

PERIYARUNIVERSITY

**PERIYARPALKALAINAGARSALEM
-636011**

**DEGREEOFBACHELOROFARTS
CHOICEBASEDCREDITSYSTEM**

Syllabus

**forB.A.Tourism&TravelManageme
nt**

(SEMESTERPATTERN)

**ForCandidatesadmittedintheCollegesaffiliatedtoPeriya
rUniversity from2020-2021onwards**

REGULATIONS:

1. Eligibility for Admission:

Candidates seeking admission to the first year degree of Bachelor of Arts in Tourism & Travel Management shall be required to have passed the Higher Secondary Examination conducted by the Government of Tamilnadu or any other examination accepted by the syndicate of Periyar University, subject to such condition as, may be prescribed thereto, are permitted to appear and qualify for B.B.A., Degree of this University after a course of three academic years.

2. Eligibility for award of degree:

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

3. Course of Study

a. Objective of the Programme:

- i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization
- ii. To impart certain basic skills and aptitude which will be useful in taking up any particular useful activity in Hospitality Industry.
- iii. To develop the personality so as to become a responsible citizen with greater awareness about the Indian society and its culture.
- iv. To provide a global view of several multinational hotels and their functions which support hotel systems.

b. The Programme of study shall consist of foundation courses, skill based elective courses (SBEC) and non-major elective course.

c. The non-major elective courses (NMEC) offered by a department is meant for students studying other Programme (i.e.) AT & HM students have to study NMEC offered by other departments.

The course of study shall comprise instruction in

the following subjects according to syllabus and books prescribed from time to time.

B.A.,(Tourism&TravelManagement)

Part	Course Code	Course	TitleofthePaper	Hours/Week	Credits	Internal(25%)	External (75%)	Total
SEMESTER-I								
I		Language-I	Tamil/OtherLanguage-I	6	3	25	75	100
II		Language-I	English-I	6	3	25	75	100
III		Core -I	BasicsofTourism	5	5	25	75	100
III		Core -II	Geographyof Tourism	5	5	25	75	100
III		Allied-I	Indian Economy	6	5	25	75	100
IV		ValueEducation	Yoga	2	2	25	75	100
IV		Add onCourse	ProfessionalEnglish-I	3	4	25	75	100
SEMESTER-II								
I		Language-II	Tamil/OtherLanguage-II	6	3	25	75	100
II		Language-II	English-II	4	3	25	75	100
II		NMSDC	LanguageProficiency for Employability-EffectiveEnglish	2	2	25	75	100
III		Core-III	TourismManagement	5	5	25	75	100
III		Allied-II	MicroEconomics	5	5	25	75	100
III		SBEC-I	Basic Food Production andPatisserie	2	2	25	75	100
IV		EVS	EnvironmentalStudies	2	2	25	75	100
III		CorePractical-I	BasicFoodProductionandPatisseriePractical	3	3	40	60	100
IV		Add onCourse	ProfessionalEnglish-II	3	4	25	75	100

B.A.,(Tourism&TravelManagement)

Part	Course Code	Course	Title of the Paper	Hours/Week	Credits	Internal (25%)	External (75%)	Total
SEMESTER-III								
III		Core-IV	Basic Front Office Operations	5	4	25	75	100
III		Core-V	Airlines Management	6	5	25	75	100
III		Allied-III	Public Finance	4	4	25	75	100
III		SBEC-II	Basic Accommodation Operation	2	2	25	75	100
III		Core Practical-II	Basic Front Office Operation Practical	3	3	40	60	100
III		SBEC Practical - I	Basics of Computer Science Practical- I	3	3	40	60	100
III		SBEC Practical- II	Basic Accommodation Operation Practical	3	3	40	60	100
IV		NMEC-I	Dimensions of International Tourism	2	2	25	75	100
IV		NMSDC	Digital Skills for Employability – Microsoft Office Essentials	2	2	25	75	100
SEMESTER-IV								
III		Core-VI	International Economics	6	5	25	75	100
III		Core-VII	Advanced Food and Beverage Service	6	5	25	75	100
III		Allied-IV	Business Economics	3	3	25	75	100
III		Elective-I	Human Resource Management	5	4	25	75	100
III		Core Practical - III	Automation in Tourism industry, Airlines & Hospitality	3	3	40	60	100
IV		SBEC-NMSDC	Digital Skills for Employability- Office Fundamentals	2	2	25	75	100

B.A.,(Tourism&TravelManagement)

III		SBEC Practical- III	Advanced Food and BeverageServicePractical	3	3	40	60	100
IV		NMEC-II	TourismIndustryProfile	2	2	25	75	100

Part	Course Code	Course	TitleofthePaper	Hours/ Week	Credits	Internal(2 5%)	External (75%)	Total
SEMESTER-V								
III		Core-VIII	HospitalityManagement	5	5	25	75	100
III		Core-IX	TourismPolicyinIndia	5	5	25	75	100
III		Core-X	TransportinTravel& Tourism	5	5	25	75	100
III		Elective-II	EconomicsofInsurance	4	3	25	75	100
III		Elective-III	MacroEconomics	3	3	25	75	100
III		CorePra ctical-IV	Room DivisionManagement(Foc us- FrontOffice,Housekeepin g)	3	3	40	60	100
III		SBEC Practical-IV	BasicsofComputerScienceP ractical– II	3	3	40	60	100
IV		NMSDC	Marketing and design Tools (Other Arts) -Digital Marketing	2	2	25	75	100
SEMESTER-VI								
III		Viva VoceCor e-XI	Internship (IndustrialPracticum)	-	10	-	100	100
		NMSDC	Innovative & Creative Skills for Employability- Content writing & Digital Marketing	2	2	-	-	-
V			ExtensionActivities		1			

Totalcredit : 153

TotalMarksCIA : 1095

EA : 2905

Total : 4000

B.A.,(Tourism&TravelManagement)

5. OTHER

REQUIREMENTS Industrial Training:

(6thSemester)Objective:

The course being professional the students are required to undergo industrial exposure in the 6th Semester of the programme.

- 6th Semester training is to introduce the students to the operational aspects of a star hotel (3 star and above) and he/she is preferably exposed to the four core departments of the hotel. The duration of the training is for 100 days in the 6th Semester.

6. REQUIREMENT FOR PROCEEDING TO NEXT SEMESTER

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

7. PASSING MINIMUM

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

8. CLASSIFICATION OF SUCCESSFUL CANDIDATES

Successful candidates, passing all the examinations securing the marks prescribed for, core, Allied, SBEC and NMEC course together shall be declared to have passed the examination in First /Second/Third class. Candidates who obtained 75% of marks and above shall be deemed to have passed the Programme with distinction, provided they passed the examination at the **First appearance**

9. RANKING

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

10. MAXIMUM DURATION FOR THE COMPLETION OF THE U.G PROGRAMME

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

11. COMMENCEMENT OF THE REGULATION

The regulation shall take effect from the academic year 2020-2021, i.e. for students who are admitted to the first year of the programme, during the academic year 2020-2021 and thereafter.

12. TRANSITORY PROVISION

Candidates who were admitted to the U.G Programme of study before 2020-2021 shall be permitted to appear for the examination under those regulation for the period of three years i.e. up to and inclusive of the examination of April / May 2024. Thereafter they may permitted to appear for the examination only under the regulation therein force.

SEMESTER- ICORE– 8 BASICS OF TOURISM

UNIT I

Introduction- Tourism, The relationship between leisure, recreation and tourism Travel Lingo, Classification of tourism in terms of : Destination visited – International tourism and domestic tourism, Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism etc., Mode of travel arrangement – Inclusive travel and Independent travel.

UNIT II

Motivation of Travel- (Given by McIntosh) Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc. Cultural motivations: pilgrimage tourism, cultural curiosity etc. Interpersonal Motivation: meeting new people, VFR, etc Status and Prestige motivation: business motivation. Travel Motivations Given by Grey- Wanderlust and SunLust

UNIT III

Global tourism- Description of the development of tourism in the Ancient era, Imperial era (Roman travelers, Greek travelers, Indian travelers), Silk Route and Grand tours, Thomas Cook and the development of tourism, & Present scenario of the tourism industry.

