
- Effectively learn Customer Handling, service recovery & Guest Interfaces.
- Appraise and interpret various acts and laws related to service sector

3. BOARD OF STUDIES

The B. Voc in Tourism and Hospitality Management is attached to the Board of studies in Hotel Management under the faculty of Commerce and Management. The BoS is responsible for reviewing and approving the syllabus and provide suggestions in the curriculum. BoS will decide the fee structure and also formulate the index marks for ranking.

4. ELIGIBILITY FOR ADMISSION

The admission to B Voc in Tourism and Hospitality Management programme will be as per the rules and regulations of the University for UG admissions. Basic eligibility for this programme is 10+2 and above in any stream (No age limit).

Diploma holders (after 10+2) in the Hotel Management/ Tourism courses, approved by the University, who satisfies eligibility criteria can be admitted to the higher diploma(3 rd semester) based

on the availability of the seats and is under the sole discretion of the principal of the college/ B. Voc consortium.

A maximum of 50 students can be admitted to B. Voc in Hotel Management Programme. The students can be admitted only to the first semester (except for diploma holders). No students are admitted directly to the Third and Fifth semester in any circumstance except for diploma holders. Diploma holders may be permitted to third semester directly as mentioned above.

The reservation rules for Government/Aided Colleges are as same as that of the regular UG programmes conducted in colleges affiliated to this university.

5. FEES STRUCTURE

The course fee and examination fee for the BVoc programme will be decided by the University.

The fee structure will be different to batches in aided and self-financing programmes.

The college can collect Caution deposit, PTA fund, special fees, university fees, laboratory fee, sports fee etc according to the norms provided by the university at the time of admission.

6. COURSE STRUCTURE

The Vocational course is a three-year program consists a combination of Practical, Theory and Generic courses. The three-year program will be divided into 6 semesters; 2 semesters per year. 1st year will be a Diploma, 2nd year will be Advance Diploma & 3rd year will be a Degree. The curriculum will be designed in a manner that at the end of year-1, year-2 and year-3, students are able to meet below mentioned level descriptors for level 5, 6 and 7 of NSQF, respectively:

Level	Process required	Professional knowledge	Professional skill	Core skill	Responsibility
Level 5	Job that requires well developed skill, with clear choice of procedures in familiar context	Knowledge of facts, principles, processes and general concepts, in a field of work or study	A range of cognitive and practical skills required to accomplish tasks	Desired mathematical skill, understanding of social, political and some skill of collecting and organizing information, communication.	Responsibility for own work and learning and some responsibility for other's works

			and solve problems by selecting and applying basic methods, tools materials and information		and learning
Level 6	Demands wide range of Specialized technical skill, clarity of knowledge and practice in broad range of Activity involving standard/non-standard practices	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Reasonably good in mathematical calculation, understanding of social, political and, reasonably good in data collecting organizing information, and logical communication	Responsibility for own work and learning and full responsibility for other's works and learning

Level 7	Requires a command of wide ranging specialized theoretical and practical skill, involving variable routine and non-routine context.	Wide ranging, factual and theoretical knowledge in broad contexts within a field of work or study	Wide range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Good logical and mathematical skill understanding of social political and natural environment good in collecting and organizing information, communication and presentation skill	Full responsibility for output of group and Development
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The credits distribution as suggested by UGC for each of three years is as follows

NSQF Level	Skill Component Credit	General Education Credits	Normal Calendar duration	Exit Point/Awards
Year 3	36	24	Six Semesters	BVoc.
Year 2	36	24	Four Semesters	Advanced Diploma
Year 1	36	24	Two Semesters	Diploma
Total	108	72		

7. COURSE DETAILS

SEMESTER I									
C. No	Course Code	Course Name	Credit	Marks			Hrs /wk		
				Int	Ext	Tot	T	P	Tot
1.1	A01	English	3	15	60	75	3		3
1.2	A02	English	3	15	60	75	3		3
1.3	A07(3)	Second Language- Malayalam/Hindi/Arabic	4	20	80	100	4		4
1.4	SDC1TH01	Introduction to Tourism & Hospitality Business	4	20	80	100	4		4
1.5	SDC1TH02	Personality Development and Presentation Skills	4	20	80	100	4		4
1.6	SDC1TH03	Practices of Tourism – Case Studies	4	20	80	100		4	4
1.7	SDC1TH04	Tourism Organization Behaviors- Case Studies	4	20	80	100	1	3	4
1.8	SDC1TH05	Destination Visit and Report– I; Field Study	4	20	80	100	1	3	4
1.9		Audit Course 1	4						
Semester Total			30			750	20	10	30
SEMESTER II									
C.No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
2.1	A03	English	4	20	80	100	4		4
2.2	A04	English	4	20	80	100	4		4
2.3	A08(3)	Second Language- Malayalam/Hindi/Arabic	4	20	80	100	4		4
2.4	SDC2TH06	Tourism Resources and Tour Guiding	4	20	80	100	4		4
2.5	SDC2TH07	Facility & Event Management	4	20	80	100	4		4
2.6	SDC2TH08	Destination Mapping (India) LAB	3	15	60	75		3	3
2.7	SDC2TH09	IT in Tourism and Hospitality Industry LAB	3	15	60	75		3	3
2.8	SDC2TH10	Tour Operations; Internship Training- I and Viva	4	20	80	100		4	4
2.9		Audit Course II	4						
Semester II Total			30			750	20	10	30

SEMESTER III

C.No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
3.1	A11	Basic Mathematics & General Awareness	4	20	80	100	4		4
3.2	A12	Professional Business Skills	4	20	80	100	4		4
3.3	SDC3TH11	Hotel Industry Management	4	20	80	100	4		4
3.4	SDC3TH12	Front Office Management- Theory	4	20	80	100	4		4
3.5	SDC3TH13	Airport and Cargo Management	4	20	80	100	4		4
3.6	SDC3TH14	Front Office Executive – Practical	4	20	80	100		4	4
3.7	SDC3TH15	Destination Mapping (World) LAB	3	15	60	75		3	3
3.8	SDC3TH16	Destination Visit and Report– II; Field Study	3	15	60	75		3	3
		Audit Course III	4						
Semester III Total			30			750	20	10	30

SEMESTER IV

C.No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
4.1	A13	Entrepreneurship Development	4	20	80	100	4		4
4.2	A14	Public Health Sanitation and Safety	4	20	80	100	4		4
4.3	SDC4TH17	House Keeping Management	3	15	60	75	3		3
4.4	SDC4TH18	Tour Packaging and Itinerary Preparation	4	20	80	100	4		4
4.5	SDC4TH19	Travel Agency and Tour Operation Business	4	20	80	100	4		4
4.6	SDC4TH20	House Keeping Operations Practical	4	20	80	100		4	4
4.7	SDC4TH21	Air Ticketing- Skills LAB	3	15	60	75		3	3
4.8	SDC4TH22	Hotel or Airport Internship-II and VIVA	4	20	80	100		4	4
		Audit Course IV	4						
Semester IV Total			30			750	19	11	30

SEMESTER V									
C.No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
5.1	SDC5TH23	E1 Customer Relationship Management E2 Tour Guiding and Escorts	4	20	80	100	4		4
5.2	SDC5TH24	E3 Sales and Advertisements in Tourism E4 Event Management	4	20	80	100	4		4
5.3	SDC5TH25	Human Resource Management	4	20	80	100	4		4
5.4	SDC5TH26	Hospitality Law	3	15	60	75	3		3
5.5	SDC5TH27	Tourism Development and Government Policy	4	20	80	100	4		4
5.6	SDC5TH28	E1 Customer Care Executive LAB E2 Tour Guiding and Escorts LAB	3	15	60	75		3	3
5.7	SDC5TH29	E3 Sales and Advertisements in Tourism- LAB E4 Event Operations LAB-	4	20	80	100	1	3	4
5.8	SDC5TH30	Study tour (Pre-Tour and Post Tour Activities)	4	20	80	100		4	4
Semester V Total			30			750	20	10	30
SEMESTER VI									
C.No	Course Code	Course Name	Credit	Marks			Hrs		
				Int	Ext	Tot	T	P	Tot
6.1	SDC6TH31	Comprehensive Self Study	2	50	--	50			
6.2	SDC6TH32	Industry Training & Project	28	40	160	200		90	900
				40	160	200		0	
Semester VI Total			30	130	320	450			900

The curriculum contains Case study and Practical courses. An outline of the case study has been given in the detailed syllabus and students should maintain a record for both practical and case study courses. The work carried by the students, on particular area should be described in the record with objectives, analysis and result. The record should be signed by the teacher in charge, after completing an experiment or case study. Hod/principal should counter sign in the record.

8.METHOD OF STUDENTS EVALUATION.

Evaluation of students for each subject will be done by internal continuous assessment and Semester-End examinations. This dual mode assessment will be applicable to both Theory and Practical courses except for internship. Total marks in certain theory course reflect 80 marks external and 20 marks internal assessments and 60 marks external and 15 marks internal assessments in certain courses. The mark

division for certain practical courses are 20 marks internal and 80 marks external and in certain courses it has been decided as 15 as internal and 60 as external marks.

9. INTERNAL ASSESSMENT

Internal assessment shall be conducted throughout the semester. It shall be based on internal examinations, assignments (such as homework, problem solving, group discussions, quiz, seminar, team project, exercises, etc.) as decided by the faculty handling the course, and regularity in the class. Assignments of every semester shall preferably be submitted in Assignment Book, which is a bound book similar to laboratory record.

The mark distribution to award internal continuous assessment marks for theory subject should be as follows:

Assessment Methods	Marks in percentage
Test paper	40 %
Assignments (minimum two) such as home work, problem solving, group discussions, quiz, lite, seminar, term-project, exercises, etc	20%
Seminar	20%
CRP based on Attendance	20%

The mark distribution to award internal continuous assessment marks for practical/Lab courses should be as follows

Assessment Methods	Marks in percentage
Record	40%
Written Examination / Practical Work	20%
Grooming & Viva	20%
Attendance	20%

Note:

No candidate will be permitted to attend the end-semester practical/Lab examination unless he/she produces certified record of the laboratory.

