

DEPARTMENT OF HOTEL MANAGEMENT AND CATERING SCIENCE

COURSE STRUCTURE & SYLLABI
(For the students admitted from year 2023-2024 onwards)

Programme: B.Voc. TOURISM AND HOSPITALITY MANAGEMENT



JAMAL MOHAMED COLLEGE (AUTONOMOUS)
Accredited with A++ Grade by NAAC (4th Cycle) with CGPA 3.69 out of 4.0
(Affiliated to Bharathidasan University)
TIRUCHIRAPPALLI – 620 020

B.Voc. TOURISM AND HOSPITALITY MANAGEMENT

Sem.	Part	Course	Course Code	Course Title	Total Hours	Hrs/Week	Credits	Marks		
								CIA	ESE	Total
I	I	General	23B1LT1 /23B1LBT1	Language - I - Tamil /Basic Tamil - I	30	2	2	25	75	100
	II	General	23BCN1LE1	English - I	30	2	2	25	75	100
	III	General	23BTH1G1	Introduction to Tourism Industry	45	3	3	25	75	100
	III	General	23BTH1G2	Fundamentals of Hospitality Operations	45	3	3	25	75	100
	III	Skill	23BTH1S3	Basic Front Office Operations	90	6	6	25	75	100
	III	Skill	23BTH1S4P	Front Office Functions and Procedures - Practical	180	12	6	20	80	100
	III	Skill	23BTH1I5	Front Office Internship	180	-	6	20	80	100
	IV	General	23BCN1AE1	Value Education	30	2	2		100	100
Total					630	30	30	165	635	800
II	I	General	23B2LT2 /23B2LBT2	Language - II - Tamil / Basic Tamil - II	30	2	2	25	75	100
	II	General	23BCN2LE2	English - II	30	2	2	25	75	100
	III	General	23BTH2G6	Tourism Products and Services	45	3	3	25	75	100
	III	General	23BTH2G7	Principles of Management	45	3	3	25	75	100
	III	Skill	23BTH2S8	Housekeeping Operations	90	6	6	25	75	100
	III	Skill	23BTH2S9P	Housekeeping Operations of Hotel - Practical	180	12	6	20	80	100
	III	Skill	23BTH2I10	Housekeeping Internship	180	-	6	20	80	100
	IV	General	23BCN2SS	Soft Skills Development	30	2	2		100	100
Total					630	30	30	165	635	800
III	III	General	23BTH3G11	Travel Geography	30	2	2	25	75	100
	III	General	23BTH3G12	Foundation Course in Cookery	45	3	3	25	75	100
	III	General	23BTH3G13	Basic Restaurant Services	45	3	3	25	75	100
	III	General	23BTH3G14	Tourism Transport Operations	30	2	2	25	75	100
	III	Skill	23BTH3S15	Tour Packaging and Itinerary Planning	90	6	6	25	75	100
	III	Skill	23BTH3S16P	Tour Operations - Practical	180	12	6	20	80	100
	III	Skill	23BTH3I17	Travel and Tour Services Internship - I	180	-	6	20	80	100
	IV	General	23BCN3AE2	Environmental Studies	30	2	2		100	100
Total					630	30	30	165	635	800
IV	III	General	23BTH4G18	Tourism Marketing	30	2	2	25	75	100
	III	General	23BTH4G19	Advanced Food Production Operations	45	3	3	25	75	100
	III	General	23BTH4G20	Tourism Ethics, Laws and Regulations	45	3	3	25	75	100
	III	General	23BTH4G21	Tourism and Hospitality Entrepreneurship	60	4	4	25	75	100
	III	Skill	23BTH4S22	Tour Guiding and Escorting	90	6	6	25	75	100
	III	Skill	23BTH4S23P	Regional Cuisines of India - Practical	180	12	6	20	80	100
	III	Skill	23BTH4I24	Travel and Tour Services Internship - II	180	-	6	20	80	100
Total					630	30	30	165	535	700
V	III	General	23BTH5G25	Business Research Methods	45	3	3	25	75	100
	III	General	23BTH5G26	Event Management	45	3	3	25	75	100
	III	General	23BTH5G27	Customer Relationship Management	45	3	3	25	75	100
	III	General	23BTH5G28	Organisational Behaviour and Human Resource Management	45	3	3	25	75	100
	III	Skill	23BTH5S29	Food Production Management	90	6	6	25	75	100
	III	Skill	23BTH5S30P	European Cuisine - Practical	180	12	6	20	80	100
	III	Skill	23BTH5I31	Food Production Internship	180	-	6	20	80	100
Total					630	30	30	165	535	700
VI	III	General	23BTH6G32	Bakery and Confectionery	45	3	3	25	75	100
	III	General	23BTH6G33	Managerial Accounts and Finance in Tourism	45	3	3	25	75	100
	III	General	23BTH6G34	Hotel Maintenance and Engineering	30	2	2	25	75	100
	III	General	23BTH6G35	India Tourism facts for Competitive Examinations	45	3	3	25	75	100
	III	Skill	23BTH6S36	Airfares and Ticketing	90	6	6	25	75	100
	III	Skill	23BTH6S37P	International Cuisine - Practical	180	12	6	20	80	100
	III	Skill	23BTH6I38	Bakery and Confectionery Internship	180	-	6	20	80	100
	IV	General	23BCN6AE3	Gender Studies	15	1	1		100	100
Total					630	30	30	165	635	800
Grand Total					3780		180	590	4010	4600

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BTH1G1	General	3	3	25	75	100
Course Title Introduction to Tourism Industry							

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Tourism Travel and tourism through the ages: Early Travels, 'Renaissance' and 'Age of Grand Tours' - Emergence of modern tourism, *Factors affecting growth of tourism*. Tourism - Definition, meaning, nature and scope.	9
II	Components of Tourism Definition and differentiation of tourist, traveler, visitor and excursionist – Inter-relationship between leisure, recreation and tourism - Typology and forms of tourism - Tourism an Overview – Components - 5A's of tourism. * Recreational activities in tourism *	9
III	Travel and Tour Operations System and elements of Tourism - Characteristics of Tourism – Ancillary industries of tourism. Travel Agency – *History, functions and types of Travel Agency* - Tour operators - Functions – Types - Accommodation industry - Types - Classification.	9
IV	Travel Requirements Transportation - Air, Water and Land - Role of Transportation in Tourism - Airlines, Railways, Cruises, Coaches, Car rentals, etc. - International travel requirements - Passport, Visa, Health certificates and insurance. * Types of Visa and Passport *	9
V	Tourism Organizations Role and functions of tourism authorities of various levels (National, State and Local) - Tourism Organizations – National and International - *ITDC, FHRAI, IATO, TAAI, UNWTO, IATA, UFTAA, and PATA*.	9

..... Self Study

Textbooks:
1. Sampad Kumar Swain & Jitendra Mohan Mishra, Tourism: Principles and Practices, Second Edition, Oxford University Press, New Delhi, 2013.
2. Roday, Biwal & Joshi, Tourism Operations and Management, Sixth Edition, Oxford University Press, New Delhi, 2013.
Reference Books:
1. Pran Nath Seth & Sushma S Bhat: Successful Tourism Management (Vol. 1 & 2), 5 th Edition, Sterling Publishers, New Delhi, 2008
2. A.K Bhatia: International Tourism Management, 1 st Edition, Sterling Publishers Pvt. Limited, New Delhi, 2019.
Web Resource(s):
1. https://opentextbc.ca/introtourism/chapter/chapter-1-history-and-overview/
2. https://egyankosh.ac.in/bitstream/123456789/11450/1/Unit-2.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Define</i> the basic concepts of tourism industry	K1
CO2	<i>Classify</i> the fundamental components of tourism	K2
CO3	<i>Examine</i> the importance of travel agents and tour operators in tourism	K3
CO4	<i>Inspect</i> and enumerate the international travel requirements	K4
CO5	<i>Explain</i> the role of tourism organizations in development of travel and tourism	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	2	1	3	2.4
CO2	2	3	3	3	1	3	3	2	-	3	2.3
CO3	3	3	1	3	2	3	3	2	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	3	3	-	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M.P. Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BTH1G2	General	3	3	25	75	100
Course Title		Fundamentals of Hospitality Operations					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Hospitality Industry Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, Athithidevo Bhavah, Expectations of the guest. * Names of tourism campaigns by Govt. of India *	9
II	Classification of Hotels Classification & Categorization of Hotels - Hotel Ownership. A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India – FHRAI. * Uses of FHRAI guide *	9
III	Room Division Brief Account of Hotel Operations: Front office and back office areas, Public and Private areas - Organizational structure and Functions - Major Departments - Types of hotel rooms – Use of IT in Hotel industry. * Guest amenities provided in hotel's room *.	9
IV	Front Office and Housekeeping Front Office Management: Organizational structure and Functions - House Keeping: Organizational structure – *important housekeeping activities in hotels* – coordination with other departments – advantages of good housekeeping and problems of poor housekeeping.	9
V	Other Major Departments of Hotel Food production department – Important sections and functions - Security department - Responsibilities - Security systems in a hotel. Roles and Functions of Marketing department, HR department, Engineering department and Accounting department. * Security systems of hotel *	9

