GOVERNMENT AUTONOMOUS COLLEGE, ROURKELA

AFFILATED TO SAMBALPUR UNIVERSITY

Bachelor Degree Course of Syllabus of Tourism and Hospitality Management
Based on NEP-2020, SELF FINANCING MODE

AS PER INSTRUCTIONS OF

ODISHA HIGHER EDUCATION COUNCIL, BHUBANESWAR

2024-25 admissions
& onwards

Regulations, Scheme and Syllabus for Bachelor of Tourism and Hospitality Management

The Bachelor Degree programme in Tourism and Hospitality Management based on NEP 2020 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 Bachelor Degree of Tourism and Hospitality Management to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge. The proposed Bachelor Degree programme in Tourism and Hospitality Management will be a judicious mix of skills, professional education related to Tourism and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the tourism and hospitality environment.

ELIGIBILITY FOR ADMISSION

Eligibility for admissions and reservation of seats for Bachelor of Tourism and Hospitality Management shall be according to the rules framed by the ODISHA HIGHER EDUCATION COUNCIL from time to time. No student shall be eligible for admission to Bachelor Degree course in Tourism and Hospitality Management unless he/she has passed the Plus Two of the Council of Higher Secondary Education of Odisha or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Council of Higher Secondary Education Board in Odisha, with not less than 45% marks in aggregate. However SC/ST, OBC, and other eligible communities shall be given relaxation as per The Odisha Higher Education Council rules.

CURRICULUM

The curriculum in each of the years of the programmer would be a suitable mix of general education and skill development components.

PROGRAMME STRUCTURE

- **The Bachelor degree course in Tourism and Hospitality Management Shall include:**
- **Language courses.**
- **General Education Components.**
- **Skill Components.**
- **Project.**
- **Internship.**
- **Industrial Training.**
- **Tourism & Hospitality Industry Familiarization Trips.**
- **Soft Skills and Personality Development Programmes.**
- **Study tours.**

SEMESTER-1

PAPER-1, INTRODUCTION TO TOURISM & HOSPITALITY INDUSTRY

Learning Objective: The objective of this paper is to give a brief clear glimpse of accelerating tourism and hospitality industry.

UNIT-1

Tourism: Definition, meaning, nature, scope and typologies of tourism, Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation, Leisure, recreation and tourism and their Interrelationship.

UNIT-2

Introduction to tourism industry: Travel agency- History, Operation/Functions and Types. Tour Operators- Functions and Types.Accommodation Industry- Types and Classification.Supplementary - Souvenir Industry & Shopping.National & International Tourism Ministry of Tourism, ITDC, WTD Organisation.

UNIT-3

Hospitality: Definition, Classification & Categorization of Hotels Hotel Ownership. A brief account of Commercial Hotels- Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, and Motels. Emerging trends in Accommodation- Time, share. Condominium- Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. FHRAI.

UNIT-4

Value Chain: Definitions: Hospitality and Hotel. Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home, Hospitality culture- Athithi devo Bhavah, Expectations of the guest.

WORKSHOP RELATED TO PAPER-I

SUGGESTED READINGS:

1 SUNETRA RODAY, ARCHANA BIWAL, VANDANA JOSHI, TOURISM OPERATIONS AND MANAGEMENT, OXFORD HIGHER EDUCATION

2. INTERNATIONAL AIR TRANSPORT ASSOCIATION, IATA Manual on Diploma in Travel & Tourism Management ,www.airlines.iata.org

3. International Civil Aviation Organization,ICAO Manuals. Montreal, Canada

4. Air Travel: A Social History - Hudson, Kenneth, Adams & Dart

5. Tourism development - Principles and practices - AR Bhatia. Sterling publishers pvt. Ltd.

6. Tourism in India - V.K. Goswami. Har Anand Publications Pvt.ltd, 30/06/2007

SEMESTER-1
PAPER-2, TOURISM PRODUCTS OF INDIA

Learning Objective: The objective of this paper is to provide the students with the understanding of various tourism products of India.

UNIT-1

Tourism Products and Heritage: Tourism products: meaning, characteristics, Classification. Heritage: meaning, types, history, evolution, continuity. Heritage management organizations: UNESCO, ASI, ICOMOS, INTACH. Historic monuments of tourist significance: forts, palaces, museums, art galleries.

UNIT-2

Architecture & Religion: Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period. Different style of architecture in India
- Hindu, Buddhist and Islamic. Popular religious centers: Hindu, Muslim, Christian, Buddhist, Jain & Sikh.

UNIT-3

Nature Based Products: Islands & Beaches, Deserts & Hill Stations. Protected Areas:
Wildlife sanctuaries, National Parks & Biosphere Reserves.Adventure & Eco-Tourism.

UNIT-4

Special Interest Tourism Products: Performing art of India: Classical dances, folk dances and folk culture. Handicrafts and textiles: important handicraft objects and centers, craft melas, souvenir industry. Fairs and Festivals: Social, religious and commercial fairs of touristic significance. Emerging: Medical, Health, Rejuvenation, Rural, Gastronomy, Golf, Cruise, Wine & Dark tourism. Case studies of World Heritage Sites: Taj Mahal, Khandagiri and Udaygiri Caves, Darjeeling rail, Bhiterkanika, Konark sun temple, Bodh Gaya, Mahabalipuram.

WORKSHOP RELATED TO PAPER-II

Recommended Reading:

1. A.L. Basham, "A Cultural History of India". Oxford India eds 1998

2. A.L. Basham, "The Wonder that was India". Foreword by Thomas R. Trautmann,, Picador India

3. Harle, J. C. - "The Art and Architecture of Indian Sub-Continent, Yale university press, Eds 2023

SEMESTER-II
PAPER-3, BASIC ACCOUNTING

Learning Objective: The objective of this paper is to provide the basics knowledge of accounting to be used in management industries .

UNIT-1

Conceptual Framework: Meaning and objectives of accounting - Business transactions, classifications of accounts, Basic accounting terms: assets, liabilities, capital, expenses, debtors, creditors, goods, cost, gain, stock, purchase, sale, loss, profit, voucher, discount, transaction, drawings, depreciation, reserve & provisions. Difference between Revenue & Capital expenditure & receipts.

UNIT-2

Accounting Cycle: Introduction of journal, Rules of Debit & Credit, Various ledgers - Examples related only to recording the transaction into journal, posting into ledger, balancing. Subsidiary Books, Cash Book (Double column & Triple column).

