

Maa Shakumbhari University, Saharanpur



Tourism and Hospitality Operations

(Four Year Undergraduate Program (FYUP))

(As per guidelines of Common Minimum Syllabus by U.P. Government according to National Education Policy-2020 amended with GO-2090/70-3-2024-09(01) Dated: 02-09-2024)

Dr.
16/5/25
Dean, Science

May 2025

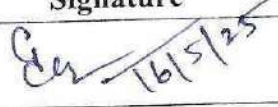
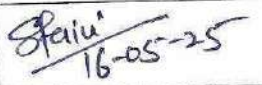




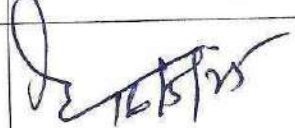
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Members, Board of Studies (Tourism and Hospitality Operations)

S. N.	Name	Designation	College/University	Signature
1.	Prof. Garima Jain	Dean Science	D.A.V. (P.G). College, Muzaffarnagar	 16/5/25
2.	Prof. Sandhya Jain	Convener	D.A.V. (P.G). College, Muzaffarnagar	 16-05-25
3.	Prof. Nidhi Tyagi	Subject Expert	Shobhit Institute of Engineering and Technology (Deemed-to-be- University), Meerut, U. P.	 16/5/25
4.	Prof. Vighnesh Kumar	Subject Expert	CCS University, Meerut	 16-05-2025
5.	Dr. Shuchi (Rtd.)	Subject Expert	S.D.College, Muzaffarnagar	 Sanchi
6.	Dr. Mahendra Singh	External Expert	Department of Tourism and Travel Management, Central University of Jammu, Samba, J&K	 16/5/25
7.	Dr. Sanjay Nibhoria	External Expert	Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi	 16/5/25
8.	Prof. Sonika Choudhary	External Expert	Raghunath girls' Post Graduate College, Meerut	

MISSION OF THE SCHOOL OF TOURISM AND HOSPITALITY OPERATIONS

To provide education at all levels in the discipline of hospitality and tourism of modern times and in the futuristic and emerging frontier areas of knowledge, learning and research both at local & international level and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and also imbibe attributes of courage of conviction and action.

Program Outcomes (POs)

- PO 1: The course will help to develop a comprehensive understanding of tourism and hotel management principles among the scholars.
- PO2: The course will provide skilled professionals for the industry and promote research.
- PO3: The students will gain practical skills in front office operations, guest services, housekeeping, food and beverage management, and event planning.
- PO4: Students will be able to understand the financial, Marketing and managerial aspects of tourism and hospitality sector.
- PO5: Students will learn to use latest technologies like digital marketing tools and data analytics.
- PO6: Course will help to develop leadership abilities and teamwork skills required for effective tourism and hospitality operations.
- PO7: Course will help to develop a global perspective to gain insights into global travel trends, cultural diversity, and international hospitality standards.

Program Specific Outcomes (PSOs)

PSO 1: Industry Knowledge and Skills

- Demonstrate comprehensive understanding of the tourism and hospitality industry, including travel, lodging, food services, and event management.
- Apply theoretical and practical knowledge to real-world situations.

PSO 2: Customer Experience Management

- Effectively manage customer interactions and ensure high levels of guest satisfaction.
- Anticipate and respond to customer needs, enhancing the overall service experience.

PSO 3: Business and Financial Acumen

- Analyze financial statements, budgets, and economic trends to make informed business decisions.
- Understand revenue management and cost control in hospitality settings.

PSO 4: Leadership and Teamwork

- Develop leadership skills for managing teams and departments.
- Cultivate a positive work environment and motivate staff for high performance.

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PSO 5: Marketing and Sales

- Design and implement marketing strategies to attract and retain customers.
- Use digital tools and platforms for effective tourism marketing.

PSO 6: Sustainability and Ethics

- Promote sustainable tourism practices and responsible resource management.
- Adhere to ethical standards in hospitality operations.

PSO 7: Technology Integration

- Utilize industry-specific software and tools for operations, reservations, and customer relationship management.
- Stay updated on emerging technologies in tourism and hospitality.

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**BSc Tourism and Hospitality Operations
Course Matrix**

Year	Sem.	Course Code	Paper Title	Theory/ Practical	Credits
1st	I		Basics of Tourism and Hospitality	Theory	4
			Travel Agency and Tour Operations	Theory	4
			Computer applications in Tourism and Hospitality	Practical	2
			Itinerary preparation and tour planning	Practical	2
			Minor Elective (Other faculty)	Theory	6
			Vocational Skill Development course	Theory	3
			Co-curricular Course	Theory	2
		Total Credits:23			
	II		Fundamentals of Accommodation Operations	Theory	4
			Fundamentals of Food and Beverage Operations	Theory	4
			Accommodation operations Labs	Practical	2
			Food and Beverages Labs	Practical	2
			Vocational Skill Development course	Theory	3
			Co-curricular Course	Theory	2
		Total Credits:17			
First Year Total credits: 40					

Ten Weeks' Preliminary Industrial Training As per the course requirement, incumbent students have to go on a preliminary industrial training in a leading tourism or hospitality organization, duly approved by the Department. Though the Department may help the incumbent students in arranging their training in suitable institutions, the sole responsibility, in this context, will rest on the students. They will have to submit a comprehensive training report along with the logbook, on the formats prescribed by the Department, at least one month before commencement of the fifth semester examinations. The report and logbook shall stand for evaluation.

Year	Sem.	Course Code	Paper Title	Theory/ Practical	Credits
2nd	III		Professional Accommodation Operations	Theory	4
			Professional Food and Beverage Operations	Theory	4
			Accommodation operations Labs	Practical	2
			Food and Beverages Labs	Practical	2
			Minor Elective (Other Faculty)	Theory	6
			Vocational Skill Development course	Theory	3

		Co-curricular Course	Theory	2
		Total Credits:23		
	IV	Transportation and Logistics Operations	Theory	4
		Research Methodology	Theory	4
		Data Analytics	Practical	2
		Industrial Exposure	Practical	2
		Co-curricular Course	Theory	2
		Research Project		3
		Total Credits:17		
		Second Year Total credits: 40		

Year	Sem.	Course Code	Paper Title	Theory/ Practical	Credits
3rd	V		Principles of Management	Theory	4
			Tour Packaging Operations and Management	Theory	4
			Application of Nutrition Science in Catering Industry	Theory	4
			Advance Food & Beverage Operations	Theory	4
			Food production Lab	Practical	2
			F& B Service Lab	Practical	2
		Total Credits:20			
	VI		Meetings, Incentives, Conferences and Exhibitions (MICE) Operations	Theory	4
			Entrepreneurship Development	Theory	4
			Room Division Management	Theory	4
			Sustainable Tourism and Hospitality Management	Theory	4
			Front Office Operations	Practical	2
			Housekeeping Operations	Practical	2
		Total Credits:20			
		Third Year Total credits: 40			

Training Report and Log Book: While on the extensive on the training of Twelve Weeks after sixth semester, the trainees shall have to systematically maintain a Log Book in the format prescribed by the Department. The Logbook, incorporating the day- to- day training inputs shall realistically indicate the training exposure vis a vis the professional aptitude and sincerity of the professional in making. The Log Book, to be submitted along with the training report, will be evaluated by the panel of experts (One internal and one external).

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Year	Sem.	Course Code	Paper Title	Theory/ Practical	Credits	
4 th	VII		Tourism Policy and Planning Framework	Theory	4	
			Human Resource Management	Theory	4	
			Financial Management	Theory	4	
			Destination Planning and Management	Theory	4	
			Startup Idea Generation & Venture Creation	Practical	4	
		Total Credits:20				
	VIII		Tourism Geography	Theory	4	
			Tourism Impacts	Theory	4	
			Global Tourism Trends	Theory	4	
			Elective (any one from the list of elective courses)	Theory	4	
			Tourism Product designing and development	Practical	4	
		List of Elective Courses				
			Innovative Recipe development	Theory	4	
			Medical and Wellness Tourism	Theory	4	
			Adventure and Wildlife Tourism	Theory	4	
			Customer Relationship Management	Theory	4	
			Digital Marketing			
		Total Credits:20				
		Fourth Year Total credits: 40				

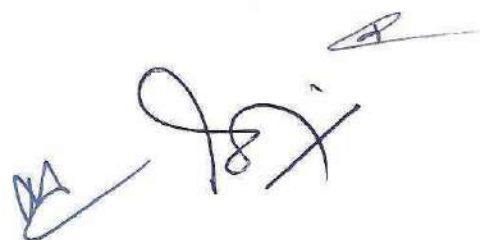


For theory papers (4 credits), the max. marks will be 100 = 75 (UE) + 25 (GE). Minimum marks will be as per university norms.


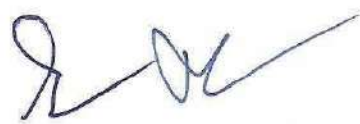



For Practical papers (2 credits), the max. marks will be 100 and minimum marks will be as per university norms.

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List of MOOC Courses							
Faculty	Category/ Type of course	Title of the Course(s) That can be Studied Online	Credits	Durati on (weeks)	Certificate/Credits upon completion(Yes/ No)	Name of the Instructor	Name of SWAYAM Coordinator
Commer ce	Skill Enhancement Course	Advances in Tourism Marketing	3	10	Yes	Dr. Anurag Jain	IIMB
Commer ce	Tourism and Hospitality Operations	Hospitality Industry in Tourism	4	12	yes	Prof. H. Rajasheka r	CEC
Commer ce	Tourism Marketing-I	Tourism Marketing	2	08	yes	Prof. Shikha Misra	INI
Commer ce	Tourism Planning and Sustainable Development	Tourism Planning and Sustainable Development	4	15	yes	Dr. Prashant Kumar Gautam	CEC
Commer ce	Research Methodology for Tourism & Hospitality Management	Research Methodology for Tourism & Hospitality Management	2	08	yes	Dr. Shyju P J	INI
Commer ce	TS-3: Management in Tourism	Management in Tourism	08	16	yes	Dr. Sonia Sharma	IGNOU
Commer ce	Tourism and Travel Management	Tourism and Travel Management	04	12	YES	Mr N. ROOPES H KUMAR	CEC

Programme/Class: BSc.		Year: 1	Semester: I
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Basics of Tourism and Hospitality	
Course Outcomes:			
CO 1: Provide an overview on the various essential perspectives of Tourism and Hospitality			
CO 2: Better prepared to perceive and subsequently practice the dynamic operational and managerial functions of Tourism and Hospitality			
CO 3: Acquire knowledge about Hotel Operations			
CO 4: Recognize the functions of various departments of a hotel			
CO 5: Adapt the hospitality professionalism			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (VE) + 25 (CIE)			Min. Passing Marks: As per Uni norms
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	Tourism and Tourism Industry: <ul style="list-style-type: none">• Introduction• Concepts and definitions• Nature and Characteristics• Components and interrelatedness• Limitations and Constraints		
II	Growth & Development of Tourism Industry: <ul style="list-style-type: none">• Evolution of Tourism business and development history• Travel and Tourism through ages• Early travels in the world and in Indian context• Silk Route, Grand Tours• Impact of industrialization and technological advancement.		
III	Overview of Tourism Industry <ul style="list-style-type: none">• Public sector organization infrastructure of tourism at Central and State level.• Private sector organization Infrastructure of tourism• Non tourism organizations directly or indirectly associated with tourism industry.• Role of tourism education institutes in Indian Tourism Industry.• International Organization infrastructure of tourism• Global tourist traffic and receipt pattens.• Global tourism business		
IV	Contemporary issues and future opportunities in Tourism Industry <ul style="list-style-type: none">• Contemporary Issues• International tourism trends• Tourism impacts• Concept of Neo Tourism• Future opportunities		