*..... * Self Study

Textbooks:
1. Jatashankar R. Tewari, Hotel Front Office, 2 nd Edition, Oxford University Press, New Delhi, 2013 2. Sudhir Andrews, Hotel Front Office, 3 rd Edition, Tata McGraw Hill, Noida, 2011
Reference Books:
1. John R Walker, Introduction to Hospitality Management, 3 rd Edition, Pearson Education India, Noida, 2009. 2. Clayton W. Barrows, Introduction to the Hospitality Industry, 8 th Edition, John Willey & Sons Inc, New York, 2011.
Web Resource(s):
1. https://uou.ac.in/sites/default/files/slm/DHA-101.pdf 2. https://study.com/academy/topic/fundamentals-of-the-hospitality-business.html

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Define</i> the nature and importance of hotel industry.	K1
CO2	<i>Classify</i> the different types hotels	K2
CO3	<i>Examine</i> the need of room division operations	K3
CO4	<i>Inspect</i> the role of front office and housekeeping departments	K4
CO5	<i>Explain</i> the important departments of hotel	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	-	3	3	3	-	3	2.4
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	2	3	2	3	3	3	3	2	3	3	2.7
CO4	2	3	1	3	2	3	3	2	2	3	2.4
CO5	2	3	2	3	2	3	3	3	-	3	2.4
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator:
Dr. M.P.Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BTH1S3	Skill	6	6	25	75	100
Course Title		Basic Front Office Operations					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Front Office Operations Functional areas of Front Office - Sections and Layout of Front Office - Organization of Front Office - Duties and responsibilities of Front Office personnel - Qualities needed for Front Office staff - Front Office communication - Importance and types of communication - Flow of communication - *Communication barriers* - Front office cooperation with other departments	18
II	Room Tariff and Reservation Room tariff - *Types of room rates and meal plans*- The Guest Cycle - Room reservations - Importance of reservation - Types of reservations - * Modes and Sources of Reservation * - Systems of Reservation – Processing Reservation request - Reservation reports - Guest registration - Stages and formalities of registration - Check-in procedures.	18
III	Guest services Handling guest mails and messages – Procedures of Paging, Safe deposit locker, Guest room change, Left luggage, Scanty baggage and Wake-up call - Guest Complaints - Types - Methods of handling guest complaints - Check out and settlement - Guest departure procedures – Bell boy control procedures - * Modes of settlement of bills * – Potential check out problems.	18
IV	Front office accounting Types of accounts - Vouchers, Folios and ledgers - Front Office accounting cycle - Procedures of creation, maintenance and settlement of accounts - Night Auditing - Duties and responsibilities of a night auditor - Stages involved in Night audit process- Safety and security of hotel - * Types of keys and their control * - Handling unusual events and emergency situations.	18
V	Computer applications in Front Office Introduction to Property Management System - Applications of PMS in Front Office - Types of modules and their usage - PMS interface with Stand-alone systems * Different property management systems * - Micros - Amadeus PMS - IDS Fortune - Shaw Man.	18

..... Self Study

Textbooks:
1. Jatashankar R. Tewari, Hotel Front Office, 2 nd Edition, Oxford University Press, New Delhi, 2013
2. Sudhir Andrews, Hotel Front Office, 3 rd Edition, Tata McGraw Hill, Noida, 2011
Reference Books:
1. Sue Baker, Principles of Hotel Front Office Operation, 2 nd Edition, Cengage Learning, London, 2001
2. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association; 8 th edition, 2012

Web Resource(s):

1. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf
2. <https://uou.ac.in/sites/default/files/slm/BHM-704ET.pdf>
3. https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Define</i> the role and functions of Front office.	K1
CO2	<i>Interpret</i> the types of tariffs and room reservations.	K2
CO3	<i>Function</i> the procedures followed in various operations of guest services and handling guest complaints.	K3
CO4	<i>Inspect the</i> knowledge on handling front office accounting records, Night auditing and emergency situations.	K4
CO5	<i>Explain</i> the applications of computers and PMS in Front office operations.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	-	3	1	3	3	3	2	3	2.3
CO2	2	3	2	3	3	3	3	3	3	3	2.8
CO3	2	3	2	3	3	3	3	3	3	3	2.8
CO4	2	2	-	3	2	3	3	3	2	2	2.2
CO5	2	3	3	3	3	3	3	2	2	3	2.7
Mean Overall Score											2.56
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: **Dr. M.P.Senthilkumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BTH1S4P	Skill	12	6	20	80	100
Course Title		Front Office Functions and Procedures - Practical					

SYLLABUS

Unit	Contents		Hours
I	Practical –I: THC/N0108 - Record guest details for registration Welcoming the guest - Checking for room availability and reservation status - Completing guest registration - Following standard registration guidelines	Practical –II: THC/N0109 - Follow check-in procedure and allot room Checking for guest room preference / reservation details - Allotting the room as per guest preference - Handling upgrade, downgrade and emergency scenario - Achieving productivity standards	36
II	Practical –III: THC/N0107 - Attend to guest queries Assisting the guest on any requirement - Responding to guest queries - Delivering message or materials to guest - Achieving guest satisfaction	Practical –IV: THC/N0110 - Perform cashiering activities Receiving payment method details from guest - Preparing the invoice - Receiving the payment - Documenting and recording the details	36
III	Practical –V: THC/ N9901 - Communicate with customer and colleagues Interacting with superior - Communicating with colleagues - Communicating effectively with customers	Practical –VI: THC/N9902 - Maintain customer-centric service orientation Engaging with customers for assessing service quality requirements - Achieving customer satisfaction - Fulfilling customer requirement	36
IV	Practical –VII: THC/N9903 - Maintain standard of etiquette and hospitable conduct Following behavioural, personal and telephone etiquettes - Treating customers with high degree of respect and professionalism - Achieving customer satisfaction	Practical –VIII: THC/N9904 - Follow gender and age sensitive service practices Educating customer on specific facilities and services available - Providing different age and gender specific customer service - Following standard etiquette with women at workplace	36
V	Practical –IX: THC/N9905 - Maintain IPR of organisation and customer Securing company’s IPR - Respecting customer’s copyright	Practical –X: THC/N9906 - Maintain health and hygiene Ensuring cleanliness around workplace - Following personal hygiene practices - Taking precautionary health measures	36

VI	Practical –XI: THC/N9907 - Maintain safety at workplace Taking precautionary measures to avoid work hazards - Following standard safety procedure - Using safety tools or Personal Protective Equipment - Achieving safety standards	Practical –XII: THC/N9909 - Learn a foreign or local language(s) including English Gaining understanding of common vocabulary required - Achieving ‘minimal pass standards’ of language proficiency	36
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Textbooks:

1. Jatashankar R. Tewari, Hotel Front Office, 2nd Edition, Oxford University Press, New Delhi, 2013
2. Sudhir Andrews, Hotel Front Office, 3rd Edition, Tata McGraw Hill, Noida, 2011

Reference Books:

1. Sue Baker, Principles of Hotel Front Office Operation, 2nd Edition, Cengage Learning, London, 2001
2. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association; 8th edition, 2012.

Web Resource(s):

1. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf
2. <https://uou.ac.in/sites/default/files/slm/BHM-704ET.pdf>
3. https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Define</i> the role and functions of Front office.	K1
CO2	<i>Classify</i> the types of tariffs and room reservations.	K2
CO3	<i>Examine</i> the procedures followed in various operations of guest services and handling guest complaints.	K3
CO4	<i>Inspect the</i> knowledge on handling front office accounting records, Night auditing and emergency situations.	K4
CO5	<i>Explain</i> the applications of computers and PMS in Front office operations.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	2	3	3	2.8
CO2	2	3	3	3	2	3	3	2	1	3	2.5
CO3	1	3	1	3	2	3	3	2	2	3	2.3
CO4	1	3	1	3	3	3	3	2	2	3	2.4
CO5	1	3	-	3	3	3	3	2	3	3	2.4
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M.P.Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BTH1I5	Skill	-	6	20	80	100
Course Title							
Front Office Internship							

Students have to undergo hands on comprehensive training or internship in Front Office department of a hotel for three weeks. They have to submit a training report also as part of the programme after the internship.

