

BVoc. Tourism and Hospitality

2016-17 admission onwards

MAHATMA GANDHI UNIVERSITY

**PROGRAMME DETAILS, SCHEME, AND
SYLLABUS**

BVoc. TOURISM AND HOSPITALITY

(2016-17 Admission onwards)

SCHEME AND SYLLABUS OF BVoc. TOURISM AND HOSPITALITY

INTRODUCTION

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc Programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge

OBJECTIVE

The B. Voc programmes are designed with the following objectives,

- a) To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- b) To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- c) To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- d) To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- e) To provide vertical mobility to students coming out of 10+2 with vocational subjects.

COURSE DESIGN

Regulations

The regulations stated in this document shall apply to all B.Voc Programmes conducted by colleges affiliated to Mahatma Gandhi University, sanctioned by University Grants Commission with effect from 2014 admission.

Title of the programme

The programme shall be called BACHELOR OF VOCATION (BVoc.) TOURISM AND HOSPITALITY.

ELIGIBILITY CRITERIA FOR ADMISSION

The eligibility condition for admission to B.voc programme shall be 10+2 or equivalent, in any stream. Eligibility of admission, Norms for admission, reservation of seats for various B.Voc Programmes shall be according to the rules framed by the University from time to time.

DURATION OF THE PROGRAMME

The duration of B.Vocprogrammes shall be **6 Semesters**.

The duration of odd semesters shall be from **June to October** and that of even semesters from **November to March**. There shall be three days *semester break after odd semesters* and two months vacation during April and May in every academic year.

A Student may be permitted to complete the Programme, on valid reasons, within a period of 12 continuous semesters from the date of commencement of the first semester of the programme.

The certification levels will lead to Diploma /Advanced Diploma /B.Voc. Degree and will be offered under the aegis of the University as outlined in the Table given below.

Award	Duration
Diploma	2 semester
Advanced Diploma	4 semester
B.Voc.Degree	6 semester

ATTENDANCE

Students having a minimum of 75% attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days or 50 hours in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment. Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.

MEDIUM OF INSTRUCTION

The medium of instruction shall be English.

SCHEME AND SYLLABUS

The B.Voc. Programme shall include (a) General Courses (General Components) and (b) Core Courses (Skill Components).

Credit Transfer and Accumulation system can be adopted in the programme. Transfer of Credit consists of acknowledging, recognizing and accepting credits by an institution for programmes or courses completed at another institution. The Credit Transfer Scheme shall allow students pursuing a programme in one University to continue their education in another University without break.

PROGRAMME AND COURSE STRUCTURE

The B.Voc.programme shall include:

General Education Components

Skill Components which include Core Courses, Project, Hands-on training (HOT) and On-Job Training (OJT)

MEDIUM OF INSTRUCTION	The medium of instruction shall be English.	SCHEME AND SYLLABUS	The B.Voc. Programme shall include (a) General Courses (General Components) and
	Credits	Credits	
I	36	24	Diploma
II	36	24	Advance Diploma
III	36	24	B.Voc Degree
Total	108	72	180

As per the UGC guidelines, there are multiple exit points for a candidate admitted to this programme. If he/she completes the first two semesters successfully, he/she will be awarded Diploma. If he/she completes the first four semesters successfully, he/she will be awarded Advanced Diploma. If he/she is completes all the six semesters successfully, he/she will be awarded B.Voc Degree.

EVALUATION ASSESSMENT, EXAMINATION AND GRADING SYSTEM

The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

The internal to external assessment ratio shall be 1:4, for all courses including practical. There shall be a maximum of 80 marks for external evaluation and maximum of 20 marks for internal evaluation making a total of 100. For all courses (theory & practical), grades are given on a 07-point scale based on the total percentage of marks.

Theory papers

The external examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. For all papers (theory and practical) total marks of external examination is 80 and total marks of internal evaluation is 20 making a total of 100. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below.

For all theory papers:

- a) Marks of theory external examination: 80
- b) Marks of theory internal evaluation: 20

Internal Assessment

All the three components of the internal assessment are mandatory. Components of the internal evaluation and their marks are as below.

Components of Internal Evaluation - Theory	Marks
Attendance	5
Assignment / Seminar / Viva	5
Test paper(s) (1 or 2) (1x10 = 10; 2x5 = 10)	10
Total	20

Assignments, Seminars and Test Papers:

- Assignments are to be done from 1st to 4th Semesters. At least one assignment per course per semester should be submitted for evaluation.
- A student shall present a seminar in the 5th semester and appear for Viva-voce in the 6th semester.
- At least one internal test-paper is to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.
- The internal evaluation report in the prescribed format should reach the University before the 4th week of October and March in every academic year.

External Examination

The external examination of all semesters shall be conducted by the University at the end of each semester.

Pattern of questions for external examination for theory courses:

Questions shall be set to assess knowledge acquired, standard application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. He/she shall also submit a detailed scheme of evolution along with the question paper. A question paper will comprise objective type, short answer type, short essay type /problem solving type and long essay type questions.

Section A	Total no. of questions	No. of questions to be answered	Marks of each question	Total marks
Section A	10	10	1	10
Section B	12	8	2	16
Section C	9	6	4	24
Section C	4	2	15	30
	35	26	X	80

Practical Papers:

The programme Skill practical courses (SP) are all treated as practical courses in this programme. There will be one each course in each semester. There is one actual lab practical on Food production in the third semester. The other five skill practical courses include destination visit, study tour, Travel, Tour and Hospitality Internships and the final project / dissertation. For each course the students have to submit a detailed report which will be valued both externally and internally. One hour in the scheme has been earmarked as skill practical per week.

For all practical papers:

- a) Marks of theory external examination: 80
- b) Marks of theory internal evaluation: 20

Components of Internal Evaluation – Practical	Marks
Attendance	4
Record / Report	10
Lab involvement / Field work	6
Total	20

There will be both internal and external components for each course. There will be external practical for the Food Production Practical and external evaluation and viva voce for all other skill practical papers including project / dissertation.

Destination visit:

Students have to visit two major tourism destinations in the neighborhood or vicinity of the institution as a case study and prepare a detailed report on the destination; its tourism importance and potential; problems or challenges faced; prospects for future development etc. A seminar / workshop can also be arranged.

Travel and Tour Services Internship:

Students have to undergo hands on comprehensive training or internship in a travel agency or tour operator firm for two to three weeks. They have to submit a training report also as part of the programme after the internship.

Practical on Lab:

There will be one lab practical course on Food Production during the third Semester. The Department or institution has to make necessary arrangements for the students for the same.

Hospitality Internship:

Students have to undergo one month internship in a major hotel or resort as part of their programme. They have to submit a training report after the internship.

Study Tour:

Students have to participate in a field study tour that will be arranged by the department. This enables students to analyze the existing infrastructure and amenities of tourism development and examine future prospectus in tourism promotion. Students have to involve in pre tour and post tour reporting and finally submit a tour report.

Project / Dissertation:

All students are to do a project in the area of core course. The report of the project in duplicate is to be submitted to the department at the 6th semester and are to be produced before the examiners appointed by the University. External project evaluation and Viva/Presentation are compulsory and will be conducted at the end of the programme during the sixth semester. 20 % of marks are awarded through internal assessment.

For projects:

- a) Marks of external examination: 80
- b) Marks of internal evaluation: 20

Components of project evaluation	Marks
Internal evaluation	20
Dissertation (External)	50
Viva – Voce (External)	30
Total	100

Attendance Evaluation

The marks awarded for attendance of each paper (programme with theory and practical) will be given as per the table below. In this programme all general and skill theory courses (GT and ST) are considered theory and skill practical (SP) are considered practical courses.

% of attendance	Marks for theory
90 and above	3
80 – 89	2
75 - 79	1

% of attendance	Marks of practical
90 and above	4
85 – 89	3
80 – 84	2
75 -79	1

GRADING

Grade and Grade Point

For all courses (theory & practical), grades are given on a 07-point scale based on the total percentage of marks. **(ISA+ESA)** as given below

Percentage of Mark	Grade	GradePoint
90 and above	A+ - Outstanding	10
80 and below 90	A – Excellent	9
70 and below 80	B – Very Good	8
60 and below 70	C – Good	7
50 and below 60	D – Satisfactory	6
40 and below 50	E – Adequate	5
Below 40	F – Failure	4
Absent	Absent	ab

Credit point and Credit point average

Credit Point (CP) of a course is calculated using the Formula

$CP = C \times GP$, where C = Credit; GP = Grade point

Credit Point Average (CPA) of a Semester/Programme is calculated using the formula

$CPA = TCP/TC$, where TCP = Total Credit Point; TC = Total Credit

Grades for the different semesters and overall programme are given based on the corresponding CPA as shown below:

CPA	
Above 9	A+ - Outstanding
Above 8, but below or equal to 9	A – Excellent
Above 7, but below or equal to 8	B- Very Good
Above 6, but below or equal to 7	C- Good
Above 5, but below or equal to 6	D- Satisfactory
Above 4, but below or equal to 5	E – Adequate
4 or below	F- Failure

Note: A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course.

For a pass in a programme, a separate minimum of Grade E is required for all the

individual courses. If a candidate secures **F** Grade for any one of the courses offered in a Semester/Programme only **F** grade will be awarded for that Semester/Programme until he/she improves this to **E** grade or above within the permitted period. Candidate who secures **E** grade and above will be eligible for higher studies.

PROMOTION

Promotion to Higher Semester and Re- appearance by failed candidates

- o A student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.
- o A student who has completed the entire curriculum requirement, but could not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester.
- o A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.
- o There will be no supplementary exams. For reappearance/ improvement, the students can appear along with the next batch.
- o Readmission will be allowed as per the prevailing rules and regulations of the university.

Monitoring scheme

There shall be 3 level monitoring committees for the successful conduct of the scheme.

They are –

1. Department Level Monitoring Committee (DLMC), comprising HOD and two senior-most teachers as members.
2. College Level Monitoring Committee (CLMC), comprising Principal, Dept.Co – ordinator and A.O/Superintendent as members.
3. University Level Monitoring Committee (ULMC), headed by the Vice – Chancellor and Pro –Vice – Chancellor ,Convenors of Syndicate subcommittees on Examination, Academic Affairs and Staff and Registrar as members and the Controller of Examinations as member-secretary.

Notwithstanding anything contained in these regulations, the Vice Chancellor shall, for a period of one year from the date of coming into force of these regulations shall be applied to any programme with such modifications as may be necessary.

