



**Department of Master of Tourism & Travel
Management**

**Dr. Rammanohar Lohia Avadh University,
Ayodhya (U.P.)**

B.VOC. DEGREE PROGRAMME

IN

TOURISM & HOSPITALITY

Revised

REGULATION, SCHEME AND SYLLABUS

(2026-2027 ADMISSION ONWARDS)



INTRODUCTION

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

The proposed vocational programme in Hospitality and Tourism 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 with requisite set of practical and professional skills in tourism and hospitality.

CURRICULUM

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

INTAKE of Students There will be provision to 40 students admission in a year. That will be revised by the university from time to time.

DURATION

The duration of the B. Voc. Tourism and Hospitality shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of learning in a semester.

PROGRAMME STRUCTURE

The B. Voc. Tourism and Hospitality shall include:

General Education Components

Skill Components Internship/Projects

Rules & Regulation:-

1. A candidate will be awarded Certificate in Tourism Studies after completion of First Semester, Diploma in Tourism Studies after completion and passing the first year, Advanced Diploma in Tourism Studies after passing the second year and B.VOC in Tourism Studies after the passing the third year and candidate will be eligible to re-join the next level at any time without any minimum and maximum limit duration.
2. The outlines of tests and syllabi shall be such as prescribed by the Academic Council from time to time.
3. A candidate will be eligible to join 1st semester of B.VOC. (Tourism & Hospitality) Course, if he/she has passed +2 examinations in any stream of any Board of School Education OR NSQF level 3 or any other examination recognized as equivalent without reappear.
4. Subject to fulfilment of requirement of House examination, the attendance requirements and these ordinances there will be no condition of passing papers for promotion from odd semester to even semester in an Academic Session.

To qualify for admission to 2nd year of the Course, the candidate must have passed 40% of total papers of the two semesters of the 1st year. Similarly, to qualify for admission to 3rd year of the course, the candidate should have passed 40% of total papers of four semesters of the earlier two years.

A candidate placed under reappear in any paper, will be allowed two chances to clear the reappear, which should be availed within consecutive two years/chances i.e. to pass in a paper the candidate will have a total of three chances, one as regular student and two as reappear candidate.

The examination of reappear papers of odd semester will be held with regular examination of the odd semester and reappear examination of the even semester will be held with regular examination of even semester. But if a candidate is placed under reappear in the last semester of the course, he will be provided chance to pass the reappear with the examination of the next semester, provided his reappear of lower semester does not go beyond next semester. The candidate will be promoted to next semester after he/she successfully secures pass marks in all paper or at least 5 papers.

The candidate will be considered as promoted on qualifying 5 papers and may be allowed to reappear in the maximum 2 papers.

5. Attendance Requirements: Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately. Provided that a deficiency in attendances may be condoned for special reasons, as per the relevant ordinances on the subject.
6. Amount of examination fee to be paid by a candidate for each semester shall be as fixed by the University from time to time.
7. University medal will be awarded to a candidate who secured first position in the University on the basis of the marks of all the six semesters taken together. The general rules and conditions of the University for the award of medal/prizes etc. will be applicable in the award of University medal to the topper of this examination.
8. The medium of instructions and examination will be English/Hindi.
9. In each Theory Paper 40% of the total marks are assigned to the internal assessment and 60% marks to the university examination.
10. In each Practical Paper 50% of the total marks are assigned to the internal assessment and 50% marks to the university Practical examination.
11. The minimum number of marks required to pass the examination in each Part shall be 40% in each subject, provided that in subject with practical the percentage shall be required separately in written and practical/lab work. The candidate shall also be entitled to grace marks as admissible under the ordinances relating to the **GENERAL GRACE MARKS**.
12. The successful candidates shall be classified on the basis of aggregate marks secured in all the six semesters of B.VOC taken together as under:
 - (a) 75% or more with Distinction.
 - (b) 60% or more in the First division.
 - (c) 50% or more but less than 60% in the Second division.
 - (d) 40% or more but less than 50% in the Third division
 - (e) Fail if secured below 40%.

13. The program has Multiple Exit and Entry Points.
- (a) If a Student wants to Exit after Completion of First Semester he/she will be Awarded with Certificate in Tourism Studies and it is equivalent to NSQF Level 4.
 - (b) If a Student wants to Exit after Completion of First year he/she will be Awarded with Diploma in Tourism Studies and it is equivalent to NSQF Level 5.
 - (c) If a Student wants to Exit after Completion of Second year he/she will be Awarded with Advance Diploma in Tourism Studies and it is equivalent to NSQF Level 6.
 - (d) After Completion of Third year they will be awarded with B.Voc. Degree in Tourism & Hospitality and it is equivalent to NSQF Level 7. The B.VOC.(Tourism & Hospitality) Degree will be count as equivalent to BTA for admission in all Master degrees.

TEACHING Method:

Methods of teaching shall be a combination of lectures, tutorials, seminars, educational tours, assignments, laboratory work, workshop practice, industrial training and project work. The regular faculty of the University, guest faculty from the reputed Organizations/ Institutes and Industrial Partners will be involved in teaching, practical and workshop practices. In addition, contractual faculties will also be involved in teaching and laboratory work/workshop practice. Distinguished experts shall also be invited for lectures and seminars on special topics.

