

MAHATMA GANDHI UNIVERSITY KOTTAYAM



**B.VOC. DEGREE PROGRAMME**

**In**

**Tourism and Hospitality**

**REGULATION  
SCHEME AND SYLLABUS**

**(2019 ADMISSION ONWARDS)**

## **REGULATION AND SCHEME FOR B.VOC. PROGRAMME UNDER MAHATMA GANDHI UNIVERSITY**

We are facing unprecedented challenges – Skill and knowledge, the driving forces of economic growth and social development for any country. Presently, the country faces a demand – supply mismatch, as the economy needs more ‘skilled’ workforce than that is available. In the higher education sphere, knowledge and skills are required for diverse forms of employment in the sector of education, health care manufacturing and other services. Potentially, the target group for skill development comprises all those in the labour force, including those entering the labour market for the first time, those employed in the organized sector and also those working in the unorganized sector. Government of India, taking note of the requirement for skill development among students launched National Vocational Education Qualification Framework (NVEQF) which was later on assimilated into National Skills Qualifications Framework (NSQF). Various Sector Skill Councils (SSCs) are developing Qualification Packs (QPs), National Occupational Standards (NOSs) and assessment mechanisms in their respective domains, in alignment with the needs of the industry.

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

The **Mahatma Gandhi University** gave a strong momentum to the initiatives of UGC-NSQF in the very beginning itself. This University provides opportunities to its affiliating colleges since Academic Year 2014-15 to start skill based vocational Graduate programmes strictly under the guidelines of UGC and NSQF.

### **1. TITLE**

These regulations shall be called “**MAHATMA GANDHI UNIVERSITY REGULATIONS FOR B.VOC PROGRAMME 2018**”.

## 2. SCOPE

Applicable to all regular B.Voc Programme conducted by the University with effect from 2018 admissions onwards, except for B.Voc. Programmes, having scheme and syllabus already approved by MGU under 2014 regulation and scheme.

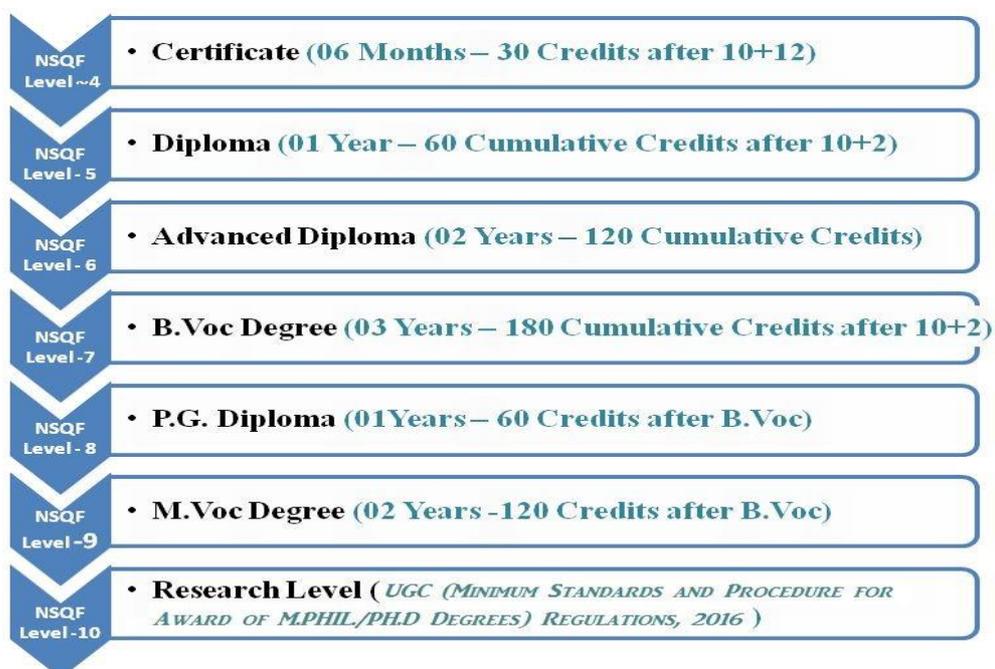
During the academic year 2019-20 admission onwards, all regular B.Voc Programme in affiliating colleges under MG University should strictly follow *Mahatma Gandhi University Regulations For B.Voc Programme 2018*.

## 3. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

Eligibility for admissions and reservation of seats for various Undergraduate Programmes shall be according to the rules framed by the University and UGC in this regard, from time to time.

### 4. Type of Courses and Awards:

There will be full time credit-based modular programmes, wherein banking of credits for skill and general education components shall be permitted so as to enable multiple exit and entry.



The multiple entry and exit enables the learner to seek employment after any level of Award and join back as and when feasible to upgrade qualifications / skill competencies either to move higher in the job profile or in the higher educational system. This will also provide the learner an opportunity for vertical mobility to second year of B.Voc degree programme after one year diploma and to third year of B.Voc degree programme after a two year advanced diploma. The students may further move to Masters and Research degree programmes mapped at NSQF Level 8 – 10.

## 5. Curricula and Credit System for Skill Based Courses

In order to make education more relevant and to create 'industry fit' skilled workforce, the institutions recognized under B.Voc Degree programme offering skill based courses will have to be in constant dialogue with the industry and respective Sector Skill Councils (SSC's) so that they remain updated on the requirements of the workforce for the local economy. These institutions should also preserve and promote the cultural heritage of the region, be it art, craft, handicraft, music, architecture or any such thing, through appropriately designed curriculum leading to gainful employment including self-employment and entrepreneurship development.

The curriculum in each of the semester/years of the programme(s) will be a suitable mix of general education and skill development components. The General Education Component shall have 40% of the total credits and balance 60% credits shall be of Skill Component.

The institution(s) shall prepare draft curriculum as per the UGC guidelines for Curricular Aspects Assessment Criteria and Credit System for Skill based Vocational Courses and place it for vetting by the UGC Advisory Committee constituted under these guidelines.

The Curriculum shall be finally approved by the Board of Studies (BoS) and Academic Council of the University / Autonomous College. The Universities where BoS for Vocational subjects has not yet been constituted, the curriculum may be considered by the BoS in allied subject area or an ad-hoc BoS may be constituted till the time regular BoS is notified in the university. The BoS should consider the programme wise curriculum based QP for skill component and relevant general education subjects *i.e.* the curricula for programmes in one broad subject area may vary from institution to institution in case the different progressive QPs are mapped with the programmes being offered. The choice of different progressive Job roles for a course may also be enabled under CBCS.

## 6. Structure of the Programme

- 6.1 Skill Development Components - 60% Weightage
- 6.2 General Education Component - 40% Weightage

The B.Voc Programme should comprise 60% Skill Development Components (60 % of total Credit) and 40% General Education Component (40% total Credit) as per guidelines of UGC and NSQL.

As an illustration, awards shall be given at each stage as per Table 1 below for cumulative credits awarded to the learners in skill based vocational courses.

**Table 1**

<b>NSQF Level</b>	<b>Skill Component Credits</b>	<b>General Education Credits</b>	<b>Total Credits for Award</b>	<b>Normal Duration</b>	<b>Exit Points/ Awards</b>
7	108	72	180	Six Semesters	B.Voc Degree
6	72	48	120	Four semesters	Advanced Diploma
5	36	24	60	Two semesters	Diploma
4	18	12	30	One semester	Certificate

## **7. SCHEME AND SYLLABUS**

7.1 B.Voc Programme should include ( **a** ) General Education Component, ( **b** ) Skill Education Component.

7.2 The B.Voc Programme should followed Credit and Semester System of MGU.

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

For a pass in a programme, **Grade P** is required for all the individual courses. If a candidate secures **F Grade** for any one of the courses offered in a Semester/Programme, **only F grade** will be awarded for that Semester/Programme until he/she improves this to **P Grade** or above within the permitted period.

## **8. Assessment and Evaluation by MG University.**

General Education Components and Skill Development Components shall be assessed and evaluated by MG University as per University Norms and UGC-NSQF guidelines.

## **9. Assessment and Certification by Sector Skill Council (SSC)**

The affiliated colleges should make necessary arrangements for the simultaneous assessments and certification of Skill Development Component by aligned SSC having the approval of National Skill Development Corporation of India (NSDC).

## **10. EXAMINATIONS**

10.1 The evaluation of each paper shall contain two parts:

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

10.2. The internal to external assessment ratio shall be 1:4.

Both internal and external marks are to be rounded to the next integer.