UNIT-3

Accounting Principles and Depreciation: Accounting concepts- Accounting conventions (Theory Only) - Depreciation, Methods of Charging depreciation, Examples on fixed instalment Method, Diminishing Balance Method.

UNIT-4

Preparation of Final Accounts: Trial Balance, Errors, Trading account, profit and loss account and balance sheet of sole Proprietor.

REFERENCE BOOKS:

1. Introduction to Accountancy-by Dr. S.N. Maheshwari, Dr. S. K. Maheshwari, Sharad K., Vikas Publishing house. 1ST JAN.2018

2. Financial Accounting. By Narayan Swamy (Prentice Hall India. New Delhi). 7TH Eds

3. Financial Accounting. By Ashish Bhattacharya (Prentice Hail India. New Delhi)

4. Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co, New Delhi).

5. T.J.RANA Principles and Practice of Accountancy -B. S. Shah Prakashan 23/03/2018.

SEMESTER-II
PAPER-4, TOUR OPERATIONS MANAGEMENT

Learning Objective: The objective of this paper is to provide the students in detail the understanding of various components and their performances in tour operations and management.

UNIT -I

Tour Operation: Definition- Concept-History and Growth of Tour Operation business.

Types of Tour Operators Organizational Structure, Forms of Organization, Departments and its functions The Process of travel decision making, Mode and Destination selection

UNIT-II

Reservation and Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel Commission Structures from Suppliers of Service

UNIT-III

Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future RBI Regulations for Tour Operators

UNIT -IV

Managing Tour Operation Field Operations- inbound and outbound

Managing Distribution

Role of Distribution in exchange process, Selling through distribution chains.

Distribution System in Tourism Operation Management of In-house operations.

Tour Guiding: Concept-History-Dimensions and Present Status.

Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct.

Personal hygiene and grooming checklist for tour guides.Principles of Tour Guide-How to develop tour guiding skills.

Associations and Organizations promoting tour operators: IATO, TAAI,

Practical Topic - Tourism Operation

Tour Guiding and Interpretation.

Travel Agency Operations.

Event Planning and Management.

Sustainable Tourism Practices.

Tourism Risk Management.

Financial Management in Tourism.

Reference Book:

- Travel Agency & Tour Operations, Foster D; Marc Mancini Conducting Tours, Delmar publishers 1996
- Travel Agency and Tour Operation, JM Negi; Kanishka publication,26/06/2020
- Travel Agency Management, M.N.Chand; Tour operations and Tour Guiding, J.M. Negi 1/1/2006 Kanishka Publications

SEMESTER-III

PAPER-5, HOUSE KEEPING OPERATION

Learning Objectives: To familiarize students with the house keeping operations and to thoroughly practice the concerned procedures.

UNIT I

Introduction to House Keeping -Importance & Functions of Housekeeping Guest satisfaction and repeat business -House Keeping Areas - Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas Co-ordination with other Departments -Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Act

UNIT II.

Layout of House Keeping Department - Sections of the housekeeping department, their functions and layout Organization of Housekeeping Department -Hierarchy in large, medium & small hotels - Attributes of staff- Job Descriptions and Job Specifications

UNIT III

Guest Rooms -Types -Amenities & facilities for Standard & VIP guest rooms. Key Control - Computerized keys -Manual keys -Key Control Procedures

UNIT IV

Cleaning Equipment's Classification, use, care & maintenance - Selection & purchase criteria
Cleaning Agents - Classification, use, care and storage - Distribution & Control Selection Criteria - Cleaning Routine of Housekeeping Department -General principles 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 & VIP rooms - Evening service & second service procedures. Weekly / Periodic cleaning - Special Cleaningtasks to be carried out. Lost And Found Procedure - Procedure for Guest articles - Procedure for Lost Hotel Property Records maintained Practical Schedule to be developed by the Teachers
Identification of cleaning agents and equipments/ cleaning cloths (types and uses)

REFERENCS BOOK

1.Housekeeping Training Manual - Sudhir Andrews, 3rd Eds, 1st July 2017, Mc Graw Hill Education
2. Joan Branscon & Margaret Lennox, Hotel, Hostel & Hospital Housekeeping – 27th July2020 4thEds Edward Arnold
3. Chakravarty, Dr. Barun Kumar, Hotel Operation. APH Publishing Corp. 1999
4. Jones Peter/Pizam Abraham, International Hospitality Industry. Pitman Publishing
5. Medlik. S, The business of Hotels. Butterworth Heinemann Ltd
6. Negi J.M.S, Tourism and Hoteliering. Kanishka Publication
7. R.K Arora, Encyclopedia of Hotel & Hospitality Management. APH Publishing Corp.
8. S.Kaushal-S.N Gowthan, Frank & Co., New Delhi Accommodation Operation Management.
9. Sudhir Andrew, Tata Mac Graw Hill, New Delhi H.K Training Manual.
10. Zulfiker Mohammed, Tourism and Hotel Industry. Vikas Publising 1st Eds. 15th Nov. 1998

SEMESTER-III
PAPER-6, FRONT OFFICE OPERATIONS

Learning Objective: The objective of this paper is to provide the students with confidence for competitiveness, alertness and accurate quick response with respect to front office operations.

UNIT I

Front Office Department -Sections and layout of Front Office - Organizational chart of front office department (small, medium and large hotels) -Duties and responsibilities of various staff.-Attributes of front office personnel - Co-ordination of front office with other departments of the hotel -Equipments used (Manual and Automated) Role of Front Office - Key control and key handling procedures - Mail and message handling Paging and luggage handling - Rules of the house [for guest and staff] -Black list -Bell Desk and Concierge

UNIT II

Reservation -Importance of guest cycle (Various stages, sectional staff in contact during each stage) -Modes and sources of reservation. -Procedure for taking reservations (Reservation form, conventional chart, density chart, booking - diary with their detailed working and formats) Computerised system (CRS, Instant reservations) - Types of reservation (guaranteed, confirmed, groups, FIT) -Procedure for amendments, cancellation and overbooking

UNIT III

Pre-Arrival Procedures - Pre arrival activities(Preparing an arrival list, notification etc)- Procedure for VIP arrival-Procedure for group arrival(special arrangements, meal coupons, etc) Guest Arrival - Types of registration.(Register, Loose Leaf, Registration Cards) - Receiving guests. Arrival procedure for various categories of guests (Foreigners along with C-forms, FITs- walk-in with confirmed reservation) -Notification of guest arrival. -Criteria for taking advance. (Walk-ins, Scanty Baggage etc)

