

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY (MAKAUT)  
Syllabus for **Bachelor of Hospitality and Tourism Management (BHTM)**  
Course Effective from the Academic Year 2020-2021

**Duration – 3 Years**

**Level – Graduation**

**Type – Degree**

**Bachelor of Hospitality and Tourism Administration (BHTA)** is an undergraduate involve planning, managing and providing lodging, food, recreation, conventions, travel services and tourism and related planning and support services. The course is ideal for anyone passionate about improving customer service in the tourism and hospitality industry or maximizing visitor opportunities.

**Course Structure**

Year	Semester	Paper Code	Paper Name	Marks	Credit
1 <sup>ST</sup>	1 <sup>ST</sup>	BHTA 101	Fundamental of Hospitality Management	100	4
		BHTA 102	Introduction to Tourism	100	4
		BHTA 103	Indian History Art, Culture & Architecture	100	4
		BHTA 104	Business communication	100	4
		BHTA 105	Basic knowledge of computer	100	4

Year	Semester	Paper Code	Paper Name	Marks	Credit
1 <sup>ST</sup>	2 <sup>ND</sup>	BHTA 201	Principle of management	100	4
		BHTA 202	National and International Tourism Organization	100	4
		BHTA 203	Environmental Studies		
		BHTA 204	Tourism Resources & Geography of India.	100	4
		BHTA 205	Human Resources Management	100	4

Year	Semester	Paper Code	Paper Name	Marks	Credit
2 <sup>ND</sup>	3 <sup>RD</sup>	BHTA 301	Personality skill development	100	4
		BHTA 302	Organizational Behaviour	100	4
		BHTA 303	Customer Relationship Management	100	4
		BHTA 304	Entrepreneurship Development in Hospitality and Tourism	100	4
		BHTA 305	Tourism Marketing	100	4

Year	Semester	Paper Code	Paper Name	Marks	Credit
2 <sup>ND</sup>	4 <sup>TH</sup>	BHTA 401	Ethical, Legal And Regulatory Framework Of Tourism	100	4
		BHTA 402	Event Management	100	4
		BHTA 403	Management Of Front Office Activities, Operation & Staffing Process	100	4
		BHTA 404	Tourism Policy, Planning & Development	100	4
		BHTA 405	Eco Tourism	100	4

Year	Semester	Paper Code	Paper Name	Marks	Credit
3 <sup>RD</sup>	5 <sup>TH</sup>	BHTA 501	Accommodation Operation (House-Keeping)	100	4
		BHTA 502	Food & Beverage Production & Service	100	4
		BHTA 503	Hospitality Management Skills.	100	4
	Elective paper (Any Two)	BHTA 504	Tourism Economics	100	4
		BHTA 504	Customer Query And Complaint Management	100	4
		BHTA 505	Tourism Products Of India	100	4
		BHTA 505	Airport Operations And Management	100	4
		BHTA 506	Tour Guiding & Interpretation	100	4
		BHTA 506	Transport In Travel & Tourism	100	4

Year	Semester	Paper Code	Paper Name	Marks	Credit
3 <sup>RD</sup>	6 <sup>TH</sup>	BHTA 601	Managerial Accounting	100	4
			Field Work & Project, Documentation, VIVA	400	

## SEMESTER I

### FUNDAMENTAL OF HOSPITALITY MANAGEMENT

**PAPER CODE: BHTA 101**

**CREDIT: 3**

<b>Unit</b>	<b>Content</b>	<b>Hrs/Unit</b>	<b>Marks/Unit</b>
1	<b>Definitions:</b> Hospitality and Hotel, Link between Hospitality and Travel and Tourism industry, Hospitality culture – ‘Athithi devo Bhavah’, Expectations of the guest.	6L	
2	<b>Classification &amp; Categorization of Hotels</b> - Hotel Ownership. A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotel.	8L	
3	<b>Front Office Management:</b> Organizational structure and Functions. <b>House Keeping:</b> Organizational structure – important housekeeping activities in hotels, coordination with other departments – advantages of good housekeeping and problems of, poor housekeeping. <b>Food and Beverage Operations:</b> Organizational structure and Functions - Food Production and Service. Restaurants: Types of Menu, Types of Service.	8L	
4	<b>Security department</b> - Responsibilities - Security systems in a hotel. Roles and Functions of Marketing department, HR department, Engineering and maintenance department, Accounting Department.	8L	
5	Case study of important Hotels	4L	

#### Course outcomes

**CO1:** To understand the nature of international travel motives and travel statistics.

**CO2:** To familiarize the students with the tourism destination development levels and need.

**CO3:** To understand and examine the role of different tourism bodies at national and international levels.

**CO4:** To familiarize the students with the legal formalities and documentation need for tourism and travel business.

**CO5:** to study the role and functions of International tourism organizations.

#### References books:

1. John R Walker - Introduction to Hospitality Management – Pearson Education India
2. Mohammed Zufiker – Introduction to Tourism and Hotel Industry ,UBS Pub, New Delhi
3. Dennis . L. Foster – VIP and Introduction to Hospitality ,Mc Graw Hill, New Delhi
4. M. L. Ksavana and R. M. Brooks – Front Office procedures ,Educational Institute. A.H.M.A
5. Sudhir Andrews –Hotel front Office Management. Mc.Graw Hill, New Delhi
7. Puspinder. S. Gill – Dynamics of Tourism –Vol.4 –Tourism and Hotel Management, Anmol P
8. Jag Mohan Negi – Hotels for Tourism Development ,Metropolitan Pub, NewDelhi
9. RK Malhotra – Fundamentals of Hotel Management and Operations ,Anmol Pub, New Delhi
10. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi.

## INTRODUCTION TO TOURISM

**PAPER CODE: BHTA102**

**CREDIT: 3**

Unit	Content	Hrs/Unit	Marks/Unit
1	Concepts, Definitions & Historical development of Tourism. <b>Types of Tourist:</b> Tourist, traveler, excursionist. Forms of tourism: Inbound, Domestic, International. Tourism System: Nature, Characteristics and components of tourism industry.	4L	
2	Tourism Demand, Motivation of Tourism Demand, Measuring Tourism Demand, Pattern & characteristic of tourism supply Factors influencing tourism supply.	4L	
3	Elements of Tourist Destination. Influences of elements on tourist flows. Role of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways & Civil Aviation in tourism development, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC, FHRAI.	8L	
4	Tourist Development VIS-A VIS Impacts, Range of Impacts, costs and benefits of (socio-cultural, economic and physical) at TGR.TTR and TDR.	4L	
5	Impact assessment methods, Social impact assessment, Environmental impact assessment and environmental audit. Managing impacts: Role of various policy measures, control, standard capacities.	6L	
6	<b>Tourism Impacts:</b> Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political, Status of Tourism in India. The Tourism Industry: Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as Industry in India, consequences of Industry status	8L	

### **COURSE OUTCOME:**

- CO1: To make student familiar with historical development of tourism and its growth in India.  
CO2: To discuss the need and essentials of tourist for the sustainable growth of tourism industry.  
CO3: To understand the nature of demand and supply factor in tourism business.  
CO4: To discuss the different tourism impact on society, culture and environment.