UNIT IV

Barriers to the growth of tourism- Factors existing at the destination: terrorism, & political and social environment, Factors barring a potential tourist from traveling: time, cost, and social barriers.

Domestic tourism- Definition and Significance of Domestic tourism, Difference between the domestic tourist and International tourist,

UNIT V

Positive and Negative impacts of tourism- Economic Impacts, Socio-culture Impacts, Environmental impacts.

Sustainable and Eco-tourism- Definition of Eco tourism, Benefits and Importance of Eco tourism, Agenda 21, Definition and bodies promoting Sustainable tourism, Principles of Sustainable tourism, Difference between Mass and Green Tourism

REFERENCE:

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

SEMESTER-I
CORE- 9
GEOGRAPHY OF TOURISM

UNIT I

India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.

UNIT II

The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.

UNIT III

The Central Plains: General introduction of deserts & central plains. Their importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.

UNIT IV

The Peninsula: General features of Indian peninsula with their tourism significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty

UNIT V

The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.

REFERENCES:

- ┌ Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L. (ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi
- Tourism Planner
- Tour Brochures etc.
- Lonely Planet-India
- ┌ Kumar, Ravi Bhushan: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
- Pilgrimage in India, R.N. Pillai
- Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.

SEMESTER-I
ALLIED-I
INDIAN ECONOMY

UNIT I

DEVELOPING AND DEVELOPED COUNTRIES

Meaning, Features of Indian Economy, Determinants of Development, Background and Structure of Indian Economy.

UNIT II

RESOURCES AND DEVELOPMENT

Natural resources and Economic Development, Principles of Resource Development, Natural Resources of India.

UNIT III

HUMAN RESOURCE AND POPULATION PROBLEM

Population Demographic features – Theories of Demographic Transition, causes and measures of controlling High growth rates of population, Human Development Index (HDI) – Meaning and measurement.

UNIT

IV AGRICULTURE

RE

Agriculture – Its place and role in the National Economy – crop pattern – causes for low productivity – Green Revolution, Food Problem.

UNIT V

NATIONAL INCOME

Concepts of GNP, NNP, PCIMethods of Calculating National Income, Trends in National Income since 1991, Difficulties in Measuring National Income.

TEXTBOOKS:

1. Dutt R. & K.P.M. Sundharam, **Indian Economy.**
2. Mishra & Puri, **Indian Economy.**
3. Sankaran, S, **Indian Economy.**

REFERENCE BOOKS

1. Agarwal, A.N., **Indian Economy.**
2. Garg, V.K., **Indian Economic Problems.**
3. Dhingra I.C., **Indian Economy.**

**SEMESTER –
II
CORE-III
TOURISM MANAGEMENT**

UNIT I

Introduction- Definition of management concept-Development of management- managerial skills of tourism-management of tourism-components of tourism-accommodation-attractions-accessibility-management of environment.

UNIT II

Management of tourism marketing-segmentation-marketing mix-tour pricing- types of demand and supply and marketing research.

UNIT III

Nature and classification of tourism- Basic nature of tourism, Varied benefits of tourism, Indian concept of classification of tours/tourism.

UNIT IV

Tourism planning- Need for tourism planning, Essentials of planning, Eight-point planning process, Aims of tourism planning, Significance of planning.

UNIT V

Infrastructure of tourism management-

Structural components, Important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism.

REFERENCES:

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

SEMESTER – II ALLIED – II MICROECONOMICS

UNIT-I DEFINITION AND SCOPE OF ECONOMICS

Definition and Scope of Economics: Smith, Marshall and Robbins approaches – Nature of Economics: Distinction between Micro and Macro Economics – Inductive and Deductive methods – Positive Vs Normative study – Static and Dynamic concepts.

UNIT-II CARDINAL UTILITY ANALYSIS

Cardinal Utility Analysis – Human Wants; Meaning and Types – Law of Diminishing Marginal Utility – Law of Equi-marginal Utility – Law of Demand – Extension and Contraction of Demand Vs Changes in Demand – Elasticity of Demand – Meaning, Types and Measurement – Marshall's Consumer Surplus.

UNIT-III ORDINAL UTILITY ANALYSIS

Ordinal Utility Analysis – Indifference Curves – Properties – Diminishing Marginal Rate of Substitution – Consumer Equilibrium – Price Effect, Income Effect and Substitution Effect.

UNIT-IV FACTORS OF PRODUCTION

Meaning: Land, Labour, Capital and Organisation – Division of Labour – Production Function: Law of Variable Proportions and Law of Returns to Scale – Economies and Diseconomies of Scale.

UNIT-V COST ANALYSIS

Cost Concepts – Long Run and Short Run Cost Curves, Law of Supply; Concepts of Revenue – Relationship between Average Revenue, Marginal Revenue and Total Revenue.

TEXTBOOKS:

1. Cauvery, R., et al, **Micro Economic Theory**.

REFERENCE:

1. Agarwal, H.S, **Advance Economic Theory**.
2. Chopra, **Micro Economics**.
3. Ahuja H.L, **Micro Economics**.
4. Jhingan, M.L, **Micro Economics**.
5. Sundharam K.P. and Sundharam E.N, **Micro Economics**.

**SEMESTER –
IISBEC-I
BASIC FOOD PRODUCTION AND PATISSERIE**

UNIT-

I PROFESSIONAL STANDARDS, ETHICS FOR FOOD HANDLERS AND COMMODITIES

Objectives:

By the end of this unit the students will be able to practice personal hygiene, explain the importance of kitchen sanitation, elaborate the HACCP standards and understand the values of ethics in kitchen

- Personal hygiene
- General kitchen hygiene and sanitation
- HACCP (Hazard Analysis and Critical Control Points)
- Classification of Ingredients
- Characteristics of Ingredients
- Uses of Ingredients
- Food and its relation to health
- Major nutrients – functions, sources and deficiency of Carbohydrates, Proteins, Fat, Vitamins, Minerals, Water and Fibre

UNIT–

II COOKING FUELS, KITCHEN EQUIPMENT AND PROCESSING OF COMMODITIES

Objectives

By the end of this unit the students will be able to identify different cooking fuels, identify various kitchen equipments and explain the processing of commodities

- Types of cooking fuels
- Uses of cooking fuels
- Safety precautions
- Classification of Kitchen Equipment
- Uses of Kitchen Equipment
- Care and maintenance

SEMESTER –
IISBEC-I

- Cleaning and pre-preparation of food commodities
- Quality points & cuts of fruit, vegetables, fish, lamb, beef, pork, poultry and game

UNIT-III METHODS OF COOKING AND ART OF COOKERY

Objectives

By the end of this unit the students will be able to understand the different methods of cooking and appreciate the art of cookery

- Classification, principles, equipment required, commodities that can be used,
- Menu examples for-
Boiling, Steaming, Poaching, Blanching Sautéing, Grilling, Roasting, Baking Braising, Broiling, Microwaving, Frying. Stewing and En Papillote.
- Styles of Cookery - Oriental/Asian/European/Continental/Pan American
- History and Development of Modern Cuisine - Classical and Contemporary
-

UNIT-IV STOCKS, SAUCES AND SOUPS, FOOD PRESERVATION AND CHEESE

Objectives

By the end of this unit the students will be able to explain the basic features and types of stocks, sauces, soups, cheeses. Also they will understand the need for food preservation.

