

PERIYAR UNIVERSITY

**PERIYAR PALKALAINAGAR
SALEM – 636011**

DEGREE OF BACHELOR OF ARTS CHOICE BASED CREDIT SYSTEM

Syllabus for

B.A.Tourism &Travel Management

(SEMESTER PATTERN)

**For Candidates admitted in the Colleges affiliated to
Periyar University from 2022-2023 onwards**

REGULATIONS:

1. Eligibility for Admission:

Candidate 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 there for

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 basis skills and aptitude which will be useful in taking up any particular useful in taking up any particular activity in Hospitality Industry.
- iii. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.
- iv. To provide a global view of several multinational hotel and their functions which Support hotels 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 & Travel Management)

Part	Course Code	Course	Title of the Paper	Hours/Week	Credits	Internal (25%)	External (75%)	Total
SEMESTER - I								
I		Language-I	Tamil/Other Language - I	6	3	25	75	100
II		Language-I	English - I	6	3	25	75	100
III		Core - I	Basics of Tourism	5	5	25	75	100
III		Core - II	Geography of Tourism	5	5	25	75	100
III		Allied –I	Indian Economy	6	5	25	75	100
IV		Value Education	Yoga	2	2	25	75	100
IV		Add on Course	Professional English –I	3	4	25	75	100
SEMESTER – II								
I		Language- II	Tamil/Other Language – II	6	3	25	75	100
II		Language- II	English - II	4	3	25	75	100
II		NMSDC	Language Proficiency for Employability- Effective English	2	2	25	75	100
III		Core- III	Tourism Management	5	5	25	75	100
III		Allied –II	Micro Economics	5	5	25	75	100
III		SBEC - I	Basic Food Production and Patisserie	2	2	25	75	100
IV		EVS	Environmental Studies	2	2	25	75	100
III		Core Practical-I	Basic Food Production and Patisserie Practical	3	3	40	60	100
IV		Add on Course	Professional English –II	3	4	25	75	100

B.A., (Tourism & Travel Management)

Part	Course Code	Course	Title of the Paper	Hours/Week	Credits	Internal (25%)	External (75%)	Total
SEMESTER - III								
I		Language-III	Tamil/Other Language – III	6	3	25	75	100
III		Core-IV	Basic Front Office Operations	3	3	25	75	100
III		Core-V	Airlines Management	4	4	25	75	100
III		Allied-III	Public Finance	3	3	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								
I		Language-IV	Tamil/Other Language – IV	6	3	25	75	100
III		Core-VI	International Economics	4	4	25	75	100
III		Core-VII	Advanced Food and Beverage Service	4	4	25	75	100
III		Allied-IV	Business Economics	2	2	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		NMSDC	Employability Skills – Microsoft	2	2	25	75	100

B.A., (Tourism & Travel Management)

III		SBEC Practical-III	Advanced Food and Beverage Service Practical	3	3	40	60	100
IV		NMEC-II	Tourism Industry Profile	2	2	25	75	100

Part	Course Code	Course	Title of the Paper	Hours/Week	Credits	Internal (25%)	External (75%)	Total
SEMESTER - V								
III		Core-VIII	Hospitality Management	5	5	25	75	100
III		Core-IX	Tourism Policy in India	5	5	25	75	100
III		Core-X	Transport in Travel & Tourism	5	5	25	75	100
III		Elective-II	Economics of Insurance	4	3	25	75	100
III		Elective-III	Macro Economics	3	3	25	75	100
III		Core Practical-IV	Room Division Management(Focus- Front Office, Housekeeping)	3	3	40	60	100
III		SBEC Practical-IV	Basics of Computer Science Practical – 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 Voce Core-XI	Internship (Industrial Practicum)	-	10	-	100	100
		Add On Course	Employability Readiness	-	-	-	-	-
V			Extension Activities		1			

Total credit : 151

Total Marks CIA : 1145

EA : 3055

Total : 4200

5. OTHER REQUIREMENTS

Industrial Training: (6th Semester)

Objective:

The course being professional the students are required to undergo industrial exposure in the 6th

B.A., (Tourism & Travel Management)

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 PROCEEDINGS 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 there in force.

SEMESTER-I
CORE – 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-Wander lust 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 vk 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

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, PCI Methods 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 supplyand 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 vk 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
MICRO ECONOMICS

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 Equimarginal 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.

