

UNIVERSITY GRANTS COMMISSION (UGC),

NEW DELHI

Scheme for providing Skill Based Education

under

National Skill Qualification Framework

(Bachelor of Vocation)

3 Years Degree Course

Subject- Hospitality & Tourism

Collaboration with

Mula Education Society's

ARTS, COMMERCE AND SCIENCE COLLEGE, SONAI

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Aims/Objectives of the Course:

1. To create trained and semiskilled/ skilled man power required in the various sectors of hospitality and tourism industry.
2. To prepare the students with the skills, knowledge & leadership qualities required to succeed as professionals in tourism industry.
3. To acquaint the students with concepts in hospitality & tourism.
4. To make the students aware of the tourism potential of the area.
5. To understand the impact of tourism on physical & human environments & reduction of impact through various practices.
6. To aware the students about ecotourism & its benefits.
7. To acquaint the students about the opportunities in hospitality, tourism and travel.
8. To help human resource development (HRD) state as well as national level.
9. To create income generating potential for the students.
10. To develop the marginal skills to arrange, manage and implement various types of tours and hotel operations.
11. To understand various types of functions terminology used in hospitality & tourism.
12. To develop the importance of geographical knowledge for hospitality & tourism industry.
13. To provide training in the hospitality, tourism and travel sectors.

Syllabus Structure Bachelor of Vocation (Hospitality and Tourism)

Course	First Year	Credits
	Semester I	
	Theory	
HTT-11	Communication & Soft Skills (I) & Introduction to Hospitality & Tourism	04
HTT-12	Hospitality & Tourism Management	04
HTT-13	Room Division Management (Front Office Operations & Housekeeping Operations)	04
	Practical	
HTP-110	Practical –I Communication & Soft Skills II	06
	Practical Work	
	Field Work/Visit	
	Self-Learning	
HTP-111	Practical –II Front Office Operations	06
	Practical Work	
	Field Work/Visit	
	Self-Learning	
HTP-112	Practical –III Housekeeping Operations	06
	Lab Work	
	Field Work/Visit	
	Self-Learning	
One Month Industrial Training (local)		
	Semester-II	
	Theory	
HTT-14	Communication & Soft Skills II & Tourism Economics	04
HTT -15	Food Production & Service Operations	04
HTT-16	Human Resource Management & Total Quality Management	04
	Practical	
HTP-113	Practical I - Communications & Soft Skills II	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
HTP-114	Practical II - Food Production Operations	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
HTP-115	Practical III – Food & Beverage Operations	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
	Industrial Training for three Months During Summer Vacations at Hospitality Sector	

Syllabus Structure B.Vocation (Hospitality and Tourism)

Course	Second Year	Credits
	Semester III	
	Theory	
HTT-17	Information Technology & Legislation for Hospitality & Tourism	04
HTT-18	Geography of Tourism & Environment	04
HTT-19	Tourism of India & Contemporary Issues	04
	Practical	
HTP-116	Practical I - Information Technology for Hospitality & Tourism	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
HTT-17	Practical II – Geography of Tourism & Environment	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
HTP-18	Practical III -Tourism of India & Contemporary Issues	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
	Semester-IV	
	Theory	
HTT 20	Travel Agency & Tour Guiding Operations	04
HTT 21	Tour Operation & Transportation Management	04
HTT-22	Tourism Planning, Marketing & E- Tourism	04
	Practical	
HTP-119	Practical I - Travel Agency & Tour Guiding Operation	06
	Practical work	
	Field Work/Visit	
	Self-Learning	
HTP-120	Practical II Tour Operation & Transportation Management	06
	Practical Work	
	Field Work/Visit	
	Self-Learning	
HTP-121	Practical III Tourism Planning, Marketing & E- Tourism	06
	Practical Work	
	Field Work/Visit	
	Self-Learning	
	Industrial Training(Three Months During Summer Vacation) At any Travel agencies, Tour operator, Tour Guide, etc. (Tourism Sectors)	

Syllabus Structure B.Vocation (Hospitality and Tourism)

Course	Third Year Semester V Theory	Credits
HTT 23	Foreign Language: French & Public Relation	04
HTT 24	Advance Food Production & Service Operations	04
HTT 25	Financial Management & Revenue Management	04
	Practical	
HTP-122	Practical I Foreign Language: French & Public Relation	
	Practical Work	06
	Field Work/Visit	
	Self-Learning	
HTP-123	Practical –II Advance Food Production & Bakery	
	Practical Work	06
	Field Work/Visit	
	Self-Learning	
HTP-124	Practical –III Advance Food & Beverage Service	
	Practical Work	06
	Field Work/Visit	
	Self-Learning	
	Semester-VI	
HTT 26	Foreign Language: French II & Event Management	04
HTT 27	Airline Management & Fare Construction	04
HTT 28	Research Methodology & Statistical Approach in Hospitality &	04
	Practical	
HTP-125	Practical I - Foreign Language: French II & Event Management	06
	Practical Work	
	Field Work: Big Event like Food Festival	
	Self Learning	
HTP-126	Practical II Airlines Management & Fare Construction	06
	Practical Work	
	Field Work (Tour Planning)	
	Self Learning	
HTP-127	Practical III Research Methodology & Statistical Approach in Hospitality & Tourism	06
	Dissertation	

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – I)

HTT: 11 Communication & Soft Skills (I) & Introduction to Hospitality & Tourism

Total Credit: 04

Total Periods: 60

Sec A: Communication and Soft Skills –I

Objectives

1. To develop the communicative skills of the students and thereby develop their proficiency in English language
2. To develop students' communicative competence
3. To develop oral and written communication skills so as to enable the students to present their ideas logically and effectively.
4. To encourage and enable the students to become proficient users of English language.
5. To introduce the different modes of Communication
6. To enhance their employability

Syllabus:

Communication and Soft Skills -I			
Unit No	Topic	Learning Point	Periods
1	Communication	1.1 Meaning and Definition 1.2 Nature and scope of communication 1.3 Importance of communication 1.4 Process of communication 1.5 Barriers to effective communication 1.6 Overcoming the barriers 1.7 Non verbal communication 1.8 Body language 1.9 Focus on English Skills- Vocabulary, Grammar 1.10 Phonetics with Special reference to Grammar	05
2	Communication Skills	2.1 Listening skills: Types of listening, difference between listening and hearing, barriers to listening, principles of effective listening 2.2 Speaking skills: Types of speaking, barriers to speaking, principles of effective speaking 2.3 Reading Skills: Types of reading- skimming, scanning, extensive reading, intensive reading, Process of reading, barriers to reading, principles of effective reading 2.4 Writing skills: Essentials of writing, barriers to writing, principles of effective writing	10

3	Verbal Communication	3.1 What is verbal communication? 3.2 Types of verbal communication 3.3 Oral communication 3.4 Characteristics of oral communication 3.5 Written communication 3.6 Characteristics of written communication 3.7 Difference between oral and written communication	06
4	Non-verbal Communication	4.1 What is non-verbal communication? 4.2 Characteristics of non-verbal communication 4.3 Types of non-verbal communication: Body language/kinesics, paralanguage/vocalic, space language/proxemics, sign language/symbols and signs, time language/chronemics, touch language/haptics, physical appearance 4.4 Elements of Body language/kinesics 4.5 Professional dressing and body language	04
5	Feedback	5.1 Types of feedback 5.2 Principles of feedback 5.3 Functions of feedback 5.4 Significance of feedback in communication	05

References:-

1. Matila Treece: Successful Communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Integrated skills in Tourist Travel Industry Logman Groups Ltd.
3. Robert T. Reilly- Effective Communication in Tourist Travel industry Dilnas Publication.
4. Boves. Thills Business Communication Today Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidder and Thomas: effective Business Communication McGraw Hill.
7. Thorat,A. and Lokhandwala, M.(2009),Enriching Oral and Written Communication [OBS]
8. Mohanraj J. and Mohanraj S. (2001), English Online [OBS]
9. Seely (2006), Oxford Guide to English speaking and writing [OUP]
10. Dutt, P. Kiranmal, GeethaRajeevan, CLN Prakash (2008), A Course in communication Skills [Foundation Books]
11. Anderson, Keith, John Maclean, Tony Lynch (2007), Study Speaking [CUP]
12. Goodale, Malcolm (2008), Professional Presentations [CUP]
13. Morley, David (2007), The Cambridge Introduction to Creative Writing [CUP]
14. Dutt, P. Kiranmal and Geetha Rajeevan (2007), A Course in Listening and Speaking (Vol. I & II) [Foundation Books]
15. Sasikumar, V., P. Kiranmal Dutt and Geetha Rajeevan (2007), Basic Communication Skills [Foundation Books]
16. O'Connor, J. D. – Better English Pronunciation (Latest Edition with CD)
17. Narayanswamy – Strengthen Your Writing (OBS)

HTT: 11Communication & Soft Skills (I) & Introduction to Hospitality & Tourism

Sec B: Introduction to Hospitality & Tourism

Objectives

1. It is planned to developed and communicate basic framework and conceptual heritage of the discipline of tourism, methods, practices and techniques of analysis, motivation and processes of decision making.
2. To understand the various elements of tourism managements.
3. To evaluate the role of organizations of tourism.
4. To identify the methods to improve tourism.

Syllabus

Introduction: Hospitality and Tourism			
Unit No	Topic	Learning Point	Periods
1	Hospitality and Tourism	1.1 Introduction to Hospitality and Tourism 1.2 Fundamentals of Hospitality and Tourism 1.3 Nature and Scope of Hospitality and Tourism	5
2	Tourism Concepts	2.1 Definitions and Historical Development of Tourism 2.2 Distinction between Tourist-traveler-Visitor-Excursionist 2.3 Types and Forms of Tourism 2.4 Tourism System, Nature, characteristics 2.5 Components of Tourism and its Characteristics	5
3	Domestics and International Tourism	3.1 Domestic tourism: Features, Pattern of growth, profile 3.2 International Tourism: Pattern of Growth and Profile 3.3 Generating and Destination Regions 3.4 Local Tourism Centres : Shirdi, ShaniShinganapur, Devgad, Dnyeshwar Mandir (Pais Khamb), Agro-Tourism Centres, Mula Dam etc.	4
4	Tourism Demand and Supply	4.1 Introduction to Tourism Demand 4.2 Determinants of Tourism Demand 4.3 Motivational and Tourism Demand 4.4 Measuring the Tourism Demand 4.5 Tourism Statistics (National and International) 4.6 Emerging Trends and new thrust areas of Indian Tourism 4.7 Introduction to Tourism Supply 4.8 Elements of Tourist Destination	6
5	Tourism Impact	5.1 Impacts: Positive and Negative 5.2 Social Impacts of Tourism 5.3 Cultural Impact of Tourism 5.4 Economic Impact of Tourism 5.5 Environmental of Tourism	6

		5.6 Political Impact of Tourism 5.7 Social Accounting and Auditing Tourism Satellite Accounting(TSA)	
6	Tourism Organizations	6.1 Objectives and Role of ITDC, ASI, TFCI 6.2 Ministries of Railways and Civil Aviation in Development 6.3 An overview organizations and associations IATO,TAAI,FHRAI,WTO,ICAO and IATA	4

Text Books:

1. Bhatia. Tourism Development (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Kaul: Dynamics of Tourism (New Delhi, Sterling)
4. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
5. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
6. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
7. P.S. Gill, Dynamics of Tourism (4 Vols) Anmol Publication.
8. P.C. Sinha, Tourism Management. Anmol Publication.
9. P.C. Sinha, Tourism Evolution Scope Nature & Organization. Anmol Publication.

References:

1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morrison
3. Successful Tourism Management - Prannath Seth
4. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh
8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil.
9. Tourism: Principles and Practices - McIntosh , R.W.
10. Tourism : Past, Present and Future - Burkart & Medli
11. Sustainable Tourism Development, Guide for Local Planners by WTO.

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – I)

HTT: 12Hospitality & Tourism Management

Total Credit: 04

Total Periods: 60

Sec A: Hospitality Management

Objectives:

1. The purpose of this course is to expose students to important Managerial functions in a hotel with a view to give insight into hotel.
2. It throws light on the various types of accommodation, to diagnose major trends. Problems and possible solutions.
3. To learn the establishment and operations of an accommodation business and understand its rules and regulations.

Syllabus

Hospitality Management			
Unit No	Topic	Learning Point	Periods
1	Hospitality Industry	1.1 Introduction to Hospitality industry 1.2 Nature & Scope of Hospitality Industry 1.3 Its distinctive characteristics – inflexibility, perishability, fixed location, relatively large financial investment.	4
2	Accommodation	2.1 Introduction to accommodation industry 2.2 Types of accommodation and their grouping, classification, categorization and forms of Ownership 2.3 Activities in Accommodation Management Front office, Housekeeping, Bar and Restaurant, Supporting services.	5
3	Room Division	3.1 The Room division 3.2 The food and beverage division 3.3 The engineering and maintenance division 3.4 The marketing and sales division 3.5 The A/C division 3.6 The HR division and the security division. 3.7 Managerial issues: Trends, Problems; success-factors 3.8 Study of the working of selected Hotels/Motels/Restaurant, etc.	6
4	Restaurant	4.1 Introduction to Restaurant Management	

	Management	4.2 Eating by drinking places 4.3 Hotel operations 4.4 Food services for the transportation market 4.5 Food services for the leisure market 4.6 Retail food services 4.7 Business/ Industrial food services. 4.8 Health care food services & Club food services 4.9 Trends in lodging and Food Services	6
5	Future Trends in Hospitality Industry	5.1 Future trends in Hospitality Industry 5.2 Usage of CRS in Hotel Industry, operational usage through chain of hotels. 5.3 Role of Associations in hospitality management and their Functions and operations.	5
6	Fiscal & Non-Fiscal Incentives	6.1 Fiscal and non-fiscal incentives offered to hotel industry in India 6.2 Ethical and regulatory aspects in a hotel 6.3 International hotel regulations	4

Text Books:

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata McGraw Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager(London communica, Barril, Jenkins)
6. Negi: Professional Hotel Management(Delhi: S.Chand)

Additional Reference Books:

1. L. Chakrawarti, Hotel Management Theory Vol. I and II,
2. Jha S.M., Hotel Management.
3. Negi, Tourism and Hoteliering
4. Anand M.M. – Tourism and Hotel Industry in India,
5. Jitendra – Catering Management
6. U.K. Singh, J.M. Dewan – Hotel Management Global Management Series
7. G & J Paige – The Hotel Receptionist
8. Jones – Introduction to Hospitality operations,
9. Jones & Lockwood – The Management of Hotel Operations
10. Lillicrap Cousins – Food and Beverage service
11. Sudhir Andrews – Front Office Training Manual.
12. Sudhir Andrews – House keeping Training Manu

HTT: 12Hospitality & Tourism Management

Sec B: Tourism Management

Objectives:

1. To understand the various Management practices and principles.
2. To mould the skills of students needed to manage all tourism related organizations.