Sources





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V	Introduction to Hospitality Industry <ul style="list-style-type: none"> • Hospitality: nature, dimensions and characteristics, Concepts of Atithi Devo Bhav • Origin and growth of hospitality industry • Role and contribution of public sector in the development of hotel industry in India • Multinational hotel chains and their impact on hotel business with special reference to Developing countries, Major Multinational Hotel chains operating in India.
VI	Foundations of Hospitality <ul style="list-style-type: none"> • Meaning, types and forms of Accommodation. • Hotel: Types and classification. • Star Categorization of Hotels; Registration and Gradation requirements and procedures in Indian context. • Ethical and regulatory aspects in a hotel. • International Hotel Regulations, Standards of professionalism.
VII	Fundamentals of Hotel Operations <ul style="list-style-type: none"> • Organizational structure and hierarchy of a standard international hotel. • Core Operational Departments. • Importance of ancillary departments. • Inter-departmental coordination and cooperation in hotel. • Types of Hotel Guests.
VIII	Future & Scope of Tourism and Hospitality Industry <ul style="list-style-type: none"> • Role of Tourism and Hospitality in Sustainable Development Goals • Contemporary and imminent trends of Hotel Business in India, • Concept of E-Hospitality. • Net Zero Energy Hotels
Recommended Books: <ul style="list-style-type: none"> • Paul R. Dittmer, Gerald G. Grifftin: <i>Dimensions of the Hospitality Industry</i>, Van Nostrand reinhold New York. • Peter Jones: <i>Introduction to Hospitality Operation</i>, Cassell, New York. • Fred Lawson: <i>Hotels & Resorts, Planning, Design and Refurbishment</i>, Butter worth-Architecture, Oxford. • Donald E. Lindbergh: <i>The Hotel and Restaurant Business</i>, Van Nostrand Reinhold, New York. 	



Programme/Class: Bsc.	Year : I	Semester: I
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Subject: Tourism and Hospitality Operations

Course Code:

Course Title: **Travel Agencies and Tour Operations**

Course Outcomes:

CO 1: To provide a clear and concise overview of the travel and tourism industry, focusing on travel agents, tour operators, and package holidays.

CO 2: To help students understand the conceptual definitions and key differences between a travel agency and a tour operator.

CO 3: To equip students with knowledge of the various functions performed by travel agents and tour operators in the tourism sector.

CO 4: To familiarize students with the essential formalities and legal procedures involved in setting up and running travel and tour operations.

CO 5: To develop student competence in handling necessary documentation and management practices required for efficient operation of travel and tour services.

Credits: 4

Core/Elective:

Theory

Max. Marks: $100 = 75(UE) + 25(GIE)$

Min. Passing Marks:

Total No. of Lecture- Tutorials-Practical (in hours per week): **60**

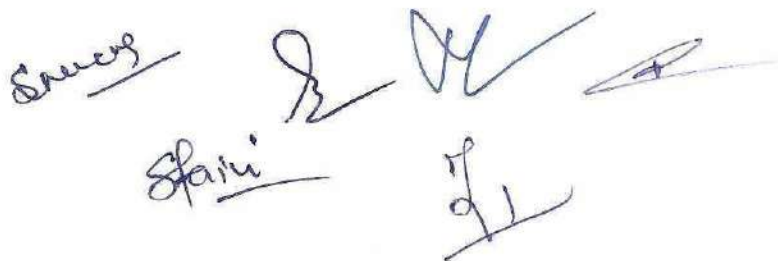
Unit	Topics
I	Overview and Development of the Travel Trade Sector <ul style="list-style-type: none"> Overview on the origin, development history, and present status of the travel trade sector in international and Indian contexts. Factors responsible for the growth of the travel trade sector, including increasing propensity to travel, developments in the air transport sector, advancements in information technology, and travel-friendly policies adopted by countries.
II	Travel Agencies and Tour Operations <ul style="list-style-type: none"> Definition and differentiation of travel agency and tour operation business, including linkages and scope. Role and contribution of the travel agency and tour operations sector in the development of the tourism industry. Functions of a standard travel agency: travel information, documentation, travel counseling, ticketing, reservations, itinerary preparation, and immigration-related services.
III	Seminars, Symposia, and Customer Service <ul style="list-style-type: none"> Role in the organization of seminars, symposia, conferences, exhibitions, and space selling. Customer service and customer care, with a focus on the Master Key proposed by WATA. Sources of income for travel agencies: commission, service charges, and markup on tours.
IV	Functions of Tour Operators <ul style="list-style-type: none"> Functions of tour operators: market research, assembling, processing, and disseminating information, negotiation and liaisons with principals. Tour package formulation, costing and pricing, marketing of tour packages, product promotion, tour counseling, pre-tour arrangements, tour operation, and post-tour management. Sources of income for tour operators.

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V	Setting Up a Travel Agency or Tour Operating Enterprise <ul style="list-style-type: none"> • Steps in setting up a travel agency or tour operating enterprise. • Types of organizations to be set up, such as proprietorship, partnership, private limited, or public limited. • Organizational structure and departmentation.
VI	Feasibility and Investment in Travel Business <ul style="list-style-type: none"> • Conceptualization, market research, and feasibility analysis. • Sources of investment and other procedures and requirements for setting up a travel business. • Approval from the Department of Tourism (DOT) and other trade organizations. • Various fiscal and non-fiscal incentives available to the travel trade in India.
VII	Role of Private and Public Sectors in Travel Business <ul style="list-style-type: none"> • Role and input of private and public sectors in the travel agency and tour operations business. • Impact of multinational corporations (MNCs) on the travel trade sector, with special reference to India. • Organization, functions, roles, and contributions of TAAI, IATO, and IATA.
VIII	Technological Advancements in the Travel Sector <ul style="list-style-type: none"> • Impact of technological advancements, especially in the field of information and communication technology (ICT), on tourism and the travel trade. • The role of artificial intelligence (AI) in the travel business.

Recommended Books

1. Holloway, J.C., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
2. Syrrall Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995.
3. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers inc., New York, 1994.
4. CTH- Travel Agency & Tour Guiding Operations (eBook – Adobe PDF) (eBook) By Bpp Learning Medi



Programme/Class: BSc.		Year: 1st	Semester: I
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Computer Applications in Tourism and Hospitality	
Course Outcomes: After the successful completion of the course, student will be able to: CO1: Understand and operate Windows OS efficiently. CO2: Create and format professional documents using Microsoft Word. CO3: Analyse and manage tourism and hospitality data using Microsoft Excel. CO4: Design engaging presentations using Microsoft PowerPoint. CO5: Utilize Microsoft Outlook and email communication tools. CO6: Leverage internet and online resources. CO7: Apply Google tools and online applications. CO8: Develop professional marketing and promotional materials.			
Credits: 2		Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100		Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 0-0-4 60			
S. No.	List of Practical		
(i)	Windows Operating System Basics: <ul style="list-style-type: none">• Understanding Windows OS interface, taskbar, start menu, and file explorer.• Creating and organizing folders for tourism-related documents.• Installing and using software applications relevant to hospitality and tourism.• Managing user accounts, security settings, and system updates.		
(ii)	Microsoft Word for Tourism & Hospitality: <ul style="list-style-type: none">• Creating professional travel itineraries, tour packages, and hotel brochures.• Formatting and designing hotel menus, guest lists, and reservation letters.• Using tables, columns, and images for travel-related documents.• Creating templates for hotel confirmation letters and travel agency proposals.		
(iii)	Microsoft Excel for Data Management <ul style="list-style-type: none">• Using Excel for hotel booking records, guest check-ins, and room availability tracking.• Creating tour cost estimation sheets with formulas and functions.• Using charts and graphs to analyze seasonal trends in tourism.• Working with Pivot Tables for analyzing sales and occupancy rates.		
(iv)	Microsoft PowerPoint for Presentations: <ul style="list-style-type: none">○ Creating tourism promotional slideshows with images, videos, and animations.○ Preparing hotel business reports and customer service training presentations.○ Using SmartArt, transitions, and slide master for professional design.		
(v)	Microsoft Outlook for Email Communication <ul style="list-style-type: none">• Sending and receiving emails related to hotel bookings and customer queries.• Managing contacts and calendars for tour scheduling.• Using email templates for hotel confirmation emails and travel agency responses		
(vi)	Internet Usage for Tourism & Hospitality <ul style="list-style-type: none">• Researching destinations, hotels, and airlines using Google.• Booking flights, hotels, and travel packages through online portals.• Understanding online security and safe payment methods in tourism e-commerce.		

(vii)	Google Tools for Tourism & Hospitality: <ul style="list-style-type: none"> ○ Using Google Forms for customer feedback and tour registration. ○ Creating Google Sheets for budgeting and expense tracking. ○ Managing business listings on Google My Business for hotels and travel agencies.
(viii)	Desktop Publishing for Hospitality & Tourism: <ul style="list-style-type: none"> • Designing hotel flyers, restaurant menus, and tourism pamphlets using MS Publisher or Canva. • Creating business cards and promotional materials for a travel agency.

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Programme/Class: Bsc.	Year : I	Semester: I
Subject: Itinerary Preparation and Tour Operations Practical		
Course Code:	Course Title: Tourism and Hospitality Operations	
Course Outcomes:		
CO 1: To familiarize students with the operational procedures of the travel and tourism industry , focusing on the practical aspects of itinerary planning and tour packaging.		
CO 2: To develop students' ability to create customized travel itineraries by incorporating destinations, transportation, accommodations, and activities suited to different tourist profiles and preferences.		
CO 3: To enhance students' skills in designing comprehensive and cost-effective tour packages, including budget, standard, and luxury segments, with attention to logistics and pricing strategies.		
CO 4: To provide hands-on experience in using travel industry tools and resources , such as maps, brochures, GDS (Global Distribution Systems), and digital platforms for itinerary development and package creation.		
CO 5: To enable students to evaluate and present professional tour packages , simulating real-world scenarios to improve their communication, presentation, and client-handling capabilities in a travel consultancy setting.		
Credits: 2	Core/Elective:	Practical:
Max. Marks: 100	Min. Passing Marks:	
Total No. of Lecture- Tutorials-Practical (in hours per week): 60		
Unit	Topics	
I	<ul style="list-style-type: none"> • Introduction to Tour Packaging Concept of Tour Packaging • Origin and Development of Tour Packaging • Importance of Tour Packaging in Modern Tourism 	
II	Types of Tour Packages <ul style="list-style-type: none"> • Classification of Tour Packages <ul style="list-style-type: none"> ◦ Independent Tours ◦ Inclusive Tours ◦ Escorted Tours ◦ Hosted Tours ◦ Incentive Tours • Tour Packages in the Context of Different Tourism Types 	
III	Planning and Designing Itineraries <ul style="list-style-type: none"> ◦ Art of Planning Itineraries ◦ Steps in Designing a Tour Itinerary ◦ Customizing Tours for FIT (Free Independent Travellers) and GIT (Group Inclusive Tours) 	
IV	Quotation, Tariff, and Costing <ul style="list-style-type: none"> • Understanding Tour Quotations and Tariffs • Rate Comparisons: FIT vs GIT • Confidential Tariff • Costing Techniques and Profit Margins 	

Sources

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V	Thematic Tour Packaging <ul style="list-style-type: none"> • Packaging Tours Based on Themes: <ul style="list-style-type: none"> ◦ Holiday Packages ◦ Historical and Cultural Monuments ◦ Natural Attractions ◦ Beach Holidays ◦ Yoga and Meditation ◦ Nature Cure & Health Tourism ◦ Pilgrimage Tours ◦ Adventure Tourism: Desert Safari, Hiking, Skiing, River Rafting, Mountaineering ◦ Special Interest Tours (wildlife, photography, culinary, etc.) 	
VI	Premium and Luxury Tour Packages <ul style="list-style-type: none"> • Special Packages: Palace on Wheels, Royal Orient • Tour Packages Offered by Indian Airlines, Sahara, Jet Airways • INDRAIL Pass and Its Utility in Domestic Tourism 	
VII	Travel Trade Organisations and Their Role <ul style="list-style-type: none"> • Overview of Key Travel Trade Organisations <ul style="list-style-type: none"> ◦ TAAI (Travel Agents Association of India) ◦ ICAO (International Civil Aviation Organization) • Their Functions, Objectives, and Influence on Tourism Packaging 	
VIII	Fairs, Festivals, and Events in Tour Formulation <ul style="list-style-type: none"> • Role of Cultural Events, Local Fairs, and National Festivals • Designing Special Packages Around Events (Kumbh Mela, Pushkar Fair, etc.) • Event Tourism and Its Growing Popularity 	

REFERENCE BOOKS:

Howell David W, Passport : An Introduction to the Travel and Tourism Industry, South Western Publishing Co. 1593 Ohio.