FEE STRUCTURE OF THE STUDENT:

Student have to pay Rs. 18450/- per annum. That will be revised by the university time to time. Method of payment will be Online/Bank Draft in favour of Finance Officer, Dr. R. M. L. Avadh University, Ayodhya.

FACULTY REQUIRED FOR THE PROGRAMME:

Following Faculty post are required for the Programme:

- 1) Assistant Professor - 03 (UR)

Qualification for the above post are Master degree in Tourism Management/Administration or M.B.A. (Tourism) / Research in related subjects and as per UGC Guidelines.

Salary Structure of the Faculty:- University administration will fix the salary for Faculty position as per UGC Guideline.

COURSE STRUCTURE:

B. Voc. is programme with multiple exits. All the candidates continuing to diploma courses or further will be treated at par from the second semester onwards. As per the UGC guidelines- there are multiple exit point for a candidate admitted in this course. If he/she is completing all the six credits successfully- he/she will get B. Voc. degree in Tourism & Hospitality and, If he is completing the first four semesters successfully- he/she will get an advanced diploma in Tourism & Hospitality management, If he/she is completing the first two credit he/she will get a diploma in Tourism & Hospitality. B. Voc. Degree holder is expected to acquire the skills needed for a Tour Manager/Duty Manager, Advanced diploma holder is expected to become a multi-skilled Tour Escort/Guest Relations Manager, Diploma holder is expected to become Tour Executive/Front Office Executive.

PROGRAMME DURATION:

The duration of the B. Voc. programme shall be for a period of three years consisting of six semesters. The curriculum in each semester has been classified into General Component and Skill Component.

The General Education component shall include Theory subjects and the Skill Component shall include a mix of Theory, Practical and Internship.

The duration of the programme is enlisted below against each of the four Hospitality Accommodations Management Job roles in alignment to NSQF.

NSQF Level	Semester	Job Role	Training Hours
4	I	Front Office Associate/Customer Care Executive (Tour)	585
5	II	Front Office Executive/Tour Executive	585
6	III & IV	Guest Relations Manager/Tour Escort	1170
7	V & IV	Duty Manager/Tour Manager	1245

GUIDELINES FOR CREDIT CALCULATION

The credits for each of the years are as follows:

	SKILL COMPONENT CREDITS	GENERAL EDUCATION CREDITS	NORMAL CALENDAR DURATION	NSQF LEVEL	EXIT POINT /AWARDS
6 Months	36	24	One Semesters	Level 4	Certificate in Tourism & Hospitality
Years 1	36	24	Two Semesters	Level 5	Diploma in Tourism & Hospitality
Years 2	36	24	Four Semesters	Level 6	Advance Diploma in Tourism & Hospitality
Years 3	36	24	Six Semesters	Level 7	B. Voc. Tourism & Hospitality Degree
Total	108	72			

Guidelines used for credit calculations are in alignment with the UGC Guidelines. The below norms are used for computation of credit hours:

Under Skill Component:

Theory: 01 Credit = 15 hours of teaching

Practical/Internship: 01 Credit = 30 hours of training

Under General Component:

Theory: 01 Credit = 15 hours of teaching

The below norms are used for computation of credits under Skill Component

50% weightage has been assigned to Theory.

10% weightage has been assigned to Practical



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Department of Master of Tourism & Travel Management

COURSE CURRICULUM

**Course offered: Bachelor of Vocation (B.Voc.) Degree in
Tourism & Hospitality**

UNIVERSITY GRANT COMMISSION

INTRODUCTION OF BACHELOR OF VOCATION (B.VOC.) PROGRAMME IN
UNIVERSITIES AND COLLEGES UNDER THE NATIONAL SKILLS
QUALIFICATIONS
FRAMEWORK (NSQF)

Colour Code Used in the Document

S. No.	Category	Colour	Colour Name
4	Local and Regional		Red
5	National		Light Blue
6	Global		Pink



Dr. Rammanohar Lohia Avadh University, Ayodhya (U.P.)

Department of Master of Tourism & Travel Management

**Syllabus of
Bachelor of Vocation (B.Voc.)
Tourism & Hospitality**

Structure of Syllabus Developed by			
Name of BoS Convener/ BoS Member	Designatio n	Department	College/ University
Dr. Rajesh Kumar Singh	Convener	History, Culture & Archaeology	Dr. Ram Manohar Lohia Avadh University, Ayodhya
Prof. Onkar Nath Singh	External Expert	Department of AIHC & Archaeology	Banaras Hindu University, Varanasi
Prof. Digvijay Nath	External Expert	Ancient History, Archaeology & Culture	D. D. U. University Gorakhpur
Prof. Chandra Bhushan Gupta	External Expert	Department of Medieval and Modern History	D. D. U. University Gorakhpur

Course Structure

SEMESTER-I

Paper	Subject	Credit
General Paper 01 (GE-101)	Basics Concept of Tourism	4
General Paper-02 (GE-102)	Introduction to Tourism, Aviation & Hospitality Industry	4
General Paper-03 (GE-103)	Learning a Foreign or Local	4