- Types of Stocks, Mirepoix, Bouquet Garni, & its Uses
- Basic mother sauces, derivatives, Thickening agents used in sauces rectification of faulty sauces, miscellaneous sauces & Gravies, Jus roti and Jus lie
- Soups - Classification, principles, garnishing and accompaniments
- Popular international soups
- Methods of Food Preservation
- Physical and chemical agents in food preservation
- Preservation of perishable foods
- Manufacturing process of Cheese
- Types of cheese according to texture
- Uses of cheese in cookery
- Famous cheese of the world

UNIT–VBAKERYANDCONFECTIONERY

Objectives

By the end of this unit the students will be able to elaborate on the aspects of baking, breads and list out the bakery terms

- Role of ingredients in baking
- Types of Dough-Bread
- Types of batters-pancakes
- Types of Breads-
Names and description of Breakfast, Lunch, Snack and International breads
- Glossary of Bakery Terms

REFERENCE BOOKS:

1. Modern Cookery–Thangam E. Philip
2. Practical Cookery–Kinton & Ceserani
3. Cookery Year Book–Readers Digest
4. Theory of Catering–Mrs. K Arora
5. A Taste of India– Madhur Jeffrey
6. Eat Better Live Better–Readers Digest
7. Worldwide Cook Book– Marshall Cavendish The World Encyclopedia of Food–I–Partick Loyal J.M.

**SEMESTER –
II CORE PRACTICAL -
I
BASIC FOOD PRODUCTION AND PÂTISSERIE PRACTICAL**

- i) Equipments-Identification,Description,Uses&handling
- ii) Hygiene-Kitchen etiquettes,Practices&knifehandling
- iii) Safety and security in kitchen

- 1
 - i) Vegetables-
classification
 - ii) Cuts -
julienne,jardinière,
macedoines,brunoise,
payssane,mignonnette,
etc, dices,cubes,
shred,mirepoix
 - iii) Preparation of
salad dressings
- 2
 - Identification
and Selection
of Ingredients -
Qualitative
and quantitative
measures.
- 3
 - i) Basic
Cooking methods
and pre-
preparations
 - ii) Blanching
of Tomatoes
and Capsicum
 - iii) Preparation of

concasse

iv) Boiling(potatoes,
Beans,Cauliflower,etc)

v) Frying -
(deepfrying,
shallowfrying,
sautéing)Aubergines,
Potatoes,etc

vi) Braising -
Onions,Leeks,
Cabbage

vii) Starchcooking
(Rice,
Pasta,Potatoes)

4 i) Stocks-
Typesofstocks
(White
andBrownstock)
ii) Fishstock
iii) Emergency
stock

5 iv) Fungistock
Sauces-
Basicmothers
sauces

- Béchamel
- Espagnole
- Veloute
- Hollandai
- Mayonnais
- Tomato

6 Egg cookery -
Preparation
of variety of
egg dishes
Boiled (Soft & Hard)
Fried (Sunnyside up,
Single fried, Bull's Eye,
Double fried)
Poached
Scrambled
Omelette
(Plain, Stuffed,
Spanish)
En cocotte
(eggs Benedict)

7 Demonstration &
Preparation
of simple menu

8 Simple Salads
& Soups:
Cole
slaw, Potato
salad, Beet root
salad, Green salad,
Fruit salad,

9 Meat – Identification of various cuts, Carcass demonstration

- Preparation of basic cuts - Lamb and Pork Chops, Tornado, Fillet, Steaks and Escalope
- Fish - Identification & Classification
- Cuts and Folds of fish Demonstrations & simple applications

2• Identification, Selection and processing of Meat, Fish and poultry.

- Slaughtering and dressing

Demonstrations at the site in local Area/Slaughtering house/Market
Preparation of menu

Salads & soups-

waldröf salad, Fruit salad, Russian salad, salade niçoise, Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot), International soups

Chicken, Mutton and Fish Preparations-

Fishery, ala anglaise, Colbert, meunière, poached, baked

Entrée- Lamb stew, hotpot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef

Simple potato preparations-

Basic potato dishes **Vegetable**

preparations-

Basic vegetable dishes **Indian**

cookery-

Rice dishes, Breads, Main course, Basic Vegetables,

Paneer Preparations Demonstration by instructor and applications by students

BAKERY PRACTICAL

1.

Equipments Identification

Uses and handling

Ingredients –

Qualitative and quantitative measures

2. BREADMAKING

Demonstration & Preparation

of Simple and enriched bread recipes

Bread Loaf (White and Brown)

Bread Rolls (Various

shapes) French Bread

Brioche

3. SIMPLE CAKES

Demonstration & Preparation of Simple and enriched Cakes, recipes

Sponge, Genoise, Fatless, Swiss

roll Fruit Cake

Rich

Cakes

Dun

de Madeira

a

4. SIMPLE COOKIES

Demonstration and Preparation of

simple cookies like

Nan

Khatai Golden

Goodies Melting

moments Swisstar

t

Tricolour biscuits Choc

olate chip Cookies

Chocolate Cream Fingers

Bachelor Buttons.

5 HOT/COLDDSSERTS

CaramelCustard,
Bread and Butter
PuddingQueenofPudding
Soufflé – Lemon /
PineappleMousse (Chocolate
Coffee)Bavaroise
Diplomat
PuddingApricotPu
dding
SteamedPudding-AlbertPudding,CabinetPudding.

1 PASTRY:

DemonstrationandPreparationofdishesusingva
rieties of Pastry

- ShortCrust–Jamtarts,Turnovers
- Laminated–Palmiers,KharaBiscuits,DanishPastry,CreamHorns
- ChouxPaste–Eclairs,Profiteroles2

COLD SWEET

- Honeycombmould
- Butterscotch sponge
- Coffeemousse
- Lemonsponge
- Trifle
- Blancmange
- Chocolatemousse
- Lemon

soufflé3

HOTS

WEET

- Bread&butterpudding
- Caramelcustard
- Albertpudding
- Christmaspudding4

INDIAN SWEETS

Simpleonessuchaschicoti,gajjarhalwa,kheer

SEMESTER –
III
CORE-IV
BASIC FRONT OFFICE OPERATIONS

Unit I INTRODUCTION TO TOURISM SECTOR

Objectives:

The student will understand the meaning, different aspects of tourism industry and its advantages & disadvantages.

- Tourism – Definition
- Types of Tourism
- Various benefits of tourism
- Different components of Tourism
- Tourist places in India

Unit II HOTEL INDUSTRY – GROWTH AND PROGRESS

Objectives:

After completion of this unit, the students will have in-depth knowledge of the lodging industry, with respect to its historical background, its growth in India, classification of hotels, the organization structure of different types of hotels.

- Historical Background of the Hospitality industry
- Development and growth of hotel industry in India.
- Classification of Hotels based on location, length of stay, star rating and size of the hotel
- Alternative accommodations.
- Types of operation –
owner operated, partnership, Company owned, Referral hotels, Franchise, management contracts, chain hotels.
- Organizational structure of medium 50– 200 rooms and large hotels (more than 200 rooms)

Unit III FACETS OF FRONT OFFICE DEPARTMENT

Objectives:

The student will get an introduction to the hierarchy of

Front Office department, their responsibilities, types of rooms, tariff and different plans in a hotel.

- Introduction and Importance of Front Office
- Layout of front office & different equipment in front office
- Hierarchy of front office staff for medium and large hotel – duties and responsibilities of front office personnel.
- Ideal qualities and attributes for a Receptionist with emphasis on personal grooming and rules of the House for the front office staff.
- Types of rooms
- Tariff – Definition, Basis of charging, Tariff fixation, Tariff card, Types of Rates
- Types of plans – European, Continental, American, Modified American, Bermuda Plan
- Departments and Sections with which Front Office communicates and co-ordinates

Unit IV ROOM RESERVATIONS AND FORMALITIES

Objectives:

After the completion of this unit, the student will be able to follow the guidelines and procedures to take a booking and to tackle problems regarding reservation.

- Importance of reservation
- Sources and Modes of reservation
- Central reservations system, global distribution system, reservation network.
- Types of reservation.
- Group reservation
- Reservation records
- Reservation confirmation, amendment and cancellation.
- Overbooking
- Potential reservation problems.
- Glossary terms related to reservation
(Affiliate Reservation, American Plan, Arrival and Departure list, Back to back booking, Block booking, Cancellation, Closed dates, Continental plan, Commission, Confirmed booking, Contract, Deadline, Deposit, European Plan, FIT, GIT, Group rate, Guaranteed booking, High season, Hotel Diary, Lead time, Low season, Modified American Plan, No-show, Non affiliate reservation system, Over booking, Open, Provisional booking, Release Time, Reservation Form, Stay-on, Wash factor)

Unit V GUEST REGISTRATION AND PROCEDURES

Objectives:

After completion of this unit, the students will be able to follow the guidelines and procedures to receive, register the guest and understand the terminology used in Front office.