CONSOLIDATED SCHEME OF BVoc. TOURISM AND HOSPITALITY**Total credits: 180 (Skill courses: 108; General courses: 72)****SEMESTER 1: Total credits: 30 (Skill courses: 18; General courses: 12)**

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
TH1GT01	Communication Skill in English	General	4	4	20	80
TH1GT02	Tourism Product	General	4	4	20	80
TH1GT03	Principles of Management	General	4	4	20	80
TH1ST04	Principles and Practice of Tourism I	Skill	4	5	20	80
TH1ST05	Travel Agency and Tour operation Business	Skill	4	5	20	80
THIST06	Tour guiding and escorting	Skill	4	5	20	80
THISP07	Destination visit and Report	Skill	1	3	20	80

SEMESTER 2: Total credits: 30 (Skill courses: 18; General courses: 12)

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
TH2GT08	Critical Thinking, Academic Writing and Presentation	General	4	4	20	80
TH2GT09	Travel Geography	General	4	4	20	80
TH2GT10	Communication and Personality skill for Tourism	General	4	4	20	80
TH2ST11	Principles and Practices of Tourism II	Skill	4	5	20	80
TH2ST12	Tour Packaging and Itinerary planning	Skill	4	5	20	80
TH2ST13	Tourism Transport Operations	Skill	4	5	20	80
TH2SP14	Travel and Tour Internship	Skill	1	3	20	80

SEMESTER 3: Total credits: 30 (Skill courses: 18; General courses: 12)

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
TH3GT15	Foreign Language : French/German	General	4	4	20	80
TH3GT16	Human Resource Management	General	4	4	20	80
TH3GT17	Tourism Marketing	General	4	4	20	80
TH3ST18	Ecotourism	Skill	4	5	20	80
TH3ST19	Hospitality Management	Skill	4	5	20	80
TH3ST20	Food Production	Skill	4	5	20	20
TH3SP21	Food Production Practical	Skill	1	3	20	20

SEMESTER 4: Total credits: 30 (Skill courses: 18; General courses: 12)

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
TH4GT22	Foreign language : French/German II	General	4	4	20	80
TH4GT23	Customer Relationship Management	General	4	4	20	80
TH4GT24	Sales and Advertising in Tourism	General	4	4	20	80
TH4ST25	Event Management	Skill	4	5	20	80
TH4ST26	Front office Management	Skill	4	5	20	80
TH4ST27	Food Science and Nutrition	Skill	4	5	20	80
TH4SP28	Hospitality Internship	Skill	1	3	20	80

SEMESTER 5: Total credits: 30 (Skill courses: 18; General courses: 12)

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
TH5GT29	Environmental Education	General	4	4	20	80
TH5GT30	Tourism Ethics, Law and Regulations	General	4	4	20	80
TH5GT31	Entrepreneurship in Tourism	General	4	4	20	80
TH5ST32	Airfares and Ticketing	Skill	4	5	20	80
TH5ST33	Tourism Impact Analysis	Skill	4	5	20	80
TH5ST34	Housekeeping Operations	Skill	4	5	20	80
TH5SP35	Study Tour and Report	Skill	1	3	20	80

SEMESTER 6: Total credits: 30 (Skill courses: 18; General courses: 12)

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
TH6GT36	Research Methodology in Tourism	General	4	4	20	80
TH6GT37	Managerial accounts and Finance in Tourism	General	4	4	20	80
TH6GT38	Travel Journalism	General	4	4	20	80
TH6ST39	E Tourism	Skill	4	5	20	80
TH6ST40	Tourism Product Design and Destination Development	Skill	4	5	20	80
TH6ST41	Resort Management	Skill	4	5	20	80
TH6SP42	Project/Dissertation	Skill	1	3	20	80

Teaching faculty

- The two General Courses in English (TH1GT01 and TH2GT08) have to be taught by teachers with a master's degree in English along with other qualifications prescribed by UGC / University.
- The two General Courses in Foreign Language: French / German (TH3GT15 and TH4GT22) have to be taught by teachers with qualification in the concerned language.
- The skill courses (theory and practical) related to Hospitality (TH3ST19, TH3ST20, TH3SP21, TH4ST26, TH4ST27, TH4SP28, TH5ST34 and TH6ST41) have to be taught by teachers with MHM / MMH qualifications and other qualifications prescribed by UGC / University.
- All other general and skill courses (theory and practical) related to Tourism and Hospitality have to be taught by teachers with MTTM / MTA / MTM / MBA (Tourism) qualification and other qualifications prescribed by the University.

DETAILED SYLLABUS AND SCHEME
SEMESTER 1: TH1GT01: Communication Skill in English
No. of credits: 4; No. of contact hours: 72 (4 hours per week)

1. AIM OF THE COURSE

- To develop the students' ability to use English language accurately and effectively by enhancing their communication skills.

2. OBJECTIVES OF THE COURSE

- To introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility.
- To enable the students to speak English confidently and effectively in a wide variety of situations.
- To help the students to improve their reading efficiency by refining their reading strategies.

3. COURSE OUTLINE

MODULE – I

Speech Sounds

18 hours

Phonemic symbols - Vowels - Consonants - Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

MODULE – II

Listening

18 hours

Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

MODULE- III

Speaking

36 hours

Word stress and rhythm – Pauses and sense groups – Falling and rising tones –Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills

MODULE – IV

Reading

18 hours

Reading: theory and Practice – Scanning - Surveying a textbook using an index - reading with a purpose – making predictions – Understanding text structure – Locating main points – Making inferences - Reading graphics - reading critically – Reading for research

4. CORE TEXT

V.Sasikumar, P Kiranmai Dutt and Geetha Rajeevan, . *Communication Skills in English*. Cambridge University Press and Mahatma Gandhi University.

FURTHER READING

Sl.No	Title	Author	Publisher & Year
1	<i>A Course in Listening and Speaking I & II</i>	Sasikumar V.,Kiranmai Dutt and Geetha Rajeevan	New Delhi: CUP, 2007
2	<i>Study Listening: A Course in Listening to Lectures and Note-taking</i>	Tony Lynch	New Delhi: CUP, 2008
3	<i>Study Speaking: A Course in Spoken English for Academic Purposes</i>	Anderson, Kenneth, Joan Maclean and Tony Lynch	New Delhi: CUP, 2008
4	<i>Study Reading: A Course in Reading Skills for Academic Purposes</i>	Glendinning, Eric H. and Beverly Holmstrom	New Delhi: CUP, 2008
5	<i>Communication Studies</i>	Sky Massan	Palgrave Macmillan
6	<i>Effective Communication for Arts and Humanities Students</i>	Joan Van Emden and Lucinda Becker	Palgrave Macmillan

5. MODEL QUESTION PAPER (To be incorporated)

SEMESTER 1: TH1GT02: TOURISM PRODUCTS

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Tourism Product —Definition and Differentiation —Tourism Products and Attraction :Elements and Characteristics of Tourism Products-Typology of Tourism Products —Unique Features of Tourism Products in India: Geography of India- Physical and Political features .World's important tourism Destinations

Unit 2

Cultural Resources-Performing- Arts of India, Classical Dance and Dance Styles-Indian Folk Dances-Music and musical Instruments-Handicrafts of India, Craftsmanship-Indian painting —Fairs and Festivals-Cuisines and specialty dishes

Unit 3

Architectural Heritage of India- India's Architectural styles-historic monuments of Tourist; significance(ancient medieval and modern)- Important Historic /Archeological sites . Museums ,Arts Galleries, Libraries their location and assets-Religious Shrines/Centers- Hindu Buddhist, Jain, Sikh, Muslim, Christian and others —World Heritage Sites in India

Unit 4

Nature based Tourism; Wild Life Sanctuaries .National Parks ,Botanical Gardens. Zoological Parks, Biosphere reserves ;Mountain Tourism with special reference to Himalayas .Desert Tourism with special referenced to Rajasthan ,Tourism in Coastal areas —Beaches ,Islands ,Coral Reefs; Backward Tourism with special reference to Kerala; Adventure tourism —Classification of Adventure tourism —Land based, water based-Aero Based with suitable examples

Unit 5

Important Tourism Destinations in Kerala: Natural man made . Biotic emerging trends in Kerala Tourism : Responsible Tourism, Medical Tourism - Ayurveda Yoga — Backwaters Wild life Festivals Village tourism , Eco Tourism , Alternative , Rural Agro and Sustainable Tourism.

References:

1. Jacob Robinet et al Indian Tourism Products, Abijeeth Publications. NewDelhi
2. Acharya Ram , Tourism and cultural Heritage of India: ROSA Publication
3. Basham . A L the wonder that was India : Rupa and Company , Delhi
4. Manoj Dixit, CharuSheela, Tourism Products, New Royal Books
5. Hussain AK The National Culture of India . National Book Trust New Delhi
6. Kaul H .K Travellers India Oxford University press

SEMESTER 1: TH1GT03: PRINCIPLES OF MANAGEMENT

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Nature and process of management — school of management thoughts — management process school — human behavioral school — decision theory school — system management school , contingency school — managerial role — basis of global management

Unit 2

Planning — objectives types of plans single use plan and repeated plan MBO, MBE — strategic planning and formulation — decision making type and process of decision making — forecasting

Unit 3

Organizing- type of organization , -formal , informal, line and staff, functional , organization structure and design — span of control , delegation and de centralization authority and responsibility — organizational culture and dynamics

Unit 4

Staffing — system approach to HRM — Performance appraisal and career strategy- HRD — meaning and concept

Unit 5

Directing — motivating — meaning — need for motivation . theories of motivation — Herzberg and MC Gregor , leadership- importance , styles of leadership, managerial grip by Blake and Mounton , leadership as a continuum by Tannenbaum and Schmidt , pat goal approach by Robert House(in brief) controlling — concept — significance , methods of establishing control

References:

1. Moshal B S , Principle of management ANE books India , New Delhi
2. Bhatia Rc business organization and management ANE books pvt ltd New Delhi
3. Richard Pettinger New Delhi Introduction to management Palgrave Mc Milan Newyork
4. Koontzaand 0 Donnel principle of management Tata Mcgraw hill publishing company limited
5. Terry G R principle of management D B taraporevala Sons and company pvt ltd Mumbai

SEMESTER 1: TH1ST04: PRINCIPLES AND PRACTICES OF TOURISM I

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Travel and tourism through the ages: Early Travels, 'Renaissance and 'Age of Grand Tours'
Emergence of modern Tourism, Factors affecting growth of Tourism.

Unit 2

Tourism Definition, Meaning, Nature and Scope; Tourist ,Traveler, visitor and Excursionist —definition and differentiation; Leisure. Recreation and Tourism inter relationship; Typology and forms of tourism international, inbound, outbound ,interregional, intra regional, domestic , international , national and other forms ;social tourism

Unit 3

Tourism an Overview-components(5A's Attraction. Accessibility, Accommodation,Amenities and Activities), Tourism System and elements of Tourism (Lieper's model)- Characteristics of Tourism (Intangibility .Perish ability.Variability.Inseparability.Heterogeneous. Multitude of Industry, Pricing Competitiveness/ Flexibility . Interrelationship of elements) .

Unit 4

Introduction to Tourism Industry -Travel Agency — History-Operation /Functions — Types .Tour Operators-Functions-Types.Accommodation Industry Types - Classification-SupplementarySouvenir Industry and Shopping; Transportation (Air, Water. Land) —Role of Transportation in Tourism (Airlines ,Railways. Cruises, Coaches ,Car rentals ,etc.)

Unit 5

International travel requirements (Passport ,Visa , Health certificates and insurance).
Role and functions of NTO and tourism authorities of various levels(National , State , Local) Tourism Organizations- National and International
ITDC,FHRAI,IATO,TAAL,UNVVT0,IATA,UFTAA,PATA

References:

- 1 . P.N Seth Successful tourism management ,sterling publishers , New Delhi
2. A K Bhatia: International Tourism Management . Sterling Publishers
3. A K Bhatia: Tourism Development: Principles and Practices • Sterling Publishers.
4. A K Bhatia : The business of Tourism concept and strategies , sterling publishers

SEMESTER 1: TH1ST05: TRAVEL AGENCY AND TOUR OPERATION BUSINESS

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Tour Operations/travel Agency Business- Difference between agent and tour operation, Various departments of a Travel agency and its functions, How to setup a travel agency and tour operator-IATA rules and regulations for travel agency approval, DOT rules and regulations for travel agent approval, Types of organization: Proprietorship, Partnership, Corporate.

Unit 2

Itinerary Planning: Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary. Itineraries of Golden Triangle. Buddhist Circuit, Beach destinations, Popular Outbound Itineraries of Singapore. Malaysia, Thailand.

Unit 3

Visas- Visa and its types, Preparing Visa cases, Formalities required for various Visas like Schengen, UK. Us, Dubai and Far East, Verification of Endorsed Visa on the Passport.

Unit 4

Package Tours- Package tour and its components, Practical components of a standard package tour (Inbound, Outbound and domestic), Types of package tours; Use of CRS in travel agencies.

References:

1. Chand Mohinder (2007), Travel Agency Management: An Introductory Text (2nd revised and enlarged edition), Anmol Publications.
2. PrenNath Seth (1992) Successful Tourism Management vol.1&2, Sterling Publications, Delhi.
3. Stevens Laurence (1990) Guide to starting and operating successful Travel Agency. Delmar Publishers Inc., New York.
4. JagmohanNegi (2008) Travel Agency and Tour Operation-Concepts & Principles, Kanishka Publishers.
5. Armin Dieter Lehmann, 'Travel & Tourism: An Introduction to Travel Agency Operations, McMillan Publishing Company.