	Language including English	
Total Credit		12
Skill Paper-01 (SC-101)	Communication Soft Skill Development	4
Skill Paper-02 (SC-102)	Front Desk Operation	4
Skill Paper-03 (SC-103)	Basics of Hospitality Services	4
Skill Paper-04 (SC-104)	Local Industry Visit Report/Viva Voce	6
Total Credit		18

SEMESTER-II

Paper	Subject	Credit
General Paper-01 (GE-201)	Basics of Travel Agency & Tour Operation	4
General Paper-02 (GE-202)	Tourism Products & Resources of India	4
General Paper-03 (GE-203)	Basic Accounts for Tourism & Hospitality Management	4
Total Credit		12
Skill Paper-01 (SC-201)	Hospitality Supervisory Skills	4
Skill Paper-02 (SC-202)	Innovative Practices in Tourism	4
Skill Paper-03 (SC-203)	Tour Guiding & Interpretation	4
Skill Paper-04 (SC-204)	Viva Voce	6
Total Credit		18

SEMESTER- III

Paper	Subject	Credit
General Paper-01 (GE-301)	Basic Research Methods & Quantitative Technique	4
General Paper-02 (GE-302)	Human Resource Management	4
General Paper-03 (GE-303)	Tourism Geography	4
Total Credit		12
Skill Paper-01 (SC-301)	Travel Writing in Tourism	4
Skill Paper-02 (SC-302)	Tour Packaging & Itinerary Preparation	4
Skill Paper-03 (SC-303)	Team Management in Hospitality	4
Skill Paper-04 (SC-304)	Field Trip Report/Viva Voce	6
Total Credit		18



SEMESTER-IV

Paper	Subject	Credit
General Paper-01(GE-401)	Tourism Marketing	4
General Paper-02 (GE-402)	Event Management	4
General Paper-03(GE-403)	Airline Ticketing	4
Total Credit		12
Skill Paper-01 (SC-401)	OJT (On-the-job training for 02 Months) Job Training, Report Presentation & Viva Voce	18
Total Credit		18

SEMESTER-V

Paper	Subject	Credit
General Paper-01 (GE-501)	Environmental Studies in Tourism & Hospitality Industry	4
General Paper-02 (GE-502)	Tourism Policy Planning & Development	4
General Paper-03 (GE-503)	Management Concept in Tourism	4
Total Credit		12
Skill Paper-01 (SC-501)	Hotel Property Management	4
Skill Paper-02 (SC-502)	Professional Excellence in Tourism	4
Skill Paper-03 (SC-503)	Airline Operation Management	4
Skill Paper-04 (SC-504)	Study Tour Report/Viva Voce	6
Total Credit		18

SEMESTER VI

Paper	Subject	Credit
General Paper-01 (GE-601)	Entrepreneurship in Tourism	4
General Paper-02 (GE-602)	Ethical, Legal and Regulatory for Tourism	4
Total Credit		8
Skill Paper-01 (SC-601)	OJT (On-the-job training for 04 months) Job Training report Presentation & Viva Voce	22
Total Credit		22



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Department of Master of Tourism & Travel Management

**Syllabus
of**

Bachelor of Vocation (B.Voc.) Tourism & Hospitality

Semester-I

CONTENT- GENERAL EDUCATION

Maximum Marks - 100
Theory - 75 (Pass Marks) - 40%
Internal Assessment - 25

Course Title-BASICS CONCEPT OF TOURISM
Course Code:- (GE-101)

Course Contents:-

- Introduction tourism concepts, nature and history of Tourism.
- Types and forms of tourism.
- Types of tourists: Tourist, traveller and excursionist.
- Motivators of tourism
- Components of tourism industry: Attractions, transport, Accommodation, Entertainment.
- Significance of Tourism- Economics, Socio-Cultural & Environmental.
- Emerging trends in Tourism.
- Tourism Policies of India.
- Tourism Regulations- Passport, Visa etc.
- Vedic Education System: Gurukul Education System & Ashram System, Takshashila and Nalanda education system

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

**Course Title-INTRODUCTION TO TOURISM, AVIATION & HOSPITALITY
INDUSTRY**

Course Code:- (GE-102)

Course Contents-

- Introduction to Tourism industry- Travel agency- History- Operation/Function.
- Accommodation Industry- Types, Classification and Supplementary Accommodation.
- Souvenir & Shopping Industry.
- Air Transport Industry- History, International Organisation - ICAO, IATA. Airport Policies, Practices and Rules.
- Classification and Categorization of Hotels. Emerging trends in hotel. Hotel chains in India. FHRAL.
- Definitions: Hospitality and Hotel- Link between Hospitality and Tourism Industry.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- Learning a Foreign or Local Language Including English

Course Code – (GE-103)

Course Contents:

- Writing as a skill- meaning and importance, word, sentence and paragraph.
- Functional use of writing- personal-academic and business writing.
- Mechanism of writing - finding materials, drafting, editing, finalizing the draft.
- Essay- letter writing- personal letter- business and academic letter.
- Job Application- CV and Resume, e-mail & report writing.
- Elements of presentation- Quality of an effective presentation.
- Barriers of presentation and time management.
- Cross Culture Communication-Meaning & benefits of cross cultural communication.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- SKILL COMPONENT

