



Department of M.T.A.

Dr. Rammanohar Lohia Avadh University,

Ayodhya (U. P.)

B.VOC. DEGREE PROGRAMME

IN

TOURISM & HOSPITALITY

Revised

REGULATION, SCHEME AND SYLLABUS

(2023-24 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 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 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 Awarded with Advance Diploma in Tourism Studies and it is equivalent to NSQF Level 6.
 - (d) After Completion of Third year they will 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 per 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

TENTATIVE COURSE CURRICULUM

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

For

UNIVERSITY GRANT COMMISSION

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

Structure of Syllabus Developed by			
Name of BoS Convener/ BoS Member	Designation	Department	College/ University
Prof. Ajay Pratap Singh	Convener	Tourism Administration	Dr. Ram Manohar Lohia Avadh University, Ayodhya
Prof. Rajwant Rao	External Expert	Department of History	D. D. U. Gorakhpur University
Prof. S. N. Kapoor	External Expert	Ancient History, Culture & Archeology	University of Lucknow, Lucknow
Dr. Amar Kumar Tiwari	External Expert	Institute of Tourism Studies	University of Lucknow, Lucknow
Dr. Anil Kumar Singh	External Expert	Department of Tourism	Banaras Hindu University, Varanasi



Dr. Rammanohar Lohia Avadh University Ayodhya, (U.P.)
डॉ० राममनोहरलोहियाअवध विश्वविद्यालय अयोध्या (उ०प्र०)

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

PROGRAMME 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 Language including English	4
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	Basic Accounts for Tourism	4

(GE-203)	&Hospitality Management	
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)	18

	Job Training, Report Presentation & Viva Voce	
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
		8
	OJT (On-the-job training for 04 months) Job Training report Presentation & Viva Voce	22
Total Credit		22

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DR. RAMMANOHAR LOHIA AVADH UNIVERSITY, AYODHYA (U.P.)

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-I01)**

Course Contents:-

Introduction tourism concepts, definition and history

- Concept, Types and forms of tourism
- Types of tourists: Tourist, traveller and excursionist
- Determinants and motivators of tourism demand
- Tourism industry : Nature and characteristics
- Components of tourism industry: Attractions, transport, Accommodation, Entertainment, Infrastructure & Hospitality.
- Significance of Tourism- Economics, Socio-Cultural & Environmental.
- Measurement of Tourism Statistics.
- Emerging trends in Tourism.
- Tourism Policies & National action Plan.
- Tourism Regulations- Passport, Visa etc.
- Vedic Education System: Gurukul Education System & Ashram 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. Type of Hotel. Emerging trends in hotel. Hotel chains in India. FHRAL.
- Definitions; Hospitality and Hotel- Link between Hospitality and Travel & 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- its importance mechanism of writing- words & Sentences, paragraph as a unit of structuring a whole text.
- Functional use of writing- personal-academic and business writing.
- Planning a text- finding materials- drafting- editing- finalizing the draft.
- Essay- précis- letter writing- personal letter- formal letter.
- Job Application- CV making- questionnaire- e-mail & report writing.
- Elements of presentation strategies- Audience, Objectives, Seminar Paper presentation and Discussion.
- Cross Culture Communication, Understanding cultural & business protocol.
- Introduction to French Language.

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.
- Organizational setting of 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: arranging for guest requirement; following guest check-in process. Registration.
- Procedure & handling of walk-in guest; VIP's. Scanty Baggage, Guest 'C' Form. Post registration activities- different types of guest folios- procedure for group check-in.
- Different sections & layout of Front office and their importance. Job description of FO manager. Duty Manager, Lounge Manger, FO Agent- cashier.
- Attributes- qualities- telephone manners- standards phrases required for office staff.
- Room Division Management- Different sections of Front Office, Layout & Organization. Brief description of different software in front office.

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:

- Understand customer expectations and provide appropriate product/services.
- Achieving customer satisfaction- kind of customers.
- Understand target customers- their profiles. Understand the market trends and customer expectations by discussing the same with frequent customer-seek feedback and rating from customer.
- Educating customers on specific facilities and service available.
- What is cleanliness- Importance of Cleanliness. What is hygiene- Importance of hygiene. Personal hygiene- safe health practices.
- What are hazards- Identifying work hazards- Preventive Measures- standard safety procedure. Standard procedures in case of fire.
- Grooming standard for professional in Front Office & House Keeping.
- Relationship between the hospitality industry & Tourism industry.