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BCN1AE1	General	2	2	-	100	100
Course Title		Value Education					

SYLLABUS		
Unit	Contents	Hours
I	VALUES IN LIFE: Purpose and philosophy of life – Need for values –five fold moral culture. Values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, punctuality, kindness, gratitude, patience, respect and character building.	6
II	PERSONAL WELLBEING: Social responsibility - taming a healthy mind and body – personal hygiene - Balanced diet – meditation – yoga - positive thinking – introspection - a passion for Nature- Win-win strategy.	6
III	ROLE OF MEN IN FAMILY: As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	MAN A SOCIAL BEING: A friendly neighbour - living a life with definite motives – emotions and moral desire- uncompromising will power- puberty-secondary sexual characters- marriage: Purpose – marital life- Harmony with spouse- fidelity towards spouse.	6
V	PROFESSIONAL VALUES: More of a giver than a taker - being compassionate – patriotism - respecting culture - dependence on God – avoiding worry-professional ethics.	6

Hours of Teaching: 5 Hours and Hours of Activity: 25 Hours

Textbook(s):
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications
2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998
3. K.R. Lakshminarayanan and M. Umamageshwari, Value Education, Nalnilam Publication, Chennai.
Web References:
1. https://www.slideshare.net/humandakakayilongranger/values-education-35866000
2. https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/
3. https://www.un.org/esa/socdev/family/docs/men-in-families

Activity:

- Assignment on Values (not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing: Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

EVALUATION COMPONENT: TOTAL: 100 MARKS**Component I:**

Documentary (or) Poster Presentation (or) Elocution - 25 marks

Component II:

Quiz (or) Multiple choice questions Test - 25 marks

Component III:

Album Making (or) Case Study on a topic (or) Field visit - 25 marks

Component IV:

Assignment (or) Essay Writing (or) Debating - 25 marks

Course Coordinator: Dr. M. Purushothaman

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BTH2G6	General	3	3	25	75	100
Course Title		Tourism Products and Services					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Tourism Products Tourism Product - Definition and Differentiation - Tourism Products and Attraction: Elements and Characteristics of Tourism Products - Typology of Tourism Products - Unique Features of Tourism Products in India: Geography of India - Physical and Political features - * World's important tourism destinations *	9
II	Cultural Resources Cultural Resources – Performing - Arts of India, Classical Dance and Dance Styles - Indian Folk Dances - Music and musical Instruments - Handicrafts of India, Craftsmanship-Indian painting - * Fairs and Festivals of India * - Cuisines and specialty dishes.	9
III	Religious and Heritage Resources Architectural heritage of India - India's architectural styles - Historic monuments of tourist significance (ancient medieval and modern) - Important Historic /Archeological sites - Museums, Arts galleries, Libraries their location and assets - Religious Shrines/Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - * World Heritage Sites in India *	9
IV	Natural Resources Nature based Tourism; Wild Life Sanctuaries, National Parks, Botanical Gardens - Zoological Parks, Biosphere reserves; Mountain tourism with special reference to Himalayas - Desert Tourism with special referenced to Rajasthan, *Tourism in Coastal areas* - Beaches, Islands, Coral Reefs; Backward Tourism with special reference to Tamil Nadu; Adventure tourism - Classification of Adventure tourism - Land based, water based - Aero Based with suitable examples	9
V	Wealth of Tourism in Tamil Nadu Important Tourism Destinations in Tamil Nadu: Natural, manmade - Biotic emerging trends in Tamil Nadu Tourism: Responsible Tourism, *Medical Tourism* – Ayurveda, Yoga - Wild life Festivals - Village tourism, Eco Tourism, Alternative, Rural, Agro and Sustainable Tourism.	9

*..... * Self Study

Textbooks:

1. Manoj Dixit & Charu Sheela, Tourism Products, 2nd Edition, New Royal Books, Lucknow, 2007

Reference Books:

1. Basham. A L, The Wonder that was India, Volume – 1, 3rd Edition, Rupa and Company, New Delhi, 2004.
2. Hussain A.K, The National Culture of India, 1st Edition, National Book Trust, New Delhi, 2014.
3. Kaul H.K, Travellers India, 1st Edition, Oxford University Press, New Delhi, 1998.

Web Resource(s):

1. <https://egyankosh.ac.in/bitstream/123456789/11450/1/Unit-2.pdf>
2. https://www.tutorialspoint.com/tourism_management/tourism_management_products_and_services.htm

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Define</i> the nature and unique characteristics of tourism products	K1
CO2	<i>Classify</i> the various tourism resources found in India	K2
CO3	<i>Examine</i> the role of architecture and heritage in tourism promotions	K3
CO4	<i>Inspect</i> the abundance of nature based tourism activities undertaken in India	K4
CO5	<i>Explain</i> the important tourism destinations in Tamil Nadu	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	3	2	3	3	3	3	2	2	3	2.5
CO2	1	3	1	3	3	3	3	2	3	3	2.5
CO3	2	3	3	3	3	3	3	2	2	3	2.7
CO4	2	2	1	3	3	3	2	3	3	3	2.5
CO5	1	1	1	3	2	3	3	2	3	3	2.2
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator:

Dr. M.P. Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BTH2G7	General	3	3	25	75	100
Course Title		Principles of Management					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Management Definition - Management – Nature and Purpose - Meaning - Elements of Science - Patterns of management analysis - System approach to operational Management * Daily work of managers in hotels * - The system model of Management - Operations in a Pluralistic Society - Social responsibility of managers - Ethics in managing.	9
II	Planning Nature and purpose of planning - Planning process - Types and steps of plans - Objectives – Nature – Concepts – Process - Benefits and weakness of management objective - Strategies - Nature - Purpose and Types of strategies - * Psychological aspects and Recruitment * Policies – Two and portfolio matrix - Decision Making – Importance and limitations.	9
III	Organizing Nature and purpose of organizing - Organization structure- Formal and informal groups and organization - Basic Departmentation - Customer - Process - Product - Matrix-Line and Staff authority – Concept - Functional - Benefits - Limitations - * Authority, responsibility, and accountability in hotels * Centralization and Decentralization - Delegation of authority -Effective organization- avoiding mistakes in organization by planning.	9
IV	Staffing Staffing - Definition - System approach - Management - Situational Factors affecting staffing - System Approach to selection - Position Requirements and Job Design - Skills and Personal - Matching qualification - Selection process - Orienting and socializing - Purpose of performance appraisal - Problem - Choosing - Traditional - Appraising managers * Attributes of hotel managers *	9
V	Theories of Motivation Human factors in managing- Behavioural Model- Toward an eclectic - Creativity and innovation - Harmonizing objective - Motivation - Hierarchy - Hygiene approach -Expectancy theory - Reinforcement - Mc Cleland’s needs theory of motivation - Special motivational techniques - * Job enrichment and Leadership and interview skills *	9

..... Self Study

Textbooks:
1. Harold Koontz, Heinz Weihrich, A Ramachandra Aryasri, Principles of Management, Volume– 1, 3 rd Edition, Tata McGraw Hill Education, New Delhi, 2016.
Reference Books:
1. Prasad L M, Principles and Practices of Management. 7 th Edition, Sultan Chand & Sons, New Delhi, 2019.
2. Pravin Durai, Principles of Management, 2 nd Edition, Pearson Education India, Noida, 2015.
3. P C Tripathi & P N Reddy, Principles of Management, 5 th Edition, Tata McGraw Hill Education, New Delhi, 2012.

Web Resource(s):

1. <https://openstax.org/details/books/principles-management>
2. <https://d3bxy9euw4e147.cloudfront.net/oscms-prodems/media/documents/PrinciplesofManagement-OP.pdf>

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Define</i> the different approaches to management in general and system approaches.	K1
CO2	<i>Classify</i> the managerial planning constitute a rational approach to setting objectives and selecting plans periodically.	K2
CO3	<i>Examine</i> the organizational structures of various levels and its relationship to other managerial functions.	K3
CO4	<i>Inspect</i> the function of staffing in the external and internal environment.	K4
CO5	<i>Explain</i> the nature of leadership and importance of creativity and innovation in managing.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	-	3	-	3	2	2	3	2	3	3	2.1
CO2	3	3	3	3	1	3	3	2	2	3	2.6
CO3	1	3	2	3	2	3	3	2	2	3	2.4
CO4	2	3	1	3	3	2	3	1	3	3	2.4
CO5	1	2	3	2	2	3	3	1	3	3	2.3
Mean Overall Score											2.36
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M.P.Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BTH2S8	Skill	6	6	25	75	100
Course Title		Housekeeping Operations					

SYLLABUS		
Unit		Hours
I	Introduction to Housekeeping Need and Importance of Housekeeping in hotels –Responsibilities of Housekeeping department - Organizational Structure of housekeeping - *Personal attributes of Housekeeping staff* - Layout and sections of housekeeping - Coordination with other departments - Housekeeping inventories – Manual and Mechanical – Selection, Storage, Distribution and Control of cleaning equipment	18
II	Cleaning Tools and areas Cleaning agents – Types – Selection, Storage and Issuing procedures - * Guest supplies and their placement * - Composition, Care and Cleaning of different surfaces - Hotel Guest rooms – Types – layouts – Guest room status – Guest floor rules - List of basic contents of a room - Cleaning guest rooms – Cleaning procedures and principles – Frequency of cleaning - Cleaning Public areas – Supervising in Housekeeping - Operations of Housekeeping Control desk	18
III	Linen & Laundering Introduction – Linen & Uniform room – Layout – Storage and Exchange of linen – Par stock - Linen Control - Linen Quality and Life span - * Soft furnishings * - Laundry – Types – Planning and layout of OPL – Laundry equipment – Laundering – Pressing – Folding – Spotting – Dry Cleaning – Laundry agents – * Soaps and detergents * – Laundry Process - Dry cleaning – Advantages and Limitation – Process – Dry cleaning materials – Handling guest laundry.	18
IV	Safety and Security Stain – Identification – Classification – Principles of stain removal - Uniforms – Selection and design – Storage – Issuing and Exchanging procedure – Advantages of providing uniforms - Health and Safety - Accidents & Personal injuries - Prevention of accidents - Safety measures - First aid –Definition- Importance - Contents of First aid box - First aid remedies given at critical situations - Fire prevention - Classification - * Types of extinguishers * - Suggested procedures - Firefighting procedures - Fire protection check-list	18
V	Flower Arrangement & Pest Control Flower arrangement – Introduction – Basics – Ingredients and equipment used – Designing flower arrangements – General guidelines for arrangements – Styles of flower arrangements - Pest control – Types of pest – Common pest and their control – Waste disposal - * Decorations during various occasions * - Horticulture – * Indoor plants *	18

*..... * Self Study

Textbooks:
1. Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3 rd Edition, Oxford University Press, New Delhi, 2015

Reference Books:

1. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3rd Edition, Tata McGraw Hill, New Delhi, 2009
2. Branson & Lennox, Hotel, Hostel and Hospital Housekeeping, 5th Edition, Hodder & Stoughton, London, 1988.
3. Goring O.G. and A.C. David, Hotel and Institutional Housekeeping, 2nd Revised Edition, Barrie & Rockliff, London, 1970.