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- Communication Soft Skill Development**Course Code – (SC-101)****Course Contents:**

- Communication; Meaning and Concept.
- Significance of Communication.
- Types of Communication.
- Process of Communication.
- Communication Channels.
- Verbal & Non Verbal Communication Skills
- Public Speaking.
- Group presentation and discussions.
- Designing and delivering presentations. Meaning, Types, barriers and mechanism of communication.
- Business communication.
- Professional use of telephone, interviews, group discussion and presentations.
- Customer care, handling customers, nature of complain and negotiation.
- Basic personality traits- dress, address, gesture and manner.

CONTENT- SKILL COMPONENT

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- Front Desk Operation**Course Code- (SC-102)****Course Content:**

- Welcoming Guest and Greeting the Guest- Understanding Reservation status and arranging for Booking; understanding guest requirement; guest registration process.
- Procedure & handling guest; VIP's. CIP's. Functions of front office.
- Different sections of Front office and their importance. Job description of FO manager, Duty Manager, FO supervisor- senior receptionist, receptionist, senior cashier and cashier.
- Attributes- qualities- telephone manners- quality standards required for front office staff.

- Room Division Management- Different functions of room division, organizational structure and importance of front office in hotel,

CONTENT- SKILL COMPONENT

Maximum Marks - 100
Theory - 75 (Pass Marks) - 40%
Internal Assessment - 25

Course Title- Basics of Hospitality Service Course Code- (SC-103)

Course Content:

- Concept of product/services in hospitality, customer expectations, meaning of customer satisfaction- kind of customers.
- Understand target customers- their profiles. Understanding the market trends and customer expectations, customer feedback. Role of feedback in service quality improvement.
- Cleanliness- Importance of Cleanliness. Hygiene- Importance of hygiene. Types of hygiene- safe health practices.
- What are hazards- Identifying work hazards- Preventive method- Standard procedures in case of fire.
- Grooming standard for professional in Front Office & House Keeping.
- Relationship between the hospitality industry & Tourism industry in Indian context.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Course Title- Local Industry Visit Report/Viva Voce Course Code- (SC-104)

Course Content:

- Will be planned by the concerned faculty in consultation with the students.

Semester -II

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- BASICS OF TRAVEL AGENCY & TOUR OPERATION

Course Code- (GE-201)

Course Contents:

- History and Growth of Travel Agency Business at national and global level.
- Definition of travel agent and tour operator, difference between travel agent and tour operator. Problems and issues related with travel agency business.
- Linkages of Travel Agencies.
- Functions of Travel agency and various departments.
- Setting up travel agency/tour operation business in India and approval procedure from Ministry of Tourism, Govt. of India.
- Opportunity for establishment of Travel agency business in Ayodhya.
- Procedure and criteria for getting approval of travel agency from IATA.
- Source of Income of Travel Agency: Commission and service charge etc.
- Role of Travel Agency in the development of Tourism Industry in India.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- TOURISM PRODUCTS & RESOURCES of INDIA

Course Code- (GE-202)

Course Contents:

- Tourism Products- Definition, Characteristics and classifications of tourism product. Differences between tourism product and consumer product.
- Arts of India- Classical dances and dance style- Indian Folk dances. Music and Musical Instruments.
- Fairs and Festivals of Uttar Pradesh and India.
- Architectural heritage of India- India's Architectural styles- Historical Monuments of Avadh region and India.

- Dimensions of Indian art; different school of sculpture.
- Religious Monuments- Hindu, Buddhist, Jain and Muslim.
- Indian Cuisines, Amusement parks- house boats- home stay.
- Tourism by rail- Palace on Wheels- Deccan Odyssey and Golden Chariot
- Historical background of Museums in India.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- BASIC ACCOUNTS FOR TOURISM & HOSPITALITY MANAGEMENT **Course Code- (GE-203)**

Course Contents:

- Accounting- Meaning, concept, objectives and classifications.
- Finance and Financial Management- Meanings, aims, nature and scope.
- Working capital management- significance, classification, Cost accounting, cost sheet/tender/marginal costing and break even analysis.
- Classification of accounts, double entry system, journal posting, cash books, ledger posting, trial balance.
- Introduction, meaning, objectives & characteristics of final accounts.
- Profit and Loss account and Balance sheet.

CONTENT- SKILL COMPONENT

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- HOSPITALITY SUPERVISORY SKILLS **Course Code- (SC-201)**

Course Content:-

- Greeting Guest- Warm smile- eye contact and personal communication. Grooming standards- Documents needed registration procedure. Recording mandatory information of guest.
- Understanding guest requirement- inter departmental communication. Responding to the guest queries: Guest satisfaction and feedback.