Full credit for regularity in the class can be given only if the candidate has secured minimum 90% attendance in the subject. Attendance evaluation for each course is as follows

Split up of marks for test papers

Range of marks in test paper	Out of 8 (If max 20)	Out of 8 (If max 15)
Less than 35%	1	1
35%- 45%	2	2
45% - 55%	3	3

55%- 65%	4	4
65%- 85%	6	5
85%- 100%	8	6

Split up of marks for Classroom Participation

Range of CRP	Out of 4 (If max 20)	Out of 3 (If max 15)
50% <= CRP 75%	1	1
75% <= CRP 85%	2	2
85% and above	4	3

Attendance	Marks
90% and Above	05
85 to 89.9%	04
80 to 84.9%	03
76 to 79.9%	02
75 to 75.9 %	01

10. EXTERNAL EVALUATION

Semester-End examinations for theory and practical/ Lab courses will be conducted by the University. There shall be University examinations at the end of each semester for both theory and practical/ Lab exams. Failed or improvement candidates will have to appear for the Semester-End examinations along with regular students.

University will appoint a Chairman for each B.Voc Programme. Chairman will monitor the University Practical Examinations and Evaluation of Theory and Practical/ Lab courses.

Practical/Lab Examinations can be conducted and evaluated from the college or the industry partner premises. The team for conducting and evaluating practical/lab exams should include an examiner appointed from the approved panel of faculties, and an internal examiner.

11. INTERNSHIP AND PROJECT

Internship is compulsory in BVoc in Tourism and Hospitality Management. Internship should be carried out in the Tourism and Hospitality industries, not necessarily with industry partner. The major idea for internship is to apply learned things in the real jobs through that to get a real professional experience. The Evaluation process follows 100% external assessment.

There will be Two months internship at the end of 2nd and 4th semesters which are known as Mid-internship and an internship in the whole sixth semester which is known as Industrial Exposure Training (IET).

An evaluation team is constituted for conducting the evaluation of internship. The team consist of external examiner, allotted by the university from the approved examination panel, representative from the industry and a faculty.

During the training, students should keep a work logbook with them. By evaluating and assessing his/her training, students should get sign in the logbook from their immediate Superior of the industry in which the training has been carried out

A valid certificate from the organization should be produced as a proof that the internship is carried out in the respective organization. The logbook and copy of the training certificate should be submitted to the institution/department, after their training. Students should prepare a training report based on the training experiences and submitted to the institution/ College. Each internship separate report is must. The report should contain the certificate of the internship, attendance report from the industry, Principal/Hod remark, day by day work procedure carried out by the student and the conclusion which shows the result of the internship. Training Coordinator will be charge of training report.

Mark distribution for Internship

Distribution	External	Internal
Report	50	15
Presentation	50	15
Viva	60	10
Total	160	40

Mark distribution for Project

Distribution	External	Internal
Presentation	40	05
Project Report	80	20
Grooming	10	05
Viva	30	10
Total	160	40

12. VIVA VOCE

Viva will be conducted on the Practical Courses, Case studies and internship. Based on the practical record, case study report, training logbook and internship reports, viva voce will be conducted by the university with an external examiner. The Practical in charge teachers and training Coordinator will be charge of Viva. Marks will be awarded based on the report and their performance during trainings.

and students are supposed to clarify the queries regarding their internship.

13. MINIMUM FOR PASS

The successful completion of all the courses prescribed for the diploma/degree programme with P grade shall be the minimum requirement for the award of diploma/degree.

For Project/internship, the minimum for a pass shall be 50% of the total marks assigned to the respective examination.

A student who does not secure this pass marks in a subject will have to repeat the respective subject.

If a candidate has passed all examinations of B.Voc. Courses (at the time of publication of results of last semester) except project/internship in the last semester, a re-examination for the same should be conducted within one month after the publication of results. Each candidate should apply for this Save-A-Year examination within one week after the publication of last semester results.

MODERATION

Moderation shall be awarded subject to a maximum of 5 % of external total marks to be awarded in Semester.

For a course concerned, the maximum of moderation awarded shall be limited to 10% of the total marks to be awarded for the external course concerned.

If a student fails for a single course, this limit can be enhanced to 15 % of external in the course.

However Board of examiners/B. Voc consortium concerned shall have the liberty to fix low percentage of marks for moderation subjected to the conditions mentioned above.

14. PATTERN OF QUESTION PAPER

Duration of Semester-End examinations will be 3 hours. The pattern of questions for theory subjects of maximum external marks 80, shall be as follows:

Section	Total No of Questions	Ceiling	Marks for each question	Total Marks
A; Short Answer type Questions	15	25	2	25
B; Paragraph/ Problem type	8	35	5	35
C; Essays type	4	2 (to be answered)	10	20
Total				80

Duration of Semester-End examinations will be 3 hours. The pattern of questions for theory subjects of maximum external marks 60, shall be as follows:

Section	Total No of Questions	Ceiling	Marks for each question	Total Marks
A; Short Answer type Questions	12	20	2	20
B; Paragraph/ Problem type	7	30	5	30
C; Essays type	2	21(to be answered)	10	10
Total				60

For Practical/ Lab Courses (80 marks)

Marks Distribution	Total Marks
Practical Work / Presentations	40
Record	10
Viva	20
Personal Grooming	10
Total	80

For Practical/ Lab Courses (60 marks)

Marks Distribution	Total Marks
Practical Work / Presentations	30
Record	10
Viva	10
Personal Grooming	10
Total	60

15. CREDIT SYSTEM

Each subject shall have a certain number of credits assigned to it depending upon the academic load and the nature and importance of the subject. The credit associated with each subject will be shown in the prescribed scheme and syllabi. Each course shall have an integer number of credits, which reflects its weightage.

One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/IT and tutorials;

For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

16. GRADING- INDIRECT GRADING SYSTEM

Indirect Grading System based on a 10 -point scale is used to evaluate the performance of students. Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I, AB) to that course by the method of indirect grading.

Ten Point Indirect Grading System

Percentage of Marks (Both Internal and External put together)	Grade	Interpretation	Grade Point Average (G)	Range of Grade Points	Class
95 and Above	O	Outstanding	10	9.5- 10	First Class with Distinction
85 to below 95	A+	Excellent	9	8.5 – 9.49	
75 to below 85	A	Very good	8	7.5 – 8.49	
65 to below 75	B+	Good	7	6.5 – 7.49	First Class
55 to below 65	B	Satisfactory	6	5.5 – 6.49	
45 to below 55	C	Average	5	4.5 – 5.49	Second Class
35 to below 45	P	Pass	4	3.5 – 4.49	Third Class
Below 35	F	Failure	0	0	Fail
Incomplete	I	Incomplete	0	0	Fail
Absent	Ab	Absent	0	0	Fail

An aggregate of P grade with 40 % of marks is required in each course for a pass and also for awarding a degree/diploma.

Appearance for Internal Assessment and End Semester Evaluation are compulsory and no grade shall be awarded to a candidate if she/he is absent for Internal Assessment / End Semester Evaluation or both.

A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.

After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula SGPA =

Sum of the credit points of all courses in a semester

Total credits in that semester

The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following

CGPA =

Total credit points obtained in six semesters

Total credits acquired (180)

SGPA and CGPA shall be rounded off to two decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (Cumulative Grade) for the entire programme shall be awarded to a student

ATTENDANCE

A candidate shall be permitted to appear for the Semester-End examinations only if he/she satisfies the following requirements:

He/she must secure not less than 75% attendance in the total number of working hours in each semester.

He/she must earn a progress certificate from the head of the institution stating that he/she has satisfactorily completed the course of study prescribed in the semester as required by these regulations.

His/her conduct must be satisfactory

It shall be open to the Vice Chancellor to grant condonation of shortage of attendance on the recommendation of the head of the institution in accordance with the following norms.

The shortage shall not be more than 10%

Shortage up to 20% shall be condoned once during the entire course provided such shortage is caused by continuous absence on genuine medical grounds.

Shortage shall not be condoned more than twice during the entire course.

Candidate who is not eligible for condonation of shortage of attendance shall repeat the semester as per university norms.

17. REGISTRATION/RE-REGISTRATION

Every candidate should register for all subjects of the Semester-End examinations of each semester. A candidate who does not register will not be permitted to attend the Semester-End examinations; he/she shall not be permitted to attend the next semester. A candidate shall be eligible to register for any higher semester, if he/she has satisfactorily completed the course of study and registered for the examination. He/she should register for the semester at the start of the semester before the stipulated date. University will notify the starting and closing dates for each semester

18. REJOINING THE COURSE

Re-joining the course will be allowed to only if the candidate has secured a minimum CGPA of 2.5. The candidate should remit the fees prevailing that time. B.Voc governing council will take the decision regarding the re-joining.

19. COLLEGE TRANSFER

College transfer is not allowed in any circumstances.

20. COMPREHENSIVE SELF STUDY

In the fifth semester, the candidates have to face an examination with multiple choice questions. The credit for this course is Two. It is a two hour examination with 100 marks and there is no any internal mark for this course. Out of 120 questions, 100 questions must be answered. The questions will be selected from a question pool, prepared by the board of studies. The evaluation of answer scripts will be done externally.

21. INDUSTRIAL EXPOSURE TRAINING

Each student has to undergo Industrial Exposure Training of 20 weeks duration- four weeks each in the following departments of any Hotel of national or global repute.

1. Front Office
2. House keeping
3. Travel agency
4. Tour operation
5. Airports

After the completion of training, the students shall immediately be submitting an industrial exposure training report within two weeks .This Report will be evaluated internally .Each student has to have a certificate of successful completion of training.

22. INDUTRUSTRIAL VISIT

The students should be taken for Industrial Visit, to familiarize and experience the hotel industry and its functioning in first semester. Hotels to which the industrial visit is planning, should be four star and above hotel. Travel industry visit can also attach with it by visiting airports, shipyards, and rail/metro stations etc

In third semester, students should be taken for IInd industrial visit to food and/or beverage producing industries.

23. EXPERIENTIAL AND PARTICIPATIVE LEARNING

Experiential and participative learning practices should be implemented in each course in all semesters. The teachers can use any methods for implementing the experiential leaning in their courses. The students

should experience what he/she studied in the courses and at least three experiential learning practices should be done in each course. The teacher can use participative learning methods in which the courses they handle. At least two participative learning practices should be used to impart the skills and knowledge.