All the courses (theory & AOC), grades are given **on a 7-point scale** based on the total percentage of marks, (**ISA+ESA**) as given below:-

Percentage of Marks	Grade	Grade Point
95 and above	O (Outstanding)	10
90 to below 95	A+ (Excellent)	9
80 to below 90	A (Very Good)	8
70 to below 80	B+ (Good)	7
60 to below 70	B (Above Average)	6
50 to below 60	C (Average)	5
40 to below 50	P (Pass)	4
Below 40	F(Fail)	0
	Ab (Absent)	0

## 11. CREDIT POINT AND CREDIT POINT AVERAGE Credit Point

(CP) of a paper is calculated using the formula:-

$$CP = C \times GP, \text{ where } C \text{ is the Credit and } GP \text{ is the Grade point}$$

**Semester Grade Point Average (SGPA)** of a Semester is calculated using the formula:-

$$SGPA = TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of that semester.}$$

Cumulative Grade Point Average (CGPA) is calculated using the formula:-CGPA =

$$TCP/TC, \text{ where } TCP \text{ is the Total Credit Point of that programme.}$$

**Grade Point Average (GPA)** of different category of courses viz. Common Course I, Common Course II, Complementary Course I, Complementary Course II, Vocational course, Core Course is calculated using the formula:-

$$GPA = \frac{TCP}{TC}, \text{ where } TCP \text{ is the Total Credit Point of a category of course.}$$

*TC is the total credit of that category of course*

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

<b>GPA</b>	<b>Grade</b>	
9.5 and above	<b>O</b>	<b>Outstanding</b>
9 to below 9.5	<b>A+</b>	<b>Excellent</b>
8 to below 9	<b>A</b>	<b>Very Good</b>
7 to below 8	<b>B+</b>	<b>Good</b>
6 to below 7	<b>B</b>	<b>Above Average</b>
5 to below 6	<b>C</b>	<b>Average</b>
4 to below 5	<b>P</b>	<b>Pass</b>
Below 4	<b>F</b>	<b>Failure</b>

## 12. MARKS DISTRIBUTION FOR EXTERNAL AND INTERNAL EVALUATIONS

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

For all Theory Courses

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

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

For all AOC Courses total marks for external evaluation is 80 and total marks for internal evaluation is 20.

For all AOC Courses

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

<b>Components of Internal Evaluation - AOC</b>	<b>Marks</b>
Attendance	5
Record	5
Skill Test	5
Lab Performance / Punctuality	5
Total	20

\*Marks awarded for Record should be related to number of experiments recorded and duly signed by the teacher concerned in charge. All three components of internal assessments are mandatory.

## 12.1 PROJECT EVALUATION

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

<b>Components of Internal Evaluation</b>	<b>Marks</b>
Punctuality	5
Experimentation/Data Collection	5
Skill Acquired	5
Report	5
<b>Total</b>	<b>20</b>

\*Marks for dissertation may include study tour report if proposed in the syllabus.

<b>Components of External Evaluation</b>	<b>Marks</b>
Dissertation (External)	50
Viva-Voce (External)	30
<b>Total</b>	<b>80</b>

(Decimals are to be rounded to the next higher whole number)

## 12.2. INTERNSHIP

After the completion of every even semester, the student will undergo a minimum of two weeks Internship Programme in an Industry, having a good exposure in the concerned skill (Established at least two years prior), capable of delivering the skill sets to the students.

At the end of the Internship, the students should prepare a comprehensive report.

### 12.3 Attendance Evaluation for all papers

<b>Attendance Percentage</b>	<b>Marks</b>
Less than 75 %	1 Mark
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

(Decimals are to be rounded to the next higher whole number)

### 12.4. ASSIGNMENTS

Assignments are to be done from 1st to 4th Semesters. At least one assignment per course per semester should be submitted for evaluation.

### 12.5. INTERNAL ASSESSMENT TEST PAPERS

Two test papers are to be conducted in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for one year and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

### 12.6. GRIEVANCE REDRESSAL MECHANISM

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students, a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

#### **Level 1: Department Level:**

The Department cell chaired by the HOD, Department Coordinator, Faculty Advisor and Teacher in-charge as members.

#### **Level 2: College level**

A committee with the Principal as Chairman, College Coordinator, HOD of concerned Department and Department Coordinator as members.

### Level 3: University Level

A Committee constituted by the Vice-Chancellor as Chairman,

Pro-Vice-Chancellor, Convener - Syndicate Standing Committee on Students Discipline and Welfare, Chairman-Board of Examinations as members and the Controller of Examination as member-secretary.

The College Council shall nominate a Senior Teacher as coordinator of internal evaluations. This coordinator shall make arrangements for giving awareness of the internal evaluation components to students immediately after commencement of first semester

The internal evaluation marks/grades in the prescribed format should reach the University before the 4th week of October and March in every academic year.

### 12.7. EXTERNAL EXAMINATION

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

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

- Benefit of attendance may be granted to students attending

University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also.

- Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.
- There will be no supplementary exams. For reappearance/ improvement, the students can appear along with the next batch.

- Student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.
- A student who has completed the entire curriculum requirement, but could not register for the Semester examination can register notionally, for getting eligibility for promotion to the next semester.
- A candidate who has not secured minimum marks/credits in internal examinations can re-do the same registering along with the University examination for the same semester, subsequently.

## 13. PATTERN OF QUESTIONS

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

### 13.1 Pattern of questions for External examination – Theory paper

<b>Question Type</b>	<b>Total no. of questions</b>	<b>Number of questions to be answered</b>	<b>Marks of each question</b>	<b>Total marks</b>
Very short answer type	12	10	2	20
Short answer (Not to exceed 60 words)	9	6	5	30
Long essay	4	2	15	30
<b>TOTAL</b>	<b>25</b>	<b>18</b>		<b>80</b>

### 13.2 Pattern of questions for external examination – AOC

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Theory Assessment- Short Answer Type	8	5	4	20
Skill Assessment- Practical	1	1	60	60
<b>TOTAL</b>	<b>9</b>	<b>6</b>		<b>80</b>

### 13.3 Mark division for external AOC/ LAB examination

Record	Theory/ Procedure/ Design	Activity/ Neatness	Result	Viva	Total
10	10	20	10	10	60

## 14. RANK CERTIFICATE

The University publishes rank list of top 10 candidates for each programme after the publication of 6<sup>th</sup> semester results. Rank certificate shall be issued to candidates who secure positions from 1<sup>st</sup> to 3<sup>rd</sup> in the rank list. Candidates who secure positions from fourth to tenth in the rank list shall be issued position certificate indicating their position in the rank list.

Candidates shall be ranked in the order of merit based on the CGPA scored by them. Grace marks awarded to the students should not be counted fixing the rank/position. Rank certificate and position certificate shall be signed by the Controller of Examinations.

### 15. Mark cum Grade Card

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- Name of University
- Name of the College
- Title & Model of the B. VOC Programme
- Semester concerned

- Name and Register Number of student
- Code, Title, Credits and Max. Marks (Int, Ext & Total)of each course opted in the semester
- Internal marks, External marks, total marks, Grade, Grade point (G) and Credit point in each course in the semester
- Institutional average of the Internal Exam and University Average of the External Exam in each course.
- The total credits, total marks (Max & Awarded) and total credit points in the semester (corrected to two decimal places)
- Semester Credit Point Average (SCPA) and corresponding Grade ●  
Cumulative Credit Point Average (CCPA)

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme and shall include the final grade/marks scored by the candidate from 1<sup>st</sup> to 5<sup>th</sup> semester, and overall grade/marks for the total programme.

## 16.READMISSION

Readmission will be allowed as per the prevailing rules and regulations of the university.

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

They are:

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

## 17.TRANSITORY PROVISION

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

## CONSOLIDATED SCHEME OF BVoc. TOURISM AND HOSPITALITY

**Total credits: 180 (Skill courses: 108; General courses: 72)**

**SEMESTER 1: Total credits: 30 (Skill courses: 18; General courses: 12)**

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
BOCG101	Listening & Speaking Skills In English	General	4	4	20	80
BOCG102	Information Technology For Business ( AoC)	General	3	4	20	80
TH1GT03	Management Process & Organizational Behavior	General	6	4	20	80
TH1ST04	Hospitality& Resort Management	Skill	6	6	20	80
TH1ST05	Tourism Product& Tour Guiding	Skill	6	6	20	80
TH1SP06	Destination visit and Report	Skill		6	20	80

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

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
BOCG201	Writing and presentation Skills in English	General	4	4	20	80
TH2GT02	Principles & Practices of Tourism	General	4	4	20	80
TH2GT03	Front Office Management	General	5	4	20	80
TH2ST04	Housekeeping Operations	Skill	6	6	20	80
TH2ST05	Meet & Greet Service	Skill	6	6	20	80
TH2SP06	Hospitality Internship	Skill		6	20	80

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

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
BOCG301	Principles Of Management	General	4	4	20	80
TH3GT02	Foreign Language : French/German	General	4	4	20	80
TH3GT03	Travel Geography	General	4	4	20	80
TH3ST04	Tourism Marketing	Skill	4	6	20	80
TH3ST05	Travel Agency & Tour Operations Business	Skill	4	6	20	20
TH3SP06	Responsible Tourism	Skill	5	6	20	20