### **Suggested Readings:**

1. Chuck Y. Gee , Travel industry:
2. R Gartner, Tourism Development: Tourism System: Mill R.C & Morrison
3. P.M. Seth, Successful Tourism Management:
4. J.K. Sharma , Tourism Planning & Development:
5. Cooper C, Fletcher J, and Gilbert D & Wahill S. Tourism; Principles & Practices

## Indian History, Art, Culture & Architecture

**PAPER CODE: BHTA 103**

**CREDIT: 3**

Unit	Content	Hrs/Unit	Marks/Unit
1	<b>Indian History-</b> Brief Understanding of Indian History, Cultural Heritage with special references of Ancient, Medieval and Modern History of India.	4L	
2	<b>Indian Culture:</b> General Features, Sources, Components and Evolution. Structure of Indian Society, Caste System of India, Ashram Vyavastha. Religions in India: Chief Indian communities and religious faiths - Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism, folk & tribal religion.	6L	
3	<b>Indian Art &amp; Architecture:</b> Indian Art and Sculptures, Archaeological sites – Monuments –Ancient Temples of India – Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture, UNESCO World Heritage Sites in India, conservation & Management.	6L	
4	<b>Cultural Diversities of India :</b> Indian Music & Dances, Musical Instruments, , Indian Handicrafts, Fairs & Festival, Indian Theatre- Different Theatrical forms, Indian Cinema- Evolution- Role in Tourism Development, Indian Cuisines.	6L	
5	<b>Industry and Society</b> - Factory as a Social System, Formal and Informal Organization, Impact of Industry on Society (Family and Industry), Social and Cultural Impediments to Industrialization	6L	
6	<b>Human Society and Value System Value:</b> Definition, Importance and application of Value in life. Formation of Value: Process of Socialization, self and integrated personality. Types of values: Social, Psychological, Aesthetic, Spiritual, Organizational. Value crisis in contemporary society: individual, societal cultural and management level(strategy and case studies)	8L	

### Course outcomes

**CO1:** To understand the significance of Indian history.

**CO2:** To familiarize the students with the Indian culture.

**CO3:** To understand and examine the relation of different society and industry..

### **Suggested Readings:**

1. Basham, A.L. , The Wonder That Was India. Rupa & Co. New Delhi
2. Thapar, Romila , A History of India: Volume 1. Penguin Book, New Delhi,
3. Basham, A.L. , A Cultural History of India. Oxford University Press, USA.
4. Singh, Upinder , .A History Of Ancient and Early Medieval India: From The Stone Age To The 12Th Century, Pearson Education India, New Delhi.
5. Chandra, B. , History of Modern India. Orient Blackswan, New Delhi
6. Brown, P. , Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York
7. Brown, P. , Indian Architecture (the Islamic Period), Palmer Press, New York
8. Allchin, B., Allchin, F.R. et al. Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
9. New Inskeep, Edward, Tourism Planning: An Integrated and Sustainable Development Approach ,VNR, New York.
10. Ashworth, G. J. The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford
11. UNESCO-IUCN Eds. Masterworks of Man and Nature, Pantoga, Australia.

## BUSINESS COMMUNICATION

**PAPER CODE: BHTA104**

**CREDIT: 3**

Unit	Content	Hrs/Unit	Marks/Unit
1	<b>.Introduction to Communication:</b> Meaning and Definition – Process – Functions – Objectives – Importance – Essentials of Good Communication – Communication Barriers – Overcoming Communication Barriers – Cross Cultural Communication	6L	
2	<b>(a)Written Communication</b> Need and functions of business letters – Planning and layout of business letters – Essentials of effective correspondence – Advantages and limitations of written communication. <b>(b) Oral Communication</b> Meaning, nature and scope – Principles of Effective Oral Communication – Techniques of Effective Speech – The Art of Listening – Principles of Good Listening – Advantages and Limitations of Oral Communication. (Principles and good practices in online communication e.g. Telephonic, Internet – VOIP Voice over Internet Protocol.)	6L	
3	<b>Basic Communication Skills:</b> Presentation Skill & Technique, Business etiquette, Corporate, Social & Telephone etiquette. Motivation and Leadership Skill. Stress Management & Time Management. Effective Communication/ Miscommunication.	4L+2P	
4	<b>Speaking Skill:</b> Debate, Elocution, Conversation, Persuasive Communication, Telephonic Conversation. Welcome Speech & Vote of thanks. Facing an Interview	6L	
5	<b>Writing Skill:</b> Dialogue/Monologue, Describing objects, events & process, Designing pamphlets & Brochure, Writing E-mails, SMS, Short-notes	6L	
6	<b>Presentation Skill:</b> Oral Narration, Role play, Presentation with PPT and without Audio-visual Aids, Uses of Internet	4L+2P	

### Course outcome:

Aim of the course is to understand the student

CO1 Aim of the course is to develop skills and competencies in participants to be able to communicate effectively through the written and oral medium.

CO2 The pedagogical focus of the course will be workshop based with emphasis on practice and skills development.

CO3 Familiarity with global business etiquette and protocols.

### Suggested Readings:

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. Murphy Hiddersand Thomas Effective Business Communication Mc Graw Hill.
6. L. Garteside (ELBS) Modern Business Letters.
7. M.K. Sehgal, Business Communication, Excel Books, New Delhi
8. Pradhan, Bhende and Thakur – Business Communication, Himalaya Publishing House
9. R. K. Madhukar, Business Communication, Vikas Publishing House Pvt. Ltd., Noida.

## **BASIC KNOWLEDGE OF COMPUTER**

**PAPER CODE: BHTA105**

**CREDIT: 3**

<b>Unit</b>	<b>Content</b>	<b>Hrs/Unit</b>	<b>Marks/Unit</b>
1	<b>Introduction to Computer:</b> Introduction to Computer, Classification, Generations, Organization, Capabilities, characteristics & Limitations. Application of computer in Hotels, Familiarization with components of computers – Hardware: Hardware elements – input, storage, processing & output devices. Computer Software: Types of Software, System software, Application Software, Utility software.	4L	
2	<b>MS Word:</b> Starting MS-Word- Creating and operating, Saving a document, Editing Text, Formatting documents- Line spacing, paragraph Spacing, Setting tabs, Indenting text, Aligning text, Inserting Header and footers, Bulleting, Page Numbering, spell check and grammar tools, paragraph setting, Page set up, Saving document with password, Printing a document	4L+4P	
3	<b>MS Excel:</b> Introducing starting MS - EXCEL, Opening of Worksheet, Saving a Worksheet, formatting work sheet, sorting, Editing Worksheet : Deleting, cells, Rows, Columns, Inserting cells, Rows and columns, charts: Creating, Editing, Inserting, Deleting, Saving, Printing a Worksheet. Protecting Worksheet.	4L+4P	
4	<b>MS Power Point:</b> Creating, Browsing & saving Presentation, , Linking multiple slides, slide layouts, Adding notes to the slides, Editing & formatting slides Editing text : Viewing a presentation in different view, Adding and deleting slides, Selecting text, Inserting and Deleting Text, Moving and copying text Changing text Case spell Checking. Formatting Text: Changing text Attribute Styles, Changing Bullet, Characteristic aligning, Line setting, Paragraph Setting, Changing slide color scheme	4L+4P	
5	<b>Internet &amp; Applications:</b> Introduction to Internet. Definition of networks, concepts of web page, website and web searching (browsing), Benefits, Application, Working, Hardware and software requirements, Worldwide web, web Browser, URL, Search Engines, Emails.	6L+2P	