- Receiving, Welcoming and Greeting of Guest and Assigning of rooms.
- Upselling
- Pre-registration
- Registration of guest & (FIT's Group, VIPs)
- Rooming a guest
- Knowledge of room locations, blocking of rooms, issuing the room keys.
- In room check-in, Self registration.
- Records and registers related to Registration
- Glossary terms related to registration
(Arrival and departure lists, Black list, 'C' form, Chance guest, Check-in, Check-out, Frontdesk, G.R.C (Guest Registration Cards) Hospitality industry, Hotel register, Pre-registration, Room status, Room occupancy percentage, Shoulder period, Sleeper, Skipper)

REFERENCE BOOKS

- Robert Woodsetal., Professional Front Office Management, 1st edn, (Pearson Publications: Essex, 2014)
- Jatashankar Tiwari, Hotel Front Office: Operations and Management, (Oxford: New Delhi, 2016)
- Anutosh Bhakta, Professional Hotel Front Office Management, (Tata McGraw Hill: New Delhi, 2012)
- Misra & Sadual, Basics of Tourism Management, (Excel Books: New Delhi, 2008)

SEMESTER–III
CORE– V
AIRLINESMANAGEMENT

UNITI-HistoryofAviation,TypesofAircrafts,Airline Terminology

UNITII-CabinCrew,Announcements,AirportJobs

UNITIII-AirportCodes,AirlineCodes,PhoneticAlphabet

UNITIV-AirportLounges,Howairportswork,BaggageHandling,AirportSecurity

UNITV-WorldOrganizations(IATA,ICAO,DGCA)

CaseStudyDiscussions:

JetAirways,Kingfisher, IndianAirlines,BritishAirways,FlyEmirates,Singaporeairlines

REFERENCE:

1. Transportfortourism:StephenPage
2. Tourismssystem :Mill,R.C.andMorrison
3. TravelinformationManual–IATA
1. OAG/ABC–IATA
2. Travelagencymanagement–MahinderChand
3. AirportBusiness –R.Doganis

SEMESTER–III
ALLIED–III
PUBLIC FINANCE

UNIT I INTRODUCTION

Meaning and Definition of Public finance – Public finance and Private finance – Principle of Maximum Social advantage.

UNIT II PUBLIC REVENUE

Tax and nontax revenues – Canons of Taxation – Types of tax – Direct and Indirect taxes – Progressive, Proportional and Regressive taxation, Effects of taxation.

UNIT III TAXABLE CAPACITY

Determinants of Taxable Capacity – Shifting and Incidence of Taxes – Distinction between impact and incidence of taxation – Factors affecting incidence of tax – Tax evasion.

UNIT IV PUBLIC EXPENDITURE

Classification of Public Expenditure – Causes and Growth of Public Expenditure – Effects of Public Expenditure on production, employment and distribution – Measures to reduce Public Expenditure in India.

UNIT V PUBLIC DEBT

Meaning and Classification – Need for Public Borrowing – Effects of Public Debt on production, consumption and distribution Burden of Public Debt – Redemption of Public Debt – Growth of Public Debt in India.

TEXT BOOKS

1. Cauvery.R., et.al, **Public Finance**.

REFERENCE BOOKS

1. Sundharam K.P.M, **Fiscal Economics**.
2. Tyagi, B.P, **Public Finance**.
3. Sankaran.S, **Fiscal Economics**.
4. Cauvery et.al., **Public Finance**.
5. Musgrave and Musgrave, **Public finance Theory and Practical**.

SEMESTER–III

SBEC-II

BASIC ACCOMMODATION OPERATION

Unit–1 HOUSEKEEPING DEPARTMENT–SIGNIFICANCE, PEOPLE AND RELEVANCE

OBJECTIVES:

At the end of the unit, the students will have acquired knowledge about the organized structure of the housekeeping department.

- Role of House Keeping in hospitality industry
- Layout and organizational structure of housekeeping department
- Qualities of housekeeping staff
- Job description of housekeeping personnel
- Inter Departmental relationship **Unit-**

II CLEANING ORGANIZATION OBJECTIVES:

CTIVES:

After the completion of this unit, the students will understand the various cleaning materials and agents used.

- Classification and types of Manual and Mechanical equipments with diagram
- Mechanical
- Care and use of the equipments
- Machiner room
- Floorpantry
- Godowns
- House Keeping Stores
- Cleaning agents
(Importance of cleaning -The nature of soiling, Water, Chemical make up of cleaning agents, Detergents, Acid cleaners, Alkaline cleaners, Solvent cleaners, Disinfectants, Deodorant, Laundry aids, Polishers and Floor seals).
- Use, care and storage of cleaning agents
- Distribution and storage

UNIT-III OPERATIONAL AREAS AND CLEANING PROCEDURES

OBJECTIVE:

Students to understand the operational areas of housekeeping department, Cleaning services and knowledge of care and cleaning of various surfaces.

- Operational areas of housekeeping department
- Cleaning procedures and frequency
- Daily cleaning—schedules and records
 - Guestrooms, Checkout room,
 - Occupied room, Vacant room, Evening service, Super Room Cleaning
- Public areas—schedules and records
 - Corridors, Pool area, Office area, Lobby, Lounge,
 - F&B outlets, Shopping arcade, Health club, Elevators/Escalators
- Weekly cleaning, Periodic cleaning, Special cleaning—schedules and records

UNIT-

IV PROCEDURES AND SPECIAL SERVICES OBJECT

IVES:

The students to understand service/facilities offered by housekeeping department at the end of this chapter.

- Floor Operations - Rules on a Guest Floor and Bed Making
 - Standard supplies provided in the guestrooms—Normal, VIPs-Supplies on request
- Special services
 - Baby-sitting, Second service, Freshen up service, Valet service
- Preparing a red slip
- Key handling procedures
- Lost and found, missing & damaged procedures and records

Unit–VGLOSSARYOFTERMS

Objectives

By the end of this unit the students will be able to list out and define the glossary of terms associated with Housekeeping

Grand master key, D.N. D, Maid's cart, OO, DL, Evening service, Red slip, Job order, Houseman check list, Crib, Bath robe, Discrepancy report, Housekeeper report, Wash and change, Valet, Dust, Dirt, Log book, Departure room, Vacant room, Blocked, Sewing kits, Floorpantry, Chute, Spring cleaning, Lost and found, Sauna bath, Guest amenities, On change, Lounge, Par stock, Crinkle sheet, Tent card

REFERENCE BOOKS

- G.Raghubalan & Smriti Raghubalan, Hotel Housekeeping: Operations and Management, (Oxford: New Delhi, 2015)
- Malini Singh, Hotel Housekeeping, (Tata McGraw Hill: New Delhi, 2012)
- K.C.K Rakesh Kadam, Housekeeping Operations and Management for Hospitality, Bookman Publishing

SEMESTER-III
COREPRACTICAL-II
BASICFRONTOFFICEOPERATIONSPRACTICAL

By the end of the practicals, the students will earn hands-on experience in dealing with guests and other Front Office practicals

- Appraisal of Front Office equipments
- Receiving the guests
- Ushering guests
- Handling guest queries
- Filling up of various proforma
- Telephone handling
- Role plays: Reservations, arrivals, luggage handling, paging
- Planning layout of front office for different hotels
- Designing Tariff cards
- Rooming a guest

SEMESTER–III
SBEC–IPRACTICAL
BASICS OF COMPUTER SCIENCE PRACTICAL-I

Microsoft word

File, Edit, View, Insert, Format, Tools, Table Commands - Revisited In

DetailPageSetup, PrintOptions,SettingPage Margins

MailMerge,ClipArts,InsertingPictures/Charts/Files

CorrectingText,Cut,Paste,Undo,Redo,DeletingBlankLines,InsertingAPage,TypingOverText,ReplacingText,MovingAnd CopyingText.