UNIT IV

Guest Stay - Rooming a guest (introduction to the hotel facilities, orientation of the room) Procedure for room change - Safe deposit procedure. -Assisting guest with all possible information and help(medical etc.) Guest Departure - Departure notification - Task performed at bell desk ,cashier /reception- Express check outs -Late check outs and charges. Methods of Payment -Credit card handling -Traveler cheques, Personal checks - Handling cash Indian, Foreign currency -Other methods of payment [Travel agent, Bill to Company etc--]

PRACTICAL

1. Appraisal of F.O. equipment & Furniture.

II. Welcoming of guests.

III. Telephone handling.

IV. Filling of various forms.

V. Role play - Reservation, Arrivals, Luggage handling.

REFERENCE

1. J.Vallen; Check-in Check-out: Managing Hotel Operation 9th Edition Pearson 17th August 2012

2. S Andrews; Hotel front Office Training Manual. 3rd Eds, 1st July 2017

3. S Baker, P. Bradley, J. Huyton; Principles of Hotel Front Office Operations. Cengage Learning !st Jan 2007

4. B Braham; Hotel Front Office. Nelson Thomas Ltd. 5th eds.

5. M Kasavana, C Steadmon; Managing Front Office Operation. Educational Institute of the American Hotel and Motel Association

P Abbott; Front Office Procedures and Management. 2nd Eds. Routledge Taylor and Francis Group

SEMESTER-III

PAPER-7: TOUR PACKAGING AND TRANSPORTATION MANAGEMENT

Learning Objectives: To familiarize students with tour packaging in tour operations.

UNIT 1

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

Tour Formulation- Influencing factors, stages involved in tour formulation- initial research (Destination and Market).

Itinerary development- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist.

UNIT II

Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage-Prepare package based on these activities. Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, Thomas. Cook, SOTC, Intersight. IRCTC and its Tour Packages.

UNIT III

Introduction to Tourist Transportation: Development of means of transport - Tourist transport system - Leiper's frame work - Role of transport in tourism - Up market and Low budget travelers - Major entry points of tourists to India.

Surface Transport: Road transport system in India - types of roads - Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents.

Rail Transport: General information about Indian Railways, Brief History - high speed trains.

Classes of Journey - Types of trains & tracks - Railway Reservation - modes - circle trip - Tatkal - i-ticket - e-ticket - Passenger amenities (Railway station and onboard) .

UNIT IV

Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger - IRCTC - Mountain Railways of India in the UNESCO world heritage list - Eurail Pass, Indrail pass.

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

Airport Management: Major Airlines and Airports in India - Airport facilities for passengers. Ground handling (Passenger's & Cargo).

Departure formalities: Check in - Emigration - Customs & Security. Arrival Formalities: Immigration - Baggage clearance - Customs - Channels (Green Channel & Red channel).

REFERENCE

- Marketing of Travel & Tourism by Middletom. 4th Eds. Routledge 20th mar 2009
- International Encyclopaedia of Tourism Management by P.C. Sinha.Dynamics of Tourism by R.N. Kaul.
- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans,
- Syratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency,Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.
- Mohinder Chand, Travel Agency Managcment: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
- Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
- Frenmount P., How to open and Run a Money Making Travel Agency, John Wileyand Sons, New York. 1994.
- Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990
- Jagmohan Negi - Travel Agency and Tour Operations. Kaniska Pub.
- Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text, Anmol Publishers, 2007
- Bhatia, A.K., - International Tourism, 3rd Eds, Sterling Publishers
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2) Sterling Pub.Pvt.Ltd
- www.indianrailways.gov.in 7. www.irctc.co.in
- www.dorth.gov.in

SEMESTER – IV

PAPER- 8: AIR FARES, AIR CARGO AND TICKETING WITH G.D.S

Learning Objectives: To familiarize students with different methods of airfare ticketing, & air cargo systems.

UNIT - 1

Airline Terminology -abbreviations used in airlines, its fleet - types of journeys (OW, CT, RT, OJ, and RTW) - International sale indicators - Global indicators. Define Cargo management-Types of Cargo - Heavy cargo-Valuable Cargo-Perishable Cargo-Consignment-Baggage- FBA - PC - EBA - Carriage of live animals - Dangerous Goods.

UNIT - II

Passenger ticket: Different coupons - ticketing instruction and conjunction tickets - Open tickets E-tickets and its advantages - Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) - the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

UNIT -III

Types of fare - normal fare (Adult, child & infant) - Special fares, discounted fares, passengers requiring special handling- passengers with medical problems - Expectant women -Unaccompanied minors - infants - VIPs/ CIPs, introduction to special fares.

UNIT -I V

Internal fare constructions based on IATA & UFTAA - Fare formula and basic steps using Mileage system - OW, RT, CT - Exercises on ticketing - OW, RT, CT. ComputerisedReservation Packages

REFERENCES

1. Jagmohan Negi: Travel Agency & Tour Operation - Concepts and Principles.(Kanishka Pub, New Delhi)

2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, NewDelhi 2004

3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)

4. Study Kit for IATA/UFTAA

SEMESTER IV

PAPER-9:- FOOD & BEVERAGE PRODUCTION & SERVICE

Learning Objective: The objective of this paper is to provide the students with theoretical and practical knowledge about F&B productions and services

Unit-1

Introduction to Cookery: 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.

Unit-2

Methods of Cooking Food: 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.

Bakery & Pastry: Basic ingredients used in Bakery, Flour, Raising agents, Thickening Agent, Cream, Milk & Dairy Product, Bread, Cake Making.

Unit-3

Introduction to Food Beverage Operations: 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.Upselling techniques.

Unit-4

Equipment used in F & B Area: 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.

Practical Schedule (F & B Production &Service):

1. Identification of Kitchen Equipments.
2. Cuts of Vegetables
3. Different Methods of Cooking-Boiling, Frying, Steaming, Poaching, Blanching, Sauteing, Roasting, Baking
4. Preparation of Stocks- White, Brown, Fish.
5. Preparation of Sauce- Basic Mother Sauce.
6. Poultry-Cuts of Poultry, Preparation of Poultry Dishes.
7. Table set up
8. Salver carrying
9. Napkin folding
10. Basic etiquettes
11. Identification of cutleries & glass ware

Recommended readings:

1. Almanza B.A, Kolshevar, L.H & Terreu, Food service(layout, design & equipment). Pearson; 4th Eds,23rd June 1999

2. John cousins, David Foskett&Cailein Gillespie Food and beverage Management. Hodder education; 9th eds

3. Operations, methods and cost control-Dennis L. Foster. Mc Graw Hill Inc US

4. Parvinder S Bali, Food Production Operation 27th Jan.2021 3rd eds OUP India

5. The management of Food service Operation- Jones P & Merricks P Cengage Learning Business Pr

6. Theory of Cookery - Krishna Arora Macmillan Publishers India 1st Jan 2008,

7. Thongam E- Philip,Modern Cookery. Orient Blackswan 6th Eds

SEMESTER-IV

PAPER- 10: FOOD & BEVERAGE PRODUCTION MANAGEMENT

Learning Objective: The objective of this paper is to provide the students with proper thorough training related to F&B Production mgt.