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

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
BOCG401	Soft Skills and Personality Development	General	4	4	20	80
TH4GT02	Tourism Ethics, Laws and Regulations	General	4	4	20	80
TH4GT03	Sales, Advertising & Guest Relations in Tourism	General	6	4	20	80
TH4ST04	Event Management	Skill	6	6	20	80
TH4ST05	Tour Packaging & Itinerary Preparation	Skill	5	6	20	80
TH4SP06	Travel & Tour Internship	Skill		6	20	80

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

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
BOCG501	Environmental Studies	General	4	4	20	80
TH5GT02	Managerial Accounts & Finance in Tourism	General	4	4	20	80
TH5GT03	Human Resource Management	General	5	4	20	80
TH5ST04	Changing Trends & Opportunities in Tourism	Skill	6	6	20	80
TH5ST05	Destination Planning & Development	Skill	6	6	20	80
TH5SP06	Study Tour and Report	Skill		6	20	80

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

Course Code	Title	Course Category	Hours Per Week	Credit	Marks	
					Internal	External
BOCG601	Entrepreneurship Development	General	6	4	20	80
TH6GT02	Research Methodology In Tourism	General	6	4	20	80
TH6GT03	Airfares, Ticketing & Airport Management	General	6	4	20	80
TH6SP04	Project	Skill	7	6	20	80
TH6SP05	Internship	Skill		12	20	80

**DETAILED SYLLABUS AND SCHEME**  
**SEMESTER 1: BOCG101: LISTENING AND SPEAKING SKILLS IN ENGLISH**  
**No. of credits: 4; No. of contact hours: 60 (4 hours per week)**

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

**MODULE – I**

**Speech Sounds:** Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

Sample activities:

- 1- *Practice reading aloud. Use a variety of texts including short stories, advertisement matter, brochures, etc*
- 2- *Read out a passage and ask the students to identify the stressed and unstressed syllables.*

**MODULE – II**

**Basic Grammar:** Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions - Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation – Abbreviations- concord- collocations- phrasal verbs- idiomatic phrases

Sample activities:

- 1- *Ask students to write a story/report/brochure, paying attention to the grammar.*

**MODULE – III**

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

Sample activities:

- 1- *Information gap activities (e.g. listen to a song and fill in the blanks in the lyrics given on a sheet)*
- 2- *Listen to BBC news/ a play (without visuals) and ask the students to report what they heard.*

## **MODULE– IV**

Speaking- Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills, interview skills and telephone skills Sample activities:

- 1- *Conduct group discussion on issues on contemporary relevance.*
- 2- *Ask students to go around the campus and talk to people in the canteen, labs, other departments etc. and make new acquaintances.*
- 3- *Conduct mock interviews in class.*
- 4- *Record real telephone conversations between students and ask them to listen to the recordings and make the corrections, if any are required.*

## **MODULE – V**

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

### **Books for Reference:**

- 1- V.Sasikumar, P KiranmaiDutt and GeethaRajeevan, *.Communication Skills in English.*Cambridge University Press and Mahatma Gandhi University.
- 2- Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. *Critical Thinking, Academic Writing and Presentation Skills.* Pearson Education and Mahatma Gandhi University.

### **For Further Activities**

1. *A Course in Listening and Speaking I & II,* Sasikumar, V.,KiranmaiDutt and Geetha Rajeevan, New Delhi: CUP, 2007
2. *Study Listening: A Course in Listening to Lectures and Note-taking* Tony Lynch New Delhi: CUP,2007.
3. *Study Speaking: A Course in Spoken English for Academic Purposes.* Anderson, Kenneth, Joan New Delhi: OUP, 2008

## **SEMESTER 1: BOCG102: INFORMATION TECHNOLOGY FOR BUSINESS**

**No. of credits: 4; No. of contact hours: 60 (4 hour per week)**

*Objectives: The objective of the course is to help the student understand and appreciate the critical role of Information Systems in today's organizations*

### **MODULE - I**

**Introduction to Information Technology:** Information and Communication Technology (ICT), Information systems E-World - Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.

### **MODULE - II**

**Word Processing Package:** Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables;

### **MODULE - III**

**Spreadsheet Package:** Introduction, Excel User Interface, working with cell and cell addresses, selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

### **MODULE - IV**

**Advanced Features of Spreadsheet Package:** All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

### **MODULE -V**

**Presentation Package:** Ms-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

## **Books for Reference:**

1. Antony Thomas, Information Technology for Office.Pratibha Publications Gini Courter & Annette Marquis. MS Office 2007 : BPBP Publication.

## **SEMESTER 1: TH1GT03: MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOR**

**No. of credits: 4; No. of contact hours: 75 (5 hours per week)**

### **Unit 1**

Management: Meaning, characteristics, 4 p's of management, Importance and functions of management. Levels of management, 14 principles of management, Management for CSR, Management and Administration difference \_Case studies of management

### **Unit 2**

Functions of Management: Planning: objectives, importance, process, Types of plans - Single use plan and repeated plan, Decision making- types and process ,Organizing \_importance, process, formal and informal organization, Delegation and Decentralization

### **Unit 3**

Staffing —meaning and importance, steps in staffing process, sources of recruitment  
Directing — importance of directing , Elements of Directing , Motivation — meaning , importance, theories of motivation —Maslow's need hierarchy theory, MC Gregor's Theory X and Theory Y , Leadership- importance , styles of leadership \_ Controlling — concept, significance, steps in controlling, Modern methods of establishing control

### **Unit 4**

Factors which influence individual behavior\_\_ Personality and its traits influencing OB\_\_Authoritarianism, Locus of Control, Machiavellianism, Introversion and Extroversion, Achievement Orientation, Self Esteem, Risk taking, Self-monitoring etc. Theories of Personality\_\_Type theory, Trait theory, Psychoanalytic theory etc.

### **Unit 5**

Attitude: effects of positive and negative attitude\_GroupDynamics\_\_features, types of groups stages of Group development\_\_Group decision making\_\_Group thinking, group shift, techniques in Group decision- making

### **Unit 6**

Importance of women rights and safety in work environments\_Behavioural etiquette while dealing with women standard etiquettes to be followed in workplace with women-vertical segregation of roles in workplace, fair and equal payment,motivation,advanced opportunities etc. Dealing with physical and verbal harassments and sexual objectifications

### **References:**

1. Moshal B S , Principle of management ANE books India , New Delhi
2. Bhatia Rc business organization and management ANE books pvt ltd New Delhi
3. RichardPettinger New Delhi Introduction to management Palgrave Mc Milan Newyork
4. Koontzaand 0 Donnel principle of management Tata Mcgraw hill publishing company limited

# **SEMESTER 1: TH1ST04: HOSPITALITY & RESORT MANAGEMENT**

**No. of credits: 6; No. of contact hours: 90 (6 hours per week)**

## **Unit 1**

Definitions- hospitality and hotel —link between hospitality and travel and tourism industry. travelers at rest , home away from home —hospitality culture , AthithidevoBhavah expectations of the guest.Brief account of hotel operations: front office and back office areas, public and private areas — types of rooms — use of IT in hotel industry

## **Unit 2**

Classification and categorization of hotels —hotel ownership- a brief account of commercial hotels- residential hotels, resort hotels, Airport hotels, Bed and breakfast hotels, convention hotels, casino hotels, motels, emerging trends in accommodation —time share, Condominium, Home stays, tree huts, houseboats, capsule hotel, major hotel chains in India —FHRAI functions\_ Menu and its types\_\_factors influencing meal planning

## **Unit 3**

Operating Departments of a Hotel-Front Office, Housekeeping, Food and Beverage \_and their co-ordination with other departments -Functions of each department, Organisational structure and hierarchy

## **Unit 4**

Non-Operating Departments in a Hotel –Maintenance, Personnel, Security, Sales and Marketing, Accounts etc. and their co-ordination with other departments-Functions of each department, Organisational structure and hierarchy

## **Unit 5**

Resorts, types of resorts. Resort as a tourism product: designing, development, management, issues and considerations.Recreation management in Resorts: rides games and parks, events, Facilities. Branding & Marketing

## **References:**

1. John R Walker —introduction to hospitality management —person education India
2. Mohammed zulfikar —Introduction to tourism and hotel industry, UBS pub. New delhi
3. Dennis L Foster - VIP and Introduction to hospitality. Mcgraw hill New Delhi
4. M L ksavana and R M Brooks — front office procedures , educational institutions
5. Sudhir Andrews — Hotel front office manageme hills New Delhi
6. Robert Christie Mill (2008) Resorts management operation