1. Elements of the Microsoft window (Titlebar, Menubar, Toolbar, Formattingbar...)
2. Creating, Saving and Opening a word document
3. Formatting text (Font Style, Size, Color, Bold, Italic, Underline, Alignments)
4. Editing text (Cut, Copy, Paste)
5. Undo and Redo
6. Header and Footer
7. Find and Replace method
8. Columns, Bullets and Numbering
9. Page Setup, Printing options
10. Mail merge
11. Insert Page Number, Picture in your document
12. Auto correct, Thesaurus, Spelling and Grammar Check
13. Indenting Paragraphs (Increase Indent, Decrease Indent)
14. Using Table
15. Menu Method, Key Board Method, Tool Bar Method, Drag & Drop Method, Checking Text, The Spell Checker, Auto Correct Check Up, The Sanrus, The Grammar Checker, Formatting A Text, Changing Type Style, Character Highlighting, Alignment Of Text, Left, Right, Center, Justifying Text-Types & Tab Setting, Setting Tab Using Ruler, Indenting Paragraphs, Increasing And Decreasing Indents, Using Ruler To Set Indents, Spacing Paragraph
Line Spacing, Spacing Between Paragraphs, Page Views, Normal Views, Page Layout View, Outline View, Print Preview, Full Screen View, Master Document View, Magnification, Page Formatting, Setting Margins, Paper Size, Printing In Landscape Or Portrait Orientation, Page Numbering, Adjoining Page Numbering, Deleting Page Numbering, Header & Footer, Creating And Editing, Inserting And Deleting Pages In A Document, Saving The Text, Saving The File To Disk, Closing A File, Opening A Non-Work Document, Printing The Text.

M.S–Excel

Objective: Students will be able to work on Excel, which is used for Marksheet, Charts, Report, Payroll preparation.

- i. Introduction about MS-Excel 2003/2007.
- ii. Starting a New Worksheet
- iii. Entering the data (Text, Numbers, Operators, Functions)
- iv. Editing the data (cut, copy, paste)
- v. Sorting the data (Ascending, Descending)
- vi. AutoFill (Numbers, Day, Month)

Reference Books:

1. Computers Today – Suresh K. Basandra. Galgotia Publications Pvt. Ltd.
2. Complete Guide to MS-Office 2000 – by Peter Norton BPB Publications.

SEMESTER-III
SBEC PRACTICAL-II
BASIC ACCOMMODATION OPERATION PRACTICAL

By the end of the practicals, the students will get a thorough knowledge on the practical aspects of hotel housekeeping.

- Drawing layout of guestrooms
- Identifying guestroom supplies
- Preparing models of guest rooms
- Practice using various cleaning equipments
- Practice using various cleaning agents
- Public area cleaning
Floor, Walls, Wood, Brass, Silver, Glass etc
- Maid's trolley

SEMESTER–III

NMEC-I

DIMENSIONS OF INTERNATIONAL TOURISM

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

UNIT II The Role of the State in Tourism

National Tourism Organization

Department of Tourism,

India ITDC

DGCA

AAIFH

RAI

UNIT III Travel

Retailing Travel Agency & Tour

Operations Functions of a Travel

Agency Departments of Travel

Agency Package Tours & its Components

Client Handling activities in Travel

Agency Star Cruises: Overview

UNIT IV Travel Industry Fairs

Participation Advantages

ITB, WTM, PATA Travel Mart, ICCA

UNIT V International Tourism Organizations

Need & Significance For Organizations UFTAA

WATA, ASTA, WTO, PATA & PATA Chapters, IATA, ICAO, IHA

REFERENCE:

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

SEMESTER –IV
CORE-38
INTERNATIONAL ECONOMICS

UNIT I FEATURES OF INTERNATIONAL TRADE

Differences between Internal trade and International trade – Theories of International trade – Adam Smith, Ricardo and Heckscher–Ohlin.

UNIT II FREE TRADE VS PROTECTION

Tariffs – Meaning, Types and Effects of Tariffs – Quotas – Meaning, Types and Effects of Quotas.

UNIT III BALANCE OF PAYMENTS

Difference between Balance of Trade and Balance of Payments – Disequilibrium in the Balance of Payments: Causes and Measures.

UNIT IV FOREIGN EXCHANGE

Meaning – Demand for and Supply of Foreign Exchange – Equilibrium Exchange Rate – Fixed and Flexible Exchange Rate – Mint Par Theory – Purchasing Power Parity Theory.

UNIT V INTERNATIONAL INSTITUTIONS

Evolution, Role and Functions of International Institutions IMF, IBRD, GATT, WTO and ADB.

TEXTBOOKS:

1. Sankaran, S. **International Economics.**

REFERENCE BOOKS:

1. Jhingan, M.L., **International Economics.**
2. Mithani D.M., **International Economics.**
3. Raju Kumar, **International Economics.**
4. Dominick Salvatore, **International Economics.**

SEMESTER –IV

CORE-39

ADVANCEDFOODANDBEVERAGESERVICE

UNIT–IALCOHOLICBEVERAGESANDWINES

Objectives

Bytheend ofthis unit thestudents will beable

toappreciatetheuseofalcoholicbeverages,itsclassificationand imbibe theart of wineand
winetasting

- Consumption –benefits,abuse,sensibledrinking
- Introductionandclassificationofalcoholicbeverages
- Vine–
family,grapecomposition,trainingandpruning,cycleofharvest,factorsaffectingquality– soil,
climate, viticulture,vinification, vinediseases
- Classificationofwines– still,sparkling,fortified, aromatized,
- ControlofQuality–France,Italy,German,
- Grapevarieties –10redand10white
- Winemanufacture– red,white,rose
- Wineproducingcountriesandregions(handout provided)-France,Italy,Germany
- Winenames–France,Italy,Germany,California,Australia,India
- Champagne– Introduction,manufacture,typesandshippers
- Fortifiedwines–Sherry, Port,Madeira-types,manufacture,serviceandbrands
- Aromatised–Vermouthandotheraromatizedwines
- Wineservicetemperatures

UNIT–IIBEERANDOTHERFERMENTEDBEVERAGES

Objectives

By the end of this unit the students will be able to explain the history, production and classification of beer and other fermented beverages

- Introduction to Beer
- Ingredients for Beer Manufacture
- Production of Beer
- Beer classification and styles
- Service of Beer
- Beer brands with countries–10 countries with 5 brands each
- Cider, Sake, Toddy

Alcoholic Beverages

- Introduction to Alcoholic Beverages
- Pot still distillation
- Patent still distillation
- Proof systems
- Whisky
- Scotch–manufacturing, types, regions, brands
- Irish–history, manufacture, brands
- American–history, manufacture, types, brands
- Brand names–Canadian, Indian
- Brandy–History
- Cognac–Manufacturing, region, types, brands
- Other brandies–Armagnac, Marc/Grappa, Calvados–basic knowledge

- Rum-History,Manufacture,Styles,Brandnameswithcountries
- Gin-History,Manufacture,Types,Brandnameswithcountries
- Vodka-History,Manufacture, Brandnameswithcountries,flavouredvodkas
- Tequila-

History,Manufacture,Styles,Brandnames**UNIT – III**

OTHER SPIRITS AND LIQUEURS Objectives

Bytheend ofthis unit thestudents will beable to identifythetypes,its manufacturingprocessandvarietiesofspirits andliqueurs

- Otherspirits–Absinthe,Ouzo,Slivovitz, Akvavit,Feni,Arrack,Schnapps
- Liqueurs-Introduction,Manufacture,Brandnameswithbase,color,flavor,countries

UNIT– IV BAR

Objectives

Bytheend ofthis unit thestudents will be able

toclassifybars,identifytheequipments,ingredientsandenumerate thepreparation methods

- TypesofBar
- Equipmentandingredient
- Cocktails – introduction, parts (base, modifier etc), methods (stir, shaken etc) families(cobblers, crustas, daisies, nogs, fixes, flips, puffs, sangarees, slings, smashes, bucks,coladas,Collins,coolers,fizzes,highballs, juleps,shooters,punches,rickeys,sours,toddies),terms(dash,zest, ontherocks, nakedetc)popularcocktails (classic,modern, variations)

UNIT-V TOBACCO

Objectives

By the end of this unit the students will be able to understand the concept and importance of Tobacco

- Health hazards
- Cigar–Manufacture, parts, colors, shapes, storage, brands and service

Reference Book:

1. Basic Food and Beverage Service (BHA–102), written by D. RAJESON PRAKASAM, Published by School of Management Studies, Tamil Nadu Open University, Chennai.
2. Food and Beverage Training Manual–by Sudhir Andrews
3. The Waiter– by Fuller and Cume
4. Food and Beverage Service–by D.R. Lillicrap
5. Modern Restaurant/Service–by John Fuller.

