

University Grant Commission

Bachelor of Vocation (B.Voc)

Shikshan Prasarak Sanstha's

S. N. Arts, D. J. M. Commerce and B. N. S. Science College,

Sangamner

Dist. Ahmednagar - 422605

Wef June 2017

HOSPITALITY & TOURISM (HT)

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|------------------------------|------------------------------------|
| 1. Discipline | : Science |
| 2. Name of the Course | : Hospitality & Tourism |

B.Vocation (Hospitality & Tourism)

Aim/Objectives:

1. To develop trained and semiskilled/ skilled man power required in the various sectors of hospitality and tourism industry.
2. To acquaint the students about the opportunities in Hospitality, tourism and Travel.
3. To help human resource development (HRD) state as well as National Level.
4. To create income generating potential for the students.
5. To develop the marginal skills to arrange, manage and implement various types of tours and Hotel operations.
6. To understand various types of functions terminology used in Hospitality & Tourism.
7. To develop the importance of Geographical knowledge for Hospitality & tourism industry.
8. To provide training about the Hospitality, Tourism and Travel sectors.

Syllabus Structure B.Vocation (Hospitality and Tourism)

Course	First Year	Credits
	Semester I	
	Theory	
HTT-11	English Communication & Soft Skills- I	04
HTT-12	Introduction to Hospitality & Tourism Industry	04
HTT-13	Guest Relation Management & Workplace Etiquettes	04
	Practical	
HTP-110	Practical –I English Communication & Soft Skills I	06
	Practical Work	
	Field Work/Visit	
	Self-Learning	
HTP-111	Practical –II Introduction to Hospitality & Tourism	06
	Practical Work	
	Field Work/Visit	
	Self-Learning	
HTP-112	Practical –III Meet and Greet officer & Guest relation Executive	06
	Lab Work	
	Field Work/Visit	
	Self-Learning	
One Month Industrial Training (local)		
	Semester-II	
	Theory	
HTT-14	English Communication & Soft Skills II	04
HTT -15	Tourism Products of India	04
HTT-16	Room Division Management (Front Office Operations & Housekeeping Operations)	04
	Practical	
HTP-113	Practical I - Communications & Soft Skills II	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
HTP-114	Practical II – Tourism Products of India	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
HTP-115	Practical III – Room Division Management	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
	Industrial Training for three Months During Summer Vacations at Hospitality Sector	

Syllabus Structure B.Vocation (Hospitality and Tourism)

Course	Second Year	Credits
	Semester III	
	Theory	
HTT-17	Fundamental of Computers and eBusiness	04
HTT-18	Airline and Tourist Transport Management	04
HTT-19	Food & Beverage Service and Catering Science	04
	Practical	
HTP-116	Practical I - Fundamental of Computers and eBusiness	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
HTT-17	Practical II – Airline and Tourist Transport Management	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
HTP-18	Practical III - Food & Beverage Service	06
	Practical Work	
	Field Work / Visit	
	Self Learning	
	Semester-IV	
	Theory	
HTT 20	Management and Marketing Concepts	04
HTT 21	Travel Agency & Tour Operation Management	04
HTT-22	Basics of Food Production & Bakery	04
	Practical	
HTP-119	Practical I - Management and Marketing Concepts	06
	Practical work	
	Field Work/Visit	
	Self-Learning	
HTP-120	Practical II - Travel Agency & Tour Operation Management	06
	Practical Work	
	Field Work/Visit	
	Self-Learning	
HTP-121	Practical III – Basics of Food Production & Bakery	06
	Practical Work	
	Field Work/Visit	
	Self-Learning	
	Industrial Training(Three Months During Summer Vacation) At any Travel agencies, Tour operator, Tour Guide, etc. (Tourism Sectors)	

Syllabus Structure B.Vocation (Hospitality and Tourism)

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

FIRST YEAR

SEMESTER

I

SYLLABUS FOR B.VOCATION (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – I)

HTT: 11 English Communication & Soft Skills (I)

Total Credit: 04

Total Periods: 60

Sec A: Communication and Soft skills –I

Objectives

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

Syllabus

Communication and Soft Skills –I			
Unit No	Topic	Learning Point	Periods
1	Communication	1.1 Meaning and Definition 1.2 Nature and scope of communication 1.3 Importance of communication 1.4 Process of communication 1.5 Barriers to effective communication 1.6 Overcoming the barriers 1.7 Non verbal communication 1.8 Body language 1.9 Focus on English Skills- Vocabulary, Grammar 1.10 Phonetics with Special reference to Grammar	05
2	Communication Skills	2.1 Listening skills: Types of listening, difference between listening and hearing, barriers to listening, principles of effective listening 2.2 Speaking skills: Types of speaking, barriers to speaking, principles of effective speaking 2.3 Reading Skills: Types of reading- skimming, scanning, extensive reading, intensive reading, Process of reading, barriers to reading, principles of effective reading 2.4 Writing skills: Essentials of writing, barriers to writing, principles of effective writing	10
3	Verbal Communication	3.1 What is verbal communication? 3.2 Types of verbal communication 3.3 Oral communication 3.4 Characteristics of oral communication	06

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

Sec B: English Grammar –I

English Grammar –I			
Unit No	Topic	Learning Point	Periods
1	Article	1.11 Article 1.12 Article A and AN 1.13 Article THE	04
2	Parts of Speech	2.5 Grammar Module 2.6 Noun 2.7 Pronoun 2.8 Verb 2.9 Adverb 2.10 Adjective 2.11 Conjunction 2.12 Interjection 2.13 Preposition	10
3	Tense Present tense	3.8 What is Tenses? 3.9 Simple Present Tense 3.10 Present continues Tense 3.11 Present Perfect Tense	04
4	Tense Past tense	4.6 Simple Past Tense 4.7 Past Continues tense 4.8 Past Perfect tense	04

5	Tense Future tense	5.5 Simple Future Tens 5.6 Future Continues Tense 5.7 Future Perfect Tense	04
6	Form of Verb	6.1 Form of Verbs 6.2 First form of Verb 6.3 Second form of Verb 6.4 Third from of Verb	04

References:-

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

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – I)

HTT: 12 Introduction To Hospitality and Tourism

Total Credit: 04

Total Periods: 60

Sec A: Introduction to Hospitality Industry

Objective:

1. It is planned to developed and communicate basic framework and concept of hospitality industry.
2. To understand the various elements of hospitality.
3. To evaluate the role of organizations of industry.

Syllabus:

Introduction Hospitality Industry			
Unit No	Topic	Learning Point	Periods
1	Hospitality Industry	1.1 Introduction to Hospitality industry 1.2 Nature & Scope of Hospitality Industry 1.3 Its distinctive Characteristics – Inflexibility, Perishability, Fixed Location, Relatively Large Financial Investment.	4
2	Accommodation Sector	2.1 Types Of Accommodation. 2.2 Classification And Categorization Of Hotels. 2.3 Types Of Rooms	4
3	Organizational structure and functions of core department	3.1 Organizational Structure, Hierarchy's, Of Hotel 3.2 Core Departments, Roles And Responsibilities A. Housekeeping Department B. Food And Beverage Service Department C. Food Production Or Kitchen Department D. Front Office Department	6
4	Organizational Structure And Functions Of Secondary Department	4.1 Secondary Departments (Back Of The House) Role And Responsibilities A. Sales And Marketing B. Personal And Human Resources C. Account And Finance D. Security And Engineering, etc	6

5	Rules And Regulations And Governing Acts	5.1 Regulatory Laws For Accommodation Sector 5.2 Bombay Shoppers Act 1948 5.3 Consumer Protection Act 1986 5.4 Licenses And Permissions Required For Opening A Hotel	5
6	Important Organization And Hotels	6.1 Objectives And Roles Of Major International Trade Organizations (IHRA, Etc.) 6.2 Objectives And Roles Of Major National Tourism Organizations (Ministry Of Tourism, FHRAI Etc.) 6.3 Major Hotel Chains	5

References:

1. **L. Chakrawarti, Hotel Management Theory Vol. I And II,**
2. **Jha S.M., Hotel Management.**
3. **Negi, Tourism And Hoteliering**
4. **Anand M.M. – Tourism And Hotel Industry In India,**
5. **Jitendra – Catering Management**
6. **U.K. Singh, J.M. Dewan – Hotel Management Global Management Series**
7. **Lillicrap Cousins – Food And Beverage Service**
8. **Sudhir Andrews – Front Office Training Manual.**
9. **Sudhir Andrews – House Keeping Training Manu**