Web Resource(s):

1. <https://www.uou.ac.in/sites/default/files/slm/HM-103.pdf>
2. <https://htszagreb.files.wordpress.com/2016/07/housekeeping-training-materials.pdf>
3. https://www.tutorialspoint.com/hotel_housekeeping/hotel_housekeeping_tutorial.pdf

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Recall</i> the knowledge and skills of performing the tasks of housekeeping department.	K1
CO2	<i>Outline</i> the duties and responsibilities performed by housekeeping personnel in different sections of housekeeping	K2
CO3	<i>Classify</i> the types of equipment, linen, stain removal agents and apply the techniques of laundering and flower arrangements.	K3
CO4	<i>Examine</i> the significance of housekeeping to deliver the customer service with professional skills and ethics and safeguarding the guests by offering safe, comfortable and pleasant stay.	K4
CO5	<i>Assess</i> the employability and entrepreneurship skills learned in housekeeping, laundering, pest controlling and flower arrangements.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	3	1	2	3	2.4
CO2	1	3	1	3	2	3	3	2	2	3	2.3
CO3	2	2	2	3	-	3	3	1	-	3	1.9
CO4	2	2	2	3	3	3	3	2	3	3	2.6
CO5	3	3	3	3	2	3	3	2	1	3	2.6
Mean Overall Score											2.36
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M.P.Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BTH2S9P	Skill	12	6	20	80	100
Course Title		Housekeeping Operations of Hotel - Practical					

SYLLABUS			
Unit	Contents		Hours
I	Practical –I: THC/N0227 - Perform housekeeping activities in the assigned area Understanding the work requirement - Preparing for housekeeping operation - Performing cleaning activity - Collecting and disposing the waste material as per standards	Practical –II: THC/N0228 - Oversee housekeeping services and maintain material inventory Overseeing housekeeping activity performed - Maintaining appropriate inventory of housekeeping materials	36
II	Practical –III: THC/N0229 Assist in supervision of housekeeping activities Assisting housekeeping supervisor at work - Monitoring and documenting the activities of attendants - Handling customer complaints	Practical –IV: THC/ N9901 Communicate with customer and colleagues Interacting with superior - Communicating with colleagues - Communicating effectively with customers	36
III	Practical –V: THC/N9902 Maintain customer-centric service orientation Engaging with customers for assessing service quality requirements - Achieving customer satisfaction - Fulfilling customer requirement	Practical –VI: THC/N9903 Maintain standard of etiquette and hospitable conduct Following behavioural, personal and telephone etiquettes - Treating customers with high degree of respect and professionalism - Achieving customer satisfaction	36
IV	Practical –VII: THC/N9904 Follow gender and age sensitive service practices Educating customer on specific facilities and services available - Providing different age and gender specific customer service - Following standard etiquette with women at workplace	Practical –VIII: THC/N9905 Maintain IPR of organization and customers Securing company’s IPR - Respecting customer’s copyright	36
V	Practical –IX: THC/N9906 Maintain health and hygiene Ensuring cleanliness around workplace - Following personal hygiene practices - Taking precautionary health measures	Practical –X: THC/N9907 Maintain safety at workplace Taking precautionary measures to avoid work hazards - Following standard safety procedure - Using safety tools or Personal Protective Equipment - Achieving safety standards	36

Textbooks:
1. Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3 rd Edition, Oxford University Press, New Delhi, 2015
Reference Books:
1. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3 rd Edition, Tata McGraw Hill, New Delhi, 2009
2. Branson & Lennox, Hotel, Hostel and Hospital Housekeeping, 5th Edition, Hodder & Stoughton, London, 1988.
3. Goring O.G. and A.C. David, Hotel and Institutional Housekeeping, 2 nd Revised Edition, Barrie & Rockliff, London, 1970.
Web Resource(s):
1. https://uou.ac.in/sites/default/files/slm/HM-103.pdf
2. https://www.ihmnotes.in/assets/Docs/Books/9780199451746.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Define</i> housekeeping operations	K1
CO2	<i>Interpret</i> housekeeping services and maintain material inventory.	K2
CO3	<i>Inspect</i> the housekeeping Customer care service	K3
CO4	<i>Analyze</i> the guest complaints	K4
CO5	<i>Determine</i> to communicate with customer and colleagues	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	1	2	3	3	2	2	3	2.4
CO2	2	1	2	2	2	3	3	2	3	3	2.3
CO3	2	1	2	2	3	3	3	2	3	3	2.4
CO4	2	2	1	3	1	3	3	1	2	3	2.1
CO5	3	2	2	3	3	3	3	2	2	3	2.6
Mean Overall Score											2.36
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M.P.Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BTH2I10	Skill	-	6	20	80	100
Course Title Housekeeping Internship							

Students have to undergo hands on comprehensive training or internship in Housekeeping department of a hotel for three weeks. They have to submit a training report also as part of the programme after the internship.

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BCN2SS	General	2	2	-	100	100
Course Title		Soft Skills Development					

SYLLABUS		
Unit	Contents	Hours
I	Communication Skills: Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	6
II	Emotional Skills: Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	6
III	Functional Skills: Using the tools of communicatory and emotional skills - Resume writing - Preparation of Curriculum Vitae - interview skills - Acing the interview - Group dynamics - Mock interviews and Group discussions	6
IV	Interpersonal Skills: Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	6
V	Personality Skills: Leadership skills - Attributes and Attitudes - Social leader Vs The Boss - critical and creative thinking	6

Hours of Teaching : 5 hours and Hours of Activity: 25 hours

Textbook(s):
<ol style="list-style-type: none"> 1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006. 2. Body Language in the workplace - Allan and Barbara Pease; 2011. 3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.
Web References:
<ol style="list-style-type: none"> 1. https://nptel.ac.in/courses/109105110

EVALUATION CRITERIA

Work Book (Each unit carries 10 marks)	-	50 Marks
Examination	-	50 Marks

1. Teacher who handles the subject will award 50 marks for work book based on the performance of the student.
2. On the day of examination the examiners (Internal & External) will jointly award the marks for the following categories:
 - Self-Introduction - 20 Marks
 - Resume - 10 Marks
 - Mock Interview - 20 Marks

To assess the self-introduction, Examiners are advised to watch the video presentation submitted by the students. If they failed to submit the video presentation, the Examiners may direct the student to introduce himself orally and a maximum 10 marks only will be awarded.

Mock Interview Marks Distribution

(20-Marks)

Attitude (self interest, confidence etc.) (4 Marks)	Physical appearance including dress code (4 Marks)	Communication Skills (6 Marks)	Answering questions asked from the resume and work book (6 Marks)
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Course Coordinator: Dr. M. Syed Ali Padusha

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BTH3G11	General	2	2	25	75	100
Course Title		Travel Geography					

SYLLABUS		
Unit	Contents	Hours
I	Role of Geography in Tourism Tourism and Geography - Role of geography in tourism - IATA Traffic Areas – Countries, capital cities and codes – *Famous International Airports* - Airports and codes – International currencies and currency codes.	6
II	Travel Time Calculation Procedures Time calculation - Flying time calculation - Time zones - Day light saving time - International date line - Marking of cities on outline maps - Map reading - *Types of maps*	6
III	Physical Geography Physical geography of Asia – Pacific Regions, tourist destinations, *attractions and accessibilities of major countries* such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan and Nepal.	6
IV	Locations of Important Tourism Destinations Africa & Middle East – Tourist destinations, *attractions and accessibilities of major countries* such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia and Seychelles.	6
V	Destinations of Europe and American Continents Europe – Tourism destinations - *Attractions and accessibilities of major countries* such as France, Germany, UK, Italy, Portugal, Switzerland, Spain, America - Tourism destinations, attractions and accessibilities of major countries such USA, Spain, Brazil, Argentina, Mexico and Caribbean Islands.	6
VI	Current Trends * (For CIA only) – New air routes created to facilitate the air transportation	