SEMESTER –IV
ALLIED-IV
BUSINESSECONOMICS

UNIT I Nature and Scope of Business Economics

Introduction – Meaning – Definitions – Nature and Scope of Business Economics – Objectives of the Business Firms – Characteristics and Classification of Consumer Wants.

UNIT II Demand Analysis

Meaning – Definitions – Demand Functions – Law of Demand and Supply – Factors Determining Demand – Extension and Contraction in Demand – Increase and Decrease in Demand – Elasticity of Demand: Meaning – Types – Importance Demand Forecasting – Importance Methods of Demand Forecasting.

UNIT III Pricing Methods

Peak load pricing- pricing over the lifecycle of a product Pioneer- pricing Skimming pricing, surge pricing, Penetration price Multiproduct pricing, Transfer pricing, Product line pricing, Dual pricing concept.

UNIT IV Profits

Accounting and Economic Profits – Measurement – Profit policy – Profit planning and forecasting – Break Even Analysis – Cost output Relationship – Safety Margin.

UNIT V Capital Budgeting

Cost of Capital – Capital Budgeting – Methods of Appraising a Project, Profitability.

TEXTBOOKS:

1. Sankaran S

Business Economics REFERENCE

BOOKS:

1. Ahuja, H.L., **Business Economics**,
2. Nelli and Parker, **The Essence of Business Economics**.
3. Ferguson P.R., Rothschild R., and Ferguson G.J., **Business Economics**.
4. Cauvery R., **Business Economics**.

SEMESTER –IV
ELECTIVE -I
HUMANRESOURCEMANAGEMENT

Unit I

Introduction to Human Resource management – Definition – Objectives and functions – Roles and structure of Human & Resource function in Organizations.

Unit II

Human Resource Planning – Personnel policy – Characteristics – Need for planning – Job Analysis – Job Design – Job Description – Job Specification.

Unit III

The Selection Process – Placement and Induction – Training and development – Promotion – Demotions – Transfer – Separation.

Unit IV

Employee Compensation – Wage and salary administration – Bonus – Incentives – Fringe benefits – Job evaluation systems – Human resource information system.

Unit V

Employee Maintenance and integration – Welfare and Safety – Accident presentation – Employee grievances and their redressal – Administration of discipline.

REFERENCES:

Ventraman C.S. Arid B.K. Srivastava, Personnel Management and Human Resources, Tata McGraw Hill, 1991.

Arun Monappa, Industrial Relation, Tata McGraw Hill, 1987.

Dale Yodder & Paul D. Standohar, Personnel Management & Industrial

Relation, Sterling publishers, 1990. David A. Decenzo & Stephen

P. Robbins, Personnel/Human Resource Management, Prentice Hall, 1955.

SEMESTER-IV

CORE PRACTICAL-III

AUTOMATION IN TOURISM INDUSTRY, AIRLINES & HOSPITALITY

UNIT I Automation in tourism industry, Airlines & Hospitality

An Introduction

Importance of Information Technology in

Tourism Automation in the hotel, airlines and travel business

UNIT II IATA:

Importance Role History

UNIT III Introduction to CRS:

The need for a CRS system

History of the CRS system Use of the CRS by Airlines

and Travel Agents Benefits and importance of the CRS system to the Travel

trade Introduction to Amadeus

Basic commands applicable to Amadeus + Practical

UNIT IV Ticketing process:

Components of an electronic ticket

Types of tickets: Manual ticket/ Automated Ticket/ e-

ticket Ticket coupons

Difference between I ticket and e-

ticket What are Special fares?

Various kinds of special fares

UNIT V Billing and settlement plan (BSP)

What is BSP?

Advantages of BSP to travel

Agents Describe various stages of BSP operations

ions

A short introduction to Standard Traffic Documents (STD)

SEMESTER-IV

SBEC PRACTICAL-III

ADVANCED FOOD AND BEVERAGE SERVICE PRACTICAL

Dispense Bar – Organizing Mise-en-place Task-01 Wine service equipment Task-02 Beer service equipment Task-03 Cocktail bar equipment Task-04 Liqueur/Wine Trolley Task-05 Bar stock-alcoholic & non-alcoholic beverages Task-06 Bar accompaniments & garnishes Task-07 Bar accessories & disposables		
02	Service of Wines Task-01 Service of Red Wine Task-02 Service of White/Rose Wine Task-03 Service of Sparkling Wines Task-04 Service of Fortified Wines Task-05 Service of Aromatized Wines Task-06 Service of Cider, Perry & Sake	
03	Service of Aperitifs Task-01 Service of Bitters Task-02 Service of Vermouths	
04	Service of Beer Task-01 Service of Bottled & canned Beers Task-02 Service of Draught Beers	

SEMESTER-IV

SBEC PRACTICAL-III

05	Service of Spirits Task-01 Service styles – neat/on-the-rocks/with appropriate mixers Task-02 Service of Whisky Task-03 Service of Vodka Task-04 Service of Rum Task-05 Service of Gin	
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	Task-06 Service of Brandy Task-07 Service of Tequila	
06	Service of Liqueurs Task-01 Service styles – neat/on-the-rocks/with cream/enfrappe Task-02 Service from the Bar Task-03 Service from Liqueur Trolley	
07	Wine & Drinks List Task-01 Wine Bar Task-02 Beer Bar Task-03 Cocktail Bar	
08	Matching Wines with Food Task-01 Menu Planning with accompanying Wines Continental Cuisine Indian Regional Cuisine Task-02 Table laying & Service of menu with accompanying Wines Continental Cuisine Indian Regional Cuisine	

SEMESTER –IV

NMEC-II

TOURISM INDUSTRY PROFILE

UNIT II Introduction

To Luxury Railways Luxury Trains in India

- ❖ Royal Rajasthan on Wheels
- ❖ Golden Chariot
- ❖ Deccan Odyssey

UNIT III Travel and Tourism Organizations

Chapter 1 - IATA

History, Growth and

Development IATA Goals

IATA Approval

Membership Chapter 2 -

UFTAA Introduction

Membership

Functions

Chapter 3 -

FHRAI Introduction

Membership Functions

ions

UNIT IIII Travel Agency and Tour Operations Business

Chapter 1 – Kuoni Destination Management, India Introduction Principle Services Offered Chapter 2

– Thomas Cook Introduction

Principle Services Offered

UNIT IV Accommodation

Sector Chapter 1 – Oberoi

Hotels Introduction

Activities of the

Group Oberoi/Philae Nile C

ruiser The Oberoi, New Delh

i

The Oberoi Vanyavilas, Ranthambore

UNIT V Aviation Industry

Chapter 1 – Jet Airways Introduction Products and Services

REFERENCE:

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

SEMESTER –
VCORE-VIII
HOSPITALITYMANAGEMENT

UNIT I-

Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.

UNIT II- Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept.

UNIT III- Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dining and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

UNIT IV-

Resort Management: Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis.

UNIT V-

Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

REFERENCE:

1. Boardman R.D. Hotel, catering costing, and Budgets, 1975, Heinemann, London.
2. Burstein Harnery, Management of Hotels and Motels 1980 Marci Dekker Inc.
3. Negi Jagmohan – Tourism and Hoteliering 1982 Gitanjali Publishing House, New Delhi.
4. Negi Jagmohan, Principles of Grading and Classification of Hotels.