## **SEMESTER 1: TH1ST05: TOURISM PRODUCTS & TOUR GUIDING**

**No. of credits: 6; No. of contact hours: 90 (6 hours per week)**

### **Unit 1**

Tourism Product —Definition and Differentiation —Tourism Products and Attraction: Elements and Characteristics of Tourism Products-Typology of Tourism Products —Unique Features of Tourism Products in India

### **Unit 2**

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

### **Unit 3**

Architectural Heritage of India - India's Architectural styles (Ancient, Mughal, Modern)-historic monuments of Tourist Significance (ancient medieval and modern) - Important Historic /Archaeological sites, Museums, Art Galleries, Libraries, Religious Shrines/Centers (Hindu Buddhist, Jain, Sikh, Muslim, Christian and others) World Heritage Sites in India

### **Unit 4**

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

### **Unit 5**

Tour Guide-meaning, classification, qualities, responsibilities, understanding tour package, Coordinate with suppliers. On-tour activities:Meet and Greet etiquette,dealing with customers, Explaining attractions, inform restrictions and laws to be maintained, time management, safety instructions, first aid and emergency, Complaint handling, feedback collection

### **References:**

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

**SEMESTER 1: TH1SP06: DESTINATION VISIT AND REPORT**  
**No. of credits: 6;**

Students have to visit two major tourism destinations in the neighborhood or vicinity of the institution and prepare a detailed tour report on the destination that covers; its tourism importance and potential; problems or challenges faced; prospects for future development etc. A viva-voce shall be conducted.

## **SEMESTER 2: BOCG201: WRITING AND PRESENTATION SKILLS IN ENGLISH**

**No. of credits: 4; No. of contact hours: 60 (4 hours per week)**

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

### **MODULE – I**

**Letter Writing:** Letters - letters to the editor - resume and covering letters -parts and layout of business letters-business enquiry letters offers, quotation-orders and execution-grievances and redressal-sales letters-follow-up letters-status enquiry-collection letters-preparation of power of attorney for partnership- job application letters-resume-CV-reference and recommendation letters-employment letters.

### **MODULE II**

**Other types of Academic and business Communication(written):**Seminar papers- project reports - notices - filling application forms - minutes, agenda-reports-essays.

### **MODULE – III**

**Presentation Skills:** Soft skills for academic presentations - effective communication skills – structuring the presentation - choosing appropriate medium – flip charts – OHP – Power Point presentation – clarity and brevity - interaction and persuasion.

\*Compulsory activity: PowerPoint presentations to be conducted by each student in class

### **MODULE IV**

**Non-verbal communication**-Body language-Kinesics,Proxemics-Para language Channels-Barriers-Principles of effective communication

### **MODULE V**

Online writing and Netiquette- Writing e-mails- use of language – writing for blogs – social media etiquette- professional networking online (LinkedIn, E-factor etc.)

**Compulsory activity:** Each student should create a blog and/or profile in LinkedIn.

### **Books for Reference:**

- Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education and Mahatma Gandhi University.
- Antony Thomas, Business Communication and MIS, Pratibha Publications. Bhatia R.C. Business Communication
- Salini Agarwal Essential communication skill. Reddy P.N, and Apopannia, Essentials of Business communication.
- Sharma R.C, KRISHNA Mohan, Business Communication and Report writing

- Leod, M.C., Management Information system

## **SEMESTER 2: TH2GT02: PRINCIPLES AND PRACTICES OF TOURISM**

**No. of credits: 4; No. of contact hours: 60 (4 hours per week)**

### **Unit 1**

Tourism Definition, Meaning, Nature and Scope; Tourist, Traveler, visitor and Excursionist — differentiation; Forms of tourism-- domestic international, inbound, outbound, interregional, intra-regional\_\_Factors affecting growth and decline of Tourism in a destination.

### **Unit 2**

Travel motivation —physical motivators, rest and recreation motivators, healthmotivators, ethnic and family motivators, professional and business motivator. Definition of travel motivation \_\_Concept of motivation\_\_Tourism Demand – Determinants—measurement of tourism, types of tourist statistic —Tourism satellite account

### **Unit 3**

5 A's of Tourism\_\_Tourism System and elements of Tourism (Lieber's model) \_\_Characteristics of Tourism .Multitude of Industry\_\_Competitiveness/ Flexibility\_\_Interrelationship of elements

Role and functions of NTO and tourism authorities of various levels (National, State, Local)

### **Unit 4**

Tourism planning and development \_\_ tourism planning process —assessment of tourist demand- environmental dimension of tourism \_\_Carrying capacity-types of carrying capacity \_\_importance of sustainability.Responsible tourism\_\_Features of tourist destination —essential facilities and services for tourism development\_\_Tourism development in India

### **Unit 5**

Impacts of Tourism —Economic, Environmental, Social, cultural, Economic benefits — multiplier effect in tourism—development of infrastructure—regional development effects on employment —tourism and economic value of cultural resources\_\_national integration through tourism

### **References:**

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

## **SEMESTER 2: TH2GT03: FRONT OFFICE MANAGEMENT**

**No. of credits: 4; No. of contact hours: 75 (5 hours per week)**

### **Unit 1**

Front Office organization charts- Front Office personnel- job descriptions of Front Office staff\_\_interdepartmental relationship between FO and other departments- F &B Sales Security- Purchase- Human Resource- Qualities of FO staffs, types of rooms —types of room rates; Types of plans: - continental plan- European plan- American plan- Modified American plan- Bermuda plan- manage the front office operations\_\_plan and control day to day front office activities- manage the front office personnel-Assist in managing the front office operations\_\_Front office staffing process.\_\_Attending guest queries

### **Unit 2**

Handling guest's requirements\_\_Maintaining guest relationships\_\_interaction with superiors and colleagues\_\_Behavioral, personal and telephone etiquettes\_\_importance of respect and professionalism towards customers- communicate with customer and colleagues- maintain customer -centeric service orientation- maintain standard of etiquette and hospitable conduct-follow gender and age sensitive service practices – maintain health and hygiene – maintain safety at workplace – maintain IPR of company and customers- learn a foreign or local language (s) including english

### **Unit 3**

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

### **Unit 4**

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

### **Unit 5**

Functions of Front Office accounting system- Types of accounts- the FO accounting cycle creationofan account- Maintenance of an account- Settlement of accounts- prepare front office periodical reports and budgets ,methods of handling guest accounts- Manually- Computerized accounting- types of settlement- Cash settlement, credit settlement- calculation of room position. Emergency procedures- Medical emergency theft, death, fire.Drunk Guest- Dealing with guest problems.Safety Locker Management. Bell desk —location —Function — procedure -Scanty baggage- procedure -Wake-up call\_ Procedure.

### **References:**

1. Jerome Vallen ; Check in and checkout
2. Sudhir Andrews; Hotel front office training manual
3. Sue Baker, P. Brady, J. Huyton ; Principles of hotel front office operation
4. Bruce Braham; Hotel front office

5. Dennis Foster ‘ Front office operation and administration
6. Peter Abbott; Front office procedures and management
7. S.K Bhatnagar; Front Office Management
8. Micheal .L.Kasavama; Front Office procedures

**SEMESTER 2: TH2ST04: HOUSEKEEPING OPERATIONS**  
**No. of credits: 6; No. of contact hours: 90 (6 hours per week)**

**Unit 1**

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

**Unit 2**

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

**Unit 3**

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

**Unit 4**

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

**References:**

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

## **SEMESTER 2: TH2ST05 MEET & GREET SERVICE**

**No. of credits: 6; No of contact hours: 90 (6 hours per week)**

### **Unit 1**

Role & responsibility, Planning & preparation for meeting customers – rechecking the preparations. Meet & greet methods, developing rapport with customers, reporting escalations – communication with travel agency – Preparation of travel plan \_documents provided to customers

### **Unit 2**

Dealing with customers on arrival and departure points\_check –in and out of customers\_ensure travel terminal procedure\_hand over the required documentprompt response to customer emergencies and requirements \_escalation matrix\_ensure proper luggage handling\_accommodation arrangements

### **Unit 3**

Handling guest queries and customer complaints\_attitude to be maintained\_addressing and spotting the problems of the customer\_importance of listening and recognizing the problem\_Resolving customers problems\_procedure for handling the situation\_acknowledge,apologize,identify and investigate the problem\_work out for solutions,provide clear reasons to the customer for their satisfaction

### **Unit 4**

Importance of Effective communication \_etiquettes\_body language and dress code,gestures,etiquettes towards customers \_product and service presentation\_importance of listening-gender and culture wise modes of greeting,ensure immediate reponse and feedback to the customers

### **References:**

1. Barbara Pachter ,Essentials of Business Etiquette : How to Greet, Eat, and Tweet (English, Paperback, Edition: 2013
2. Chaturvedi P.D, Business Communication: Concepts Cases and Applications. Pearson Education.