SEMESTER 1: TH1ST06: TOUR GUIDING AND ESCORTING

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

The tour guide- meaning and classification qualities of an ideal tour guide various role of tour guide the business of guiding organizing a guiding business

Unit 2

The guiding techniques —leadership and social skill presentation and speaking skills tour escorting ethics; The guides personality , moments of truth the seven sins of guide the service cycle. working with different age groups working under different circumstances

Unit 3

The role of guide and interpreter: creating ,memorable interpretations, interpreting different themes nature art architecture and incidental interpretations responsibilities to local and society tour guide code of conduct

Unit 4

Conducting tours pre tour plans mode of transportation types of tours traveler with special needs guidelines for working with disabled persons relationship with fellow guides motor/car operators and companies

Unit 5

Dealing with emergencies accidents law and order general procedures evaluation and solution complaint handling

References:

1. JagmohanNegi —Travel agency and tour operations
2. Mohinder Chand —Travel agency and tour operations an introductory text
3. Dennis I Foster —Introduction to travel agency Management
4. Pat Yale-Business of tour operations

SEMESTER 1: TH1SP07: DESTINATION VISIT AND REPORT

No. of credits: 3; No. of contact hours: 18 (1 hour per week)

Students have to visit two major tourism destinations in the neighborhood or vicinity of the institution as a case study and prepare a detailed report on the destination; its tourism importance and potential; problems or challenges faced; prospects for future development etc. A seminar / workshop can also be arranged.

SEMESTER 2: TH2GT08: Critical Thinking, Academic Writing and Presentation

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

1. AIM OF THE COURSE

- To develop the critical and analytical faculty of students and to improve their proficiency in reading, writing and presentation.

2. OBJECTIVES OF THE COURSE

- To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments.
- To assist the students in developing appropriate and impressive writing styles for various contexts.
- To help students rectify structural imperfections and to edit what they have written.
- To equip students for making academic presentations effectively and impressively.

2. COURSE OUTLINE

MODULE – I

Critical Thinking

18 hours

Introduction to critical thinking – Benefits - Barriers – Reasoning - Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension- Critical thinking in academic writing - Clarity - Accuracy – Precision - Relevance

MODULE – II

Research for Academic Writing and the Writing Process

18 hours

Data collection - Use of print, electronic sources and digital sources -Selecting key points - Note making, paraphrasing, summary – Documentation - Plagiarism – Title – Body paragraphs - Introduction and conclusion – Revising - Proof-reading

MODULE – III

Accuracy in Academic Writing

18 hours

Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions - Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation – Abbreviations

MODULE – IV

Writing Models

18 hours

Letters - Letters to the editor - Resume and covering letters - e-mail - Seminar papers - Project reports - Notices - Filling application forms - Minutes, agenda - Essays

MODULE – V

Presentation Skills

18 hours

Soft skills for academic presentations - Effective communication skills – Structuring the presentation - Choosing appropriate medium – Flip charts – OHP - PowerPoint presentation – Clarity and brevity - Interaction and persuasion - Interview skills –Group Discussions

4. CORE TEXT

Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education and Mahatma Gandhi University.

SEMESTER 2: TH2GT09: TRAVEL GEOGRAPHY

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Introduction to Geography – Definition, scope and contents of geography of tourism – Physical Geography; Major land forms – Mountains, Plains, Plateaus; Natural regions of the World

Unit 2

Geographical determinants – diversities and disparities – typology and areas of linkages flow and orientation – Impact of weather and climate on tourism, seasonal rhythm; Geographical components and tourism development – Linkages; seasonality and destinations – seasons and climate seasonality in tourism

Unit 3

Tourism and Geography: Role of Geography in tourism map reading; Maps; Types of maps – Scale; Topo sheets; Signs and symbols; use of technology in geography

Unit 4

Tourist Destination and attractions of major countries (in brief): Asia, Africa and Middle East, Europe

References:

1. Burkhardt and Madik " Tourist Past and Present and Future" Butterworth Heinemann Several Edition
2. Gilbert Sigeauxz "History of Tourism"
3. Herbert "Heritage Tourism and Society
4. Maisels "Early civilization of the old world"-Business Books communica1978
6. Nisbet "Social change and History "Oxford University press 1972
7. Roger Housden "Sacred Journeys in a modern World "-Simon and Schuster. New York 1979
8. T Walter Wallbank "Civilization past and Present"-Scott Foresman .London 1978

SEMESTER 2: TH2GT10:COMMUNICATION AND PERSONALITY SKILLS FOR TOURISM

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Communication: Meaning, Role, Functions, Importance and Essentials of communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication. Classification of communication (Formal and Informal; personal, Inter-personal, Group & Mass; Vertical & Horizontal; Upward & Downward; One-way & Two-way; Verbal & Non verbal).

Unit 2

Telecommunication Skills: Communication over Telephone for reminder/ follow up of events, Telephone Handling Skills, Complaint Management, Resume writing and facing interviews, Report Writing..

Unit 3

Personality and Body Language: Definition, Types, Characteristics of personality; Importance of Dressing and Etiquettes in Business Communication; Facial Expression, Eye Contact, Posture, Dress, Attitude

Unit 4

Customer: Definition of Customer, Internal customer, External customer; Definition of Service provider; why are some service providers better than others? Definition of satisfied/ dissatisfied customer; consequences of satisfied/ dissatisfied customers, Definition of Quality. Customer satisfaction, Customer Delight, Key areas of customer care; The product or the service itself, Sales and promotion of the services; After sales support to the customer; Organizational culture. Customer Feedback, Feedback tools.

References:

1. Communication: Making connections (7th edition) William J. Seiler, Addison Wesley.
2. Chrissie Wright: Handbook of practical Communication skills, Jaico Publishing House.
3. Chaturvedi P.D, Business Communication: Concepts Cases and Applications. Pearson Education.
4. Kaul, Asha (2006), Business Communication, Prentice Hall.
5. Taylor, Shieley (2003) Communication for Business, Pearson Education.
6. Sharma R.O & Mohan Krishna: Business Correspondence and Report Writing, McGraw Hill.

SEMESTER 2: TH2ST11: PRINCIPLES AND PRACTICES OF TOURISM II

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Travel motivation —Definition of travel motivation concept of motivation —evolution of demand. Growth factors —physical motivators rest and recreation motivators health motivators ethnic and family motivators rent professional and business motivators

Unit 2

Demand for Tourism —measurement of tourism , types of tourist statistic —general problems of measurement methods of measurement —Tourism satellite account —Tourism barometer — Statistical review of spenders and earners of tourism —Kerala India and major world destination.

Unit 3

Socio economical factor in Tourism : Impacts of Tourism —Economic , Environmental ,Social, cultural Economic benefits —the multiplier effect —development of infrastructure —regional development-effects on employment —tourism and economic value of cultural resources-tourism and international understanding, national integration through tourism

Unit 4

Tourism planning and development —tourism planning process —assessment of tourist demand- environmental dimension of tourism —carrying capacity-sustainability conservation policy responsible tourism; Features of tourist destination —essential facilities and services for tourism development-Tourism development in India-Sargent committee-5 year plan- Tourism policy

Unit 5

Tourism products-Definition —Product levels of Kotler-Product design —issues and Considerations – Leaper's tourism system, Tourism area life cycle.

References:

1. Seth Pran Nath (1999) Successful Tourism management (vol. 1,2)7
2. Cooper Fletcher et al (1993) tourism principles and practices , Pitman
3. Bhatia A K international Tourism
4. S Babu ,S Mishra BB Panda :Tourism development revisited; Response —Sage
5. R Jacob et al :Tourism product of Indian national perspective; Abhijeet publications

SEMESTER 2: TH2ST12: TOUR PACKAGING AND ITINERARY PLANNING

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Meaning .development types and objectives .significance of tour packages with relation to tourists, destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business

Unit 2

Tour formulation —influencing factors stages involved in tour formulation —initial research (destination and market); Itinerary development-Negotiation confidential tariff ,Costing and pricing ,market strategies ,brochure designing , printing and distribution ,itinerary preparation for domestic and international (in bound and outbound Tourism)Tourist.

Unit 3

Defining the concept of tour cost ,components of tour cost —Fixed variable direct and indirect cost, factors affecting tour cost, Tour cost sheet-Meaning and significance ,Costingprocedure for FIT,GIT and conference and convention packages calculation tour pricing ,pricing strategies

Unit 4

Tourist activities based on mountains , Deserts Forest and wildlife and cultural and pilgrimages- prepare package based on these activities.

Unit 5

Case study of tour packages offered by major tour operators —COX and kings, Thomas cook ,SOTC , Inter sight, IFeCTC and its tour packages

References:

1. P C Sinha; International encyclopedia of tourism management
2. Syrratt Gwenda manual of travel , travel agency practice Butterworth Heinmann London 1995
3. Stevens Laurence Guide to starting and operating successful Travel agency , Delmar publishers Inc New York 1990
4. Gee chuck and Y makens ,professional travel agency management Prentice Hall , New York 1990
5. Mohinderchand ,Travel agency management an introductory text Anmol publications Pvt Ltd New Delhi 2007
6. Foster D L the business of Travel agency Operations and administration , McGraw Hill Singapore 1990

SEMESTER 2: TH2ST13: TOURISM TRANSPORT OPERATIONS

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Introduction to tourist transportation :Development of means of Transport, Tourists transport system —Leiper's Framework —Role of transport in Tourism —UP markets and Low Budget travelers .Major entry points of Tourist in India .

Unit 2

Surface transport —Road transport system in India —Types of roads —Public transportation system —Car , Coach and tour .Rent a Car scheme (Concept and marketing)Transport and insurance documents

Unit 3

Rail Transport : General information about Indian Railways. Brief History- High speed trains —Classes of Journey —Types of trains and tracks —Railway reservation —modes —circle trips— Tatkal-I-Ticket-e-ticket-Passenger amenities (Railway and Onboard station); Introduction to the type of rail tours in India: luxury trains hill trains express trains mail and passenger —IRCTC mountain railways of India in the UNESCO world heritage visit -Eurailpass ,Indrail pass

Unit 4

Water Transport : Categories of water transport (Coastal shipping ,Inland Waterways ,Foreign Going traffic) —National waterways . Cruise liners- types Houseboats.

Unit 5

Airport management : Major Airlines and Airports in India — Airport Facilities for passengers Ground handling (Passengers and cargo) Departure formalities : check in —Emigration —Customs and security . Arrival formalities : Immigration —Baggage clearance —Customs —Channels (green channel and Red channel)

References:

1. JagmohanNegi —Travel agency and Tour operation
2. Mohinder Chand-Travel agency and Tour operation : An introductory text
3. Bhatia, A K —international Tourism
4. Seth P N (1999) successful Tourism management (vol.1 and 2)

SEMESTER 2: TH2SP14: TRAVEL AND TOUR SERVICES INTERNSHIP

No. of credits: 3; No. of contact hours: 18 (1 hour per week)

Students have to undergo hands on comprehensive training or internship in a travel agency or tour operator firm for two to three weeks. They have to submit a training report also as part of the programme after the internship.