- Securing company's, Intellectual Property Rights (IPR); respecting customer privacy, Intellectual property rights for hospitality industry.
- Home Stay/ Guest House operation and management.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- INNOVATIVE PRACTICES IN TOURISM

Course Code- (SC-202)

Course Content:

- MICE Tourism- Definition, Importance, Incentive Travel, Fiscal Incentives given to Hotels and Other Tourism intermediaries in India, Global Tourism Fairs.
- Voyage Tourism- Tourist ships, Voyage tourism destinations in India, Important tourist shipping companies of India and World. Space Tourism concept.
- Health Tourism & Wellness Tourism- concept and their potentials in India. Importance of Medical Tourism in the promotion of tourism industry in India.
- Impact of globalisation on tourism industry, need of tourism education. Importance of International collaboration in tourism development, cyber tourism, Occanarium tourism, Concept of Adventure. Rural Tourism in context of Ayodhya.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- TOUR GUIDING & INTERPRETATION

Course Code- (SC-203)

Course Content:

- Tour Guiding: concept- history, Role and responsibility of tour guide. Code of conduct for tour guides. Personal hygiene and grooming check list for tour guide. Principles of tour guiding. Difference between guiding and escorting.
- Dealing with tourist arrivals and departures, communication for tour guiding- language- posture and presentation. Communication, speaking faults, body language.

- Tour commentary- Sense of humour- how to deals with awkward questions. Managing difficult situations.
- Visitors interpretation; concept and types. How to develop good interpretation skills.
- Guiding concept of Heritage and Religious place.
- Conducting Tours- Pre tour planning, modes of transportation, traveller with special needs.
- Dealing with emergency- Accidents, Law & Order, theft loss of documents. First Aid Importance-general procedures.

CONTENT- SKILL COMPONENT

Maximum Marks-400

Course Title- Viva Voce

Course Code- (SC-204)

Course Content:

- Will be assigned and planned by the concerned faculty. It may include presentations by students, group discussion, extempore, travel writes, poster/brochure/leaflet designing, organizes press conference for Tourism/Hospitality and Viva Voce.

Semester - III

CONTENT- GENERAL EDUCATION

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- BASIC RESEARCH METHOD & QUANTITATIVE TECHNIQUE

Course Code- (GE-301)

Course Contents:

- Introduction: meaning, objective and significance of research, types of research, research process.
- Tourism research: major areas for research in travel and tourism. Challenges of Tourism research in India.
- Research design: meaning and types of research design. Selection of research problems. Hypothesis and its types.
- Type of sources of data, Data collection techniques, difference between case study and survey methods. Sampling definition and types of sampling.
- Use of Information Technology (IT) in research.

- Research Report- format- report writing steps.

Recommendations:-Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title-HUMAN RESOURCE MANAGEMENT

Course Code- (GE-302)

Course Contents:

- HRM in Tourism- Meaning, Objectives and Importance of HRM.
- Challenges of HRM in Tourism.
- Concept of Human Resource Development.
- Job Opportunity in Human Resource Management in Indian Scenario.
- Human Resource Planning, Recruitment, Source of recruitment. Selection process, barriers of selection.
- Job Analysis- Job Description and Job Specification.
- Performance Appraisal- Objectives & Importance of Performance Appraisal, methods & problems of Performance Appraisal. Concept of Career Planning
- Personality traits required to become successful tourism professional.

Recommendations:-Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- TOURISM GEOGRAPHY

Course Code- (GE-303)

Course Contents:

- Introducing tourism geography.
- Definition and concept of geographical components of Tourism.
- Tourist generating areas- features that stimulate demand for tourism.
- Identifying main tourist markets in the world.
- Tourist destinations, attraction and accessibility in India.

- World tourism destination, attraction and accessibility: overview of tourism in selected Countries like-UK, USA, Thailand, France, Italy, Saudi Arabia, Sri Lanka, Nepal, Singapore, Australia & New Zealand.
- Map Reading.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- TRAVEL WRITING

Course Code-(SC-301)

Course Contents:

- Travel Writing as a skill- Objective and importance of travel writing- Elements of writing.
- Travel business writing- Writing travel business letter, creative use of writing.
- Searching materials, Drafting- revising- editing- finalizing the draft.
- Travel writing models- essay- story, format of tour report writing.
- Presentation as a skill- meaning of presentation, Main elements of presentation elements, quality of a good presentation, role of soft skills in presentation.
- Case study of Travellers experience.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- TOUR PACKAGING & ITINERARY PREPARATION

Course Code-(SC-302)

Course Content:

- Tour Packaging- Definition, types and components. Advantage and disadvantage of package tour.

- Itinerary preparation- Concept and types of Itinerary, GIT/FIT.
- Do's and Don'ts of itinerary preparation- limitations and constraints.
- Itinerary development- negotiations, confidential tariff, market strategies, brochure designing, printing & distribution.
- Steps in Developing Itinerary.
- Custom made itinerary and readymade itinerary
- Seasonal itinerary- product based itinerary- All inclusive itinerary.
- Costing
- A tour- Components, consideration- types of costs, FIT costing and Group costing, Factors affecting the tour cost.
- Role and input of public & private sector tourism organization in promotion of tour packaging business.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- TEAM MANAGEMENT IN HOSPITALITY

Course Code- (SC-303)

Course Content:

- Concept of team management and its importance
- Critical thinking- Decision making- problem solving; query handling, Types of standard queries.
- Interacting with supervisor and colleague, Teamwork- interacting with customers- understanding guest needs- handling customer complaints/feedback.
- Fair treatment to customers- Enhance company's brand value, Understanding customer expectations, customer satisfaction.
- Effective listening- follow-up- taking decisions in best interest of organization, Job requirement and work standards interacting with supervisor and colleagues, Teamwork- interacting with customers.