SEMESTER I

SDC1TH01 INTRODUCTION TO TOURISM & HOSPITALITY BUSINESS

Hour per week : 4

Total credits : 4

Aim of the Course

This course prepares the students to understand the basic idea and definitions of tourism and hospitality industry.

Course Outcomes

- a) To understand basics of Travel industry.
- b) To understand scope of industry.
- c) To memorise basic definitions.

Module 01

INTRODUCTION TO TRAVEL AND TOURISM : Evolution of travel and tourism, Definition and meaning of tourism, Purpose of travel, terminologies related to travel and tourism (visitor, traveller, excursionist etc.), Types of tourism, Elements of tourism, Components of tourism.

Module 02

INTRODUCTION TO TRANSPORTATION INDUSTRY : Road transportation (Evolution, types, forms, organizations), Water transportation (Evolution, types, forms, organizations), Air transportation (Evolution, types, forms, organizations), Rail transportation (Evolution, types, forms, organizations),

Module 03

INTRODUCTION TO TOURISM PRODUCTS : Types (Natural, Man-made, Symbiotic), Characteristics of tourism products, Components of tourism products, Sustainable tourism, Adventure tourism, Rural tourism, Eco tourism, Ethnic tourism, Responsible tourism, Spiritual tourism, Religious tourism, Major destinations of Kerala.

Module 04

INTRODUCTION TO ACCOMMODATION INDUSTRY : Evolution of accommodation industry, Classification of Hotels, Major departments of hotels, Types of Rooms, Types of meal plan, Travel agency and Tour operation companies (Introduction, types, functions, organization chart etc.). Impacts of Tourism (Economical, Political, Environmental and Social)

Reference

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers

SDC1TH02 PERSONALITY DEVELOPMENT AND PRESENTATION SKILLS

Hour per week : 4 Total credits : 4

Aim of the Course

This course prepares the students to understand the basic idea and definitions of Communication.

Course Outcomes

- a) To memorise the basic definitions
- b) To understand the basics of communication skills
- c) To acquire the Personality development ideas

Module 1

NATURE & SCOPE OF COMMUNICATION : functions of communication, communication networks and types of communication (their forms : merits - de merits), Miscommunication barriers, how to overcome barriers. Communicating for hospitality business, grooming up for hospitality business.

Module 2

PERSONALITY AND SELF-CONCEPT : Element of personality, determinants of personality, personality analysis, Grooming, personal hygiene, social and business and dining etiquettes, Knowing body language, Art of good conversation.

Module 3

GROUP DISCUSSION AND INTERVIEW : Extempore, group discussions, introducing oneself, Resumes & resume writing, Interviews (types & forms, the mock interview and role play of telephonic interviews and online interviews), Managing : stress, anger, time, emotion.

Module 4

SELF ESTEEM AND MOTIVATION : self concept, advantages of high self esteem, steps to building positive self esteem, Attitude (meaning and factors that determine attitude, benefits of positive attitude, steps to building a positive attitude), Motivation, The difference between inspiration and motivation, external motivation vs internal motivation, Team work (how to work efficiently in a team, do's and don'ts in team work).

Reference

1. Lesikar & Flatley, Basic Business Communication, Tata Mc Graw Hill, 2005
2. Allan Pease, Body Language By Sheldon Press Wagen, Lynn Vander, 2000
3. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, 2002
4. Amy Newman, Cornell University, Business Communication in Person, Cengage Learning, 2007
5. Sharma, R.C. and Mohan K, Business Correspondence and Report Writing, Tata Mc

6. Graw Hill Communication, Tourism & Hospitality, Hospitality Press Pvt. Ltd, 1998
7. Lynn Van Der Wagen, Communications in Tourism & Hospitality- Hospitality Press,

SDC1TH03 PRACTICES OF TOURISM – CASE STUDIES

Hour per week : 4 Total credits : 4

Aim of the Course

To get a basic knowledge about current status and tourist flow in Indian tourism with different prospectives.

Course Outcomes

- a) To apply the knowledge on tourism statistics
- b) To apply the Ideas on tourism practices
- c) To understand current scenario of tourism

Practices of Tourism; Case Studies- Need and Importance-

1. Kerala; As Gods own Country.
2. Incredible India Campaign.
3. Flow of Tourism in North Kerala.
4. Flow of Tourism in South Kerala.
5. Flow of Tourism in South India.
6. Flow of Tourism in North India.
7. Flow of Tourism in North East India.
8. Need of Planning and policy for development of travel and tourism.
9. Eco-tourism – Role model destinations in Kerala
10. Sustainable tourism in Kerala.

Reference

1. Sunetra Roday, Archana biwal, Tourism Operations and Management, Oxford Publications.
2. Jitendra Mohan Mishra, Tourism Principles and Practices, Oxford Publications.
3. A.K. Bhatya, Tourism Development Principles and Practices, Streling Publishers.
4. M.R. Dileep, Tourism Concepts Theory and Practices, Dreamtech Press.

SDC1TH04 TOURISM ORGANIZATION BEHAVIOURS- CASE STUDIES

Hour per week : 4 Total credits : 4

Aim of the Course

This course is helps to identify and develop a depth knowledge on organizations related to tourism.

Course Outcomes

- a) To practice case study of various organizations.
- b) To Apply effective management strategies, principles and techniques
- c) To demonstrate ability to communicate effectively.

Organisation Behaviour

Definition- Need and Importance. Consumer Behaviour- Concepts, influences and opportunities.

PRACTICALS

1. An overview of Organisation Behaviour
2. Managing people in the organisation
3. Foundations of Individual behaviour
4. Job design, Employee participation and alternative work arrangements.
5. Goal setting, performance management and rewards.
6. Communications in organisations
7. Leadership models and concepts
8. Decision Making
9. Tourist Behaviour- A case Analysis
10. Hospitality Organisations in New Normal.

Reference

1. A.K. Bhatya, The Business of Tourism Concepts and Strategies, Sterling Publishers 2011.
2. Nafees A Khan HRD in Tourism Industry Issues and Case studies,
3. A.K. Bhatya, Tourism Development Principles and Practices, Sterling Publishers.
4. M.R. Dileep, Tourism Concepts Theory and Practices, Dreamtech Press.

SDC1TH05 DESTINATION VISIT AND REPORT : 1 (FIELD STUDY)

Hour per week : 4 Total credits : 4

Aim of the Course

This course will give real practical experience of a destination

Course Outcomes

- a) To describe various tourist destinations
- b) To acquire an idea about transportation, accommodation, cuisine etc
- c) To analyse about destination management strategies

Structure of the Course

During this course the students should undergo a study tour of less than seven days. The tour destinations may be selected based on the importance of the places, tourists flow and its potentials for growth. Based on the study tour students should prepare a tour report for external viva (80 marks) and a tour diary to the department for internal evaluation (20 marks).

SEMESTER II

SDC2TH06 TOURISM RESOURCES AND TOUR GUIDING

Hour per week : 4 Total credits : 4

Aim of the Course

This course is designed to get knowledge on tourism resources of India and basics of tour guiding.

Course Outcomes

- a) To discuss various types of tourism resources
- b) To apply guiding skills
- c) To identify greeting etiquettes.

Module 01

CULTURAL RESOURCES OF INDIA : Performing Arts of India, Classical Dance and Dance Styles, Indian Folk Dances, Music and musical Instruments, Handicrafts of India, Craftsmanship, Indian painting, Fairs and Festivals, Cuisines and speciality dishes, Yoga and Ayurveda.

Module 02

ARCHITECTURAL HERITAGE OF INDIA : India's Architectural styles (Ancient, Mughal, Modern), Historic monuments of Tourist Significance (ancient medieval and modern), Important Historic /Archaeological sites, Museums, Art Galleries, Libraries, Religious Shrines/Centres (Hindu Buddhist, Jain, Sikh, Muslim, Christian and others) World Heritage Sites in India.

Module 03

NATURE BASED TOURISM ; Eco-tourism- Definition, concept & principles (Wild Life Sanctuaries, National Parks, Botanical Gardens, Zoological Parks, Biosphere reserves) Mountain Tourism with special reference to Himalayas. Desert Tourism with special referenced to Rajasthan, Tourism in Coastal areas — Beaches, Islands, Coral Reefs; Backwater Tourism with special reference to Kerala.

Module 04

TOUR GUIDING : meaning, classification, qualities, responsibilities, understanding tour package, Coordinate with suppliers. On-tour activities: Meet and Greet etiquette, dealing with customers, Explaining attractions, inform restrictions and laws to be maintained, time management, safety instructions, first aid and emergency, Complaint handling, feedback collection

References:

1. Jacob Robinet et al Indian Tourism Products, Abijeeth Publications. New Delhi
2. Acharya Ram, Tourism and cultural Heritage of India: ROSA Publication.
3. Basham . A L the wonder that was India :Rupa and Company, Delhi
4. Manoj Dixit, Charu Sheela, Tourism Products, New Royal Books
5. Hussain AK The National Culture of India . National Book Trust New Delhi

SDC2TH07 FACILITY & EVENT MANAGEMENT

Hour per week : 4 Total credits : 4

Aim of the Course

This course aims to provide comprehensive knowledge and technical skills of facility and event management

Course Outcomes

- a) To execute the planning of events
- b) To understand Facility development
- c) To acquire knowledge on Office gadgets

Module 1

INTRODUCTION TO FACILITY MANAGEMENT: Facility planning, Design & Layout, Planning process, developing the concepts, equipment requirements, Space requirements, Bidding and awarding contracts, planning team.

Module 2

FUNCTIONAL PLANNING : Concepts of flow, functional requirements, other requirements, work place planning, environment of work place, material handling, space requirement, space estimation, total facility size, space calculations, dining area, receiving area, storage area, serving area, dining area.

Module 3

CONCEPT OF DESIGNING : designing of hospitality properties, development of strategy and brand image, asset management. Complimentary facilities, Yoga, Gymnasium, Steam bath, Sun bath. Route Management & Vehicle Management (Students are familiarized with the aspect of two wheelers and LMV). Presentation & Communication skill ,Video Conferencing, comparing, anchoring (Students are familiarized with the operations of office gadgets - XEROX, FAX, EPBX, Video Conferencing, power point etc) .