SEMESTER –

VCORE-IX

TOURISMPOLICYININDIA

UNIT I - Tourism Planning In

India Concept, Need, Objective of tourism
planning Five Key Steps In Tourism Planning
Process Three Level Tourism Planning
Product life
cycle and their applicability in tourism planning Urban and
rural tourism planning
Eleventh Five Year Plan An Overview
Role of state and local tourism organisations in tourism planning.

UNIT II Policy Formulation In India

Concept of
Policy, Formulating tourism
policy
India's National Tourism Policy, 1982 and 2002 Na
tional Tourism Action Plan, 1992
Role of government, public and private sectors

UNIT III Tourism Scenario In India

Introduction to present scenario of tourism -
Brief History of Tourism In India Recognition of tourism as an Industry by Government Investment opportunities and go
vernment policy for investment in hotel/tourism industry. Sources of funding.
TFCI: Tourism Finance Corporation of India (TFCI) - Aims, Objectives, Organization and Functions

UNIT IV International Agreements: (An Introduction)

Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agree
ment

UNITV

Rajasthan Tourism Development Corporation Tourism Planning and
PolicyUttaranchalTourism-HimachalTourism-J&KTourism-Kerala,-MadhyaPradesh.

REFERENCE:

- □Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, MonumentsofIndia, Vol.II., London.
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
lassicalDance, NewDelhi.
- Vatsayana, Kapila, Indian C
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra&Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. &Chandra.S. : Indian Folk Art, Bombay.
India, NewYork.
- Mehta. R. J. : Handicrafts & Industrial Arts of
- Grewal, Bikram(ed) : Indian Wildlife.

SEMESTER–V

CORE-X

TRANSPORT IN TRAVEL AND TOURISM

Unit I

Evolution of Transport Systems, Importance of Transport in Tourism, Major transport systems – rail, road, water transport

Unit II

Air transport and its evolution, present policies and regulations pertaining to airlines, limitations of weights and capacities. Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India, A case study of Indian Airlines, and Air India. Marketing strategies, emergence of no-frill airlines.

Unit III

Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO, Recreational Vehicles, Road Taxies Fitness Certificates. Major Highways across India and abroad.

Unit IV

Rail Transport System, Major Railway System of world, Amtrak, Eurail, Brit Rail, Indian Railways. Past, Present, Future Tourist Trains, viz Palace on wheels, Royal Orient, Himalayan Queen. Facilities offered by Indian Railways. International Luxury trains: The Orient Express, Trans Siberian railway

Unit V

Water Transport System, Historical Past, Cruise ship, River Canal boats. Future prospects and growth of Water Transport in India. A case study of: Kerala & Venice

REFERENCE:

1. Transport for tourism: Stephen
2. Tourism system: Mill, R.C. and Morrison

**SEMESTER–V
ELECTIVE-II
ECONOMICSOFINSURANCE**

UnitI(NATUREANDIMPORTANCE OFINSURANCE)

DefinitionOrigin–PrinciplesandNatureofInsurancePrimaryandSecondaryFunctions-
CharacteristicsImportance to individual, Businessand Society.

UnitII(INSURANCECONTRACTANDRISKMANAGEMENT

MeaningofContractInsurableInterestUtmostGoodFaithPrincipleofIndemnityandotherPrinciplesRiskM
anagement:DefinitionandtypesmanagementofRiskthroughIdentificationanalysisandcontrol.

UnitIII(PERSONALLIFEINSURANCEANDINDUSTRIALLIFEINSURANCE)

FeaturesofLifeinsuranceProximateCauseAssignmentandNominationRateofPremiumEndowment
Policies Accident Benefit Disability Benefits Industrial Life Insurance: Purpose GroupLife
InsuranceBenefits.

UnitIV(PROCEDURETOBECOME ANINSURANCEAGENT

AgencyRegulation–PerquisitesCharacteristics–DisqualificationKindsofagents-Duties&Functions
Rights working systems Remuneration of Agents other benefitspositions of Insuranceagentin india.

UnitVINSURANCE BUSINESSININDIA

MajorInsuranceLegislationgrowthofindustry–
AgriculturalinsuranceHealthinsuranceReinsuranceEntryofPrivateInsurance
CompaniesInsuranceAct,LIC Act, GICact,IRDAAct.

TEXTBOOKS:

1. MishraM.N,Insurance: Principles&Practices.
2. Murthy.A,ElementsofInsurance.

REFERENCEBOOKS:

1. SrivatsavaD.C&ShashankSrivastava,IndianInsurance IndustrisTransition&Prospect.
2. Holyoake,Julia&WilliamWeipers, Insurance
3. Sharma.R.S,Insurance,PrinciplesandPractice.
4. Arifkhan.M,TheoryandPracticeofInsurance.

**SEMESTER-V
ELECTIVE-III**

MACROECONOMICS

UNIT I MULTIPLIER

The concept of Multiplier – Employment and Investment multiplier – Limitations of Multiplier – Leakages of Multiplier Importance of Multiplier – Principles of Acceleration – Interaction between Multiplier and Accelerator (Super Multiplier).

UNIT II GENERAL EQUILIBRIUM

General Equilibrium Equilibrium of Commodity Market (IS) and Money Market (LM) – Simultaneous Equilibrium of Commodity and Money Market (ISLM) Changes in General Equilibrium (Shifts in IS and LM functions)

UNIT III CLASSICAL AND KEYNESIAN VIEWS ON EMPLOYMENT

Wage – Price Flexibility and employment Classical and Keynesian views – Keynes' effect and Pigou effect.

UNIT IV TRADE CYCLE

Definition and Phases of Trade Cycle – Control of Trade Cycle – Monetary and Non Monetary theories of Trade Cycle.

UNIT V MACROECONOMIC POLICY

Objectives – instruments – Monetary Policy – Instruments – Effectiveness of Monetary policy – Fiscal policy – Objectives – Monetary and Fiscal policy mix to control inflation.

TEXT BOOKS:

1. Jingham, M.L, **MacroEconomics.**
2. Sankaran, S, **MacroEconomics.**

REFERENCE BOOKS:

1. Edward Shapiro, **MacroEconomics.**
2. Rana and Varma, **MacroEconomics.**
3. Cauvery & et.al, **MacroEconomics.**
4. Vaish, M.C, **MacroEconomic theory.**
5. Brooman, **MacroEconomics.**

SEMESTER–V
COREPRACTICAL-IV
ROOM DIVISION
MANAGEMENT(FOCUS–
FRONTOFFICE,HOUSEKEEPING)

BASICFRONTOFFICEOPERATIONS

1. Students must be aware of uses of all stationeries in front office.
2. Forecasting of room occupancy, calculation of occupancy ratios.
3. Taking reservation, cancellation, amendments, processing reservation
4. Receiving & registering of F.I.T, groups, crew and VIPs through roleplay
5. Extempore for polite speaking.
6. Improving the conversational skills and mannerism.
7. Etiquettes, body language, grooming and greeting.
8. Situations handling (overbooking, room change, turnaway)

BASICACCOMMODATIONOPERATIONS

- 1 Identification of cleaning tools and cleaning agents
- 2 Basic cleaning
 - 2.1 Dusting
 - 2.2 Sweeping
 - 2.3 Mopping
 - 2.4 Scrubbing
 - 2.5 Polishing (metal, floor, wood)
 - 2.6 Vacuuming
 - 2.7 Spot cleaning
- 3 Organizing cleaning
 - 3.1 Working individually
 - 3.2 Working in teams
- 4 Cleaning frequencies
 - 4.1 Daily cleaning
 - 4.2 Weekly cleaning
 - 4.3 Periodic cleaning
- 5 Cleaning of various surfaces
 - 5.1 Metal–
brass, stainless steel, chrome, ceramic, earthenware, porcelain, glass, plastic, laminates, wood, furniture and fixture, floor–cement, ceramic tiles, granite, carpet)
- 6 Guestroom cleaning
 - 6.1 Bedmaking–Morning attention, Evening attention
 - 6.2 Room cleaning
 - 6.3 Bathroom cleaning
 - 6.4 Room inspection
 - 6.5 Preparing checklist/job orders
- 7 Public areas– Lobby, Corridors, Restaurants, Staircase, e.t.c.
- 8 Fire fighting training
- 9 First aid training

1. Writing down the logbook.
2. Taking down messages in the messages slip for the guest.
3. Handling of telephone and telephonemannerism
4. Paging
5. Handling of left baggage.
6. Filling of Errand cards.
7. Practice in creation and maintenance of guest Accounts, Folios, Vouchers and ledgers (Manual and automated)
8. Preparation of night audit reports.
9. Processing of credit cards, encashment of foreign exchange.
10. Handling guest complaints (case studies)
11. Identification of different fabrics
12. Classification of linen used in hotel industry
13. Identification of stains–Stain removal methods
14. Pest control–Precautions and prevention
15. Flower arrangements and their different styles.
16. Laundry and dry cleaning operation.