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.
- Emergence of travel intermediaries.
- Indian travel agents and tour operations- an overview.
- Definition of travel agent and tour operator, differentiation between travel agent and tour operator. Problems and issues related with travel agency business.
- Linkages of Travel Agencies.
- Various departments in travel agency and their role in travel agency operations.
- Setting up travel agency/tour operation business.
- IATA rules and regulations and procedure for getting IATA approval.
- Source of Income: Commission, service charge & mark up on tourism.
- Role & Contribution of Travel Agency & Tour Operations sector in the development of 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- TOURISM PRODUCTS & RESOURCES of INDIA
Course Code- (GE-202)

Course Contents:

- Tourism Products- Definition, Elements. Characteristics and classifications. Typology 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 India.
- Architectural heritage of India- India's Architectural styles- Historical Monuments of India.
- Dimensions of Indian art; different school of sculpture. paintings.
- 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
- Museum and art galleries.

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

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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 as per SOP- Warm smile- eye contact and personal communication. Grooming standards-Documents needed registration procedure. Recording mandatory information. Room allotment as per guest preference- rate negotiations.
- Understanding guest requirement- inter departmental communication. Responding to the guest queries; Guest satisfaction.
- Securing company's IPR; respecting customer's copyright- make sure new initiatives of hotel are not leaked out Report IPR violations- Read copyright Clauses.
- Dharamshala/ Guest House accommodation management & operation.

CONTENT- SKILL COMPONENT

Maximum Marks	- 100
Theory - 75 (Pass Marks)	- 40%

Course Title- INNOVATIVE PRACTICES IN TOURISM**Course Code- (SC-202)****Course Content:**

- MICE Tourism Definition, Importance, Incentive Travel, Fiscal Incentives to Hotels and Other Tourism intermediaries, Global Tourism Fairs.
- Voyage Tourism- Tourist ships or Cruiseliners- Package tour for continental & intercontinental sea tour- facilities offered- travel booking formalities- important tourist shipping companies. Space Tourism concept.
- Health Tourism & Wellness Tourism concept and their potentials in India. Importance of Medical Tourism in the promotion of tourism in the country.
- Professionalization of tourism- strategic management in tourism- impact of globalisation on tourism & travel- tourism education and training. International alliance & foreign collaboration in tourism- cyber tourism- Oceanarium tourism, recent advancements in Adventure tourism, Rural Tourism.

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- dimensions and present status. 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, occupational skill standards. 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- composition and contents. Sense of humour- how to deal with awkward questions. Managing difficult situations.
- Visitors interpretation; concept- Principles and types. How to develop good interpretation skills.
- Guiding concept of Religious place.
- Conducting Tours- Pre tour planning, modes of transportation, traveller with special needs. Relationship with fellow guides.
- 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)

Coarse Contents:

- Introduction: meaning, objective and significance of research, types of research, research process.
- Tourism research: major areas for research in travel and tourism. Challenges and status of Tourism research in India.
- Research design: meaning, need and important features. Types of research design. Selection and formulation of research problems. Hypothesis formulation and its importance in research.
- Type of sources of data, collection techniques. differences between case study and survey methods. Questionnaire design consideration. Sampling definition, types and their importance.
- Major techniques for interpretation of data. Using IT in research, report writing and presentation.
- Preparation of Research Report- format- report writing stages.

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:

- Understanding HRM in Tourism- Importance- Scope & Objectives of HRM.
- Challenges in HRM in Tourism.
- Personal Management vs Human Resource Management.
- Job Opportunity in Human Resource Management.
- Human Resource Planning, Recruitment & Selection- Job Analysis- Process of Job Analysis.
- Job Description and Job Specification.
- Performance Appraisal & Career Planning. Need & Importance- Objectives process-methods & problems of Performance Appraisal.
- Personality traits to become successful tourism professional.
- Selection process.

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; 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, Germany and Italy, Saudi Arabia, Sri Lanka, Nepal, China, Singapore, Egypt, 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- its importance- mechanism of writing.
- Travel business writing- creative use of writing.
- Drafting- revising- editing- finalizing the draft.
- Travel writing models- essay- story- expression of ideas.
- Presentation as a skill - elements of presentation strategies.
- Case study of Travel 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, forms and components. Advantage and disadvantage of package tour.
- Itinerary preparation- Concept, typology, Duration, GIT/FTT.
- 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, Common Constraints.
- 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:

- Critical thinking- Decision making- problem solving; methods and techniques- positive attitude-empowerment- query handling. Types of standard queries- information regarding the queries. Do's and don'ts of handling queries.
- Interacting with supervisor and colleague. Teamwork- interacting with customers- understanding guest needs- handling customer complaints/feedback.
- Ensure fair and honest treatments to customer- Enhance company's brand value. Read customer expectations and ensure they are met- readily accept and implement new ideas to improve customer satisfaction.
- Effective listening- Escalation procedure- follow-up- taking decisions in best interest of organization-Upgrade/Downgrade. Job requirement and work standards interacting with supervisor and colleagues. Teamwork- interacting with customers- Handling customer complaints/feedback.

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.
- Tourist typologies and their behaviour.
- Tourism product mix and application of 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.