Module 4

EVENT MANAGEMENT : definition, types (cultural, festivals, religious, business). Activities conceptualizing and designing events, event planning, five Cs of events, event as a marketing tool, role of events in promotion of tourism. MICE, meeting, incentives, conference, convention, exhibition, trade shows and fairs, leisure events, sports events, organizers, sponsorship, event management as a profession.

Reference

1. Event marketing and management – Sanjaya Singh Gaur,
2. Event management and event tourism – Gelz,
3. Hospitality marketing and management – J.M.Mathews

SDC2TH08 DESTINATION MAPPING (INDIA) LAB

Hour per week : 3 Total credits : 3

Aim of the Course

This course explain different detailed information about Indian destinations and its importance in country with its geographical particularities.

Course Outcomes

- a) To demonstrate destination mappings
- b) To describe map reading
- c) Knowledge on geographical particularities of Indian destinations

PRACTICALS

1. Physical geography of North India – tourist destinations, attractions and accessibilities of major States such as Himachal Pradesh, Punjab, Uttarakhand, Uttar Pradesh and Haryana.
2. Physical geography of East India – tourist destinations, attractions and accessibilities of major States such as Bihar, Orissa, Jharkhand, West Bengal
3. Physical geography of West India – tourist destinations, attractions and accessibilities of major States such as Rajasthan, Gujarat, Goa and Maharashtra
4. Physical geography of South India – tourist destinations, attractions and accessibilities of major States such as Andhra Pradesh, Karnataka, Kerala, Tamilnadu.
5. Physical geography of Central India – tourist destinations, attractions and accessibilities of major States such as Madhya Pradesh, Chhattisgarh,
6. Physical geography of North East India – tourist destinations, attractions and accessibilities of major States such as Assam, Sikkim, Nagaland, Meghalaya, Manipur, Mizoram, Tripura, Arunachal Pradesh

Reference

1. Awesome India A Guide to states and Union territories, Scholastic India, 2020.
2. Chitra Garg, Travel India A Complete Guide for Tourist, 2007
3. K.R. Gupta, Amita Gupta, Encyclopaedia India , Atlantic Publisher.

SDC2TH09 IT IN TOURISM AND HOSPITALITY INDUSTRY LAB

Hour per week : 3 Total credits : 3

Aim of the Course

This course is designed to establish the basic information technology skills which very much required in tourism and hospitality industry.

Course Outcomes

- a) To apply computers in industry.

b) To understand the basics of internet

c) To execute Ms. Office

PRACTICALS

1. Knowing computer (Evolution of computer and computing devices, data and information, types of data, functional components of a computer system and their interconnections).
2. Microsoft Word (Text editing, features of application, menu bar, tool bar, creating documents, creating tables, mail merge, bullets and numbering.)
3. Microsoft Excel (Editing, features of application, menu bar, tool bar, creating work sheet, graphs and visuals)
4. Microsoft Power point (Editing, features of application, menu bar, tool bars, creating presentations, animations and effects)
5. Microsoft Outlook (Editing, features, menu bar, tool bar, email, calendar, web page)
6. Adobe Page Maker (Editing, features, menu bar, tool bar, pamphlets, brochures, reports)
7. Internet (Open web pages, save web pages, store web pages, create mail, send mail, copy received mail)

Reference

1. Efrain Turban, Information Technology for Management, Willey student edition.
2. Puneet Kumar, Fundamentals of Information Technology, Kallyani.
3. Mahaveer Shing, Basics of Information Technology, Vayu Edition of India.
4. A Text Book of Information Technology

SDC2TH10 TOUR OPERATION INTERNSHIP TRAINING : 01

AND VIVA VOCE

Hour per week : 4 Total credits : 4

Aim of the Course

Industrial Exposure Training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial Training is also expected to provide the students the basis to identify their key operational area of interest.

Course Outcomes

- a) To execute guest relation management
- b) To demonstrate ticketing procedure
- c) To organise tour packages

Structure of the Course

Industrial Exposure Training is an integral part of the curriculum. Student has to undergo industrial training minimum 8 weeks at a single stretch. They will be awarded 100 marks (80 marks external evaluation and 20 marks internal evaluation) for the industrial training & report and for viva voce.

1. For award of 100 marks of IET would be on the basis of feed-back from the industry in a prescribed Performance Appraisal Form (PAF). It will be the students responsibility to get this feed-back/assessment form completed Tour operation company for submission to the institute at the end of Industrial Training.
2. Responsibilities of institute, organization, the student/trainee with aims & objectives have been prescribed for adherence.
3. Once the student has been selected / deputed for Industrial Training by the Institute, he/she shall not be permitted to undergo it elsewhere. In case students make direct arrangements with the travels for Industrial Training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek Industrial Training on their own.

SEMESTER III

SDC3TH11 HOTEL INDUSTRY MANAGEMENT

Hour per week : 4 Total credits : 4

Aim of the Course

This course is associated with depth study of hotel operations and its role in accommodation industry.

Course Outcomes

- a) To discuss the Important functions of hotel departments
- b) To explain the services of hotel
- c) To understand the service outlets of hotels

Module 01

CORE DEPARTMENTS AND ITS IMPORTANCE : functions, Role and Organisational structure. Minor departments and its functions, Types of Menu and Meal plan, Types of service and service outlets, Introduction to catering, its classification and types.

Module 02

FOOD AND BEVERAGE SERVICE : Operating equipments: Classification of crockery, cutlery, glassware, hollowware, flatware, special equipments, Ancillary departments: Pantry, still room, silver room, wash-up and hot-plate. Restaurant service: Misen scene, Misen place. Points to be remembered while laying a table, do's and don'ts in a restaurant, dummy waiter and its uses during service. French classical menu.

Module 3

FOOD PRODUCTION DEPARTMENT : Organization and layout. Hierarchy area of department and kitchen- types of kitchen. Layout of Receiving Areas . Layout of storage Area . Layout of service and

wash up, Kitchen stewarding Kitchen Equipment – types Kitchen Equipment–Production planning
Production scheduling,.Production quality and quality control.

Module 4

BUDGETARY CONTROL : Budgetary control of hotel-Define budget & budgetary control - Objectives - Types of budgets - Inventory control : Importance -Objectives - Methods-Pricing of commodities, Bar : introduction, types, equipments, Layout, staffing, organization structure - Banquets : introduction, types, equipments, Layout, staffing, organization structure,seating arrangements.

Reference

1. Ram Gupta, Managing Hotels, Nuts and Bolts of Hotel Management
2. Sanjiv Kumar Srivastava, Introduction to Hotel Industry, Trinity Publications
3. B.K Chakravarti, Technical Guide to Hotel Operations
4. Barrows and Clayton, Introduction to Management in the Hospitality Industry, 10th edition

SDC3TH12 FRONT OFFICE MANAGEMENT - THEORY

Hour per week : 4 Total credits : 4

Aim of the Course

This course includes the structure of Front Office department of a hotel and gives advanced idea about its functions.

Course Outcomes

- a) To define the role of front office executives
- b) To define the role of guest relation assistants.
- c) To understand the duties of reservation agent

Module 01

FRONT OFFICE DEPARTMENT : Sections and layout of Front Office, Organizational chart of front office department (small, medium and large hotels), Duties and responsibilities of various staff, Attributes of front office personnel, Co-ordination of front office with other departments of the hotel, Equipments used (Manual and Automated), Black list -Bell Desk and Concierge.

Module 02

RESERVATION -Importance of guest cycle (Various stages, sectional staff in contact during each stage), Modes and sources of reservation, Procedure for taking reservations (Reservation form, conventional chart, density chart, booking, diary with their detailed working and formats) Computerised system (CRS, Instant reservations), Types of reservation (guaranteed, confirmed, groups, FIT) -Procedure for amendments, cancellation and overbooking.

Module 03

GUEST ARRIVAL : Pre arrival activities(Preparing an arrival list, notification etc), Procedure for VIP arrival, Procedure for group arrival(special arrangements, meal coupons, etc) Guest Arrival, Types of registration.(Register, Loose Leaf, Registration Cards), Receiving guests. Arrival procedure for various categories of guests (Foreigners along with C-forms, FITs- walk-in with confirmed reservation), Notification of guest arrival. -Criteria for taking advance.(Walk-ins, Scanty Baggage etc).

Module 04

GUEST STAY : Rooming a guest (introduction to the hotel facilities, orientation of the room) Procedure for room change, Safe deposit procedure, Assisting guest with all possible information and help(medical etc.) Guest Departure, Departure notification, Task performed at bell desk,cashier /reception- Express check outs, Late check outs and charges, Methods of Payment, Credit card handling, Traveller cheques, Personal checks, Handling cash Indian , Foreign currency, Other methods of payment [Travel agent , Bill to Company etc.

Reference

1. F O Management – Sudhir Andrews F O Management.
2. S K Bhattnagar Professional FO Management Robert H Woods.
3. Manging Front office Operations, Michel L Kasavana & Richard M Brokes.
4. F O Operations & Management – Ahammed ismail.

SDC3TH13 AIRPORT AND CARGO MANAGEMENT

Hour per week : 4 Total credits : 4

Aim of the Course

This course aims to impart the knowledge of the management aspects of Airports and Cargo.

Course Outcomes

- a) To apply the knowledge of airport ground handling
- b) To define the role of travel assistants
- c) To understand the duties of reservation agents.

Module 01

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 Familiarize with OAG-3 letters city code and airport code, airline designated code, global indicator, embarkation and disembarkation process, Airlines terminology, types of journey: OW, CT, RT,0J, RTVV,Mixed class journey

Module 02

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, Flight Information Counter, Arrival formalities, Immigration, Baggage clearance, Customs, Channels (green channel and Red channel), Airport Services, Standard Operations, Ramp Services & Airside Safety - Freight Warehouse Management, Passengers' Terminal Management, Domestic & International Role and Responsibilities of Ground Handlers, Ground Handling, Self Handling vs. Outsourcing.

Module 03

CARGO SERVICES : Cargo Services at Export Shed , Cargo Services at Import Shed, Cargo Services at Transit Shed, Cargo Aircraft Handling, Air Cargo Concept, Cargo Handling, Booking of Perishable Cargo and Live Animals Industry Relation, Type of Air Cargo-Air Cargo Tariff, ratios and Charges Airway Bill, Function, Purpose, Validation.

Module 04

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, Role & Responsibilities of :AAI, IATA, DGCA and ICAO.