..... Self Study

Textbooks:
1. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, First Edition, Butterworth-Heinemann, Burlington, 2008.
2. Babu P George and Alexendru Nedelea, International Tourism World Geography & Development Perspectives, First Edition, Abhijeet Publications, 2008.
Reference Books:
3. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Revised Edition, Routledge, 2003.
4. Velvet Nelson, An Introduction to the Geography of Tourism, 1 st Edition, Rawat Publications, Jaipur, 2014.
Web Resource(s):
3. https://opentextbc.ca/introtourism/chapter/chapter-1-history-and-overview/
4. https://egyankosh.ac.in/bitstream/123456789/11450/1/Unit-2.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the importance of travel geography	K1
CO2	Classify the methods and procedures of calculating travel time	K2
CO3	Identify the physical geography of Pacific region's destinations	K3
CO4	Evaluate the existence and location of tourist spots	K4
CO5	Explain the attractions and accessibilities of countries	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	2	1	3	2.4
CO2	2	3	3	3	1	3	3	2	-	3	2.3
CO3	3	3	1	3	2	3	3	2	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	3	3	-	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: C. Thiagarajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BTH3G12	General	3	3	25	75	100
Course Title		Foundation Course in Cookery					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Cookery Aims and objectives of cooking - Importance of personal hygiene and food safety - Chances of contamination of food - Regulatory standards of food in India - FSSAI, AGMARK, etc. - Importance of applying HACCP regulations - Levels of skills and experiences in food production – Attitude and behavior in the kitchen – *Uniform and protective clothing*	9
II	Kitchen Organization Hierarchy of kitchen department – Modern staffing in various category hotels – Duties and responsibilities of various chefs - coordination of kitchen with other departments - *Layout of general kitchen* – Equipment and fuels used in the kitchen.	9
III	Raw Materials Used in Cookery Classification of raw materials and their characteristics and functions - Selection and storage of Fruits, Vegetables, Cereals, Pulses, Fats, Oils, Spices, Herbs and Condiments - *Milk Products*, Eggs, Fish, Meat, Poultry and Game Birds - Basic cuts of Vegetables, Meat and Fish	9
IV	Cooking Methods Methods of cooking food - *Indian and Western culinary terms* - Basic menu planning – Types and functions of menu – Menu Engineering grid – Menu balancing - Texture of food - Introduction to Indian cuisine - Indian basic masalas – Indian gravies - Regional cuisines of India - Ethnic cuisine	9
V	Pre-preparations of Cooking Mise en place - Preparation of ingredients - Foundation liquids and stocks – Classification of stocks and their uses - Soup and its types - Introduction to Sauces – *Uses of sauces* – Components of a sauce - Mother sauces – derivatives of mother sauces and their uses – Italian sauces - Proprietary sauces – Contemporary sauces – Techniques to make good sauce	9
VI	Current Trends * (For CIA only) – New arrivals and recent developments in kitchen equipment and tools	

..... Self Study

Textbooks:
1. Parvinder S. Bali, Food Production Operations, 3 rd Edition, Oxford University Press, New Delhi, 2014
2. Krishna Arora, Theory of Cookery, 4 th Edition, Frank Brothers and Co Publishers Private Ltd, New Delhi, 2011
Reference Books:
1. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, 1 st Edition, Octopus Publishing Group, London, 2001.
2. Louis Saulnier, Le Repertoire De La Cuisine, 5 th Edition, Barrons Educational Series, United States, 2010.
3. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, 1 st Edition, Taylor and Francis Inc, Bosa Roca, U.S, 2003.
Web Resource(s):
1. https://uou.ac.in/sites/default/files/slm/DHA-101.pdf
2. https://study.com/academy/topic/fundamentals-of-the-hospitality-business.html

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the nature, aims and quality standards of cooking and apply appropriate sanitation, health, and safety practices in cooking.	K1
CO2	Select and use different food production equipment and understand about ingredients used for cooking and how their characteristics	K2
CO3	Explain the characteristics and methods of cooking of Indian and International cuisines.	K3
CO4	Experiment the knowledge of pre-preparation, cooking, decorating and presenting the food dishes	K4
CO5	Appraise the skills of preparation of stocks, soups and sauces and method of preparing basic gravies in Indian cuisine	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	-	3	3	3	-	3	2.4
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	2	3	2	3	3	3	3	2	3	3	2.7
CO4	2	3	1	3	2	3	3	2	2	3	2.4
CO5	2	3	2	3	2	3	3	3	-	3	2.4
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: K.G. Rajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BTH3G13	General	3	3	25	75	100
Course Title		Basic Restaurant Services					

SYLLABUS		
Unit	Contents	Hours
I	Introduction Introduction to Food and Beverage service Department - Different outlets of Food and Beverage Service - Layout of a Restaurant - Organization Hierarchy of Food and Beverage Service Department - Duties and Responsibilities of F&B Staff members – *Attributes needed for F&B staff*	9
II	Equipment Used in F&B Service Food Service equipment – Types – Uses – Purchase considerations – Storage conditions - *Latest equipment used in F&B service* - Ancillary sections – Still room – Silver room – Wash up – Hot plate – Pantry - Styles of Food Service – Types of waiter service, Self-service and Assisted service – Factors influencing in each styles.	9
III	Classification of Menu Menu – Origin – Types – A la carte and Table de hote - French Classical Menu – Courses and Sequences - Cover and Accompaniments for various menus - *French Culinary terms*- Menu Planning – Points to be considered while planning menu – Compiling of Menus - * Names of Indian and international dishes *	9
IV	Restaurant Procedures Preparation of Restaurant – Before and After the Service - Mis en scene and Mis en place - Cover laying procedures - Prior to guest arrival, during service and after service - Points to be observed - Service procedures – Waiting at table –Service procedures for different meals – Do’s and Don’ts during service - Order taking and billing methods – KOT – *Types of KOT* - Methods of taking food order and settling bills	9
V	Service Methods Breakfast – Menu and cover setups for various breakfasts - Brunch and afternoon tea - Room service – Location and equipment required – Room service procedures - Non-Alcoholic beverages – Types - * Indian Tea and Coffee varieties* – Methods of service - Hygiene and Sanitation in Food and Beverage Operations	9
VI	Current Trends * (For CIA only) – Emerging trends of food and beverage service methods	

..... Self Study

Textbooks:
1. R. Singaravelavan, Food and Beverage Service, 2 nd Edition, Oxford University Press, New Delhi, 2011.
2. Sudhir Andrews, Food and Beverage Management, 3 rd Edition, Tata McGraw Hill Education, New Delhi, 2014.
Reference Books:
3. Dennis R. Lillicrap, John A. Cousins, Food & Beverage Service, 9 th Edition, John Wiley & Sons Incorporated, London, 2014.
4. Brian Varghese, Professional Food and Beverage Service Management, New Edition, Laxmi Publications, New Delhi, 2015.
5. Mahendra Singh Negi, Training Manual for Food and Beverage Services, 2 nd Edition, I K International Publishing House Pvt. Ltd, New Delhi, 2016.

Web Resource(s):

1. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf
2. <https://uou.ac.in/sites/default/files/slm/BHM-704ET.pdf>
3. https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the basics of catering establishments and their types	K1
CO2	Describe the hierarchy of F&B service department and state the types of equipment used in F&B Service	K2
CO3	Interpret the basics of designing and compiling menus.	K3
CO4	Evaluate the methods of preparing restaurant for service and describe the procedures of order taking and billing	K4
CO5	Explain the types and cover set-ups of breakfasts and illustrate the operations of room service	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	-	3	1	3	3	3	2	3	2.3
CO2	2	3	2	3	3	3	3	3	3	3	2.8
CO3	2	3	2	3	3	3	3	3	3	3	2.8
CO4	2	2	-	3	2	3	3	3	2	2	2.2
CO5	2	3	3	3	3	3	3	2	2	3	2.7
Mean Overall Score											2.56
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: S. Samuel Anand Kumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BTH3G14	General	2	2	25	75	100
Course Title		Tourism Transport Operations					

SYLLABUS		
Unit	Contents	Hours
I	Introduction Introduction to tourist transportation: Development of means of Transport, Tourists transport system - Leiper's Framework - Role of transport in Tourism - Up markets and Low Budget travelers. *Major entry points of Tourist in India*	6
II	Types of Transport Surface transport - Road transport system in India - Types of roads - Public transportation system - Car, Coach and Bus tour -*Rent a Car scheme* (Concept and marketing) Transport and insurance documents	6
III	Rail Transport Rail Transport: General information about Indian Railways - Brief History - High speed trains -Classes of Journey - *Types of trains and tracks* - Railway reservation - Modes - Circle trips - Tatkal Ticket - E-ticket - Passenger amenities - Introduction to the type of rail tours in India: luxury trains, Hill trains, Express trains, Mail and passenger - IRCTC mountain railways of India in the UNESCO World Heritage Site list – Eurail pass and Indrail pass	6
IV	Water Transport Water Transport: Categories of water transport - Coastal shipping, Inland Waterways, Foreign Going traffic - National waterways - Cruise liners- *Types of Houseboats*	6
V	Air Transport Airport management: Major Airlines and Airports in India — Airport Facilities for passengers Ground handling - Departure formalities: Check in - Emigration -Customs and security. Arrival formalities: Immigration - *Baggage clearance* - Customs - Channels (Green channel and Red channel)	6
VI	Current Trends * (For CIA only) – New arrivals in Indian transport system	
..... Self Study		
Textbooks:		
1. Sampad Kumar Swain & Jitendra Mohan Mishra, Tourism: Principles and Practices, Second Edition, Oxford University Press, New Delhi, 2013. 2. Roday, Biwal & Joshi, Tourism Operations and Management, Sixth Edition, Oxford University Press, New Delhi, 2013.		
Reference Books:		
3. Pran Nath Seth & Sushma S Bhat: Successful Tourism Management (Vol. 1 & 2), 5 th Edition, Sterling Publishers, New Delhi, 2008 4. A.K Bhatia: International Tourism Management, 1 st Edition, Sterling Publishers Pvt. Limited, New Delhi, 2019.		
Web Resource(s):		
1. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf 2. https://uou.ac.in/sites/default/files/slm/BHM-704ET.pdf		