SEMESTER 3: TH3GT15: FOREIGN LANGUAGE (FRENCH / GERMAN)

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

FRENCH I

Sl.No	Title of the	Skill to be developed	Grammer
Lesson 1 Page 9-page 14	A l'aéroport de Kamaraïdomestic a Chennai	Saluer. demander et dire leEtre, nom, présenter quelqu'un, se présenter, souhaiter la bienvenue a quelqu'un, demander et dire l'identhede	s'appcler. pronomssujets, interrogation
Lesson 2 Page 15-page 21	A l'Universite	Demander comment on se pone, présenter quelqu'un. prendre conga. exprimerTapprociation	Articles definis et indefinis, genre des noms. adjectifs. present de l'indicatifVerbesreguliersene <i>r.etre.avoir. apprendre.</i> Prepositions-a. <i>en au.aur</i>
Lesson 3 Page 22-page 29	Au café	Dire cequ'on aime. donner des informations.exprimer 1 'admiration.demanderdesener, Informationssur quelqu'un.	Adjectifsinterrogatifs. present de l'indicatif,avoir. verbes <i>savoir. qui est-ce,</i> <i>qu'estceque</i>
Lesson 4 Page 30-page 37	A la plage	Proposer une sortie. accepter. refuser la proposition.	Phrases au singulier et au pluriel. pronom indefinion,il y a, adjectifsdemonstratifs. negation, interrogation. present de l'indicatiffaire. %Dir.
Lesson 5 Page 38-page 44	Un concert	Inviter. accepter. exprimerson incapacited'accepter.compli menter. parlor au telephone	present de 1.indicatif:verhesener. <i>venir.</i> <i>pouvoir. vOrdOir.</i> articles comrades avec a. chez. lefutur. interrogation-est-cequo. <i>adverbesinterrogatifLesson</i>
Lesson 6 Page 45-page 52	Chez	Dew\mander le prix protestercontre le prix	Adjectifs possessives, accoyd de l'adjectiladjectifsexclamatifs, Tres/trop. Present de l'indicatifacheter. Regarder l'imneratif

References / Text Book: Synchronie I. Methode de francais Author : Dr.K Madanagobalane et al

GERMAN I

Unit 1

To introduce oneself and others- Numbers+ Telephone numbers - Alphabets and to spell i name.-To order something and pay for it in a Cafd.-Introduction to Money-Euro-How is it in a German course.-Countries and Languages-Wellness and complaints-Profession-Weekend activities and hobbies-Currencies in different countries.-Classroom things- Communication: To make requests and wishes.- Calendar: Days and Months

Unit 2

Country names with and without articles- Sightseeing places in Europe- Countries and languages spoken in them- To be able to describe Trivandrum- Railway station and Airport-Capitals of other Countries- To describe different types of houses and comment on them.- To describe things and people- Rooms, furniture and how to make a house ready to live in-Shifting of a house.- Repetition of "Restaurant"- Rented house, to rent a house, hostel. - To move into a new house.

Unit 3

Time: Methods to say time, officially and unofficially- To make appointments and to make changes in that.- To make speech.- Vocabulary related to "a visit to doctor"- Daily routine-Things in a city.- Hour/clock- To fill in information in a form.- To ask "way" to somewhere to a person.- To tell the place where different people work.- Orientation in a house- To arrange appointments- Holidays and festivals- Ordinal numbers

Unit 4

Professions and its descriptions- Repetition of daily routine.- To handle the situation in a bank- Place details e.g. in a workshop, at the university etc. vat. prepositions- To know about sightseeing places in Berlin.- To describe a Way.- To make a city plan and to describe it- To narrate about a travel.- To write a postcard.

Unit 5

To speak about vacations and holidays- To describe about an accident.- To formulate W-questions wrt. theme "Holidays"- In a supermarket and eating habits- To shop provisions-Measurements and weights- NewsCOURSE advertisements- Time of meals, names of dishes, menu, and recipes.- Vegetables, cutlery, vessels, fruit etc.

Unit 6

Fashion, Weather, buying clothes, and colors.- Winter holidays and summer holidays- Body parts and sports, illnesses and emotions- More body parts and vital organs- To which doctor should I go -Which doctor do you recommend?

References / Text Book: Lernziel Deutsch, Max Huber verlag, Reihe 1-7

SEMESTER 3: TH3GT16: HUMAN RESOURCE MANAGEMENT
No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Human Resource Management definition — importance of HRM in service industries —
Functions of HRM — Objectives of HRM

Unit 2

Man power planning — process of man power planning — Job analysis-process of
job analysis- job description — job specification- Job Design — job enlargement- Job
Enrichments.

Unit 3

Recruitment and selection- Selection process- Sources of recruitment —internal,
external- Techniques of recruitment — direct, indirect —Selection procedure-Selection
test- Placement and Induction

Unit 4

Training and Development — Concepts- Training Methods- Distinction between Training
Development — Organizational development — self developments- On the job training —
evaluation of training effectiveness.

Unit 5

Performance appraisal — Concepts- Methods- Barriers of effective appraisal Methods-
Job Evaluation- Methods of job evaluation- job evaluation in hospitality industry
— Incentives in Hospitality Industry

References:

1. Human resource management in Hospitality Industry
2. Management Principles and Practices - L M Prasad

SEMESTER 3: TH3GT17: TOURISM MARKETING

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Marketing: Concept and definition and its significance in tourism industry. Basic concept of needs and wants ; demand , product service market and sales. Significance of service and characteristics of service marketing. differentiation of product marketing . and service marketing. Defining marketing mix, the 8ps of marketing mix

Unit 2

Market mix in tourism industry . product: definition and level , nature of tourism product, stages of launching a new product. Product life cycle (PLC) Branding concept and need of branding of a product for a tourism company pricing : definition and influencing factors : major pricing strategies for product of tourism industry

Unit 3

Promotion : major tools of promotion mix —word —of-mouth information , advertising sales promotion , public relation , personal and social selling ; importance of advertising in tourism , selection of messages and media , media timing . distribution : definition: factors influencing in distribution policy, distribution system , the role of travel agency tour operator as intermediaries of tourism industries

Unit 4

Destination planning and product diversification , destination marketing . marketing strategy in the new digital age —E business, E commerce and e marketing the complementary marketing. Role of media in promotion of tourism T V —Radio newspaper travel magazines —documentaries- guide book —travel writers — electronics ; destination marketing —necessary attributes for an ideal tourist destination , destination life cycle , marketing strategy for promotion and development of a tourist destination

References:

1. Bisht . ss (2010). Tourism marketing ,market practices in tpourism industry . Sarup book publishers pvt ltd new delhi 02
2. Holloway JC , plant pv(1988): marketing for tourism , pitman publishing ,London
3. Jha SM : Tourism marketing , kotler p , bowen , J and Makens j (1996)Marketing for hospitality and tourism, Prentice Hall upper sandal river , USA , NJ-07 458
4. Mac lean ,H (1984) : marketing management(tourism in your business) Canadian hotel and restaurant limited.

SEMESTER 3: TH3ST18: ECOTOURISM

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Environmental Studies: Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio-Geo Chemical Cycles; Environmental Pollution: Air, Water and Noise Pollution with special reference to Tourism activities, Green House Effect, Depletion of Ozone layer threats due to global warming.

Unit 2

Concept and Origin: Emergence of Eco-Tourism, growth and development, definitions. Principles of Eco-Tourism, An overview of Eco-Tourists.

Unit 3

Eco-Tourism Resources in India: Caves, National Parks, Wildlife Sanctuaries, Tiger Reserves, Biosphere Reserves, Wetlands, Mangroves, Coral Reefs and Desert Ecosystem.

Unit 4

Eco-Tourism Planning and Development Strategies: Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product Development, Marketing and Promotion, Infrastructure Development, Industry Involvement Training Programme both at Operational and Promotional Level.

Unit 5

Role of Eco-tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI, Case Studies of Ajanta-Ellora Development Project, Lonar Crater. Periyar National Park, Goa, Ecotourism at Himachal Pradesh.

References:

1. Baldwin J.H. (1985) Environmental Planning and Management, I.B.D. Dehradun.
2. Singh Ratandeep: Handbook of Environmental Guidelines for Indian Tourism, Kanishka Publishers, New Delhi.
3. Romila Chawla: Wildlife Tourism and Development, Sonali Publications. New Delhi.
5. Eagles P.F.J. (1987), The Planning and Management of Environmentally Sensitive Areas (US, A. Lengman).
6. Khoshov T.N. (1987), The Planning and Management of Environmentally Sensitive Areas (US, A. Lengman).

SEMESTER 3: TH3ST19: HOSPITALITY MANAGEMENT

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Definitions- hospitality and hotel —link between hospitality and travel and tourism industry . travelers at rest , home away from home —hospitality culture , AthithidevoBhavah expectations of the guest.

Unit 2

Classification and categorization of hotels —hotel ownership- a brief account of commercial hotels- residential hotels ,resort hotels ,Airport hotels , Bed and breakfast hotels , convention hotels , casino hotels , motels , emerging trends in accommodation —time share , Condominium , Home stays , tree huts, houseboats, capsule hotel, major hotel chains in India —FHRAI

Unit 3

Brief account of hotel operations : front office and back office areas , public and private areas — organization and structure and function — major departments — types of rooms — use of IT in hotel industry

Unit 4

Front office organizational structure and functions. House keeping; organizational structure — important house keeping activities in hotels — co ordination with other departments advantages of good house keeping and problems of poor house keeping . Food and beverage operations: organizational structure and function — food product and service . restaurants. Types of menu, types of service

Unit 5

Security department- responsibility- security system in hotel; marketing department, HR department , engineering and maintenance department, accounting department

References:

1. John R Walker —introduction to hospitality management —person education India
2. Mohammed zulfikar —Introduction to tourism and hotel industry, UBS pub. New delhi
3. Dennis L Foster - VIP and Introduction to hospitality. Mcgraw hill New Delhi
4. M L ksavana and R M Brooks — front office procedures , educational institutions
5. Sudhir Andrews — Hotel front office management , mcgraw hills New Delhi

SEMESTER 3: TH3ST20: FOOD PRODUCTION
No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Introduction to the art of cookery — Culinary history- Development of the culinary art from the Middle Ages to the modern cookery, modern hotel kitchen ,Nouvelle; Aims and objectives of cooking of food- Importance of cooking of food with reference to the catering industry. Principles of balanced and healthy diet- Action of heat on food.

Unit 2

Kitchen layout- Types of kitchen, General planning& Layout of food production outlets in a five star hotel, Layout of receiving area. Storage area, Service& Wash up area; Kitchen Equipment- Different types of the kitchen equipment, different types of special equipment, heat generating- Fuel- Heat Transfer principles, Types- Electricity, gas, oil, fire high pressure steam and coal, refrigeration, kitchen machinery, storage tables. Hand tools, weighing and measuring, pot wash, diagrams, uses, maintenance, criteria for selection.; Kitchen organizing- Review of the classical kitchen Brigade, Work planning in the kitchen. kitchen supervision- Supervisory functions: Technical administrative. Functional and social functions; Elements of super vision; forecasting, planning, organizing, commanding, coordinating, controlling; responsibilities of the supervisor; delegating. motivating. welfare, understanding, communicating.; Kitchen Hygiene-Personal hygiene, their importance, food handling & storage, care, sanitation practices, attitude towards work in the kitchen, fumigation. HACCP- Practices in food handling & storage

Unit 3

Cuisine- Cuisine Minceur- Indian regional cuisine, Popular international cuisine (an introduction). French, Italian ,Chinese.; Introduction to Indian cuisine- History, characteristics, different ingredients used, regional differences ,equipments used, cooking methods, religious influences; Menu-Characteristics Menu terms, Names of the dishes, popular spices used etc. International and Indian menus, preparations. traditional or classical items, Essential considerations prior to planning the menu, Recipe formation, standard recipe- weighing & costing, portion control, power breakfast& Bunch concept; Basic preparations- Mise- en- place of all the basic preparations soups, sauces, roux, aspic. glaze, bouquet garni, mirepoix. d uxele, pastes masala, batters, doughs, marinades ,and gravies. Classification of soups, principles, garnishes, accompaniments. International soups. Importance of sauces, mother sauce, thickening agents used in a sauce, rectification of faulty sauces, other popular sauces Breakfast, stocks ,egg preparations

Unit 4

Food commodities-Raw materials- introduction .Classification and uses according to their functions and uses in cookery- Cereals ;pulses. vegetables, mushrooms ,fruits, eggs, salt sweetening agent, fats & leavening agents. Milk, composition of milk and storage. types of milk, cream-foundation ingredients their characteristics and their uses in cookery- Classification with examples and uses in cookery: Pressed meats. smoked meats.

BVoc. Tourism and Hospitality Management 2016-17 admission onwards

Mahatma Gandhi University 35

classification of milk and milk products including cheese; Classification and international cheese. Purchasing specification for food & Beverage-Principles of food storage- Types of stores. Layout of Dry and cold room. Staff Hierarchy. Guidelines for efficient storage. control procedures. Inventory Procedures. EOQ. Re-order levels. Bin Cards. Form and formats function of a stores manager.