Tourism Management			
Unit	Topic	Learning Points	Periods
1	Introduction	1.1 Concept, nature, Significance and scope of Management 1.2 Management Process and Co-ordination Emergence of Management thoughts 1.3 Management and Environment	5
2	Planning	2.1 Meaning, Nature and Importance 2.2 Purpose and Process 2.3 Methods of Planning 2.4 Decision Making: Need, Types and process 2.5 Decision –making techniques 2.6 Creativity in decision making	5
3	Organizing	3.1 Nature and Importance of Organization 3.2 Organization Theories 3.3 Organizational Structure and Organizational Culture 3.4 Management Ethos 3.5 Staffing and Human Resource Development 3.6 Authority and Responsibility	5
4	Directing	4.1 Directing functions of management 4.2 Communication: Meaning and Importance of Communication 4.3 Motivation: - Theories, Types of Motivation 4.4 Leadership: - Definition, Theories and Styles	5
5	Controlling	5.1 Nature and Process of Control 5.2 Important Devices, Tools of control 5.3 Social Responsibility of Business 5.4 Management in the future 5.5 Time Management 5.6 Conflict Management	5
6	Management of Tourism Organization	<ul style="list-style-type: none">• Management of Tourism organizations such as MoT, ITDC, State Tourism Development Corporations etc.	5

References:

1. Management Principles and Practice, by R. Srinivasan and S.A. Chunawalla, Himalaya Publishing House New Delhi.
2. Principles of Management by Terry and Franklin, AITBS Publishers & Distributors, Delhi.
3. Principles and Practice of Management by L.M. Prasad, Sultan Chand and Sons, New Delhi.

Additional Reference Books:

1. Management : Harold Koonty and Heinz Weizich, McGraw Hill Tokyo
2. Management : Stoner and Freeman : Management (Delhi: Prentice Hall, India)
3. Management : Richard M. Hodgets Academic Press, New York
4. The Practice of Management: Hampton D.R., New York McGraw hill
5. Practice of Management : Peter F. Drucker, Pan Books London
6. Management : Hodgetts R.M. Management (New York; Academic Press)

FIRST YEAR (Semester – I)

HTT: 13Room Division Management

Sec A: Front office Operations

Total Credit: 04

Total Periods: 60

Objective:

1. The subject aims to establish the importance of Front Office and its role in the hospitality Industry & Tourism Industry.
2. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of the above.
3. Understand the appropriate organization structures and duties in the Front Office and related departments.
4. Develop, prepare guest relations and evaluate practical aspect with guests.
5. To handle situations and types of guest in the job.

Syllabus:

Front Office Operations			
Unit	Topic	Learning Points	Periods
1	Organization of Front Office Department	1.1 Organization chart of the hotel-large, medium & small 1.2 Organization chart of Front Office department of various category hotels, large, medium and small 1.3 Sections & general layout of front office department and equipments used 1.4 General duties and responsibilities of the front office staff 1.5 Personality traits of the front office Staff	5
2	Hotel Brochures & Tariffs	2.1 Tariff 2.2 Different types of room rates (Rack, F.I.T., Crew, Group) 2.3 Discount offered and packages 2.4 Basis of charging tariffs 2.5 Taxes levied (sales tax, luxury tax. and service charge) 2.6 Meal Plans 2.7 Use of brochures & tariff cards	5
3	Bell Desk	3.1 Importance and basic functions of the Bell Desk 3.2 Paging system 3.3 Handing luggage in house & left luggage procedure 3.4 Concierge concept, Valet, Butler	4
4	Telephone	4.1 Importance and basic functions	

	Department	4.2 Types of Calls 4.3 Telephone manners	3
5	Key Control	5.1 Types, Care control & storage of keys 5.2 Missing key procedure	3
6	Room Status Report	6.1 Room Status Report 6.2 Black List Guest 6.3 Rules of the house (guidelines to guest) 6.4 Time-share concept – Advantages / Disadvantages. 6.5 Inter departmental co-ordination, Housekeeping, Room service, Laundry, Mini bar	4
7	Guest Cycle- Pre, Arrival, Occupancy	7.1 Guest Cycle <ul style="list-style-type: none"> • Pre Arrival • Arrival • Occupancy • Departure 7.2 Importance of the Guest Cycle 7.3 Modes & Sources 7.4 Procedure for making reservation 7.5 Guaranteed/non-guaranteed reservation 7. 6 Overbooking, Cancellation &Amendments 7.7 Manual reservation system used in the form of booking diary, booking charts, etc. 7.8 Whitney system 7.9 Computerized system 7.10 Reservation network system - affiliated / non affiliate 7.11 Centralized reservation system 7.12 Arrival Stage - Registration and Reception <ul style="list-style-type: none"> • Receiving of a guest • Handling registration • Arrival procedure of various categories of guests • Notification of the guest arrival • Criteria for taking advance 1.13 Departure Stage - Departure Notifications <ul style="list-style-type: none"> • Task performed at the bell desk and front office cashier • Express check out procedure, late checkouts & charges 	6

References:

1. Andrews, Sudhir, (1995), *Hotel Front Office Training Manual*, The Tata M'cGraw Hill, New Delhi.
2. Andrews, Sudhir, (2007), *Front Office Management & Operations*, The Tata M'cGraw Hill, New Delhi.
3. Aggarwal Ravi, (2002), *Hotel Front Office*, sublime Publications, Jaipur.
4. Bhatnagar S.K, (2002), *Front office Management*, Frank Bros & Co., New Delhi.
5. Chakravarti B.K., (1999), *Front Office Management in Hotel*, CBS Publisher, New Delhi.
6. Chakrawarti B.K., (2006), *Concept of Front Office Management*, APH Publishing, New Delhi.
7. Singh R.K., (2006), *Front Office Management*, Aman Publication New Delhi.
8. Tewari Jatashankar R., (2009), *Hotel Front Office Operations & Management*, Oxford University Press, New Delhi.
9. Stanley Thornes Reception, Students guide 1994 1993 reprint 1994 Stanley Thornes Ltd. Ellen boroug house Wellington st. Cheltenham. GL501 YD
10. Peter Abbott & sue le Front Office Procedures, social skills and management 1991, Butter worth Heinemann ltd. Halley courts, Jordan hill, Oxford. OX 2 8 EJ 3 Colin Dix (MHCIMA) Chris braid (BA MHCIMA CGLI)
11. Front Office operations (Previously) Accommodation operations Third 1998 PITMAN Publications. 128long acre, London WC 2E 9 AN
12. Sudhir Andrews Hotel front office training manual 14th reprint 1995, 1982 Reprint 1995, Tata McGraw hill Publication Co. ltd.
13. Dennis I. Foster Rooms at The inn Front office operation and administrations 1993 1992 Glencoe division of Macmillan / McGraw hill publication co
14. Grace Paige Jane Paige The hotel receptionists Second 1977 Cassell EDU ltd. Artillery house, Artillery row
15. Paul B White & Helen Hotel reception 1996 1982 Edward Arnold ltd. 41 Bedford sq. London, WC 1B 3 DQ
16. Jorome J. Vallen Check in- check out Principles of effective front office management Third 1974, 80. W.M.C Brown publishers Dubuque Iowa
17. Sue Baker, Pam Bradi Jeremy Huyton Principle of Hotel Front office operation Hotel Front office 1994 Cassell Wellington house, 125 Strand London Wc 2 R OBB Stanley Thornes ltd
18. Bruce Braham Hotel front office 1985 Reprint 19987, 88 Stanley Thornes ltd.
19. Michel L. Kasavana Richard M Brooks, CH Managing front office Third 1991 Edu. Inst. of the A H & M A. Michigan-48826 USA. South Harrison rd. p.b. no. 1240, East Lansing, Michigan.

HTT: 13 Room Division Management

Sec B: Housekeeping Operations

Objectives:

1. The subject aims to establish the importance of House Keeping and its role in the hospitality Industry.
2. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping.
3. Explain and apply the guidelines for hiring various housekeeping contract services.
4. Manage the man power planning in the housekeeping department in different organizations.

Syllabus:

Housekeeping Operations			
Unit	Topic	Learning Points	Periods
1	Introduction & Organization of Housekeeping Departments	<p>1.1 Importance and role of Housekeeping department in hotel</p> <p>1.2 Areas in Housekeeping</p> <p>1.3 Staffing of Housekeeping Department in Small, Medium and Large Hotels</p> <p>1.4 Personality traits of Housekeeping staff</p> <p>1.5 Duties and Responsibilities of House Staff: Executive Housekeeper, Floor supervisor, Public Area Supervisor, Desk Supervisor, Room Attendant etc.</p> <p>1.6 Co-ordination with other departments: Front Office, Maintenance, Food & Beverage & Other departments</p> <p>1.7 Rules of the Floor</p>	5
2	Housekeeping Inventories	<p>2.1 Cleaning Equipments</p> <ul style="list-style-type: none">• Types of Cleaning Equipments• Use & Care of Cleaning Equipments <p>2.2 Maids Trolley</p> <ul style="list-style-type: none">• Location, Layout and Essential features• Organizing a Maid's Trolley <p>2.3 Cleaning Agents</p> <ul style="list-style-type: none">• Classification of Cleaning Agents• Selection of Cleaning Agents• Use, Care and Storage of Cleaning Agents• Distribution and Control of Cleaning Agents <p>2.4 Guest Room Supplies</p> <ul style="list-style-type: none">• Standard Supplies & Regular Supplies• V.I.P and V.V.I.P & Standard Contents	4
3	Daily Routine and Public Area Maintenance	<p>3.1 General Principle of Cleaning</p> <p>3.2 Hygiene and Safe cleaning</p> <p>3.3 Weekly Cleaning, Spring-cleaning</p>	4

		<p>3.4 Special Cleaning tasks</p> <p>3.5 Schedule and Record keeping of cleaning</p> <p>3.6 Cleaning of Public area</p> <ul style="list-style-type: none"> • Entrances • Lobbies • Front Desk • Elevators • Staircases • Guest Corridors • Public Restrooms • Banquets Halls • Dining Rooms 	
4	Cleaning & Polishing of Common Surfaces	<p>4.1 Metals</p> <p>4.2 Glass</p> <p>4.3 Ceramics</p> <p>4.4 Wood</p> <p>4.5 Stone</p> <p>4.6 Leather</p> <p>4.7 Rubber</p>	3
5	Cleaning of Guest Room and Bathroom	<p>5.1 Rule of the Guest room</p> <p>5.2 Procedure for Cleaning of Check out Room</p> <p>5.3 Procedure for Cleaning Occupied room</p> <p>5.4 Procedure for Cleaning Vacant room</p> <p>5.5 Evening Service</p> <p>5.6 Second Service</p> <p>5.7 Bed Making</p> <p>5.8 Front / Back areas</p> <p>5.9 Work Routine</p>	3
6	Housekeeping Control Desk	<p>6.1 Housekeeping Control Desk</p> <p>6.2 Forms, formats, Records and Registers</p> <p>6.3 Co-ordination with other departments</p> <p>6.4 Handling Telephone Calls</p> <p>6.5 Paging system and Methods</p> <p>6.6 Handling Different Situations</p> <p>6.7 Handling Room Transfer</p> <p>6.8 Flower Arrangement- Indian, Western, Free Style, Contemporary, Ikebana</p>	4
7	Pest control and Waste Disposal	<p>7.1 Pest control</p> <p>7.2 Common Pest and their Control</p> <p>7.3 Integrated Waste Management</p> <p>7.4 Waste Disposal</p>	3
8	Changing Trends in Hospitality	<p>8.1 Hygiene, not just cleanliness</p> <p>8.2 Outsourcing</p> <p>8.3 Training and Motivation</p> <p>8.4 Eco-friendly Amenities, Products and Processes</p> <p>8.5 New Scientific Techniques</p> <p>8.6 IT – savvy Housekeeping</p>	4

References:

1. G. Raghubalan, Smritee Raghubalan, Hotel Housekeeping Operations and Management, First Published 2007, Oxford University Press.
2. Robert j. Martin Professional Mgmt. of Housekeeping Operations Third 1998 John Wiley & sons, inc, 605 third avenue, new York, 10158-0012
3. Brenda Piper Fibers & fabrics. Second 1981 Longman group ltd. Longman house Burnt mil, Harlow Essex, c m 20 2je, England 31 3 John C Branson Margaret Lennox Hotel, hostel & hospital Housekeeping Fourth 1982 Edward Arnold ltd. 41 Bed fors sq. London
4. Eva M. Ling Modern householdscience (a practicalapproach)Third 1980 Allman,London
5. Sudhir Andrews Hotel Housekeeping Training Manual Eight 1992 Tata MC Graw Hills

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – II)

HTT: 14 Communication & Soft Skills II & Tourism Economics

Total Credit: 04

Total Periods: 60

Sec A: Communication & Soft Skills II

Objective:

- To develop the communicative skills of the students and thereby develop their proficiency in English language
- To develop students' communicative competence
- To encourage and enable the students to become proficient users of English language.
- To introduce the different modes of Communication
- To enhance their employability
- To develop oral and written communication skills so as to enable the participants to present their ideas logically and effectively.