HTT: 12 Introduction To Hospitality and Tourism

Sec B: Introduction To Tourism Industry

Objective:

- 1. It Is Planned To Developed And Communicate Basic Framework And Concept Of Tourism Industry.**
- 2. To Understand The Various Elements Of Tourism.**
- 3. To Evaluate The Role Of Organizations Of Industry.**

Syllabus:

Introduction To Tourism Industry			
Unit No	Topic	Learning Point	Periods
1	Tourism Concepts	1.1 Definitions And Fundamentals Of Tourism Industry 1.2 Historical Development Of Tourism 1.3 Distinction Between Tourist-Traveler-Visitor-Excursionist	5
2	Tourism System	2.1 Tourism System 2.2 Nature And Characteristics Of Tourism 2.3 Travel Motivation 2.4 Types And Forms Of Tourism	6
3	Tourism Services And Operations	3.1 Components Of Tourism 3.2 Transportation System (Air, Water, Surface) 3.3 Accommodation Sector 3.4 Travel Service Providers (Travel Agent, Tour Operator) 3.5 Attractions And Other Services	5
4	Tourism In India	4.1 Historical Development Of Tourism In India 4.2 Tourism Planning In India- Plan , Policies, Committees 4.3 Present Status Of Tourism Industry In India.	4
5	Tourism Impact	5.1 Impacts: Positive And Negative 5.2 Social Impacts Of Tourism 5.3 Cultural Impact Of Tourism 5.4 Economic Impact Of Tourism 5.5 Environmental Of Tourism 5.6 Political Impact Of Tourism	5

6	Tourism Organizations	6.1 Objectives And Roles Of Major International Tourism Organizations(UNWTO, IATA Etc.) 6.2 Objectives And Roles Of Major National Tourism Organizations(Ministry Of Tourism, Aviation, ITDC Etc.) 6.3 State Tourism Development Corporation Etc.	5
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Referance:

- 1. Bhatia. Tourism Development (New Delhi, Sterling)**
- 2. Seth: Tourism Management (New Delhi, Sterling)**
- 3. Biwal: Tourism Operations And Managment**
- 4. Swain: Tourism Principal And Practices**
- 5. Kaul: Dynamics Of Tourism (New Delhi, Sterling)**
- 6. Mill And Morrison – The Tourism System An Introductory Text (1992) Prentice Hall**
- 7. Cooper, Fletcher, Tourism, Principles And Practices (1993) Pitman**
- 8. Burkart And Medlik Tourism, Past, Present And Future (1981) Heinemann, ELBS.**

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – I)

HTT13 Guest Relation Management and Workplace Etiquette

Total Credit: 04

Total Periods: 60

Sec A: Guest Relation Management

Objective:

1. The objective of the Course is to inform students about the job of guest relation manager.
2. The course aims to develop related key competencies amongst the students for the job role of guest relation manager.

Sec A: Guest Relation Management

Syllabus:

Introduction: Hospitality and Tourism			
Unit No	Topic	Learning Point	Periods
1	Introduction to Guest Relation Management	1.1 Definition, concepts 1.2 Evolution of different approaches 1.3 Scope significance and characteristics	5
2	Guest Handling	2.1 Types of guests 2.2 Dealing with different guest 2.3 Complaint handling 2.4 Emergency handling	5
3	Stress & Conflict Management	3.1 Sources of Stress 3.2 Methods for stress management 3.3 Reasons for conflicts 3.4 Techniques of conflict handling	7
4	Guest satisfaction and feedback	4.1 Scope and importance of guest satisfaction 4.2 Achieving guest satisfaction 4.3 Iceberg effect 4.4 Feedback: Need, Role & Significance	7
5	Case Study	5.1 Important case study form Hospitality and Tourism	6

References:

1. Be Our Guest Perfecting Art of Guest Service: Disney Institute
2. Customer Relationship Management : Jadish Sheth
3. Customer Relationship Management: Alok Kumar Roy

HTT13 Guest Relation Management and Workplace Etiquette

Sec B: Workplace Etiquettes

Objective:

1. The objective of the Course is to introduce students about the work culture in Hospitality and Tourism Industry.
2. The course also aims to enhance the skills, grooming standard, etiquette and manners amongst the students in order to make them suitable for the industry.

Syllabus:

Workplace Etiquettes			
Unit No	Topic	Learning Point	Periods
1	Work Culture	1.1 Definition and Concept 1.2 Scope and Significance 1.3 Work Culture In Hospitality And Tourism	5
2	Workplace Etiquettes and manners	2.1 Attributes and required grooming standards 2.2 Punctuality & Time management 2.3 Theory- Kaizens theory	7
3	Health hygiene and safety at workplace	3.1 Maintaining Health. 3.2 Assessing work hazards 3.3 Measure to avoid work hazards 3.4 Standard Safety Procedure	6
4	Communication and coordination with other departments	4.1 Verbal Communication in the Workplace 4.2 Nonverbal Communication in the Workplace 4.3 Virtual Communication in the Workplace 4.4 The Use of Technology: Phone, E-mails etc	7
5	Gender, age, disability, diversity	5.1 Gender sensitivity 5.2 Sensitivity toward Disability 5.3 Age Sensitivity 5.4 Diversity at Workplace	5

References:

1. **Business etiquettes for new workplace : Harvard Business School press**
2. **Master of Business Etiquettes: Cyrus Gonda**
3. **Corporate grooming and Etiquettes: Sarvesh Gulati**

SEMESTER

II

SYLLABUS FOR B.VOCATION (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – II)

HTT: 14 English Communication & Soft Skills (II)

Total Credit: 04

Total Periods: 60

Sec A: Communication and Soft skills –II

Objectives

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

Syllabus

Communication and Soft Skills –II			
Unit No	Topic	Learning Point	Periods
1	Employment Communication	1.1 Resume 1.2 Resume Style 1.3 Resume Writing 1.4 Elements of an Effective Resume 1.5 Writing application letters 1.6 Other employment Messages Job	4
2	Interview Skills	2.1 Interview 2.2 Purpose 2.3 Types 2.4 Interview Skills- Before, During and After Interview 2.5 Interview Dressing 2.6 Mock Interviews-Following up an Application 2.7 Accepting an Interview Invitation 2.8 Following up an Interview 2.9 Accepting Employment 2.10 Resigning from a Job	5
3	Introduction to Personality Development	3.1 Elements of Good Personality 3.2 Importance of soft skills 3.3 Introduction to Corporate Culture 3.4 Professionalism in Service Industry 3.5 Group Discussion –Structure and Types 3.6 Mocks GD using Video Samples	5
4	Presentation Skills and Techniques	4.1 Personal Grooming and Business Etiquettes 4.2 Corporate Etiquette, Social Etiquette	6

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

Sec B: English Grammar –II

English Grammar –II			
Unit No	Topic	Learning Point	Periods
1	Auxiliary Verb	1.1 Auxiliary verb 1.2 Type of auxiliary verb 1.3 Use of auxiliary verb 1.4 Example of auxiliary verb	05
2	Type of Voice Active voice & Passive	2.1 Form of Voices 2.2 Active voice 2.3 Passive voice 2.4 Verbs in Active voice & Passive voice 2.5 Example of Active voice and Passive Voice	07
3	Speeches Direct and Indirect Speech	3.1 What is Direct speech 3.2 What is Indirect? 3.3 Type of Indirect speech 3.4 Changes of Adverb of time and Place 3.5 Changes in tense 3.6 Example of direct and indirect speech	05
4	Essay Writing	4.1 Type of essay writing 4.2 Written communication in English 4.3 Writing Memo 4.4 Writing Agenda 4.5 Writing Minute of Meeting 4.6 Writing Notice	08

5	Letter Writing	5.1 What is letter 5.2 Type of Letter Formal and Informal 5.3 Example of letter or Sample letter	05
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References:-

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

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – II)

HTT: 15 Tourism Products of India

Total Credit: 04

Total Periods: 60

Sec A: Tourism Products of India- Natural

Objective:

1. To provide detailed information about geographical significance of India.
2. To understand tourism significance of India.
3. To provide detailed knowledge about the major natural tourism products of India.