Unit 5

Basic bakery and confectionery- principles of baking, uses of different types of oven, role of ingredients used yeast, Shortenings(Fats & Oils) sugar & salt, Raising Agents and role of Sugar and Egg and menu examples, ingredient proportions, various mixes, methods and temperature variations. Bakery flourtypes, uses and storage, Different methods of Bread making. Methods of cake making, different methods, faults and their remedies; Conversion tables: American, British measures and its equivalents Basic culinary terms- Indian and Western or International.

References:

1. Practical cookery : Victor Ceserani& Ronald Kinton, ELBS
2. Theory of catering :Victor Ceserani& Ronald Kinton, ELBS
3. Theory of catering :Mrs. K. Arora, Frank brothers
4. Modern Cookery for Teaching & Trade Vol. 1,: Ms. Thangam Philip, Orient Longman
5. Herrings dictionary of Classical & Modern cookery: Walter Bickel
6. Chef Manual of Kitchen Management: Fuller, John
7. The professional chef (4th edition): Le Rol A. Polsom
8. The book of ingredients: Jane Grigson
9. Indian Food : K. T Achaya, Oxford
10. Theory of cookery By K Arora, Publisher : Society of Indian Bakers

SEMESTER 3: TH3SP21: FOOD PRODUCTION – PRACTICAL
No. of credits: 3; No. of contact hours: 18(1 hour per week)

Basic Food Science – Practical's:

"Demonstration of any two items each in the following

- 1.Cereal and pulse cookery
- 2.Egg and meat cookery
- 3.Sugar cookery
- 4.Milk cookery
- 5.Vegetable cookery
- 6.Cooking temperature of oil & its effects on products
- 7.Browning reaction, sprouting & fermentation-factors influencing
- 8.Receipe development, standardization and evaluation
- 9.Methods of food preservation.
- 10.Visits to industrial kitchen/catering unit

Food Production Practical's:

- 1.Proper usage of a kitchen knife and hand tools Understanding the usage of small equipment
2. Familiarization, identification of commonly used raw material
3. Basic hygiene practices to be observed in the kitchen Demonstration of fire fighting for kitchen fires
4. Demonstration of cooking methods- two items of preparation of each method
5. Basic cuts of vegetables
6. Basic stock preparations
7. Egg cookery including classical preparations
8. Demonstration& preparation of basic mother sauces and derivatives of each preparation of basic soups
9. Cuts of poultry, Identification & classification of fish, cuts of fish Selection & uses of vegetables, eggs, chicken, fish & meat
10. Menu planning: Continental menu & accompanying dishes and sauces
11. Preparation of simple dishes of continental Menu along with Soup, main course &desserts.

12. Preparation & jointing of chicken , Filleting of fish & identification of meat cuts and preparation of dishes.
13. Preparation of dishes
14. Preparation of basic Salads & Horsd Oeuvre
15. Bakery & Confectionery section, Ingredients and equipment identification Different methods of Bread making
16. Yeast raised bread: white brown, French bread & Loaf, Bread Rolls, Bread sticks Basic Cake Demonstration & Preparation: Sponge, Genoisc, Fatless, Swiss roll Preparation: Biscuits or cookies; melting moment, almonds, chocolate chips etc Short crust: jam tart, lemon tart
17. Varieties of Biscuit Dough, Bread Dough(all methods), Bread rolls(all shapes), enriched bread, Doughnuts, etc.,
18. Cake batters(all methods), Puff Pastry Dough and batters, Fruit & rich cakes, Madeira, plum, walnut, Danish pastries

(One hour per week has been designated in the syllabus for practical. If needed, extra hour for practical can be utilized outside the regular teaching hours).

References:

1. Bakery & Confectionery By S. C Dubey, Publisher:Society of Indian Bakers
2. Practical Cookery : Kinton & Cessarani
3. Theory of catering :Kinton & Cessarani
4. Prathical Professional Cookery : Kauffman & Cracknell
5. Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
6. Purchasing Selection and Procurement for the Hospitality Industry : Andrew Hale Feinstein and John M. Stcfanelli
7. Professional Cooking By WayneGisslen, Publisher: Le Cordon Bleu
8. Cooking Essentials for the New Professional Chef
9. The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC

SEMESTER 4: TH4GT22: FOREIGN LANGUAGE (FRENCH / GERMAN)

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

FRENCH II

S.No	Title of the	Skills to be developed	Grammar
Lesson 7 Page 53-page 60	Nouvelles de Linde	Montrer son inquiétude, s'excuser, exprimer son admiration. décrire quelqu'un, décrire quelque chose	Présent de l'indicatif: <i>être, aller, venir, faire, etc.</i> , le futur, interrogation totale, le minéral, d'autres adjectifs.
Lesson 8 Page 61-page 67	A la gare Central Station	Reserver des billets, demander des renseignements. renseignements.	Pronoms compléments d'objet direct. présent de l'indicatif: <i>payer, partir, sortir</i> . impératif
Lesson 9 Page 68-page 74	Un lit dans la cuisine!	Donner des ordres, localiser, dire qu'une proposition est stupide	verbes en <i>Cr, - ranger</i> . l'impératif faut. <i>devoir, injonction</i> prépositions de liaison
Lesson 10 Page 75-page 80	Pierre apprend à conduire	Rassurer, exprimer l'interdiction exprimer l'autorisation	Impératif-titre. <i>avoir, savoir</i> . pronoms compléments d'objet indirect. le passé composé avec <i>avoir</i>
Lesson 11 Page 81-page 90	Mangez-vous correctement?	demande des informations sur les habitudes de quelqu'un, offrir à manger ou à boire, accepter,	Expression de la quantité-articles partitifs, adverbes, Pronoms directs et indirects, pronom <i>en</i> . présent des verbes <i>manger, boire, offrir, prendre</i> . la condition avec <i>Si</i> .
Lesson 12 Page 91-page 97	Il a tort tous les deux	demande son chemin, indiquer le chemin à quelqu'un	le passé composé, adverbes, mots interrogatifs
Lesson 13 Page 98-page 105	Comment a-t-il passé le week-end?	Parler des activités du week-end, demander à quelqu'un de se taire.	le passé composé avec <i>être, faire</i> du... <i>pouvoir, vouloir</i> .

References / Text Book:

Synchronie I. Méthode de français pour les GOYAL Publishers & Distributors Pvt. Ltd.; Auteur : Dr.K.Madanagobalan et al

GERMAN II

Lesson	Grammar
Languages and Biography	subordinate clauses with mit well , comparativwith wie und als, Superlady : am hOchsten, am weitesten
Familienalbum	possessivartikel in Dativ , Adjective in Dativ, subordinate clauses with dass , Genitiv-s
Travel	Modal verb sullen
Activ in the leisure time	Reflexive pronoun : sich ausruhen, Zeitadverbien : zuerst, dann, danach , Verbs
Media	indirect questions in subordin baeter ,c Ilnaudese fisn:i toab Satze / indirect W-Questions, Adjective without Artikel : Nominativ and Akkusativ
Outing	Personal pronoun in Dativ: mitdir, mitihm Relative clause, Relative clause in Nominativ and Akkusativ
At home	Modal verbs in Präteritum, Nebensätze with als
Experiencing culture	time adverbs : damals, fr her / heute, jetzt , Verbs in Präteritum : erlebte, icharbeitete, esgab , Perfekt und Präteritum - spoken and written language
Working environment	sentences connecting with nominalization : wohnen – die Wohu-ung, lesen – das Lesen wishes/ politnes: hatte, ktinnte
Festival and gifts	prepositions with Dativ. Verbs, with Dativ, Verbs with Dativ- and Akkusativ

References / Text Book: Lernziel Deutsch, Max Huber verlag, Reihe 1-7

SEMESTER 4: TH4GT23: CUSTOMER RELATIONSHIP MANAGEMENT

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Introduction to CRM: conceptual framework of customer relationship and its management evolution . customer relationship marketing ,types of CRM-win back prospecting ,Loyalty , cross sell and up sell , significance of CRM in modern business management

Unit 2

CRM strategy : introduction to CRM —Planning , strategy for CRM , process of segmentation , choice of technology , choice of organizational structure for CRM, understanding the market intelligent enterprise

Unit 3

CRM —implementation —implementation of CRM: business oriented solutions, Project management ,CRM in service , CRM in financial services

Unit 4

E —commerce in CRM —use of e-commerce in CRM ,CEM and data mining , information required for effective CRM

Unit 5

Customer loyalty and CRM : concept of loyalty at CRM :definition of loyalty , customer loyalty and customer decency, process of developing customer loyalty status of CRM in I n d i a

R e f e r e n c e s :

1. Kotler P Marketing management , Pearson Education
2. Saxena R marketing management Tata Mcgraw Hill
3. Ramana V Somayagulu GH customer relationship management .Excel books
4. Govinda K Bhat Customer relation management ,Himalaya

SEMESTER 4: TH4GT24: SALES AND ADVERTISING IN TOURISM

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Introduction to sales management; Introduction, sales strategy. selling in tourism. Personal selling; Importance, Role and qualities of sales persons, organizing sales department. Recruiting and Training Sales Force.

Unit 2

Sales process; Significance, theories (AIDAS, Buying formula theory). process of personal selling; selling skills; Types of sales presentation, planning the presentation strategy, presentation skills; sales display; Objectives. principles of display, types of display; managing sales promotion; managing consumer promotion, types of consumer promotion, managing sales force promotion.

Unit 3

Advertisement: Meaning, History of Advertising, types, uses and abuses of advertising, advertising methodology, strategy & approach to advertising campaigns, sales support strategies: brochures, folders, display materials, newsletters, printed publicity material; Advertisement design and development; Advertisement design and marketing objectives, advertisement presentation, creating print and electronic media.

Unit 4

Media selection, planning and scheduling; Media planning process, media selection process, media scheduling, International media strategy; Measuring advertisement effectiveness; Concept, types of advertising evaluation, (pre-testing and post testing techniques of advertising evaluation); advertising budget and advertising agencies; Setting up of advertising budget, methods of budgeting. concept of advertising agencies, functions of advertising agencies.

References:

1. Anderson B Robert, Professional Sales Management, Prentice Hall Inc.
2. George E Belch & Michael A Belch. Advertising and Promotion: An Integrated Marketing Communication. Perspective Irwin/ Macgraw Hill Inc.
3. John A Quelch, Sales Promotion Management, Prentice Hall International. London
4. Hebert Zenner. Guide to Media Management. Lincolwood, NTC Business Books.
5. Smith F Roger- Sales Management-A Practitioner's guide, Van HarenPublishing.
6. Sharmaq, Sangeeta& Singh Raghuvir, Advertising: Planning and Implementation, Prentice Hall of India.

SEMESTER 4: TH4ST25: EVENT MANAGEMENT
No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Event management —Definition —meaning and scope-Role of events in promotion of Tourism —Cultural —festival and religious, business etc.. Need of events management. Key factor for best event management.