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the significance of transport in tourism	K1
CO2	Classify the types of transport systems.	K2
CO3	Interpret the contributions of railways in India	K3
CO4	Outline the water transport routes of India	K4
CO5	Appraise the development of air transportation	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	2	3	3	2.8
CO2	2	3	3	3	2	3	3	2	1	3	2.5
CO3	1	3	1	3	2	3	3	2	2	3	2.3
CO4	1	3	1	3	3	3	3	2	2	3	2.4
CO5	1	3	-	3	3	3	3	2	3	3	2.4
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: K. Karthikeyan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BTH3S15	Skill	6	6	25	75	100
Course Title		Tour Packaging and Itinerary Planning					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Tour Packaging Meaning – Development – *Types of tours* and objectives - Significance of tour packages with relation to tourists - Destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business.	18
II	Construction of Tour Tour formulation - Influencing factors stages involved in tour formulation - Initial research (destination and market); Itinerary development - Negotiation confidential tariff, Costing and pricing, Market strategies, Brochure designing, Printing and distribution, *Itinerary preparation for domestic and international (in-bound and outbound Tourism) Tourist*.	18
III	Procedures of Tour Costing Defining the concept of tour cost, *Components of tour cost* - Fixed variable direct and indirect cost, Factors affecting tour cost, Tour cost sheet - Meaning and significance, Costing procedure for FIT, GIT and conference and convention packages - Calculation of tour pricing - Pricing strategies.	18
IV	Tourist's Preferences in Package tour Tourist activities based on mountains, Deserts, Forest and wildlife and cultural and pilgrimages - Prepare package based on these activities. *Tour packages offered by ITDC*.	18
V	Case Studies Case study of tour packages offered by major tour operators - Cox and kings, Thomas Cook, SOTC, Intersight. *IRCTC and its tour packages*	18
VI	Current Trends * (For CIA only) – Package tours introduced by leading tour operators in India	

..... Self Study

Textbook(s):
1. Mohinder Chand, Travel Agency Management – 2 nd Revised Edition, Anmol publications Pvt. Ltd, New Delhi, 2007. 2. Foster D L, The Business of Travel Agency Operations and Administration, 3 rd Edition, McGraw Hill, Singapore, 1990
References:
1. P C Sinha; International Encyclopedia of Tourism Management, First Edition, Anmol Publishers, Bengaluru, 2002. 2. Syrratt Gwenda, Manual of Travel, Travel Agency Practice, 2 nd Edition, Butterworth Heinmann, United Kingdom, 1995.

Web Resources1.<https://egyankosh.ac.in/bitstream/123456789/11450/1/Unit-2.pdf>2.https://www.tutorialspoint.com/tourism_management/tourism_management_products_and_services.htm**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the nature of tour packages	K1
CO2	Discuss the methods of constructing a tour	K2
CO3	Apply the knowledge of procedures of tour costing	K3
CO4	Analyze the Tourist's Preferences in Package tour	K4
CO5	Explain the outcome of case studies done by tour operators	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	2	3	3	2.8
CO2	2	3	3	3	2	3	3	2	1	3	2.5
CO3	1	3	1	3	2	3	3	2	2	3	2.3
CO4	1	3	1	3	3	3	3	2	2	3	2.4
CO5	1	3	-	3	3	3	3	2	3	3	2.4
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M.P.Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BTH3S16P	SKILL	12	6	20	80	100
Course Title		Tour Operations - Practical					

SYLLABUS		
Unit	Contents	Hours
I	Tour Company Operations Designing the tour packaging - Planning and controlling the work requirement and assigning duties - Managing the financial operations - Attending to customer concerns - Achieving customer satisfaction. Managing the staffing process and setting standards - Checking the work and activities performed by the staff - Attending to the concerns of the staff. *List of tour companies of local city*	36
II	Managing the Clients and Developing Business Developing relationship with the clients - Managing the business - Expanding and developing the business. Interacting with superior - Communicating with colleagues - Communicating effectively with customers.*Types of clients*	36
III	Maintaining the Customer-centric Service Orientation Engaging with customers for assessing service quality requirements - Achieving customer satisfaction - Fulfilling customer requirement. Following behavioral, *personal and telephone etiquettes* - Treating customers with high degree of respect and professionalism - Achieving customer satisfaction.	36
IV	Gender and Age Sensitive Service Practices Educating customer on specific facilities and services available - Providing different age and gender specific customer service - Following standard etiquette with women at workplace. Securing company's IPR - Respecting customer's copyright. *Barriers of tour operations*	36
V	Maintaining health and hygiene Ensuring cleanliness around workplace - Following personal hygiene practices - Taking precautionary health measures. Taking precautionary measures to avoid work hazards - Following standard safety procedure - Using safety tools or Personal Protective Equipment - Achieving safety standards. *Quality standards of food followed in India*	36

..... Self Study

Textbooks:
1. Mohinder Chand, Travel Agency Management – 2 nd Revised Edition, Anmol publications Pvt. Ltd, New Delhi, 2007.
2. Foster D L, The Business of Travel Agency Operations and Administration, 3 rd Edition, McGraw Hill, Singapore, 1990.
Reference Books:
4. Basham. A L, The Wonder that was India, Volume – 1, 3 rd Edition, Rupa and Company, New Delhi, 2004.
5. Hussain A.K, The National Culture of India, 1 st Edition, National Book Trust, New Delhi, 2014.
6. Kaul H.K, Travellers India, 1 st Edition, Oxford University Press, New Delhi, 1998.
Web Resource(s):
1. https://egyankosh.ac.in/bitstream/123456789/11450/1/Unit-2.pdf
2. https://www.tutorialspoint.com/tourism_management/tourism_management_products_and_services.htm

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the customer service skills in tour operations	K1
CO2	Express the knowledge of handling administration and staff	K2
CO3	Operate a tour company with a thorough knowledge of operations	K3
CO4	Experiment the business development skills	K4
CO5	Construct an customer centric business environment in tour operations	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	3	2	3	3	3	3	2	2	3	2.5
CO2	1	3	1	3	3	3	3	2	3	3	2.5
CO3	2	3	3	3	3	3	3	2	2	3	2.7
CO4	2	2	1	3	3	3	2	3	3	3	2.5
CO5	1	1	1	3	2	3	3	2	3	3	2.2
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: S. Yoganand

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BTH3I17	Skill	-	6	20	80	100
Course Title Travel and Tour Services Internship - I							

**Students should undergo two Internship Programmes for 2 weeks
and report to be submitted to the department**

Duration of Internship: 2 Weeks

Academic Credits for Training will be on the following

- ❖ Students have to submit the following on completion of industrial training to the faculty coordinator at the institute.
 - Logbooks and attendance, Appraisals, Report and Presentation, as applicable.
- ❖ All trainees must ensure that the department head has signed the logbooks and appraisals as soon as training in a particular department or section is completed.
- ❖ A PowerPoint presentation (based on the report) should be presented in front of internal and external examiners for a minimum duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experience in the internship and what he has learned and observed.

The Training Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) Font size should be 12 with Times New Roman font with 1.5 line spacing.
- c) The paper should be in A-4 size.
- d) Two copies meant for the purpose of evaluation may be bound in paper and submitted to approved authority.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook.
2. Appraisal form
3. A copy of the training certificate
4. Industrial Training Report
5. Power Point presentation on a CD, based on the training report.
6. Attendance records given by hotel's authority.

Semester	Course Code	Course Category	Hours / Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BCN3AE2	General	2	2	-	100	100
Course Title	Environmental Studies						

Unit	Contents	Hours
I	The multidisciplinary nature of environmental studies Definition, scope, importance, awareness and its consequences on the planet.	6
II	Ecosystems: Definition, structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	6
III	Natural Resources: Renewable and Non-renewable Resources: Land Resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Heating of earth and circulation of air; air mass formation and precipitation. Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. renewable energy resources significance of wind, solar, hydal, tidal, waves, ocean thermal energy and geothermal energy.	6
IV	Biodiversity and Conservation: Levels of biological diversity: genetic, species and ecosystem diversity; Biogeography zones of India; Biodiversity patterns biodiversity hot spots. mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: <i>In situ</i> and <i>Ex situ</i> conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	6
V	Environmental Pollution & Conservation: Environmental pollution: types, causes, effects and controls; Air, water, soil, chemical and noise pollution Waste to wealth - Energy from waste, value added products from waste, fly ash utilization and disposal of garbage, solid waste management in urban and rural areas, Swachh Bharat Abhiyan, recent advances in solid waste management, modern techniques in rain water harvesting and utilization.	6

Text books:
1. Asthana DK and Meera A, Environmental studies, 2 nd Edition, Chand and Company Pvt Ltd, New Delhi, India, 2012.
2. Arumugam N and Kumaresan V, Environmental studies, 4 th Edition, Saras Publication, Nagercoil, Tamil Nadu, India, 2014.
Activity – I:
1. Assignments – Titles on Environmental awareness to be identified by teachers from the following (scripts not less than 20 pages)
2. Elocution – (Speech on “Environment beauty is the fundamental duty” of citizen of the country for 3 to 5 minutes)
3. Environment issues – TV, Newspaper, Radio and Medias messages – Discussion ∞ Case Studies/Field Visit/Highlighting Day today environmental issues seen or heard
4. Debating/Report Submission – Regarding environment issues in the study period Activity II
5. Environmental awareness through charts, displays, models and video documentation.