UNIT-1

KITCHEN PLANNING & PURCHASING

Sections of the kitchen with layout and functions Production workflow Planning of Kitchen Spaces Layout of a large quantity kitchen and satellite kitchen Planning of Storage Space Principles of material management Standard purchase specifications, Purchasing procedure-Principles of purchasing, methods of purchasing, requisition ordering, receiving

UNIT-2

STORAGE OF FOOD & PRODUCTION SYSTEMS

Principles of Storage- dry storage and cold storage Methods of issuing Layout of storage areas Temperature for storing perishables & non-perishable foods Principles of large scale commercial cooking Rechauffe - effective use of leftovers.

Catering systems

Cook Chill Systems-definition, procedure, advantages and disadvantages Cook Freeze System -definition, procedure, advantages and disadvantages

Sous Vide- definition, procedure, advantages and disadvantages

UNIT-3

ADVANCED MENU PLANNING AND FOOD PRESENTATION

Menu designing for Restaurants-Specialty and fast food Buffet Banquets Presentation of food for Restaurants-Plate presentation Buffets Banquets

UNIT-4

FINANCIAL MANAGEMENT IN FOOD AND BEVERAGE PRODUCTION

Concepts of cost Food Cost- Formulas and calculation Cost Control-Portion control, yield management and standard recipe Pricing

FOOD & BEVERAGE PRODUCTION MANAGEMENT (PRACTICAL)

PRACTICALS

The syllabus in practical contains the following topics which may be distributed in 10 weeks of 4 hours each.

WEEK 1-INDIAN cuisine 4 menus with 5 dishes each.

WEEK 2-4 Italian cuisine 3 menus with 5 dishes each.

WEEK S-7Spanish cuisine 3 menus with 5 dishes each

WEEK 8-10 Mexican cuisine 3 menus with 5 dishes each

PRACTICAL EXAMINATION FOR SEMESTER-IV - 25 MARKS. INTERNAL EXAMINER 10 MARKS & EXTERNAL EXAMINER 15 MARKS TO BE AWARDED THROUGH PRACTICAL EXAMINATION.

A. Journal - 5 marks

The student is required to present a neat and covered certified journal containing all the recipes, diagrams and other information as given by the teacher.

B.First course- 5 marks the first course which may be soup or starter will be evaluated for taste, texture, appearance and palatability

OR

C. Second course - 5 marks The second course which may be entrée or main course will be evaluated for taste, texture, appearance and palatability

D. Third course- Accompaniment-S marks The third course which may be a vegetable preparation or bread preparation will be evaluated for taste, texture, appearance and palatability

E. Fourth course- Dessert- 5 marks The fourth course which is a sweet preparation will be evaluated for taste, texture, appearance and palatability

F. Viva- 5 marks the viva will be conducted by the external examiner and will pertain to the menus that have been given for the examination

REFERENCE BOOKS

1. Theory of Catering by David Foskett and Victor Ceserani, Publishers-Hodder Education Practical Cookery by David Foskett, Ronald Kinton and Victor Ceserani, Publishers- Hodder Education
2. Modern Cookery for the Teaching and the Trade by Thangam Philip, Publisher-Orient Longman
3. Theory of Cookery by Krishna Arora, Publishers-Frank Bros. & Co.
4. Prashad-Cooking with Indian Masters by IndersinghKalra, Publishers-Allied Publishers Pvt Limited
5. Larousse Gastronomique by Prosper Montagne, Publishers-Hamlyn
6. Food and Beverage Management by Bernard Davis, Andrew Lockwood and Sally Stone, Publishers-Butterworth-Heinemann
7. Catering Management by MohiniSethi and SurjeetMalhan, Publishers-Wiley Eastern Limited
8. Food and Nutrition by M.S.Swaminathan, Publishers-Age International (P) Publishers Ltd.
9. D Foster; Front Office Operation and Administration, 1st Dec 1991, Mc Graw Hill Inc US

SEMESTER- V

PAPER-11 HOSPITALITY COMMUNICATION THEORY

Learning Objective: The objective of this paper is to provide the students with accurate workplace communication skills applied to a wide range of practical situations related to different domains of hospitality industry

UNIT-1 INTRODUCTION AND BASICS OF HOSPITALITY COMMUNICATION

1.1. Importance of Communication in Hospitality industry and its effects on performance- Customer Satisfaction

1.2. Communication Channels in the Hierarchy of an organization -Formal / informal

1.3. Process of Communication and various factors / components of communication

1.4. Significance of feedback

1.5. Forms of Communication -Formal / Informal, Verbal/ Non-Verbal Communication

UNIT-2 COMMUNICATION CHANNELS, MODES AND LANGUAGE STYLES

2.1. Verbal Communication - Oral and Written -Advantages and Disadvantages

2.2. Non-Verbal Communication-Ambience / Signs/ Symbols / Voice / Body language

2.3. Grooming/ Power Dressing / Proxemics

* 2.4.

Oral Communication - Barriers of Oral Communication Skills : Factors involved

2.5. Non Violent Communication

2.6. Cross Cultural Communication and overcoming these barriers.

UNIT-3 PARALANGUAGE SKILLS - CLARITY IN ORAL SPEECH AND ETIQUETTE

3.1. Listening Skills and listening Comprehension Passages of Telephone Conversations and Speeches used as material.

3.2. introductions- Selt and others - Instructions - Asking for and Giving Directions

3.3. Telephone Speaking - Etiquette and other factors,

3.4. Extempore and Prepared Speeches

3.5. Building positive attitude and Emotional Management

UNIT-4BASICS OF WRITTEN COMMUNICATION

4.1. Written Communication - factors involved

4.2. Writing Telephone messages, Drafting Telegrams,

4.3. Email and Formal Net Communication Etiquette

4.4. Letter writing - Leave letters and Requests for Permission /Issue of Documents

4.5. Creative Writing - Creating Wall Magazines, Making Collages

UNIT-5 LANGUAGE ACCURACY-ENGLISH GRAMMAR

5.1. Accuracy and Usage, Common Errors and their correction in English usage with 5.2.

An emphasis on Concord, Sequence of Tenses, Articles, and Use of Preposition- 10

Marks

5.3.Introductions - Self and Others / Formal and informal -10 Marks

5.4.Making Queries, Instructions, Directions

5.5. Direct and Indirect Speech

5.6. Active and Passive Voice

INTERNAL ASSESMENT/ PRACTICAL SESSIONS

- Grammar Skills-Through Exercises.
- Listning Skills-Recorded/ Unrecorded With Timed Tests.
- Speaking Skills-Individual Extmpore/ Prepared.
- Conversations Role Plays and Group Discussions.
- Telephone Manners Making and Receving Calls/ Role Plays.
- Leave LetterWriting-Emails-Telegrams-Telephone Messages.
- Case Studies.