Syllabus:

Communication and Soft Skills –II			
Unit No	Topic	Learning Point	Periods
1	Employment Communication	1.1 Resume 1.2 Resume Style 1.3 Resume Writing 1.4 Elements of an Effective Resume 1.5 Writing application letters 1.6 Other employment Messages	4
2	Interview Skills	2.1 Interview 2.2 Purpose 2.3 Types 2.4 Interview Skills- Before, During and After Interview 2.5 Interview Dressing 2.6 Mock Interviews-Following up an Application 2.7 Accepting an Interview Invitation 2.8 Following up an Interview 2.9 Accepting Employment 2.10 Resigning from a Job	5
3	Introduction to Personality Development	3.1 Elements of Good Personality 3.2 Importance of soft skills 3.3 Introduction to Corporate Culture 3.4 Professionalism in Service Industry 3.5 Group Discussion –Structure and Types 3.6 Mocks GD using Video Samples	5
4	Presentation	4.1 Personal Grooming and Business	

	Skills and Techniques	Etiquettes 4.2 Corporate Etiquette, Social Etiquette and Telephone Etiquette 4.3 Role Play and body language 4.4 Impression Management	6
5	Business Reports	5.1 Types and Characteristics 5.2 Components of a Formal Report 5.3 Business Proposals-Types, Contacts, Elements.	4
6	Information Technology for Communication	5.1 Word processor 5.2 Telex 5.3 Facsimile 5.4 Electronic mail 5.5 Voice mail 5.6 Internet 5.7 Multimedia 5.8 Teleconferencing 5.9 Mobile phone conversation 5.10 Video conferencing 5.11 Short messaging services \SMS	6

References:

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mecyans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill
7. Thorat, A.andLokhandwala,M.(2009),Enriching Oral and Written Communication [OBS
8. Mohanraj J. and Mohanraj S. (2001), English Online [OBS]
9. Seely (2006), Oxford Guide to English speaking and writing [OUP]
10. Dutt, P. Kiranmal, GeethaRajeevan, CLN Prakash (2008), A Course in CommunicationSkills [Foundation Books]
11. Anderson, Keith, John Maclean, Tony Lynch (2007), Study Speaking [CUP]
12. Goodale, Malcolm (2008), Professional Presentations [CUP]
13. Morley, David (2007), The Cambridge Introduction to Creative Writing [CUP]
14. Dutt, P. Kiranmal and GeethaRajeevan (2007), A Course in Listening and Speaking(Vol. I & II) [Foundation Books]
15. Sasikumar, V., P. KiranmalDutt and GeethaRajeevan (2007), Basic CommunicationSkills [Foundation Books]
16. O'Connor, J. D. – Better English Pronunciation (Latest Edition with CD)
17. Narayanswamy – Strengthen Your Writing (OBS)
18. Cross-Cultural and Intercultural Communication, William B. Gudykunst
19. Beyond Language: Cross Cultural Communication, Deena R. Levine M.A., Mara B. Adelman
20. The 7 Habits of Highly Effective People, Stephen Covey

HTT: 14Communication & Soft Skills II & Tourism Economics

Sec B: Tourism Economics

Objectives:

1. To impart basic knowledge of the concepts and tools of economic analysis relevant for managerial decision making.
2. To how economic can be used to manage Leisure and Tourism analysis.

Syllabus:

Tourism Economics			
Unit	Topic	Learning Points	Periods
1	Nature & Scope	1.1 Nature, scope and application of economics in tourism and hospitality 1.2 Theory of the firm and business objectives - Economic, Behavioral and Managerial theories 1.3 Entrepreneurship characteristics in tourism and hospitality	6
2	Tourism Demand	2.1 Law of Demand 2.2 Determinants of Demand 2.3 Elasticity of Demand 2.4 Nature of tourism demand analysis and its forecasting 2.5 Law of supply 2.6 Determinants of tourism and hospitality supply Elasticity of supply analysis and forecasting	6
3	Consumer Behavior	3.1 Consumer Behavior 3.2 Cardinal and ordinal approaches 3.3 Consumer's equilibrium 3.4 Revealed Preference 3.5 Liberalization, Privatization, Globalization and Tourism	6
4	Production & Cost	4.1 Input-Output decisions 4.2 Production function 4.3 Short-run analysis 4.4 Long-run analysis 4.5 Short run and long-run cost functions 4.6 Empirical estimation of production and costs	6
5	Profit Measurement	5.1 Price-Output Decisions 5.2 Tourism and hospitality market structures 5.3 Price determination under different market	6

		conditions Pricing practices and strategies 5.4 Profit measurement and profit policy 5.5 Determinants of investment decision in tourism and hospitality	
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References:

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.
3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
5. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.
6. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
7. Adhikary M., Managerial Economics, Khosla Pub.
8. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
9. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heinemann.
10. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
11. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge
12. Sipra Mukhopadhyay, 2008, Tourism Economics, New Delhi, Ane Books India.

Additional Reference Books:

1. Data based reports: Yearly Publications of Department of Tourism, Govt. of India.
2. Reports and publications of IATA and PATA.

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – II)

HTT: 15 Food Production & Service Operations

Sec A: Food Production Operations

Credits: 04 Total Periods: 60

Objectives:

1. To educate students on basic to advance culinary skills.
2. To give an overview of culinary specialties across the globe.
3. To educate students on latest food trends.
4. To highlight the importance of food safety.
5. To train students for better employment prospects.

Syllabus:

Food Production Operations			
Unit	Topic	Learning Points	Periods
1	Introduction	1.1 History of Cookery 1.2 Origins of Modern Cookery 1.3 Attitude & Behavior in the Kitchen Staff 1.4 Kitchen uniforms 1.5 Safety Procedure for Handling Equipments 1.6 Classical Brigade 1.7 Kitchen Staffing in Various Category Hotels 1.8 Duties & Responsibilities of Executive Chef and Various Chefs 1.9 Inter-departmental Co-ordination.	5
2	Methods of Cooking Foods	2.1 Aims and objective of Cooking Food 2.2 Classification of Raw Materials according to their Functions 2.3 Various Textures 2.4 Preparation of ingredients 2.5 Methods of Mixing Foods 2.6 Methods of Cooking Food-Roasting, Banking, Smoking, Grilling, Broiling, Microwave, Frying, Poaching & Peeling	5
3	Vegetables & Fruits	3.1 Introduction & Classification 3.2 Cuts of Vegetables 3.3 Classification and Uses of Fruits in Cookery	3
4	Egg Cooking	4.1 Introduction, Structure & Selection 4.2 Methods of Cooking	3

		4.3 Uses of Egg in Cookery	
5	Fish	5.1 Introduction , Classification of Fish with examples 5.2 Selection of Fish, Shellfish, Cuts of Fish 5.3 Cooking of Fish 5.4 Local names of Finfish / 10 Local names of Shellfish	4
6	Meat & Poultry	6.1 Introduction to Meat Cookery 6.2 Cuts of Lamb / Mutton, Selection & Uses of its Cuts 6.3 Cuts of Poultry, Selection & Uses of Cuts	3
7	Stocks, Soups & Sauce	7.1 Stock: Definition , Classification Preparation of Stock, Recipes of 1 liter of various Stocks , Storage, Uses, Care for Stock Making 7.2 Soups: Definition, Classification of Soups, National & International 7.3 Sauces: Definition, Classification of Sauces , composition, Recipes of Mother Sauces (1/8 Liter), Any 5 Derivatives of Sauces with Recipes	7

References:

1. Victor Ceserani & Ronald Kinton *Practical Cookery*, , ELBS
2. Victor Ceserani & Ronald Kinton *Theory of Catering*, , ELBS
3. Mr. K.Arora, Frank Brothers *Theory of Catering*,
4. Ms. Thangam Philip, Orient Longman *Modern Cookery for Teaching & Trade Vol. I*,
5. Walter Bickel Herrings *Dictionary of Classical & Modern Cookery*,
6. Fuller, John *Chef Manual of Kitchen Management*,
7. Le Rol A.Polsom *The Professional Chef (IV th edition)*,
8. Jane Grigson *The Book of Ingredients*,
9. Rocky Mohan, Roli *Art of Indian Cookery*,
10. J. Inder Singh Kalra, Allied Prasad – *Cooking with Masters*,
11. Paul Hamlyn Larousse *Gastronomique-Cookery Encyclopedia*,
12. Escoffier *The Complete Guide to the Art of Modern Cookery*,

HTT: 15 Food Production & Service Operations

Sec B: Food & Beverage Service Operations

Objectives:

1. The course will give the students a comprehensive knowledge and develop technical skills in the basic aspects of food & beverage service operations in the Hospitality Industry.

Syllabus:

Food & Beverage Operations I			
Unit	Topic	Learning Points	Periods
1	Food & Beverage Service industry	1.1 Introduction Food& Beverage Service Industry 1.2 Personnel of Food and Beverage Section 1.3 Attributes 1.4 Various of F& B Service Sectors 1.5 Hierarch in different outlets 1.6 Duties & Responsibilities of staff in different outlets 1.7 Staff etiquette & attributes of a good waiter 1.8 Inter-department relationship (Within F & B and with other departments)	5
2	Areas & Equipments	2.1 Pantry / Stillroom 2.2 Food pickup areas 2.3 Stores 2.4 Linen room 2.5 Kitchen Stewarding 2.6 Silver room 2.7 Plate room 2.8 Familiarization and Classification of Equipment. 2.9 Fumitory (Light & Decor) 2.10 Glassware 2.11 Tableware-Chinaware, Cutlery, Hollow ware 2.12 Other equipments	6
3	Menu	3.1 Origin of Menus 3.2 Knowledge of Menu 3.3 Menu Planning, Principles of Menu Planning 3.4 Cover and accompaniments 3.5 French and Culinary terms 3.6 Types of Menu - A la Carte and Table d' Hotel 3.7 French Classical Menu: 13 & 17 Course Menu 3.8 Menu compilation -3,4,5,6,7 course (Including Indian Menus) 3.9 General Accompaniments	5

4	Beverages	4.1 Non-Alcoholic 4.2 Stimulating - Tea, Coffee, Cocoa 4.3 Nourishing - Health drinks 4.4 Refreshing - Juices, Squashes, Crushes, Syrups 4.5 Mineral water & carbonated drinks 4.6 Classification Chart - Alcoholic & Non Alcoholic drinks 4.7 Non – Alcoholic Dispense Bar 4.8 Alcoholic Beverages 4.9 Champagne, Sparkling Wines, Wines, Wine Making, Wine & Food 4.10 Beer, Whisky, Rum, Vodka, Gin, Brandy, Cider and Perry, Tequila 4.11 Other spirits 4.12 Service of Alcoholic Beverages 4.13 Cocktails and Mocktails	7
5	Service of Breakfast & Afternoon Tea	5.1 Introduction to Breakfast 5.2 Types – English, Continental, American, Indian 5.3 Brunch - Compilation of each menu. 5.4 Types of tea service 5.5 Full Afternoon Tea 5.6 High Tea 5.7 Preparing the Restaurant- Before and After the service 5.8 Sandwiches 5.9 Types of Sandwiches 5.10 Service of Sandwiches 5.11 Compilation of tea menus (English / Indian) 5.12 Service of Tea & Coffee	4
6	Cigars and Cigarettes	6.1 Introduction to Cigars and Cigarettes 6.2 Brands & codes 6.3 Service Procedures	3

References:

1. Lillicrap & Cousins , ELBS *Food and Beverage service*
2. John Fuller , Hutchinson *Modern Restaurant service*
3. Brian Varghese *Food and beverage service management*
4. Heppner & Deegan *Introduction Food and Beverage service – Brown*
5. Brian Varghese *professional food and Beverage service management*
6. Sudhir Andrews, Tata McGraw Hill *Food and Beverage service training manual.*
7. Peter Jones and Cassel *Food service Operations.*
8. Jaksa Kivela *Menu Planning – Hospitality press.*
9. Lipinski *The Restaurant (From Concept to Operation)*

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – II)

HTT: 16 Human Resource Management & Total Quality Management

Sec A: Human Resource Management

Credits: 04 Total Periods: 60

Objectives:

1. The objective of this course is to sensitize students to the various facts of managing people and to create an understanding of various policies and practices of human resource management.
2. The present in course intends to place focus on the various segments of tourism and travel and takes into account processes and parameters working in the direction of development of the nation as a whole.
3. Man Management is the hall mark of this course with discussion focusing on training of manpower and education of the people to equip them with necessary insight and skill.

Syllabus:

Human Resource Management			
Unit	Topic	Learning Points	Periods
1	Basic HRD	<ul style="list-style-type: none">• Basic Philosophy• Approaches in HRD Planning• HRD Functions	5
2	Human Resource Management	Human Resource Management (HRM) in Perspective: <ul style="list-style-type: none">• HRM: The Field and It's Environment• The Evolving Role of HRM in the tourism industry: the Changing Emphasis	5
3	Meeting Human Resource Requirements	Meeting Human Resource Requirements: <ul style="list-style-type: none">• Human Resource Planning (HRP)• Job/Role Analysis• Recruitment & Selection• Orientation & Placement	5
4	Developing Effectives in Human Resources	Developing Effectiveness in Human Resources: <ul style="list-style-type: none">• Training & Development (T&D)• Performance Management• Potential Appraisal• Career/Succession Planning	5
5	Managing Employee Growth	Managing Employee Growth: <ul style="list-style-type: none">• Conflict and Stress management• Importance of Discipline and Counseling in Tourism	5
6	Human Resource Management in Tourism	Human Resource Management in Tourism: <ul style="list-style-type: none">• HRM in the service Industry• Emerging trends and Perspectives	5

References:

1. Dressler (2000), Human Resource Management. Prentice Hall of India, New Delhi.
2. Aswathappa, K. (1997). Human Resource and Personnel Management. Tata McGraw Hill, New Delhi.
3. Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective, Macmillan
4. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata McGraw Hill
5. M. Madhukar - Human Resource Management in Tourism , R. Publications

Additional Reference Books:

1. Planning commission report of the national committee Tourism, New Delhi – 1988
2. Agarwal D.V. Man Power Planning, Selection, Training Development, Universal Publisher, New Delhi – 1996.
3. Shanker S.R. Management OF Human Resources in Public Enterprises, New Delhi 1986.
4. Briggs. B. Human Resource Development Quarterly Journal of Administration (ILE-ILE) Vol.II 267-82. July 1973.
5. Dwivedi R.S.: Management of Human Resource. I.B.H. New Delhi
6. Dwivedi Monappa – Managing Human Resources, New Delhi
7. Boilla, M.J. Human Resources Management in the Hotel and Catering Industry. Hutchinson Ltd. London 1987
8. Arun Monappa – Managing Human Resources
9. Beaumont P.B. Human Resource Development, Key Concepts and skills. Sage publications, New Delhi 1993.
10. Ricly M: Human Resource Management. A guide to personal practice in the Hotel and Catering Industry. Butterworth Heinemann Ltd. Oxford 1991th. 135-145.

HTT: 16 Human Resource Management & Quality Management

Sec B: Total Quality Management

Objectives:

1. To introduce the students the concept of management of quality in the hospitality industry and the various methods used to assess the same.