### **Course outcomes**

Aim of the course is to understand the student

**CO1:** To understand & Familiarization with components of computer.

**CO2:** To familiarize the students with the MS office.

**CO3:** Make students learn how to make presentations for their customers.

Suggested Reading:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.

2. Working with Personal Computer Software (2nd Ed.)- R. P. Soini, Harshal Arolkar, Sonal Jain, WileyIndia Publications.

3. Lucas Jr., H.C. (2005) Information Technology For Management, Tata MacGraw Hill Publishing Company.

4. Computer Fundamentals, P.K. Sinha, and Preeti Sinha (BPB Publication)

5. Leon & Lion, Introduction to computers, Vikas Publishing House, New Delhi
6. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay
7. White, Date Communications & Computer4u Network, Thomson Learning, Bombay.
8. Computer in Hotels – Concepts & Applications : Partho P Seal Oxford University Press

## SEMESTER II

### PRINCIPLES OF MANAGEMENT

**PAPER CODE: BHTA 201**

**CREDIT: 3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Nature and Process of Management</b> – Schools of Management Thought – Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basis of Global Management	6L	
2	<b>Planning</b> – 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.	6L	
3	<b>Organising</b> – 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.	6L	
4	<b>Staffing</b> – Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.	4L	
5	<b>Directing</b> – Motivation – meaning - need for motivation. Theories of motivation – Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mounon, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief) Controlling - Concept, Significance, Methods of establishing control.	6L	
6	<b>Case Study</b>	4L	

**COURSE OUTCOME:**

On completion of the course, Students are expected to:

- CO1: Discuss and communicate the management evolution and how it will affect future managers.
- CO2: Observe and evaluate the influence of historical forces on the current practice of management.
- CO3: Identify and evaluate social responsibility and ethical issues involved in business situations
- CO4: Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- CO5: Practice the process of management's four functions: planning, organizing, leading, and controlling.
- CO6: Evaluate leadership styles to anticipate the consequences of each leadership style.

**Books Recommended:**

1. Kapoor Premvir, Principles of Management, Khanna Publishing, Delhi
2. Moshal.B.S . Principles of Management, Ane Books India,New Delhi.
3. Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., NewDelhi.
4. Richard Pettinger. Introduction to Management , Palgrave Macmillan, New York.
5. Koontz and O'Donnel. Principles of Management ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
6. Terry G.R. Principles of Management, D.B.Taraporevala Sons & Co.Pvt.Ltd., Mumbai.







## **TOURISM RESOURCES & GEOGRAPHY OF INDIA**

**PAPER CODE: BHTA204**

**CREDIT: 3**

UNIT	CONTENT	Hrs/UNIT	Marks/UNIT
1	<b>Definition, scope and contents of Geography of Tourism.</b> Approaches, Methodology and Techniques. Analyses in Geography of Tourism. Importance of Geography of Tourism. Natural and climatic regions of the world in brief. How to read a map.	6L	
2	<b>Latitude, Longitude, International Date Line, time zones and calculation of time:</b> Time differences, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time). Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy. Types, forms, patterns and linkages in Tourism	8L	
3	<b>Impact of weather and climate</b> on Tourist destinations. Geographical Determinants: Diversities and disparities. Typology of area and Linkages flows and orientation	6L	
4	<b>Indian Geography:</b> Physical and political features of Indian subcontinent. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.	6L	
5	<b>Political and Physical features of world geography.</b> Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver). Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.	8L	

### ***COUSE OUTCOME:***

**CO1:** To Understand the scope, approaches and methodology of tourism geography.

**CO2:** To understand the different physical dimensions of earth and its need in geography of tourism.

**CO3:** Discuss the changes in climatic and weather condition of the world and its impact on tourist destination.

**CO4:** To study the different physical and political features of Indian subcontinent.

**CO5 :**To study the different physical and political features of world geography.

### **Books Recommended:**

1. **Geography of Tourism**, England, Heinemann Professional Publishing.
2. **Geography of Tourism**, England, Heinemann Professional Publishing.
3. **Geography of Tourism**, England, Heinemann Professional Publishing.
4. **Geography of Tourism**, England, Heinemann Professional Publishing.
5. **Geography of Tourism**, England, Heinemann Professional Publishing.

## HUMAN RESOURCES MANAGEMENT

**PAPER CODE: BHTA205**

**CREDIT: 3**

UNIT	CONTENT	Hrs/	marks
1	<b>Introduction to Human Resource Management</b> — Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management.	8L	
2	<b>Human resource planning</b> , Recruitment and selection— Job analysis---process of job analysisjob discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods	6L	
3	<b>Placement, Induction and Internal mobility</b> of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation	6L	
4	<b>Performance appraisal</b> and career planning. Need and importance- objectives processmethods and problems of performance appraisal- . Concept of career planning –featuresmethods –uses career development.	6L	
5	<b>Compensation management and grievance redressel.</b> Compensation planning objectives- Wage systems- factors influencing wage system-. Grievance redressel procedure- Discipline approaches- Punishment- essentials of a good discipline system. Labor participation in management.	6L	
6	<b>Case study</b>	4L	

### **Course Outcome:**

CO1: Helps to understand students to various facets of managing people and to focus on the development of knowledge and skills that all managers and leaders need.

CO2: Familiarize students with current human resource practices that apply to their careers in H&TA.

CO3: To facilitate the development of better understanding of human resources issues as they relate to other managerial functions.

## SEMESTER III

### PERSONALITY & SKILL DEVELOPMENT

**PAPER CODE: BHTA301**

**CREDIT: 3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Personality Development</b> : The concept of personality – Dimensions of personality – Term personality development – Significance	4L	
2	<b>Personality Development-</b> Personal grooming and	4L	

	business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.		
3	<b>Attitude:</b> Concept – Significance – Factors affecting attitudes – Positive attitude –Advantages – Negative attitude – Disadvantages – Ways to develop positive attitude –Difference between Personalities having Positive and Negative Attitude	6L	
4	<b>Personal Skills-</b> Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management	4L	
5	<b>Social Skills-</b> Appropriate and contextual use of language- non-verbal communication interpersonal skills- problem solving	4L	
6	<b>Presentation skills</b> - Group discussion- mock Group Discussion using video recording- public speaking	8L	
7	<b>Professional skills</b> - Organisational skills- team work- business and technical correspondence job oriented skills-professional etiquettes	6L	

### COUSE OUTCOME:

CO1: Students will possess the personality development techniques and communication skills.