Syllabus:

Tourism Products of India (Natural)			
Unit	Topic	Learning Points	Periods
1	Geography of India	1.1 India: Physical location and tourism relations 1.2 Major Landforms 1.3 Physical and political features 1.4 Climatic zones	4
2	Geography of Tourism	2.1 Latitude, Longitude 2.2 International date line, time zones and calculation of Time 2.3 Time differences, GMT variations, 2.4 Concepts of elapsed time, flying time, ground time. 2.5 Standard time and summer time (day light saving time).	7
3	Wildlife in India	3.1 National Parks: History, Definition, Guidelines 3.2 Major National Parks in India 3.3 Wildlife Sanctuary: History, Definition, Guidelines 3.4 Major Wildlife Sanctuaries in India	8
4	Water Based Tourism Products	4.1 Important Beaches 4.2 Major Islands 4.3 Important Lakes 4.4 Important Rivers	4
5	Hill Stations in India	5.1 Important Hill stations: History, 5.2 Locations 5.3 Places to visit	4
6	Adventure Sports destinations	6.1 Gliding, River Rafting, Paragliding, Hot Air Balloon, Rock & Fort Climbing, Trekking and Camping,	3

		Water Sports and Cruises and respective destinations	
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References

1. Dixit, M.(2002). *Tourism Products*. New Royal Book Co, Lucknow.
2. Jacob,R. (2012), *Indian Tourism Products*, Abhijeet Publications, Delhi.

Additional Reference Books

1. Ball, S. (2012). *Encyclopedia of Tourism Resources in India*, Butterworth –Heinemann.
2. Douglas. N. Ed. (2001), *Special Interest Tourism*, John Wiley & Sons, Australia.
3. Pletcher. Kenneth(2011), *The Geography of India: Sacred and Historic Places*. Britannica Educational Publication, New York.
4. Negi, Sharad Singh. (2002), *Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India*. Indus Publishing Co. New Delhi.

HTT: 15 Tourism Products of India

Sec B: HTT: 15 Tourism Products of India- Cultural

Objectives:

- 1. To introduce concept of tourism product.**
- 2. To acquaint students with the historical legacy of India.**
- 3. To provide detailed information to students about different cultural tourism resources of India.**

Syllabus:

Tourism Products of India- Cultural			
Unit No	Topic	Learning Point	Periods
1	Tourism Product	1.1 Definitions And Fundamentals Of Tourism Product 1.2 Types of tourism product 1.3 Significance	4
2	Architectural heritage of India	2.1 Brief History of India 2.2 Architectural Styles in India	4
3	World Heritage Sites in India	3.1 World Heritage : Concept 3.2 Status of World Heritage Sites in India 3.3 Major Cultural World Heritage Sites in India	8
4	Pilgrimage Sites in India	4.1 Significance of pilgrimage sites in tourism 4.2 Important pilgrimage sites in India – Hindu, Islamic, Sikh, Buddhist etc	6
5	Museums and other important monuments	5.1 Important Museums in India 5.2 Important Monuments in India 5.3 Modern Tourism Products	4
6	Intangible cultural heritage of India	6.1 Fairs, Festivals 6.2 Dance forms 6.3 Food	4

References:

1. Basham A. L: The Wonder that Was India.
2. Basham A. L : Cultural History of India
3. Peroy Brown : Islamic Architecture
4. Peroy Brown : Indian Architecture
5. James Burgess : Western Cave Temples of India
6. Enakshi Bhavnani : Dances of India
7. Enakshi Bhavnani : Handlooms and Handicrafts of India
8. R. Nath : Mughal Colour Decoration
9. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
10. Gupta M. L. and Sharma D. D. : Indian Society and Culture
11. Coomarswamy A. K. : History of Indian and Indonesian Art
12. Davids T. W. : Rhys Buddhist Ida
13. Gangoly O. C. : Indian Architecture
14. Havell E. B. : Ancient and Medieval Architecture

Additional Reference Books:

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Oki Morihiko, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
4. Mitra, Devla, Buddhist Architecture, Calcutta.

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

FIRST YEAR (Semester – II)

HTT16 Room Division Management

Total Credit: 04

Total Periods: 60

Sec A: Front Office Operations

Total Credit: 04

Total Periods: 60

Objective:

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

Syllabus:

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

		luggage procedure 3.4 Concierge concept, Valet, Butler	
4	Telephone Department	4.1 Importance and basic functions 4.2 Types of Calls 4.3 Telephone manners	3
5	Key Control	5.1 Types, Care control & storage of keys 5.2 Missing key procedure	3
6	Room Status Report	6.1 Room Status Report 6.2 Black List Guest 6.3 Rules of the house (guidelines to guest) 6.4 Time-share concept – Advantages / Disadvantages. 6.5 Inter departmental co-ordination, Housekeeping, Room service, Laundry, Mini bar	4
7	Guest Cycle- Pre, Arrival, Occupancy	7.1 Guest Cycle <ul style="list-style-type: none"> • Pre Arrival • Arrival • Occupancy • Departure 7.2 Importance of the Guest Cycle 7.3 Modes & Sources 7.4 Procedure for making reservation 7.5 Guaranteed/non-guaranteed reservation 7.6 Overbooking, Cancellation & Amendments 7.7 Manual reservation system used in the form of booking diary, booking charts, etc. 7.8 Whitney system 7.9 Computerized system 7.10 Reservation network system - affiliated / non affiliate 7.11 Centralized reservation system 7.12 Arrival Stage - Registration and Reception <ul style="list-style-type: none"> • Receiving of a guest • Handling registration • Arrival procedure of various categories of guests • Notification of the guest arrival • Criteria for taking advance 1.13 Departure Stage - Departure Notifications <ul style="list-style-type: none"> • Task performed at the bell desk and front office cashier • Express check out procedure, late checkouts & charges 	6

References:

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

HTT: 13 Room Division Management

Sec B: Housekeeping Operations

Objectives:

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

Syllabus:

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

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

References:

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

SECOND YEAR

SEMESTER
III

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – III)

HTT: 17 Fundamentals of Computers & eBusiness

Sec A: Fundamentals of Computers

Credits: 04

Total Periods: 60

Objectives:

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

Information Technology for Hospitality & Tourism			
Unit	Topic	Learning Points	Periods
1	Fundamentals of Computer	1.1 Introduction to Computer, Block Diagram, Components of a Computer System 1.2 Generation of Computers 1.3 Input Devices, Output Device, Storage devices etc.	4
2	Information Technology	2.1 Introduction to Information technology, Its Role and Goals 2.2 Technological aspects of IT: Hardware, Software, Programming Languages, Networking and Communication 2.3 Concept of Enterprise wide It system and the strategic value of intranets and extranets	4
3	Data Base	3.1 Concepts of Data and Information Processing 3.2 Date base concept, its Architecture, Data Modeling, Data Dictionaries, Data Base Administration and Security 3.3 Distributed Database, Data mining and Data warehouses	5
4	MS- office	4.1 MS Word : formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. 4.2 MS-Excel – Meaning and applications of spreadsheets creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. 4.3 MS-PowerPoint – Meaning and applications of presentation creating simple presentation including slide transitions, bullets, etc.	7
5	MIS	5.1 MIS: Organizational Theory and System	5

		<p>approach to MIS, Conceptual Design Phase of MIS, Detail design of MIS</p> <p>5.2 Implementation Phase, Quality Assurance and Control, Management Knowledge system</p> <p>5.3 Business Process and activities: E commerce, E- Banking</p>	
6	Internet	<p>6.1 Introduction</p> <p>6.2 Network, Network of Networks, WWW, Search Engines</p> <p>6.3 Emails, Websites, MS Outlook</p> <p>6.4 The use of internet working as a Strategic tool</p> <p>6.5 Cyber Crimes and Safe Guarding</p> <p>6.6 Social, Ethical and legal Aspect of IT</p>	5

References:

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

HTT: 17 Fundamentals of Computer & e-Business

Total Credit: 04

Total Periods: 60

Sec B: e-Business

Objectives:

1. The purpose of this course is to expose students to e-business and e-commerce concepts
2. It throws light on the various terminology and techniques used in e-commerce.
3. To learn the e-commerce operations.