Syllabus:

Total Quality Management			
Unit	Topic	Learning Points	Periods
1	Introduction to Quality	1.1 What is Quality (Definition of quality)? 1.2 Understanding TQM, Six basic concept of TQM 1.3 Quality Planning, Quality Costs 1.4 Collection and reporting of quality costs information, Analysis of quality costs 1.5 Establishment of quality cost goals and optimizing quality costs 1.6 Strategies for importing quality, Application of quality costs 1.7 Scope of total quality control, Beneficiaries of TQM	5
2	Employee Involvement	2.1 Motivation 2.2 Strategies for achieving a motivated workforce 2.3 Employee empowerment 2.4 Teams, Recognition and rewards for employees, Gain Sharing 2.5 Performance appraisals 2.6 Unions and employees involvement 2.7 Benefits of employee involvement	5
3	Customer Satisfaction	3.1 Understanding the customer 3.2 Customer perception of quality 3.3 Customer complaints 3.4 Customer feedback, Using customer complaints as feed back 3.5 Service quality 3.6 Customer retention	5
4	Continuous Process Improvement	4.1 Continuous process improvement procedures 4.2 ADDIE or System approach to CPI 4.3 The Juran Trilogy 4.4 Types of quality problems 4.5 Quality improvement strategies	5

		4.6 The PDSA cycle 4.7 The problem solving method for process improvement 4.8 Kaizen 4.9 Re-engineering or Business Process re-engineering 4.10 S principles 4.11 Introduction to six sigma	
5	The Seven Tools of Quality	5.1 Statistical process control 5.2 Check sheet 5.3 Flow chart 5.4 Graphs 5.5 Histogram 5.6 Pare to chart 5.7 Cause effect diagram 5.8 Scattered diagram 5.9 Control chart	3
6	Other Quality Improvement Tools	6.1 Vision and Mission statement 6.2 Acceptance sampling 6.3 Zero Defect Programme (PORA – YORE)Brain storming	3
7	Quality Management Systems	7.1 ISO 9001 : 2008 System 7.2 Benefits of ISO 7.3 Requirements 7.4 Implementation 7.5 Documentation 7.6 Concepts of ISO14001 (Environment Management 7.7 Requisition of ISO 14001 7.8 Benefits of ISO 14001	4

References:

1. TQM 2nd Edition -B. Senthil Anasu and J. Praveen Paul
2. Total Quality Management - Poornima M. Charantimath5
3. Besterfield,TQM, Pearson Education

SECOND YEAR

SEMESTER

III

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – III)

HTT: 17 Information Technology & Legislation for Hospitality & Tourism

Sec A: Information Technology Hospitality & Tourism

Credits: 04 Total Periods: 60

Objectives:

1. The Primary aim is to prepare students to assume an active and significant role in design, use of management information system.

Information Technology for Hospitality & Tourism			
Unit	Topic	Learning Points	Periods
1	Fundamentals of Computer	1.1 Introduction to Computer, Block Diagram, Components of a Computer System 1.2 Generation of Computers 1.3 Input Devices, Output Device, Storage devices etc.	4
2	Information Technology	2.1 Introduction to Information technology, Its Role and Goals 2.2 Technological aspects of IT: Hardware, Software, Programming Languages, Networking and Communication 2.3 Concept of Enterprise wide It system and the strategic value of intranets and extranets	4
3	Data Base	3.1 Concepts of Data and Information Processing 3.2 Date base concept, its Architecture, Data Modeling, Data Dictionaries, Data Base Administration and Security 3.3 Distributed Database, Data mining and Data warehouses	5
4	MS- office	4.1 MS Word: formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. 4.2 MS-Excel – Meaning and applications of spreadsheets creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts.	7

		4.3 MS-PowerPoint – Meaning and applications of presentation creating simple presentation including slide transitions, bullets, etc.	
5	MIS	5.1 MIS: Organizational Theory and System approach to MIS, Conceptual Design Phase of MIS, Detail design of MIS 5.2 Implementation Phase, Quality Assurance and Control, Management Knowledge system 5.3 Business Process and activities: E commerce, E- Banking	5
6	Internet	6.1 Introduction 6.2 Network, Network of Networks, WWW, Search Engines 6.3 Emails, Websites, MS Outlook 6.4 The use of internet working as a Strategic tool 6.5 Cyber Crimes and Safe Guarding 6.6 Social, Ethical and legal Aspect of IT	5

References:

1. Rajaraman, *Fundamental of Computers*, Prentice Hall India
2. Lonnie E. Moseley & David M. Boodey *Mastering Microsoft Office*, BPB Publication
3. Robson Wendy, *Strategic Management and Information System* Pitman Publishers
4. Elmansic/Navathe, *Fundamentals of Database System*
5. *Information technology for tourism*, Gary Inkpen
6. *Computers today* by S.K Basandra

HTT: 17 Information Technology & Tourism Legislation

Sec B: Tourism Legislation

Objectives:

1. To understand the basic principles of various Laws, Codes, rules and regulations relating to Tourism Administration.
2. To assist the tourists.

Syllabus:

Tourism Legislation			
Unit	Topic	Learning Points	Periods
1	Ethics	1.1 Defining Ethics and its significance in tourism 1.2 Principles and practices in business ethics 1.3 Business compulsions, motivation 1.4 Ethical parameters	4
2	Laws	2.1 Laws relating to accommodation 2.2 Travels agencies 2.3 land tour operation sector 2.4 Law land regulations related to airlines and airways 2.5 laws related to surface transport 2.6 DGCA formalities for business and recreational flying in India	5
3	Restricted Areas for Tourist	3.1 Special permits to restricted areas for foreign tourist in India 3.2 Restricted area in India for foreign tourists and related authorities at these places to obtain permits 3.3 Permits related to various monasteries and wild life areas and their procedure	4
4	Law designed for Adventure Tour	4.1 Law designed for Adventure Tour operation 4.2 Special permits for rafting, paragliding, helisking and angling. 4.3 Peak booking formalities 4.4 IMF rules for mountain expeditions, cancellation of permits and bookings	6
5	Travel Insurance and Consumer Protection Act	5.1 Travel Insurance and consumer protection act 5.2 International consumer protection acts in tourism 5.3 Evacuation and International insurance business 5.4 foreigners act 5.5 passport act and visa extension 5.6 Ancient Monument Act	7

		5.7 RTI 5.8 Laws related to environment and wildlife	
6	Safety and Security of Tourist	6.1 Safety and security of tourist 6.2 Tourist Police 6.3 Place of Tourism in the constitution 6.4 Need of tourism legislation	4

References:

- 1 Tourism Guide lines published by Govt. of India, Ministry of Tourism.
- 2 Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.

Additional Reference Books:

- 1 Sajnani Manohar (1999) Indian Tourism Business: A Legal Perspective, New Delhi.
- 2 R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
- 3 Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – III)

HTT: 18 Geography of Tourism & Environment

Total Credit: 04

Total Periods: 60

Sec A: Geography of Tourism

Objectives:

1. This course introduces students to the various geographical locations of Tourist places, weather climate and distance, the different routes between them and the different characteristic of places which are important for tourism.
2. The course aims to present an analytical framework within the basic methodology and trends of the discipline of geography.

Syllabus

Geography of Tourism and Map Work			
Unit No	Topic	Learning Point	Periods
1	Geography of Tourism	1.1 Definition, scope and contents of Geography of Tourism. 1.2 Approaches, Methodology and Techniques Analyses in geography of Tourism. 1.3 Importance of Geography of Tourism.	6
2	Importance of Geography in Tourism	2.1 Latitude, Longitude 2.2 International date line, time zones and calculation of Time 2.3 Time differences, GMT variations, 2.4 Concepts of elapsed time, flying time, ground time. 2.5 Standard time and summer time (day light saving time). 2.6 Major landforms as tourist resources. 2.7 Natural & Climatic regions of world in brief. 2.8 Impact of weather and climate on tourist and destinations. 2.9 Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis. 2.10 Developmental strategy 2.11 Types, forms, patterns and linkages in Tourism.	6
3	Affecting Factor	3.1 Factor affecting global and regional tourist movements 3.2 Demand and origin factors, destinations and	6

		resource factors. 3.3 Natural 3.4 Climatic 3.5 Economic 3.6 Social & Political	
4	Indian Geography	4.1 Indian Geography, physical and political features of Indian subcontinents. 4.2 Climatic conditions prevailing in India. 4.3 Tourism attractions in different states and territories of India.	5
5	Important Countries for Tourism	5.1 Selected countries like Switzerland, Singapore, Malaysia, Thailand, France etc.	7

Text Books:

1. A Geography of Tourism- Robinson, HA
2. The Geography of Travel and Tourism-Burton, Rosemary
3. Boniface B. and CooperC. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
4. Burton Rosemary : the Geography of Travel and Tourism (London).
5. RohinsonH.|A.A. Geography of Tourism (Macdonald and Evans, London).
6. The Geography of India – Gopal Singh – Delhi (1988).
7. Dubey and Negi – Economic Geography Delhi (1988).
8. R. M.Desai – Strategy of food and agriculture – Bombay (1988).
9. NegiB.S. – Rural Geography Delhi Keelavnata Ram Nath.
10. SinghR.L. – Regional Geography of India (1985).
11. LAW B. C. ed Mountaing and Rivers of India Calcutta (1968).
12. National Atlas of India – Government of India Publication.

Additional Reference Books:

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

HTT: 18 Geography of Tourism & Environment

Sec B: Environment

Objectives:

1. To understand the Eco system and help to reserve through tourism.
2. To study the various aspects of Environment and control the pollution and implement the assessment.
3. To explore the interrelationships between the environment & its resource for sustainable tourism planning and development.

Environment			
Unit No	Topic	Learning Point	Periods
1	Human Ecology and Tourism	1.1 Components of environment 1.2 Types of environment (an overview of food chains, food web and energy flow) 1.3 Bio – Geo Chemical cycles 1.4 Components of Ecosystem 1.5 Five basic laws and twenty great ideas in ecology 1.6 Properties of Ecosystem 1.7 Tropic structure and ecological pyramids 1.8 Ecological succession 1.9 History of Human Ecological concepts 1.10 Natural resource and Tourism 1.11 Tourism and Environment 1.12 Protected areas and tourism	4
2	Environmental Pollution and Tourism Activities	2.1 Air Pollution :- Atmospheric Composition , source and effects of pollutants, Green House Effects, Ozone Layer Depletion, Standard and Control Measures 2.2 Water Pollution :- Hydrosphere, Natural water, pollutants, their origin & effects and standard control 2.3 Noise Pollution: - Sources ,effects and standard & control, Do's and Don'ts in Tourism 2.4 Environmental pollution, kinds of pollution – air, water, soil, solid waste, noise and radioactive pollution 2.5 Global warming and Climate Change – Depletion of natural Resources a. Environmental Impact Assessment	7
3	Tourism and Environment	3.1 Tourism carrying capacity 3.2 Basic Strategies of tourism sustainability 3.3 Environmental Impact Assessment (EIA) 3.4 Geographic Information System (GIS) and its application in tourism	4

4	Concept and Origin of Eco Tourism	3.1 Emergence of Eco-tourism 3.2 Growth and Development 3.3 Definitions. Principles of Eco-tourism An overview of Eco-tourists	4
5	Eco-tourism Resources in India	4.1 Caves 4.2 National Parks 4.3 Wild life sanctuaries 4.4 Tiger Reserves 4.5 Biosphere Reserves 4.6 Wet lands, Mangroves 4.7 Coral reefs 5.1 Desert Ecosystem	4
6	Eco-tourism Planning and development strategies	5.1 Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) 5.2 Product development 5.3 Marketing and Promotion 5.4 Infrastructure development 6.1 Industry involvement training programme both at operational and promotional level	3
7	Role of Eco Tourism	6.1 WTO 6.2 UNDP 6.3 UNEP 6.4 Ministry of Tourism 6.5 GOI 6.6 Case studies of Ajanta - Ellora development project 6.7 Lonar Crater 6.8 Periyar National Park 6.9 Goa 5.5 Eco tourism at Himachal Pradesh	4

References:

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3. Ecology, recreation and tourism –John M. Edington and M. Ann Edington.
4. Ecology and Tourism by Dr.G.poiyamoazhi
5. Environment and Pollution by Khopkar S.M.
6. Environmental Management by M.K.Oberoi
7. Tourism and Sustainability by Martin Mowforth & Ian Munt
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16. Mridula & N. Dutt (1991) Ecology and Tourism (New Delhi, Universal Publishers)
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18. Sapru R.K. (1987) Environment Management in India (New Delhi) Ashish.
19. Singh T.V., J. Kaur and D.P. Singh (1982) Studies in Tourism Wildlife parts conservation (New Delhi Metropolitan)
20. Singh S.C. (Ed.) 1989) Impact of tourism on mountain Environment (Meerat Research India Publications)
21. Verma P.S. and V.R. Agarwal; 1996 Principles of Ecology (New Delhi S. Chand)
22. Kandari O. P., Chandra Ashish : Tourism Biodiversity & Sustainable Development, Isha Books, Delhi.

Additional Reference Books / Journals:

- 1 Harish Bhatt and B.S. Badan, 2006, Ecotourism
- 2 A.K. Raina, 2005, Ecology Wildlife and Tourism Development (Principle Practices and Strategies)
- 3 S.K. Ahluwalia, 2005, Environment Problems in India.
- 4 Dr. K.K. Saxena, 2004, Environmental Studies.
- 5 R.K. Malhotra, 2005, Socio-Environmental and Legal Issues in Tourism
- 6 V.N. Verma, June 2000, Environmental Studies
- 7 N.Manivasakam, 1984, Environmental Pollution
- 8 Uma Pillai, 2004, Ecotourism and Environmental Handbook

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – III)

HTT: 19 Tourism of India & Contemporary Issues

Sec A: Tourism of India

Credits: 04 Total Periods: 60

Objectives:

1. It is necessary to review and understand the huge treasure of India and the study of potentials they offer to the tourists.
2. The main purpose of this paper is the incredible products of India and attract huge revenue in terms of foreign currency and the packages that can be put together to offer to the tourists. Express the rich heritage of India
3. The students will recognized the significance and also encourage and promote the tourism.