CONTENT- SKILL COMPONENT

Maximum Marks-100

Course Title- FIELD TRIP REPORT/Viva Voce

Course Code- (SC-304)

Course Content:

- Develop and relate theory to practice, develop team building, leadership qualities.

- Help themselves in making an informed career choice after exposure to actual work environment; observing different aspects of adventure tourism.
- Get an opportunity to understand the expectations of tourist and various participants of the group.
- Observing the system, process, interactions and human relations in the organization.
- Get an opportunity to understand the expectations of the industry to prepare themselves for final placements.

Semester - IV

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- Tourism Marketing Course Code-(GE-401)

Course Contents

- Definition of tourism marketing and concept of marketing.
- Difference between tourism marketing and marketing of other products.
- Marketing mix for tourism.
- Marketing research in tourism and its importance.
- Segmentation in the tourism market.
- Tourism product mix and product life cycle.
- Importance of pricing for tourism product.
- Distribution of tourism products and role of travel agency.
- Promotion mix for tourism products.
- Market Segmentation, Targeting and Positioning.
- Marketing Environment in tourism.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- EVENT MANAGEMENT Course Code- (GE-402)

Course Contents

- Event Management -Meaning & Scope- Role of events in promotion of Tourism in India. Types of events- cultural-Festival, Religious, need of Event Management.

- Objectives of Event, Preparing event proposal, Process of Event Management- Planning- Organizing- Budgeting- Sponsorship- Registration
- Protocols, Dress Codes, Staffing, Leadership, Characteristics in event, Event Promotion- Marketing of events, advertisement and publicity.
- Entrepreneurship opportunities in Event Management- Entrepreneurship opportunity with reference to Ayodhya, Tourism fairs- Conference & Meetings-Exhibitions- Case study of International Tourism fairs in India.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- AIRLINE TICKETING

Course Code- (GE-403)

Course Contents:

- IATA city code and airline code, minimum connecting time, global indicator.
- Familiarization with TIM; Passport, VISA, Currency regulation, Custom regulation, health regulation.
- Abbreviations used in Airlines, Type of Journey (OW,CT,RT,OL,RTW), International Sales Indicators.
- E-Ticket & its advantages- MCO & PTA, the rounding off currencies, TIM, OAG, PAT, Global Distribution System (GDS).
- Type of fare-normal fare-special fare, discounted fare, passengers requiring special attention - passengers with medical problem- Expectant women- Unaccompanied minors, infants- VIP/CIP's.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- SKILL COMPONENT

Maximum Marks-400

Marks for Training Report (Dissertation) - 200

Marks of Viva Voce- 200

Course Title- OJT (On-the- Job Training For 02 Months) REPORT/Viva Voce

Course Code- (SC-401)

Course Content:

- The objective of this course is to enable students to
- Develop and relate theory to practice.

- Help themselves in making an informed career choice after exposure to the actual work environment.
- Get an opportunity to understand the expectations of industry.
- Prepare themselves for final placement.
-

Semester - V

CONTENT- GENERAL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- ENVIRONMENTAL STUDIES IN TOURISM

Course Code- (GE-501)

Course Content:

- Environment & Eco System; Concept of Environment and Ecology, Relationship between Ecology and Tourism.
- Impact of Tourism on Environment in Indian context.
- Introduction of Wildlife Sanctuaries, Biosphere reserve & their role in tourism Development in India.
- Eco Tourism; Responsible Tourism; Voluntary Tourism, Community Based Tourism, Pro-Poor Tourism.
- Concept of Sustainable Tourism Development with reference to Ayodhya.
- Environmental Impact Assessment (EIA)- Meaning, objectives and importance of Environmental Impact Assessment.
- Waste Management- Concept of Reuse & Recycling, Solid Waste Management.

Recommendations:-Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- TOURISM POLICY PLANNING AND DEVELOPMENT

Course Code- (GE-502)

Course Contents:

- Tourism policy; the role of Govt., public and private sector in formulation of tourism policy. Policy making bodies and its process at national levels.
- National Action Policy- 1982, National Committee report- 2002, National Action Plan- 1992, the latest policy document on tourism.



- Tourism planning at International, National, Regional, State and local level. Tourism and five year plans in India.
- Background & process of tourism planning, techniques of plan formulation. Planning for tourism destinations- objectives and methods.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- MANAGEMENT CONCEPT IN TOURISM

Course Code- (GE-503)

Course Contents:

- Introduction; Concept of Management, Scope and Functions of management.
- Principles of Management.
- Planning- Objectives and Process of Planning.
- Organizing- meaning and importance of organising.
- Line & staff authority.
- Staffing; nature and importance of staffing.
- Employee planning.
- Selection, Training and development.
- Directing; Nature and importance of directing.
- Motivation and Leadership.
- Controlling; concept of controlling and its importance.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- SKILL COMPONENT

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- HOTEL PROPERTY MANAGEMENT

Course Code- (SC-501)

Course Content:

- Introduction to Hotel- Concept of hotel, major Hotel Chains of India, various departments in hotel.
- Front Office Department- Main features of front office department, hierarchy of front office, various divisions, role of front office department.