Syllabus

Sec B e-Business			
Unit No	Topic	Learning Point	Periods
1	An introduction to E-commerce & e-Business	1.1 What is E-Commerce (Introduction And Definition) 1.2 Main activities E-Commerce 1.3 Goals of E-Commerce 1.4 Technical Components of E-Commerce 1.5 Functions of E-Commerce 1.6 Advantages and disadvantages of E-Commerce 1.7 Scope of E-Commerce 1.8 E-Business Concept, scope, significance	5
2	Elements of E-com and e-Business models	2.1 Electronic Commerce Applications 2.2 Eight key elements of a business model 2.3 B2C business model 2.4 B2B business model 2.5 Business models in emerging e-com areas 2.6 C2C business models and P2P models 2.7 M-commerce business models	6
3	E-com Security	3.1 Secure Transaction 3.2 Security threats in E-com environment 3.3 Malicious code and unwanted programs 3.4 Phishing and identity theft 3.5 Hacking and cyber vandalism 3.6 Credit card fraud/Theft 3.7 Spoofing 3.8 Protecting Internet Communications 3.9 Encryption 3.10 Symmetric Key Encryption 3.11 Public key Encryption 3.12 Public Key Encryption using digital signatures	7

		3.13 Digital Envelopes 3.14 Digital Certificates 3.15 Limitations to Encryption	
4	Electronic payment System	4.1 Introduction 4.2 Types of Electronic Payment System 4.3 Payment Types 4.4 Traditional Payment 4.5 Value Exchange System 4.6 Credit Card System 4.7 Digital Wallets and Digital Cash 4.8 Electronic Fund Transfer 4.9 Paperless bill 4.10 Modern Payment Cash 4.11 Electronic Cash	6
5	E – Governance for India	5.1 E – Governance of India 5.2 Indian customer EDI System 5.3 Service center 5.4 Imports 5.5 Exports.	6

Text Books:

1. E-commerce, Strategy, Technologies and applications by David Whiteley, Tata McGraw-Hill Edition
2. E-Commerce Concepts, Models , Strategies by - G.S.V Murthy
3. E-Commerce- Kenneth C.Laudon and Carol Guercio Traver
4. E-Commerce by --Kamlesh K Bajaj and Debjani Nag
5. Internet marketing and E-commerce-Ward Hanson and Kirthi Kalyanam

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – III)

HTT 18: Airline & Transportation Management

Total Credit: 04

Total Periods: 60

Sec A: Airline Management

Objectives:

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

Syllabus:

Airlines Management			
Unit	Topic	Learning Points	Periods
1	Aviation Industry	1.1 History, growth and development of Aviation industry. 1.2 Aviation in India 1.3 Present status of airline companies, airports, airport security etc	5
2	Organization & Functions	2.1 Role of IATA and its function 2.2 ICAO its role and function 2.3 DGCA 2.4 Airport Authority of India 2.5 Open sky policy 2.6 International conventions ; Warsaw convention, Chicago convention 1944	5
3	Management of Airlines	3.1 Types of airlines 3.2 Airlines personnel 3.3 Departments of Airline 3.4 Airport management 3.5 Services and facilities 3.6 Baggage Handling 3.7 Customer handling 3.8 Emergency handling	5
4	Familiarization with OAG	4.1 Three Letter City And Airport Code 4.2 Airline Designated Code 4.3 Minimum Connecting Time 4.4 Global Indicator, 4.5 Familiarization With Air Tariff 4.6 Currency Regulation 4.7 General Rules	5
5	Types of Trips	5.1 One Way And Return Trip	5

		5.2 Circle Trip Journey 5.3 Open Jaw 5.4 Add-On 5.5 Mixed Class Journey 5.6 Indirect Travel Limitation 5.7 Around The World Fare 5.8 Special Fares	
6	Ticketing and fare construction	6.1 Issue of Ticket 6.2 Reservation Procedure 6.3 Planning Itinerary by Air 6.4 Fare construction and Mileage principles	5

References:

- 1 Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi, 2005
- 2 OAG, Consultant, IATA, Geneva
- 3 Air Tariff Book
- 4 Stephen Shaw, 'Airlines in Shifts & Mgt', Ashgate Pub, USA, 2004
- 5 IATA, Geneva
- 6 R. Doganis, 'Airport Business'
- 7 K. Sikdar, All you wanted to know about airlines functions

HTT 18: Airline & Transportation Management

Sec B: Transportation Management

Objectives:

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

Syllabus:

Transportation Management			
Unit	Topic	Learning Points	Periods
1	Introduction to Tourist Transport System	1.1 Introduction 1.2 Evolution of Transport System 1.3 Importance of Transport in Tourism. 1.4 Different Transport Modes and their Selection Methods	4
2	Road Transport System	3.1 Road Transport System 3.2 Significance of Road Transport 3.3 Road Network in India 3.4 Transport Authority 3.5 Road Transport Documentation and Insurance.	5
3	Rail Transport System	4.1 Rail Transport System 4.2 Major Railway System of World 4.3 Introduction to Indian Railways 4.4 Types of trains and rail Tours Available in India 4.5 Facilities, Special Schemes and Packages Available 4.6 Major Tourist Trains (Palace On Wheels, Royal Orient, Fairy Queen, Deccan Odyssey and Toy Trains) 4.7 Authorities and Organizations	7
4	Water Transport System	5.1 Water Transport System – An overview 5.2 Cruise ships, Ferries, Hovercraft and Boats 5.3 Significance 5.4 Major water-based leisure practices and their future in India 5.5 Authorities and organizations	5
5	Car Rental Business	5.1 Introduction 5.2 Scope & Significance 5.3 Approved Tourist Transport Operators 5.4 Car Hire Companies -Case studies	5
6	Transportation Laws and regulations	6.1 Transportation Laws and regulations	4

References:

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

SYLLABUS FOR B.VOCATION (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – III)

HTT: 21 Food and Beverage Service and Catering Science

Total Credit: 04

Total Periods: 60

Sec A Food & Beverage Service

Objectives:

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

Syllabus

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

		3.7 French Classical Menu: 13 & 17 Course Menu 3.8 Menu compilation -3,4,5,6,7 course (Including Indian Menus) 3.9 General Accompaniments	
4	Beverages	4.1 Non-Alcoholic 4.2 Stimulating - Tea, Coffee, Cocoa 4.3 Nourishing - Health drinks 4.4 Refreshing - Juices, Squashes, Crushes, Syrups 4.5 Mineral water & carbonated drinks 4.6 Classification Chart - Alcoholic & Non Alcoholic drinks 4.7 Non – Alcoholic Dispense Bar 4.8 Alcoholic Beverages 4.9 Champagne, Sparkling Wines, Wines, Wine Making, Wine & Food 4.10 Beer, Whisky, Rum, Vodka, Gin, Brandy, Cider and Perry, Tequila 4.11 Other spirits 4.12 Service of Alcoholic Beverages 4.13 Cocktails and Mocktails	7
5	Service of Breakfast & Afternoon Tea	5.1 Introduction to Breakfast 5.2 Types – English, Continental, American, Indian 5.3 Brunch - Compilation of each menu. 5.4 Types of tea service 5.5 Full Afternoon Tea 5.6 High Tea 5.7 Preparing the Restaurant- Before and After the service 5.8 Sandwiches 5.9 Types of Sandwiches 5.10 Service of Sandwiches 5.11 Compilation of tea menus (English / Indian) 5.12 Service of Tea & Coffee	4
6	Cigars and Cigarettes	6.1 Introduction to Cigars and Cigarettes 6.2 Brands & codes 6.3 Service Procedures	3

References:

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

HTT: 21 Food and Beverage Service and Catering Science

Sec B: Catering Science

Objectives

This course aims to develop awareness of the importance of hygiene, sanitation and food safety in hotel industry.