Gee Chuck. YCY, Maken JC and Choy DCL; The Travel Industry; Van Nostrand Reinhold, Newyork 1989.

Dervaes Claudine, The Travel Training Workbook (International Travel), Solitaire Publishing, Tempa 1996

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Programme/Class: BSc.		Year: 1	Semester: II
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Fundamentals of Accommodation Operations	
Course Outcomes:			
CO 1: Understand the organizational structure and functions of the housekeeping and front office departments.			
CO 2: Explain room status terminology and coordination between housekeeping and front office.			
CO 3: Apply standard procedures for front office and housekeeping			
CO 4: Understand different types of rooms and tariff			
CO 5: Demonstrate use of technology			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (UE) + 25 (CE)		Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	Introduction to Front office department & its importance; Sections of front office: Lobby, Bell Desk, Reservation, Reception, Information, Cashier, Concierge etc; Layout of front office department in Large Hotels, Functions and SOPs of Front office		
II	Organization structure of front office department (Small, medium & large hotels). Personality traits/ attributes of front office personnel, Duties & responsibilities of front office personnel		
III	Equipment used in front office (Manual, Semi-Automated & Automated), Record Keeping in Front Office. Co-ordination with other departments of the hotel, Guest Safety, Security and emergency situations,		
IV	Types of Rooms; Tariff Structure; Basis of charging room rates; Meal Plans; Hubbard Formula; Different types of tariffs/ rates; Room selling Techniques: Upselling, Upgrading, Allowances, Discounts, etc.		
V	Housekeeping department & it's role of in guest satisfaction and repeat business, Functions and sections of housekeeping department, Organization chart of housekeeping department: small, medium & large hotels, Personality traits/ attributes of housekeeping personnel, Duties and responsibilities of housekeeping staff, Layout of the housekeeping department, Coordination with other departments		
VI	Introduction & the planning process in housekeeping (I. Division of work document II. Area inventory lists III. Frequency lists IV. Performance standards V. Productivity Standards VI. Equipment & operating, supply inventory levels, determining the par levels VII. Work schedules), The Housekeeping Day (Opening the house, Morning shift, Afternoon/Evening shift, Night shift, Role of Night supervisor & Night GRA)		


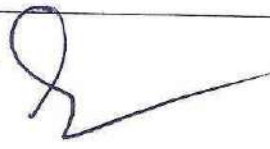


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VII	<p>Uses & importance of Computers in Housekeeping department; Housekeeping control desk & Records and routine systems of Housekeeping Department</p> <ul style="list-style-type: none"> • Reporting staff placement • Room Occupancy Report • Discrepancy Report • Guest Room Inspection (Role of a supervisor in guest room inspection & guest complaints) • Entering Checklists, Floor Register, Work Orders, Log Sheet • Lost and Found Register and Enquiry File • Maid's Report and Housekeeper's Report • Handover Records • Guest's Special Requests Register • Record of Special Cleaning • Call Register • VIP Lists • Gate pass procedure • Handling telephone calls • Handling room transfers & difficult situations
VIII	<p>Hotel Guestrooms: Importance of the guest room to a guest, Guestroom status, Guest Floor rules; Standard Contents of a guestroom</p> <ul style="list-style-type: none"> • Guestroom furniture (Selection of furniture, types of furniture, types of furniture joints, materials used for making furniture, common furniture items in guestrooms) • Furniture arrangement (Principles & elements of design & furniture arrangement in guestrooms) • Guestroom fixtures & fittings & its types • Beds, mattresses and bedding & its types • Soft furnishings & its types • Guestroom accessories • Placement of guest supplies (Guest's special requests, Difference between guest supplies and guest amenities & Guest loan items)

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Recommended Books:

- **"Hotel Housekeeping: Operations and Management"** by G. Raghubalan & Smritee Raghubalan
– A comprehensive guide covering all aspects of housekeeping operations with industry-relevant practices.
- **"Housekeeping Operations, Design and Management"** by Malini Singh & Jaya B. George
– Focuses on both operational and design aspects of accommodation management, ideal for UG learners.
- **"Professional Housekeeping"** by Geeta Batra
– A practical and student-friendly book that includes standard operating procedures and case studies.
- **"Front Office: Operations and Management"** by Ahmed Ismail
– Provides insights into front office functions, guest handling, and coordination with housekeeping.
- **"Managing Front Office Operations"** by Michael L. Kasavana & Richard M. Brooks
– A well-known international text covering theoretical and practical aspects of front office operations in detail.

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Programme/Class: BSc.		Year: 1	Semester: II
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Fundamentals of Food and Beverage Operations	
Course Outcomes:			
CO 1: Understand basics of Food and Beverage Operations			
CO 2: Explain the organisational structure and sections of F&B			
CO 3: Detailed knowledge of kitchen operations, equipment and basic preparations			
CO 4: Get aware of various F&B outlets			
CO 5: Coordination between kitchen and F&B Service			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (UE) + 25 (IE)			Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	<ul style="list-style-type: none">• Food & Beverage: meaning, Food & beverage operations• Scope of Food & Beverage Operations• Food Production – meaning and scope• Attitudes and behaviour in the Kitchen• Importance of Personal Hygiene• Uniform, protective clothing, and kitchen essentials• Origin of classical and modern cuisine• Standards of professionalism.• Kitchen organization and staffing• Duties and responsibility of various Chefs; levels of skills and experiences• Coordination with other departments• Layout of the kitchen in various organizations		
II	<ul style="list-style-type: none">• Origin of cookery• Historical development of cookery and cuisine• Growth and development of Indian, French & Chinese cuisines• Nouvelle cuisine• Meaning of Food, Diet and Balanced Diet• Aims and objectives of cooking food• Various textures• Various consistencies• Pre-preparation Techniques & Preparation Techniques• Menu, Role and importance of kitchen in menu planning		

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III	<ul style="list-style-type: none"> • Classification of Kitchen equipments, • Kitchen tools and utensils • Safety procedures in handling equipments • Conventional vis a vis modern gadgets, automation in commercial kitchens • Various fuels used in kitchen with advantage and disadvantage • Methods of heat transfer • Introduction of commodities • Spices and herbs • Weights, measurements and temperatures. • Effect of Heat on basic ingredients
IV	<ul style="list-style-type: none"> • Stocks: definition and uses; preparation of stock; recipes; Stock storage; care and precaution • Sauces: meaning and classification; recipes of mother sauces; derivatives • Soups: classification of soups; principles of making Soups; special points for preparation and service of the soups; International soups; garnishes and accompaniments of different soups.
V	<ul style="list-style-type: none"> • Organizational structure of Food & Beverage Service department • Duties & responsibilities of different F&B Personnel • Attributes of F&B Staff • French terms related to F&B staff • Importance of Uniform and service essentials • Standards of professionalism.
VI	<ul style="list-style-type: none"> • Classification of F&B outlets- Specialty restaurants, Coffee shop, Cafeteria, Fast food (Quick Service Restaurants), Grill Room, Banquets, Bar, Vending Machines, Discotheques, etc. • Ancillary departments of F&B Service- Pantry, Food pick-up area, Store, Linen room, Kitchen Stewarding (KST) • Layout of various F&B Outlets • Planning Décor, furnishing fixture etc. • Coordination with other departments
VII	<ul style="list-style-type: none"> • Classification of Equipment • Criteria for selection and purchase of: <ul style="list-style-type: none"> ○ Crockery ○ Tableware – Cutlery (Silver / Stainless) ○ Glassware ○ Hollowware ○ Flatware ○ All other equipments used in F&B Service ○ Linen including Furniture

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Soups

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VIII

- Menu Plannoing, Origin of menu
- Objectives of Menu Planning
- Types of Menu
- Factors considered while planning a menu
- Indenting; principles of indenting
- Menu Merchandising- menu control, menu structure & planning, constraints of menu planning
- Menu Engineering-methods, advantages
- French Classical Menu
 - Sequence.
 - Examples from each course.
 - Cover of each course.
 - Accompaniments

Recommended Books:

- **"Theory of Cookery" by Krishna Arora**
– Covers fundamental concepts in culinary theory, kitchen organization, food commodities, and Indian cuisine basics.
- **"Modern Cookery for Teaching and the Trade (Vol. 1)" by Thangam E. Philip**
– A comprehensive guide that blends traditional and modern cooking theory with step-by-step methodologies.
- **"Food and Beverage Service" by Dennis Lillicrap and John Cousins**
– A globally respected textbook detailing service styles, beverage knowledge, and customer handling.
- **"Textbook of Food & Beverage Service" by S.N. Bagchi and A. Bagchi**
– A student-friendly book that aligns well with Indian hospitality education and industry practices.
- **"Food and Beverage Service Training Manual" by Sudhir Andrews**
– Practical and theory-based manual covering basic service operations, standard operating procedures, and service etiquette.

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Programme/Class: BSc.	Year: 1	Semester: II
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Accommodation Operation Labs	
Course Outcomes:		
CO 1: Demonstrate proficiency in front office operations, including reservation systems and guest check-in/check-out procedures.		
CO 2: Apply housekeeping principles to maintain cleanliness, hygiene, and guest comfort in hospitality settings.		
CO 3: Utilize effective communication skills in handling guest inquiries, complaints, and requests at the front desk.		
CO 4: Implement safety and security protocols in hotel operations to ensure a safe environment for guests and staff.		
CO 5: Employ technology tools and software for front office management and housekeeping scheduling and inventory control.		
Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100	Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Topics/Activity		

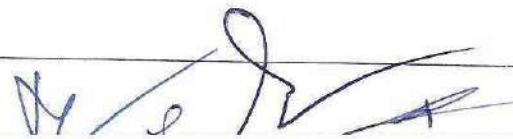
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FRONT OFFICE OPERATIONS PRACTICAL

- Basic Manners of Grooming Standard required to front office operations.
- Appraisal of front office equipment & furniture.
- Rack, front desk counter & bell desk
- Welcoming of guests
- Front Office Terminology
- Handling room keys(issuing, receiving, missing keys, computerized key cards)
- Handling guest enquiries.
- Telephone handling & giving wake up calls.
- Guest Handling in all the stages of guest cycle.
- Guest reservations procedure.
- Up-selling
- Suggestive Selling
- Overbooking
- Increasing Repeat Guests
- Encouraging Return reservation
- Front office terminology & abbreviations.
- General awareness about country-capital-currencies-airlines.