Reference

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. Paul R.Murphy,JR and Donal&F.Wood-Contemporary Logistics –Prentie Hall.9 thEdn.2008
4. Airport Planning & Management – Seth. B. Yound& Alexander. T. Wells
5. agmohan Negi: travel agency and tour operations- concepts and principles (Kanishka pub: new Delhi)

SDC3TH14 FRONT OFFICE EXECUTIVE (PRACTICAL)

Hour per week : 4 Total credits : 4

Aim of the Course

This course aims to impart the knowledge of the management aspects of Airports and Cargos .

Course Outcomes

- a)To execute the roles of front office executives.
- b)To operate as a guest relation assistant
- c)To schedule as a reservation agent

PRACTICALS

1. Mock Checking
2. Mock guest complaint & handling

3. Preparation of Reservation form
4. Preparation of G.R.C
5. Preparation of C – form
6. Preparation of guest history card
7. Evaluate & make comparative study of the performance of different hotels
8. Preparation of Night auditors report
9. Visiting travel agencies
10. Visiting tourist centres
11. Visiting hotels & resorts
12. Mock telephonic drill

Reference

1. F O Management – Sudhir Andrews F O Management.
2. S K Bhatnagar Professional FO Management.
3. Robert H Woods 3. Manging Front office Operations
4. Michel L Kasavana & Richard M Brokes.
5. F O Operations & Management – Ahammed ismail

SDC3TH15 DESTINATION MAPPING (WORLD) LAB

Hour per week : 3 Total credits : 3

Aim of the Course

This course explain different detailed information about world destinations and its importance in country with its geographical particularities.

Course Outcomes

- a) To demonstrate destination mappings
- b) To describe map reading
- c) To acquire the knowledge on geographical particularities of Indian destinations

PRACTICALS

1. Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).
2. Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).
3. Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Carribean Islands (in brief).

Reference

1. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism – Delmar (1999)
2. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007) 4.
3. Premnath Dhar, International Tourism Emerging Challenges & Futureprospects, Kanishka Publishers Distributors.
4. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann

SDC3TH16 DESTINATION VISIT AND REPORT : 2 (FIELD STUDY)

Hour per week : 4 Total credits : 4

Aim of the Course

This course will give real practical experience of a destination

Course Outcomes

- a) To describe various tourist destinations
- b) To acquire an idea about transportation, accommodation, cuisine etc
- c) To analyse about destination management strategies

Structure of the Course

During this course the students should undergo a study tour of more than seven days and less than fifteen days. The tour destinations may be selected based on the importance of the places, tourists flow and its potentials for growth. Based on the study tour students should prepare a tour report for external viva and a tour diary to the department for internal evaluation.

SEMESTER IV

SDC4TH17 HOUSE KEEPING MANAGEMENT

Hour per week : 3 Total credits : 3

Aim of the Course

This course aims to establish the importance of Housekeeping departments and its role in Hotel industry. It also prepares the students to acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping departments of a hotel.

Course Outcomes

- a) To execute the roles of a house keeping executive.
- b) To implement the functions of Room division head

- c) To interpret the duties of a floor supervisor

Module 01

INTRODUCTION TO HOUSE KEEPING : Importance & Functions of Housekeeping Guest satisfaction and repeat business, House Keeping Areas, Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas Co-ordination with other Departments.

Module 02

LAYOUT OF HOUSE KEEPING DEPARTMENT : Sections of the housekeeping department, their functions and layout Organization of Housekeeping Department, Hierarchy in large, medium & small hotels, Attributes of staff, Job Descriptions and Job Specifications

Module 03

GUEST ROOMS : Types, Amenities & facilities for Standard & 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. Cleaning equipments, Classification, use, care & maintenance, Selection & purchase criteria Cleaning Agents - Classification, use, care and storage

Module 04

INTERIOR DECORATION : definition, importance, classification, principles of design, harmony, rhythm, balance, proportion, emphasis; elements of design: line, form, colors, texture, Flower arrangement concept, importance, types, shapes and principles, equipments and materials used for flower arrangement, Cleaning Routine of Housekeeping Department.

Reference

1. House keeping operations, design and management Malani singh and jaya B george
2. Hotel housekeeping training manual Sudhir Andrews
3. Hotel house keeping management and operations
4. Accommodation operations management S.K. kaushal, S.N. Gautham
5. Hotel house keeping operations &management G. Raghubalan, Smartee Raghubalan
6. Professional management of housekeeping operations Thomas J.A. Jones

SDC4TH18 TOUR PACKAGING AND ITINERARY PREPARATION

Hour per week : 3 Total credits : 4

Aim of the Course

This course is develops to enhance the knowledge of itinerary preparation and tour packages. Also helps to learn different tour packages.

Course Outcomes

- a) To execute an tour Itinerary.
- b) To implement tour packages
- c) Travel documentation

Module 01

ITINERARY : Meaning, types, Basics information to develop itinerary, Tour formulation, influencing factors stages involved in tour package formulation, initial research (destination and market); Itinerary development, Negotiation confidential tariff, Costing and pricing, Inclusion, Exclusion, market strategies, brochure designing , printing and distribution

Module 02

CONCEPT OF TOUR COST : components of tour cost, Fixed variable direct and indirect cost, factors affecting tour cost, Tour cost sheet-Meaning and significance ,Costing procedure for FIT,GIT and conference and convention packages calculation tour pricing ,pricing strategies.

Module 03

DOMESTIC ITINERARIES : Cochin, Munnar, Thekkady, Alleppey, Trivandrum, Kanyakumari Calicut, Wayanad, Coorg, Mysore, Belagola, Bangaluru-Hassan-shimoga-Hampi-Goa Hyderabad and surroundings, Mumbai-Nashik-Ajanta-Ellora-Aurangabad, Northeastern states Delhi-Shimla-Kullu-Manali-Dharamsala -Delhousie, Jaipur-Jodhpur-Jaisalmir , Delhi-Agra-Jaipur, Any other new tourism circuit of your (student's) region.

Module 04

INTERNATIONAL ITINERARIES : Major Asian Countries Dubai, Abu Dhabi, Srilanka, Singapore, Malaysia, Thailand, China, Hong Kong, Macau Major European Countries (Italy, Switzerland, France, Belgium, Germany, Czech Republic, Austria), East & West Coast of USA, Major African Countries (South Africa, Kenya, Egypt).

Reference

1. SunetraRoday - Tourism operations and Management, Oxford University Press *different tour operator's websites may be referred.

SDC4TH19 TRAVEL AGENCY & TOUR OPERATION BUSINESS

Hour per week: 4 Total credits : 4

Aim of the Course

This course is created to enhance the entrepreneurship skills in travel agency and tour operation business

Course Outcomes

- a) To operate a travel agency.
- b) To execute a tour.

- c) To organise entrepreneurship in travel and tourism industry.

Module 01

TRAVEL AGENCY AND TOUR OPERATION BUSINESS : Definition and Differentiation, Linkages and Scope, Origin and Growth of Travel Agency and Tour Operations Sector, Role and contribution of travel agency and tour operations sector in the development of Tourism Industry. Procedure for setting up Travel Agency and Tour Operating Enterprises.

Module 02

FUNCTIONS OF TRAVEL AGENCY : Travel Information, Documentation, Tour Counselling, Ticketing, Reservation and Itinerary Immigration related services etc. Source of Income, Commission, Service Charges and Mark up on Tours, Organizational Structure in a standard Travel Agency

Module 03

FUNCTIONS OF TOUR OPERATORS : Negotiation and liaison with service providers, Tour package formulation, pre-tour arrangements, tour operations and post-tour management, Tour operators' role as a principle, broker, whole seller and retailer, Tour Operators' role and functions in Event Management- Source of income- Organizational Structure.

Module 04

MARKET RESEARCH : Feasibility Analysis, Source of Investment and other procedural requirements- Approval from (DOT) and other organizations. Travel agency and Tour Operations Sector in India- Organization and Functions of TAAI and IATO- Impact of Technological advancements - Impact of MNCs on Travel Trade Sector with special reference to India.

Reference

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency.
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York

SDC4TH20 HOUSE KEEPING OPERATIONS PRACTICAL

Hour per week : 4 Total credits : 4

Aim of the Course

This course to highlight the importance of house keeping in the hotel.

Course Outcomes

- a) To execute as an executive house keeper
- b) To operate as a floor supervisor
- c) To analyse the interior designing

PRACTICALS

1. Types of hotel and service offered
2. Cleaning equipments
3. Cleaning agents
4. Interior decoration
5. Cleaning of different surface
6. Bed making
7. Daily cleaning of guest room
8. Standard supplies
9. Towel art
10. Public area cleaning
11. Guest room inspection
12. Stain removal
13. Flower arrangement
14. House keeping records
15. Polishing- brasso, silver Demo/practice

Reference

1. Hotel house keeping management and operations
2. Accommodation operations management S.K. kaushal, S.N. Gautham
3. Hotel house keeping operations & management G. Raghubalan, Smartee Raghubalan
4. Professional management of housekeeping operations Thomas J.A. Jones

SDC4TH21 AIR TICKETING- SKILLS LAB

Hour per week : 3 Total credits : 3

Aim of the Course

This course is about handling ticketing through CRS and constructing airfares. The course will extend hands on training to standard CRS packages.

Course Outcomes

- a) To operate CRS (Computer Reservation System)
- b) To execute ticketing in airlines.
- c) To schedule a journey

PRACTICALS

1. Brief study of Air India & Indian Airlines , Jet Airways , Sahara , No Frill Airlines – meaning , case study of no frill air lines in India, airlines marketing strategies. • International Airlines and their brief study
2. Air Tariff , OAG , TIM , Journeys : OW & RT (One Way & Return Trip)
3. Currency Regulation , NUC conversation Factors • Fare Construction , Mileage Principles, EMS (Extra Mileage Surcharge)
4. EMA (Extra Mileage Allowance) , HIP (Higher Intermediate Point) , CTM , BMC • Sums to be practiced and accordingly Tickets to be issued.
5. Special Fares: Special fare Calculations.
6. Computerized Reservation System (CRS)- Galileo/ Amadeus (training either online or offline according to the choice of Institution) .
7. Building a PNR-supplementary Data-Optional Service Information-Special Service Request- Retrieving and Displaying a PNR-Cancelling PNR Elements-Modifying PNR elements-Changing Segment Status-Splitting a PNR.