Syllabus

<u>Catering Science</u>			
Unit No	Topic	Learning Point	Periods
1	Importance of Hygiene in the Catering Industry.	1.1 Introduction 1.2 Definitions - hygiene & sanitation 1.3 Significance of hygiene & sanitation in the food industry.	4
2	Food Microbiology	2.1 Classification & Morphology of micro-organisms 2.2 Factors affecting growth of micro-organisms 2.3 Control of micro-organisms in relation to food preservation. 2.4 Harmful and useful micro-organisms in the food industry. 2.5 Role of micro-organisms in the production of fermented foods, dairy products, bakery products, alcoholic beverages & vinegar.	4
3	Food & Water Borne Illnesses	3.1 Food poisoning & food infection, common intestinal parasites. (Definitions, sources of contamination of food, mode of transmission of food borne illness, control of food borne illness.) 3.2 Non-bacterial metal poisoning 3.3 Natural Toxins present in food	4
4	Food Protection	4.1 Hygienic Storage - Dry, Refrigerated & Freezer storage & protective display. 4.2 Danger Zone 4.3 Food spoilage - detection and prevention. 4.4 Food contamination & spoilage due to kitchen pests. 4.5 Cross contamination.	4
5	Personal Hygiene	5.1 Necessity of personal hygiene. 5.2 Health of staff. 5.3 Sanitary practices	4

		5.4 Protective clothing 5.5 Importance of rest, recreation and exercise.	
6	Food Science Concepts	6.1 Basic S.I. units of length, area, volume, weight 6.2 Temperature (conversion of Celsius Scale to Fahrenheit Scale) 6.3 Definition of density & relative density 6.4 PH – definition & its relevance in Food Industry 6.5 Undesirable browning & its prevention, examples of desirable browning in food preparations 6.6 Important Terminologies (definitions & relevance) Boiling Point, Boiling Under Pressure, Melting Point, Smoking Point, Flash Point, Surface Tension, Osmosis, Humidity, Evaporation, Sol, Gel, Emulsion & Foam	4
7	Food Additives	Definition, types & their limitations as per PFA Act. HACCP.	3
8	Nutrients	Definition, Composition, Classification, Food Sources (good and poor sources) Carbohydrates, Protein, Fats And Oils, Vitamins, Minerals	3

Reference Books

1. Food Hygiene & Sanitation - S. Roday
2. Food Microbiology –Frazier
3. Complete Catering Science –OFG Kilgour
4. Safe Food Handling –Michel Jacob
5. Prevention of Food Adulteration Act 1954
6. The Science of Food – 3rd Edition- P.M.Gaman & K.B.Sherrington
7. Food Chemistry – 1st Edition - Meyer

SEMESTER

IV

SYLLABUS FOR B.VOCATION (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 20 Management & Marketing Concepts for Hospitality & Tourism

Credits: 04 Total Periods: 60

Sec A: Management Concepts for Hospitality & Tourism

Objective:

1. To make the students understand the concepts of Management & its Practical Application in the hospitality industry.

Syllabus:

HTT: 20 <u>Sec A Management Concepts</u>			
Unit No	Topic	Learning Point	Periods
1	Introduction to Principles of Management	1.1 Management defined 1.2 Levels of management 1.3 External & internal factors that affect management	03
2	Management thought: Journey from inception till today	2.1 Brief history of management thought 2.2 Contribution of F.W. Taylor to scientific Management 2.3 Henry Fayol's classical management theory 2.4 Modern day management theory	03
3	Planning & Decision Making	3 A. Planning 3.1 Definition 3.2 Nature & Importance of planning, Advantages & Disadvantages 3.3 Types of plans – objectives, strategies, policies, Procedures, methods, rules, programs & budgets 3.4 Steps in planning 3.5 Planning assumptions B. Decision-making 3.6 Types of decisions 3.7 Step by step decision making process	06
4	Organizing & Staffing	A. Organizing 4.1 Definition	06

		<p>4.2 Nature & importance of organizing</p> <p>4.3 Principles of organizations – Formal & Informal, Centralized / Decentralized, Line & staff</p> <p>B Staffing</p> <p>4.4 Definitions</p> <p>4.5 Delegation and Departmentalization,</p> <p>4.6 Authority & Responsibility, Span of control</p>	
5	Leadership	<p>5.1 Definition</p> <p>5.2 Leadership theories - Managerial grid</p> <p>5.3 Different styles of leadership</p> <p>5.4 Characteristics of a good leader</p>	03
6	Motivation	<p>6.1 Definition</p> <p>6.2 Nature & importance</p> <p>6.3 Benefits of motivated staff</p> <p>6.4. Maslow’s theory of need hierarchy</p> <p>6.5. Herzberg’s two factor theory</p> <p>6.6. McGregor’s theory ‘X’ and theory ‘Y’</p> <p>6.7 Morale – its role & importance</p>	06
7	Coordination and Controlling	<p>7.1 Definition of Co-ordination</p> <p>7.2 Need for coordination</p> <p>7.3 Definition of Controlling</p> <p>7.4 Process of controlling</p> <p>7.5 Need for control</p>	03

References:

1. Management – Stoner & Freeman
2. Essentials of Management – Koontz & O’donnel
3. Management tasks – Peter Drucker
4. Management Process – Davar R.

Sec B: Marketing Concepts for Hospitality & Tourism

Objective:

1. To make the students understand the concepts of Marketing & its Practical Application in the hospitality industry.

Unit	Topic & learning points	Periods
1	Introduction to Marketing 1.1 Definition of Marketing 1.2. Customer Orientation 1.3. Core Concept of Marketing 1.4. Marketing Management – Definition Philosophies and Pillars of Marketing management	5
2	Analysis of Current business environment 2.1. Competition 2.2. Economic Environment 2.3. Technological Environment 2.4. Social & Cultural Environment 2.5. Political Environment 2.6. Internal Environment	6
3	Consumer Behavior 3.1 Consumer Behavior model 3.2 Factors affecting Consumer Behavior – Cultural, Social, Personal, Psychological	5
4	Introduction to 7 P's of Marketing mix 4.1 Introduction to 7 P's of marketing 4.2 Levels of Product 4.3 Hospitality products 4.4 Branding 4.5 Promotion & its importance	5
5	Market Segmentation 5.1 Definition & need for market segmentation 5.2 Basis for segmentation – Geographic, Demographic, Behavioral and Psychographics	4
6	Distribution 6.1 Definition and importance of Distribution system 6.2 Channel levels of distributions 6.3 Intermediaries for hospitality industry [Travel Agents, Tour Wholesalers, Hotel representatives National / regional / local / tourist agencies, centralized Reservation systems, airline based reservation systems, Internet] 6.4 Franchising 6.5 Alliances 6.6 Location of services	5

SYLLABUS FOR B.VOCATION (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 21 Travel Agency & Tour Operations Management

Sec A: Travel Agency Management

Credits: 04 Total Periods: 60

Objectives:

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

Syllabus:

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

4	Documentation	4.1 Passport 4.2 VISA 4.3 Insurance	
5	Principal Suppliers	4.1 Dealing with Principal Suppliers: <ul style="list-style-type: none"> • Dealing with Air travel • Tourist transport and Accommodation • Supplier challenges 	3
6	Present Trends and Future Prospects	5.1 Issues related to sales 5.2 Promotional Issues 5.3 Present business trends 5.4 Future Prospects-Problems and Issues. 5.5 Use of Technology	3
7	Associations and Organization	6.1 Associations and Organizations promoting Travel agencies and Tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTAA	3
8	Tourism Rights	7.1 Tourism bills of Rights 7.2 Tourism Code 7.3 Important Conventions and declarations	4

References:

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

SYLLABUS FOR B.VOCATION (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 21 Travel Agency & Tour Operations Management

Sec B: Tour Operations Management

Credits: 04 Total Periods: 60

Objectives:

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

Syllabus:

Tour Operations Management			
Unit	Topic	Learning Points	Periods
1	Tour Operation	1.1 Definition, concept, History and Growth of tour operation business 1.2 Types of Tour Operators 1.3 Organizational structure, Forms of organization 1.4 Departments and its functions	4
2	Management of In-house operations	2.1 Product knowledge 2.2 Linkages 2.3 Itinerary preparation 2.4 Costing a tour package: FIT and GIT tariffs 2.5 Confidential Tariffs 2.6 Vouchers	5
3	Managing field operations	3.1 Inbound and Outbound 3.2 Developing linkages with Principle suppliers 3.3 Managing, Recruitment and Trained manpower 3.4 Inbound Tour Operations 3.5 Outbound Tour operations and Its Marketing 3.6 Guides and Escorts: Types, Role and Responsibilities 3.7 Communication and Interpretation skills 3.8 Dealing with emergencies and complaint handling	6
4	Managing Distribution	4.1 Role of distribution in Exchange process 4.2 Selling in tourism through distribution chains 4.3 Logistics in tour operations 4.4 Managing distribution system in Tour Operations	5
5	Reservation and	5.1 Reservation and cancellation procedure for tour related services- hotels	5

	Cancellation	5.2 Airlines, Cruise lines, Car Rentals and Rail travel 5.3 Commission structures from supplier and service	
6	RBI Regulations	6.1 RBI Regulations for Tour Operators Consumer protection law, 1986, 6.2 Competition act applicable to the tourist as consumers 6.3 Master Key on customer care and master key proposed by WATA and ASTA 6.4 Corporate Travel Policy 6.5 Travel insurance	5