Reference Books

Essential Communication Skills For Hospitality Professionals – SourabhShrikantJadhav, Bluerose publishers

- Un Reasonable Hospitality - Will Guidara, Ebury Edge Publishers
- Communication Skills for Hospitality Management & Tourism Industry - Neha Arora, Book Encave-publishers
- Tonality in Communication for the Hospitality Industry-Dr. SharmadasSenasi, Partridge publishing Singapore

SEMESTER - V

PAPER-12 TOURISM MARKETING

Learning Objective: The objective of this paper is to provide the students with comprehensive knowledge of economics of Tourism Marketing

UNIT I

Marketing: 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

UNIT-II

Market Research 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

UNIT-III

Marketing Mix 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 Destination Marketing. Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination

UNIT-IV

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 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

REFERENCE

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 - V

PAPER-13 CUSTOMER RELATIONSHIP MANAGEMENT GENERAL

Learning Objectives: To explain the principles behind understanding well the customer and thereby providing better service in Tourism and Hospitality Sectors.

UNIT-I

Introduction to CRM: 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.

UNIT-II

CRM Strategy: Introduction CRM- Planning, Strategy for CRM, Process of segmentation, Choice of Technology, Choice of organizational Structure for CRM, Understanding Market Intelligent Enterprises.

UNIT-III

CRM Implementation: Implementation of CRM: Business oriented solutions, Project Management, Channel Management, CRM in Services, CRM in Financial Services.

UNIT-IV

E - Commerce in CRM: Use of E- Commerce in CRM, CEM and Data Mining, Information required for Effective CRM.

Customer Loyalty and CRM:Concept of Loyalty at CRM: Definition of Loyalty, Customer Loyalty and Customer decency, Process of Developing Customer Loyalty. Status of CRM in India.

REFERENCE

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

SEMESTER-VI

PAPER-14 IT IN HOSPITALITY INDUSTRY

Learning Objective: The objective of this paper is to provide the students with skills related to modern workplace computer applications, enhancing their chances of employability Tourism and Hospitality Industry

UNIT- 1

Introduction to Computer: 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.

UNIT-2

MS Word: 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.

UNIT-3

MS Excel: 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.

UNIT-4

MS Power Point: 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.

Internet & Applications: 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.

Practical

10 ASSIGNMENTS OF MS WORD.

10 ASSIGNMENTS OF MS EXCEL

15 ASSIGNMENTS OF MS POWER POINT

UTILITY OF SEARCH ENGINES

Suggested Reading:

1. PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.
2. Working with Personal Computer Software (2nd Ed.)- R. P. Soini, HarshalArolkar, Sonal Jain, Wiley- India 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

SEMESTER - VII

PAPER-15 TRAVEL AGENCY AND TOUR OPERATION

Learning Objective: The objective of this paper is to provide the students with effective knowledge about travel agency and tour operations

UNIT-I

Travel Agency and Tour Operation Business: Definition and Differentiation; Linkages and Scope; Origin and Growth of Travel Agency and Tour Operations Sector -Role and contribution of travel agency and tour operations sector in thlevelopment of Tourism Industr

UNIT-II

Functions of a Standard Travel Agency- Travel Information, Documentation, Tour Counseling, Ticketing, Reservation and Itinerary Immigration related services etc.- Source of Income: Commission, Service Charges and Mark up on Tours - Organizational Structure in a standard Travel Agency

UNIT-III

Functions of Tour Operators- Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management.-Tour operators' role as a principle, broker, whole seller and retailer- Tour Operators' role and functions in Event Management- Source of income- Organizational Structure.

UNIT-IV

Procedure for setting up Travel Agency and Tour Operating Enterprises; type of organization to be incepted i.e., proprietorship, partnership, private or public limited, etc. Market Research, Feasibility Analysis, Source of procedural requirements- Approval from (DOT) and other organizations.Travel agency and Tour Operations Sector in India- Organization and Functions of TAAI and IATO- Impact of Technological advancements- Impact of MNCs on Travel Trade Sector with special reference to India.

REFERENCES

1. JagmohanNegi - Travel Agency and Tour Operations. KANISKA PUBLISHERS

2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text, IGI GLOBAL

3. Dennis L Foster - Introduction to Travel Agency Management, McGRAW-HILL, INC, US

4. Pat Yale - Business of Tour Operations, FINANCIAL TIMES PRENTINCE HALL

5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)

SEMESTER- VII

PAPER16: ENVIRONMENTAL MANAGEMENT FOR HOTELS

Learning Objective: The objective of this paper is to provide the students with overall environmental management skills for hotels to execute best of the management ethics.

UNIT-I

Introduction and development of environmental message -Staff - Raise awareness build commitment, provide support, reward efforts, and celebrate success- Business partner's coordination- Guests participation; Community - sponsorship, urban beautification, alternate Energy sources. Product purchase-Principles

UNIT-II

Wasté Management- Why manage waste- Type of solid waste -3R's principle Non hazardous energy separation Energy and waste conversion- Types of energy- Energy efficiency action plan- Assessing current performance- Energy utilization & conservation measures- Guidelines for major use areas- Making decision about investments- Evaluation of new technology

UNIT-III

Water and the environment- Water quality standards- Water treatment methods- Improving water quality; Indoor air quality- Potential sources of air pollution- Improving indoor air quality Costs - External air emissions and Noise-Sources-Effects- Hotels and air pollution (source, impact prevention, control of pollution)- Introduction and problems of noise & program for tackling it.

UNIT-IV.