Unit 2

Aim of event, Develop a mission .Establish objectives, Preparing event proposal use of planning tools

Unit 3

Protocols.dress codes ,staging. staffing ,leadership, Traits and characteristics

Unit 4

Process of management- planning and organizing events budgeting —Sponsorshipsubsidies —Registration —Documentation —Public relations and evaluation

Unit 5

Entrepreneurship opportunities in event management —Trade fare —seminar conference and meeting-Exhibition — case study of Kerala Travel Mart; Event promotion — marketing events —interrelation between event and tourism industry

References:

1. Event management ,purnima kumara ,Anmol publishers
2. Event management for Tourism , Der wagen Pearson
3. Successful event management Shone A Cengage Learning

SEMESTER 4: TH4ST26: FRONT OFFICE MANAGEMENT

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Front Office organization charts- Front Office personnel- job descriptions of Front Office staffsinter departmental relationship between FO and other departments- F &B SalesSecurity-Purchase- Human Resource- Qualities of FO staffs, types of rooms —types of room rates; Types of plans: - continental plan- European plan- American plan- Modified American plan- Bermuda plan-

Unit 2

Reservation- types of reservation- Guaranteed reservation- non guaranteed reservation- travel agents reservation- corporate reservation-group reservation- Source of reservation- importance of reservation- methods of reservation- Basic reservation activities- Reservation records and documents- reservation charts- computerized reservation system- rights and liabilities of hotels and travel agencies in room reservations- commission terms- hotel tariff terms- reservation terms- cancellation terms- terms of payment- miscellaneous

Unit 3

Registration- registration activities- Pre-arrival registration- room assignment and room rate- Checking the methods of payments- Maintenance of registration records- Flow of guest information between front office and other departments. Room change- issue of room keys- Walk-in- guests-Guest with non guaranteed reservation- Guest with guaranteed reservation

Unit 4

Functions of Front Office accounting system- Types of accounts- the FO accounting cyclecreation of an account- Maintenance of an account- Settlement of accounts-methods of handling guest accounts- Manually- Computerized accounting- types of settlement- Cash settlement, credit settlement- calculation of room position .Emergency procedures- Medical emergency theft ,death ,fire .Drunk Guest- Dealing with guest problems. Telephone servicetelephone equipment, telephone procedure-telephone manners- Telex and Fax messages- Equipment and procedures .Safety Locker Management. Bell desk —location —Function — procedure -Scanty baggage- procedure -Wake-up call. procedure.

References:

1. Jerome Vallen ; Check in and checkout
2. Sudhir Andrews; Hotel front office training manual
3. Sue Baker, P. Brady, J. Huyton ; Principles of hotel front office operation
4. Bruce Braham; Hotel front office
5. Dennis Foster ‘ Front office operation and administration
6. Peter Abbott; Front office procedures and management
7. S.K Bhatnagar; Front Office Management
8. Micheal . L.Kasavama; Front Office procedures

SEMESTER 4: TH4ST27: FOOD SCIENCE AND NUTRITION

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Introduction to food science-food groups-food in relation to health- principles of balanced Diet A brief study of food in terms of structure, composition and nutritive value. Processing and toxic constituents-cereals and pulses, nuts and oilseeds, egg, fish meat & poultry, milk and milk products, vegetables & fruits. fats & oils sugar & jaggery.

Unit 2

Objectives of cooking food, principles & equipment required, methods of cooking-boiling roasting, poaching, grilling, baking, broiling, stewing, sauteing, blanching, steaming, micro-waving etc. Effect of heat on food. Browning reaction & its prevention. Spouting and fermentation.

Unit 3

Food storage and preservation-principles and techniques. Food additives-classification and use-food adulterants-incidental & intentional-food contamination. Food safety & quality control. Food born diseases & control

Unit 4

Food product development, recipe standardization and evaluation. Techniques of evaluation-sensory method-evaluation card, types of tests.

Unit 5

Novel food sources, single cell protein-food algae & fungi as food. GM foods, organic foods.

Food antioxidants & nutraceuticals

R e f e r e n c e s :

1. P K Jas; Food and Nutrition
2. B Srilakshmi; Food Science
3. DrUsha Chandrasekhar; Food Science
4. Swaminathan; Food Science

SEMESTER 4: TH4SP28: HOSPITALITY INTERNSHIP

No. of credits: 3; No. of contact hours: 18 (1 hour per week)

Students have to undergo one month internship in a major hotel or resort as part of their programme. They have to submit a training report after the internship.

SEMESTER 5: TH5GT29: ENVIRONMENTAL EDUCATION

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Objectives, Scope and Nature Meaning, definition and characteristics of environmental education — content; Importance; Factors of degradation of environment —; adverse socio — economic impacts of degradation of environment; National resource center for environmental education; Impact of Science and technology on environment; — degradation of resources — Role of individual in conservation; Role of IT in environmental and human health.

Unit 2

Environmental Pollution, Management and Protection; Meaning and definition of Environmental hazards and pollution — Types of environmental hazards and disaster — Types of pollution: Land, Air, Water, Noise, and Radiation- Green house effect- Ozone layer depletion. Need for environmental management — function and characteristics dimensions; Factors responsible for flora and fauna extinction — Measures to conserve flora and fauna causes for forest fire- measures of prevention

Unit 3

India and Environmental Issues, Policies and Movements; Major environmental problems in India — Environmental protection and policies in India — Need and objectives of conservation — Environmental conservation measures, Constitutional amendments made and Environmental laws. Environmental movements in India; Strategies for sustainable development in India

Unit 4

International Efforts for Environmental Protection; The Stockholm conference 1972 — Brundtland commission 1983 — Nairobi conference 1982 — The Rio Summit 1992 — the Rio Declaration at the earth charter — Major achievements of the Rio Summit — Main features of the Rio Declaration — Kyoto conference and part on Global Warming 1997. BVoc. Tourism and Hospitality Management 2016-17 admission onwards
Mahatma Gandhi University 46

References:

1. Sharma. R. A. (2008). Environmental Education. Meerut: R.Lall Books Depot.
2. Sharma, B. L., & Maheswari, B. K. (2008). Education for Environmental and Human value. Meerut: R.Lall Books Depot.
3. Singh, Y. K. (2009). Teaching of environmental science. New Delhi: API-I Publishing Corporation.
4. Sharma, V. S. (2005). Environmental education. New Delhi: Anmol publication.
5. Reddy, P. K., & Reddy, N. D. (2001). Environmental Education. Hyderabad: Neelkamal publications.
6. Kelu, P. (2000). Environmental education: A conceptual analysis. Calicut: Calicut University.
7. Joy, P., & Neal. P. (1994). The handbook of environmental education: London, New Fetter Lane
8. Sharma, R. G. (1986). Environmental Education. New Delhi :Metropolitan Book Co., Pvt. Ltd.

SEMESTER 5: TH5GT30: TOURISM ETHICS, LAWS AND REGULATIONS

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Laws relating to accommodation , travels agencies land tour operation sector. Law land regulations related to airlines and airways, laws related to surface transport. DCGA formalities for business and recreational flying in India.

Unit 2

Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure .

Unit 3

Law designed for adventure Tour operation, special permits for rafting .paragliding, helisking , and angling. Peak booking formalities , IMF rules for mountain expeditions, cancellation of permits and bookings.

Unit 4

Travel insurance and consumer protection act, international consumer protection acts in Tourism , Evacuation and international insurance business, foreigners act, passport act and visa extension . Ancient Monument Act, RTI, Laws related to environment and wildlife.

Unit 5

Safety and security of tourist, tourist police , place of Tourism in the constitution , need of tourism legislation .

References:

1. Tourism guide lines published by Govt. of India ,ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant Operations

SEMESTER 5: TH5GT31: ENTREPRENEURSHIP IN TOURISM

No. of credits: 4; No. of contact hours: 72 (4 hours per week)

Unit 1

Entrepreneurship. Definition. role and expectation. Entrepreneurial motivations. types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel. tourism and hospitality trade, problems of entrepreneurship in travel trade; Entrepreneurial Competencies. Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurial ship in SSE and Economic Development.

Unit 2

Institutional Interface and Setup, Government Policy, Tourism Enterprises/Units eligible for assistance under MoT Scheme. Entrepreneurial process: Identification of an opportunity, Market Assessment, Analyzing Competitive Situation. Understanding Trade Practices, Resource Mobilization.

Unit 3

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.

Unit 4

Ownership Structures & Organisational Framework, Financial Management Issues, HR Issues, Strategies for Growth & Stability, Managing Family Enterprises.

Unit 5

Management Issues in Tourism & Hospitality Industry, Entrepreneurial Case Studies of Major Travel agencies/Tour Operators i.e., Cox & Kings, Raj Travels, SOTC, etc.. and Hotels i.e.. Taj, Radisson, Welcome etc.

References:

1. Vasant Desai, Entrepreneurship & Small Business Management.
2. Peter Drucker, Innovation & Entrepreneurship.
3. S.S.Khanna. Entrepreneurial Development.
4. C.B.Gupta, N.P.Srinivasan, Entrepreneurial Development.
5. D.N.Mishra, Entrepreneur and Entrepreneur Development & Planning in India.

SEMESTER 5: TH5ST32: AIRFARES AND TICKETING

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Air geography-IATA areas ,Sub areas , sub regions —Time calculation —GMT variation ,Concept of standard time and daylight saving time ;calculation and elapsed time, Flying time and ground time .Aviation organizations —AAI, IATA and ICAO: function role ;relevance in aviation sector

Unit 2

Familiarize with OAG-3 letters city code and airport code .airline designated code, minimum connecting time , global indicator ,familiarize with aircraft: Currency regulations, familiarization with TIM passport VISA, customs regulation ,health regulation ,Airport Tax ,embarkation and disembarkation process

Unit 3

Airlines terminology —abbreviation used in airlines its fleet, types of journey: OW,CT,RT,OJ,RTVV ,Mixed class journey

Unit 4

Passenger ticket: reservation procedures, different Coupons —ticketing instruction and conjunction tickets-Open tickets. E tickets and it advantages —miscellaneous charges order (MCO) and prepaid ticket advice (PTA), computerized reservation packages

Unit 5

Types of fare —normal fare (adult .child & infant) special fares discount fares — Credit cards —concepts ,types. benefit and different types of credit card .fare construction; Passengers need special handling —passengers with medical problems — expectant women-unaccompanied minors —infants —VIPs /CIPs

References:

1. Jagmohan Negi :travel agency and tour operations- concepts and principles (Kanishka pub : new Delhi)
2. JagmohanNegi:air travel and fare constructions .-kanishka pub. New Delhi 2004
3. Dennis L Foster: the business of travel agency operations and administrations(M c Graws hills)
4. Study kit for IATA /UFTAA

SEMESTER 5: TH5ST33: TOURISM IMPACT ANALYSIS

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Sustainable Tourism Development: Meaning, Definition, Significance, Principles, Benefits and Issues. Standardization and Certification for Tourism Sustainability- ISO 14000- Role of VVTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development.

Unit 2

Economic impacts: Characteristics, Applications, Types, Regional, National and Local economic impact, steps for conducting a tourism economic impact study. Facilitating employment in tourism and obstacles to economic development through tourism.

Unit 3

Socio cultural impacts: Social impacts: Theories of guest-host interaction, changes in society, attitudes, language photography and staged shows, gambling, drugs, sex tourism; Cultural impacts: Unification of culture, natural and contrived, commercialization and trends.

Unit 4

Environmental impacts: With special reference to Caves, lakes, wildlife. islands & beaches, hills & mountains, bird sanctuaries.

Unit 5

Political impacts: International, National and Regional. Carrying capacities: General approaches to assessing carrying capacities. control measures and strategic planning. Community based approach to tourism development.

References:

1. O.P. Khandari & Ashish Chandra (2004) Tourism, Biodiversity and Sustainable Development Volume3, 6.
2. Satish C Nigam (2006) Eco Tourism and Sustainable Development.
3. R.K. Malhotra (2005) Socio-environmental and Legal Issues in Tourism
4. Martin Mowforth and Ian Munt, Tourism and Sustainability.
5. M. Sarngadharan, G.Raju, Tourism and Sustainable Economic Development- Indian and Global Perspectives.
6. David Leslie, Tourism Enterprise and Sustainable Development- International Perspectives on Responses to the Sustainability Agenda

SEMESTER 5: TH5ST34: HOUSEKEEPING OPERATIONS

No. of credits: 5; No. of contact hours: 72 (4 hours per week)

Unit 1

Introduction to house keeping-importance and functions of house keeping guest satisfaction and repeat business-House keeping areas —Front-of-the-house and back-of —the house areas, guest rooms public areas , maids rooms , indoor and outdoor areas Co-ordination with other departments . departments like front office management , engineering ,F and B , kitchen , purchase, security , HRD , accounts.

Unit 2

Layout of house keeping department- sections of house keeping departments,their functions and layout ,organization of house keeping departments-Hierarchy in large, medium and small hotels attributes of staff, job descriptions and job satisfactions.