Celebrating Nationally Important Environmental DaysNational Science Day – 28th FebruaryWorld wild life Day – 3rd MarchInternational forest Day – 21st MarchWorld Water Day – 22nd MarchWorld Meteorological Day – 23rd MarchWorld Health Day – 7th AprilWorld Heritage Day – 18th AprilEarth / Planet Day – 22nd AprilPlants Day – 26th MayEnvironment Day – 5th June Activity III Discipline specific activities**EVALUATION COMPONENT:**

Component I: (25 Marks) Document (or) Poster presentation or Elocution

Component II: (25 Marks) Album making (or) case study on a topic (or) field visit

Component III: (25 Marks) Essay writing (or) Assignment submission

Component IV: (25 Marks) Quiz (or) multiple choice question test

Course Outcomes**Course Outcomes:** Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-level)
CO1	To understand the multi-disciplinary nature of environmental studies and its importance	K1
CO2	To obtain knowledge on different types of ecosystem	K2
CO3	To acquire knowledge on Renewable and non-renewable resources, energy conservation	K3
CO4	To understand biodiversity conservation	K4
CO5	To analysis impact of pollution and conversion waste to products	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	02	02	02	02	02	03	03	03	03	03	2.5
CO2	02	03	03	02	03	03	03	03	03	03	2.8
CO3	02	03	03	03	03	03	03	03	03	03	2.9
CO4	02	02	03	03	03	03	03	03	03	03	2.8
CO5	02	03	03	03	03	03	03	02	03	03	2.8
Mean Overall Score											2.7
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. B. Balaguru

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23BTH4G18	General	2	2	25	75	100
Course Title		Tourism Marketing					

SYLLABUS		
Unit	Contents	Hours
I	Marketing: Concept and definition and its significance in tourism industry - Basic concept of needs and wants; demand, product service market and sales - Significance of service and characteristics of service marketing - Differentiation of product marketing and service marketing - Defining marketing mix, the 8P's of marketing mix. *Marketing mix of a tour company*	6
II	Market mix in tourism industry - Product: definition and level, Nature of tourism product, Stages of launching a new product - Product Life Cycle (PLC) - Branding concept and need of branding of a product for a tourism company pricing: definition and influencing factors: *Major pricing strategies for product of tourism industry*	6
III	Promotion: Major tools of promotion mix - Word of mouth information, Advertising sales promotion, Public relation, Personal and social selling; *Importance of advertising in tourism*, Selection of messages and media, Media timing.	6
IV	Distribution: definition: Factors influencing in distribution policy, Distribution system, the *role of travel agency tour operator as intermediaries of tourism industries* - Destination planning and product diversification, Destination marketing - Marketing strategy in the new digital age - E business, E commerce and e marketing.	6
V	Role of media in promotion of tourism - TV, Radio and newspaper - *Travel magazines* – Documentaries - Guide book - Travel writers – Electronics - Destination marketing - Necessary attributes for an ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination.	6
VI	Current Trends * (For CIA only) – New marketing practices applied in travel trade	

..... Self Study

Textbooks:
1. Bisht. S S, Tourism Marketing, Market Practices in Tourism Industry, 1 st Edition, Sarup Book Publishers Pvt. Ltd, New Delhi, 2010.
2. Holloway JC, Plant PV, Marketing for Tourism, 3 rd Edition, Pitman Publishing, London, 1998.
Reference Books:
1. Jha S M, Tourism Marketing, Kotler p, Bowen, J and Makens J (1996) Marketing for Hospitality and Tourism, Prentice Hall Upper Sandal River, USA, NJ-07 458
2. Mac lean, H (1984): Marketing Management, Canadian Hotel and Restaurant Limited.
Web Resource(s):
1. https://www.ihmnotes.in/assets/Docs/Ignou/TS06/Unit1,INTRODUCTION%20TO%20TOURISM.pdf
2. https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L19.pdf .

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the nature and importance of marketing	K1
CO2	Describe the need of applying marketing mix	K2
CO3	Apply the various marketing promotion tools	K3
CO4	Examine the distribution systems and channels	K4
CO5	Recognize the role of media in promotion of tourism	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	2	1	3	2.4
CO2	2	3	3	3	1	3	3	2	-	3	2.3
CO3	3	3	1	3	2	3	3	2	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	3	3	-	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: S. Yoganand

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23BTH4G19	General	3	3	25	75	100
Course Title		Advanced Food Production Operations					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Foundation Cooking Stock - Classification – Preparation and uses of stock - Soups - Classification – Preparation of soup - Sauces – Uses – Mother sauces and their preparations – Derivatives – *Proprietary sauces*	9
II	Selection and Cuts of Meat Meat – Slaughtering techniques – Cuts of meat - Poultry – Classification – Selection – Cuts of poultry - Fish - Classification - Selection - Cuts of fish. *Frequently used meat cuts and their reasons*	9
III	Larder Section Larder – Layout – Section and function – Duties and Responsibilities – Equipment - Charcuterie – Sausages, Gallentines, Ballotines, Dodines, Pate, Terrines, Truffle Chaud froid and Aspic - Appetizers and garnishes – Classification – Garnishing – Horsd'oeuvres – Popular traditional Appetizers - Ice carving – Equipment – Making of Templates in Ice carving – Storage - Margarine sculptures – Equipment – Storage. *Local hotels utilizing larder section*	9
IV	Cheese, Salads and Sandwiches Cheese – Introduction - Processing of Cheese - Types of Cheese – Classification of Cheese – Curing of Cheese - Uses of Cheese - Salads – Composition – Types – Salad dressings - Sandwiches – Parts – Types – Making and storing sandwiches - *Uses of herbs in cooking* – *Popular herbs used*	9
V	Production Planning and Research Production planning and scheduling – Production quality and quantity control – Forecasting and Budgeting - Yield Management - Research and Product development – *Developing new recipes* – Food trials – Evaluating a recipe - Organoleptic and Sensory evaluation.	9
VI	Current Trends (For CIA only) – Yield management trends applied by major group of hotels	

..... Self Study

Textbooks:
1. Parvinder S.Bali, International Cuisine and Food Production Management, 1 st Edition, Oxford University Press, New Delhi, 2013
Reference Books:
1. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, 1 st Edition, Octopus Publishing Group, London, 2001.
2. Louis Saulnier, Le Repertoire De La Cuisine, 5 th Edition, Barrons Educational Series, United States, 2010.
3. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, 1 st Edition, Taylor and Francis Inc, Bosa Roca, U.S, 2003.
Web Resource(s):
1. https://ihmstudymaterial.blogspot.com/p/advance-food-production-operations-i.html
2. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the nature and classification of stock and soups	K1
CO2	Explain various cuts of meat, poultry and Fish	K2
CO3	Demonstrate various types of Larder preparations	K3
CO4	Evaluate to Organize a kitchen with regard to resources and man power	K4
CO5	Tell the basic concept of product research and development	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	3	2	3	3	3	3	2	2	3	2.5
CO2	1	3	1	3	3	3	3	2	3	3	2.5
CO3	2	3	3	3	3	3	3	2	2	3	2.7
CO4	2	2	1	3	3	3	2	3	3	3	2.5
CO5	1	1	1	3	2	3	3	2	3	3	2.2
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: K.G. Rajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23BTH4G20	General	3	3	25	75	100
Course Title		Tourism Ethics, Laws and Regulations					

SYLLABUS		
Unit	Contents	Hours
I	Tourism Law Defining ethics and its significance in tourism - Laws relating to accommodation, travels agencies land tour operation sector - Law and regulations related to airlines and airways, laws related to surface transport - *DCGA formalities for business and recreational flying in India*.	9
II	Special Permits Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists related authorities at these places to obtain permits, permits related to various monasteries and *wild life areas and their procedure*.	9
III	Adventure Tour Regulations Law designed for adventure Tour operation - *Special permits for Rafting, Paragliding, Heli-skiing, and Angling* - Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.	9
IV	Travel Insurance Rules Travel insurance and consumer protection act, International consumer protection acts in Tourism - Evacuation and international insurance business, foreigners act, passport act and visa extension - Ancient Monument Act, RTI, *Laws related to environment and wildlife*.	9
V	Safety and security of tourist Formalities to ensure the safety and security of tourist - Tourist police, Place of Tourism in the constitution, *Need of tourism legislation*.	9
VI	Current Trends * (For CIA only) – Places and companies of operating adventure activities in Tamil Nadu	