CO2: Students will possess knowledge about Professional skill and its implementation.. CO3: Students will be able to acquire the skills to manage stress and conflict.

### REFERENCE BOOK:

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 Meycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hilderand Thomas Effective Business Communication Mc Graw Hill.

## ORGANISATIONAL BEHAVIOUR

**PAPER CODE: BHTA302**

**CREDIT: 3**

UNIT	CONTENT	Hrs/Unit	Marks/unit
1	<b>Focus and purpose</b> - Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.	4L	
2	<b>Group behaviour</b> - Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.	6L	
3	<b>Leadership and power</b> - Meaning – Importance – Leadership styles – Theories– Leaders Vs Managers – Sources of power – Power centers – Power and Politics.	6L	

4	<b>Dynamics of organizational behaviour</b> - Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change.	8L	
5	<b>Stress</b> – Work Stressors – Prevention and Management of stress –Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness	8L	
6	<b>CASE STUDY</b>	2L	

Course outcome:

CO1: To discuss the development of the field of organizational behaviour explain the micro and macro approaches.

CO2: To analyze and compare different models used to explain individual behaviour related to motivation and rewards.

**REFERENCE BOOK:**

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 15<sup>th</sup> edition, 2012.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2005.
3. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 12th Edition, 2011.
4. Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2008.
- 5.. Mc Shane & Von Glinov, Organisational Behaviour, 6th Edition, Tata Mc Graw Hill, 2012.

**CUSTOMER RELATIONSHIP MANAGEMENT**

**PAPER CODE: BHTM303**

**CREDIT:3**

UNIT	CONTENT	Hrs/unit	Marks/unit
1	<b>Introduction to CRM:</b> Conceptual frame work of Customer Relationship and its Management. Evolution customer Relationship Marketing, Types of CRM – Win Back, Prospecting, Loyalty, Cross Sell and Up Sell, Significance and Importance of CRM in Modern Business Environment	6L	
2	<b>CRM Strategy:</b> Introduction CRM- Planning, Strategy for CRM, Process of segmentation, Choice of Technology, Choice of organizational Structure for CRM, Understanding Market, Intelligent Enterprises.	6L	
3	<b>CRM Implementation:</b> Implementation of CRM: Business oriented solutions, Project Management, Channel Management, CRM in Services, CRM in Financial Services.	6L	
4	<b>E – Commerce in CRM:</b> Use of E- Commerce in CRM, CEM and Data Mining, Information required for Effective CRM.	8L	
5	<b>Customer Loyalty and CRM:</b> Concept of Loyalty at CRM: Definition of Loyalty, Customer	8L	

	Loyalty and Customer decency, Process of Developing Customer Loyalty. Status of CRM in India.		
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**Course outcome:**

CO1: To understand the components of successful customer care

CO2: To know how to develop a plan for implementing effective customer care

CO3: To understand how you, as a leader, can help to develop a 'customer focused' team

CO4: To improve the standards of service to your customers, by understanding their future needs and expectations

**REFERENCE BOOK:**

1. Kotler P, Marketing Management, Pearson Education
2. Saxena R, Marketing Management, Tata McGRaw Hill
3. Ramana V, Somayagulu G, Customer Relationship Management, Excel Book
4. Govinda.K, Bhat, Customer Relation Management, Himalaya.

**ENTREPRENEURSHIP DEVELOPMENT IN HOSPITALITY AND TOURISM**

**PAPER CODE: BHTA304**

**CREDIT:3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Entrepreneur &amp; Entrepreneurship</b> – definition- concepts- characteristics and functions. Distinction between entrepreneur and manager, entrepreneur and entrepreneur, entrepreneur and entrepreneurship- traits and motivation; theories of motivation. Role of entrepreneur in economic development- factors affecting entrepreneurial growth. Tourism as an industry, basic needs of a tourism entrepreneur. Schumpeter's concept of an entrepreneur. Risk and uncertainty in entrepreneurship with particular reference to tourism and hospitality. Entrepreneurial competencies	6L	
2	<b>Types of entrepreneurs:</b> The entrepreneurs on various aspects like, objectives, behavior, business technology, 3motivation, growth, stages of development, scale of operations. Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality. <b>Women entrepreneur;</b> need, scope and problems. Tourism and women entrepreneurs-emerging challenges, women empowerment and entrepreneurship. Use of manpower in tourism.	6L	
4	<b>E D P:</b> meaning and objectives. Reasons for starting an enterprise-importance of training- target group-contents of training programme-special agencies for entrepreneurial development and training- banks, public and private, T C O's NIESBUD, EDII XISS, NABARD, NISIET etc, problems in the conduct of E D P's-steps to make EDP successful –factors affecting tourism entrepreneurial growth-economic ,social, psychological , governmental attitude, competitive factors & opportunity analysis.	6L	
5	<b>Venture promotion:</b> Venture promotion steps- searching for prospective business ideas or opportunities; processing of these ideas and selecting the best idea; collecting the required resources and setting up the enterprise. Forms of ownership, problems faced	8L	

	by a new entrepreneur. The pre requisites to start an enterprise- registration- different types of license and other requirements. Small scale business. Tourism marketing mix for entrepreneurs-travel firms (tour operators, travel agencies) SME's- Hospitality-(hotels, supplementary units)		
6	<b>Project:</b> meaning, features & classification. Detailed study of the phases of project, project identification, project formulation, project appraisal, project selection, project implementation & management. Format of feasibility report. Role and responsibilities of a project manager. Comparative study of PERT and CPM. Distinguish between administration and management. TQM. Foreign language as a tourism product, SWOT analysis. Subsidies and incentives: role in tourism industry.	8L	

### Course outcomes

**CO1:** understand basic concepts, characteristics and functions of entrepreneurship and need of tourism entrepreneurship.

**CO2:** know about various types of entrepreneurship, various factors that affect growth of entrepreneurship.

**CO3:** understand various governmental and non-governmental organisations working for entrepreneurship.

**CO4:** introduce start-ups, venture promoting, idea generation for prosperous business.

**CO5:** have an empirical knowledge of project development and detailed knowledge about projects, understand project management techniques like PERT, CPM, SWOT analysis.