Product purchase-Principles of responsible purchasing-Implementation of Eco friendly purchasing Products: recycled COURSE, future products; Ecotels- Case studies India and abroad. Environment Management System (EMS) and Environmental ImpactAnalysis (EIA) Importance of EIA-Methodology-Environmental clearance. Global Environmental issues- Motives for adopting EMS- Environmental Impact Assessment.-Certification of EMS - ISO 14001, EMAS, BS7750 ete - Leeds - Design for green buildings.

REFERENCE

Environmental Management for Hotels 2ND EDITION; Butterworth & Heinemann Publisher,

David Kirk Environmental Management for Hotel 1st SEPT. 2016, Routledge

B K Sharma,Environmental Chemistry ,Krishna Prakashan

,S. K Garg; Sewage Disposal & Air Pollution Engineering, (Vol. 2) Khanna Publishers

P. D. Sharma; Ecology & Environment, Rastogi Publications

N K. Uberoi; Environmental Management, Excel books

SEMESTER - VII

PAPER17: INNOVATIVE PRACTICES IN TOURISM

Learning Objective: The objective of this paper is to provide the students with understanding, competence and awareness related to innovative practices in tourism

UNIT-I

MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, SurajKund craft mela, India International Trade Fair at Pragathimaidan, Delhi etc. Health tourism - rejuvenation therapy in ayurveda – kayakalpatreatment-general idea about panchakarma - oil massage, dhara, kizhi, nasyam, vasthi, rasayana, lehyam, arishtaetc.Naturopathy treatments

UNIT-II

Professionalisation of tourism - strategic management in tourism —impact of globalisation on tourism & travel - tourism education and training -world tourism promotion by WTO and others - international alliance and foreign collaboration in tourism - cyber tourism - tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism Voyage tourism-tourist ships or cruiseliners-package tour for continental and intercontinental sea tour - facilities offered - travel booking formalities-Important tourist shipping companies. Space tourism - travel to outer space

UNIT-III

General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation. Recent advancements in medical tourism and super specialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism; Sidha& Unani - cost effectiveness in India

UNIT-IV

Responsible tourism - Remedial and precautionary mesures against bad effects of tourism - tourism legislations - rules and regulations -benchmarking - standards in tourist services - public awareness - role of the govt - tourist Guides - tourist Police other emerging trends.

REFERENCES:

1. Tourism Development Revisited. Edited by SutheeshnaBabu&Others. Sage Publication, Response Books,

New Delhi

- 44

2. Sustainable Dimensions of Tourism Management Edited by M.R. Biju,Mittal Publications, New Delhi - 59.

3.Successful Tourism Management - Prannath Seth sterling Publishers,Delhi - 16.

4. Strategic Management Theory - An Integrated approch by Charles W LHill and Gareth R. Johns. Houghton

Mifflin, Boston.

5. Managing Tourist Destinations - Krishnan K. Kamra, Kanishka Publishers, New Delhi.

6.Strategic Management in Tourism - Mountinho L. Cabi Publishing Company, UK

SEMESTER-VII

PAPER-18: ETHICAL, LEGAL AND REGULATORY FRAMEWORK

Learning Objective: The objective of this paper is to provide the students with importance of ethics with respect to legal and regulatory frame work of tourism and hospitality industry

UNIT- 1

Tourism Ethics: 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.

UNIT- 2

Legal and Regulatory Framework in Travel and Tourism: 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).

UNIT- 3

Special Permits Regulations: Special Permits to restricted areas for foreign tourists in India. Restricted 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.

UNIT- 4

Tourist Policies: National Tourism Policy, Tourist Policies of Odisha, Tourism Planning Process including development Schemes-circuit development, destination development, rural tourism. World Tourism Day themes.

SUGGESTED READINGS:

1. Govt. of India, Dept. of Tourism: Tourism Guidelines.
2. Govt. of India, Ministry of Tourism: Tourism Guidelines.
3. J. Corke: Tourism Laws, ELM PUBLICATIONS
4. Manohar Sajnani: Indian Tourism Business- A Legal Perspective. GYAN BOOKS
5. R.K. Malhotra: Environmental & Legal Issues in Tourism. ANMOL PUBLICATIONS
6. S.K. Gupta: Foreign Exchange Laws & Practice. State mutual book and periodical service limited
7. Robert C. Mill & Alastair Morrison: The Tourism System, 6th Edition, Kendall Hunt Publishing Co.
8. John P. Downes& Tricia: Travel & Tourism Law, 5th Edition, Huntington: ELM Publications.

SEMESTER - VII

PAPER-19, GEOGRAPHY AND TOURISM

Learning Objectives: To have a basic knowledge about the travel geography of the world with global outlook

UNIT-I

Tourism and Geography, role of geography in tourism, IATA Traffic Areas - countries, capital cities and codes, airports and codes, currencies, currency codes. Map Reading

UNIT-II

Time calculation, flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Physical geography of Asia - Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, SriLanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

UNIT-III

Africa & Middle East - Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

UNIT-IV

Europe- tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, Spain, America- tourism destinations, attractions and accessibilities of major countries such USA, Spain, Brazil, Argentina, Mexico, Carribean Islands (in brief).

REFERENCE

1. NICK EDWARDS, Rough Guide to INDIA, ROUGH GUIDE

2.JOE BINDLOSS,INDIA, LONELY PLANET 19/11/2024

3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism -Delmar (1999)

4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)

5. PremnathDhar, International Tourism Emerging Challenges &Futureprospects, KanishkaPublishers Distributors.

SEMESTER - VIIII

PAPER-20, FOREIGN LANGUAGE: GERMAN OR FRENCH

Learning Objectives: To provide necessary knowledge and communication skills in German or French language OR Hygiene and Food safety to deal effectively with tourists, guests and execute well learned hygiene management skills.

UNIT-I (German)

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

UNIT-II (German)

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

UNIT-III (German)

Time: Methods to say time, officially and unofficially- To make appointments and to make changes in that.- To make speech.- Vocabulary related to "a visit to doctor" - Daily routine-Things in a city.- Hour/clock- To fill in information in a form.- To ask "way" to somewhere to a person.- To tell the place where different people work.- Orientation in a house- To arrange appointments- Holidays and festivals- Ordinal numbersProfessions and its descriptions- Repetition of daily routine.- To handle the situation in a bank- Place details e.g. in a workshop, at the university etc. wrt. Prepositions- To know about sightseeing places in Berlin.- To describe a Way.- To make a city plan and to describe it- To narrate about a travel.- To write a postcard. To speak about vacations and holidays- To describe about an accident.- To formulate W- questions wrt. Theme "Holidays" - In a supermarket and eating habits- To shop provisions- Measurements and weights- NewsCOURSE advertisements- Time of meals, names of dishes

REFERENCES

- ESSENTIAL GERMAN GRAMMAR. (GUY STREN, E.F.BLEILER) www.bnpublishing.com
- COMPLETE GERMAN (PAUL COOGLE, HEINER SCHENKE) TEACH YOURSELF PUB.