Syllabus:

Tourism of India			
Unit	Topic	Learning Points	Periods
1	History of India	1.1 Brief History of India 1.2 Cultural Heritage of India 1.3 Historical Sites and Monuments	4
2	Architectural Heritage of India	2.1 Architectural Heritage of India: Introduction 2.2 Glimpses on the prominent architecture style flourished in different period 2.3 Different style of architecture in India - Hindu, Buddhist and Islamic 2.4 Selected case studies of World Heritage Sites in India: Ajanta – Ellora, Taj Mahal, Red Fort, CST, Elephanta Caves, Western Ghats, Indian Mountain Railways, Rock Shelter of Madhya Pradesh, Khajuraho Temple, Jantar Mantar 2.5 Forts	6
3	Pilgrimage Destinations	3.1 Introduction to Pilgrimage Destinations 3.2 Hindu: Charo Dham Yatra, Jyotirlinga Yatra, Vindhya Vasini Devi Temple (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura– Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar 3.3 Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi,	7

		<p>Ajanta</p> <p>3.4 Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana</p> <p>3.5 Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri</p> <p>3.6 Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar</p> <p>3.7 Christian: Churches & Convents of Goa, Kerala</p>	
4	Natural Resources	<p>4.1 Wildlife Sanctuaries, National Parks and Natural Reserves in India: Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo National Park</p> <p>4.2 Hill Stations: Srinagar, Shimala, Kulu, Manali, Mussoorie, Nainital, Matheran, Pachgani, Mahabelshwar, Panchmhri, Munnar, Ooty, Dargiling, Cherapunji.</p> <p>4.3 Beaches and Islands: Beaches at Eastern & Western Coast line, Andaman Nicobar & Lakshadweep islands</p> <p>4.4 Adventure Spots: Hang Gliding, River Rafting, Paragliding, Hot Air Balloon, Rock & Fort Climbing, Trekking and Camping, Water Sports and Cruises.</p>	7
5	Cultural Heritage of India	<p>5.1 Important Museum, Art Galleries and Libraries</p> <p>5.2 Performing art of India: Classical dances, folk dances and folk culture</p> <p>5.3 Fairs and Festivals : Social, religious and commercial fairs of touristic significance</p> <p>5.4 Handicrafts and textiles: Important handicraft objects and centers, craft Melas, souvenir industry</p> <p>5.5 Indian cuisine (Gastronomy), Regional variations</p>	6

References:

1. Basham A. L: The Wonder that Was India.
2. Basham A. L : Cultural History of India
3. Peroy Brown : Islamic Architecture
4. Peroy Brown : Indian Architecture
5. James Burgess : Western Cave Temples of India
6. Enakshi Bhavnani : Dances of India
7. Enakshi Bhavnani : Handlooms and Handicrafts of India
8. R. Nath : Mughal Colour Decoration

9. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
10. Gupta M. L. and Sharma D. D. : Indian Society and Culture
11. Coomarswamy A. K. : History of Indian and Indonesian Art
12. Davids T. W. : Rhys Buddhist Ida
13. Gangoly O. C. : Indian Architecture
14. Havell E. B. : Ancient and Medieval Architecture

Additional Reference Books:

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2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Oki Morihiro, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
4. Mitra, Devla, Buddhist Architecture, Calcutta.

HTT: 19 Tourism of India & Contemporary Issues

Sec B: Contemporary Issues

Objectives:

1. To know the new trends in tourism and the environment of travel business.

Contemporary Issues in Tourism			
Unit No	Topic	Learning Point	Periods
1	Social and Environment	1.1 Socio political happenings 1.2 political instability, regionalism, and national integration 1.3 Climate change and other environmental issues 1.4 Terrorism and tourism: safety and security issues in tourism 1.5 Emerging patterns in travel and tourism.	6
2	Crime & Tourism	2.1 Guest host issues 2.2 Women and child issues 2.3 Tourism and poverty alleviation 2.4 Crime and tourism.	5
3	Taxation	3.1 Taxation: present scenario and future challenges, foreign exchange. 3.2 STZ: features, operations and implications. 3.3 Merger, acquisition of tourism enterprises.	5
4	Medical Tourism	4.1 Imbalances in inbound and outbound tourism 4.2 Medical tourism sustainability 4.3 Privatization of tourism resources and PSU's.	4
5	Human Resource Issues	5.1 Human resource issues 5.2 Gap in industry and academia 5.3 Quality of tourism research	4
6	Legal Issues	6.1 Economical crises and its impact on tourism 6.2 GATS: concept and its implication on Indian Tourism scenario.	6

References:

1. Pearce D.G and Butler R.W. 1999, Contemporary issues in Tourism Development, Routledge, New York.
2. Lew, A.A., Hall, C.M and Williams, ALL, 2004, Companion to Tourism Back well, Australia.
3. World Tourism Organization Business Council (WTOBC), 1998, Tourism Taxation Striking a Fair Deal, World Tourism Organization Madrid, Spain, WTOBC.
4. Pearce D., 1996, Tourism Development, British Library Cataloguing in Publication Data, London Group UK Limited.

5. Hall C.M. & Duva T., 2003, Safety and Security in Tourism Relationship Management and Marketing, Victoria University, Australia the Haworth Hospitality Press, New York.
6. Loannides, D., and Debbage K.G., 1998, The Economic Geography of the Tourist Industry, A supply-side analysis, Routedge New York.
7. Sharpley, R. ad Telfer, D.J. 2006, Aspect of Tourism and Development Concepts and Issues, Viva Books Private Limited.
8. All current articles, news items in magazines, news papers, electronics media etc.

SEMESTER

IV

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 20 Travel Agency & Tour Guiding Operations

Sec A: Travel Agency Management

Credits: 04 Total Periods: 60

Objectives:

- 1 This course aims at an exhaustive study of case studies of various reputed travel agency and their operations.
- 2 It is a continuation from the earlier paper where a student is familiarized closely with the operations of travel agency and tour operations.
- 3 The Management and planning are also included for a better understanding and setting of travel agency in future.

Syllabus:

Travel Agency Management			
Unit	Topic	Learning Points	Periods
1	Travel Agency	1.1 Definition of Travel Agency and Tour Operations, differentiation, interrelationship 1.2 Origin and growth of travel agencies 1.3 An overview of the travel agents in India, local travel agents	4
2	Set up Travel Agency	2.1 How to set up travel agency: (a) Market research, sources of funding (b) Comparative study of various types of organization proprietorship, partnership, private limited and limited (c) Govt. rules for getting approval (d) IATA rules, regulation for accreditation (e) Documentation (f) Office automation (g) Practical exercise in setting up a Travel Agency	5
3	Departmentalization	3.1 Departmentalization, managerial responsibilities and use of technology 3.2 Sources of earning: commissions, service charges etc 3.3 Itinerary preparation 3.4 Important considerations for preparing itinerary 3.5 Costing 3.6 Types and components of Package tour	4

4	Principal Suppliers	4.1 Dealing with Principal Suppliers: <ul style="list-style-type: none"> • Dealing with Air travel • Tourist transport and Accommodation • Supplier challenges 	3
5	Publicity and Promotions	5.1 Issues related to sales 5.2 Promotional Issues 5.3 Marketing communication, and Public relations 5.4 Present business trends 5.5 Future Prospects-Problems and Issues.	3
6	Associations and Organization	6.1 Associations and Organizations promoting Travel agencies and Tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTAA	3
7	Tourism Rights	7.1 Tourism bills of Rights 7.2 Tourism Code 7.3 Manila Declaration 7.4 International Convention: <ul style="list-style-type: none"> a. Warsaw Convention 1924 b. Chicago Convention 1944 c. Brussels Convention 1961 and 1966 d. International Convention on travel contract e. Athens Convention 1974 f. Helsinki Accord 1976 g. The IATA general conditions of carriage (passenger and Baggage) 	4
8	Consumer Protection Law	8.2 Consumer Protection Law 1986 8.3 Competition Act applicable to the tourist as Consumer 8.4 Master key on Customer care and Master key proposed by WATA and ASTA 8.5 Corporate Travel Policy	4

References:

1. Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi
2. Professional Travel Agency Management - Chunk, James, Dexter & Boberg
3. The Business of Travel Agency Operations and Management - D.L. Foster
4. Travel Agency Management-An Introductory Text, Anmol Publication New Delhi-Mohinder Chand.
5. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

HTT: 20 Travel Agency & Tour Guiding Operations

Sec B: Tour Guiding Operations

Objectives:

1. The purpose of this course is to acquire an in depth knowledge about the profession of Tour Guiding and Interpretation and to become familiar with the techniques and approaches for successful presentation so f the destinations to the tourists.

Syllabus:

Tour Guiding Operations			
Unit	Topic	Learning Points	Periods
1	Tour Guiding	1.1 Tour Guiding: Concept, History, Dimensions and Present Status 1.2 Role and Responsibilities of Tour Guide- Tour Guides, Code of Conduct 1.3 Personal Hygiene and Grooming Checklist for Tour Guides 1.4 Principles of Tour Guide 1.5 How to develop tour Guide Skills	6
2	Communication for Tour Guiding	2.1 Communication for Tour Guiding 2.2 Language 2.3 Poster and Presentation 2.4 Roadblocks in Communication- Speaking faults- Body Language for speaking 2.5 Tour Commentary- Composition and Contains – Microphone Techniques – Sense of Humor – How to deals with awkward questions – Timing and Indications- Apology and Pausing 2.6 Linking Commentary with what to be seen	6
3	Visitor Interpretation	3.1 Visitor Interpretation: Concept-Principles and Types 3.2 How to develop good Interpretation skill- Popular understanding of a place 3.3 Principal of Good Interpretation Practical 3.4 Re constructive and Receptive Interpretation- Personal Stereo Type	6
4	Nature Interpretation	4.1 Nature Interpretation – Concept – Perspective- Approaches - Principles of Nature Interpretation 4.2 Intrinsic quality of Resource Hierarchy of Interpretation 4.3 Heritage Interpretation	6

5	Dealing with Emergencies	5.1 Dealing with Emergencies – Accidents, Law and Order, Theft, Loss of Documentation 5.2 First Aid: Importance – General Procedures – Evaluation of Situation 5.3 First Aid Procedure – Artificial Ventilation – Bleeding Control – Treating Wounds 5.4 Principle of Bandaging – Treating Burns – Treating Snake Bites- Dealing with Fractures 5.5 Complaint Handling	6
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References:

1. Travel Agency & Tour Operations, Foster D
2. Conducting Tours, Dellers
3. Travel Agency and Tour Operation, J M Negi
4. Travel Agency Management, M.N. Chand
5. Tour Operations and Tour Guiding, J. N. Negi
6. What time is this Place, David Hetchenberg
7. Marketing Tourism Destination – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 21Tour Operations & Transportation Management

Sec A: Tour Operations Management

Credits: 04 Total Periods: 60

Objectives:

1. The objective of the Course is to acquire an in depth Knowledge about the Tour Operation Management and become familiar with the Tour Operations.
2. The students will set practical knowledge relating to travel and tour operation.

Syllabus:

Tour Operations Management			
Unit	Topic	Learning Points	Periods
1	Tour Operation	1.1 Definition, concept, History and Growth of tour operation business 1.2 Types of Tour Operators 1.3 Organizational structure, Forms of organization 1.4 Departments and its functions	4
2	Management of In-house operations	2.1 Product knowledge 2.2 Linkages 2.3 Itinerary preparation 2.4 Costing a tour package: FIT and GIT tariffs 2.5 Confidential Tariffs 2.6 Voucher-Hotel and Airline Exchange Order 2.7 Pax Docket 2.8 Status Report 2.9 Daily Sales Record 2.10 AGT Statements 2.11 Briefing, Planning and scheduling 2.12 Pick up and Transfers and Feedback Assessment	5
3	Managing field operations	3.1 Inbound and Outbound 3.2 Developing linkages with Principle suppliers 3.3 Managing, Recruitment and Trained manpower 3.4 Inbound Tour Operations 3.5 Outbound Tour operations and Its Marketing 3.6 Guides and Escorts: Types, Role and Responsibilities 3.7 Communication and Interpretation skills	6

		3.8 Dealing with emergencies and complaint handling	
4	Managing Distribution	4.1 Role of distribution in Exchange process 4.2 Selling in tourism through distribution chains 4.3 Logistics in tour operations 4.4 Managing distribution system in Tour Operations	5
5	Reservation and Cancellation	5.1 Reservation and cancellation procedure for tour related services- hotels 5.2 Airlines, Cruise lines, Car Rentals and Rail travel 5.3 Commission structures from supplier and service	5
6	RBI Regulations	6.1 RBI Regulations for Tour Operators Consumer protection law, 1986, 6.2 Competition act applicable to the tourist as consumers 6.3 Master Key on customer care and master key proposed by WATA and ASTA 6.4 Corporate Travel Policy 6.5 Travel insurance	5

References:

1. Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi
2. Professional Travel Agency Management - Chunk, James, Dexter & Boberg
3. The Business of Travel Agency Operations and Management - D.L.Foster
4. Travel Agency Management-An Introductory Text, Anmol Publication New Delhi.
5. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

HTT: 20 Tour Operations & Transportation Management

Sec B: Transportation Management

Objectives:

1. The purpose of this course is to acquire an in-depth knowledge about the transport management and to become familiar with the techniques and approaches for successful management of tourist transport business.

Syllabus:

Transportation Management			
Unit	Topic	Learning Points	Periods
1	Introduction to Tourist Transport System	1.1 Evolution of Tourist Transport System 1.2 Importance of Transport in Tourism. 1.3 Marketing of Passenger Transportation: 1.4 Patterns of Demand For Tourist Transportation, 1.5 Characteristics of Supply and Marketing Strategies. 1.6 Transport Mode Selection Methods	4
2	Air Transport	2.1 International Air Transport Regulations Including Freedoms of Air. 2.2 Functions ICAO, IATA, DGCA, AAI and Open Sky Policy in India. 2.3 Indian Aviation - Case Studies of Air India, Jet Airlines, Sahara Airlines and Air Deccan. 2.4 Legal Environment for Air Taxi Operations, Air Charters in India. 2.5 Forces Likely To Affect The Future of Air Transport Industry	6
3	Surface Transport System	3.1 Surface Transport System: 3.2 Approved Tourist Transport Operators, 3.3 Car Hire Companies Including Rent-A-Car and Tour Coach Companies, 3.4 Regional Transport Authority. 3.5 Road Transport Documentation and Insurance. 3.6 Contract Carriage, State Carriage, All India Permit, Maxi Cab, Motor Car Etc	5
4	Rail Transport System	4.1 Rail Transport System 4.2 Major Railway System of World (British Rail, Euro Rail, Japanese Rail And Amtrak Orient Express) and Tourism 4.3 Tibetan Rail	6

		<p>4.4 Introduction To Indian Railways: Past, Present, Future</p> <p>4.5 Types Of Rail Tours Available In India</p> <p>4.6 Indrail Pass, Special Schemes and Packages Available</p> <p>4.7 Major Tourist Trains (Palace On Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and Toy Trains)</p> <p>4.8 GSA's Abroad, Facilities offered like Rail Yatri Nivas</p> <p>4.9 Tourist Police and Railway Tourist Guides (Kiosks And ORIS)</p> <p>4.10 IRCTC</p>	
5	Water Transport System	<p>5.1 Water Transport System – An overview</p> <p>5.2 Cruise ships, Ferries, Hovercraft and Boats</p> <p>5.3 Terms used in Water Transport</p> <p>5.4 Operational and Marketing Strategies of Star Cruise, Ocean Odyssey, Queens Mary – 2</p> <p>5.5 Major water based leisure practices and their future in India</p>	5
6	Transportation Laws and regulations	<p>6.1 Transportation Laws and regulations</p>	4

References:

1. Travel Industry : Chunk Y. Gee
2. Transport for Tourism : StephenPage
3. Tourism System : Mill, R.C. and Morrison
4. Successful Tourism Management : P.N.Seth
5. Ministry of Tourism/Railways/Civil Aviation : Annual Report
6. Motor Vehicle Act

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 22 Tourism Planning, Marketing&E- Tourism

Sec A: Tourism Planning & Marketing

Credits: 04 Total Periods: 60

Objectives:

1. To develop an understanding of the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism.
2. To explore the interrelationships between resource management and tourism planning and development.
3. The course aims is to understand the marketing Management in Tourism.
4. To define the different components of marketing and comprehend the various P's of marketing and relevance to tourism.
5. To develop the right marketing mix for tourism and adopt the right skills for tourism marketing.