## **TOURISM MARKETING**

**PAPER CODE: BHTA305**

**CREDIT:3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Marketing:</b> Concept and definition and its significance in tourism industry. Basic concept of need and want; 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 8 P's of marketing mix	6L	
2	<b>Market Research :</b> Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its functions. Consumer and consumer behaviour, Factors influencing the buying behaviour of consumers. Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies	8L	
3	<b>Marketing Mix</b> in Tourism Industry. Product: Definition and levels, 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 products of tourism industry	6L	
4	<b>Promotion:</b> Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism,	6L	



	Selection of message and media, Media timing. Distribution: definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry		
5	<b>Destination Marketing.</b> Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination	6L	
	<b>CASE STUDY</b>	4L	

**COURSE OUTCOME:**

CO1 Introduce the students to the concepts, strategies and contemporary issues involved in the marketing of Tourism..

CO2 Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing.

CO3 Understanding the impact of Macro and Micro environment on Tourism Marketing.

**REFERENCE BOOK:**

1. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
2. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M.: Tourism Marketing, Kotler, P, Bowen, J & Makens, J (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458
4. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
5. Stephan, F. et al ( ): Tourism Marketing and Management Handbook, Prentice Hall
6. Wahab, S. G. ( ): Tourism Marketing, Tourism International Press, London
7. Woodruffe, H. (1997): Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02

**SEMESTER IV**

**ETHICAL, LEGAL AND REGULATORY FRAMEWORK OF TOURISM**

**PAPER CODE: BHTM401**

**CREDIT:3**

UNIT	CONTENT	Hrs/unit	Marks/unit
1	<b>Tourism Ethics:</b> Ethics- meaning and importance in business environment. Business Ethics in Travel and Tourism Sector, fair trade practices; CSR Policy for travel and tourism businesses. UN WTO Global Code of Ethics.	6L	
2	<b>Legal and Regulatory Framework in Travel and Tourism:</b> Introduction to Legislation- Concept; principles and role of legislation in Tourism. Regulations relating to consumer protection; health; safety and security of travel and tourism customers. Laws and Regulations related to Airlines and Airways- Safety and security of tourists. Need for Tourism legislation-constitutional provisions- Manila Declaration. Travel insurance- Passport, Visa & Health regulations- customers and Currency regulations- Foreign Exchange Regulations Act, 1973 (FEMA, 2000).	10L	
3	<b>Special Permits Regulations:</b> Special Permits to restricted areas for foreign tourists in India. Restricted	8L	

	area in India for foreign tourists and related authorities at these places to obtain permits, Permit related to various monasteries and wild life areas and their procedures.		
4	<b>Tourist Policies:</b> National Tourism Policy, Tourist Policies of Odisha, Tourism Planning Process including development Schemes-circuit development, destination development, rural tourism. World Tourism Day themes	12L	

**Course outcome:**

CO1: To bridge the gap between the ethical behaviour of the individual and the challenges posed by organized business activity in the global marketplace in hospitality and tourism

CO2: To educate students about legal, social and ethical matters in business, and make them sensitive to the consequences of their decisions.

**EVENT MANAGEMENT**

**PAPER CODE: BHTA 402**

**CREDI: 3**

UNIT	CONTENT	Hrs/unit	Marks/unit
1	<b>Event Management</b> – Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc. - need of event Management. Key factors for best Event Management.	4L	
2	<b>Aim of event</b> , Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools	6L	
3	Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics	4L	
4	<b>Process of Event Management</b> – Planning and organizing events – Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation.	6L	
5	<b>Entrepreneurship opportunities</b> in Event Management - Trade fare –marriages. Conferences and meetings – Exhibitions - Case study of Kerala Travel mart.	4L	
6	<b>Event promotion-</b> marketing events- interrelation between event and tourism industry	6L	
	<b>Case study</b>	4L	

**COURSE OUTCOME:**

CO1: Obtain a sense of responsibility for the multi-disciplinary nature of event management.

CO2: gain confidence and enjoyment from involvement in the dynamic industry of event management.

CO3: identify best practice in the development and delivery of successful conferences and corporate gatherings in hotel and tourism industry.

**REFERENCE BOOK:**

1. Event Management, Purnima Kumbarri, Anmol Publishers
2. Event Management for Tourism, Der Wagen, Pearson
3. Successful Event Management, Shone.A, Cengage Learning

**MANAGEMENT OF FRONT OFFICE ACTIVITIES, OPERATION & STAFFING PROCESS**

**PAPER CODE: BHTA403**

**CREDIT: 3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Plan and Control day to day Front Office Activities:</b> <ul style="list-style-type: none"> <li>• Plan and schedule work requirement</li> <li>• Set standards for front office activities</li> <li>• Monitor the front office operation</li> <li>• Address guest complaints</li> </ul>	6L	
2	<b>Assist in Managing the Front Office Operation:</b> <ul style="list-style-type: none"> <li>• Assist the management in taking strategic decisions</li> <li>• Prepare budget and control costs</li> <li>• Implement processes and standards in front desk operation</li> </ul>	6L	
3	<b>Manage the Front Office Staffing Process:</b> <ul style="list-style-type: none"> <li>• Recruit and select appropriate staff for front desk operations</li> <li>• Supervise front office employees</li> <li>• Recognize the staff performance</li> </ul>	6L	
4	<b>Communicate with Customer and Colleagues:</b> <ul style="list-style-type: none"> <li>• Interact with superior</li> <li>• Communicate with colleagues</li> <li>• Communicate effectively with customers</li> </ul>	4L	
5	<b>Maintain Customer-Centric Service Orientation:</b> <ul style="list-style-type: none"> <li>• Engage with customers for assessing service quality requirements</li> <li>• Achieve customer satisfaction</li> <li>• Fulfill customer requirement</li> </ul>	4L	
6	<b>Maintain Standard of Etiquette and Hospitable Conduct:</b> <ul style="list-style-type: none"> <li>• Follow behavioural, personal and telephone etiquettes</li> <li>• Treat customers with high degree of respect and professionalism</li> <li>• Achieve customer satisfaction</li> </ul>	6L	
7	<b>Follow Gender and Age Sensitive Service Practices:</b> <ul style="list-style-type: none"> <li>• Educate customer on specific facilities and services available</li> <li>• Provide different age and gender specific customer service</li> <li>• Follow standard etiquette with women at workplace</li> </ul>	4L	

**COURSE OUTCOME:**

The aim is to provide the student with

CO1: basic skills required at the reception, management of customer service operations and front-office operations .

CO2: the basics of security and safety in accommodation business.

CO3: is aware of the safety and security requirements from hotel front office point of view.

CO4: shows willingness to serve in a professional manner and understand that hospitality in one of the central values and success factors of the sector

**REFERENCE BOOK:**

1. *J.Vallen*; Checkin Checkout

2. *S Andrews*; Hotel front Office Training Manual

3. *S Baker, P. Bradley, J. Huyton*; Principles of Hotel Front Office Operations

4. *B Braham*; Hotel Front Office

5. *M Kasavana, C Steadmon*; Managing Front Office Operation  
 6. *P Abbott*; Front Office Procedures and Management.