TEXT BOOKS:

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

REFERENCE:

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

SEMESTER – II
SBEC - 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
- 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 – V BAKERY AND CONFECTIONERY

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. World wide 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 & knife handling
- iii) Safety and security in kitchen

- 1
 - i) Vegetables - classification
 - ii) Cuts - julienne, jardinière, macedoines, brunoise, payssane, mignonnete, 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 - (deep
frying, shallow
frying, sautéing)

Aubergines,
Potatoes, etc.

vi) Braising -

Onions, Leeks,
Cabbage

vii) Starch cooking

(Rice, Pasta,
Potatoes)

4

i) Stocks - Types of
stocks (White and
Brown stock)

ii) Fish stock

iii) Emergency
stock

iv) Fungi stock

5

Sauces - Basic
mother sauces

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

6 Egg cookery -
Preparation of
variety of egg
dishes
Boiled (Soft&
Hard)
Fried (Sunny side
up, Single fried,
Bull's Eye, Double
fried)
Poaches
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

3 Preparation of menu

Salads & soups-

waldrof salad, Fruit salad, Russian salad, saladenicoise, Cream (Spinach, Vegetable, Tomato),

Puree (Lentil, Peas Carrot), International soups

Chicken, Mutton and Fish Preparations-

Fish orly, a la anglaise, colbert, meuniere, poached,baked

Entrée-Lamb stew, hot pot, 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. BREAD MAKING

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

Dundee

Madeira

4 **SIMPLE COOKIES**

Demonstration and Preparation of
simple cookies like

Nan Khatai

Golden Goodies

Melting moments

Swiss tart

Tri colour biscuits

Chocolate chip

Cookies

Chocolate Cream Fingers

Bachelor Buttons.

5 HOT / COLD DESSERTS

Caramel Custard,
Bread and Butter Pudding
Queen of Pudding
Soufflé – Lemon / Pineapple
Mousse (Chocolate Coffee)
Bavaroise
Diplomat Pudding
Apricot Pudding
Steamed Pudding - Albert Pudding, Cabinet Pudding.

1 PASTRY:

Demonstration and Preparation of dishes using varieties of Pastry

- Short Crust – Jam tarts, Turnovers
- Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns
- Choux Paste – Eclairs, Profiteroles

2 COLD SWEET

- Honeycomb mould
- Butterscotch sponge
- Coffee mousse
- Lemon sponge
- Trifle
- Blancmange
- Chocolate mousse
- Lemon soufflé

3 HOT SWEET

- Bread & butter pudding
- Caramel custard
- Albert pudding
- Christmas pudding

4 INDIAN SWEETS

Simple ones such as chicoli, 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
- Tourists 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 reservation 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, Front desk, G.R.C (Guest Registration Cards) Hospitality industry, Hotel register, Pre-registration, Room status, Room occupancy percentage, Shoulder period, Sleeper, Skipper)

REFERENCE BOOKS

- Robert Woods et al., Professional Front Office Management, 1stedn, (Pearson Publications: Essex, 2014)
- JatashankarTiwari, Hotel Front Office: Operations and Management, (Oxford: New Delhi, 2016)
- AnutoshBhakta, 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
AIRLINES MANAGEMENT

UNIT I- History of Aviation, Types of Aircrafts, Airline Terminology

UNIT II- Cabin Crew, Announcements, Airport Jobs

UNIT III- Airport Codes, Airline Codes, Phonetic Alphabet

UNIT IV- Airport Lounges, How airports work, Baggage Handling, Airport Security

UNIT V- World Organizations (IATA, ICAO, DGCA)

Case Study Discussions:

Jet Airways, Kingfisher, Indian Airlines, British Airways, Fly Emirates, Singapore airlines

REFERENCE:

1. Transport for tourism: Stephen Page
2. Tourism system : Mill, R.C. and Morrison
3. Travel information Manual – IATA
1. OAG/ABC – IATA
2. Travel agency management – Mahinder Chand
3. Airport Business – 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 Socialadvantage.

UNIT II PUBLICREVENUE

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 inIndia.