Reference

1. Travel information Manual : IATA
2. OAG/ABC : IATA
3. Travel agency management : Mahinder Chand
4. Airport Business : R. Doganis

SDCTH422 HOTEL/AIRPORT INTERNASHIP TRAINING: 02 **AND VIVA VOCE**

Hour per week : 4 Total credits : 4

Aim of the Course

Industrial Exposure Training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial Training is also expected to provide the students the basis to identify their key operational area of interest.

Course Outcomes

To understand the operation of Hotel/ Airports.

Structure of the Course

Industrial Exposure Training is an in integral part of the curriculum. Student has to undergo industrial training minimum 8 weeks at a single stretch. They will be awarded 100 marks (80 marks external evaluation and 20 marks internal evaluation) for the industrial training & report and for viva voce.

1. For award of 100 marks of IET would be on the basis of feed-back from the industry in a prescribed Performance Appraisal Form (PAF). It will be the students responsibility to get this feed-

back/assessment form completed four core departments of hotel/Airport for submission to the institute at the end of Industrial Training.

2. Responsibilities of institute, hotel/airport, the student/trainee with aims & objectives have been prescribed for adherence.
3. Once the student has been selected / deputed for Industrial Training by the Institute, he/she shall not be permitted to undergo it elsewhere. In case students make direct arrangements with the travels for Industrial Training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek Industrial Training on their own.

SEMESTER V

SDC5TH23

E1- CUSTOMER RELATIONSHIP MANAGEMENT

Hour per week: 4 **Total credits: 4**

Aim of the Course

This course is imparting the knowledge of handling customer in an organization.

Course Outcomes

- a) To develop as a customer care executive
- b) To develop as a customer relation executive
- c) To support in Guest handling

Module 01

INTRODUCTION TO CRM: Conceptual frame work of Customer Relationship and its Management. Evolution customer Relationship Marketing, Types of CRM - Win Back, Prospecting, Loyalty, Cross Sell and Up Sell, Significance and Importance of CRM in Modern Business Environment.

Module 02

CRM STRATEGY: Introduction CRM - Planning, Strategy for CRM, Process of segmentation, Choice of Technology, Choice of organizational Structure for CRM, Understanding Market Intelligent Enterprises.

Module 03

CRM IMPLEMENTATION: Business oriented solutions, Project Management, Channel Management, CRM in Services, CRM in Financial Services

Module 04

E-COMMERCE IN CRM: Use of E- Commerce in CRM, CEM and Data Mining, Information required for Effective CRM, Customer Loyalty and CRM Concept of Loyalty, Definition of Loyalty, Customer Loyalty and Customer decency, Process of Developing Customer Loyalty. Status of CRM in India

Reference

1. Kotler P, Marketing Management, Pearson Education
2. Saxena R, Marketing Management, Tata McGRaw Hill
3. Ramana V, Somayagulu G, Customer Relationship Management, Excel Book
4. Govinda.K, Bhat, Customer Relation Management, Himalaya

E2- TOUR GUIDING AND ESCORT

Hour per week: 4 **Total credits: 4**

Aim of the Course

This course is imparting the knowledge of guiding a tourist

Course Outcomes

- a) To develop as a Tour Guide
- b) To plan a tour
- c) To support in tourist while in a tour handling

Module 1; Tour Guide: The tour Guide- Meaning and Classification- Qualities of an ideal tour guide- Various roles of a tour guide- The business of Guiding- Organizing a guiding business

Module 2; The guiding techniques: Leadership and Social skills- Presentation and speaking skills. The Guide's Personality: Moments of truth- the seven sins of guide - the service cycle- Working with different age groups- working under difficult circumstances

Module 3; The role of guide and interpreter- The role of guide and interpreter: Creating memorable interpretations, Interpreting different themes - nature and incidental interpretations, presentation of Itineraries.

Module 4; Conducting tours: Pre tour planning, modes of transportation, types of tours, traveller with special needs- Guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.

Module 5; Dealing with emergencies- Accidents, Law and order, Theft, Loss of documents. First Aid- importance, General procedures, evaluation of situations

SDC5TH24

E3- SALES AND ADVERTISEMENTS IN TOURISM

Hour per week : 4 **Total credits : 4**

Aim of the Course

This course helps to give a conceptual understanding on scope of sales and advertisement in tourism industry.

Course Outcomes

- a) Can explain the importance of advertisement in sales
- b) Can develop a knowledge on tourism products sales
- c) Can create an idea on Media management

Module 01

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 Sales Force, process of personal selling; selling skills, Types of sales presentation, planning

the presentation strategy, presentation skills; promotion; managing consumer promotion, types of consumer promotion, managing sales force promotion.

Module 02

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.

Module 03

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.

Module 04

MARKETING : Meaning and definition, scope and importance of marketing evaluation of marketing concepts, marketing mix, marketing information system (mis) Meaning and Definition, Process of MIS (Assessment of information needs, Collection of information, Distributing information), Primary and Secondary Data collection, Customer Contact methods

Reference

1. Anderson B Robert, Professional Sales Management, Prentice Hall Inc.
2. George E Belch & Michael A Belch. Advertising and Promotion
3. An Integrated Marketing Communication. Perspective Irwin/ Macgraw Hill Inc.
4. John A Quelch, Sales Promotion Management, Prentice Hall International. London
5. Hebert Zenner. Guide to Media Management. Lincolwood, NTC Business Books.
6. Smith F Roger- Sales Management-A Practitioner's guide, Van Haren Publishing.
7. Sharmaq, Sangeeta & Singh Raghuvir, Advertising: Planning and Implementation, Practice.
8. Kotler P Marketing management, Pearson Education

E4- EVENT MANAGEMENT

Hour per week : 4 Total credits : 4

Aim of the Course

This course helps to give a conceptual understanding on scope of event management.

Course Outcomes

- a) Can explain the importance of event management in present scenario
- b) Can develop a knowledge on operations of events
- c) Can create an idea on event organising

COURSE OUTLINE

Module I

Introduction to Event Management- Defining an event-Importance & scope of events. - Size & type of Events-Advantages offered by events. Key Elements of Events-Core concept-Core People-Core Talent-Core Structure-Event Infrastructure-Main infrastructure & facilities.

Module II

Team Organization & Work Distribution-Event Team-Code of ethics-Supervising skills-Management skills- Distribution of responsibilities

Module III

Role of an event planner- Qualities of a good event planner- Aim of event- Develop a map. Establish- objectives- Preparing event proposal- Use of planning tools- Legal formalities & permission from competent authorities- Cost estimation

Module IV

Promotion & Media- Purpose of Promotion-Use of Different Media- print,-networking, and TV, Radio, and Internet- outdoor media etc., Sponsorships, Factors to make promotions effective

Module V

Conduction of the event- Organizing, Staffing- Systematic supervision to ensure proper distribution and discharge of duties Leading-Coordination-Controlling- Firefighting skill-Putting things back to the place.

Recommended Assignments:

- Creating promotional material like brochure, pamphlets, poster of events.
- Preparing Blueprint of any one event process.
- Case study of any one event.
- Presentation on the legal requirements for conducting an event.

Reference Books:

- Event Management by Sita Ram Singh.
- Event Management : For Tourism, Cultural, Business and Sporting Events by Lynn Van Der Wagen & Brenda R.Carlos
- Event Marketing and Management by Sanjaya Singh Gaur & Sanjay V.Saggere

SDC5TH25 HUMAN RESOURCE MANAGEMENT

Hour per week : 4 Total credits : 4

Aim of the Course

This course helps to give a conceptual understanding of human resource practices in organisations.

Course Outcomes

- a) To execute the functions of an HR executive
- b) Can develop as a Personnel Assistant
- c) To design a team for work

Module 01

INTRODUCTION TO HR MANAGEMENT : Importance, scope and objectives of HRM, Evolution of the concept of HRM, Approaches to HRM, Personal management Vs Human Resource Management, HRM and competitive advantage, Traditional Vs Strategic human resource management.

Module 02

HUMAN RESOURCE PLANNING : Recruitment and selection, Job analysis, process of job analysis job discretion, job specification, methods of job analysis, Conventional Vs strategic planning, job evaluation, Recruitment, source of recruitment methods.

Module 03

PLACEMENT : Induction and Internal mobility of human resource, Training of employees, need for training, objectives, approaches, methods, training environment, areas of training, Training evaluation , Performance appraisal and career planning, Need and importance, objectives process methods and problems of performance appraisal.

Module 04

COMPENSATION MANAGEMENT : Compensation planning objectives Wage systems, factors influencing wage system, Grievance redressal procedure, Discipline approaches, punishment, essentials of a good discipline system, Labor participation in management, Concept of career planning –features methods, uses career development.

Reference

2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—Venkata Ratnam .Srivasthava.

SDC5TH26 HOSPITALITY LAW

Hour per week: 4 Total credits : 3

Aim of the Course

This course enables the students to know the regulations of government, to set up a hotel and tourism industry.

Course Outcomes

- a) To develop knowledge on hospitality laws.
- b) To understand government regulations.
- c) To describe industrial legislation.

Module 01

INDIAN CONTRACT ACT : Definition of Contract, Proposal, Agreement, Consideration, etc- Essentials of Valid contract, Competent Parties, Types of Contracts, valid, void and voidable, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract, Indemnity and Guarantee.

Module 02

FACTORY ACT : Definition of Factory, Worker, Health Safety and Welfare provisions, Payment of Wages Act, Definition of Wages, Authorized deductions from the wages Workmen's Compensation Act, Definition of Dependent, Disablement, Occupational disease, liability of the employer to pay compensation and amount of compensation.

Module 03

FOOD ADULTERATION ACT : Principles of food laws regarding prevention of food adulteration, definition, Authorities under the act, Procedure for procurement. Tourism related laws, VISA, Passport, Food Safety and Standard Authority of India (FSSAI)-Introduction Functions. Hazard Analysis Critical Control Point.(HACCP)- need- Functions.

Module 04

HOTEL LAWS IN INDIA : Laws related to Hotel Operations- Hotel licences and regulations- Registration of hotel, Lodges, Eating Houses, Restaurants, and other related provisions, Licenses and permits for hotels and catering establishments, Hotel Insurances, Food Legislations, Liquor Licensing. Laws related to public health and safety.