Unit 3

Guest rooms —types-amenities and facilities for standard and VIP guest rooms —key control - computerized keys —manual keys — key control procedures; Lost and found procedure —procedure for guest articles— procedure for lost hotel property records ,maintained

Unit 4

cleaning —Cleaning equipments: classification . use, care and maintenance —selection and purchase criteria —selection and purchase criteria.Cleaning agents —Vlassification , use. care and storage. Maintenance .Distribution and control —selection and purchase criteria, cleaning routine of house keeping department —general principle of cleaning —work routine for floor supervisors and chamber maids —rules of the floor cleaning routine of guest rooms — daily cleaning of occupied , departure, vacant , under repair and VIP rooms-Evening service and second service procedures, weekly / periodically cleaning —special cleaning tasks to be carried out.

References:

1. House keeping training manual —Sudhir Andrews
2. Hotel, hostel and hospital housekeeping — Brenscon and Lanox

SEMESTER 5: TH5SP35: STUDY TOUR AND REPORT

No. of credits: 3; No. of contact hours: 18 (1 hour per week)

Students have to participate in a field study tour that will be arranged by the department. This enables students to analyze the existing infrastructure and amenities of tourism development and examine future prospectus in tourism promotion. Students have to involve in pre tour and post tour reporting and finally submit a tour report.

SEMESTER 6: TH6GT36: RESEARCH METHODOLOGY IN TOURISM

No. of credits: 4; No. of contact hours: 72 (4 hour per week)

Unit 1

Introduction: Meaning, Objectives and Significance of Research. Types of Research, Research process. Social Science Research: Meaning, Scope and Objectivity of Social Science Research, Ethics in Social Science Research. Tourism Research: Major areas for research in Travel and Tourism, Challenges and status of Tourism Research in India.

Unit 2

Research Design: Meaning, need and important features, & steps: Types of research design, selection and formulation of research problem. Hypothesis: Nature and role in Social Sciences. Measurement and scaling techniques: Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification & its techniques.

Unit 3

Sampling design: Census is sample survey, sampling techniques or methods, sample design and choice of sampling techniques. sample size, sampling & non- sampling errors. Data collection: Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey, projective techniques simulation Vs. experimentation.

Unit 4

Data processing: Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data. Data analysis: statistical analysis, hypothesis testing Chi-square (X²) Test. analysis of variance (ANOVA); Report writing and presentation: substance of reports, formats of reports, presentation of reports; Computer Applications in Research SPSS.EXCEL etc.

References:

1. Wilkinson & Bhandarkar; Methodology and Techniques of Social Research
2. O.P. Krishnaswami; Methodology of Research in Social Sciences
3. Sadhav Singh, Research Methodology in Social Sciences, Himalaya Publishing House, New Delhi, 1996.
4. C.R. Kothari, Research Methodology, Vishwa Prakashan, New Delhi (2003)
5. Salkind Neil J. Exploring Research, 3rd Edition, Prentice Hall, New Delhi (1997)

SEMESTER 6: TH6GT37: MANAGERIAL ACCOUNTS AND FINANCE IN TOURISM

No. of credits: 4; No. of contact hours: 72 (4 hour per week)

Unit 1

Nature of accounting: Nature of accounting and generally accepted accounting principles. Double entry book keeping- Transaction analysis, cash book and bank transactions. Income measurements. Preparation of Trial Balance.

Unit 2

Final accounts: Balance sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non-Trading Concerns. Miscellaneous Accounts: Accounting for hotels, depreciation accounting, travel accounting, mechanised system of accounting.

Unit 3

Meaning, Role, Scope and Importance of Financial Management: Job of the financial manager, financial goals, financial control, organization & objective of financial function.

Unit 4

Financial Planning, Capitalization and Capital Structure: Meaning, Concept of capital, theories of capitalization, over capitalization and under capitalization, optimum capital structure, determinant of capital structure, financial leverage, debt capacity of company debt equity ratio.

Unit 5

Working Capital Management: Concept, need, determinant, estimates and financing of current assets. Capital Budgeting and capital Investment decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets; Financial Statements and Analysis: Meaning. Analysis- Ratio. Fund Flow. Cash flow; cost volume analysis, TFCI.

References:

1. Anthony & Reece, Management Accounting Principles: Text and Cases.
2. Pandey L.M, Management Accounting: A Planning and Control Approach. Vikas Publication.
3. Davis D. The Art of Managing Finance, Mcgraw Hill.
4. Pandey I.M, Financial Management, Vikas Publication.
5. Van Home, Financial Management and Policy, Prentice Hall.
6. Pandey I.M & Bhatt, Ramesh, Cases in Financial Management, TATA MacgrawHill.

SEMESTER 6: TH6GT38: TRAVEL JOURNALISM
No. of credits: 4; No. of contact hours: 72 (4 hour per week)

Unit 1

Principles of PR – PR Ethics – Mass Communication– Knowledge Organization and skills –Image building – Goodwill, Feedback – Roof PR in Organization

Unit 2

Advertising Photographer & inhabitations – Conference – Conflict – PR in Tourism Industry

Unit 3

Meaning and scope of Journalism – Principles of Journalism – Editing – Tourism press in India – Print media –Visual Media

Unit 4

Web Journalism – Suppliers of News – Editor – Languages and Styles – Theories of Mass Communication – News Agencies – Journalism as a Carrier and Profession

Unit 5

Qualities required as a reporter – Mouse Journal – Design and Make-up – Picture Editing and Caption – Man Media policies – Media representation in tourism

References:

1. Public Relation; Jeth Waney
2. Public Relation Hand Book
3. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
4. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
5. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
6. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne
7. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK

SEMESTER 6: TH6ST39: E – TOURISM
No. of credits: 5; No. of contact hours: 72 (4 hour per week)

Unit 1

Introduction to E-Tourism- Historical development- Electronic technologies' for data processing and communication- Hardware and Software-Strategic, Tactical and operational use of IT in Tourism.

Unit 2

E-Commerce-Starting an e-business- E-marketing of tourism products- Typologies of E-tourism- Business models in the wired economy, B2B, B2C.OTA.

Unit 3

What is CRS? How it functions? CRS for Rail Transport, Hotel Bookings.Airlines: Different package; Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS.

Unit 4

MIS: Organizational Theory and Systems Approach to MIS. Conceptual Design phase of MIS, Detail design of MIS.Implementation phase.Quality Assurance and Control.Management Knowledge System.

Unit 5

Social Networking: Meaning. Important and its impacts on Tourism Business; Current debates in E-Tourism.Future of E-Tourism.

References:

1. Lucas Jr.. H.C. (2005) Information Technology for Management, McGraw Hill.
2. Burch J and Grudnitski G (1989). Information Systems: Theory and Practice. 5thed.. John Wiley, New York.
3. David V (1992). 'Foundations of Business Systems, Dryden Press, Fort Worth.
4. Eliason A.L. (1987), 'Online Busine THM5P36:SKILL COURSE:EDP workshop and training in Tour Agencies. ss Computer Applications', 2nd ed.. Science Research Associates. Chicago.
5. Estrada S (1993), Connecting to the Internet, O'Reilly, Sebastopol C.

SEMESTER 6: TH6ST40: TOURISM PRODUCT DESIGN AND DESTINATION DEVELOPMENT

No. of credits: 5; No. of contact hours: 72 (4 hour per week)

Unit 1

Tourism product development: conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability, interpretation.

Unit 2

Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.

Unit 3

Cultural tourism product: designing, development, issues and considerations. Religious tourism product: designing, development, issues and considerations. Heritage tourism product: designing, development, issues and considerations.

Unit 4

Medical and health tourism product: designing, development, issues and considerations. Special Interest tourism product: designing, development, issues and considerations. Cruises as tourism product: designing, development, issues and considerations.

Unit 5

Ecology and wildlife tourism product: designing, development, issues and considerations. Adventure tourism product: designing, development, issues and considerations. Beaches and Islands as tourism product: designing, development, issues and considerations;

References:

1. C. Gunn, "Tourism Planning: Basic, Concepts and Cases", Cognizant Publications 2002.
2. Nigel Morgan, Annette Pritchard, Roger Pride, "Destination Branding: Creating the Unique Proposition", Butterworth and Heinemann, 2001.
3. Richard W Butler, "The Tourism Area Life Cycle v.1: Applications and Modifications", Channel View Publications, 2006.
4. Claire(Edt) Haven Tang, Eleri Ellis(Edt) Jones, "Tourism SMEs, Service Quality and Destination Competitiveness" CABI Publishing, 2005
5. Shalini(edt) Singh, Dallen J Timothy. Ross Kingston Dowling, "Tourism in Destination Communities", CABI Publishing, 2003.
6. Crouch, Ritchie, Kossatz, "The Competitive Destination: A Sustainable Tourism Perspective" CABI Publishing. 2003

SEMESTER 6: TH6ST41: RESORT MANAGEMENT

No. of credits: 5; No. of contact hours: 72 (4 hour per week)

Unit 1

Resort management-historical perspective Indian scenario basic characteristics, phases of resort planning and development, trends and factors in developed tourist markets leading to resort concept; Resorts, types of resorts. Resort as a tourism product: designing, development, management, issues and considerations.

Unit 2

Basic elements of a resort complex —lodging facilities . land escaping —Dining and drinking facilities ,family oriented services, shops and entertainment services

Unit 3

Mountain based resorts-introduction —development process-Profile of visitors — environmental impacts and management . Golf /tennis resorts-Introduction — market segments-Visitor profiles-Health resorts/Ayurvedic resorts

Unit 4

Challenges: External challenges for resort management-Changing market and competitive conditions-global demand trends-benefit segmentation —market segmentation —Competition; Internal challenges for resort management —planning and financial management-planning process-phases of resort development-Functional tools of resort development-planning and financial feasibility

Unit 5

Marketing issues for resorts : Introduction ,place marketing, destination image formation, cluster theory marketing-changing product emphasis-marketing , changing seasons-seasonality management strategies-Branding-Service marketing and management-Recreation management in Resorts: rides games and parks (10 Hours)

References:

Robert Christie Mill (2008) Resorts management operation , Willey

JagmohanNegi (2008) Hotel resort and restaurant: planning designing and construction kanshika publication New Delhi

Pretty K Singh (2006) Hotel Lodging Restaurant and resort management , KanshikaPublications New Delhi

Chuck y Gee (1996) Resort Development and management AHMA,USA

Peter E Murphy (2007) the business of resort management Butterworth & Heinemann

SEMESTER 6: TH6SP42: PROJECT / DISSERTATION
No. of credits: 3; No. of contact hours: 18 (1 hour per week)

The students will undertake the project work on the topic assigned by the concerned guide in consultation with the department on the various issues, problems, themes, case studies, tourism organization study, field survey and relevant aspects pertaining to the tourism industry. They have to submit a comprehensive tour report to the department which will be valued externally at the end of the programme. There will be a viva voce also externally at the end of the programme based on this work.

For project / Dissertation as well as other training, tour and practical reports, the layout should be as below:

- Font : Times New Roman
- Size : 12
- Line Spacing : 1.5
- Margin : Left - 1.25; Right-1; Top-1; Bottom-1

All reports should be typed and bound and submitted for evaluation.

MODEL QUESTION PAPER

B.Voc in Tourism and Hospitality

First Semester Degree Examination - 2016

Course-TH1GT02 - TOURISM PRODUCTS

Time 3 Hours

Maximum Marks 80

PART - A

Very Short Answer Questions -Answer **all** Questions Briefly

Each question carries one mark

- 1) Define tourism product.
- 2) Name the five components of tourism (Five A's).
- 3) How many States and Union Territories are there in India?
- 4) Name the seven new wonders of the world with location.
- 5) Name the classical dance forms of India.
- 6) Expand UNWTO.
- 7) Name five popular beaches of Kerala.
- 8) Who is the tourism minister of Kerala?
- 9) Who is the union minister of tourism and culture in India?
- 10) Name any three wild life sanctuaries in Kerala.