- House Keeping Department- Main features of house-keeping department; hierarchy of house-keeping department, various divisions, role of house-keeping department.
- Food and Beverage (F&B) Department- Main features of (F&B) department, hierarchy of food and beverage department, various divisions, role of (F&B) department.
- Human Resource Department- Main features of human resource department, hierarchy of HR department, various divisions, role of HR department.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- PROFESSIONAL EXCELLENCE IN TOURISM

Course Code- (SC-502)

Course Content:

- Communication Skills: Types of Communication and its importance, Types of letters, reports.
- Process of communication, Barriers of quality communication.
- Team Work- meaning and Role of teamwork, interpersonal effectiveness.
- Interview Skills- Concept, type & Process.
- Presentation Skills- Elements of presentation, quality of effective presentation, barriers of presentation.
- Time Management- Time management in presentation, career planning.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- AIRLINE OPERATION MANAGEMENT

Course Code- (SC-503)

Course Content:

- IATA Traffic Conference area, Airport Tax, AAI, DGCA, Airline Designated Code, Personality traits required to become a part of aviation industry.
- Challenges in Airline Operations, Airport Tax, Arrival & Departure Formalities, Aviation Geography.

- Three letter city & airport code, Scheduled & Non- Scheduled airlines, Careers opportunities in aviation sector.
- Open sky policy, Freedom of Air, Baggage Handling Procedure & Practices, Calculation of Flying time, Case study of International and National airlines Singapore Airlines, Emirates Airlines Spice Jet, Indigo, Air-India etc.

CONTENT- SKILL COMPONENT

Maximum Marks-100

Course Title- STUDY TOUR REPORT/Viva Voce

Course Code- (SC-504)

Course Content:

The study tour report will undertake a trip to any popular itinerary in India and during the semester they would be submitting a report of the same. Student presentations would be organized based on their reports.

Semester -VI

CONTENT- GENERAL EDUCATION

Maximum Marks - 100
Theory – 75 (Pass Marks) - 40%
Internal Assessment - 25

Course Title: ENTREPRENEURSHIP IN TOURSISM

Course Code – (GE-601)

Course Contents:

- Entrepreneurship: Definition, objective and importance of tourism entrepreneurship. Types of entrepreneurship and entrepreneurial motivators.
- Entrepreneurship opportunities in Tourism Sector, i.e. accommodation, transportation, tourism destination development etc. Entrepreneurship opportunities in Ayodhya.
- Entrepreneurial skills required for tourism & hospitality sector. Problems of Entrepreneurship in tourism & hospitality sector.
- Definition of small scale enterprise (SSE). Role of SSE in the economic development of India.
- Role of Ministry of Tourism, Government of India in the start-up of tourism business in India.

- Forms of Business ownership- sole proprietorship, partnership, HR issues in tourism & hospitality industry.
- Case study of HR policy of Make My Trip/Taj Hotels in risk taking, creativity and entrepreneurial learning.

Recommendations:- Latest Books may be suggested Time to Time.

CONTENT- GENERAL EDUCATION

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%
Internal Assessment	- 25

Course Title- ETHICAL, LEGAL & REGULATORY FOR TOURISM
Course Code- (GE-602)

Course Contents:

- Ethics & Laws- their relevance & applicability in Travel and Tourism Industry.
- Companies Act 1956, Contract act 1932.
- Consumer Protection Act 1986,
- Wild Life Protection Act 1972, Foreign Exchange Management Act 1999 (FEMA),
- Passport Act 1967, Foreigner Act 1946,
- Environmental Protection Act 1986 and different act that is applicable in Tourism Industry.

Recommendations:- Latest Books may be suggested Time to Time.

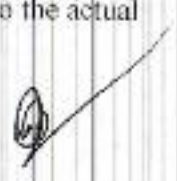
CONTENT- SKILL COMPONENT

Maximum Marks-500
Marks for Training Report & Presentation- 300
Marks for Comprehensive Viva Voce- 200

Course Title- OJT (On-the- Job Training For 04 Months) REPORT/Viva Voce
Course Code- (SC-601)

Course Content:

- The objective of this course is to enable students to
- Develop and relate theory to practice.
 - Help themselves in making an informed career choice after exposure to the actual work environment.
 - Get an opportunity to understand the expectations of industry.



- Prepare themselves for final placement.

EVALUATION AND GRADING

The evaluation of each course shall contain two parts:

- I. Internal or In-Semester Assessment (ISA).
- II. External or End-Semester Assessment (ESA).

Sector Council Assessment will be done by the following steps:

1. Theory
2. Practical Work
3. Role Plays
4. Viva

The Sector Council assessment will be independent out of the University evaluation. The Final grade will be awarded after completion of both the evaluations successfully.