UNIT V PUBLIC DEBT

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

TEXT BOOKS

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

REFERENCE BOOKS

1. SundharamK.P.M ,**FiscalEconomics.**
2. Tyagi, B.P ,**PublicFinance.**
3. Sankaran .S ,**Fiscal Economics.**
4. Cauveryet.al. ,**PublicFinance.**
5. Musgrave and Musgrave ,**Public finance Theory andPractical.**

SEMESTER – III

SBEC - II

BASIC ACCOMMODATION OPERATION

Unit – 1 HOUSEKEEPING DEPARTMENT – SIGNIFICANCE, PEOPLE AND RELEVENCE

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
- Lay out and organizational structure of housekeeping department
- Qualities of housekeeping staff
- Job description of housekeeping personnel
- Inter Departmental relationship

Unit - II CLEANING ORGANIZATION

OBJECTIVES:

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

- Classification and types of Manuel and Mechanical equipments with diagram
- Mechanical
- Care and use of the equipments
- Machine room
- Floor pantry
- 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
 - Guest rooms, Check out 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

OBJECTIVES:

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

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

Unit – V GLOSSARY OF TERMS

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, Floor pantry, 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
CORE PRACTICAL - II

BASIC FRONT OFFICE OPERATIONS PRACTICAL

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 –I PRACTICAL

BASICS OF COMPUTER SCIENCE PRACTICAL -I

Microsoftword

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

Page Setup, Print Options, Setting Page Margins

Mail Merge, Clip Arts, Inserting Pictures/Charts/Files

Correcting Text, Cut, Paste, Undo, Redo, Deleting Blank Lines, Inserting A Page, Typing Over Text, Replacing Text, Moving And Copying Text.

1. Elements of the Microsoft window (Title bar, Menu bar, Tool bar, Formatting bar ...)
2. Creating, Saving and Opening a word document
3. Formatting a 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 Mark sheet, Charts, Report, Payroll preparation.

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

Reference Books:

1. Computers Today – Suresh K.Basandra. Galgotia Publications Pvt.Ltd.
2. Complete Guide to MS-Office 200 – 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 layouts of guest rooms
- Identifying guest room 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

AAI

FHRAI

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 vk 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 -35
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.

TEXT BOOKS :

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 - 36

ADVANCED FOOD AND BEVERAGE SERVICE

UNIT – I ALCOHOLIC BEVERAGES AND WINES

Objectives

By the end of this unit the students will be able to appreciate the use of alcoholic beverages, its classification and imbibe the art of wine and wine tasting

- Consumption – benefits, abuse, sensible drinking
- Introduction and classification of alcoholic beverages
- Vine – family, grape composition, training and pruning, cycle of harvest, factors affecting quality – soil, climate, viticulture, vinification, vine diseases
- Classification of wines – still, sparkling, fortified, aromatized,
- Control of Quality – France, Italy, German,
- Grape varieties – 10 red and 10 white
- Wine manufacture – red, white, rose
- Wine producing countries and regions (handout provided) - France, Italy, Germany
- Wine names – France, Italy, Germany, California, Australia, India
- Champagne – Introduction, manufacture, types and shippers
- Fortified wines – Sherry, Port, Madeira - types, manufacture, service and brands
- Aromatised – Vermouth and other aromatized wines
- Wine service temperatures

UNIT – II BEER AND OTHER FERMENTED BEVERAGES

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
- Patents 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, Brand names with countries
- Gin - History, Manufacture, Types, Brand names with countries
- Vodka - History, Manufacture, Brand names with countries, flavoured vodkas
- Tequila - History, Manufacture, Styles, Brand names

UNIT – III OTHER SPIRITS AND LIQUEURS

Objectives

By the end of this unit the students will be able to identify the types, its manufacturing process and varieties of spirits and liqueurs

- Other spirits – Absinthe, Ouzo, Slivovitz, Akvavit, Feni, Arrack, Schnapps
- Liqueurs - Introduction, Manufacture, Brand names with base, color, flavor, countries

UNIT – IV BAR

Objectives

By the end of this unit the students will be able to classify bars, identify the equipments, ingredients and enumerate the preparation methods

- Types of Bar
- Equipment and ingredient
- 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, on the rocks, naked etc) popular cocktails (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, Tamilnadu 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
BUSINESS ECONOMICS

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**

REFERENCEBOOKS:

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
HUMAN RESOURCE MANAGEMENT

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.

ArunMonappa, 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

UNITE II IATA :

Importance Role History

UNIT III Introduction to CRS :

The need for a CRS system

Historyof 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 fare?

Various kinds of special fares

UNIT V Billing and settelment plan (BSP)

What is BSP?