## **TOURISM POLICY, PLANNING & DEVELOPMENT**

**PAPER CODE: BHTA 404**

**CREDIT:3**

<b>UNIT</b>	<b>CONTENT</b>	<b>Hrs/Unit</b>	<b>Marks/Unit</b>
1	<b>Introduction:</b> Concept and formulation of tourism policy, Role of government, public and private sectors, Role of international, multinational, state and local tourism organizations in carrying out tourism policies	6L	
2	<b>Tourism Policy:</b> National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case studies of tourism policies (Jammu and Kashmir, Rajasthan and Kerala.). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.	8L	
3	<b>Understanding Tourism Planning:</b> Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Role of Public and Private sectors in Tourism Development. Analysis of an individual Tourism Project (Development of the Buddhist circuit)	10L	
4	<b>International Agreements:</b> Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.	6L	
5	<b>Public Private partnership in Tourism Sector:</b> concept , scope and importance. Tourism Policy of India 2015, Tourism Policy of Jammu and Kashmir.	6L	

### **Course outcomes**

- CO1:** Expose the students how to formulate the tourism policy.  
**CO2:** Discuss the different phases of Indian tourism policy making journey.  
**CO3:** Provide Knowledge of making plans and steps of planning for tourism development.  
**CO4:** To make the students understand the nature of international tourism agreements.  
**CO5:** To critical examine the role and need of public, private partnership in tourism sector

### **Suggested Readings:**

- Ashworth, G. J. (2000), *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
- Dept. of Tourism, *GOI Investment Opportunities in Tourism (Brochure)*.
- New Inskeep, Edward, *Tourism Planning : An Integrated and Sustainable Development Approach ( 1991) VNR*, New York.
- Sharma, J. K. (2000), *Tourism Development. Design for ecological sustainability*, Kaniska Publication, New Delhi.

## ECO TOURISM

**PAPER CODE:BHTA 405**

**CREDIT:3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Emergence of Ecotourism:</b> concept and definitions, growth and development- Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism	8L	
2	<b>Eco Tourism Resources in India:</b> National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.	8L	
3	<b>National Tourism Policy:</b> Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population	6L	
4	<b>Eco Tourism and Development:</b> Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation	8L	
5	Eco Tourism practices Case Studies	6L	

### **COURSE OUTCOME**

On successful completion of this course, students will be able to-

CO1: understand the principles, context and practice of scientific ecotourism;

CO2: develop skills in critical thinking and research by analysing scientific ecotourism case studies

CO3: understand key issues related to sustainable use of ecotourism destinations;

### **REFERENCE BOOK:**

1. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
2. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
3. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, JohnWiley and Sons Inc. New York, 1990 (9th edition)
4. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood
5. Cliffs, N.J., Prentice Hall, 1985
6. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing

## SEMESTER V

### ACCOMMODATION OPERATION (HOUSE-KEEPING)

**PAPER CODE: BHTA 501**

**CREDIT: 3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Housekeeping &amp; Organization of the Department:</b> Definition & importance of Housekeeping, Duties & responsibilities of housekeeping staff, Housekeeping organizational structure (small, medium & large). Qualities of housekeeping staff, Aims & attributes of housekeeper, Staff scheduling, Safety of guest & hotel property Prevention of accidents & first aid, Role of security department, Lost & found procedure, Record maintenance and key handling procedure.	6L	
2	<b>Hotel Guest Rooms:</b> Types of room, standard layout (single, double, twin & suite), furniture/fixtures/soft furnishing/accessories/guest supplies/amenities in a guest room, layout of corridor and floor pantry, procedures to be followed on rooms/floors, deep cleaning, second service & turndown services.	8L	
3	<b>Linen and Uniform Room:</b> Laundry; dry cleaning & stain removal: layout of linen room and its function, linen inventory system, classification and selection of linen, laundry and stock taking. Flooring & Floor Finishes, Carpets, wall covering and fabrics – types, classification, uses & its care.	8L	
4	<b>Cleaning:</b> Identification of cleaning agents and equipment's /cleaning cloths (types and uses): General cleaning and stain removal- identify stain: Guest room lay-out and bed making: Room inspection, linen inventory: Flower arrangement: Different shapes & styles/theme decorations. Interior Decoration: Definition & importance, principles of design, elements of design- form, color & texture, flower arrangements: concept, tools and equipments.	6L	

#### **Course outcomes**

**CO1:** Understand the basic conception of accommodation industry.

**CO2:** Analyse concept of hotel industry in India and also understand the duties and responsibilities of housekeeping department.

**CO3:** Understand the concept of interior decoration and design as well as operations involved in uniform.

**CO4:** Acquaint with the basic components of managing human resources in hospitality industry.

**CO5:** Evaluate about the emerging trend of the subject of Green hospitality.

#### **Suggested Reading:**

1. Chakravarty, Dr. Barun Kumar, Hotel Operation.
2. Jones Peter/Pizam Abraham, International Hospitality Industry.
3. Medic. S, The business of Hotels.
4. Negi J.M.S, Tourism and Hoteliering.
5. R.K Arora, Encyclopedia of Hotel & Hospitality Management.
6. S.Kaushal-S.N Gowthan, Frank & Co., New Delhi Accommodation Operation Management.
7. Sudhir Andrew, Tata Mac Graw Hill, New Delhi H.K Training Manual.
8. Zulfiker Mohammed, Tourism and Hotel Industry

## FOOD & BEVERAGE PRODUCTION & SERVICE

**PAPER CODE: BHTA 502**

**CREDIT:3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Introduction to Cookery:</b> Culinary History, Aims and Objectives of Cooking, Personal Hygiene and Food Safety Kitchen Uniform, Classical Kitchen Brigade, Organization Structure of the Kitchen. Stock, Soups, Sauce, Salad: Definition, Classification and It's use. Spices and Herbs.	8L	
2	<b>Methods of Cooking Food:</b> Kitchen Equipment, Roasting, Grilling, Frying, Broiling, Baking and Blanching, Poaching, Steaming, Stewing, Braising, Roasting, Sautéing. Fish Cookery. Pulses, Rice & Cereals, Meat Cookery, Egg Cookery, Indian Cuisine, International Cuisine, Garnishing.	8L	
3	<b>Bakery &amp; Pastry:</b> Basic ingredients used in Bakery, Flour, Raising agents, Thickening Agent, Cream, Milk & Dairy Product, Bread, Cake Making.	4L	
4	<b>Introduction to Food Beverage Operations:</b> Catering Establishment, Objective of Food Beverage operation, Organizational, Chart of F & B Department. Types of outlet in F & B department. Professionalism & personal hygiene of F & B Staff, Communication. Up-selling techniques.	6L	
5	<b>Equipment used in F &amp; B Area:</b> Restaurant operations & features, equipments- crockery, cutleries, glass ware, flat ware, hollow ware. F & B operations-Room service operation, Banquet operation, bar operation. Planning & Designing of Food service: Layout of sitting arrangement, Furniture & Fixtures. Types of Beverage: Introduction of Beverage & it's type. Wine, Brandy, Whiskey, Rum, Vodka, Gin, Tequila. International Cigars.	8L	

### **Course outcomes**

**CO1:** Understand basics concepts of kitchen planning and operations, role and responsibilities of Kitchen staff in catering industry.