References:

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

Syllabus for S.Y.B. Voc (Hospitality & Tourism)

Second year (Sem- IV)

HTT: 22 Basic Food Production & Bakery

Sec: A Basic Food Production

Objectives:

1. The objective of the Course is to acquire an in depth Knowledge about the Food Production techniques and styles.

Unit	Topic & Learning Points	Periods
1	Introduction to food production 1. History of cookery 2. Kitchen uniform 3. Kitchen classical brigade 4. Inter-departmental relationship 5. Safety procedure	6
2	Methods of cooking 1. Aims & objective of cooking 2. Classification of veg, fish 3. Methods of cooking 4. Types of salt, sweetening agents	7
3	Meat cuts 1. Fish 2. Veg 3. Chicken 4. Mutton	5
4	Stock 1. Definition 2. Classification 3. Storage, making precaution	4
5	Soup 1. Aims of making soup 2. Classification 3. National & international soups	4
6	Sauces 1. Definition 2. Classification 3. Derivatives 4. Thickening agents 5. Gravies	4

References:

1. Leto M.J.& Bode W.K.H., (2007), *The Larder Chef Food Preparation & Presentation*, Butterworth - Hinemann, UK
2. Campbell John , Foskett David, (2012), *Practical Cookery for level 2 NVQ & Apprenticeships*, Hodder Education, UK
3. Bali Parvinder S., (2012), *International Cuisine & Food Production Management*, Oxford University, New Delhi
4. Bali Parvinder S., (2011), *Quantity Food Production Operation*, Oxford University Press, New Delhi
5. Harbutt Juliet, (2009), *The World Encyclopedia of Cheese*, Hermes House , London
6. Ramesh P & Jos Wellman, (2009), *Professional Cookery -Theory & Practice*, Better Yourself Book, Mumbai

Syllabus for S.Y. B. Voc Hospitality & Tourism

Second year (Sem- 4) 2018-19

HTT: 22 Basic Bakery

Sec: B Basic Bakery

Unit	Topic & Learning Points	Periods
1	Introduction to Bakery 1. History 2. Baking process 3. Types of oven 4. Bakery equipments	6
2	Role of ingredients 1. Ingredients use in bakery 2. Types of fat & oil 3. Types of flour 4. Types of sweetening agents 5. Coloring agents	7
3	Spices , herbs & condiments 1. Introduction to spices & herbs 2. Local name	3
4	Raising agents 1. Name of raising agents:-yeast, baking powder , baking soda 2 Use	3
5	Cake making 1. Role of ingredients in cake making 2. Methods of mixing 3. Golden rules of cake making	5
6	Icing 1. Introduction 2. Types 3. Advantages & disadvantages	3
7	Bread making 1. Methods of making bread 2. Stages in bread making	3

References:

1. Nicollelo, L. G. Dinsdale, J., (1991), *Basic Pastry Technique*, Hoddr & Stoughton, London
2. Russell, Joan, (1964), *Creative Cake Decoration*, Leonard Hill, London
3. Clements, Carole, (1994), *Beautiful Baking*, Richard Blady Pub., London

4. Gisslen, Wayne, (1997), *Professional Baking* , 2nd Ed., John Wiley & Sons, New York
5. Day, Martha, (1999), *The Practical Encyclopedia of Baking*, Lorenz Books, London
6. Berry, Mary, , *Favourite Cakes*, Weidenfeld & Nicolson , London
7. Nilsen Angela, (1994), *Complete Cake Decorating*, Lorenz Books, New York
8. Laver, Norma, (1996), *The Art of Sugar craft Piping*, Chancellor Press , London
9. Nilsen Angela & Maxwell, Sarah, (1998), *Cakes & Cake Decorating*, Hermes House , London
10. Lodge, Nichelas, (1996), *The Art of Sugar Craft Lace and Filigree*, Chancellor Press , singapore
11. Smith, Anne, (1996), *The Art of Sugar Craft Sugar Paste*, Chancellor Press , London
12. Purton, Bbrenda, (1996), *The Art of Sugar Craft Royal Icing*, Chancellor Press , London
13. Purton, Brenda & Lodge, Nicholas, (1996), *The Art of Sugar Craft Royal Icing Lace & Filigree*, London
14. Jenne, Gerhard, (1998), *Decorating Cakes and Cookies*, Ryland Peters & Small , London
15. Treuille Eric & Ferigno, Ursula, (1998), *Bread*, Dorling Kindersley, London
16. Carluccio, Antonio Carluccio, Prisulla, , *Desserts*, Quadrille Publishing Ltd., New York

THIRD YEAR

SEMESTER

V

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 23 Foreign Language I & Public Relations

Sec A: Japanese I

Credits: 04 Total Periods: 60

Objectives:

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

Syllabus:

Foreign Language I - Japanese			
Unit	Topic	Learning Points	Periods
1	Greetings and Self Introduction	1.1 Basic Greetings. 1.2 Self Introduction.	8
2	Basic Conversation in Japanese	2.1 General Conversation. 2.2 Names of various countries in Japanese. 2.3 Basic vocabulary for conversation.	6
3	Introduction to Alphabets	3.1 Hiragana Scripts.	10
4	Introduction to Numbers, Dates	4.1 Numbers 4.2 Days 4.3 Months 4.4 Years	6

HTT: 23 Foreign Language I & Public Relations

Sec B: Public Relations

Objectives:

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

Syllabus:

Public Relations for Hospitality & Tourism			
Unit	Topic	Learning Points	Periods
1	Evolution of Public relation	1.1 Definition of Public relation 1.2 Its nature, process and Public 1.3 Growth of public relation	4
2	Importance of Public relation	2.1 Qualities of public relation personnel 2.2 Public relation in an organization 2.3 Internal and external Public Relation 2.4 Public relation in Crisis	5
3	Public Relation Management	3.1 Ethics of PR 3.2 Professionalism 3.3 Organization Public Relation Department 3.4 Planning of Public relation 3.5 Budgeting of public relation	6
4	Public Relation and Communication	4.1 Public relation and Advertising 4.2 Purpose of public relation advertising 4.3 Public Relation and Publicity	5
5	Public Relations in the Private and Public Sector	5.1 History & evolution of the public and private sector in India 5.2 Government public Relations 5.3 Corporate communication- defining corporate communication 5.4 Defining Internal communication 5.5 Understanding the process and evaluation of internal communication 5.6 Defining external communication 5.7 Understanding the process and evaluation of external communication 5.8 Corporate 5.9 social responsibility 5.10 Crisis communication 5.11 International public relations 5.12 Agency Public Relations	5
6	Role & Principles of Public Relation	6.1 Public relation: Role of persuasion and motivation 6.2 Use and development of Public Relation in tourism industry 6.3 Principles of Public Relation	5

		6.4 Tools and methods of Public Relation (press & electronic media, production of public relation material	
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References:

1. Black Sam, Practical Public Relation, Sir Issar Pitman and Sons Ltd. London 1970.
2. Andrew. S, Hotel Front Office Training Manual, Tata McGraw Hill 1982.
3. Dukes Peter, Hotel Front Office Management and operation, 3rd edition Jowa Prown, 1970.
4. Robert C. Fisher FODOR, India and Nepal, Hodder and stroughton London 1987.
5. Rawat G.S. Elements of Hotel Accountancy Rawat Publication, New Delhi 1972.
6. Kaul S.N. Tourist India, Tourist India International Taj Building, Bombay.
7. Longmann: Public Relation, Leisure And Tourism
8. Wilcox , Ault, Agee : Public Relation, Strategies And Tactics
9. John Marston : The Nature Of Public Relations
10. J.M Kaul : Public Relation In India
11. T. Colin Colson : Public Relation In Your Business
12. Excellence in Public Relations and Communication Management
13. Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred
14. C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 666 pgs
15. The Unseen Power: Public Relations, a History
16. Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 812 pgs.
17. Public Relations Theory
18. Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989.354 pgs
19. Crisis Communications: A Casebook Approach
20. Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 330 pgs
21. Public Relations in Asia: An Anthology Book By Krishnamurthy Sriramesh, Thomson, 2004.
22. Foundations of Communication Theory
23. Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970. 372 pgs.
24. Strategic Planning for Public Relations
25. Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs
26. Corporate Public Relations: A New Historical Perspective
27. Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987. 180 pgs

