

DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT

Course: B. Voc Tourism & Hospitality Management

COURSE OUTCOMES (COs)

SEMESTER 1

INTRODUCTION TO TOURISM & HOSPITALITY BUSINESS

- To understand basics of Travel industry.
- To understand scope of industry.
- To memorise basic definitions.

PERSONALITY DEVELOPMENT & PRESENTATION SKILLS

- To memorise the basic definitions.
- To understand the basics of communication skills.
- To acquire the Personality development idea.

PRACTICES OF TOURISM – CASE STUDIES

- To apply the knowledge on tourism statistics.
- To apply the Ideas on tourism practices.
- To understand current scenario of tourism.

TOURISM ORGANIZATION BEHAVIOURS – CASE STUDIES

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

DESTINATION VISIT AND REPORT: 1 (FIELD STUDY)

- To describe various tourist destinations.
- To acquire an idea about transportation, accommodation, cuisine etc.
- To analyse about destination management strategies.

SEMESTER 2

TOURISM RESOURCES AND TOUR GUIDING

- To discuss various types of tourism resources.
- To apply guiding skills.
- To identify greeting etiquettes.

FACILITY & EVENT MANAGEMENT

- To execute the planning of events.
- To understand Facility development.
- To acquire knowledge on Office gadgets.

DESTINATION MAPPING (INDIA) LAB

- To demonstrate destination mappings.
- To describe map reading.
- Knowledge on geographical particularities of Indian destinations.

IT IN TOURISM & HOSPITALITY INDUSTRY LAB

- To apply computers in industry.
- To understand the basics of internet.
- To execute Ms. Office

TOUR OPERATION INTERNSHIP TRAINING: 01 AND VIVA VOCE

- To execute guest relation management.
- To demonstrate ticketing procedure.
- To organise tour packages.

SEMESTER 3

HOTEL INDUSTRY MANAGEMENT

- To discuss the Important functions of hotel departments.
- To explain the services of hotel.
- To understand the service outlets of hotels.

FRONT OFFICE MANAGEMENT – THEORY

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

AIRPORT AND CARGO MANAGEMENT

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

FRONT OFFICE EXECUTIVE (PRACTICAL)

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

DESTINATION MAPPING (WORLD) LAB

- To demonstrate destination mappings.
- To describe map reading.
- To acquire the knowledge on geographical particularities of Indian destinations.

DESTINATION VISIT AND REPORT: 2 (FIELD STUDY)

- To describe various tourist destinations.
- To acquire an idea about transportation, accommodation, cuisine etc.
- To analyse about destination management strategies.

SEMESTER 4

HOUSEKEEPING MANAGEMENT

- To execute the roles of a house keeping executive.
- To implement the functions of Room division head.
- To interpret the duties of a floor supervisor.

TOUR PACKAGING & ITINERARY PREPARATION

- To execute a tour Itinerary.
- To implement tour packages.
- Travel documentation.

TRAVEL AGENCY & TOUR OPERATION BUSINESS

- To operate a travel agency.
- To execute a tour.
- To organise entrepreneurship in travel and tourism industry.

HOUSEKEEPING OPERATIONS – PRACTICAL

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

AIR TICKETING – SKILLS LAB

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

HOTEL/AIRPORT INTERNSHIP TRAINING: 02 AND VIVA VOCE

- To understand the operation of Hotel/ Airports.

SEMESTER 5

CUSTOMER RELATIONSHIP MANAGEMENT

- To develop as a customer care executive.
- To develop as a customer relation executive.
- To support in Guest handling.

TOUR GUIDING AND ESCORT

- To develop as a Tour Guide.
- To plan a tour.
- To support in tourist while in a tour handling.

SALES AND ADVERTISEMENT IN TOURISM

- Can explain the importance of advertisement in sales.
- Can develop a knowledge on tourism products sales.

- Can create an idea on Media management.

EVENT MANAGEMENT

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

HUMAN RESOURCE MANAGEMENT

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

HOSPITALITY LAW

- To develop knowledge on hospitality laws.
- To understand government regulations.
- To describe industrial legislation.

TOURISM DEVELOPMENT AND GOVERNMENT POLICY

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

CUSTOMER CARE EXECUTIVE LAB

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

TOUR GUIDING AND ESCORTS LAB

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

SALES AND ADVERTISEMENT IN TOURISM – LAB

- Can design and create tour advertisements.
- Can perform as a sales person.
- This course covers the practicing of sales and advertisements in tourism.

EVENT OPERATIONS – LAB

- Can formulate a plan for events.
- Can organise events.
- Can manage events.

PRE TOUR AND POST TOUR ACTIVITIES (STUDY TOUR)

- To develop and formulate tour plans and operate tours.
- To solve the problems during tour operations.

- To design the management of destinations.

SEMESTER 6

COMPREHENSIVE SELF STUDY

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

INDUSTRY TRAINING AND PROJECT

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