## **SEMESTER 2: TH2SP06: HOSPITALITY INTERNSHIP**

**No. of credits: 6;**

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

## SEMESTER 3: BOCG301: PRINCIPLES OF MANAGEMENT

No. of credits: 4; No. of contact hours: 60 (4 hours per week)

*Objective: This course is a basic introductory and foundational management course. It is designed for students who desire to equip themselves with key knowledge, skills, and competencies in various aspects of management. The course encompasses the core components of management including planning, organizing, leading and controlling the organizations*

### MODULE - I

**Nature and Process of Management:** Schools of Management Thought – Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basics of Global Management.

### MODULE - II

**Planning:** Objectives – Types of plans - single use plan and repeated plan – MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making – forecasting.

### MODULE - III

**Organising:** Types of organisation - formal and informal, line and staff, functional – organisation structure and design – span of control, delegation and decentralisation of authority and responsibility – organisational culture and group dynamics.

### MODULE - IV

**Staffing:** Recruitment, Selection, Induction, Training, Maintenance and retrenchment Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.

### MODULE - V

**Directing:** Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mouton, Leadership as a Continuum by Tannenbaum and Schmidt Path Goal Approach by Robert House (in brief)

**Controlling** - Concept, Significance, Methods of establishing control.

Books for Reference:

1. Moshal.B.S .*Principles of Management*, Ane Books India,NewDelhi.
2. Bhatia R.C. *Business Organization and Management*, Ane Books Pvt. Ltd.,NewDelhi.
3. Richard Pettinger. *Introduction to Management* , Palgrave Macmillan, NewYork.
4. **Koontz and O'Donnel**. *Principles of Management* ,Tata McGraw-Hill Publishing Co.Ltd. NewDelhi.
5. Terry G.R. *Principles of Management*, D.B.Taraporevala Sons &Co.Pvt.Ltd.,Mumbai.
6. Govindarajan.M and Natarajan S. *Principles of Management*, PHI, NewDelhi.
7. MeenakshiGupta .*Principles of Management*, PHI, NewDelhi.

## SEMESTER 3: TH3GT02: FOREIGN LANGUAGE (FRENCH / GERMAN)

**No. of credits: 4; No. of contact hours: 60 (4 hours per week)**

### FRENCH I

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

**References / Text Book:** Synchronie I. Methode de francaisAuthor  
:Dr.KMadanagobalane et al

# **SEMESTER 3: TH3GT03: TRAVEL GEOGRAPHY**

## **No. of credits: 4; No. of contact hours: 60 (4 hours per week)**

### **Unit 1**

Introduction to Geography – Definition, scope and 5 themes of geography – Physical Geography; Major land forms – Mountains, Plains, Plateaus; Natural regions of the World

### **Unit 2**

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

### **Unit 3**

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

### **Unit 4**

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

### **References:**

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

## **SEMESTER 3: TH3ST04: TOURISM MARKETING**

No. of credits: 6; No. of contact hours: 60 (4 hours per week)

### **Unit 1**

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

### **Unit 2**

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

### **Unit 3**

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

### **Unit 4**

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

### **Unit 5**

Marketing in Hospitality: Set up & maintain the sale counter and serve customers - Maintain customer-centric service orientation - Maintain standard of etiquette and hospitable conduct\_ Follow gender and age sensitive service practices.

### **References:**

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

## **SEMESTER 3: TH3ST05: TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

**No. of credits: 6; No. of contact hours: 60 (4 hours per week)**

### **Unit 1**

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

### **Unit 2**

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

### **Unit 3**

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

### **Unit 4**

Package Tours- Types and components of package tours, Practical components of a standard package tour (Inbound, Outbound and domestic), Sources of income for a travel agency.

### **References:**

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

## **SEMESTER 3: TH3SP06 RESPONSIBLE TOURISM**

**No. of credits: 6; No of contact hours: 75 (5 hour per week)**

### **Unit 1**

Community based tourism – meaning & significance – local community involvement & benefits, challenges faced in sustainable developments – role & contribution of ecotourism & sustainable developments

### **Unit 2**

Sustainable ecotourism: Socio economic and cultural development – environmental impact assessment – steps to conduct EIA & its purpose – stakeholder involvement and participation, types of participation, Eco-friendly practices and facilities

### **Unit 3**

Role of UNWTO in promoting responsible tourism, RT mission Kerala, Case studies of community based tourism in Global scenario – Millennium development goals (MDGs of UNWTO)

### **Unit 4**

Community Based Activities:

- Responsible tourism projects of Kerala – Case Study
- Identifying RT potential areas and providing training to the community
- Project preparation for destination development
- Identifying & Visit: RT projects, farming groups, poultry, Self Help Group Initiatives, Kudumbasree Units, Cultural centres, local artisans, cottage industry, village products, etc.
- Visit of Individual student group to destination and identifying & developing potential tourism package with the help of local community

### **References:**

1. Responsible Tourism: Using Tourism for Sustainable Development – Harold Goodwin, goodfellow publishers
2. Responsible Tourism: Concepts, Theory and Practice – David Leslie, CABI publishers
3. RT mission kerala – website
4. UNWTO website

## SEMESTER 4: BOCG401SOFT SKILLS AND PERSONALITY DEVELOPMENT

**No. of credits: 4; No of contact hours: 60 (4 hour per week)**

*Objective: The course aims to cause a basic awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round development of personality.*

### MODULE – I

**Personal Skills:** Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management.

### MODULE – II

**Social Skills:** Appropriate and contextual use of language- non-verbal communication- interpersonal skills- problem solving.

### MODULE – III

**Personality Development:** Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.

### MODULE – IV

**Presentation skills:** Group discussion- mock Group Discussion using video recording - public speaking.

### MODULE – V

**Professional skills:** Organizational skills- team work- business and technical correspondence- job oriented skills-professional etiquettes.

### Books for Reference:

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.

## **SEMESTER 4: TH4GT02: TOURISM ETHICS, LAWS AND REGULATIONS**

**No. of credits: 4; No. of contact hours: 60 (4 hours per week)**

### **Unit 1**

Laws relating to accommodation, travels agencies land tour operation sector. Law land regulations related to airlines and airways, laws related to rail, road transport. DCGA rules and regulation for air transportation in India.

### **Unit 2**

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

### **Unit 3**

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

### **Unit 4**

Travel insurance and consumer protection act, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife. Safety and security of tourist, tourist police, place of Tourism in the constitution, need of tourism legislation

### **References:**

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

## **SEMESTER 4: TH4GT03: SALES, ADVERTISING AND GUEST RELATIONS IN TOURISM**

**No. of credits: 4; No. of contact hours: 90 (6 hours per week)**

### **Unit 1**

Introduction to sales management; Introduction, sales strategy, selling in tourism. Personal selling; Importance, Role and qualities of sales persons, organizing sales department. Recruiting and Training Sales Force. Sales process; Significance, theories (AIDAS, Buying formula theory), process of personal selling; selling skills; Types of sales presentation, planning the presentation strategy, presentation skills; sales display; Objectives, principles of display, types of display; managing sales promotion; managing consumer promotion, types of consumer promotion, managing sales force promotion.

### **Unit 2**

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

### **Unit 3**

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

### **Unit 4**

Introduction to CRM: types of CRM- win back prospecting, Loyalty, cross sell and up sell, significance of CRM in modern business management. Customer complaint handling, Customer data base management, CEM & Data mining, CRM softwares.

### **Unit 5**

Introduction to Guest Relations in tourism - Facilitate a smooth stay for the guests at the hotel - Attend to guest queries - Handle guest complaints - Train and supervise front office staff - Communicate with customer and colleagues.