UNIT-I (FRENCH)

Introduction to French Language

- Grammar
- The Alphabets
- The Accents
- Verbs: Être, Avoir, Habiter, Parler (Present Tense)
- Self-Introduction
- Numbers from (0 to 100)
- Greetings
- Dialogues related to Hotel Operations.

UNIT-II (FRENCH)

Grammar

- Possessive Pronoun; Articles;
- Verbs Venir, aller, faire, pouvoir, vouloir. (Present Tense)
- Days of week
- Months of year
- Time
- My family & Relatives
- Basic Recipes
- Talking on the Phone

UNIT-III (FRENCH)

Grammar

- Common Adverbs
- Verbs Étudier, Apprendre, prendre, conduire. (Present Tense)
- Cardinal Points & Directions
- Countries & Nationalities
- Cutlery and glassware
- Fish, Dairy products, Poultry
- Basic Culinary terms

UNIT-III (FRENCH)

Grammar

- Common Prepositions; Common Conjunctions;
- Verbs Manger, Acheter, Boire, Préparer, Vendre. (Present tense)
- Seasons & Weather
- Vegetables & Fruits,
- Cereals, Herbs & Spices
- French Cheeses

Reference Books:

I. On Course French - Janine Kopp
II. Tempo (Book 1) - Didier/Hatier
III. French for Hotel Management & Tourism Industry - S. Bhattacharya
IV. Panorama (Book 1) - CLE International
V. Speak French - Collins
VI. French Vocabulary and Verbs - Webster's
VII. Basic French Course for Hotel Industry- by Catherine lobo and SonaliJadhav

{OR}

HYGIENE AND FOOD SAFETY

UNIT-I

INTRODUCTION TO HYGIENE AND SANITATION

- INTRODUCTION
- IMPORTANCE OF HYGIENE IN CATERING ESTABLISHMENTS
- SANITATION AND ITS IMPORTANCE

UNIT-II

CONTAMINATION AND SPOILAGE, WATER, PURIFICATION, FILTERATION, STANDARDS

- CONTAMINATION AND FOOD SPOILAGE
- CONDITIONS WHICH LEADS TO SPOILAGE

- SIGNS OF SPOILAGE IN VARIOUS FOODS
- MICROBES AND THEIR ROLE IN FOOD SPOILAGE
- FACTORS AFFECTING AND CONTROLLING MICROBIAL GROWTH
- FOOD BORNE ILLNESS
- SOURCES OF WATER
- WATER QUALITY STANDARDS (WHO)
- PURIFICATION METHODS –SLOW SAND, CURRENT TECHNOLOGIES-ZEOLITE, OSMOSIS

UNIT III

PURCHASING, RECEIVING AND FOOD STORAGE OF FOODS

- PROCEDURES WHILE PURCHASING AND RECEIVING FOODS
- IMPORTANCE OF STORAGE OF FOODS
- POINTS TO BE CONSIDERD WHILE STORING FOOD
- CLASSIFICATION OF FOOD ACCORDING TOEASE SPOILAGE
- STORAGE OF LEFTOVER FOOD, HOT FOOD AND COOLING OF FOODS
- VARIOUS STORAGE ZONES-DRY, REFRGERATORS, FREESER-SPECIAL REFRENCE TO TEMPRETURES
- SANITARY PROCEDURE FOLLOWED WHILE PREPARING AND STORING FOODS

UNIT IV

MANAGEMENT OF EQUIPMENTS AND WASTE

- TYPES OF SOIL
- CLEANING SCIENCE-EQUIPMENTS, CHEMICHALS,WATER
- DISH WASHING EQUIPMENTS- MANUAL AND MECHANICHAL
- FOOD CONTACT SURFACES ADVANTAGES AND DISADVANTAGES- WOOD AND STEEL
- POST CLEANING STORAGE FACILITIESAND CLEANING OF PREMISES
- WASTE,TYPES AND DIPOSAL, ORGANIC FARMINF
- FOOD SAFETY REGULATIONS-FOODLAWS, FOOD STANDARDS AND HACCP

ASSIGNMENTS/PRACTICALS

SAFETY MANAGEMENTIN CATERING ESTABLISHMENTS

EDUCATION/TRAINNINGIN SANITATION & ACCIDENTS PREVENTIVE METHODS TOWARDS COMMONLY CCURING INCIDENCE IN CATERING ESTABLISHMENTS

BOOKS FOR REFERENCE

1. FOOD HYGIENE AND SAFETY- S.RODAY
2. MANAGING FOOD HYGIENE – NICHOLAS JOHN
3. FOOD HYGIENE FOR FOOD HANDLERS- JILL TRICKETT
4. PRINCIPLES OF FOOD SANITATION- MARRIOT
5. ESSENTIAL OF FOOD SAFETY AND SANITATION- DAVID MS SWANE, NANCY R RUE, RICHARD LITON

SEMESTER - VIII
PAPER-21: Eco Tourism

Learning Objectives: To familiarize students with the concept flourishing of Eco Tourism.

UNIT-I

Emergence of Ecotourism, concept and definitions, growth and development- Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism

UNIT-II

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism.

UNIT-III

National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population

UNIT-IV

Eco Tourism and Development: Community awareness and participation

Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic.

Conservation Eco Tourism practices Case Studies- Odisha.

Practical: visit any of the eco-tourism venues and prepare overall report.

REFERENCE

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.

7. Tourism Management - Principles and Practice - Dr. P.O. George (In press).

8 www.incredibleindia.org

SEMESTER - VIII

PAPER-22 EVENT MANAGEMENT

Learning Objectives: To familiarize with basic concepts and successful practices of Event Management

UNIT-I

Event Management - Definition - Meaning and scope - Role of events in promotion oftourism. Types of events - Cultural - festival, religious, business etc. - need of event management. Key factors for best Event Management.

UNIT-II

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools.

UNIT III

Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics.

UNIT-IV

Process of Event Management - Planning and organizing events - Budgeting- Sponsorship Subsidies - registration - Documentation - Public relation and evaluation.