SEMESTER –
VSBECPRACTICAL-
IV

M.S–Excel BASICSOFCOMPUTERSCIENCEPRACTICAL– IV

Objective: Students will be able to work on Excel, which is used for Mark sheet, Charts,Report,Payroll preparation.

1. UsingtheFormulas(Sum,Average,Etc....)
 2. FindandReplaceMethod
 3. InsertingChart
 4. Inserting/DeletingRowsandColumns
 5. CreatingTable
 6. PrintinginExcel
- A. Adjusting Width, Copying And Moving, Inserting And Deleting Sheets From Work Book, MathematicalOperator,ExponentiationAnd PercentageOperators,LogicalOrComparisonOperators,UsingMouseToCreateAFormula.
- B. ChartingAndMappingTheData,ChartingTheData,InsertingAChart,ChartTypes,ModifyingChart,Mapping The Data, Adding Drawing To The Chart, Printing In Excel, Print Parameters, Default And ChangingDefault Settings, Techniques In Printing Excel, Data Handling, Lists In Excel, Creating The List, Entering,Generating, Editing, Sorting, Printing Etc., Creating Subtotals, Combining Subtotals And Removing Subtotals,Creating ADatabase InWord,SortingAWork Database.

M.S–PowerPoint

Objective: Students must be able to creating a slide with presentation, Formatting the Text,ClipArt, WordArt and tocreateCharts andgiveAnimations effects.

- 1) IntroductionaboutMS-PowerPoint 2003/2007.
 - 2) CreatingaPowerPointPresentation(BlankPresentation,AutoContentWizard,DesignTemplate)
 - 3) UsingViews(NormalView, SlideShow View,Slide SorterView, NotesPageView)
 - 4) SlideLayouts(Text,Contents,TextandContents,Others Layouts)
 - 5) UsingCustom Animations
 - 6) UsingSlideTransitions
 - 7) ChangingBackgroundcolorinyourSlide
 - 8) InsertingPicture,Chart,Tableand FlowchartinyourSlide.
- 1.PowerPointTerminology-GettingIntoPowerPoint-Creating,OpeningAndSavingPresentations-Types Of Views-Outline View, Slide View, Slide Sorter, View Notes, PateView, Master Views- Quitting Power Point-Creating Presentation The Easy Way-Using AutoContent Wizard-WorkingWith Blank Presentation-Using The Templates-Using The SlideMaster-Working With Color Schemes-Working With Slides-Making A New Slide -Move,Copy Or Duplicate Slides-Delete A Slide-Copy A Slide From One Presentation To Another-GoToSpecificSlide-ChangeTheLayOutOfASlide-ZoomInOrOutOfSlide-Working

WithText In PowerPoint-Cutting,Copying andPasting-Formatting Text, ChangeFont&Size, Shadowing, Embossing-Alignment The Text-Left, Center, Right And Justify-Power OfGraphics In Power Point-Working With Clipart Picture-Using Microsoft Excel-Chart-UsingOrganization Charts-Power Point Drawings-Ways To Draw-Adding Lines-Connecting Lines-BordersAndAddingCurves-CreatingWordTables- MakingGreatLookingPresentations(Putting On A Show)-Arranging, Previewing & Rehearsing-Creating AnimatedSlides-ManuallyAdvancingSlides- AddingAndRemovingTransitions-RunningAPresentationContinuously-PrintingThe PresentationElements

ReferenceBooks:

1. ComputersToday–SureshK.Basandra. GalgotiaPublicationsPvt.Ltd.
2. CompleteGuidetoMS-Office200–byPeterNortonBPBPublications.

SEMESTER –

VICORE– XI

Internship(IndustrialPracticum)

OBJECTIVES:

The objective of this industrial practicum is to help the students understand TheWorking of a hotelandbeable to analyzeitsstrengths weakness opportunitiesandthethreats.

TYPEOFREPORT

The report should be based on the compulsory 16 weeks/100 days of training to be completedfromJanuary to April of Sixth semester in a hotel of repute (preferable of a 3 star, 4 star or a5 starproperty). A student log book should be maintained by every student during the trainingperiod.

Thestudent should note down on the daily basis the task performed/ observed,methodology involved andpoints to note and assessed daily by the supervisor / manager. Usingthe Information contained in thelog book and under the guidance of faculty member of collegein which the student is studying, thestudentshouldcovertheentireoperationofthehotelandandinter-

organizationalSWOT(STRENGTH,WEAKNESS, OPPORTUNITIES,ANDTHREATS)analysis.

A Minimum of 90% of Attendance is compulsory for the successful completion of the trainingprogramme.

FORMULATION

The length of the report may be about 150 to 160 double spaced typed, printed (black andwhite) A-4Sizepages(excludingappendicesandexhibits).10% variation ontheethersideispermissible.

LIST OF CONTENT OF THE REPORT

A Copy of The Training Certificate Attested By Principal Of The College Acknowledgement

Project Preface

Chapter-1 Introduction

Chapter -2 Scope, Objective, Methodology &

Limitations Chapter-3 Profile Of The Place And Hotel

Chapter-4 Departmental Classification Of Hotel

Chapter-

5 Detailed Operations Of Each Department Of Hotel Chapter-6

Swot Analysis Of Hotel

Chapter-

7 Conclusion Bibliography

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List Of Annexure/Exhibits

Submission of Report

One typed (duly signed by faculty guide and principle of the college) copy of the report is to be submitted in person, by the student, to the examiner at the time of viva voce. Projects submitted later than that will not be accepted.

1. Original training certificate
2. University copy & student's copy of project report (duly signed by the faculty guide and principle of the college)
3. Student's logbook (duly signed by Training Manager/ HR Manager or Equivalent)
4. Examination Hall ticket.
5. College identity card
6. Dress code: College uniform

STUDENTS WHO DO NOT CONFORM TO THE ABOVE WILL NOT BE EXAMINED

PROJECT EVALUATION

Project report will be valued by the Examiner appointed by the University.

MODE OF EVALUATION

Logbook 25 marks Viva 2

5 marks

Project report

50 marks **TOTAL MARKS 100**

MARKS NOTE

- Marks for the log book should be awarded by the Project guide appointed by the College.
- Panel of evaluation will consist of two members. One will evaluate the Project and other will evaluate the Presentation. The project viva voce will be conducted by both members of the Panel. Total time allotted for the above should not exceed 10 minutes.
- The presentation could be done on OHP sheets or as a Powerpoint presentation using a computer or a laptop connected to LCD depending upon the available resources of the examiner. The students could show it in their personal laptop also.

B.A. Tourism & Travel Management

Theory - Question Paper

Pattern Question paper pattern-

75 marks

Time: 3hrs

Max. Marks: 75
Minimum pass : 30

Part-A: 15x1 = 15

Choose the correct answer

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

Part-B: 2x5 =

10 Paragraph pattern

(Answer any two Questions)

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

Part-C: 5x10 = 50

Essay pattern (Answer all Questions)

(One question from each unit) with internal choice

Practical-Question Paper Pattern

Time: 6hrs

Marks: 100

External marks: 60

Minimum pass : 24

Record

-10 marks

Written procedure

-10 marks

Dress code

-10 marks

Practical

-30 marks