Reference

2. Mercantile law: M.C Kunhal.
3. Mercantile law: Gary and Chawla.
4. Business Law : Tulsian.
5. Business Law: Gary and Chawla.

SDC5TH27 TOURISM DEVELOPMENT AND GOVERNMENT POLICY

Hour per week : 4 Total credits : 4

Aim of the Course

This course helps to conceptual idea on government regulations on tourism development.

Course Outcomes

- a) Can acquire knowledge on tourism laws.
- b) Can explain government regulations on Tourism.
- c) Can create an awareness on industrial legislation.

Module 1

LAWS RELATING TO ACCOMMODATION : travels agencies land tour operation sector. Law land regulations related to airlines and airways, laws related to rail, road transport. DCGA rules and regulation for air transportation in India.

Module 2

SPECIAL PERMITS : 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.

Module 3

LAW AND RULES DESIGNED FOR ADVENTURE TOUR OPERATION : special permits for rafting, paragliding, heli-skiing, and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings. Wildlife Protection Act- Environmental Protection Act

Module 4

TRAVEL INSURANCE AND CONSUMER PROTECTION ACT : foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife. Safety and

security of tourist, tourist police, place of Tourism in the constitution, need of tourism legislation, Passport Act- Foreigners Act

Reference

1. Tourism guide lines published by Govt. of India - ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant Operations

SDC5TH28

E1 CUSTOMER CARE EXECUTIVE LAB

Hour per week : 4

Total credits : 3

Aim of the Course

This course includes the techniques of customer handling.

Course Outcomes

- a) Can apply the knowledge of customer handling through practices
- b) Can evaluate a team and can become a Team leader
- c) Can design customer handling procedure

Cases of Customer Satisfaction from tourism and hospitality industry

1. Customer Satisfaction Practices
2. Customer Satisfaction Models
3. Service Quality Gaps and Service Quality measurement Scales
4. e-CRM in business: technology dimensions and solutions
5. Virtual Customer Representative
6. CRM Software packages
7. Customer Relationship Portals
8. Voice Portals
9. Call Center
10. Multimedia Contact Center

Reference

1. Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education
2. H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House
3. Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Wharton Digital Press, 2012

E2 TOUR GUIDING AND ESCORTS LAB

Hour per week : 4

Total credits : 3

Aim of the Course

This course includes the techniques of tour guiding and also covers to learn the problem solving in tour operation.

Course Outcomes

- a) Can apply the knowledge of tour guiding through practices
- b) Can evaluate a team and can become a tour guide
- c) Can design a tour package

This course covers the practicing of a tour guide. The instructor can create virtual tourist destinations, assign various roles to students in a model situations in the classroom and

designate the students to play various positions in tour operation, like tour operator, tourists and tour guide. Presentation and speaking skills can be developed and students can meet with various problem areas and can solve. At least ten virtual tourist destinations must be created and various role playing should be done in the classroom. A record should be maintained and report each such experiments and experiences in the record.

SDC5TH29

E3- SALES AND ADVERTISEMENTS IN TOURISM- LAB

Hour per week : 4 Total credits : 4

Aim of the Course

This course includes the techniques of sales and advertisements in Tourism

Course Outcomes

- a) Can design and create tour advertisements
- b) Can perform as a sales person.
- c)

This course covers the practicing of sales and advertisements in tourism. At least 5 such case studies from tourism sales and 5 from advertisements, should be discussed in the classroom. The instructor can instruct the students to create tour advertisements for a destination and for tour packages. The instructor can create virtual tourism sales situations, assign roles to students in such situations in the classroom and designate the students to play various positions in tour operation, like tour operator, tourists and tour sales persons. Presentation, speaking skills and selling skills can be developed and students can meet with various problem areas and can solve. It should be evaluated based on the theory they learned. A record should be maintained and report each such experiments and experiences in the record.

E4 EVENT OPERATIONS LAB

Hour per week : 4 Total credits : 4

Aim of the Course

This course includes the techniques of event planning and management.

Course Outcomes

- d) Can formulate a plan for events.
- e) Can organise events.
- f) Can manage events

PRACTICALS

1. Personal Grooming
2. Public Speaking Etiquettes
3. Event Planning
4. Group Discussion
5. Presentation skills
6. Event Organising
7. Event Management
8. Event Costing
9. Event Marketing
10. Event Project

References:

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

SDC5TH30 PRE TOUR & POST TOUR ACTIVITIES : (STUDY TOUR)**Hour per week : 4****Total credits : 4****Aim of the Course**

This course will give real practical experience of a destination

Course Outcomes

- g) To develop and formulate tour plans and operate tours.
- h) To solve the problems during tour operations.
- i) To design the management of destinations.

Structure of the Course

During this course the students should undergo a study tour of fifteen days. The tour destinations may be selected based on the importance of the places, tourists flow and its potentials for growth. Based on the study tour students should prepare a tour report for external viva (80 marks) and a tour dairy to the department for internal evaluation (20 marks).

SEMESTER VI**SDC6TH31 COMPREHENSIVE SELF STUDY****Hour per week : 0****Total credits : 2**

Aim of the Course

understand the student capacity of theoretical knowledge in which they studied in all the previous semesters.

Course Outcomes

- oTo enable the students to write competitive exams
- oTo remember the various terms used in the industry

This course is to assess the students knowledge of the entire programme in which he/she has gone through. It will be assessed by conducting a Multiple Choice Questions (MCQ) examination with two hours duration. 120 multiple choice questions will be asked, out of which 100 questions must be answered, in the examination. The answer scripts will be sending for external evaluation.

SDC6TH32 INDUSTRY TRAINING AND PROJECT**Hour per week : 0****Total credits : 28****Aim of the Course**

Industrial Training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial Training is also expected to provide the students to start their career in their key operational area of interest.

Course Outcomes

- oTo acquire hands on experience of the industry.
- oTo develop as a professional in the industry
- oTo enable problem solving abilities.
- oTo enable decision making ability.

Structure of the Course

Industrial Training is an integral part of the curriculum. Student has to undergo industrial training minimum 22 weeks at a single stretch. They will be awarded 200 marks (160 marks external evaluation and 40 marks internal evaluation) for the industrial training & report and for viva voce.

1. For award of 200 marks of IET would be on the basis of feed-back from the industry in a prescribed Performance Appraisal Form (PAF). It will be the students responsibility to get this feed-back/assessment form completed from all the departments of the hotel/airport/travels/event companies for submission to the institute at the end of Industrial Training.
2. Responsibilities of institute, organization, the student/trainee with aims & objectives have been prescribed for adherence.
3. Once the student has been selected / deputed for Industrial Training by the Institute, he/she shall not be permitted to undergo it elsewhere. In case students make direct arrangements with the hotel for

Industrial Training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek Industrial Training on their own.

RESPONSIBILITIES OF THE TRAINEE

- 1) Should be punctual
- 2) Should maintain the training logbook up-to date
- 3) Should be attentive and careful while doing work
- 4) Should be keen to learn to learn and maintain high standards and quality of work
- 5) Should interact adhere to the prescribed training schedule.
- 6) Should take the initiative to do the work as training is the only time where you can get maximum exposure.
- 7) Should on completion of industrial Training, hand over all the reports, appraisal, logbook and completion certificate to the institute.

RESPONSIBILITIES OF THE INSTITUTE

- 1) Should give proper briefing to students prior to the industrial training
- 2) Should make the students aware of the industry environment and expectations.
- 3) Should notify the details of training schedule to all the students.
- 4) Should coordinate (emergencies) with the hotel especially with the training manager
- 5) Should visit the hotel wherever possible, to check on the trainees
- 6) Should sort out any problem between the trainees and the organization
- 7) Should take proper feedback from the students after the training
- 8) Should brief the students about appraisals, attendance, marks, logbook and training report.
- 9) Should ensure trainees procure training completion certificate from the hotel before joining institute.

RESPONSIBILITIES OF THE ORGANIZATION

- 1) Should give proper briefing session! Orientation / induction prior to commencement of training.
- 2) Should make a standardized training module for all trainees.
- 3) Should strictly follow the structured training schedule.
- 4) Should ensure cordial working conditions for the trainee.
- 5) Should coordinate with the institute regarding training programme
- 6) Should be strict with the trainees regarding attendance during training
- 7) Should check with trainees regarding appraisals, training report, log boom, etc.
- 8) Should inform the institute about truant trainees
- 9) Should allow the students to interact with the guest
- 10) Should specify industrial training “Dos and Don’ts” for the trainee
- 11) Should ensure issues of completion certificate to trainees on the last day of training positively with the hotel staff.
- 12) Should be honest and loyal to the hotel and towards their training.

- 13) Should get their appraisals signed regularly from the HODs or training manager.
- 14) Gain maximum from the exposure given, to get maximum practical knowledge and skills.
- 15) Should attend the training review sessions / classes regularly
- 16) Should be prepared for the arduous working condition and should face them positively

A11 BASIC MATHEMATICS AND GENERAL AWARENESS

LECTURE HOURS PER WEEK : 4, CREDITS :4

COURSE OBJECTIVES :

1. Understand and explain the importance of critical thinking;
2. To overcome or solve the problems occurring in our everyday life;
3. To understand basic of computer and relative concepts;
4. To make the students understand the various services offered by various banks and insurance companies.

COURSE OUTCOMES :

1. Apply numerical and reasoning skills in competitive examinations;
2. Understand some basic concepts of research and its methodologies;
3. Bridge the fundamental skills of computers with the present level of knowledge of the students;
4. To train and equip the students with the skills of modern banking and insurance.