### **References:**

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

**SEMESTER 4: TH4ST04: EVENT MANAGEMENT**  
**No. of credits: 6; No. of contact hours: 90 (6 hours per week)**

**Unit 1**

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

**Unit 2**

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

**Unit 3**

Protocols.dresscodes ,staging. staffing ,leadership, Traits and characteristics

**Unit 4**

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

**Unit 5**

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

**References:**

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

## **SEMESTER 4: TH4ST05: TOUR PACKAGING AND ITINERARY PREPARATION**

**No. of credits: 6; No. of contact hours: 75 (5 hours per week)**

### **Objective:**

Equip the students to acquire necessary knowledge and skill to prepare different itineraries of Domestic and International destinations by using computer based software (Pictures, description, major attractions, visiting time, restrictions, inclusions, exclusion and any other common factors needed to make a complete itinerary have to be shown in this)

### **Unit 1**

Itinerary; Meaning, types, Basics information to develop itinerary, Tour formulation — influencing factors stages involved in tour package formulation —initial research (destination and market); Itinerary development-Negotiation confidential tariff, Costing and pricing, Inclusion, Exclusion, market strategies, brochure designing , printing and distribution

### **Unit 3**

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

### **Unit 4**

#### **Domestic itineraries:**

- Cochin – Munnar – Thekkady – Alleppey – Trivandrum – Kanyakumari
- Calicut – Wayanad – Coorg – Mysore – Belagola – Bangalore – Hassan – Shimoga - Hampi – Goa
- Hyderabad and surroundings
- Mumbai – Nashik – Ajanta – Ellora – Aurangabad
- Northeastern states
- Delhi – Shimla – Kullu – Manali — Dharamsala – Delhousie
- Jaipur – Jodhpur – Jaisalmer , Delhi – Agra – Jaipur
- Any other new tourism circuit of your (student's) region

#### **International Itineraries:**

- Major Asian Countries  
Dubai, Abu Dhabi, Sri Lanka, Singapore, Malaysia, Thailand, China, Hong Kong, Macau
- Major European Countries:  
Italy, Switzerland, France, Belgium, Germany, Czech Republic, Austria
- East & West Coast of USA
- Major African Countries:  
South Africa, Kenya, Egypt

### **Reference:**

1. Sunetra Roday - Tourism operations and Management, Oxford University Press

\*different tour operator's websites may be referred

## **SEMESTER 4: TH4SP06: TRAVEL AND TOUR INTERNSHIP**

**No. of credits: 6;**

Students have to undergo hands on comprehensive training or internship in a travel agency or tour operator firm for at least one month. They have to submit a training report also as part of the programme after the internship. A Viva-voce shall be conducted.

**SEMESTER 5: BOCG501: ENVIRONMENTAL STUDIES**  
**No. of credits: 4; No. of contact hours: 60 (4 hours per week)**

**AIM**

To bring in proper awareness among the students on Environmental Issues

**OBJECTIVES**

- To built a pro-environmental attitude and a behavioral pattern in society based on sustainable lifestyles
- To impart basic knowledge on pollution and environmental degradation.

**MODULE 1**

**(15 hrs)**

Introduction to Environment Science : Development and Environment, Human Population and the Environment : Population growth, variation among nations-Population explosion – Case Studies.Sustainable Development – Concept, Policies, Initiatives and Sustainability strategies, Human Development Index, Gandhian Principles on sustainability.

**Natural systems** -Earth –structure, soil formation- factors affecting, soil types,Atmosphere – structure and composition, Hydrosphere – Oceans, rivers, estuaries, Lakes etc., Physical environment of aquatic systems

**Resource utilization and its impacts on environment** -Renewable and non-renewable resources, Forest resources : Use and over-exploitation, Timber extraction, mining, dams and their effects on forest and associated biota.,Water resources : Use and over-utilization of surface and ground water, conflicts over water, River valley projects and their environmental significance-Case studies – SardarSarovar, Mineral resources : Use and exploitation, environmental impacts of extraction and use of mineral resources,case studies – sand mining, metal mining, coal mining etc

**Food resources** : World food issues, changes caused by - overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, and salinity. Case studies Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

**Land resources** : Land as a resource, land degradation, soil erosion and desertification.

**MODULE 2**

**(15 hrs)**

**Ecosystems**

Concept of an ecosystem-Structure and function of an ecosystem-Producers, consumers and decomposers-Energy flow in the ecosystem-Ecological succession-Food chains, food webs and ecological pyramids.

Ecological interactions Types, characteristic features, structure and function of the following ecosystem : Forest, Grassland, Desert, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Significance of wetland ecosystem – Classification, Ecology and Biogeochemistry. Threats and Management

Biodiversity and its conservation

Introduction – Definition : genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega- diversity nation Hot-spots of biodiversity, Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts., Endangered and endemic species of India, Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.People’s participation in biodiversity conservation- Biodiversity Register;Global Climate change and Biodiversity.

**MODULE 3**

**(15 hrs)**

**Environmental Pollution**

Air pollution: sources- mobile, stationary, fugitive; type of pollutants- primary and secondary air pollutants, Smog- classical smog and photochemical smog, Acid rain; Ozone depletion; impacts of air pollutants on environment; control measures.

Water pollution: Sources- Point and non-point sources; Types – chemical, biological and physical; impacts on the environment; water quality – water quality standards ; control measures.

Soil pollution: sources and impacts

Noise pollution: sources, impacts on health, management strategies Thermal pollution and Nuclear pollution - sources and impacts Solid wastes – types, sources, impacts on Environment. Municipal Solid waste Management: Essential steps- source segregation , collection ,Processing and Disposal of residues. Environmental Pollution - case studies

Natural and anthropogenic Disasters and their management: floods, earthquake, cyclone and landslides.

#### **MODULE 4**

**(15 hrs)**

#### **History of environment protection**

Silent spring, Ramsar Convention, Stockholm conference, Montreal protocol, Kyoto protocol, earth summit, Rio+10, Rio+20, Brundtland commission Report, Sustainable development Environmental movements in India, Global initiatives for Environmental protection Environmental education basics, Tblisi conference, Environment Management Systems Environment Information Systems, Environmental Impact assessment (EIA) – definition and significance, EIA notification; National and state level Authorities; role of public in EIA of a development project

Social Issues and the Environment

Environmental movements

From Unsustainable to Sustainable development - Urban problems related to energy- Water conservation- Rain water harvesting; Watershed management Environmental ethics : Issues and possible solutions.

Environmental Economics, Green house effect and Climate change Natural and Anthropogenic disasters

Disaster Management ,Wasteland reclamation-Consumerism and waste products- Environmental Laws – General introduction; Major laws in India.Environment Protection Act- Air (Prevention and Control of Pollution) Act-Water (Prevention and control of Pollution) Act-Wildlife Protection Act-Forest Conservation Act-Issues involved in enforcement of environmental legislation-Public awareness

#### **TEXT BOOK**

*Textbook for Environmental Studies For Undergraduate Courses of all Branches of Higher Education* – Erach Bharucha for University Grants Commission

Further activities:

- Field work
- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural/ Solid waste dump yards
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

**SEMESTER 5: TH5GT02: MANAGERIAL ACCOUNTS AND FINANCE IN TOURISM**  
**No. of credits: 4; No. of contact hours: 60 (4 hour per week)**

**Unit 1**

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

**Unit 2**

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

**Unit 3**

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

**Unit 4**

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

**Unit 5**

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

**References:**

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

## **SEMESTER 5: TH5GT03: HUMAN RESOURCE MANAGEMENT**

**No. of credits: 4; No. of contact hours: 75 (5 hours per week)**

### **Unit 1**

Human Resource Management definition — importance of HRM in service industries — Functions of HRM — Objectives of HRM— HR objectives and Functions in Tourism Organization \_\_ Role of HR Managers in Tourism.

### **Unit 2**

Man power planning — process of man power planning — Outsourcing as a strategy in Tourism MNCs \_\_Job analysis-process of job analysis- job description — job specification- Job Design — job enlargement- Job Enrichments.

### **Unit 3**

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

### **Unit 4**

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

### **Unit 5**

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

### **Unit 6**

Compensation: Compensation Issues and their management in Tourism - Productivity and Employee morale in Tourism - Stress Management and Quality Work Life in Tourism— Conflicts - Disciplinary procedures - Collective Bargaining - Role of Host Communities.

### **References:**

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

## **SEMESTER 5: TH5ST04 CHANGING TRENDS & OPPORTUNITIES IN TOURISM**

**No. of credits: 6; No of contact hours: 90 (6 hours per week)**

### **Unit 1**

Present scenario of tourism in Kerala: Tourist arrival, tourist out flow, income generated, employment created, most visited countries, top destinations of the year, top ranked tourism companies, Major Investments in tourism, tourism awards and recognitions of the year.

Class room activity: Newspaper, articles, magazines, journals, magazines, videos (reading/ collection)

### **Unit 2**

Latest tourism projects: Kerala, India, World, Innovations in tourism, Trending videos, happenings in tourism, tourism in the news, Case study of Tourism business person of the year

### **Unit 3**

World tourism: UNWTO / WTTC updates – new projects – slogan, Global tourism statistics (World Tourism Barometer), New international tourism destinations/ attractions

### **Unit 4**

Government policies, Budget allocation for tourism, Summits/ conference on tourism, current year impact of global warming on tourism

### **References:**

2. Newspapers, Travel & Tourism Magazines, Journals
3. [www2.unwto.org](http://www2.unwto.org)
4. [www.wttc.org](http://www.wttc.org)
5. [www.rtkerala.com](http://www.rtkerala.com)

# **SEMESTER 5: TH5ST05: DESTINATION PLANNING & DEVELOPMENT**

**No. of credits: 6; No of contact hours: 90 (6 hours per week)**

## **Unit - I**

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.