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 24 Advance Food Production & Service Operations

Sec A: Advance Food Production & Bakery

Credits: 04 Total Periods: 60

Objectives:

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

Syllabus:

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

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

References:

7. Hamlyn, Paul, (1984), *Larousse Gastronomique*, Hamlyn, London
8. Stevenson, Daniel, (1991), *Basic Cookery The Process Approach*, Stanley Thornes (Publishers Ltd., England
9. Kinsella John, & Harvey David, (1996), *Professional Charcuterie*, John Wiley & sons, Canada
10. Leto M.J.& Bode W.K.H., (2007), *The Larder Chef Food Preparation & Presentation*, Butterworth - Hinemann, UK
11. Campbell John , Foskett David, (2012), *Practical Cookery for level 2 NVQ & Apprenticeships*, Hodder Education, UK
12. Bali Parvinder S., (2012), *International Cuisine & Food Production Management*, Oxford University, New Delhi
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16. Basan Ghillie & Jan Terry, (2008), *A Practical Cook's Encyclopedia of Malaysia & Singapore*, Hermes House , London
17. Sheasby Anne, (2008), *New Soup Bible*, Hermes House , London
18. Chan Wynn timer, (2004), *Fresh Chinese*, Hamlyn, Great Britain

19. Amiard Herve & Mouton Laurence, (2004), *A Taste of Morocco*, Hachette, France
20. Nicolletto, L. G. Dinsdale, J., (1991), *Basic Pastry Technique*, Hodder & Stoughton, London
21. Russell, Joan, (1964), *Creative Cake Decoration*, Leonard Hill, London
22. Clements, Carole, (1994), *Beautiful Baking*, Richard Blady Pub., London
23. Gisslen, Wayne, (1997), *Professional Baking*, 2nd Ed., John Wiley & Sons, New York
24. Day, Martha, (1999), *The Practical Encyclopedia of Baking*, Lorenz Books, London
25. Berry, Mary, , *Favourite Cakes*, Weidenfeld & Nicolson , London
26. Nilsen Angela, (1994), *Complete Cake Decorating*, Lorenz Books, New York
27. Laver, Norma, (1996), *The Art of Sugar craft Piping*, Chancellor Press , London
28. Nilsen Angela & Maxwell, Sarah, (1998), *Cakes & Cake Decorating*, Hermes House , London
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32. Purton, Brenda & Lodge, Nicholas, (1996), *The Art of Sugar Craft Royal Icing Lace & Filigree*, London
33. Jenne, Gerhard, (1998), *Decorating Cakes and Cookies*, Ryland Peters & Small , London
34. Treuille Eric & Ferigno, Ursula, (1998), *Bread*, Dorling Kindersley, London
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36. Nilsen Angela & Maxwell, Sarah, (1998), *Cakes & Cake Decorating*, Hermes House , London
37. Wadey, Rosemary, (1996), *Cake Decorating*, Sebastian Kelly, Great Britain
38. Spencer Churchill, (1994), *Classic Decorating Details*, Paragon, London
39. Maxwell Sarah & Nilsen Angela, (1996), *The complete cake Decorator*, Lorenz Books, London
40. Ford Mary, (1994), *New Book of Cake Decorating*, Mary ford Publication, England
41. Stogo, Makolm, (1998), *Ice cream & Frozen Desserts*, John Wiley & Sons, New York
42. Marshall, Robert T & Arbuckle, W.S., (1996), *Ice-Cream*, (Vth ed), ITP International Chapman & Hall, New York
43. Sutherring, Jane, (1996), *Ice Creams Sorbets and Other Cool Delights*, JG press, USA
44. Day, Martha, *The Complete Book of Desserts*, Konemann,
45. Global Media, *Hot Puddings & Frozen Desserts-7*
46. Global Media, *Pastry, Pies & Pastry Desserts-8*,
47. Lonsada, Patricia, (1997), *Ultimate Chocolate*, Metro Books, London
48. Roussel Chole, (2005), *The Chocolate Connoisseur*, Piatkus, Great Britain

HTT: 24 Advance Food Production & Service Operations

Sec A: Advance Food & Beverage Service Operation

Objectives:

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

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

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

References:

1. Lillicrap & Cousins , *ELBS Food and Beverage service*
2. John Fuller , *Hutchinson Modern Restaurant service*
3. Brian Varghese *Food and beverage service management*
4. Heppner & Deegan *Introduction Food and Beverage service – Brown*

5. Brian Varghese *professional food and Beverage service management*
6. Sudhir Andrews, Tata McGraw Hill *Food and Beverage service training manual.*
7. Peter Jones and Cassel *Food service Operations.*
8. Jaks Kivela *Menu Planning* – Hospitality press.
9. Lipinski *The Restaurant* (From Concept to Operation)
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12. Singaravelan .R, (2011), *Food and Beverage Service*, Oxford University Press, Delhi

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 25 Financial Management for Tourism & Revenue Management

Sec A: Financial Management for Tourism

Credits: 04 Total Periods: 60

Objectives:

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

Syllabus:

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

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

References:

1. Cost and Management Accounting - S. M. Inamdar
2. Management Accounting - Dr. Mahesh Kulkarni
3. Principles and Practice of Cost Accounting – Ashish K. Bhattacharya
4. Theory & Problems in Management & Cost Accounting - Khan & Jain
5. Cost Accounting – Jawaharlal
6. Financial Management – I. M. Pandey
7. Financial Management – Khan & Jain
8. Financial Management – S. M. Inamdar
9. Financial Management – N. M. Wechlekar
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11. Anthony and Reece, Management Accounting Principles : Text and Cases
12. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
13. Davis D., The Art of Managing Finance, Mc Graw Hill.
14. Pandey, I.M., Financial Management, Vikas Publication
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Additional Reference Books:

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2. Banerjee P. Fiscal Policy in India Gyan Publishers Delhi 1986.
3. Kriffendorf Jost The holiday makers – Heinemann Professional Publishers. London 1987.
4. Horne J.V. Financial Management and Policy
5. Guthman and Dongall – Corporate Financial Policy
6. Kuchal S.C. Financial Management
7. Pandey I.M. Financial Management

HTT: 25 Financial Management for Tourism & Revenue Management

Sec B: Revenue Management

Objectives:

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

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

		4.9 Selective Overbooking (capacity management) as an Inventory Control strategy 4.10 Binomial Distribution, Cumulative Binomial Distribution, The Painless Binomial 4.11 Marginal Analysis-Critical Fractile Method 4.12 The Twelve Principles of Inventory and Price Management	
5	Distribution Channel Management	5.1 Electronic channels 5.2 Non electronic channels 5.3 Principles of Distribution Channel Management 5.4 Competitive Set Analysis, Benchmarking and Rate Shopping 5.5 Market Share Analysis	5
6	Formulae & Calculation	1.1 The classical measures revisited – Occupancy, Multiple 1.2 Occupancy and ADR 1.3 Hotel Key Performance Index (KPI) - REVPAR, TREVPAR, TREVPEC, GOPPAR, REVPAM and REVPASH 1.4 Forecasting Calculation Aids: Percentage of walk-ins, Percentage of Under stays, Percentage of No-Shows, Percentage of overstays. 1.5 Measuring Yield and Evaluating RM Efforts: Potential, Average Single Rate, Potential Average Double Rate, Rate Spread, Potential Average rate, Room Rate Achiever Factor, Yield Percentage, Occupancy Index Analysis, ADR Index Analysis, REVPAR Index Analysis and Market Share Analysis (these calculations are not a separate topic but involved with the content of the above mentioned topics. They may however be used fruitfully while setting question papers)	5

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

SEMESTER

VI

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

SECOND YEAR (Semester – IV)

HTT: 26 Foreign Language II & Event Management

Sec A: Japanese II

Credits: 04 Total Periods: 60

Objectives:

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

Syllabus:

Foreign Language II - Japanese			
Unit	Topic	Learning Points	Periods
1	Hiragana Script	1. Hiragana script : letters. 2. Hiragana script : Joint letters	8
2	Adjectives	2.1 E ending adjectives. 2.2 Na ending adjectives	6
3	Relations, Directions and Locations	3.1 Relations. 3.2 Directions. 3.3 Location words.	10
4	Introduction to Katakana script and verbs	4.1 Introduction to katakana script. 4.2 Verbs.	6

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

THIRD YEAR (Semester – VI)