Course Content

Module – 1

Numerical Ability; Data Interpretation (Bar Graph, Line Chart, Tabular, Pie Chart), Square and square roots, Laws of exponents, LCM, HCF, Number Series, Simplification and Approximation, Percentages, Average, Ratio and Proportion, Partnership, Profit and Loss, Simple Interest & Compound Interest, Problem on Ages, Data Sufficiency, Speed, Distance and Time, Work, Time and Wages. **(16 Hours)**

Module – 2

Reasoning Ability; Advance Puzzles, Seating Arrangements, Distance and Direction, Blood Relations, Syllogism, Order and Ranking, Coding-Decoding, Machine Input-Output, Alphabet and Number Series. Analogy. (12 Hours)

Module – 3

Research Aptitude Research: Meaning, Types, and Characteristics, Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods, Steps of Research, Thesis and Articlewriting: Format and styles of referencing. (12 Hours)

Module – 4

Computer Aptitude History of computers, Basics of computer's hardware and software, Short Cut Keys, operating system, Internet, Networking, Basics of MS-Office: MS-word, MS-Excel, MS- PowerPoint, Database, Hacking, Security Tools and Viruses. (12 Hours)

Module – 5

General/Financial Awareness; History of Banking in India, Functions of Banks, Types of Bank Accounts, Types of Loans, Types of Mortgages, Types of Cheque & Cards, Foreign Banks in

India, Fund Transfer Services, Principles of Insurance, Credit & Debit, Mutual Funds, Banking Ombudsman, Inflation. (12 Hours)

References:

1. Quantitative Aptitude for Competitive Examinations, R. S Agrawal, S.Chand Publising, Revised Edition, 2020 , ISBN : 9789352534029.
2. Verbal Reasoning (Useful For Various Competitive Exams), Lal & Kumar, ISBN : 978-81-7482-581-0.
3. Teaching and Research Aptitude, Upkar's Publications, Pratiyogitha Darpan, ISBN : 97874822154.
4. Shekhar K C & Lekshmy Shekhar, Banking Theory and Practices, 21 Edn., Vikas Publishing House, New Delhi. 2013, 9789325969056.
5. Agarwal O P, Banking and Insurance, 5th Edn., Himalaya Publishing House, Mumbai. ISBN : 978 9353676070.
6. Mishra M N & Mishra S B., Insurance : Principles and Practice, 22/e, S. Chand Publising, New Delhi. ISBN : 9789385676079.

A12 BASIC PROFESSIONAL BUSINESS SKILLS

Objectives:

To update and expand basic Informatics skills of the students

To equip the students to effectively utilize the digital knowledge resources for their study

Module I

Professionalism: Meaning -Definition – Characteristics – Traits and Qualities of a good professional – Professionalism in business – Professional Skills: important soft skills for business success- Professionalism in Communication: Verbal Communication: Professional Presentation – Different Presentation Postures- Written Communication: Email – Significance of Email in business – Email etiquette: format – rules – dos and don'ts – Technical

Documentation: Standards – Types (15 Hours, 15 marks)

Module II

E-Learning :Introduction of electronic learning – benefits and drawbacks of e-Learning – Online education – Digital age learners – Knowledge resources on internet – E-books, Audio, Video and other means for e-learning- Introduction to e-content development and tools – Online libraries – MOOCs – The e-Learning as a service Industry – major technologies used in e-earning- different approaches for e-Learning delivery – E-learning in India

(12 Hours, 12 marks)

Module III

Business Data Analysis : Features of New Generation Computers – Concept of data analysis

– Business Data Analysis – Data Analyst – Types of analysts – organisation and source of data, importance of data quality, dealing with missing or incomplete data- Social Networking Analysis – Big Data Analysis – Role of Data Scientist in Business & Society – Role of Artificial Intelligence and Intelligent Agents in e-business – Ethical and Legal considerations in Business Analytics (18 Hours, 18 marks)

Module IV

Socio – Cyber Informatics: IT and society – Digital Divide – Digital natives-Cyber space- New opportunities and threats – Cyber ethics – Cyber-crimes -Types – Cyber Laws – Organisations related with cyber laws-Cyber addictions – Information overload – Health issues – e-waste and Green Computing –Recent E-governance initiatives in India (15 Hours, 15 marks)

Module V

Digital Marketing : Introduction to Digital marketing Environment –meaning & Concept – Need for digital marketing – Advantages and disadvantages of digital marketing -Trends in digital marketing- Types of digital marketing – Business models in digital marketing Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Business to Employees (B2E), Business to Government (B2G) – Online advertising – types of online advertising – Top e-commerce websites around the world and its scenario in India. PPC (Pay per Click) advertising – Search engine Analytics – search engine ads – social media channels and ads (20 Hours, 20 marks)

References Books:

1. Professional Business Skills – Lee Pelitz 2nd Edition
2. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.
3. Alan Evans, IITL ESL, Leslie Lamport, Dolores Etter, Darren George, Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.
4. V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited, New Delhi, 2009.

A13 ENTREPRENEURSHIP DEVELOPMENT

MODULE I

Entrepreneur-Entrepreneurship and Entrepreneur-Definition of an Entrepreneur-Entrepreneurship and Intrapreneur Reasons for growth of Entrepreneurship Entrepreneurial Characteristics and Skills-Types of

Entrepreneur- Based on the Timing of Venture creation-Based on Socio-cultural variables- Based on Entrepreneurial Activity- Functional Plan for a business-Organization Plan - Type of ownership

MODULE II

Starting a Venture -Preparing a Business Plan- Content of a B-plan -Sources of business idea Conducting Feasibility Study-Marketing- Technical- Financial SWOT analysis Concept of Start-ups. Financing the new venture- Sources of Finance - Internal or External funds- Personal funds - Family and friends - Commercial Banks-Various Financial Institutions- SIDBI, NABARD-IDBI.

MODULE III

Emergence of Women Entrepreneurs -Importance of Women Entrepreneurship Problems faced by women entrepreneurs Program for promoting women entrepreneurship – SWA SHAKTI, Rasht Riya Mahila Kosh- Federation of Indian Women Entrepreneurs

MODULE IV

Growth and Social Responsibility -Growth strategies-Diversification- launching New Product in Same Market- Joint Ventures- Mergers and Acquisitions- Franchising- E-Commerce -Social Responsibility- Corporate Social Responsibility (CSR) and Increased focus on CSR

MODULE V

Doing business in India-Major Issues –Bureaucracy-Corruption-Labor- Regional Sentiments-Grey market and Counterfeit goods-Legal Compliances -Income tax- Sales tax- Professional tax- Central Excise- Service tax- Intellectual Property Rights-Trademark- Patent- Copyright and Geographical Indication Quality Standards- ISI, AGMARK, FDA, FSSAI

RECOMMENDED ASSIGNMENTS:

1. Study the profile of one Indian male and one Indian female entrepreneur in hospitality industry and present the qualities.
2. Case Studies (minimum 2) (From any hospitality segment- travel and tourism, fast food, hotels, resorts, facility planning)
3. Prepare a Project Report of any hospitality product you plan to sell in college premises.
4. List of laws important for an entrepreneur
5. Current trends in the market (Hospitality Products and Services)
6. Case study on E-commerce products

REFERENCE BOOKS:

1. Entrepreneurship – Rajeev Roy – Oxford Higher Education
2. Entrepreneurship Development Small Business Enterprises by Poornima M Charantimath
3. Entrepreneurship – Excel Books – Madhurima Lal, Shikha Sahai
4. Principles of Entrepreneurship – Prof. Satish C. Ailawadi, Mrs. Romy Banerjee.- Everest Publishing House
5. Entrepreneurship – Robert D Hisrich, Michael P. Peters, Dean A Shepherd – Tata McGraw Hill Education Private Limited, New Delhi, Sixth Edition.

6. Entrepreneurship Management- Prof. Shagufta Sayyed, Nirali Prakashan.
7. Entrepreneurship Development- S. Khanka

A14 PUBLIC HEALTH SANITATION AND SAFETY

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives

1. To understand the importance of health and measures taken by the authorities
2. To understand the different aspects of hygiene and sanitation.
3. To get knowledge on occupational health, safety and environment

Course outcome:

After learning the course, the students should be able to:

1. Identify the diseases associated with occupation
2. Identify the hazard in industrial area and propose preventive measures
3. Manage safety in industries and propose safety measures and PPE
4. Demonstrate the hygiene and sanitation procedures
5. Demonstrate the microorganism responsible for the disease and their control

Module 1 (12 hours)

Health-Physical, Mental, Social – Positive health– Quality of life Index.

Health programmes: Health programmes control measures in operation in India - Tuberculosis, poliomyelitis, leprosy, filariasis and diphtheria. Health situation in India – Health Problems-Primary health care in India – PHCs National Programmes for elimination of diseases. - Water borne diseases and air borne diseases. Methods of disease transmission.

Module 2 (12 hours)

Sanitation: Definition and meaning. Microbial growth pattern and factors affecting microbial proliferation.

Sewage Disposal : disposal of sewage and night soil – treatment of sewage system

Waste disposal- Disposal of solid waste; Waste water handling: Pre-treatment, primary treatment, secondary treatment, tertiary treatment and disinfection.

Water - supply sources – impurities and purification of water

Module 3 (14 hours)

Contamination: Sources of contamination and protection against contamination.

Methods of killing micro-organism- Use of heat, chemicals and radiation.

Methods of inhibiting microbial growth- Use of refrigeration, chemicals, dehydration and fermentation

Principles of hygiene: General principles of hygiene – its relation to food preparation and food handling habits.

Personnel hygiene- Meaning and importance; Hygienic practices of employees; personal hygiene and contamination of food products-Sanitation Training and Education for Food Service Workers

Module 4 (12 hours)

Food Borne infection, intoxication: Food poisoning – causes and types – Definition, Exotoxin, Endotoxin, intoxications control measures food borne intoxication and infection – sources – effects and prevention. symptoms and control: *Botulism, Staphylococcus, E.coli and salmonella*. Food infections – sources, symptoms Methods of Prevention and investigation of food borne disease outbreak

Module 5 (14 hours)

Occupational Safety, Health and Environment: Definition-safety at work place- safe use of machines and tools-hazard-physical hazard (noise, radiation, fire, Electrical, illumination)-chemical hazard- biological hazard-Personal Protective Equipment - Accident preventive techniques-First Aid-Plant Layout for safety-safety of different sectors

References:

1. Parke. K. 2007. Text book of preventive and Social Medicine 19th Edition, M/s. Banaraisdasis Bhanet Publishers, Jabalpur, India.
2. William, C., Frazier and Dennie. C Westheff. 1996. Food Microbiology 4th Edition, Tata McGrahill Company Limited
3. S.Roday – Food Hygiene and Sanitation
4. M. Jacob. (1989) – Safe food Handling.
5. V.N. Reinhold – Principles of Food Sanitation
6. B.C.Hobbs & R.J.Gilbert – Food Poisoning and Hygiene.
(15x2 = 30 marks)