HOUSEKEEPING OPERATIONS PRACTICAL

- Sample layout of guest rooms (Single, double, twin and suite)
- Guest room supplies & position (Standard room, suite & VIP room special amenities)
- Familiarizing with different types of rooms, facilities and surfaces (Twin/double, suite, conference, etc.)
- Maids trolley (Contents & Trolley setup)
- Guest Handling
 - Guest Requests
 - Guest Complaints
- Flower arrangement
- Standard Operating Procedure
- Skill oriented task (E.g. Cleaning and polishing glass, brass, etc.)
- Fire safety & fire fighting
 - Safety measures
 - Fire Drill (Demo)
- Special Decoration (Theme related to hospitality industry)
 - Indenting
 - Costing
 - Planning with time split
 - Executing
- Layout of guest room
 - To the scale
 - Earmark pillars
- Specification of colors, furniture, fixture, fitting, soft furnishing, accessories, etc. used
- Time & Motion Study (Ergonomics)
 - Steps of Bed Making
 - Steps in servicing a room, etc.

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Recommended Books:

1. Front Office Management by S.K. Bhatnagar – A practical guide to front office operations and guest handling techniques.
2. Hotel Front Office: Operations and Management by Jatashankar R. Tewari – Covers core front office procedures and customer service skills.
3. Housekeeping Operations, Design and Management by Malini Singh & Jaya B. George – Explains operational and design aspects of housekeeping.
4. Professional Housekeeper by Georgina Tucker & Margaret A. Mead – Offers hands-on housekeeping practices and professional standards.
5. Hotel Housekeeping by G.Raghubalan & Smritee Raghubalan – A comprehensive reference on housekeeping procedures and supervision.
6. Managing Front Office Operations by Michael L. Kasavana & Richard M. Brooks – Focuses on practical front office systems and service delivery.

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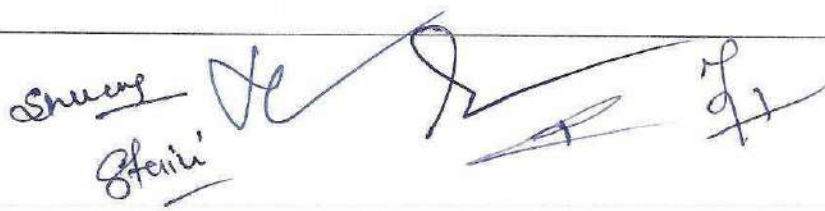
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Programme/Class: BSc.	Year: 1	Semester: II
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Food and Beverage Labs	
Course Outcomes:		
CO 1: Demonstrate fundamental culinary skills		
CO 2: Identify and use standard kitchen equipment and tools effectively and safely.		
CO 3: Prepare and present basic food items		
CO 4: Apply principles of table setting, order taking, and service styles		
CO 5: Exhibit professional grooming, communication, and teamwork skills essential in food production and service operations.		
Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100	Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Topics/Activity		
FOOD PRODUCTION OPERATIONS PRACTICAL		
<ul style="list-style-type: none">• Familiarization with kitchen Knives and other hand tools.• Proper use of tools and equipments related to food production.• Understanding weights, measurements and temperatures.• Conversion of weights in home measures and convenient measures.• Hygiene-kitchen etiquettes & practices• Safety & security in kitchen• Proper Usage of kitchen Knives and other hand tools.• Identification of basic ingredients;• Use of objective and subjective methods and simple identification techniques• Understanding weights, measurements and temperatures.• Conversion of weights in home measures and convenient measures.• Pre-preparation Techniques• Preparation Techniques• Preparation of Stocks Sauces & Soups		
FOOD & BEVERAGE SERVICE OPERATIONS PRACTICAL		
<ul style="list-style-type: none">• Food service areas- Induction & profile of the areas• Ancillary F&B service areas- Induction & profile of the areas• Basic Restaurant Etiquettes.• Handling the Service Gear.• Planning Lunch & Dinner Menu.• Arrangement of Silverware on the table & sideboard.• Laying Table for different types of covers. Service of breakfast - English & Continental• Setting up of trays and trolleys for Room Service• Practice of social skills- Accidents during service, Guests taking ill, Dress code, Guests having consumed too much drink.		



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Recommended Books:

- **"Theory of Cookery" by Krishna Arora**
– A widely used textbook covering basic culinary techniques, ingredients, and Indian cookery.
- **"Modern Cookery for Teaching and the Trade (Vol. 1)" by Thangam E. Philip**
– A comprehensive guide with practical approaches to food production, especially in Indian kitchens.
- **"Professional Chef" by The Culinary Institute of America (CIA)**
– A global standard reference for foundational culinary skills and professional kitchen operations.
- **"Food and Beverage Service" by Dennis Lillicrap and John Cousins**
– A classic and in-depth book on all aspects of F&B service, suitable for both beginners and advanced learners.
- **"Textbook of Food & Beverage Service" by S. N. Bagchi and A. Bagchi**
– A practical and academic guide tailored for Indian hospitality students, covering core service techniques.

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Programme/Class: BSc.		Year: 2	Semester: III
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Professional Accommodation Operations	
Course Outcomes:			
CO 1: Acquaintance with handling guest and their quarries.			
CO 2: Comprehensive knowledge of property management system			
CO 3: Demonstrate cleaning and maintenance techniques			
CO 4: Understand the importance of record keeping in accommodation operations.			
CO 5: Knowledge of basic hotel accounting			
Credits: 4	Core/Elective: Core		Theory/Practical: Theory
Max. Marks: 100 = 75 (UE) + 25 (CE)		Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	Guest Handling: <ul style="list-style-type: none">• Guest Cycle,• Registration of Guest;• Check-in and Check Out Procedure;• Pre arrival,• Arrival,• During the stay,• Departure and• After Departure activities		
II	Reservations <ul style="list-style-type: none">• Importance of reservations.• Types of reservations.• Modes of reservation.• Channels & sources (FITs, Travel Agents, Airlines, GITs, etc.).• Cancellations.• Amendments.• Overbooking.		
III	Front Office Accounting <ul style="list-style-type: none">• Accounting Fundamentals• Guest and non guest accounts• Accounting system<ul style="list-style-type: none">○ Non automated – Guest weekly bill, Visitors tabular ledger○ Semi automated○ Fully automated• Settlement of Bills• Night Auditing		
IV	Property Management System <ul style="list-style-type: none">• Role of information technology in Front Office,;• Need of a PMS in the hotel;• Components of a PMS;• Factors for purchase of PMS by the hotel;• Introduction to Fidelio & Amadeus.• Office Automation and Trends in Front Office Automation.		

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V	<p>Housekeeping Inventories</p> <ul style="list-style-type: none"> • Introduction • Cleaning Equipments (Manual & Mechanical equipments) <ul style="list-style-type: none"> ◦ Storage, distribution and control of cleaning equipment ◦ Selection of cleaning equipment ◦ Other machines • Cleaning agents (Water, detergents, abrasives, reagents, organic solvents, disinfectants & bleaches, glass cleaners, deodorizers, laundry aids, toilet cleaners, polishes, floor sealers, floor strippers, carpet cleaners) <ul style="list-style-type: none"> • Some common cleaning agents • Selection of cleaning agents • Storage of cleaning agents • Issuing of cleaning agents • Guest Supplies • Linen (Guest room linen, F&B linen, Health-club linen) • Uniforms
VI	<p>Composition, care & cleaning of different surfaces</p> <ul style="list-style-type: none"> • Introduction • Metals • Glass • Plastic • Ceramics • Wood & Faux wood • Stone & faux stone • Leather • Rubber
VII	<p>Cleaning Public Areas</p> <ul style="list-style-type: none"> • Introduction • Entrances (Flooring, mats & doors) • Lobbies (Daily & periodic cleaning) • Front desk (Specific cleaning tasks) • Elevators • Staircases • Guest corridors • Public restrooms • Banquet halls • Dining rooms
VIII	<p>Cleaning guest rooms</p> <ul style="list-style-type: none"> • Introduction • Types & nature of soil • Standards of cleaning & hygiene and safety factors in cleaning • The science of cleaning (Principles of cleaning, cleaning procedures, frequency of cleaning- daily, periodic & special, methods of organization of cleaning & features that case cleaning) • The cleaning process (Bed-making, procedure for traditional bed-making, daily cleaning of guestroom, turndown service, second service & closing down after cleaning)

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Recommended Books:

- **"Front Office Operations and Management"** by Ahmed Ismail
– Offers a practical and managerial perspective on front office functions, guest cycle, and interdepartmental coordination.
- **"Managing Front Office Operations"** by Michael L. Kasavana and Richard M. Brooks
– Widely used in hospitality programs, covering reservations, registration, revenue management, and guest services.
- **"Hotel Housekeeping: Operations and Management"** by G. Raghubalan and Smritee Raghubalan
– A comprehensive guide for both theory and practical aspects of professional housekeeping, including cleaning science, staffing, and SOPs.
- **"Professional Housekeeper"** by Georgina Tucker and Margaret M. Kasavana
– Focuses on high-level housekeeping techniques, leadership, and departmental management.
- **"Accommodation Operations"** by Sudhir Andrews
– Covers both front office and housekeeping basics with practical insights tailored for the Indian hospitality industry.

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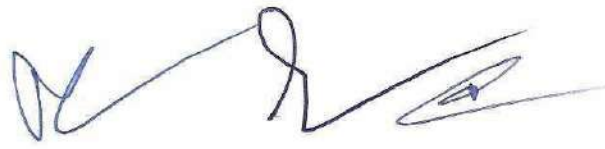
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Programme/Class: BSc.	Year: 2	Semester: III
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Professional Food and Beverage Operations	
Course Outcomes:		
CO 1: Demonstrate professional culinary skills in food production, adhering to industry standards for quality, presentation, and hygiene.		
CO 2: Apply advanced food and beverage service techniques in various dining settings, ensuring efficient customer service and satisfaction.		
CO 3: Understand the principles of sales control and bar operations. Knowledge of wines, beers, spirits etc.		
CO 4: Manage the operations of a professional kitchen and dining area, including commodity knowledge		
CO 5: Evaluate the role of bakery and understanding preparation of bakery and confectionary items.		
Credits: 4	Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (U1E) + 25 (C1E)		Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Unit	Topics:	
I	Methods of Cooking Food <ul style="list-style-type: none">• Types of cooking method;• Principles & golden rules of different cooking methods. Food Costing, Indenting and Purchasing <ul style="list-style-type: none">• Modern techniques• Costing & indenting• Standard Recipe• Selecting, Purchasing and Receiving;• Quality Purchase Storage, Spoilage and Portion Control <ul style="list-style-type: none">• Food Storage – Principles, Significance and Contemporary Techniques• Spoilage – reasons, precautions, measure and strategies• Portion control – Meaning and Significance; Methods and Procedures; tools• Receiving, storing and issuing control & record maintenance.	