Syllabus:

Tourism Planning & Marketing			
Unit	Topic	Learning Points	Periods
1	Evolution of Tourism Planning	1.1 Evolution of Tourism planning, Importance 1.2 Planning process, Planning approaches, Tourism planning 1.3 Tourism Planning at International, national, regional, state and local level 1.4 Tourism and Five-year Plans in India with special reference to 11th Five-year Plan 1.5 Agents and typologies of tourism development 1.6 Concept of Community based approach for tourism planning, 1.7 Public private partnership (PPP) 1.8 Assessment of Tourism Planning Process in Indian context, problems, Grey areas and possible strategies	5
2	Introduction to Tourism Marketing	2.1 Evolution, Definition, Nature, Process and System services & their marketing nature 2.2 Characteristics of tourism products its issues and challenges : Marketing mix 2.3 Types, World Tourism Markets 2.4 Inbound and Outbound markets for India & Domestic markets 2.5 Tourist Behavior	5

		2.6 Travel purchase and Tourist Buying Process 2.7 Tourist discussion making models	
3	Market Segmentation	3.1 Market segmentation 3.2 Market Targeting 3.3 Market Positioning 3.4 Definition of Market Segmentation 3.5 Discussions in Market Segmentation 3.6 Market Targeting process 3.7 Product Positioning – Purpose, Process	5
4	P's of Marketing	P's of marketing 4.1 Product – <ul style="list-style-type: none"> • Product management, Development, Product lifecycle and Branding 4.2 Pricing – <ul style="list-style-type: none"> • Factors influencing pricing, methods of price fixation and strategies 4.3 Promotion – Promotion mix and tools, 4.4 People – <ul style="list-style-type: none"> • Encounters, managing tourism experience through people and important practices to manage people 4.5 Process – <ul style="list-style-type: none"> • Elements, managing process, developments in service processes in tourism 4.6 Physical evidence – Concept, Role & Components.	7
5	Market Research	5.1 Definition, research and survey methodologies 5.2 Application, technology and trends in tourism marketing 5.3 Role of government bodies - National, state tourism offices, local bodies, 5.4 Private organizations, NGO's in tourism marking.	04
6	Service Marketing & Pricing	6.1 Concepts, Definition, Characteristics 6.2 Mix Service Quality and Service Gap Analysis Model 6.3 Pricing Consideration and Approaches 6.4 Pricing Strategies and Methods 6.5 Marketing of Small Tourism Business 6.6 Distribution Channel in Travel and Tourism 6.7 Cooperation and Conflict Management 6.8 Promotion Decision – Promotion Mix, Advertising, Sales Promotion, Personal Selling and Publicity.	04

References:

1. Kotler P. Marketing Management C. Delhi – Prentice Hall India 1986

2. Katler Philip – Marketing for non-profit organization – Prentice Hall, New Jersey 1975
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. Gavens: Marketing Management (Delhi – Himalaya)
5. Holloway I.C. and Plant R.V. (1992) Marketing for Tourism Pitman.
6. Limsden: Les (1992) Marketing for Tourism case study assignments Macmillan
7. HoykDarb and Jones (1995) Managing Conventions, Group Business – Educational Institute of AATM.
8. Indian Tourism Beyond the Millennium - Bezbaruah M.P. (New Delhi)
9. Tourism: Past Present & Future : Burkart A.J. and Medlik (London, Heinemann)
10. Essays on Tourism : Chib, Som Nath (New Delhi, Cross Section Publication)
11. Travel Industry : Gee, Chunk Y., James C. & Dexter J.L. Choy (New York, Van Nostrand Reinhold)
12. Tourism Planning: Gunn. Clare A. (New York, Taylor & Francis)
13. Tourism Dimensions : S.P. Tiwari (New Delhi)
14. Tourism : A Community Approach - Murphy, Peter E. (New York, Methuen)
15. Tourism Planning: An integrated and Sustainable Approach – Inskip E.
16. National & Regional Tourism Planning : Inskip E. (Londown, Routledge)
17. Ecotourism: A case guide for planners and managers - Ecotourism Society
18. Report of Adhoc Committee on Tourism - 1963
19. National Tourism Policy - 1982
20. National Committee Report - 2002
21. National Action - 1992
22. Draft of Tourism Policy – 1997

Additional Reference Books:

1. Young G. Tourism: Blessing or Blight Penguin Book 1973.
2. Cheechi and Co. The Future of Tourism in Far East 1961.
3. Copen Evic. 'Towards a Sociology of International Tourism, Social Research 39.1 (1972) 164-82.
4. Cleverdon Robert: The Economic and Social Impact of International Tourism in Developing Countries (London: The Economic Intelligence Unit Ltd. 1979)
5. Colley G. International Tourism Today (London: Lloyds)
6. Davis H.D. Potentials for Tourism of Developing countries (London: Finance and Development 1968)
7. Gray H. Peter International Travel International Trade (Lexington – Heath Lexington Books 1970)
8. Hiller Herbert L. The Development of Tourism in the Carbean Region' Air Travel and Tourism (August 1972)
9. Ian M. Mately: The Geography of International Tourism C. Washington, Association of American Geographers 1976)
10. Lickorish I.J.: Tourism and International Balance of Payments (Geneva: International Institute of Scientific Travel Research 1954)
11. Lundberg Donald: International Travel and Tourism (New York Institute of Certified Travel Agents 1970)
12. International Tourism Quarterly.
13. Michalle John The Future of the Future (New York Geo Brazillal)
14. Negi Jagmohan – International Tourism

HTT: 22 Tourism Planning, Marketing&E- Tourism

Sec B: E- Tourism

Objectives:

1. It helps the learner to understand the emerging technological issues facing management and able to use it effectively in work place.
2. Also will learn how to use technology to transform the organization to gain competitive advantage.

Syllabus:

E- Tourism			
Unit	Topic	Learning Points	Periods
1	Introduction to E-tourism-	1.1 Historical development 1.2 Electronic technologies for data processing and communication 1.3 Hardware and Software 1.4 Strategic, tactical, and operational use of IT in tourism	5
2	E-commerce	2.1 Starting an E-business 2.2 E-marketing of tourism products 2.3 Typologies of E-tourism 2.4 Business models in the wired economy 2.5 B2B, B2C, OTA	5
3	CRS,	3.1 What is CRS 3.2 How it functions 3.3 CRS for Rail Transport 3.4 Hotel Booking 3.5 Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc.	5
4	MIS	4.1 MIS : Organizational Theory and Systems approach to MIS 4.2 Conceptual Design phase of MIS 4.3 Detail design of MIS 4.4 Implementation phase 4.5 Quality Assurance and Control 4.6 Management Knowledge system	5
5	Social Networking	5.1 Meaning, Importance and its impacts on tourism business	5
6	Current Trends	6.1 Current debates in E-tourism, 6.2 Future of E-tourism	5

References:

- 1 Lucas Jr., H. C. (2005) Information Technology For Management McGraw Hill.
- 2 Burch, J. and Grudnitski G. (1989). Information Systems:

- 4 Theory and Practice. 5th ed., John Wiley, New York.
- 5 David, V. (1992). Foundations of Business Systems, Dryden
- 6 Press, Fort Worth.
- 7 Eliason, A. L. (1987). On-line Business Computer Applications,
- 8 2nd ed., Science Research Associates, Chicago.
- 9 Estrada, S. (1993). Connecting to the Internet, O'Reilly,
- 10 Sebastopol, CA.

THIRD YEAR

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 23 Foreign Language: French

Sec A: French I

Credits: 04 Total Periods: 60

Objectives:

1. The course allows the acquiring of communicative skills, the mastery of which is absolutely essential for minimal exchanges in India between a professional in a specific field and a French speaking client.
2. The spiral progression in the method allows the gradual mastery of language skills through a series of exercises

Syllabus:

French			
Unit	Topic	Learning Points	Periods
1	Introduction to French	1.1 Les Alphabets - Majuscules, minuscules 1.2 Pronunciation du français(Les signs de Ponctuation) 1.3 Salutation- (introduction) 1.4 Formal and informal greeting 1.5 Basic conversations 1.6 Les jours de la semaine 1.7 Les mois de l'année 1.8 Les saisons 1.9 L'heure 1.10 La date 1.11 Le nom, le pluriel des noms 1.12 Articles définis/indéfinis 1.13 Les professions 1.14 Les couleurs 1.15 Les vêtements 1.16 Le visage 1.17 Le corps 1.18 La famille 1.19 Les pays avec leur nationalité	15
2	Les Pronoms Sujets	2.1 Les verbes – être, avoir, I,II,III Groups: ending with 'er, ir, 2.2 re' and irregular (acheter, aller, servir, savoir, pouvoir, 2.3 venir, sortir, partir, vouloir , prendre, dire.(le present, le 2.4 passé composé et le future)	15

		<p>2.5 Les verbes pronominaux: se lever, se laver, se doucher,</p> <p>2.6 s’habiller, se coucher, s’appeler (seulement au present)</p> <p>2.7 Les adjectifs</p> <p>2.8 Les adjectifs démonstratifs</p> <p>2.9 Les adjectifs possessifs</p> <p>2.10 Les prepositions</p> <p>2.11 Les articles partitifs</p> <p>2.12 Le négatif</p> <p>2.13 Le vocabulaire de la cuisine et d’hôtel</p> <p>2.14 Le menu (17 course-names only)</p> <p>2.15 La cuisine française, les vins français et les fromages ,</p> <p>2.16 français</p> <p>2.17 Les dialogues français</p>	
3	Conversational French	<p>3.1 Modes of introduction with friends and guests</p> <p>3.2 Conversation with regards to interaction with guest in various areas such as Front office,</p> <p>3.3 Restaurant, Housekeeping etc</p> <p>3.4 Conversation with guest and Tour operator</p> <p>3.5 Tour Guide conversation etc.</p>	15
4	Front office, Au Restaurant Kitchen, Travel, Tourism terminology	<p>4.1 French Terminology required in handling guest check in and checking out</p> <p>4.2 How to read and write passport details in French</p> <p>4.3 Commonly used terms</p> <p>4.4 Front office & Reservation</p> <p>4.5 Knowledge of the kitchen brigade</p> <p>4.6 Kitchen equipments</p> <p>4.7 Ingredients, means/Vegetable/fruit/fish/ herbs /spices.</p> <p>4.8 Culinary terms in French</p> <p>4.9 French Cheeses</p> <p>4.10 Menu translation from French to English and vice-versa</p> <p>4.11 Knowledge of principal ingredients used in classical French dishes</p> <p>4.12 How to read and translate a recipe from French to English</p> <p>4.13 Réserver une chambre</p> <p>4.14 Demander la direction</p> <p>4.15 A la banque</p> <p>4.16 A l’ aéroport(à la douane)</p> <p>4.17 Les Recettes</p> <p>4.18 La Soupe à l’oignon Quiche Lorraine</p> <p>4.19 L’omelette du jambon /du fromage</p> <p>4.20 Baguette, Mousse au chocolat</p>	15

1. **A Votre Service I**(L 1-6) Rajeswari Chandrashekar, Rekha Hangal et al.
2. **A Votre Service I**(L7- 12) Rajeswari Chandrashekar, Rekha Hangal et al. W.R. Goyal, New Delhi, 2002.
3. *Nouvel En Echange*, 2012, 3rd Edition, Oxford University Press
4. *Cour de Langue*, 6th Edition, Paperback
5. *Dodo*, 2011, The New Yorker Public
6. Claudine Giraud, *A Votre Service*, GDB Publication

Books

1. Basic French Course for the Hotel Industry – by Catherine Lobo & Sonali Jadhav
2. French for Hotel Management & Tourism Industry – by S. Bhattacharya
3. F & B Service - by Dennis Lillicrap, John Courins & Robert Smith
4. Modern Cookery Vol 1 - by Thangam Philip

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 24 Advance Food Production & Service Operations

Sec A: Advance Food Production & Bakery

Credits: 04 Total Periods: 60

Objectives:

1. To familiarize students on various aspects of bakery and confectionery management.
2. To develop skilled professionals in bakery and confectionery for the hospitality industry.
3. To familiarize students on various aspects of kitchen management.
4. To develop students to become independent entrepreneurs.