**CO2:** understand various concepts of Menu-planning, designing and merchandising in various catering types of outlets.

**CO3:** Understand about the procedure of food purchasing and storage and stocking methods.

**CO4:** Evaluate various types of services, roles and responsibilities of staff in F&B department. And special service methods.

**CO5:** understand basics and various types of catering establishments: control and performance management

### **Recommended readings:**

1. Almanza B.A, Kolshevar, L.H & Terreu, Food service( layout, design & equipment).
2. John cousins, David Foskett & Cailein Gillespie Food and beverage Management.
3. Operations, methods and cost control-Dennis L. Foster.
4. Parvinder Balli, Food Production.
5. The management of Food service Operation- Jones P & Merricks
6. Theory of Cookery – Krishna Arora
7. Thongam E- Philip, Modern Cookery.

## HOSPITALITY MANAGEMENT SKILLS

**PAPER CODE: BHTA 503**

**CREDIT:3**

<b>UNIT</b>	<b>CONTENT</b>	<b>Hrs/Unit</b>	<b>Marks/Unit</b>
1	<b>Follow Gender and Age Sensitive Service Practices:</b> <ul style="list-style-type: none"><li>• Educate customer on specific facilities and services available</li><li>• Provide different age and gender specific customer service</li><li>• Follow standard etiquette with women at workplace</li></ul>	8L	
2	<b>Maintain Health and Hygiene:</b> <ul style="list-style-type: none"><li>• Ensure cleanliness around workplace</li><li>• Follow personal hygiene practices</li><li>• Take precautionary health measures</li></ul>	6L	
3	<b>Maintain Safety at Workplace:</b> <ul style="list-style-type: none"><li>• Take precautionary measures to avoid work hazards</li><li>• Follow standard safety procedure</li><li>• Use safety tools or Personal Protective Equipment</li><li>• Achieve safety standards</li></ul>	10L	
4	<b>Learn a foreign language (English):</b> <ul style="list-style-type: none"><li>• Active Listening and Effective Reading: Listening skills – reiteration and application of concepts- Reading skills – reiteration and application of concepts- Listening Comprehension - speeches (general and business) professional texts (based on business reports/work related issues/ current affairs/ environment etc). - Listening and giving Feedback – case studies on interpersonal problems- Reading and analyzing texts of Advertisements Reading comprehension texts (business and work related texts/speech texts/ current affairs etc)</li><li>• English for Specific Purposes- Vocabulary related to fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General Corporate</li></ul>	10L	

### **COURSE OUTCOME:**

CO1: Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in industry.

CO2: Apply the concepts and skills necessary to achieve guest satisfaction.

CO3: Demonstrate leadership and teamwork to achieve common goals.



## SEMESTER VI

### MANAGERIAL ACCOUNTING

**PAPER CODE: BHTA 601**

**CREDIT: 3**

UNIT	CONTENT	Hrs/Unit	Marks/Unit
1	<b>Nature of accounting:</b> 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. Final Accounts: Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts: Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanized system of accounting. Cash flow statement	10L	
2	<b>Meaning, Role, Scope and Importance of Financial Management:</b> Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function. Financial Planing, Capitalisation and Capital Structure: Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization	10L	
3	<b>Optimum capital structure, Determinant of capital structure,</b> Financial Leverage, Debt capacity of company Debt equity ratio. Capital Budgeting and Capital Investment Decision; Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets	8L	
4	<b>Working Capital Management:</b> Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Financial Statements and Analysis: Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis. Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.	8L	

#### ***COURSE OUTCOME:***

CO1: Explain and use accounting information in Managerial decision-making contexts

CO2: Critically analyse financial reports and financial information to advice upon and improve business practices.

CO3: Apply the major types of financial statement analysis to plan and control business activities

CO4: Use the major techniques of financial and management accounting to make business decisions

#### **Books/ references**

1. Singh, Surender and Kaur, Rajeev. *Fundamentals of Financial Management*. Book Bank International.
2. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
3. Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill
4. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.

## **ELECTIVE PAPERS FOR SEMESTER V**

### **TOURISM ECONOMICS**

**CODE: BHTA 504**

#### ***Course Contents:***

**Unit –I: Concept and Definition of Managerial Economics**, Nature and scope of managerial economics, Role of Managerial Economics, Theory of demand, Demand-functions, Demand Elasticity, Income and substitution effects, Demand forecasting-Purposes and methods, Tourism Demand. [8L]

**Unit – II: Pricing** - Determinants, Objectives, Pricing under different Market conditions, Cost curves, Break even analysis and cost control, Theory of firm, Profit maximization, sales maximizations, Ownership, and control, Market structure perfect competition, Monopoly, Oligopoly, Monopolistic competition. [8L]

**Unit – III: Macro Economics** - aggregate Concepts GNP and GDP- Aggregate and Measurement of National income, Determination of National Income, Consumption Function, Investment function. [8L]

**Unit – IV: Inflation-types and approaches:** causes and effects of Inflation and employment. Balance of Payment Disequilibrium in Balance of Payment, Causes of disequilibrium in Balance of Payment, measures to correct disequilibrium in Balance of Payment. [8L]

**Unit – V: Impacts of Macro economy on Tourism Industry:** Economic, Socio-Cultural and Environmental Impacts of Tourism, Multiplier process, Multiplier effects and its impacts of tourism. Economic Impacts of Tourism in India. [8L]

#### ***Course outcome:***

CO1:Familiarize the students with concepts and techniques used in Micro-Economic theory.

CO2: To develop student capability to apply these concepts and techniques in making decisions pertaining to different Tourism administration system

#### ***Suggested Readings:***

1. Petersen, Craig H. Managerial Economics, New Delhi Pearson Education.
2. Mithani, D.M. Managerial Economics, New Delhi, Himalaya Publications.
3. Chopra, O.P. Managerial Economics. New Delhi Me Graw Hill.
4. Koutsoyiannis, A. Modern Micro Economics. New York, Macmillan.
5. M. Thea Sinclair and Mike Stabler. The Economics of Tourism. Rutledge, London and Yew York.
6. Peter Cullen, Economics of Hospitality Management.