II	<p>Commodities- Perishables</p> <ul style="list-style-type: none"> • Introduction to Vegetable and Fruit Cookery • Classification of vegetables; Pigments and colour changes; effects of heat on vegetables; cuts of vegetables • Classification of fruits; uses of fruits in cookery; Salads and salad dressings • Introduction to egg cookery; Structure of egg; egg – selection; uses of egg in cookery; method of cooking eggs. <p>Commodities- Non-Perishables</p> <ul style="list-style-type: none"> • Structure and type of wheat; type of flour; processing of wheat flour; uses of flour in food production; cooking of flour <ul style="list-style-type: none"> • Rice, Cereals and Pulses; identification and classification; basic principles for cooking of rice cereals and pulses • Fats and Oils: types; role in cooking; advantages and disadvantages • Raising agents: types and uses; actions and reaction of raising agents • Sugar – types, uses and significance; cooking of sugar
III	<p>Commodities- Meat, Poultry and Fish</p> <ul style="list-style-type: none"> • Introduction of meat cookery; Quality Points, cuts of beef / veal; cuts of lamb / mutton; cuts of pork • Poultry and Game Birds, Cuts of Chicken, Quality Points • Introduction to fish cookery; classification of fish with example; cuts of fish • Selection of fish and shellfish • Meat Tags, receiving, storing, and issuing of meat, poultry and fish. <p>Commodities- (Milk and Milk Products)</p> <ul style="list-style-type: none"> • Introduction to milk and milk products; types of milk – skimmed and condensed; processing of milk; pasteurization and homogenization; nutritive value • Cream: types of cream; processing of cream • Cheese; types and uses of cheese; processing of cheese; classification of cheese; curing of cheese • Butter: Types of Butter; uses and processing of butter

IV

Bakery

- Meaning and scope of baking
- Basic ingredients of bakery
- Baking equipments & tools
- Measuring conversions
- Bread making methods, Faults & remedies
- Cake making method, Faults & remedies
 - Baking fundamentals; use of advance technology in baking
 - Raising agents used in baking
 - Baking Pies, rolls & buns
 - Making of Cookies

Icings & Frozen Desserts

- Varieties of Icings
- Using of Icings
- Difference between Icings and Toppings
- Recipes
 - Frozen Desserts – Classification
- Ice-creams – Method of Preparation , Additives & Preservatives used in the preparation of Ice-cream

Chocolate


- History
- Sources
- Manufacture & Processing of Chocolate
- Types of Chocolate
- Tempering Of Chocolate
- Cocoa butter, White Chocolate and its application.

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V	<p>Food and Beverage Service Preparation & Types</p> <ul style="list-style-type: none"> • Preparation for service <ul style="list-style-type: none"> • Organizing Misc-en-scene • Organizing Mise en place • Types of Service <ul style="list-style-type: none"> • Table Service-Silver, English, American, Family, French, Russian etc. • Self Service-Buffer, Cafeteria and Counter Service. • Specialized Service- Gueridon, Tray, Trolley, Lounge, Room etc. • Single Point Service-Take away, Vending, Kiosks, and Bars etc. • Gueridon Service <ul style="list-style-type: none"> • History of gueridon • Definition • General consideration of operations • Advantages & Dis-advantages • Types of trolleys • Factor to create impulse, Buying – Trolley, open kitchen • Gueridon equipment • Gueridon ingredients
VI	<p>Sales Control System</p> <ul style="list-style-type: none"> • KOT/ Bill Control System (Manual) -Duplicate Checking System, Triplicate Checking System, Single Order Sheet, Quick service Menu & Customer Bill • Making Bills • Cash handling Equipment • Record Keeping (Restaurant Cashier) <p>Food Cost Control & Food Control Cycle</p> <ul style="list-style-type: none"> • Introduction & definition of cost control • Objectives & advantages of cost control • Basic costing & Food costing • Purchasing Control- aims of purchasing policy, types of food purchase, Quality purchasing, Food quality factors for different commodities, define yield, advantages of standard yield & Standard Purchase specification • Different purchasing methods • Purchasing Procedure • Ordering cost, Carrying Cost & EOQ (Economic Order Quantity) • Cost dynamics- elements & classification • Inventory control • Budgetary control • Variance analysis • Breakeven analysis

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- VII**
- Bar Operations
 - Types of bars –Cocktail, Dispense
 - Layout of Bar
 - Area of Bar- Front bar, Back Bar, Under Bar (Speed Rack, Garnish Container, Ice Well, etc)
 - Bar Equipment
 - Bar stock
 - Bar Control
 - Bar Staffing
 - Opening & Closing Duties
 - Tobacco
 - History
 - Processing of Cigarettes, Cigars & Pipe tobacco
 - Types, Colours & Brand Names of Cigarettes, Cigars & Pipe tobacco
 - Care & Storage of cigarettes & cigars
 - Non-Alcoholic Beverages
 - Classification of Non- Alcoholic Beverages (Nourishing ,Stimulating & Refreshing)
 - Coca & Malted Beverage
 - Juices & soft Drinks
 - Tea (Origin & Manufacture, Type & Brands)
 - Coffee (Origin & Manufacture, Type & Brands)
 - Alcoholic Beverages
 - Introduction and Definition
 - Classification with examples
 - Production of Alcohol (Fermentation Process & Distillation Process)
 - Cocktails & Mixed Drinks
 - Definition & History
 - Classification
 - Recipe, Preparation, and service of popular cocktails
 - Martini, Manhattan, Dubonnet, Screw Driver, Bacardi, Alexandra, Side Car, White Lady, Pink Lady, Gin FIZZ, Champagne Cocktail, Bloody Mary, Between the sheets, Daiquiri, Tequila Sunrise, Pinacolada, Rusty Nail, Blue Lagoon, Planter Punch, etc.

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VIII Wines

- Definition & History
- Classification with examples- Table/ Still/ Natural, Sparkling, Fortified, Aromatized
- Production of each classification- Viticulture, Vinification
- Old World Wines (Principal Wine Regions, Wine Laws, Grape varieties, production & Brand Names)- France, Germany, Italy, Spain, Portugal
- New World Wines (Principal Wine Regions, Wine Laws, Grape varieties, production & Brand Names)- USA, Australia, India, Chile, South Africa, Algeria, New Zealand
- Wine Diseases
- Food and Wine Harmony
- Wine Glasses and Equipments
- Storage and service of wines.
- Wine terminology (English & French)

Beers & Other Fermented and Brewed Beverages

- Introduction & definition
- Types of Beer
- Production of beer
- Storage
- Production
- Brands (Indian and International)
- Sake
- Cider
- Perry

Spirits

- Introduction & definition
- Production of Spirits (Pot Still Method & Patent Stil Method)
- Production of - Whiskey, Brandy, Rum, Vodka, Gin & Tequila
- Brands-Indian and International
- Different Proof Spirits- American Proof, British Proof (Skies Scale), Gay Lussac (OIML)

Liqueurs

- Definition & History
- Production of Liqueurs
- Broad Categories of liqueurs (Herb, Citrus, Fruit/Egg, Bean & Kernel)
- Popular Liqueurs (Name, Colour, Predominant flavor & Country of origin)

Aperitifs

- Introduction & definition
- Types of Aperitifs:
 - Vermouth (Definition, Types & Brand Names)
 - Bitters (Definition, Types & Brand Names)

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Recommended Books:

- **"Professional Cooking" by Wayne Gisslen**
 - A comprehensive textbook that covers culinary skills, kitchen management, food production standards, and hygiene, making it ideal for aspiring chefs in professional kitchens.
- **"Food and Beverage Service" by Dennis Lillicrap and John Cousins**
 - A detailed guide on advanced food and beverage service techniques, dining etiquette, bar operations, and customer satisfaction, including in-depth coverage of wines, beers, and spirits.
- **"The Professional Chef" by The Culinary Institute of America (CIA)**
 - Known as a classic in culinary education, this book covers professional cooking techniques, food preparation, presentation, kitchen operations, and industry standards.
- **"Managing Food and Beverage Operations" by Jack D. Ninemeier**
 - Focuses on food and beverage management principles, including sales control, inventory management, bar operations, and the roles of different team members in kitchen and service areas.
- **"Advanced Bread and Pastry: A Professional Approach" by Michel Suas**
 - A professional-level guide to advanced bakery and pastry techniques, including the preparation of breads, cakes, and other confectionary items in a professional kitchen environment.

Programme/Class: BSc.**Year:** 2**Semester:** III**Subject:** Tourism and Hospitality Operations**Course Code:****Course Title:** Accommodation Operation Labs**Course Outcomes:**

CO 1: Demonstrate proficiency in handling advanced front office operations including guest cycle management and complaint handling.

CO 2: Execute professional housekeeping procedures with attention to detail in room inspections, maintenance coordination, and hygiene standards.

CO 3: Coordinate front office and housekeeping functions for smooth interdepartmental communication and operational efficiency.

CO 4: Uphold industry-standard hospitality etiquette, safety protocols, and sustainability practices in practical scenarios.

CO 5: Applied knowledge of reservation, billing, and guest service tracking.

Credits: 2**Core/Elective:** Core**Theory/Practical:** Practical**Max. Marks:** 100**Min. Passing Marks:****Total No. of Lecture-Tutorials-Practical (in hours per week):** 60**Topics/Activity**

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FRONT OFFICE OPERATIONS PRACTICAL

- Role Play: Reservation, Arrivals, Luggage Handling, Message & Mail Handling & Paging.
- Welcoming and rooming a guest
- Handling check-ins (FIT, VIP, Group & Foreigners)
- Handling of different situations at the reception counter
- Handling guest at GRE desk.
- Front office terminology & abbreviations.
- General awareness about country-capital-currencies-airlines.
- Handling check-outs
- Handling payment of bills through (Cash, Credit Cards, Traveller Vouchers, Bill to Company and Foreign Currency)
- Handling Express check outs and late charges.
- Dealing with guests at the hospitality desk (enhancing the guest experience)
- Situation Handling (Death, Theft, Fire, Bomb-Scare, etc)
- Front office terminology & abbreviations.
- General awareness about country-capital-currencies-airlines.

HOUSEKEEPING OPERATIONS PRACTICAL

- Cleaning Equipment – (Manual and Mechanical)
 - Familiarization
 - Different Parts
 - Function
 - Care and Maintenance
- Cleaning Agent
 - Familiarization according to classification
 - Function
- Public Area Cleaning (Cleaning Different Surface)
 - Wood- Polished, Painted & Laminated
 - Silver/EPNS- Plate powder method, Polivit Method, Proprietary solution (Silvo)
 - Brass- Traditional/domestic 1 method & Proprietary solution 1 (Brasso)
 - Glass- Glass cleanser & Economical Method (Newspaper)
 - Floor- Cleaning and polishing of different types- Wooden, Marble, Terrazzo/Mosaic, etc.
 - Wall- Care and maintenance of different types and parts- Skirting, Dado & Different types of paints (Distemper, Emulsion, Oil Paint, etc.)
- Guest Room Inspection
- Minibar Management
 - Issue
 - Stock taking
 - Checking Expiry date

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Recommended Books:

1. Front Office Operations and Management by Ahmed Ismail – A comprehensive guide to front office systems and guest service strategies.
2. Hotel Front Office Management by James A. Bardi – Focuses on guest cycle, reservation systems, and front desk operations.
3. Managing Front Office Operations by Michael L. Kasavana & Richard M. Brooks – Covers key aspects of front office management and technology integration.
4. Housekeeping Management by Margaret M. Kappa & Aleta Nitschke – Offers insights into modern housekeeping techniques and departmental supervision.
5. Professional Housekeeper by Joan C. Branson & Margaret Lennox – Combines theory and practical skills essential for housekeeping professionals.
6. Hotel Housekeeping: Operations and Management by G. Raghubalan & Smritee Raghubalan – A detailed look into housekeeping procedures, planning, and execution.