UNIT-V

Entrepreneurship opportUNITies in Event Management - Trade fare -marriages. Conferences and meetings - Exhibitions - Case study of Kerala Travel mart.

UNIT-VI

Event promotion- marketing events- interrelation between event and tourism Industry

REFERENCE

1. Event Management, Purnima Kumarri, Anmol Publishers.

2. Event Management for Tourism, Der Wagen, Pearson.

3. Successful Event Management, Shone.A, Cengage Learning.

SEMESTER-VIII

BASIC STATISTICS AND RESEARCH

Learning Objective: The objective of this paper is to provide the students with understanding of basic statistics methods and to develop the skills to identify required / target samples for operations of those methods leading to successful context literature drafting and to follow proper research procedure with logical final outcome

UNIT 1

BASIC STATISTICS(A)

CONCEPT OF SAMPLE AND POPULATION, SAMPLING METHODS, GRAPHICAL REPRESENTATION OF DATA, MEASURES OF CENTRAL TENDENCY, MEAN, MEDIAN, MODE, MEASURES OF DISPERSIONS.

UNIT 2

BASIC STATISTICS (B)

TESTING OF HYPOTHESIS : NULL HYPOTHESIS, ALTERNATE HYPOTHESIS, T TEST, CHI SQUARE TEST, ANOVA (ANALYSIS OF VARIANCE)

UNIT 3 Research methods :- review of literature, data collections,inputs of statistical tools.

After completion of SEMESTER-VI, students are directed to undergo industrial training of 60 Working days. And collect proper data & record all work experience learning related to anyone completed paper of tourism & hospitality management course. Students are required to complete the Research after completion of above unit 1, 2 of SEMESTER-VIII by incorporating the outputs of industrial training as per the instructions mentioned in the syllabus.

Research Work:

For Completion of this Degree Program there shall be a Research Work to be started from the sixth semester on a topic related to any PAPER teaching in tourism/hospitality industry. The Project/Dissertation work can be done either individually or by a group not exceeding five students under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The Research work report shall have the following stages:

a. Research proposal presentation and literature review - 6th Semester
b. Field work and data analysis - 7th Semester
c. Report writing and draft report presentation - Mid of 8th Semester
d. Final research report submission - Before the end of 8th semester end examination on the day of viva.

UNIT 4 Testing samples, testing hypothesis, report writing, viva voice and output presentation.

The report shall be printed and spiral bound with around 350 A4 size pages. The layout is:
Font: 12
Times New Roman 12
Left - 1.25; Right-1; Top-1; Bottom-1

The Research report should be submitted to the Department at least 15 days before the last working day of the 8th semester. The candidate shall prepare three copies of the report: two copies for submission to the Department and one copy for the student to bring at the time of viva-voice

STRUCTURE OF THE REPORT:

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures, Charts etc
5. Chapter 1- Introduction, Review of literature, Statement of the problem, Need and Significance of the study Objectives of the study,
Research Methodology, Chapterisation scheme etc (5-8 pages)

6. Chapter II - Theoretical Back ground (10-15 pages)
7. Chapter III - Data Analysis and Interpretation
8. Chapter) IV Summary, Findings and Recommendations
9. Appendix Questionnaire, Specimen copies of forms, other exhibits
10. Bibliography (Books, journal articles, website etc. used for the project work

EVALUATION

* A Board of two examiners appointed by the college shall evaluate the report.
* Evaluation of project should involve evaluation of the report with a project based viva-Voice
* A Viva voice based on the project report shall be conducted individually by the Board of Examiners.
* The total credits for Researchwork is 12
* The evaluation of the report shall be distributed among the following components,

i) Statement of the problem

ii) Objectives of the study

iii) Review of literature

iv)Methodology

v) Analysis and Interpretation

vi) Presentation of the report -

vii) Findings and suggestions

viii) Bibliography ix) Viva- Voice

PRINCIPLES OF MANAGEMENT

Learning Objectives: To provide basic knowledge of the principles of management.

UNIT-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 - Basis of Global Management.

UNIT-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.

UNIT-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.

UNIT-IV

Staffing - Systems approach to HRM - Performance appraisal and career strategy - HRD-meaning and concept. Directing- Motivation - meaning - need for motivation.Theories of motivation - Herzberg and McGregor. Leadership-importance - styles of leadership, Managerial Grid by Blake and Mounton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief) Controlling - Concept, Significance, Methods of establishing control.

Books Recommended:

1.Moshal.B.S Principles of Management, Ane Books India, New Delhi.

2. Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., NewDelhi.

3.RichardPettinger. Introduction to Management, Palgrave Macmillan, New York.

4.Koontz and O'Donnel. Principles of Management ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi.

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, New Delhi.

7.Meenakshi Gupta. Principles of Management, PHL, New Delhi.

GOVT. AUTONOMOUS COLLEGE, ROURKELA
TOURISM & HOSPITALITY MANAGEMENT
(U.G.)

SUSTAINABLE ECO TOURISM
MDC – 1, 2, 3

UNIT – I

TOURISM:– DEFINITION & MEANING, NATURE, SCOPE & TYPOLOGIES OF TOURISM. HOSPITALITY – MEANING & DEFINITION. ECO–TOURISM – MEANING & DEFINITION. EMERGENCE OF ECOTOURISM, GROWTH & DEVELOPMENT. ECOTOURISM PRINCIPALS. PROFILING THE ECO TOURISTS, MASS & ALTERNATIVE TOURISM, POTENTIAL BENEFITS FROM ECOTOURISM.

UNIT – II

ECOTOURISM RESOURCES IN INDIA: NATIONAL PARKS, WILDLIFE SANCTUARIES, TIGER RESERVES, BIOSPHERE RESERVES, WETLANDS, CORAL REEFS, DESERT ECOTOURISM.

UNIT – III

NATIONAL TOURISM POLICY: GUIDELINES FOR ECOTOURISM DEVELOPMENT FOR GOVERNMENT, FOR DEVELOPERS & OPERATORS, FOR VISITORS & FOR HOST POPULATION.

UNIT – IV

ECO–TOURISM & DEVELOPMENT: COMMUNITY AWARENESS & PARTICIPATION.

CONTRIBUTION OF ECOTOURISM IN ENVIRONMENTAL CONSERVATION: SOCIO–CULTURAL CONSERVATION & ECONOMIC CONSERVATION.
ECO TOURISM PRACTICES CASE STUDIES – ODISHA.

PRACTICAL: PREPARE A DETAILED PROJECT AFTER VISITING AN ECOTOURISM PLACE.