HTT: 26 Foreign Language II & Event Management

Credits: 04 Total Periods: 60

Sec B: Event Management

Objectives:

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

Syllabus:

Event Management			
Unit	Topic	Learning Points	Periods
1	Concept of Event	1.1 Conceptual foundations of Events 1.2 Major characteristics 1.3 Five C's of Event management Conceptualization, Costing, Canvassing, Customization, Carrying out. 1.4 Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society 1.5 Broad classification of Events	5
2	Introduction to MICE	2.1 Evolution of MICE industry 2.2 Components of MICE 2.3 Economic and social significance of MICE 2.4 Introduction to professional meeting planning- definition, types and roles 2.5 Associate, corporate & independent meeting planners 2.6 TA's and TO's as meeting planner 2.7 Convention visitor Bureaus – functions, structure and funding sources	5
3	Event Venues	3.1 Concept and types 3.2 Conference venues- facilities, 3.3 Check-in and check-out procedures, 3.4 Requirements 3.5 Conference room lay-outs 3.6 Convention manager	5

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

References:

1. Bowdin, Glenn & McDonnell, (1999), *Events Management*, Ian Elserier, Amsterdam
2. McDonnell Ian & Allan Johnny, (1999), *Festival and Special Event Management*, John Wiley & sons, New York
3. Tarlow Peter, (2002), *Event Risk Management and Safety*, John Wiley & Sons, New York
4. Otoole, William & Mikolaitis, Phyllis, (2002), *Corporate Event Project Management*, John Wiley & Sons, New York
5. Lemaire Cindy & Walkar Mardi, (2006), *Start & Run an Event Planning Business*, Jaico Publishing Goldblatt Joe, (1997), *Special Events*, John Wiley & Sons, New York
6. Coleman, Lee & Frankle (1991), *Powerhouse Conferences*. Educational Institute of AH & MA.
7. Hoyle, Dorf & Jones (1995), *Meaning conventions & Group business*. Educational institute of AH & MA.
8. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions : VNR, New York
9. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA
10. Coleman, Lee & Frankle (1991), *Powerhouse Conferences*. Educational Institute of AH & MA.
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SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

THIRD YEAR (Semester – VI)

HTT: 27 Airline Management & Fare Construction

Credits: 04 Total Periods: 60

Sec A: Airline Management

Objectives:

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

Syllabus:

Airlines Management			
Unit	Topic	Learning Points	Periods
1	Aviation Industry	1.4 History, growth and development of Aviation industry. 1.5 Aviation in India 1.6 Present status of airline companies, airports, airport security etc	5
2	Organization & Functions	2.7 Role of IATA and its function 2.8 ICAO its role and function 2.9 DGCA 2.10 Airport Authority of India 2.11 Open sky policy 2.12 International conventions ; Warsaw convention, Chicago convention 1944	5
3	Management of Airlines	3.9 Types of airlines 3.10 Airlines personnel and Revenue earning 3.11 Airport management 3.12 Study of aircraft part 3.13 The aircraft turnaround 3.14 The control tower 3.15 Airport facilities 3.16 Special passengers 3.17 Airport access 3.18 Check in facilities 3.19 Landing facilities for departing passengers 3.20 In-flight services 3.21 Cabin component 3.22 Audio and video projection equipment	5

		3.23 Emergency equipment for disembarkation 3.24 In-flight entertainment 3.25 Classes of service with more comfort	
4	Familiarization with OAG	4.8 Three Letter City And Airport Code 4.9 Airline Designated Code 4.10 Minimum Connecting Time 4.11 Global Indicator, 4.12 Familiarization With Air Tariff 4.13 Currency Regulation 4.14 NUC Conversion Factors, 4.15 General Rules, 4.16 Planning Itinerary By Air 4.17 Introduction To Fare Construction 4.18 Mileage Principles 4.19 Fare Construction With Extra Mileage Allowance (EMA) 4.20 Extra Mileage Surcharge	5
5	Types of Trips	5.9 One Way And Return Trip 5.10 Circle Trip Journey 5.11 Open Jaw 5.12 Add-On 5.13 Mixed Class Journey 5.14 HIP Check 5.15 Back Haul Minimum Check (BHC) 5.16 CTM Check 5.17 Indirect Travel Limitation 5.18 Around The World Fare 5.19 Special Fares	5
6	Issues of Ticket	6.5 Issue Of Manual Ticket 6.6 Reservation Procedure 6.7 MPD, MCO, PTA And Their Purpose 6.8 Universal Air Travel Plan 6.9 Types Of Air Travel Card 6.10 Bank Settlement Plan (BSP) 6.11 Case Studies Of Selected Airlines Modules	5

References:

- 8 Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi, 2005
- 9 OAG, Consultant, IATA, Geneva
- 10 Air Tariff Book
- 11 Stephen Shaw, 'Airlines in Shifts & Mgt', Ashgate Pub, USA, 2004
- 12 IATA, Geneva
- 13 R. Doganis, 'Airport Business'
- 14 K. Sikdar, All you wanted to know about airlines functions
- 15 Journal of Air Transport Management by Elsevier Science
- 16 Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002

HTT: 27 Airline Management & Fare Construction

Sec B: Fare Construction

Objectives:

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

Syllabus:

Basic Air Fare			
Unit	Topic	Learning Points	Periods
1	Aviation Geography	1.1 Aviation Geography – IATA Areas, Sub- areas, Sub- Regions 1.2 Time Calculation 1.3 GMT variation 1.4 Concept of Standard Time and Day Light Saving Time 1.5 Calculation of Elapsed Time 1.6 Flying time and Ground time	6
2	Familiarization with OGA	2.1 Three Letter City And Airport Code 2.2 Airline Designated Code 2.3 Minimum Connecting Time 2.4 Global Indicator, 2.5 Familiarization With Air Tariff 2.6 Currency Regulation 2.7 NUC Conversion Factors, 2.8 General Rules,	6
3	Familiarization with TIM	3.1 Familiarization with TIM : Passport, Visa, currency regulation, Custom Regulation, Health regulation and Airport tax 3.2 Passenger needing Special Attention 3.3 Credit Cards: Concepts, Types and Benefits, Eligibility Criteria, Validity, Insurance Cover, Different Types of Credit card	6
4	Planning Itinerary by Air	4.21 Planning Itinerary By Air	6
5	Introduction to Fare Construction	5.1 Introduction To Fare Construction 5.2 Mileage Principles 5.3 Fare Construction With Extra Mileage Allowance (EMA) 5.4 Extra Mileage Surcharge (EMS)	6

References:

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

SYLLABUS FOR B.VOCATIONAL (HOSPITALITY AND TOURISM)

THIRD YEAR (Semester – VI)

HTT: 28 Research Methodology & Statistics for Hospitality & Tourism

Credits: 04 Total Periods: 60

Objectives:

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

Syllabus:

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

		3.7 Methods of collecting primary data and Secondary Data 3.8 Observation 3.9 Interviews method 3.10 Questionnaire 3.11 Projective techniques simulation Vs. experimentation	
4	Data Processing	4.1 Introduction 4.2 Editing of data 4.3 Classification and coding of data 4.4 Transcription 4.5 Tabulation 4.6 Graphical presentation of data 4.7 Data analysis: Statistical analysis 4.8	10
5	Statistics	5.1 Introduction 5.2 Central Tendency 5.3 Co-relation & Regression 5.4 Hypothesis testing 5.5 Chi-square(X ²) Test, analysis of variance (ANOVA)	12
6	Report Writing	6.1 Report writing and presentation 6.2 Substance of reports 6.3 Formats of reports 6.4 Presentation of reports	06

References:

1. Methodology and techniques of social research by Wilkinson & Bhandarkar
2. Methodology of Research in Social Sciences by O.P. Krishnaswami
3. Sadhav Singh, Research Methodology in Social sciences, Himalaya Publishing House, New Delhi, 1996
4. S.M. Moshin, Research Methods in Behavioural Sciences, orient Langman, Hyderabad, 1989

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1. C. R. Kothari, Research Methodology, Wishwa Prakashan, New Delhi (2003)
2. Dr. S. Shajahan, Research Methods for Management, Jaico Publishing House, Mumbai (2005)
3. Salkind Neil J. Exploring Research, 3rd Edition, Prentice Hall, New Delhi (1997)
4. Gupta S. P. Statistical Methods, 30th edition, Sultan Chand, New Delhi, (2001)
5. D. N. Elhance, Fundamantals of Statistics, Allahabad