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Programme/Class: BSc.	Year: 2	Semester: III
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Food and Beverage Labs	
Course Outcomes:		
CO 1: Advance knowledge of cooking methods		
CO 2: Understand the different commodities		
CO 3: Knowledge of bar tendering and management		
CO 4: Pair food with wines and specialty beverages using refined sensory evaluation and fine-dining service etiquette.		
CO 5: Supervise and coordinate full restaurant, ensuring seamless kitchen-to-service communication and workflow.		
Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100		Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Topics/Activity		

FOOD PRODUCTION OPERATIONS PRACTICAL

- Familiarization with different cooking methods
- Identification of various perishable and non-perishable commodities.
- Basic Vegetable & fruit preparations.
- Cooking with non perishable commodities
- Familiarization with appearance, taste, flavor, Texture and colour.
- Preparation of basic masalas.
- Preparation of breads
- Preparation of cakes
- Preparation of basic gravies.
- Cuts of different meat; Preparation of assorted meat dishes.
- Cuts of Fish and Preparation of assorted fish dishes.
- Preparation of cottage cheese, curd and Evaporated milk
- Preparation of dishes based on Cream, cheese and butter.
- Menu Planning exercise for Hospital Catering, Mobile Catering, Cruise, Airline and Railway catering, hostel mess catering, staff cafeteria and theme catering.
- Purchase and Storage exercise, Preparation of purchase specification for different Meats.

FOOD & BEVERAGE SERVICE OPERATIONS PRACTICAL

- Practice of menu completion-Setting up covers, Service and clearance of the same.
- Bar set up and operation
- Bar Arrangement
- Mock Service of Cigars and Cigarettes.
- Service non-alcoholic beverages - tea, coffee & others
- Identification of different types of glassware and wine bottles from different regions. Matching wines with food. Practice of menu compilation with wines to match course and service of the same.
- Setting up of dispense bar
- Service of white, rose and sparkling wines.
- Champagne Service
- Service of different types of Beer
- Service of Whiskey, Rum, Brandy, Vodka, Gin, & Tequila
- Service of Aperitifs and Liqueurs.

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Recommended Books:

- **"Professional Chef" by The Culinary Institute of America (CIA)**
– A globally acclaimed reference covering advanced culinary techniques, plating, and kitchen management.
- **"Advanced Practical Cookery" by Victor Ceserani, David Foskett & Ronald Kinton**
– Offers detailed instructions on sophisticated dishes, garnishing, and modern cooking styles.
- **"Garde Manger: The Art and Craft of the Cold Kitchen" by The Culinary Institute of America**
– Essential for mastering cold kitchen preparations, charcuterie, and presentation artistry.
- **"Food and Beverage Service" by Dennis Lillicrap and John Cousins (*Advanced Sections*)**
– Includes in-depth guidance on wine service, gueridon, silver service, and supervisory aspects.
- **"The World Atlas of Wine" by Hugh Johnson and Jancis Robinson**
– A comprehensive reference for wine geography, varietals, tasting, and pairing—ideal for developing advanced beverage service skills.

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LI *Stuart* *John*

Programme/Class: Bsc.		Year : 2	Semester: IV
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Transportation and Logistics Operations	
Course Outcomes:			
CO 1: To introduce students to the various modes of transport used in the tourism industry.			
CO 2: To help students understand the key factors that influence a tourist's choice of transport.			
CO 3: To familiarize students with the principles and techniques of itinerary planning.			
CO 4: To develop students' skills in designing and organizing tour packages.			
CO 5: To enhance students' ability to match transport options and itineraries with tourist preferences and travel needs.			
Credits: 4		Core/Elective:	Theory
Max. Marks: $100 = 75(UE) + 25(IE)$			Min. Passing Marks:
Total No. of Lecture- Tutorials-Practical (in hours per week): 60			
Unit	Topics		
I	Introduction to Transport Systems <ul style="list-style-type: none">• Transport System: Types & Forms, Modes of Transport• Popularity of Various Transport Modes: Reasons & Pressures• Travel, Tourism & Transportation: Linkages & Interrelationships• Tourism Transport System		
II	Air Transport <ul style="list-style-type: none">• The Airline Industry: Origin & Growth, Organization of Air Transport Industry in International Context• Scheduled and Non-Scheduled Airline Services, Air Taxis• Multinational Air Transport Regulations: Nature, Significance & Limitations• Role of IATA, ICAO and Other Agencies• Bermuda, Chicago, and Warsaw Conventions		
III	Indian Air Transport Industry <ul style="list-style-type: none">• Role & Function of DGCA• Important Dates & Achievements in Transport Evolution• Transportation: Dynamically Changing Needs & Means		
IV	Road & Water Transport <ul style="list-style-type: none">• Significance of Road Transport in Tourism• Growth & Development of the Road Transport System		
V	Surface Transport System <ul style="list-style-type: none">• Organization and Management of Surface Transport System• Role of Regional Transport Authority• Landmarks in the Development of the Transport Sector and their Socio-economic, Cultural, and Environmental Implications		
VI	Rail Transport & Marketing of Transport <ul style="list-style-type: none">• Rail Transport Network: Major Railway Systems of the World (British Rail, Euro Rail, Amtrak)• Efforts Made Abroad: Packages Offered by British Rail, Steam Trains, Private Railway Lines and Companies, Case of Orient Express• Types of Tours Available in India: Indrail Pass, Special Schemes, Palace on Wheels, Royal Orient		



	<ul style="list-style-type: none"> • Planning of Itineraries for Railways; Facilities Offered for Tourists on Railways • Marketing of Passenger Transportation: Patterns, Characteristics of Supply and Demand for Tourist Transport, Marketing Strategies
VII	Water Transport Industry <ul style="list-style-type: none"> • Water transport is cost-effective for moving bulk and heavy goods over long distances. • Efficient port infrastructure and coordination are key to smooth water logistics. • It offers eco-friendly transport but requires careful planning due to slower speeds.
VIII	Water Transport & Related Documentation <ul style="list-style-type: none"> • Approved Transport Operators, Rent-a-Car Scheme • Documentation: Regional Transport Authority, Transport & Insurance Documents, Road Taxes, Fitness Certificates, Contract Carriage, Stage Carriage, and All India Permits • Water Transport System: Historical Background, Cruise Ships, Ferries, Hovercraft, Fly Cruise <p>Prospects and Future Growth of Water Transport in India</p>
Recommended Books <ol style="list-style-type: none"> 1. Howell David W. Passport.' 'Ari Introduction in the Travel and Tourism Industry' South Western Publishing Co. 1993 Ohio. 2. G60 ChuCK YCY, Mnkens JC and Choy DIL. Reinhold, New York The Travel Industry', Offa National 	

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Programme/Class: BSc.		Year: 2	Semester: IV
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Research Methodology	
Course Outcomes:			
CO 1: Equip the students with the basic understanding of the research methodology			
CO 2: Provide an insight into the application of modern analytical tools and techniques			
CO 3: Purpose of management decision making.			
CO 4: Expose the students to the in-depth knowledge of research methodology & quantitative analysis.			
CO 5: Application of research in Tourism and Hospitality			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (UE) + 25 (CE)		Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week):			
Unit	Topics:		
I	Introduction to Research Methodology a. Importance of research in decision making b. Defining research problem & Formulation of Hypothesis c. Experimental Designs		
II	Research Design a. Meaning and Need for Research Design b. Features and important concepts relating to research design. c. Different Research design. d. Implication of Sample design e. Steps in sampling design f. Criteria for selecting a sampling procedure g. Characteristics of a good sample design. h. Different types of Sample design		
III	Data Collection & Measurement a. Methods & Techniques of Data Collection b. Sampling & sampling Designs, Types of sampling c. Sampling Testing- Formulating and general procedure of testing hypothesis d. One-tail test and two-tail test. a. Attitude Measurement & Scales		
IV	Data Presentation & Analysis b. Data Processing c. Statistical analysis & Interpretation of Data- Non-Parametric Tests & Non- Parametric Tests, Testing of Hypothesis, Comparison of two population means; comparison of two population proportions; and comparison of two population standard deviations. F Test, Student's Distributions and Chi-Square Test. d. Multivariate Analysis of Data a. Model Building & Decision Making		
V	Probability & Probability Distributions b. Probability Meaning; Definition; Sample space & sample points c. Events d. Conditional Probability Bayes Theorem & Probability on large sample space		




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VI	Data Analysis Techniques & Tools <ul style="list-style-type: none"> a. Measurement Scales. b. Important scaling Techniques c. Frequency Distribution d. Measurement of Central Tendency e. Correlation & Regression
VII	Interpretation & Presentation Techniques <ul style="list-style-type: none"> a. Hypothesis Testing b. Basic concepts concerning Hypothesis Testing c. Procedure and flow diagram for Hypothesis Testing d. Test of Significance e. Chi- Square Analysis. Report Presentation Techniques.
VIII	Report Writing & Presentation <ul style="list-style-type: none"> a. Substance of reports b. Report writing & presentation Presentation of report
Recommended Books: <ul style="list-style-type: none"> a. C.R. Kothari- Research Methodology; New Age Publications b. S.P. Gupta- Statistical Methods, 30th Ed. Sultan Chand, New Delhi 	

Programme/Class: BSc.	Year: 2 nd	Semester: IV
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Data Analytics	

Course Outcomes:

After the course completion student will be able to:

- CO1: Apply basic data analytics techniques to tourism and hospitality datasets using spreadsheet tools.
- CO2: Clean, organize, and prepare data for analysis using data cleaning tools and best practices.
- CO3: Create visualizations and dashboards to interpret and present tourism data effectively.
- CO4: Use AI tools for basic text analysis, sentiment detection, and natural language insights from customer reviews and feedback.
- CO5: Conduct simple predictive analysis (e.g., forecasting occupancy or trends) using statistical tools and models.
- CO6: Interpret data-driven insights to support strategic decisions in tourism marketing, customer service, and operations.
- CO7: Collaborate in teams to carry out a mini-project that involves data collection, analysis, and presentation of tourism-related insights.

Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100		Min. Passing Marks:

Total No. of Lecture-Tutorials-Practical (in hours per week): 0-0-4 60

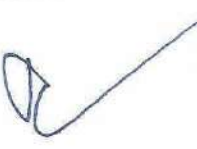
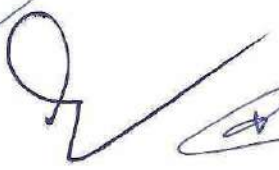

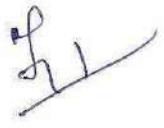
Tools Used:

- Microsoft Excel, Google Sheets (with functions, pivot tables, charts) - Spreadsheets
- Tableau Public, Power BI, Google Data Studio- BI & Visualization
- R (RStudio), Python (Jupyter Notebooks – pandas, matplotlib, seaborn)- Statistical Tools
- ChatGPT, Bard, MonkeyLearn, Tableau GPT, Excel Copilot- AI-Powered Tools
- Google Forms, Typeform, Mentimeter - Survey & Feedback Tools
- Google Trends, Meta Business Suite, Twitter/X Analytics- Social Media & Web Analytics