## **Unit - II**

Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

## **Unit - III**

Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding

## **Unit - IV**

Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Destination Vision- The focus of Tourism Policy: the competitive sustainable destination

## **References**

1. nigelmorgan, annettepritchard& roger pride (2001), destination branding: creating the unique proposition, butterworth and heinemann.
2. richardw.butler (2006), the tourism area life cycle: applications and modifications, channel view publications.
3. claire, haven tang & eleriellis jones (2005), tourism smes, service quality and destination competitiveness, cabi publishing.
4. shalinisingh, dallenj.timothy& ross kingstondowling (2003), tourism in destination communities, cabi publishing.
5. geoffreyian crouch, j.r. brentritchie& horst-herbert g. kossatz (2003), the competitive destination: a sustainable tourism perspective, cabi publishing.

**SEMESTER 5: TH5SP06: STUDY TOUR AND REPORT**  
**No. of credits: 6;**

Students have to participate in a destination visit that will be arranged by the department. This enables students to analyze the existing infrastructure and amenities of tourism development and examine future prospectus in tourism promotion. Students have to involve in pre tour and post tour reporting and finally submit a tour report. A viva-voce shall be conducted

## **SEMESTER 6: BOCG601: ENTREPRENEURSHIP DEVELOPMENT**

**No. of credits: 4; No. of contact hours: 90 (6 hours per week)**

*Objective: To familiarize the students with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent. To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures.*

*To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas*

### **Module - I**

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneurs in India.

### **Module - II**

Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

### **Module - III**

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

### **Module -IV**

To identify different opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd.) NIESBUD (National Institute for Entrepreneurship and Small Business Development) Sickness in small business enterprise causes and remedies

### **Module - V**

To understand about a project report relating to a small business. Project formulation - Meaning of a project report, significance, contents, formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs, case studies of entrepreneurs.

### **Books for Reference:**

1. Cliffton, Davis S. and Fylie, David E., Project Feasibility Analysis, John Wiley, New York, 1977.
2. Desai A. N., Entrepreneur and Environment, Ashish, New Delhi, 1990.
3. Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London, 1985
4. Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S.S. Books, Delhi, 1984
5. Kumar S. A., Entrepreneurship in Small Industry, Discovery, New Delhi, 1990
6. McClelland, D. C. and Winter, W. G., Motivating Economic Achievement, Free Press, New York, 1969

## **SEMESTER 6: TH6GT02: RESEARCH METHODOLOGY IN TOURISM**

**No. of credits: 4; No. of contact hours: 90 (6 hour per week)**

**Unit 1**

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

**Unit 2**

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

**Unit 3**

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

**Unit 4**

Basics of hypothesis testing:T test, Z test, Chi-square (X<sup>2</sup>) Test. analysis of variance (ANOVA); Report writing and presentation: substance of reports, formats of reports, presentation of reports, APA format,Use of SPSS and MS Excel in research.

**References:**

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

## **No. of credits: 4; No of contact hours: 90 (6 hours per week)**

### **Unit 1**

Air geography-IATA areas ,Sub areas , sub regions —Time calculation —GMT variation ,Concept of standard time and daylight saving time ;calculation and elapsed time, Flying time and ground time

Familiarize with OAG-3 letters city code and airport code.airline designated code, global indicator, embarkation and disembarkation process, Airlines terminology, types of journey: OW, CT, RT,0J, RTVV,Mixed class journey

### **Unit 2**

Airport management: Major Airlines and Airports in India — Airport Facilities for passengers Ground handling (Passengers and cargo) Departure formalities: check in, Emigration, Customs and security. Flight Information Counter. Arrival formalities: Immigration, Baggage clearance, Customs, Channels (green channel and Red channel), Airport Services - Standard Operations - Ramp Services & Airside Safety - Freight Warehouse Management, Passengers' Terminal Management: Domestic & International Role and Responsibilities of Ground Handlers - Ground Handling: Self Handling vs. Outsourcing

### **Unit 3**

Cargo Services at Export Shed - Cargo Services at Import Shed- Cargo Services at Transit Shed - Cargo Aircraft Handling, Air Cargo - Concept- Cargo Handling - Booking of Perishable Cargo and Live Animals Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation.

### **Unit 4**

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

Role & Responsibilities of :AAI, IATA, DGCA and ICAO

### **References:**

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. Paul R.Murphy,JR and Donal&F.Wood-Contemporary Logistics –Prentie Hall.9thEdn.2008
4. Airport Planning & Management – Seth. B. Yound& Alexander. T. Wells
5. 1. JagmohanNegi: travel agency and tour operations- concepts and principles (Kanishka pub: new Delhi)
6. 2. JagmohanNegi:air travel and fare constructions .-kanishka pub. New Delhi 2004
7. 3. Dennis L Foster: the business of travel agency operations and administration (M c Graws hills)
8. 4. Study kit for IATA /UFTAA

**SEMESTER 6: TH6SP04: PROJECT / DISSERTATION**  
**No. of credits: 6; No. of contact hours: 90 (7 hour per week)**

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

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

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

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

**SEMESTER 6: TH6SP05: TRAVEL & TOUR INTERNSHIP**

**No. of credits: 12;**

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

**MODEL QUESTION PAPER  
MAHATMA GANDHI UNIVERSITY  
FIRST SEMESTER BVoc. TOURISM HOSPITALITY EXAMINATION**

**LISTENING AND SPEAKING SKILLS IN ENGLISH ( BOCG101)**

**Time : 3 Hrs**

**Total : 80 Marks**

Answer any 10 questions. Each question carries 2 marks.

1. Describe an auto rickshaw.
2. What is intensive reading?
3. What is the difference between a definite article and an indefinite article?
4. What is rising tone?
5. What is an index?
6. What is a phrasal verb?
7. Who is a good reader?
8. What is an embedded question?
9. Write a few phrases which can be used to express mild disagreement.
10. What are the three functions of conjunctions?
11. What are grammatical words?
12. What are people skills?

Answer any 6 questions. Each question carries 5 marks.

13. What is telephone etiquette?
14. Who is an active listener?
15. Prepare a vote of thanks to be presented for the residents' association meeting.
16. Write short note on conjunctions.
17. What are the features of fluent speech?
18. You are a project leader. Introduce the members of your team to a visiting dignitary.
19. Write a short note on reading for a purpose.
20. What are the steps in cancelling and rescheduling appointments?
21. Describe the qualities of your college to your friends.

Answer any 2 questions. Each question carries 15 marks.

22. Discuss ' the importance of social media' with two other participants in a group discussion.
23. a) Write a conversation with your panchayath member, complaining about the lack of streetlights.  
b) Write a model interview you make with an actor.
24. Write a note on subject-verb agreement.
25. What are the roles and functions in a group discussion?

**Mahatma Gandhi University**  
**Model Question Paper**  
**First Semester B.Voc Tourism and Hospitality**  
**Management Process And Organisational Behaviour ( TH1GT03)**

Time:3 hrs

Maximum Marks:80

**Section A**

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Who is a leader
2. Psychoanalytic theory
3. What is behavioural etiquette
4. Brief the stages of group development
5. Brief CSR
6. Importance of organising
7. Brief 4 Ps of management
8. Give a note of Locus of Control
9. Importance of staffing
10. Give a note on theory X and theory Y
11. What is decentralization
12. What is planning

(10x2 = 20)

**Section B**

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Types of plan
14. Techniques used in group decision making
15. Importance of women rights in work place
16. Brief about the process of decision making.
17. Explain the theories of personality
18. Explain the theories of personality
19. Brief about the process of decision making
20. Importance of women rights in work place
21. Techniques used in group decision making

(6x5 =

30)

**Section C**

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Explain importance of staffing
23. Role of women entrepreneurs in the Indian tourism industry
24. Detail about the functions of management
25. Explain the principles of management

( 2x15 = 30)

**Model Question Paper**  
**First Semester B.Voc Tourism and Hospitality**  
**Hospitality and Resort Management ( TH1STO4)**

Time:3 hrs

Maximum Marks:80

**Section A**

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Define resort
2. What is heritage hotel
3. What are the aspects of beach resort
4. List out any five water based resorts in india
5. Boutique hotel
6. List out Non-Operating Departments in a Hotel
7. Timeshare ownership
8. Define Athithi devo Bhava
9. What do you mean by hospitality?
10. What is MICE
11. Define FHRAI
12. What is Rotels

(10x2 = 20)

**Section B**

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Explain various characteristics of resort management
14. Write different types of resorts
15. What is the role of General Manager in hotel
16. Write different of types of table service
17. Organizational chart of hotel
18. Major operating departments in a hotel
19. What are the duties and responsibilities of front office Manager
20. Write different types of meal plan
21. Write different types of rooms in hotel

(6x5 = 30)

**Section C**

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Narrate in detail about the latest trends in hospitality industry in the Indian context
23. How you will do a resort planning process, Detail it.
24. Explain importance and challenges of hospitality industry
25. Explain security problems in hotels.