Advantages of BSP to travel Agents

Describe various stages of BSP operations

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	
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	

	<p>Task-06 Service of Brandy</p> <p>Task-07 Service of Tequila</p>	
06	<p>Service of Liqueurs</p> <p>Task-01 Service styles – neat/on-the-rocks/with cream/en frappe</p> <p>Task-02 Service from the Bar</p> <p>Task-03 Service from Liqueur Trolley</p>	
07	<p>Wine & Drinks List</p> <p>Task-01 Wine Bar</p> <p>Task-02 Beer Bar</p> <p>Task-03 Cocktail Bar</p>	
08	<p>Matching Wines with Food</p> <p>Task-01 Menu Planning with accompanying Wines</p> <p>Continental Cuisine</p> <p>Indian Regional Cuisine</p> <p>Task-02 Table laying & Service of menu with accompanying Wines</p> <p>Continental Cuisine</p> <p>Indian Regional Cuisine</p>	

SEMESTER – IV

NMEC-II

TOURISM INDUSTRY PROFILE

UNIT I Introduction To Luxury Railways

Luxury Trains in India

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

UNIT II 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

UNIT III 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 Cruiser

The Oberoi ,New Delhi

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 vk 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 – V

CORE- VIII

HOSPITALITY MANAGEMENT

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 Marcil Dekher Inc.
3. Negi Jagmohan – Tourism and Hoteliering 1982 Gitanjali Publishing House, New Delhi.
4. Negi Jagmohan, Principles of Grading and Classification of Hotels.

SEMESTER – V

CORE- IX

TOURISM POLICY IN INDIA

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

National 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 government 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 Agreement

UNIT V

Rajasthan Tourism Development Corporation Tourism Planning and Policy

Uttaranchal Tourism-Himachal Tourism -J&K Tourism -Kerala, -Madhya Pradesh.

REFERENCE:

- □ Mitra, Devla, Buddhist Architecture, Calcutta.
- Mitchell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, 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.
Classical Dance, New Delhi.
- 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, New York.
- 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 AirIndia. 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
ECONOMICS OF INSURANCE

Unit I (NATURE AND IMPORTANCE OF INSURANCE)

Definition Origin – Principles and Nature of Insurance Primary and Secondary Functions- Characteristics Importance to individual, Business and Society.

Unit II (INSURANCE CONTRACT AND RISK MANAGEMENT)

Meaning of Contract Insurable Interest Utmost Good Faith Principle of Indemnity and other Principles Risk Management: Definition and types management of Risk through Identification analysis and control.

Unit III (PERSONAL LIFE INSURANCE AND INDUSTRIAL LIFE INSURANCE)

Features of Life insurance Proximate Cause Assignment and Nomination Rate of Premium Endowment Policies Accident Benefit Disability Benefits Industrial Life Insurance: Purpose Group Life Insurance Benefits.

Unit IV (PROCEDURE TO BECOME AN INSURANCE AGENT)

Agency Regulation – Perquisites Characteristics – Disqualification Kinds of agents- Duties & Functions Rights working systems Remuneration of Agents other benefits positions of Insurance agent in india.

Unit V INSURANCE BUSINESS IN INDIA

Major Insurance Legislation growth of industry – Agricultural insurance Health insurance Reinsurance Entry of Private Insurance Companies Insurance Act, LIC Act, GIC act, IRDA Act.

TEXTBOOKS:

1. Mishra M.N, Insurance : Principles & Practices.
2. Murthy.A, Elements of Insurance.

REFERENCEBOOKS:

1. Srivatsava D.C & Shashank Srivastava, Indian Insurance Industries Transition & Prospect.
2. Holyoake, Julia & William Weipers, Insurance
3. Sharma.R.S, Insurance, Principles and Practice.
4. Arifkhan.M, Theory and Practice of Insurance.

**SEMESTER – V
ELECTIVE – III**

MACRO ECONOMICS

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 (IS LM) 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 NonMonetary theories of Trade Cycle.

UNIT V MACRO ECONOMIC POLICY

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

TEXTBOOKS:

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

REFERENCEBOOKS:

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

SEMESTER – V
CORE PRACTICAL- IV

ROOM DIVISION MANAGEMENT

(FOCUS – FRONT OFFICE, HOUSEKEEPING)

BASIC FRONT OFFICE OPERATIONS

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 role play
5. Extempore for polite speaking.
6. Improving the conversational skills and mannerism.
7. Etiquettes, bodylanguage, grooming and greeting.
8. Situations handling (over booking, room change, turn away)

BASIC ACCOMMODATION OPERATIONS

- 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, earthen ware, porcelain, glass, plastic, laminates, wood, furniture and fixture, floor – cement, ceramic tiles, granite, carpet)
- 6 Guest room cleaning
 - 6.1 Bed making - Morning attention, Evening attention
 - 6.2 Room cleaning
 - 6.3 Bathroom cleaning
 - 6.4 Room inspection
 - 6.5 Preparing check list/ job orders
- 7 Public areas – Lobby, Corridors, Restaurants, Staircase, e.t.c.
- 8 Fire fighting training
- 9 First aid training