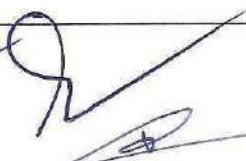

S. No.	List of Practical
(i)	Introduction to data analytics in tourism and hospitality: types of data and sources (customer feedback, booking data, social media, etc.) Tools: Excel, Google Sheets.
(ii)	Collecting and cleaning sample data (hotel occupancy, seasonal bookings, reviews). Tools: Excel, OpenRefine
(iii)	Exploratory data analysis – using pivot tables, charts. Tools: Excel, Google Sheets
(iv)	Data visualization and dashboard creation. Tools: Tableau Public, Power BI
(v)	Using Google Trends to identify tourism trends. Tools: Google Trends
(vi)	Text analysis of customer reviews using AI tools. Tools: MonkeyLearn, ChatGPT
(vii)	Predictive analytics using simple linear regression (occupancy forecasting). Tools: Excel, Python (optional)
(viii)	Sentiment analysis of social media data or reviews. Tools: MonkeyLearn, ChatGPT
(ix)	Using ChatGPT for tourism data interpretation and report writing. Tools: ChatGPT
(x)	Creating customer personas from booking data using clustering (concept demo). Tools: Excel, Python (optional)
(xi)	Using Google Data Studio to build an interactive tourism dashboard. Tools: Google Data Studio

(xii)

Project: Analyze real or simulated data from a tourism business and present insights using dashboards and AI summaries. Tools: All relevant tools




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Programme/Class: BSc.	Year: 2	Semester: IV
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Industrial Exposure	
Course Outcomes:		
CO 1: Familiarize students with current industry practices and organizational structures. Observe and record operational processes in tourism and hospitality sectors		
CO 2: Bridge classroom learning with real-time tourism & hospitality operations and reflect on industry visits and relate them to academic knowledge.		
CO 3: Encourage reflective thinking, observation, and critical reporting also Interact effectively with industry professionals.		
CO 4: Develop professional readiness and communication skills.		
CO 5: Develop a basic understanding of workplace etiquette and expectations.		
Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100	Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Topics/Activity		


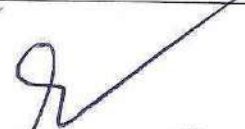








Suggested Visit Options:

- Hotels / Resorts (local 3-star and above)
- Tour Operators / Travel Agencies
- Event Venues / Convention Centres
- State Tourism Office / Interpretation Centres
- Airports / Airlines Office
- Museums / Theme Parks / Heritage Sites
- Eco-tourism or Agri-tourism Units

Tools & Templates Required:

- Observation sheet formats
- Reflection journal templates
- Presentation slide guidelines
- Portfolio checklist

 
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Week	Theme / Module	Key Activities	Outcomes
1	Orientation & Goal Setting	Ice-breaker activity Introduction to industry sectors (tourism, hotel, events, aviation, etc.) Group discussion: Expectations from industrial visits	Personal learning plan
2	Pre-visit Preparation	Workshop on observation skills, reporting formats, professional conduct Industry visit planning	Visit briefing sheet
3	Visit 1: Hotel / Resort Operations	Field visit to a hotel/resort – observe departments like F&B, housekeeping, front office	Field notes + department flowchart
4	Reflective Session 1	Group sharing: “What I observed and learned” Reflection writing workshop	Reflection journal
5	Visit 2: Travel Agency / Tour Operator	Visit to a travel agency, DMC, or tour planner – learn about client handling, itinerary design	Interaction log + workflow chart
6	Visit 3: Event or MICE Venue	Observe setup, logistics, and guest management in a small event/expo or venue	Event checklist + site sketch
7	Reflective Session 2	Group presentation on 1 visit experience using visuals Peer feedback	Presentation slides
8	Visit 4: Tourism Office / Destination Site	Explore tourism promotion, signage, visitor facilities, guide services	Site audit + service report
9	Visit 5: Optional Sector (aviation, eco-tourism, museum, etc.)	Choose an alternate or niche segment for exposure (airline office, travel tech startup, etc.)	Comparative observation notes
10	Final Portfolio & Presentation	Submit industrial exposure report Final group presentation and Q&A	Portfolio Evaluation

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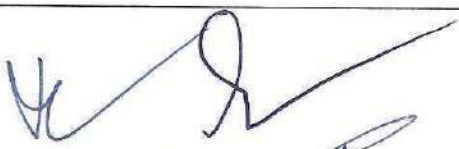

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Programme/Class: BSc.	Year: 2	Semester: IV
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Research Project	
Course Outcomes: CO 1: Develop an in depth understanding and insight of a relevant topic of specific interest. CO 2: Demonstrated critical engagement with existing literature relevant to their topic. CO 3: Use appropriate methodologies and to justify their use in the study CO 4: Analyse and present their data and to critically evaluate results to make logical conclusions. CO 5: Report the research in a scholarly fashion appropriate to the disciplinary area.		
Credits:	Core/Elective:	Theory/Practical:
Max. Marks:		Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week):		
Topics:		


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Students will identify a topic area of interest that they wish to develop further through their dissertation. This must be relevant to their programme of study. Students will be assigned a mentor/supervisor who will guide their work. The course is largely based on self-directed study and research, which takes place during the fourth semester.

Cover Page

Title Page

Supervisor's Approval

Declaration

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1.2 Statement of the problem

1.3 Objectives of the study

1.4 Significance of the study

1.5 Scope of the study

1.6 Limitations of the study

1.7 Chapter organization

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2.1 Introduction

2.2 As per requirement of the study

2.3 As per requirement of the study

2.4 Summary

Chapter 3: RESEARCH DESIGN

3.1 Introduction

3.2 Conceptual framework

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3.4 Operationalization

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3.6 Composition of the sample

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Chapter 4: DATA ANALYSIS AND FINDINGS

4.1 Introduction

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4.4 Summary

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5.1 Introduction

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5.5 Areas for further research

5.6 Summary

List of references

Appendices

Appendix I: Questionnaire

Appendix II


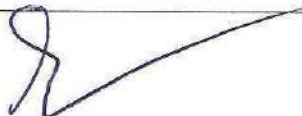
Appendix III




Note 1: This structure best fits the deductive approach. However, if your research is inductive, you may


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Programme/Class: BSc.		Year: 3	Semester: V
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Principles of Management	
Course Outcomes:			
CO 1: Explain fundamental management concepts and functions such as planning, organizing, staffing, directing, and controlling in the context of tourism and hospitality.			
CO 2: Analyze various management theories and approaches to understand their application in hospitality and tourism operations.			
CO 3: Demonstrate the ability to make effective decisions using strategic, operational, and contingency planning tools.			
CO 4: Apply leadership, motivation, and communication techniques for efficient team management in service-oriented environments.			
CO 5: Evaluate the role of ethics, sustainability, and social responsibility in tourism and hospitality management practices.			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (OE) + 25 (CE)			Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	Management <ul style="list-style-type: none">• Concept, Meaning & Definition• Nature/ Characteristics• Scope• Objectives & Levels of Management• Management - Art or Science• Functions of Management• Managerial Roles & Skills.• Concept of administration & organization.		
II	Evolution of Management Thought <ul style="list-style-type: none">• Scientific Theory- F.W. Taylor• Administrative Principles- Henry Fayol• Human Relations Perspective- Hawthorne Studies- Elton Mayo		
III	Planning and Organizing <ul style="list-style-type: none">• Planning- Definition, Nature & Importance• Planning Process• Types of plans.• Decision Making – Introduction, Definitions & Characteristics.• Organizing- Meaning, Characteristics and Importance of Organizing		
IV	Staffing and Directing <ul style="list-style-type: none">• Meaning and Importance of Staffing• Process of Staffing• Meaning, Importance and Principles of Directing• Meaning and Definition of Leadership• Types and Traits of a leader.• Meaning and Definition of Motivation, Types of motivation & basic model of motivation• Meaning, Importance and Process of Communication• Barriers of Communication		

V	Co-ordination and Control <ul style="list-style-type: none"> • Meaning and Importance of Coordination • Process of coordination • Meaning and Importance of controlling • Process of Control • Types of Control
VI	Fundamentals of Management in Tourism and Hospitality <ul style="list-style-type: none"> • Importance of Management • Application of Management Functions in Hospitality and Tourism Operations • Overview of Classical, Behavioral, and Contemporary Management Theories • Case Studies on the Use of Management Functions in Hospitality Contexts
VII	Managerial Decision-Making and Strategic Planning <ul style="list-style-type: none"> • Decision-Making Process in Management • Strategic, Tactical, and Operational Planning in Tourism and Hospitality • SWOT, PESTEL, and Scenario Analysis for Strategic Planning • Contingency Planning and Crisis Management in Hospitality • Tools and Techniques for Effective Decision-Making (e.g., Decision Trees, Cost-Benefit Analysis)
VIII	Leadership, Ethics, and Sustainable Management Practices <ul style="list-style-type: none"> • Leadership Theories and Styles in Service Environments • Motivation Theories: Maslow, Herzberg, McClelland, and Their Application • Communication Skills for Effective Team Management • Business Ethics and Social Responsibility in Hospitality and Tourism • Sustainable Tourism: Principles, Practices, and Global Trends • Case Studies on Ethical Dilemmas and Sustainable Practices
Recommended Books: <ul style="list-style-type: none"> • Drucker, Peter F. Management Challenges for the 21st century, New Delhi: Butterworth Heinemann. • Koontz, Harold, Weihrich Heinz and Cyril O'Donnell, Essentials of Management, New Delhi: Tata McGraw Hill. • Prasad, L. M. Principles and Practice of Management. New Delhi: Sultan Chand • Robert Kreitner & Mamata Mohapatra, "Management", Biztantra • Tripathi, P.C. & Reddy, P.N. Principles of management, Tata McGraw Hill Education. 	






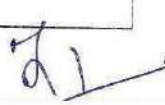
Programme/Class: Bsc.	Year: 3	Semester: V
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Tour Packaging Operation and Management	
Course Outcomes:		
CO 1: Understand itinerary planning and tour packaging as vital components of the tourism business. They directly influence the success of travel agencies and tour operators.		
CO 2: Learn that tour planning involves more than just scheduling—it requires balancing time, cost, and services.		
CO 3: Gain the ability to meet the expectations of clients from varied economic, cultural, and demographic groups.		
CO 4: Explore how external forces like market trends and regulations affect the appeal of a tour package. Understand how agencies must adapt to these influences.		
CO 5: Build the ability to create innovative and customer-friendly itineraries. Apply strategic thinking to package tours that stand out in the market.		
Credits: 4	Core/Elective:	Theory/Practical:
Max. Marks: 100 = 75 (UE) + 25 (CE)	Min. Passing Marks:	
Total No. of Lecture- Tutorials-Practical (in hours per week): 60		
Unit	Topics	
I	Introduction to Tour Packaging <ul style="list-style-type: none">• Concept, origin, and development of tour packaging• Types of tour packages• Significance of tour packages in the tourism industry	
II	Stakeholders in Tour Packaging <ul style="list-style-type: none">• Role and input of private and public tourism organizations in promoting to packaging• Overview of travel trade organizations and key destinations• Management of surface and air transport in the Indian context	
III	Market Research and Destination Analysis <ul style="list-style-type: none">• Market research for tour packaging: issues, tools, and techniques• Destination survey methods and documentation of relevant information	
IV	Designing a Tour Package <ul style="list-style-type: none">• Steps and stages in the formation of a tour package• Itinerary preparation• Negotiations with Vendors and Partners and Stake Holders	

	<ul style="list-style-type: none"> Preparation of confidential tariffs, costing, and pricing 	
V	Marketing and Promotion Strategies <ul style="list-style-type: none"> Product positioning and market penetration strategies Brochure designing, printing, and distribution Use of digital platforms and traditional media in promoting tour packages 	
VI	Thematic Tour Package Formulation <ul style="list-style-type: none"> Formulating packages based on: <ul style="list-style-type: none"> A. Adventure and nature-based tourism (mountain, desert, forests & wildlife, white water rafting, marinas, aerosport, etc.) B. Cultural and pilgrimage tourism (religious, historical, archaeological, architectural sites, fairs, festivals, conferences, conventions, and special events) 	
VII	Case Studies in Tour Packaging <ul style="list-style-type: none"> Comparative analysis of tour packages offered by: <ul style="list-style-type: none"> Government organizations (e.g., RTDC, DTTDC) Private sector travel organizations and tour operators Evaluation of their strategies, strengths, and challenges 	
VIII	Emerging Trends and Future of Tour Packaging <ul style="list-style-type: none"> Innovative trends in tour packaging (e.g., ecotourism, experiential tourism, customized travel) Impact of technology on packaging and travel planning Sustainable and responsible tourism practices in the development of tour packages 	