(2x15=30)

**Model Question Paper**  
**First Semester B.Voc Tourism and Hospitality**  
**Tourism Products and Tour Guiding ( TH1ST05)**

Time:3 hrs

Maximum Marks:80

**Section A**

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. What is a tourism product
2. Define Tourism
3. Which are the three regions of Himalayas
4. Give a note on house boats
5. What do you mean by handicrafts, give 2 example
6. Define ecotourism
7. What is art gallery
8. Give a note on classical dance
9. Write tourism attractions in Delhi
10. Name the national parks located in Kerala
11. Which List out the activities in mountain tourism
12. Brief the role of tour guide

(10x2 = 20)

**Section B**

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Typology of tourism products with example
14. Importance of Ayurveda in Kerala tourism
15. Write about different types of musical instruments
16. Write about Indian tourism products
17. Describe about 5 religious shrines in north India
18. Explain briefly about Mughal architecture
19. What are the benefits of ecotourism to the local community
20. Explain the qualities of a tour guide
21. Write about tourist destinations in Tamil Nadu

(6x5 = 30)

**Section C**

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Discuss the unique features of Indian tourism products
23. Different architectural style of India
24. Explain the ecotourism projects in Kerala
25. Relevance of Indian art forms in tourism

(2x15=30)

**MAHATMA GANDHI UNIVERSITY CBCS PATTERN  
SECOND SEMESTER BVoc. TOURISM HOSPITALITY EXAMINATION**

**WRITING AND PRESENTATION SKILLS IN ENGLISH ( BOCG201)**

**Time : 3 hrs**

**Total : 80 Marks**

Answer any 10 questions. Each question carries 2 marks.

1. What is a resume?
2. What is a group discussion?
3. What is a project report
4. What is proxemics?
5. What is a letter of enquiry?
6. What is a flip chart?
7. What is a seminar?
8. What is a power of attorney?
9. What is netiquette?
10. What are narrative essays?
11. What are the components of a typical seminar paper?
12. What is para language?

Answer any 6 questions. Each question carries 5 marks.

13. What are the important points to be considered while sending collection letters?
14. What is a channel of communication? What are the different types of channel of communication?
15. Write a letter to the editor about the street dog menace in your city.
16. You want to sell your book collection. Prepare a notice to be put up in the college notice board.
17. Write a short note on Kinesics.
18. Prepare an agenda for the monthly board meeting of your firm.
19. What are the points to be remembered while filling an application form?
20. You are the owner of a supermarket. Write a letter inviting quotations from a wholesale dealer.
21. Write a short note on visual aids that are often used in presentations.

Answer any 2 questions. Each question carries 15 marks.

22. You are Ravi/Jaya. Prepare an application letter and a resume for the post of an assistant engineer.
23. Write an essay arguing for or against single sex educational institutions.
24. What are the barriers to effective communication? How can we overcome them?
25. Write a descriptive essay about your favourite place.

**Mahatma Gandhi University**  
**Model Question Paper**  
**Second Semester B.Voc Tourism and Hospitality**

**Principles and Practices of Tourism ( TH2GT02)**

Time:3 hrs

Maximum Marks:80

**Section A**

Answer any ten of the following questions, each in two or three sentences. Each question carries 2 marks:

1. What is tourism attraction
2. Define carrying capacity
3. Define tourist demand
4. What is responsible tourism
5. What are the cultural resources of Kerala?
6. Define sustainable development
7. Give a note on multiplier effect
8. Define tourism
9. What is inbound tourism
10. What is travel motivation
11. Give a note on TSA
12. Role of NTO in tourism

(10x2 = 20)

**Section B**

Answer any six of the following questions, each in about 100 words. Each question carries 5 marks:

13. Characteristics of tourism
14. Explain the environmental factors affected by mass tourism
15. Types of carrying capacity
16. Explain the economic benefits of tourism
17. Measurement of tourism demand
18. Different forms of tourism
19. Explain different types of tourist
20. Ethnic and family motivators
21. Explain the 5A of tourism

(6x5 = 30)

**Section C**

Answer any two of the following questions, each in about 300 words. Each question carries 15 marks:

22. Impacts of tourism on economy and regional development, explain with examples
23. National integration through tourism – Explain
24. Explain the factors affecting growth of tourism in a destination
25. Explain the tourism developments in India with suitable examples and statistics

(2x15=30)

**Mahatma Gandhi University**  
**Model Question Paper**  
**Second Semester B.Voc Tourism and Hospitality**  
**FRONT OFFICE MANAGEMENT ( TH2GT03)**

Time:3hrs

Maximum Marks:80

**Section A**

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Define Reservation
2. What is reception?
3. Define check in.
4. What is FIT?
5. What do you mean by over booking?
6. Define no Show.
7. What is guest message?
8. What are the skills needed for a front office Manager?
9. What are VIP amenities?
10. What is Rack Rate?
11. What do you meant by Bell Cart?
12. What is Stay Over?

(10x2 = 20)

**Section B**

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Write a note on group reservation.
14. What do you understand by over booking? Discuss in brief.
15. List and briefly discuss the reports used in reservation process.
16. Explain the steps involved in walk in check in
17. What do you mean by room blocked for maintenance?
18. List the various stages in the guest cycle in a hotel
19. Explain the steps to be followed during guest arrival
20. Write the steps in handling reservation of a guest.
21. How do you differentiate rooms based on their facing, explain.

(6x5 = 30)

**Section C**

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Explain co-ordination of Front Office department with other departments.
23. What are the duties and responsibilities of a Front Office Manager?
24. Explain organization chart of Front Office department in a large hotel.
25. List out the sources of reservation and discuss each one of them in brief.

(2x15=30)

**Mahatma Gandhi University**  
**Model Question Paper**  
**Second Semester B.Voc Tourism and Hospitality**  
**Housekeeping Operations ( TH2ST04)**

Time:3hrs

Maximum Marks:80

**Section A**

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. Define House keeping.
2. What is turndown service?
3. Explain the role of house keeping in guest satisfaction.
4. Explain public area cleaning.
5. What is chambermaids trolley?
6. List out house keeping department layout in a hotel.
7. Explain lost and found procedures.
8. What are the skills needed for house keepers?
9. Define hospitality.
10. List out manual and electrical cleaning equipments.
11. List out the various supplies provided in a guest room.
12. Explain the procedures of cleaning an occupied room.

(10x2 = 20)

**Section B**

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Explain the Organizational chart of house keeping in small hotel.
14. Writedown the key control procedures in house keeping
15. What are the duties and responsibilities of an executive house keeper?
16. What do you mean by periodically cleaning?
17. Write the different types of guest rooms in hotel.
18. Write down the amenities and facilities provided in a VIP guest room
19. What are the cleaning equipments used in house keeping department?
20. What are the rules needed to be followed by the house keeping staffs?
21. Explain the principles of cleaning in house keeping.

(6x5 = 30)

**Section C**

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Explain co-ordination of house keeping with other departments.
23. Explainthe various functions and challenges of house keeping staffs.
24. What is the role of house keeping department in getting repeat business?
25. Explain organization chart of house keeping department in a large hotel.

(2x15=30)

**Mahatma Gandhi University**  
**Model Question Paper**  
**Second Semester B.Voc Tourism and Hospitality**  
**Meet & Greet Services ( TH2ST05)**

Time:3 hrs

Maximum Marks:80

**Section A**

Answer any **ten** of the following questions, each in two or three sentences. Each question carries 2 marks:

1. What is guest query
2. What do you mean by effective communication
3. Give note on importance of greetings a customer
4. What is industry etiquettes
5. What is destination briefing
6. What is travel terminal procedure
7. What are the documents hand over to customer before an international tour
8. What is check in procedure
9. What is guest satisfaction
10. What is customer complaint
11. Importance of dress code in tourism & hospitality industry
12. What is communication escalations (10x2 = 20)

**Section B**

Answer any **six** of the following questions, each in about 100 words. Each question carries 5 marks:

13. Explain how you will prepare before meeting a customer
14. Write the steps to create a good rapport with a tourist
15. Explain the customer complaint handling procedure
16. Prepare a feedback form to be collected from an international guest
17. Explain the preparation of travel plan
18. Prepare a check list to receive an international tourist
19. Prepare a replay to a customer complaint
20. Explain the etiquettes to be maintained in a customer meeting
21. Importance of body language an behavioral skill in tourism & hospitality industry (6x5 = 30)

**Section C**

Answer any **two** of the following questions, each in about 300 words. Each question carries 15 marks:

22. Create a plan to handle a group of tourist arriving for 1 week visit in your state
23. Discuss the meet & greet etiquettes you have practiced or learned during your industry training
24. How to demonstrate a tour package to a customer, illustrate the planning, preparation and execution
25. Explain the different types of etiquettes maintained in tourism industry (2x15=30)