

DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT

Course: B. Voc Tourism & Hospitality Management

PROGRAMME SPECIFIC OUTCOMES (PSOs)

- * Graduates should have a comprehensive understanding of the tourism industry, including its historical development, key players, market trends, and global impact.
- ** Graduates should possess the necessary skills to effectively manage various aspects of hospitality operations, including front office management, housekeeping, food and beverage service, and event management.
- ** Graduates should be proficient in delivering exceptional customer service experiences, understanding the importance of customer satisfaction and its impact on business success.
- ** Graduates should demonstrate sensitivity to cultural differences and diversity, understanding how to effectively interact with guests from diverse backgrounds and provide culturally appropriate services.
- ** Graduates should be equipped with knowledge and skills in tourism marketing and promotion, including market research, branding, advertising, and digital marketing strategies.
- ** Graduates should understand the principles of financial management in the context of tourism and hospitality businesses, including budgeting, cost control, pricing strategies, and revenue management techniques.
- ** Graduates should be familiar with tourism policy frameworks and regulations, as well as sustainable practices in the industry, including environmental conservation, community engagement, and responsible tourism development.
- ** Graduates should be capable of planning, organizing, and managing various types of events, including conferences, exhibitions, weddings, and cultural festivals.
- ** Graduates should be aware of the latest technological trends and innovations in the tourism and hospitality sector, including the use of information technology, online booking systems, and social media platforms.
- ** Graduates should adhere to high ethical standards and professionalism in their interactions with colleagues, clients, and stakeholders, demonstrating integrity, honesty, and respect for diversity.