1. Writing down the log book.
2. Taking down messages in the message slip for the guest.
3. Handling of telephone and telephone mannerism
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 – V
SBEC PRACTICAL-IV
BASICS OF COMPUTER SCIENCE PRACTICAL – IV

M.S – Excel

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

1. Using the Formulas (Sum, Average, Etc....)
 2. Find and Replace Method
 3. Inserting Chart
 4. Inserting/Deleting Rows and Columns
 5. Creating Table
 6. Printing in Excel
- A. Adjusting Width, Copying And Moving, Inserting And Deleting Sheets From Work Book, Mathematical Operator, Exponentiation And Percentage Operators, Logical Or Comparison Operators, Using Mouse To Create A Formula.
- B. Charting And Mapping The Data, Charting The Data, Inserting A Chart, Chart Types, Modifying Chart, Mapping The Data, Adding Drawing To The Chart, Printing In Excel, Print Parameters, Default And Changing Default 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 A Database In Word, Sorting A Work Database.

M.S – Power Point

Objective: Students must be able to creating a slide with presentation, Formatting the Text, Clip Art, Word Art and to create Charts and give Animations effects.

- 1) Introduction about MS-Power Point 2003/2007.
 - 2) Creating a PowerPoint Presentation(Blank Presentation, Auto Content Wizard, Design Template)
 - 3) Using Views(Normal View, Slide Show View, Slide Sorter View, Notes Page View)
 - 4) Slide Layouts(Text, Contents, Text and Contents, Others Layouts)
 - 5) Using Custom Animations
 - 6) Using Slide Transitions
 - 7) Changing Background color in your Slide
 - 8) Inserting Picture, Chart, Table and Flowchart in your Slide.
1. Power Point Terminology-Getting Into Power Point-Creating, Opening And Saving Presentations- Types Of Views-Outline View, Slide View, Slide Sorter, View Notes, Pate View, Master Views- Quitting Power Point-Creating Presentation The Easy Way-Using Auto Content Wizard-Working With Blank Presentation-Using The Templates-Using The Slide Master-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-Go To Specific Slide-Change The Lay Out Of A Slide-Zoom In Or Out Of Slide-Working

With Text In Power Point-Cutting, Copying and Pasting-Formatting Text, Change Font & Size, Shadowing, Embossing-Alignment The Text-Left, Center, Right And Justify-Power Of Graphics In Power Point-Working With Clipart Picture-Using Microsoft Excel-Chart-Using Organization Charts-Power Point Drawings-Ways To Draw-Adding Lines-Connecting Lines-Borders And Adding Curves-Creating Word Tables-Making Great Looking Presentations(Putting On A Show)-Arranging, Previewing & Rehearsing-Creating Animated Slides- Manually Advancing Slides-Adding And Removing Transitions-Running A Presentation Continuously-Printing The Presentation Elements

Reference Books:

1. Computers Today – Suresh K.Basandra. Galgotia Publications Pvt.Ltd.
2. Complete Guide to MS-Office 200 – by Peter Norton BPB Publications.

SEMESTER – VI

CORE – XI

Internship (Industrial Practicum)

OBJECTIVES :

The objective of this industrial practicum is to help the students understand The Working of a hotel and be able to analyze its strengths weakness opportunities and the threats.

TYPE OF REPORT

The report should be based on the compulsory 16 weeks/100 days of training to be completed from January to April of Sixth semester in a hotel of repute (preferable of a 3 star, 4 star or a 5 star property). A student log book should be maintained by every student during the training period. The student should note down on the daily basis the task performed/ observed, methodology involved and points to note and assessed daily by the supervisor / manager. Using the Information contained in the log book and under the guidance of faculty member of college in which the student is studying, the student should cover the entire operation of the hotel and an inter - organizational SWOT (STRENGTH, WEAKNESS, OPPORTUNITIES, AND THREATS) analysis.

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

FORMULATION

The length of the report may be about 150 to 160 double spaced typed, printed (black and white) A-4 Size pages (excluding appendices and exhibits). 10% variation on the either side is permissible.

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

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. Project 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. Students log book (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

Log book 25 marks

Viva 25 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: 3 hrs

Max.Marks:75
Minimum pass : 30

Part-A: 15x 1 = 15

Choose the correct answer

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

Part-B: 2x 5 = 10

Paragraph pattern

(Answer any two Questions)

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

Part-C: 5x 10 = 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