Syllabus:

Advance Food Production & Bakery II			
Unit	Topic	Learning Points	Periods
1	Introduction to International Cuisine	1.1 Introduction to International Cuisine 1.2 History, Characteristics, different ingredients used, regional differences, equipments used, cooking 1.3 Methods, religious influences 1.4 Basic Culinary terms – Indian and Western / International	4
2	Spices, Herbs & Condiments	2.1 Role of Spices / Herbs in Indian / Continental Cookery. 2.2 Local Names of Spices	3
3	Bakery and Confectionery	3.1 History , Bake Shop, Baking Process, Equipments used in Bakery and Confectionary 3.2 Types of Ovens and its different Temperatures 3.3 Ingredients used in bakery and confectionery -Flour: Wheat- Types and Milling, Physical structure of Wheat, Types of flour 3.4 Sugar: Source and Manufacturing of Sugar, 3.5 Types of sugar, Cooking of sugar with their Temperatures 3.6 Yeast: History, Types of Yeast, and Action of Yeast in leavened dough 3.7 Eggs: Structure-Grading-Properties of eggs 3.8 Cream: Types of Cream	7
4	Shortenings (Facts & Oils)	4.1 Role of shortening, Varieties, Advantages and Disadvantages of using Different Shortenings	3

		4.2 Fats & Oils: Types & Varieties, Saturated Fat, Unsaturated Fat, Advantages and 4.3 Disadvantages of Fats & Oils	
5	Raising Agents	5.1 Classification Role of Raising Agents 5.2 Actions & Reaction	3
6	Cake Making	6.1 Formula Balancing 6.2 Golden rules of cake making 6.3 Methods of cake making 6.4 Physical & chemical changes 6.5 Cake faults & Precautionary methods	4
7	Icings, Toppings and Meringues	7.1 Classification of Icing & topping with advantages & disadvantages, Shelf life 7.2 Introduction: Meringues 7.3 Types Meringues 7.4 Types and methods 7.5 Precautions 7.6 Use and Storage	3
8	Kitchen Management	8.1 Flow of work 8.2 Layout and design 8.3 Food Cost Control 8.4 Kitchen Stewarding 8.5 Importance of kitchen stewarding 8.6 Hierarchy of kitchen stewarding 8.7 Functions of stewarding Manager 8.8 Equipments found in stewarding department 8.9 Garbage Disposal	3

References:

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2. Stevenson, Daniel, (1991), *Basic Cookery The Process Approach*, Stanley Thornes (Publishers Ltd., England
3. Kinsella John, & Harvey David, (1996), *Professional Charcuterie*, John Wiley & sons, Canada
4. Leto M.J.& Bode W.K.H., (2007), *The Larder Chef Food Preparation & Presentation*, Butterworth - Hinemann, UK
5. Campbell John , Foskett David, (2012), *Practical Cookery for level 2 NVQ & Apprenticeships*, Hodder Education, UK
6. Bali Parvinder S., (2012), *International Cuisine & Food Production Management*, Oxford University, New Delhi
7. Bali Parvinder S., (2011), *Quantity Food Production Operation*, Oxford University Press, New Delhi
8. Harbutt Juliet, (2009), *The World Encyclopedia of Cheese*, Hermes House , London
9. Ramesh P & Jos Wellman, (2009), *Professional Cookery -Theory & Practice*, Better Yourself Book, Mumbai
10. Basan Ghillie & Jan Terry, (2008), *A Practical Cook's Encyclopedia of Malaysia & Singapore*, Hermes House , London
11. Sheasby Anne, (2008), *New Soup Bible*, Hermes House , London
12. Chan Wynnie, (2004), *Fresh Chinese*, Hamlyn, Great Britain
13. Amiard Herve & Mouton Laurence, (2004), *A Taste of Morocco*, Hachette, France

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16. Clements, Carole, (1994), *Beautiful Baking*, Richard Blady Pub., London
17. Gisslen, Wayne, (1997), *Professional Baking*, 2nd Ed., John Wiley & Sons, New York
18. Day, Martha, (1999), *The Practical Encyclopedia of Baking*, Lorenz Books, London
19. Berry, Mary, , *Favourite Cakes*, Weidenfeld & Nicolson , London
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22. Nilsen Angela & Maxwell, Sarah, (1998), *Cakes & Cake Decorating*, Hermes House , London
23. Lodge, Nichelas, (1996), *The Art of Sugar Craft Lace and Filigree*, Chancellor Press , singapore
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25. Purton, Bbrenda, (1996), *The Art of Sugar Craft Royal Icing*, Chancellor Press , London
26. Purton, Brenda & Lodge, Nicholas, (1996), *The Art of Sugar Craft Royal Icing Lace & Filigree*, London
27. Jenne, Gerhard, (1998), *Decorating Cakes and Cookies*, Ryland Peters & Small , London
28. Treuille Eric & Ferigno, Ursula, (1998), *Bread*, Dorling Kindersley, London
29. Carluccio, Antonio Carluccio, Prisulla, , *Desserts*, Quadrille Publishing Ltd., New York
30. Nilsen Angela & Maxwell, Sarah, (1998), *Cakes & Cake Decorating*, Hermes House , London
31. Wadey, Rosemary, (1996), *Cake Decorating*, Sebastian Kelly, Great Britain
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34. Ford Mary, (1994), *New Book of Cake Decorating*, Mary ford Publication, England
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36. Marshall, Robert T & Arbuckle, W.S., (1996), *Ice-Cream*, (Vth ed), ITP International Chapman & Hall, New York
37. Sutherring, Jane, (1996), *Ice Creams Sorbets and Other Cool Delights*, JG press, USA
38. Day,Martha, *The Complete Book of Desserts*, Konemann,
39. Global Media, *Hot Puddings & Frozen Desserts-7*
40. Global Media, *Pastry, Pies & Pastry Desserts-8*,
41. Lonsada, Patricia, (1997), *Ultimate Chocolate*, Metro Books, London
42. Roussel Chole, (2005), *The Chocolate Connoisseur*, Piatkus, Great Britain

HTT: 24 Advance Food Production & Service Operations

Sec A: Advance Food & Beverage Service Operation

Objectives:

1. Identify factors to create impulse buying; prepare, fillet, carve, flambé & finish food items from a Gueridon trolley.
2. Plan & operate a Bar operation, Manage inventory and maintain records pertaining to beverage control.
3. Understand and apply cost dynamics as related to the Food & Beverage industry.
4. Demonstrate a detailed understanding of the various facets of the Food & Beverage cycle of control in the operational & post operational phase

AdvanceFood & Beverage Operations II			
Unit	Topic	Learning Points	Periods
1	Function Catering	1.1 Definition, History & Importance 1.2 Organization of Banquet dept., duties and responsibilities. 1.3 Types of Banquets: Formal, Semiformal & Informal 1.4 Banquet Sales 1.5 Banquet reservation diary and booking procedure. 1.6 Function contract & Function prospectus Banquet Menus 1.7 Types of service in the banquets. 1.8 Staffing & Duty allocation 1.9 Toast procedure at wedding reception & Protocol 1.10 Outdoor catering	5
2	Buffet	2.1 Definition & Types of buffets. (Meal period, manner 2.2 of consumption, food served & other types – Display, Gourmet & Running) 2.3 Points to be considered while planning a buffet 2.4 Buffet equipment 2.5 Banquet layout (formal, informal & cabaret) 2.6 Space & Area calculation 2.7 Meeting room setups: (U Shape, Hollow Square, 2.8 Classroom Theatre, Board of Directors, ‘T’ Shape)	5
3	Gueridon Service	3.1 Gueridon Service : Introduction & Figure of Trolley with arrangement 3.2 Origin, history 3.3 Factors to create impulse buying 3.4 Advantages and disadvantages of Gueridon	6

		<p>service</p> <p>3.5 Principles of Gueridon service</p> <p>3.6 Flambé trolley & other trolleys (Carving, Cheese, Liqueur, Salad & Dessert)</p> <p>3.7 Gueridon equipment & ingredients, Mise en place & Presentation</p>	
4	Cheese & Savories II	<p>4.1 Types - Hard, Semi hard, Soft, Fresh</p> <p>4.2 Country of origin and mild processed from</p> <p>4.3 Services & Accompaniments</p> <p>4.4 Savories - Types and Service</p>	3
5	Bar Operations	<p>5.1 Definition & classification</p> <p>5.2 Layout & parts for Front of the house dispense bar</p> <p>5.3 Bar Thefts and frauds. (Nature and prevention.)</p> <p>5.4 Records & Licenses maintained in a Bar (Naukarnama, Permit, TPIN, Bill book, & B.O.T.).</p> <p>5.5 Basic policy decision</p> <p>5.6 Financial policy</p> <p>5.7 Marketing policy</p> <p>5.8 Catering policy</p>	4
6	Systems of Order Taking	<p>6.1 Kitchen Order Ticket</p> <p>6.2 Bar Order Ticket</p> <p>6.3 Control methods - Food and Beverage control methods - Billing methods – Duplicate and triplicate system,</p> <p>6.4 Computerized KOT</p>	3
7	F & B Control	<p>7.1 Cycle of control</p> <p>7.2 Operational phase</p> <p>7.3 Purchasing</p> <p>7.4 Methods of purchasing Food / Beverage (Contract / Daily / Weekly/ Fortnight / Cash and Carry)</p> <p>7.5 Selection of a supplier, Purchase specification</p> <p>7.6 Purchase order, Receiving, Quality inspection</p> <p>7.7 Receiving records Maintained, Storing & Issuing</p> <p>7.8 Bin card, Store ledger, Indent/ requisition</p> <p>7.9 Post Operational Control: Management after the event phase, Methods of Food control, Methods of Beverage, control ,Detailed Daily Food cost report</p>	4

References:

1. Lillicrap & Cousins , ELBS *Food and Beverage service*
2. John Fuller , Hutchinson *Modern Restaurant service*
3. Brian Varghese *Food and beverage service management*

4. Heppner & Deegan *Introduction Food and Beverage service – Brown*
5. Brian Varghese *professional food and Beverage service management*
6. Sudhir Andrews, Tata McGraw Hill *Food and Beverage service training manual.*
7. Peter Jones and Cassel *Food service Operations.*
8. Jakska Kivela *Menu Planning – Hospitality press.*
9. Lipinski *The Restaurant (From Concept to Operation)*
10. Kivela, Jakska, (1994), *Menu Planning for the Hospitality Industry*, Hospitality Press P Ltd.,Melbourne
11. Magris, Marzia, (1995), *An Introduction to Food & Beverage Studies*, Hospitality Press P Ltd.,Melbourne
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SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 25 Financial Management for Tourism & Revenue Management

Sec A: Financial Management for Tourism

Credits: 04 Total Periods: 60

Objectives:

1. The basic objectives are to provide basic principles and to understand the basic technique of preparing financial information.
2. This paper aims to provide students with an understanding of the finance function and use of it in the Hospitality Industry, and the ways these can aid effective managerial decision-making.
3. It gives detailed additional coverage on Cash Budgeting, Marginal Costing and Final Accounts for Internal use
4. It gives students the ability to interpret financial statements and also introduction to primary Indirect Taxes related to Hospitality & Tourism Industry.

Syllabus:

Financial Management in Tourism			
Unit	Topic	Learning Points	Periods
1	Nature of Accounting	1.1 Nature of Accounting and Generally accepted accounting principles 1.2 Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions 1.3 Income Measurements 1.4 Preparation of Trial Balance	5
2	Final Accounts	2.1 Balance Sheet 2.2 Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns 2.3 Miscellaneous Accounts : Accounting for Hospitality & Tourism Organization, Depreciation Accounting, Travel Accounting, Mechanized System of Accounting	5
3	Financial Management & Cost Accounting	3.1 Meaning, Role, Scope and Importance of Financial Management 3.2 Organization & Objective of financial function 3.3 Meaning , Cost Terminology: Cost, Cost Centre, Cost Unit, Classification of Cost, Type of Cost-Elements of Cost-Cost Ascertainment, Cost Sheet	5
4	Financial	4.1 Financial Planning, Capitalization and Capital	5

	Planning	<p>Structure</p> <p>4.2 Meaning, concept of Capital</p> <p>4.3 Theories of Capitalization</p> <p>4.4 Over Capitalization and under capitalization, optimum capital structure</p> <p>4.5 Determinant of Capital structure</p> <p>4.6 Financial Leverage</p> <p>4.7 Debt capacity of company</p> <p>4.8 Debt equity ratio</p> <p>4.9 Cost Volume Profit Analysis -Break Even Analysis</p>	
5	Working Capital	<p>5.1 Working Capital Management: Concept, need, determinant of Working Capital</p> <p>5.2 Estimates of Working Capital</p> <p>5.3 Financing of current assets</p> <p>5.4 Capital Budgeting and Capital Investment Decision</p> <p>5.5 Management of Fixed Assets</p> <p>5.6 Meaning, roles and Analysis of capital investment in fixed assets</p>	5
6	Financial Statements and Analysis	<p>6.1 Meaning, Analysis – Ratio</p> <p>6.2 Fund flow</p> <p>6.3 Cash flow</p> <p>6.4 Cost Volume Analysis</p> <p>6.5 Variance Analysis</p> <p>6.6 Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions</p>	5

References:

1. Cost and Management Accounting - S. M. Inamdar
2. Management Accounting - Dr. Mahesh Kulkarni
3. Principles and Practice of Cost Accounting – Ashish K. Bhattacharya
4. Theory & Problems in Management & Cost Accounting - Khan & Jain
5. Cost Accounting – Jawaharlal
6. Financial Management – I. M. Pandey
7. Financial Management – Khan & Jain
8. Financial Management – S. M. Inamdar
9. Financial Management – N. M. Wechlekar
10. Financial Management – Prasanna Chandra
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13. Davis D., The Art of Managing Finance, Mc Graw Hill.
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15. Van Horne, Financial Management and Policy, Prentice Hall.
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Additional Reference Books:

1. LawranceP and LeeR.Insight into Management Oxford University Press – Oxford 1984
2. Banerjee P. Fiscal Policy in India Gyan Publishers Delhi 1986.
3. KriffendortJost The holiday makers – Heinemenn Professional Publishers. London 1987.
4. HorneJ.V. Financial Management and Policy
5. Guthman and Dongall – Corporate Financial Policy
6. Kuchal S.C. Financial Management
7. Pandey I.M. Financial Management

HTT: 25 Financial Management for Tourism & Revenue Management

Sec B: Revenue Management

Objectives:

1. To sensitize hospitality students on the concept of Hospitality Revenue Management.
2. Strategically think to increase occupancy levels, maximize yield and revenues in the Service Industry.