..... Self Study

Textbooks:
1. Shashank Garg, Tourism Law in India - A Comprehensive Manual of Concepts, Regulations & Guidelines, 2 nd Edition, Universal Publishers, Gurgaon, 2017.
Reference Books:
1. Poustie, Mark, et al. Hospitality and tourism law. International Thomson Business Press, 1998. 2. Atherton, Trudie, and Trevor Atherton. "Current issues in travel and tourism law." Managing tourist health and safety in the new millennium (2003): 101-115.
Web Resource(s):
1. https://egyankosh.ac.in/bitstream/123456789/79519/1/Unit-5.pdf 2. https://www.athensjournals.gr/tourism/2022-9-3-3-AI-Balushi.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the need of following ethics in tourism activities	K1
CO2	Discuss the special permits required to visit wildlife destinations	K2
CO3	Employ the knowledge of adventure tour regulations	K3
CO4	Analyze the formalities to offer and avail travel insurance	K4
CO5	Create the safety and security precautions to protect the tourists	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	2	1	3	2.4
CO2	2	3	3	3	1	3	3	2	-	3	2.3
CO3	3	3	1	3	2	3	3	2	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	3	3	-	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.50
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. M.P. Senthilkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23BTH4G21	General	4	4	25	75	100
Course Title		Tourism and Hospitality Entrepreneurship					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Entrepreneurship Entrepreneurship – Definition - Role and expectation - Entrepreneurial motivations – Types - Entrepreneurship opportunities in tourism - Entrepreneurial skill for travel - Tourism and hospitality trade, problems of entrepreneurship in travel trade; Entrepreneurial Competencies - *Small Scale Enterprises*, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurial ship in SSE and Economic Development.	12
II	Entrepreneurship Start-ups Institutional Interface and Setup - Government Policy, Tourism Enterprises/Units eligible for assistance under MoT Scheme - Entrepreneurial process: Identification of an opportunity, Market Assessment, Analyzing Competitive Situation - Understanding Trade Practices, Resource Mobilization.*Opportunities of start-ups in tourism and hospitality*	12
III	Entrepreneurship Planning Technology Determination, Site Selection, Financial Planning, *Financial Institutions for Small Enterprises*, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.	12
IV	Ownership Structures Ownership Structures & Organizational Framework, Financial Management Issues, HR Issues, Strategies for Growth & Stability, Managing Family Enterprises.*Problems and challenges in ownerships*	12
V	Issues in Entrepreneurship Management Issues in Tourism & Hospitality Industry, Entrepreneurial Case Studies of Major Travel agencies/Tour Operators i.e., Cox & Kings, Raj Travels, SOTC, etc.. - Hotels i.e.. Taj, Radisson, Welcome, etc. *World famous chain group of hotels*	12
VI	Current Trends * (For CIA only) – New opportunities of entrepreneurship in the field of tourism and hospitality	

..... Self Study

Textbooks:
1. Michael Rimmington, Clare Williams and Alison Morrison, Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Routledge, 1998.
Reference Books:
1. Ateljevic, Jovo, and Stephen J. Page, eds. Tourism and entrepreneurship. Routledge, 2017.
2. Page, Stephen, and Jovo Ateljevic, eds. Tourism and entrepreneurship: International perspectives. Routledge, 2009.
Web Resource(s):
1. https://nou.edu.ng/coursewarecontent/HCM%20442%20Tourism%20Entrepreneurship.pdf
2. https://ideas.repec.org/a/brc/journal/v31y2016i1p264-278.html

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the scope of entrepreneurship in tourism and hospitality field	K1
CO2	Discuss the steps to be followed to establish a start-up	K2
CO3	Employ the skills of running a small scale enterprise	K3
CO4	Analyze the issues and challenges found in entrepreneurship	K4
CO5	Create a proposal for starting a tourism business outlet	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	2	3	3	2.8
CO2	2	3	3	3	2	3	3	2	1	3	2.5
CO3	1	3	1	3	2	3	3	2	2	3	2.3
CO4	1	3	1	3	3	3	3	2	2	3	2.4
CO5	1	3	-	3	3	3	3	2	3	3	2.4
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: C. Thiyagarajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23BTH4S22	SKILL	6	6	25	75	100
Course Title		Tour Guiding and Escorting					

SYLLABUS		
Unit	Contents	Hours
I	Introduction to Tour Guiding The tour guide - Meaning and classification - *Qualities of an ideal tour guide* - Various role of tour guide - The business of guiding - Organizing a guiding business	9
II	Techniques Applied in Tour Guiding The guiding techniques - Leadership and social skill - Presentation and speaking skills - Tour escorting ethics - The guide's personality, Moments of truth - The seven sins of guide - The service cycle - Working with different age groups working under different circumstances. *Tools of Tour guiding*	9
III	Responsibilities of a Guide The role of guide and interpreter: Creating, Memorable interpretations, Interpreting different themes - Nature art architecture and incidental interpretations - *Responsibilities of tour guide* - Code of conduct.	9
IV	Execution of Tour Conducting tours pre tour plans - Mode of transportation - Types of tours - Traveler with special needs - Guidelines for working with disabled persons - Relationship with fellow guides, motor/car operators and companies. *Famous car rental companies*	9
V	Handling the emergencies Dealing with emergencies accidents - Law and order general procedures - Evaluation and solutions - Complaint handling. *Types of safety equipment used in tourism activities*	9
VI	Current Trends * (For CIA only) – Emerging transport modes created to supported the development of tourism	

..... Self Study

Textbooks:
1. Pond, Kathleen Lingle. The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostrand Reinhold, 1993.
Reference Books:
1. MacCannell, Dean. The Ethics of Sightseeing. University of California Press, 2011.
2. Wynn, Jonathan R. The Tour Guide: Walking and Talking New York. Chicago: The University of Chicago Press, 2011
Web Resource(s):
1. https://egyankosh.ac.in/bitstream/123456789/56442/1/Unit-16.pdf
2. https://www.cvs.edu.in/upload/Tour%20Guide%20Ethics%20-%20E-content%2001-05.pdf

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Describe the nature and importance of tour guide	K1
CO2	Summarise the procedures and techniques of tour guiding	K2
CO3	Practice the responsibilities of tour guide	K3
CO4	Appraise the standards of effectively planned and organized tour	K4
CO5	Plan to avoid emergency situation during the tour period	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	2	1	3	2.4
CO2	2	3	3	3	1	3	3	2	-	3	2.3
CO3	3	3	1	3	2	3	3	2	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	3	3	-	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: K. Karthikeyan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23BTH4S23P	Skill	12	6	20	80	100
Course Title		Regional Cuisines of India - Practical					

SYLLABUS		
Unit	Contents	Hours
I	Assisting in Food Preparation Preparation for cooking - Making sauces - Preparing salads - Preparing cold starters Cleaning kitchen before start of day's operations - Preparing kitchen for food operations - Closing kitchen at the end of day's operations	36
II	Monitoring Stock Movement Receiving supplies and materials - Distributing and storing supplies and materials - Keeping track of supplies and material utilization - Achieving work quality and standards. Interacting with superior - Communicating with colleagues - Communicating effectively with customers	36
III	Maintaining Customer-Centric Service Orientation Engaging with customers for assessing service quality requirements - Achieving customer satisfaction - Fulfilling customer requirement. Following behavioural, personal and telephone etiquettes - Treating customers with high degree of respect and professionalism - Achieving customer satisfaction	36
IV	Follow gender and age sensitive service practices Educating customer on specific facilities and services available - Providing different age and gender specific customer service - Following standard etiquette with women at workplace. Securing company's IPR - Respecting customer's copyright	36
V	Maintain health and hygiene Ensuring cleanliness around workplace - Ensuring cleanliness around workplace - Following personal hygiene practices - Taking precautionary health measures. Taking precautionary measures to avoid work hazards - Following standard safety procedure - Using safety tools or Personal Protective Equipment - Achieving safety standards	36

Textbooks:
1. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, 1 st Edition, Octopus Publishing Group, London, 2001.
Reference Books:
1. Louis Saulnier, Le Repertoire De La Cuisine, 5 th Edition, Barrons Educational Series, United States, 2010.
2. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, 1 st Edition, Taylor and Francis Inc, Bosa Roca, U.S, 2003.
Web Resource(s):
1. https://hmhub.in/regional-indian-cuisine/

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	List appropriate equipment and ingredients required for preparation of dishes	K1
CO2	Explain the methods and techniques applied to produce food and run a food production section	K2
CO3	Apply the procedures, ethics and moral values in the working environment of food production	K3
CO4	Point out the quality standards of ingredients, equipment, food products, and working environment of kitchen in catering establishments	K4
CO5	Develop knowledge and skills of producing and developing dishes of Indian Cuisine by adopting new trends and advancements of the field	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	3	3	3	2	3	3	2.8
CO2	2	3	3	3	2	3	3	2	1	3	2.5
CO3	1	3	1	3	2	3	3	2	2	3	2.3
CO4	1	3	1	3	3	3	3	2	2	3	2.4
CO5	1	3	-	3	3	3	3	2	3	3	2.4
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: K.G. Rajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BTH4I24	Skill	-	6	20	80	100
Course Title Travel and Tour Services Internship - II							

**Students should undergo two Internship Programmes for 2 weeks
and report to be submitted to the department**

Duration of Internship: 2 Weeks

Academic Credits for Training will be on the following

- ❖ Students have to submit the following on completion of industrial training to the faculty coordinator at the institute.
 - Logbooks and attendance, Appraisals, Report and Presentation, as applicable.
- ❖ All trainees must ensure that the department head has signed the logbooks and appraisals as soon as training in a particular department or section is completed.
- ❖ A PowerPoint presentation (based on the report) should be presented in front of internal and external examiners for a minimum duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experience in the internship and what he has learned and observed.

The Training Report will be submitted in the form specified as under:

1. The typing should be done on both sides of the paper (instead of single side printing)
2. Font size should be 12 with Times New Roman font with 1.5 line spacing.
3. The paper should be in A-4 size.
4. Two copies meant for the purpose of evaluation may be bound in paper and submitted to approved authority.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook.
2. Appraisal form
3. A copy of the training certificate
4. Industrial Training Report
5. Power Point presentation on a CD, based on the training report.
6. Attendance records given by hotel's authority.