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

The course will cover

- Event Management- Definition-Meaning & Scope- Role of events in promotion of Tourism. Types of events- cultural-Festival, Religious, Business etc. need of Event Management.
- Aim of Event, Develop a mission, Establish objectives, Preparing event proposal, use of Planning tools, Process of Event Management- Planning- Organizing- Budgeting- Sponsorship/Subsidies- Registration- Documentation- Public Relations and Evaluation.
- Protocols, Dress Codes, Staffing, Leadership, Traits and Characteristics. Event Promotion- Marketing events- Interrelation between event & tourism Industry.
- Entrepreneurship opportunities in Event Management- Trade fare- marriage, Conference & Meetings-Exhibitions- Case study of International Tourism Trade Fare 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:

The course will cover

- IATA city code and Airport code, airline designation code, minimum connecting time, global indicator.
- Air Tariff: currency regulation, NUC conversion factors, general rules.
- Familiarization with TIM; Passport, VISA, Currency regulation, Custom regulation, health regulation, passenger needed special attention.
- Airline Terminology- abbreviations used in Airlines, its fleet-Type of Journey (OW,CT,RT,OJ,RTW), International Sales Indicators- Global Indicators.
- E-Ticket & its advantages- MCO & PTA, the rounding off of currencies, referring to airline time table. TIM, OAG, PAT, Computerized Reservation Packages.
- Type of fare-normal fare-special fare, discounted fare, passengers requiring special handling- passengers with medical problem- Expectant women- Unaccompanied minors, infants- VIP/CIP's introduction to special fares. Internal fare construction based on IATA/UFTAA.

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- ENVIRONMENTALSTUDIES IN TOURISM
Course Code- (GE-501)

Course Content:

- Environment & Eco System; Relationship of Ecology and Tourism; Tourism activities and their linkage to ecology.
- Environmental Impact of Tourism.
- Wildlife Sanctuaries, Biosphere reserve & their role in tourism.
- Eco Tourism; Responsible Tourism; Voluntary Tourism, Community Based Tourism, Pro-Poor Tourism.
- Concept of Sustainable Tourism Development.
- Environmental Impact Assessment (EIA)- need for EIA, Environmental & Tourism- Prospects & Challenges.
- Waste Management- Reuse & Recycling -Solid Waste Management.

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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, methods and factors.

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, Function.
- Principles of Management, Evolution of Management thought.
- Planning- Process of Planning, Objectives.
- Organizing meaning, importance, patterns of organization.
- Line & staff relationship.
- Staffing: nature and scope of staffing.
- Manpower planning.
- Selection & Training.
- Directing; Nature & scope of directing.
- Motivation & Leadership.

- Controlling: concept of managerial control.

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:

- Front Office Operations- Main features of front office department, hierarchy, various divisions, roles, job descriptions.
- House Keeping Operations: Main features of house- keeping department; hierarchy, various divisions. roles, job description.
- Food Production and F&B Operation:- Main features of production and service department; hierarchy, various divisions, roles and job descriptions.

CONTENT- SKILL COMPONENT

Maximum Marks - 100

Theory - 75 (Pass Marks) - 40%

Internal Assessment - 25

Course Title- PROFESSIONAL EXCELLENCE IN TOURISM

Course Code- (SC-502)

Coarse Content:

- Written Communication skills: preparing letters, reports and other executive communications.
- Methods of achieving effective communication.
- Measurement of impact of communication.
- Media relations.
- Language Laboratory- Practical exercise & discussion.
- Team Building- interpersonal effectiveness.
- Interview Skills- Concept & Process.
- Presentation Skills- Elements of effective presentation.

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- Time Management- Effective 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 Spice Jet, Indigo, Air-Asia 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.

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Semester -VI

CONTENT- GENERAL EDUCATION

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

Course Title: ENTREPRENEURSHIP IN TOURISM Course Code – (GE-601)

Course Contents:

- Entrepreneurship: Evolution of the concept & definition. Entrepreneurial motivations and types.
- Entrepreneurship opportunities in Tourism, Entrepreneurial skill for travel, tourism & hospitality trade.
- Problems of Entrepreneurship in Travel Trade. Characteristics & relevance of small scale enterprise.
- Role of Entrepreneurship in SSE & economic development.
- Government policy: tourism enterprise/units eligible for assistance under MoT scheme.
- Identification of an opportunity, market assessment, analysing competitive situations. Understanding trade practices.
- Forms of Business ownership- sole proprietorship, partnership. HR issues in tourism & hospitality industry.
- Case study of major travel agencies/hotels on risk taking, innovation, creativity and growth 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- 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,
- Wild Life Protection Act. FEMA.
- Passport Act 1967, Foreigner Act,
- Environmental Protection Act 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.

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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 College 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.

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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.

Be