## **CUSTOMER QUERY AND COMPLAINT MANAGEMENT**

**CODE: BHTA 504**

### **Unit- 1**

#### ***Attend to Guest Queries:***

- Assist the guest on any requirement
- Respond to guest queries
- Deliver message and materials to guest
- Achieve guest satisfaction

[8L]

### **Unit-2**

#### ***Perform Cashiering Activities:***

- Receive payment method details from guest
- Prepare the invoice

- Receive the payment
- Document and record the details

[8L]

### **Unit-3**

#### ***Maintain Health and Hygiene:***

- Ensure cleanliness around workplace in hospitality and tourist areas
- Follow personal hygiene practices
- Take precautionary health measures

[10L]

### **Unit-4**

#### ***Maintain Safety at Workplace:***

- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or personal protective equipment
- Achieve safety standards

[10L]

#### **COURSE OUTCOME:**

After the end of the session students will:

CO1: Know what causes customers to complain and the importance of demonstrating empathy

CO2: Be able to manage their emotional state when customers are frustrated or even angry

CO3: Recognise the importance of listening actively and asking questions to understand others

CO4: Identify their behavioural style and know how to adapt their approach

CO5: Know what to do to resolve the problem and when to escalate it to their supervisor

## **TOURISM PRODUCTS OF INDIA** **CODE: BHTA 505**

#### ***Course Contents:***

**Unit – I:** Tourism Product; Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs & Festivals of Social & Religious importance.

[6L]

**Unit – II:** Performing Arts of India: Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. Indian cuisine: Regional variations.

[6L]

**Unit – III:** National Parks & Wildlife Sanctuaries: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Simlipal National Park, Bhitarkanika National Park, Bnadhvagarh & Kanha National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Nilgiri Biosphere Reserve,

[10L]

**Unit – IV:** Hill Stations: Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Gulmarg, Kullu & Manali, Shimla, Mussorie, Nainital, Panchmarahi, Mahabaleswar, Chikmangulaur, Coorg, Waynad, Munnar, Ooty, Kodiakanal, Arakku, Horsley Hills, Darjeeling, Gangtok, Shillong,

[8L]

**Unit – V:** Beach Resorts of India. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP), Important Beaches in Gujarat, Maharashtra, Goa, Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh, Odisha, West Bengal, Lakshadweep, Andaman & Nicobar Islands. Major Hill Stations. Tourist potential of Himalayas.

[6L]

#### **COURSE OUTCOME:**

CO1: understand and can identify tourism products

CO2: know the components of tourism products

CO3: understand the central, peripheral services and public services in tourism products.

CO4: understand the role of Indian architectural heritage in the tourism industry,

CO5: know and apply the knowledge of Museums, art galleries and libraries, Fairs and festivals of India.  
CO6: understand the role of handicrafts and textiles in tourism, the key features of Indian handicraft industry

**Suggested Readings:**

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.
2. Basham, A.L., A Cultural History of India. Oxford University Press, USA
3. Stephen Ball, Encyclopedia of Tourism Resources in India, Butterworth –Heinemann.
4. Manoj Dixit , Tourism products. New Royal Book Co., Lucknow.
5. Norman Douglas. Ed., Special Interest Tourism, John Wiley & Sons, Australia.
6. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.

**AIRPORT OPERATIONS AND MANAGEMENT**  
**CODE: BHTA 505**

**Unit 1:** [08]

**Overview of the airline industry:** link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business , The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control.

**Unit 2:** [08]

**Standard envelopes for traffic documents:** Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards

**Unit 3:** [08]

**Facilitation and security and contingency planning:** Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease

**Unit 4:** [08]

**Baggage handling:** Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulk-loaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load—Notification to Captain

**Unit 5:** [08]

**Cargo trends and forecasts:** Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground Stability—Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation , Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL , Load Control , Terms and Definitions.

**COURSE OUTCOME:**

CO1: Provide an overview of the major issues and challenges facing airline and airport management

CO2: Understand the market, competitive, and business organizational challenges faced by airports.

CO3: Know the importance of driving all aspects of airport planning, operations, marketing and capital development from the foundation of a sound strategic plan.

CO4: Understand how an effective air service development program will contribute to growth and enhanced services to passengers and cargo operators.

**TOUR GUIDING & INTERPRETATION**  
**CODE: BHTA 506**

**Unit 1:** [08]

**Tour Leadership:** Introduction to tour leadership, Characteristics of tour escorting profession, difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Presenting yourself, Challenges faced by a tour manager.

**Unit 2:** [12]

**Roles and Duties:** Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure.

**Responsibilities at the Airport-** Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage

**Responsibilities at the hotel-** Check In, Check out, Rooming List, Meal requests

**Responsibilities during sight-seeing tours:** On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a “Mental Picture” of Routing & Landmarks;

Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide.

**Unit 3:** [6]

**Responsibilities on a train/cruise:** Embarkation; Initial Briefing/Duties Aboard Ship / Train; Disembarkation

**Unit 4:** [6]

**Group management and situation handling**

Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

**Unit 5:** [8]

**Other roles and responsibilities**

Other functions: The Professional Daily Briefing, Dealing with FAQ's, , Taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Safety of guests,Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross cultural differences

**COURSE OUTCOME:**

CO1: Demonstrate and understanding and importance of the travel and tourism industry

CO2: Articulate a clear and well-structured understanding of travel agency management

CO3: Demonstrate the skills necessary to identify sales and marketing strategies for travel agencies

CO4: Evaluate customer service trends and skills as they relate to the travel and tourism industry

CO5: Integrate management concepts to achieve positive results in the travel and tourism industry

**TRANSPORT IN TRAVEL & TOURISM**  
**CODE: BHTA 506**

**Course Contents**

**Unit – I:** Evolution of tourist transport system - importance of transport in tourism. Introduction to transport system - air, road, rail and water transport. Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and marketing strategies. [6L]

**Unit – II:** Air transport and its evolution, present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations Including freedoms of air. Functions- ICAO, DGCA, AAI. [6L]

**Unit – III:** Surface Transport System: Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc. [6L]

**Unit – IV:** Rail transport system: Major Railway System of World, British Rail. Euro Rail, Japanese rail and Amtrak. Efforts made abroad: package offered by British Rail, Amtrak, Steam Trains. Private Railway lines and companies. Cases of orient express Trans Siberian railway or any other interesting train of the world. Indian Railways: Past, present, future types of tours available in India, Indrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning, itineraries on Indian Railways, reservation and cancellation procedures. [8L]

**Unit – V:** Water Transport System - historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Merger and acquisitions within national boundaries, cross border acquisition and allowances patterns. Franchising. [8L]

**COURSE OUTCOME:**

CO1: Explain the complexity and relationships which coexist between tourism and transportation.

CO2: Explain the framework that can synthesize the different factors and processes affecting the organization, operation and management of activities associated with tourist travel.

CO3: Explain the framework that provides a means of understanding how tourists interact with transportation.

CO4: Understand the framework for analyzing the tourist transport needs.

**Suggested Reading**

1. ChuckY. Gee, Travel Industry
2. Stephen Page, Transport for Tourism
3. Mill, R.C. and Morrison ,Tourism System
4. P.N. Seth, Successful Tourism Management