(10 x 1=10)

PART B

Short Answer questions - Answer **any Eight** Questions

Each Question carries two marks

- 11) Explain three major rivers in India.
- 12) What is Raga and seven swaras in Indian music?
- 13) Name four music festivals of India.
- 14) What are the two types of festivals and give examples?
- 15) Name the different types of museums with examples.
- 16) Distinguish the national parks and wild life sanctuary.
- 17) Name the different types of architecture in India.
- 18) Name the three Indian temple architecture.
- 19) Define AYUSH.
- 20) Name the popular mountain trains in India with destination.
- 21) Name five musical instruments of Indian classical music.
- 22) Name three unique features of Kerala tourism.

(8 x 2 = 16)

PART C

Answer any **Six** Questions

Each question carries four marks

- 23) What are the elements of tourism product
- 24) What are the characteristics of tourism products
- 25) Explain any two classical dance forms of India
- 26) What are the different types of musical instruments in India. Give examples
- 27) Name any four Nagara style temple and Dravidian temple with examples
- 28) Explain the temple architecture of Kerala
- 29) Explain any eight world heritage monuments in India
- 30) What are the main religions in India. Give examples of important pilgrimage centre for each
- 31) What are the four noble truth of Buddha (6 x 4 = 24)

PART D

Long Answer Questions - Answer any **two** questions

Each Question carries 15 marks

- 32) Explain the physical features of India
- 33) Explain the dance forms of India
- 34) Explain the features of Buddhism, Jainism and Sikhism
- 35) Explain the classification of adventure tourism with suitable examples (15 x 2 = 30)

MODEL QUESTION PAPER

B.VOC. IN TOURISM & HOSPITALITY

First Semester Degree Examination - 2016

Course- TH1GT03 PRINCIPLES OF MANAGEMENT

Time 3 Hours

Maximum Marks 80

PART - A

Very Short Answer Questions -Answer **all** Questions Briefly

Each question carries one mark

- 1) Define management
- 2) What are the functions of management?
- 3) What is planning?
- 4) What is MBO?
- 5) What is organizing?
- 6) What are the steps in organizing process?
- 7) What is departmentalization?
- 8) What is span of control?
- 9) Define motivation.
- 10) Who is a manger?

(10 x 1=10)

PART B

Short Answer questions - Answer **any Eight** Questions

Each Question carries two marks

- 11) What are the phases of delegation?
- 12) What is compensation?
- 13) What is the meaning of performance appraisal?
- 14) What is directing?
- 15) What is span of control?

- 16) What is decentralization of authority?
- 17) What is organizational culture?
- 18) State the importance of leadership.
- 19) What is the concept of controlling?
- 20) State the methods of establishing control.
- 21) What are the formulations in planning?
- 22) . What is forecasting?

(8 x 2 = 16)

PART C

Answer any **Six** Questions

Each question carries four marks

- 23) Explain the Steps of effective planning
- 24) Explain the different types of organization
- 25) What are the eight steps in staffing process
- 26) What are the Leadership Styles
- 27) What are the systems approaches to HRM in staffing
- 28) Explain the Tannenbaum and Schmidt leadership continuum theory
- 29) Explain the Managerial grid by Blake and Mounon
- 30) Explain the meaning and concept of HRD
- 31) What are the processes of decision making?

(6 x 4 = 24)

PART D

Long Answer Questions - Answer any **two** questions

Each Question carries 15 marks

- 32) 1.Explain any two theories of motivation
- 33) 2.Explain the HRM process
- 34) 3. Explain management function and process
- 35) 4. Explain the five schools of Management Theory

(15 x 2 = 30)

MODEL QUESTION PAPER

B.Voc in Tourism and Hospitality

First Semester Degree Examination - 2016

Course- TH1ST04 Principles and Practices of Tourism

Time 3 Hours

Maximum Marks 80

Section A

Very Short Answer Questions : Answer all questions in one or two sentences each

- 1 . Who is an Excursionist?
- 2 . List out any 2 factors which affect tourism in a state?
- 3 . Differentiate Inbound and Outbound Tourism?
- 4 . List out any two Luxury Trains which runs in India ?
- 5 . What is the full form of IATA ? List out a function performed by IATA?
- 6 . What do you meant by Pilgrimage Tourism.Name any two Pilgrimage tourist destinations?
- 7 . List out any 2 Cruiseliners and their travel route?
- 8 . What do you meant by Adventure Tourism? Give examples?
- 9 . List out any two travel requirements needed for an International Travel?
- 10 . Who is a domestic tourist? Give example for the same?

(10 x 1 = 10)

Section B

Short answer questions :Answer any eight questions in not more than 50 words

- 11 .Discuss on the major recent modes of transportation for a tourist ?
- 12 . Write some of the major attractions in Rajasthan?
- 13 .What are the functions of ?
- 14 .Define Tourism ?What is the tagline and the present brand ambassador of KeralaTourism
- 15 .What do you meant by Responsible Tourism ? How it affects Tourism in Kerala?
- 16 .Explain the typology of Tourism?
- 17 .Describe the elements of Tourism according to Leipers model?
- 18 .What are the differences between Inter-regional and Intra-regional tourism?
- 19.Differentiate Domestic Tourism and International Tourism?
- 20 .Briefly explain some of major types of Tourism?
- 21 . Describe the major players of Car Rental Industry in India?
- 22.Write about the major Union Territories of India?

(8 x 2 = 16)

Section C

Short Essay : Answer any six questions in not more than 100 words each

- 23 .Tourism sector occupies a major share in developing the national economy. What is your opinion.Explain?
- 24 .Discuss the role and functions of NTO?
- 25 .Describe the various types of Accommodation?
- 26 .Explain with examples :-
 - i) Hill Tourism iii) Food Tourism
 - ii)Pilgrimage Tourism iv)Wildlife Tourism
- 27 . Briefly explain the tourism authorities of various levels?
- 28 . Describe the Car Rental Industry in India?
- 29 .Explain the ‘ Age of Grand Tours’
- 30 .Briefly explain with examples :-
 - i) Domestic Tourist ii)National Tourist
 - iii) International Tourist
- 31 .Describe some of the functions of Tour Operators? (6 x 4 = 24)

Section D

Long Essay: Answer any two questions in not more than 400 words each

- 32 . Explain the 5 major components of Tourism
- 33 .Briefly explain some of the Tourist destinations in Kerala ?
- 34 . Explain the characteristics of Tourism ?
- 35 . Describe the history of Travel and Tourism through various ages ? (15 x 2 = 30)

MODEL QUESTION PAPER

B.Voc in Tourism and Hospitality

First Semester Degree Examination - 2016

Course - TH1ST05 - Travel Agency and Tour Operations Business

Time 3 Hours

Maximum Marks 80

Section A

Very short answer questions :-

Answer all questions in one or two sentences each

- 1 . What do you meant by an Itinerary?
- 2 .Describe the various departments of a Travel Agency?
- 3.What do you meant by CRS.Give examples for GDS software?
- 4.Expand : i) ICAO ii)PNR iii)IATO iv)FIT
5. What do you meant by Employment Visa?
- 6.What is ‘Halo Effect ‘ in CRS?
- 7.What is Group Inclusive Tour?
8. What do you meant by Virtual Tourism?
- 9.Describe any two services provided by a tour operating company?
- 10.What are the types of Travel agencies?

(10 x 1 = 10)

Section B

Short Answer Questions:-

Answer any eight questions in not more than 50 words each

- 11.What do you meant by Airfare.List out various factors which determine air fares?
- 12.Given are the Carrier Codes
i) AI ii)NZ iii)AF iv) BA
- 13.What do you meant by Freedom Tours?
- 14.Explain the significance of travel insurance for a tourist?
- 15.What are the geographical components of tourism?
- 16.What do you meant by MICE Tourism.Give examples?
- 17.List some of the basic airline ticketing procedures?
- 18.Explain UFTAA?
19. What are components in costing a package Tour?
- 20.Explain the services provided by a Travel Agency?
- 21.What do you meant by passport. Explain its types?
- 22.Explain PATA along with its functions?

(8 X 2 = 16)

Section C

Short Essay/problems : Answer any six questions in not more than 100 words each

- 23.Explain the importance of Itineraray Planning?
- 24.Prepare an Itinerary for Golden Triangle?
- 25.What are the DOT rules and regulations for approval of a Travel Agency?
- 26.Discuss on the components required to prepare a Package Tour?
- 27.Briefly explain the differences between a Travel Agent and a Tour Operator?
- 28.Prepare an itinerary /a tourist circuit for hill stations in South India?
- 29.What do you meant by Visa.Explain various types of visas?
- 30.What do you meant by package tours.Explain various types of packages?
- 31.Name the company and explain some of the services provided by a tour operating Company in India.?
(6 X 4 = 24)

Section D

Long Essay: Answer any two questions in not more than 400 words each

32. Explain the factors to keep in mind while designing an Itineraray?
33. Discuss on the use of CRS in Travel Agencies?
34. Prepare an itineraray for Hill Stations in South India?
35. Describe the functions of Travel Agency and Tour Operators?
(15 x 2 = 30)

MODEL QUESTION PAPER

B.Voc in Tourism and Hospitality

First Semester Degree Examination - 2016

Course- TH1ST06: TOUR GUIDING AND ESCORTING

Time 3 Hours

Maximum Marks 80

PART - A

Very Short Answer Questions -Answer **all** Questions Briefly

Each question carries one mark

1. Who is a tour guide?
2. Who is an escort?
3. Name the different types of tour guide.
4. Who is a Tour leader?
5. What is FIT
6. Expand GIT
7. What is an Itinerary?
8. What is Pax?
9. What is a Tour report?
10. Expand DMC.

(10 x 1=10)

PART B

Short Answer questions - Answer **any Eight** Questions

Each Question carries two marks

11. What are the different tour types?
12. Write the skills and knowledge necessary to guide tours
13. Name the different roles of tour guide.
14. Who is a city tour guide?
15. Differentiate between tour guide and tour leader
16. What is All Inclusive tour?
17. Write the resources needed for a tour guide.
18. Write the role of a driver guide.
19. Write the different modes of transportation.
20. Who is an Independent guide
21. Name some special interest groups.
22. Name five water based tours

(8 x 2 = 16)

PART C

Answer any **Six** Questions

Each question carries four marks

23. Explain the classification of tour guide.
24. Explain the techniques of tour guide.
25. Write the seven sins of tour guide.
26. Explain the moments of truth.
27. Write the steps in conducting tours.
28. Explain the escorting ethics.
29. Describe the interpretive approach to tour guiding.
30. Describe the tour guiding principles.
31. Write the skills and knowledge necessary to guide tours.

(6 x 4 = 24)

PART D

Long Answer Questions - Answer any **two** questions

Each Question carries 15 marks

32. Write the 16 qualities of a ideal tour guide.
33. Explain the service cycle of travel business.
34. Explain the responsibilities and code of conduct of tour guide.
35. Write the general procedures dealing with emergency situations.

(15 x 2 = 30)

MODEL QUESTION PAPER

MAHATMA GANDHI UNIVERSITY CBCS PATTERN

.... SEMESTER BVoc. TOURISM HOSPITALITY EXAMINATION

(PAPER CODE AND NAME)

Time: 3 hours

Max: 80 marks

Section A

Very Short Answer Questions: Answer all questions in one or two sentences each.

1. ..
2. ..
3. ..
4. ..
5. ..
6. ..
7. ..
8. ..
9. ..
10. ..

(10 x 1 = 10 marks)

Section B

Short Answer Questions: Answer any eight questions in not more than 50 words each.

- 11...
- 12...
- 13...
- 14...
- 15...
- 16...
- 17...
- 18...
- 19...
- 20...
- 21...
- 22...

(8 x 2= 16 marks)

Section C

Short essay / problems: Answer any six questions in not more than 100 words each.

23...
24...
25...
26...
27...
28...
29...
30...
31...

(6 x 4 = 24 marks)

Section D

Long essay: Answer any two questions in not more than 400 words each.

32...
33...
34...
35...

(2 x 15 = 30 marks)

(The question paper pattern is the same for all general and skill theory courses except English and foreign language. The question paper pattern for these will be set by concerned faculty).