Recommendations to Students for Report Writing

- Be active- enthusiastic- motivated- energetic and Work hard.
- Be pro-active. Do not wait for somebody to tell you what to do. Try to plan your time week by week.
- Keep a daily/weekly record of the progress of your training.

1.0. Report Writing Guidelines

The guidelines are classified into two groups:

1. Style and formatting guidelines-
2. Content and logical organization guidelines.

1.1. Style and Formatting

Please strictly follow the formatting guidelines and be consistent throughout your document. Listed below are some style-related guidelines.

- Number each figure/table- add a meaningful caption to each figures/tables and refer to the figures/tables inside the text using their figure/table numbers.
- List references (to papers- documents- manuals- web pages- etc.) at the end of your report (after the conclusion and before the appendix) in a separate section entitled.

References

- Give citations to each of these references inside the text in a standard way.
- Spell-check your report.

- Bind your report.
- Number the pages.
- Strictly follow the formatting guidelines and be consistent throughout the document. (this duplicates what it says in the header- first sentence)
- Read and edit your report several times before you submit it.
- Format for the cover page is given at the end of this report.

1.2 Content and Organization

- Objectives of the Study
- Methodology
- Sequencing of the Study

1.3 Dividing the Report into Sections and Logical Parts

Below are some guidelines describing what sections are expected in a report and what each section should include.

Abstract: Start your report with a brief abstract that describes in a few sentences where you have done your report- what you have done- and what you have learned.

Introduction: Have an introductory section that will make a smooth beginning to the document. In the introduction section include the following:

- The name of the company and department where you have done your Report- the main focus area of the company- and your motivation for choosing this company as the place for your Report.
- Brief summary of the work you have done the motivation behind it- and the significance of the work that you have done in the overall project.
- Explanation of the organization of the rest of the report.

Company Information: Have a section providing detailed information about the company and department where you did your training and resources- its focus and project area- its Organization- etc. The name- address- telephone number- email address- and information about the education of your supervisor must be given.

Main Body: This is the most important part of your report. The number of sections in this part-their titles- and their contents depend on the work that you have done and the information you would like to provide.

- This part should include at least the following:
 - Information about the main project.
 - The significance of the work you have done.
 - The motivation behind the particular work that you have done and why it is required.

- Detailed description of the work done.
- Clearly state your own contribution and clearly identify the distinctions from others' work.

Conclusion: Have a conclusion section where you summarize the work you have done. Clearly state your contribution- what you have learned- experienced and acquired.

1.4 Other Content Related Guidelines

- Do not copy and paste information from other documents. Always write in your own words.
- If you need to include information from other sources- properly quote or paraphrase- and give citations.
- Be consistent with the use of your abbreviations and state their long form when they are used for the first time.
- Be correct- consistent- and complete.
- Make sure you cite any ideas that you borrow from other sources.

2.0. Evaluation Criteria for Reports

Each student will be required to submit two copies of the project report to the University for the work undertaken for the purpose of evaluation.

Evaluation committee evaluating the reports will use the following criteria for evaluation:

- Report style and content. (50 %)
- Presentation & Viva Voce. (50 %)

For report style and content, the parts mentioned in the table below will be considered while awarding marks and for presentation & Viva voce each student will be required to make a presentation of 15 minutes before the evaluation committee. On completion of presentation the students will be asked questions by the members of evaluation committee- other faculty members and students present.

Report Parts	Marks	Viva-voce Parts	Marks
General style and format	10%	Content & Clarity	10%
Introduction & training details	10%	Delivery & stage presence	20%
Observations	20%	Creativity	10%
Conclusion	10%	Visual Aid	10%
Total	50%	Total	50%

ASSESSMENT GUIDELINES

The Assessment and Certification for Skill Component of the Curriculum will be the responsibility of the Sector Skill Council.

The assessment by the Sector Council will be independent and out of the University evaluation. The Final grade and certificate will be awarded after successful completion of the evaluations.

The curriculum under Skill Component i.e. Theory, Practical and Internship will be under the purview of this assessment.

There will be two kinds of assessments for Skill Component:

- Internal Assessment (Formative Assessment)
- External Assessment (Summative Assessment)

The Internal Assessment (Formative Assessment):

This assessment will be done during the course of the semester. **It will be a formative assessment which will aim to assess topics which are predominantly beyond purview of QP- NOS.** This assessment will be done by the Training Partner.

Internal Assessment grade/marks will not be factored in the computation of the final External assessment. It will only serve as an input to identify strengths and areas of improvement of the student. This feedback will also provide input to the student for learning during Internship.

External assessment (Summative Assessment):

This assessment will be done at the end of semester. **It will be a summative assessment which will aim to assess performance of students on QP-NOS.** This assessment will be used by instructors to assess the student's theoretical and Practical knowledge.

External Assessment grade/marks will be factored in the computation of the final end semester assessment.

The External Assessment will be done on Theory, Practical and Internship.

The aggregate minimum of 40% are required for a pass for a course for NSQF Level 4 and 5 and 40% for Level 6 and 7, respectively.

CERTIFICATION

On successful completion of the assessments by the assessment agency, the Sector Skill Council (THSC) will issue certificates to the passed students.