Revenue Management			
Unit	Topic	Learning Points	Periods
1	Introduction	<ul style="list-style-type: none"> • History, Definitions, Meaning, Benefits and Prospects of Revenue Management 	5
2	Concept Of RM	The Purpose of Business and Fallacies of the Concept of Profit and Return on Investment 2.1 The 10 principles of Revenue Management 2.2 The Revenue Manager in the Hospitality Industry – Challenges of managing Hard Constraints and Soft Constraints 2.3 The Revenue Manager Position 2.4 The Revenue Management Team 2.5 Ethical Aspects of Revenue Management 2.6 Role of Costs in Pricing 2.7 Role of value and its link with Quality and Service	5
3	Market Segmentation	3.1 What is Market Segmentation and its importance in Revenue Management 3.2 Yieldable and Non Yieldable segments 3.3 Meaning of Differential Pricing 3.4 Limits to Differential Pricing 3.5 Application of Differential Pricing	5
4	Forecasting	4.1 The Importance/Benefits of Forecasting Demand 4.2 Past Data, Current data and Future Data (including Group Room sales Trends and the concept of Unconstrained Demand and Last Room value) 4.3 Demand Forecasts and Strategic Pricing 4.4 Displacement Calculation 4.5 What is (Rooms) Inventory Management? 4.6 Characterizing rooms for optimum inventory management 4.7 Discounting Rack Rates 4.8 Stay Restrictions (Duration Controls)	5

		4.9 Selective Overbooking (capacity management) as an Inventory Control strategy 4.10 Binomial Distribution, Cumulative Binomial Distribution, The Painless Binomial 4.11 Marginal Analysis-Critical Fractile Method 4.12 The Twelve Principles of Inventory and Price Management	
5	Distribution Channel Management	5.1 Electronic channels 5.2 Non electronic channels 5.3 Principles of Distribution Channel Management 5.4 Competitive Set Analysis, Benchmarking and Rate Shopping 5.5 Market Share Analysis	5
6	Formulae & Calculation	6.1 The classical measures revisited – Occupancy, Multiple 6.2 Occupancy and ADR 6.3 Hotel Key Performance Index (KPI) - REVPAR, TREVPAR, TREVPEC, GOPPAR, REVPAM and REVPASH 6.4 Forecasting Calculation Aids: Percentage of walk-ins, Percentage of Under stays, Percentage of No-Shows, Percentage of overstays. 6.5 Measuring Yield and Evaluating RM Efforts: Potential, Average Single Rate, Potential Average Double Rate, Rate Spread, Potential Average rate, Room Rate Achiever Factor, Yield Percentage, Occupancy Index Analysis, ADR Index Analysis, REVPAR Index Analysis and Market Share Analysis (these calculations are not a separate topic but involved with the content of the above mentioned topics. They may however be used fruitfully while setting question papers)	5

REFERENCE BOOKS

1. Jatashankar Tewari , *Hotel Front Office Operations and Management*, Oxford
2. Hayes and Miller, *Revenue Management of the Hospitality Industry*, John Wiley
3. e-book located at <http://www.xotels.com/en/revenue-management-solution>
4. Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, (2009), *An Introduction to Revenue Management for the Hospitality Industry*, Pearson Prentice Hall
5. Robert G. Cross, (1998), *Revenue Management*, Broadway Books, New York.

SEMESTER

VI

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

THIRD YEAR (Semester – VI)

HTT: 26 Event Management & Public Relation for Hospitality & Tourism

Credits: 04 Total Periods: 60

Sec A: Event Management

Objectives:

- 1 Apply Management Theories & Principles for Event management.
- 2 Develop an ability to plan for conventions, seminars & events.
- 3 Prepare financial reports and establish source of funding for a new operation.
- 4 Plan events creatively and think strategically.
- 5 Understand the financial, marketing, operational and strategic issues in setting up an event.
- 6 Integrate approaches of time, money (capital), people and other resources.

Syllabus:

Event Management and Tourism			
Unit	Topic	Learning Points	Periods
1	Concept of Event	1.1 Conceptual foundations of Events 1.2 Major characteristics 1.3 Five C's of Event management Conceptualization, Costing, Canvassing, Customization, Carrying out. 1.4 Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society 1.5 Broad classification of Events	5
2	Introduction to MICE	2.1 Evolution of MICE industry 2.2 Components of MICE 2.3 Economic and social significance of MICE 2.4 Introduction to professional meeting planning- definition, types and roles 2.5 Associate, corporate & independent meeting planners 2.6 TA's and TO's as meeting planner 2.7 Convention visitor Bureaus – functions, structure and funding sources	5
3	Event Venues	3.1 Concept and types 3.2 Conference venues- facilities, 3.3 Check-in and check-out procedures, 3.4 Requirements 3.5 Conference room lay-outs	5

		3.6 Convention manager 3.7 Inter-related venues; project planning and development 3.8 Introduction to conference facilities in India 3.9 Role and functions of ICPB and ICCA	
4	Trade Shows & Exhibition	4.1 Trade shows and exhibitions/expositions 4.2 Types of shows 4.3 Benefits of exhibitions 4.4 Participant decision-making process 4.5 Contract negotiations– principles 4.6 Negotiation with hotels, airlines and ground handlers	5
5	Incentive Tour	5.1 Incentive Tour- characteristics, its organizing and special requirements 5.2 Latest meeting technologies - Video conferencing and Information Communication Technology (ICT) 5.3 Factors including ICT affecting future of events business 5.4 Human resource requirements	5
6	Case Studies	6.1 Case Studies: Tourism festivals 6.2 Ellora Festival 6.3 Taj Festival 6.4 Khajuraho Festival 6.5 Konark festival 6.6 Hampi Festivals (Any two) 6.7 Trade Fairs : World Travel Mart, ITB, TTW, PTM (any one)	5

References:

1. Bowdin, Glenn & McDonnell, (1999), *Events Management*, Ian Elserier, Amsterdam
2. McDonnell Ian & Allan Johnny, (1999), *Festival and Special Event Management*, John Wiley & sons, New York
3. Tarlow Peter, (2002), *Event Risk Management and Safety*, John Wiley & Sons, New York
4. Otoole, William & Mikolaitis, Phyllis, (2002), *Corporate Event Project Management*, John Wiley & Sons, New York
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6. Goldblatt Joe, (1997), *Special Events*, John Wiley & Sons, New York
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8. Hoyle, Dorf & Jones (1995), *Managing conventions & Group business*. Educational institute of AH & MA.
9. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
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HTT: 26 Event Management & Public Relation for Hospitality & Tourism

Sec B: Public Relations for Hospitality & Tourism

Objectives:

1. To understand the importance of public relation and help to increase the good relations in markets.

Syllabus:

Public Relations for Hospitality & Tourism			
Unit	Topic	Learning Points	Periods
1	Evolution of Public relation	1.1 Definition of Public relation 1.2 Its nature, process and Public 1.3 Growth of public relation	4
2	Importance of Public relation	2.1 Qualities of public relation personnel 2.2 Public relation in an organization 2.3 Internal and external Public Relation 2.4 Public relation in Crisis	5
3	Public Relation Management	3.1 Ethics of PR 3.2 Professionalism 3.3 Organization Public Relation Department 3.4 Planning of Public relation 3.5 Budgeting of public relation	6
4	Public Relation and Communication	4.1 Public relation and Advertising 4.2 Purpose of public relation advertising 4.3 Public Relation and Publicity	5
5	Public Relations in the Private and Public Sector	5.1 History & evolution of the public and private sector in India 5.2 Government public Relations 5.3 Corporate communication- defining corporate communication 5.4 Defining Internal communication 5.5 Understanding the process and evaluation of internal communication 5.6 Defining external communication 5.7 Understanding the process and evaluation of external communication 5.8 Corporate 5.9 social responsibility 5.10 Crisis communication 5.11 International public relations 5.12 Agency Public Relations	5
6	Role & Principles of Public Relation	6.1 Public relation: Role of persuasion and motivation	5

		6.2 Use and development of Public Relation in tourism industry 6.3 Principles of Public Relation 6.4 Tools and methods of Public Relation (press & electronic media, production of public relation material	
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1. Black Sam, Practical Public Relation, Sir Issar Pitman and Sons Ltd. London 1970.
2. Andrew. S, Hotel Front Office Training Manual, Tata McGraw Hill 1982.
3. Dukes Peter, Hotel Front Office Management and operation, 3rd edition Jowa Prown, 1970.
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SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

THIRD YEAR (Semester – VI)

HTT: 27 Airline Management & Fare Construction

Credits: 04 Total Periods: 60

Sec A: Airline Management

Objectives:

1. To understand the structure, dynamics of airline industry, airport and airlines management linkages.
2. To study the international airfares, regulations and formalities to travel, different organizations and their contribution to airlines management.

Syllabus:

Airlines Management			
Unit	Topic	Learning Points	Periods
1	Aviation Industry	1.1 History, growth and development of Aviation industry. 1.2 Aviation in India 1.3 Present status of airline companies, airports, airport security etc	5
2	Organization & Functions	2.1 Role of IATA and its function 2.2 ICAO its role and function 2.3 DGCA 2.4 Airport Authority of India 2.5 Open sky policy 2.6 International conventions ; Warsaw convention, Chicago convention 1944	5
3	Management of Airlines	3.1 Types of airlines 3.2 Airlines personnel and Revenue earning 3.3 Airport management 3.4 Study of aircraft part 3.5 The aircraft turnaround 3.6 The control tower 3.7 Airport facilities 3.8 Special passengers 3.9 Airport access 3.10 Check in facilities 3.11 Landing facilities for departing passengers 3.12 In-flight services 3.13 Cabin component 3.14 Audio and video projection equipment 3.15 Emergency equipment for	5

		<p>disembarkation</p> <p>3.16 In-flight entertainment</p> <p>3.17 Classes of service with more comfort</p>	
4	Familiarization with OAG	<p>4.1 Three Letter City And Airport Code</p> <p>4.2 Airline Designated Code</p> <p>4.3 Minimum Connecting Time</p> <p>4.4 Global Indicator,</p> <p>4.5 Familiarization With Air Tariff</p> <p>4.6 Currency Regulation</p> <p>4.7 NUC Conversion Factors,</p> <p>4.8 General Rules,</p> <p>4.9 Planning Itinerary By Air</p> <p>4.10 Introduction To Fare Construction</p> <p>4.11 Mileage Principles</p> <p>4.12 Fare Construction With Extra Mileage Allowance (EMA)</p> <p>4.13 Extra Mileage Surcharge</p>	5
5	Types of Trips	<p>5.1 One Way And Return Trip</p> <p>5.2 Circle Trip Journey</p> <p>5.3 Open Jaw</p> <p>5.4 Add-On</p> <p>5.5 Mixed Class Journey</p> <p>5.6 HIP Check</p> <p>5.7 Back Haul Minimum Check (BHC)</p> <p>5.8 CTM Check</p> <p>5.9 Indirect Travel Limitation</p> <p>5.10 Around The World Fare</p> <p>5.11 Special Fares</p>	5
6	Issues of Ticket	<p>6.1 Issue Of Manual Ticket</p> <p>6.2 Reservation Procedure</p> <p>6.3 MPD, MCO, PTA And Their Purpose</p> <p>6.4 Universal Air Travel Plan</p> <p>6.5 Types Of Air Travel Card</p> <p>6.6 Bank Settlement Plan (BSP)</p> <p>6.7 Case Studies Of Selected Airlines Modules</p>	5

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- 2 OAG, Consultant, IATA, Geneva
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HTT: 27 Airline Management & Fare Construction

Sec B: Fare Construction

Objectives:

1. To understand the structure, dynamics of airline industry, airport and airlines management linkages.
2. To study the international airfares, regulations and formalities to travel, different organizations and their contribution to airline management.

Syllabus:

Basic Air Fare			
Unit	Topic	Learning Points	Periods
1	Aviation Geography	1.1 Aviation Geography – IATA Areas, Sub- areas, Sub- Regions 1.2 Time Calculation 1.3 GMT variation 1.4 Concept of Standard Time and Day Light Saving Time 1.5 Calculation of Elapsed Time 1.6 Flying time and Ground time	6
2	Familiarization with OGA	2.1 Three Letter City And Airport Code 2.2 Airline Designated Code 2.3 Minimum Connecting Time 2.4 Global Indicator, 2.5 Familiarization With Air Tariff 2.6 Currency Regulation 2.7 NUC Conversion Factors, 2.8 General Rules,	6
3	Familiarization with TIM	3.1 Familiarization with TIM : Passport, Visa, currency regulation, Custom Regulation, Health regulation and Airport tax 3.2 Passenger needing Special Attention 3.3 Credit Cards: Concepts, Types and Benefits, Eligibility Criteria, Validity, Insurance Cover, Different Types of Credit card	6
4	Planning Itinerary by Air	4.14 Planning Itinerary By Air	6
5	Introduction to Fare Construction	5.1 Introduction To Fare Construction 5.2 Mileage Principles 5.3 Fare Construction With Extra Mileage Allowance (EMA) 5.4 Extra Mileage Surcharge (EMS)	6

References:

1. OAG, Air Tariff Book
2. Worldwide Rules
3. IATA Ticketing Hand Book
4. Airport Business- R. Doganis
5. All you wanted to know about airlines functions- K. Sikdar

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

THIRD YEAR (Semester – VI)

HTT: 28 Research Methodology & Statistics for Hospitality & Tourism

Credits: 04 Total Periods: 60

Objectives:

1. To equip the students with basic understanding of research methodology and to provide an insight into the application of modern Statistical & Analytical tools and techniques for the purpose of Hospitality & Tourism management for decision making.

Syllabus:

Research Methodology in Hospitality & Tourism			
Unit	Topic	Learning Points	Periods
1	Introduction	1.1 Meaning, objectives and significance of Research 1.2 Types of Research 1.3 Research process 1.4 Social science Research: Meaning, scope and objectivity of Social science 1.5 Research, Ethics in social science research 1.6 Tourism research: Major Areas for research in Travel and Tourism 1.7 Challenges and status of Tourism research in India	12
2	Research Design	2.1 Meaning, need and important features, & Steps 2.2 Types of Research design 2.3 Selection and Formulation of Research Problem Hypothesis: Nature & role in Social Sciences 2.4 Measurement and Scaling techniques: Measurement in research 2.5 Measurement Scales 2.6 Tests of Sound Measurement 2.7 Techniques of developing Measurement tools 2.8 Scaling 2.9 Meaning 2.10 Classification, and its Techniques	10
3	Sampling Design	3.1 Census is sample survey 3.2 Sampling Techniques or methods 3.3 Sample design and choice of sampling techniques 3.4 Sample size 3.5 Sampling & Non-Sampling Errors 3.6 Data collection: Sources of data required	10

		3.7 Methods of collecting primary data and Secondary Data 3.8 Observation 3.9 Interviews method Questionnaire 3.10 Projective techniques simulation Vs. experimentation	
4	Data Processing	4.1 Introduction 4.2 Editing of data 4.3 Classification and coding of data 4.4 Transcription 4.5 Tabulation 4.6 Graphical presentation of data 4.7 Data analysis: Statistical analysis 4.8	10
5	Statistics	5.1 Introduction 5.2 Central Tendency 5.3 Co-relation & Regression 5.4 Hypothesis testing 5.5 Chi-square(X ²) Test, analysis of variance (ANOVA)	12
6	Report Writing	6.1 Report writing and presentation 6.2 Substance of reports 6.3 Formats of reports 6.4 Presentation of reports	06

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3. Sadhav Singh, Research Methodology in Social sciences, Himalaya Publishing House, New Delhi, 1996
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5. D. N. Elhance, Fundamantals of Statistics, Allahabad