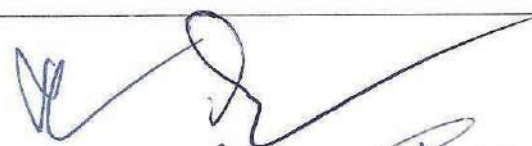

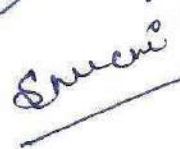

Recommended Books

- Tourism: Principles and Practice**
By Chris Cooper, John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill
- Tour Operations and Management**
By Sunetra Roday, Archana Biwal, Vandana Joshi
- Itinerary Planning and Tour Packaging**
By M. R. Dileep.
- Tourism Operations and Management** *By A. K. Bhatia*


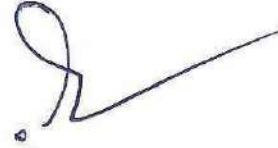

• Programme/Class: B.Sc.		Year: III	Semester: V
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Application of Nutrition Science in Catering Industry	
Course Outcomes:			
CO 1: Understand the principles of nutrition science and its significance in the catering industry.			
CO 2: Apply knowledge of macronutrients and micronutrients in menu planning and food preparation.			
CO 3: Analyse the impact of different cooking and storage methods on the nutritional quality of food.			
CO 4: Implement food safety, hygiene, and sanitation practices in catering operations.			
CO 5: Plan special dietary menus and explore emerging trends in catering using nutrition science.			
Credits: 4	Core/Elective: Core		Theory/Practical: Theory
Max. Marks: 100 (75 External +25 Internal)			Min. Passing Marks: 33
Total No. of Lecture-Tutorials-Practical (in hours per week): 4 hours per week (Total 60 hours per semester)			
Unit	Topics:		
I	<ul style="list-style-type: none">• Fundamentals of Nutrition Science• Definition, scope, and importance of nutrition science• Macronutrients and micronutrients: functions and sources• Balanced diet and Recommended Dietary Allowances (RDA)• Energy balance, Basal Metabolic Rate (BMR), and Physical Activity Levels (PALs) in relation to catering industry		
II	<ul style="list-style-type: none">• Food Groups and Menu Planning• Classification of food groups and their role in catering• Dietary guidelines for different age groups• Menu planning principles• Modifications for special diets (e.g., diabetes, hypertension, vegetarian, vegan)• Cultural/religious menu planning (e.g., Jain, Halal, Kosher)		
III	<ul style="list-style-type: none">• Nutritional Quality of Foods in Catering Industry• Nutrient retention in cooking• Effect of processing and storage• Functional and fortified foods• Modern cooking techniques: sous-vide, air frying, microwave		
IV	<ul style="list-style-type: none">• Food Safety, Hygiene, and Sanitation• Hygiene practices in catering• Food safety laws & regulations (FSSAI, HACCP)• Foodborne illnesses & their prevention• Personal hygiene & sanitation in food handling• Risk assessment, pest control, post-pandemic protocols		

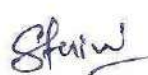







V	<ul style="list-style-type: none"> • Nutrition and Special Diets in Catering • Therapeutic diets (hospital catering) • Sports nutrition and catering for athletes • Nutrition considerations for institutional catering (schools, airlines, corporates) • Gluten-free, lactose-free and allergen-free menu planning • Weight-loss, detox, and disability-friendly menus
VI	<ul style="list-style-type: none"> • Food Service and Nutrition Labelling • Nutrition labelling, food claims • Calorie and macronutrient calculations • Standard portion sizes and control in catering • Role of dietitians • Food tech apps
VII	<ul style="list-style-type: none"> • Emerging Trends in Nutrition and Catering • Organic foods and farm-to-table concept • Sustainable practices in catering • AI and technology in personalized nutrition services • Alternative proteins (plant-based, lab-grown meat)
VIII	<ul style="list-style-type: none"> • Practical Applications and Case Studies • Nutritional analysis of sample menus • Case studies on successful nutrition-based catering • Hands-on meal planning and food preparation • Project: Design a nutritionally balanced catering menu
Recommended Books: <ol style="list-style-type: none"> 1. Bamji, M. S., Krishnaswamy, K., & Brahman, G. N. V. (2019). Textbook of Human Nutrition. Oxford & IBH Publishing. 2. Srilakshmi, B. (2018). Dietetics. New Age International Publishers. 3. Gibney, M. J., Lanham-New, S. A., Cassidy, A., & Vorster, H. H. (2013). Introduction to Human Nutrition. Wiley-Blackwell. 4. Mudambi, S. R., Rao, S. M., & Rajagopal, M. V. (2012). Food Science. New Age International. 5. Tulloch, J. (2017). Catering Management: A Comprehensive Guide to the Industry. Routledge. 6. FSSAI Guidelines and Reports – www.fssai.gov.in 7. HACCP Principles and Application Guidelines – U.S. FDA 	

Programme/Class: BSc.		Year: 4	Semester: VIII
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Advance Food and Beverage Operations	
Course Outcomes:			
CO 1: Knowledge of Regional Indian cookery, Understand International Cuisine			
CO 2: Demonstrate Larder Preparations, enhance skills of cold cut preparations and understanding the non-edible display			
CO 3: Explain the characteristics, scope, and significance of industrial, institutional, and function catering within the hospitality industry			
CO 4: Demonstrate planning and execution skills for large-scale food production and service in non-commercial catering settings.			
CO 5: Apply cost control, hygiene, and menu planning principles specific to bulk catering and specialized dietary requirements.			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100		75 + 25 (CIE)	Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	Indian Cuisine <ul style="list-style-type: none">• Introduction to Indian regional cuisine• Factors affecting eating habits in different parts of the country: geographic location,• Historical/cultural background and, seasonal availability of the commodities• Heritage of Indian cuisine; Staple diets and special equipment Ethnic Regional Cuisine of India <ul style="list-style-type: none">• Culinary Heritage of Indian States with special reference to Jammu and Kashmir, Punjab, Rajasthan, Uttar Pradesh, West Bengal, Assam, Maharashtra and Goa, Gujarat, Andhra Pradesh, Tamilnadu, Karnataka and Kerala<ul style="list-style-type: none">• Specialty cuisine for festivals and special occasions• Salient features of Parsee, Chettinad, Hyderabadi, Lucknowi, Avadhi, Muglai and Malabari cuisine		
II	International Cuisine: Great- Britain, France, Italy, Portugal, Germany, Middle East, Mexico, China, Japan <ul style="list-style-type: none">• Geographical location• Historical background• Staple food with regional influences• Specialties• Recipes• Equipment		

III

Larder

- Layout & Equipment:
 - Introduction to larder work
 - Definition
 - Equipment found in larder
 - Layout of a typical larder with equipment and various sections
- Terms & Larder Control:
 - Common terms used in the larder and larder control
 - Essential of larder control
 - Importance of larder control
 - Devising larder control system
 - Liaison with other departments
- Duties and Responsibilities of Larder Chef:
 - Function of the Larder
 - Hierarchy of Larder staff
 - Sections of the Larder
 - Duties and responsibility of Larder Chef

Non-Edible Displays:

- Ice Carvings
- Tallow Sculpture
- Fruit and vegetable Display
- Salt Dough
- Pastillage
- Jelly Logo
- Thermocol Work

Appetizers & Garnishes

- Classification of appetizers with examples
- Historic importance of culinary Garnishes
- Explanation of different garnishes

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Charcuterie and Force Meat

- Sausage:
 - Introduction to charcuterie
 - Sausage – Types and Varieties
 - Casing – Types and Varieties
 - Fillings - Types and Varieties
 - Additives & preservatives
- Forcemeats:
 - Type of forcemeats
 - Preparation of forcemeats
 - Uses of forcemeats
- Brines Cures & Marinades:
 - Types of brines
 - Preparation of brines
 - Method of curing
 - Types of marinades
 - Uses of marinades
 - Difference between Brines, Cures & Marinades.
- Ham, Bacon & Gammon:
 - Cuts of Ham, Bacon & Gammon
 - Difference between Ham, Bacon & Bacon
 - Green Bacon
 - Uses of Different cuts
- Galantines:
 - Making of Galantines
 - Types of Galantine
 - Ballontines
- Pates:
 - Types of Pates
 - Pate De Foie gras
 - Making of Pate
 - Commercial Pate and Pate Maison
 - Truffle – sources, cultivation and uses and types of truffles
- Mousse & Mousseline:
 - Types of Mousse
 - Preparation of Mousse
 - Preparation of Mousseline
 - Difference between Mousse and Mousseline
- Chaud-Froid:
 - Meaning of Chaud-Froid
 - Making of Chaud-Froid & precaution
 - Types of Chaud-Froid
 - Uses of Chaud-Froid
- Aspic & Gelee:
 - Definition of Aspic & Gelee
 - Difference between Aspic & Gelee
 - Uses of Aspic & Gelee

Sandwiches

- Parts of sandwiches
- Types of bread
- Types of filling – classification
- Spreads and garnishes

Spreads

Spreads

Spreads

Spreads

Spreads

V	<p>Classification of catering establishments Role of catering establishments in hospitality industry Specialized forms of service</p> <ul style="list-style-type: none"> • Floor/ room Service • Lounge Service • Airline Tray Service • Railway Catering • Hospital Catering • Take Aways • Home Delivery <p>Points to be consider in menu planning for various F&B outlets. Planning menus for school /college students, industrial workers, hospitals, outdoor parties, theme dinners and transport sector - cruise lines, airlines and railway; nutritional aspects Indenting; principles of indenting</p>
VI	<p>Types of institutional and industrial catering; scope and problems</p> <ul style="list-style-type: none"> • Hospital Catering; catering for patients, staff and visitors – diet menus and nutritional requirements; criteria and options • Off premises catering – concept and growth perspective; menu planning for theme parties; constraints in off premises catering; concept of a central production unit • Mobile Catering; divisions/branches of mobile catering; flight kitchen and sea catering) • Quantity Purchase and Storage; purchasing system; purchase specification and purchase techniques; storage • Guiding principles for planning quantity food production, especially with regard to space allocation, equipment selection and staffing
VII	<p>Quantity Food Production Equipments:</p> <ul style="list-style-type: none"> • Equipment required for mass / volume feeding • Heat and cold generating equipment • Care and maintenance of the equipments • Modern developments in equipment manufacture <p>Kitchen Stewarding</p> <ul style="list-style-type: none"> • Importance • Opportunities in kitchen stewarding • Record maintaining • Machine used for cleaning and polishing • Inventory

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VIII

Function Catering- Banquets

- Banquets:
 - History
 - Types
 - Organisation of Banquet department
 - Duties & responsibilities
 - Sales
 - Booking procedure
 - Banquet menus
- Banquet Protocol:
 - Space Area requirement
 - Table plans/ arrangement
 - Misc-en-place
 - Service
 - Toast & Toast procedures
- Informal Banquet:
 - Reception
 - Cocktail Parties
 - Convention
 - Seminar
 - Exhibition
 - Fashion Shows
 - Trade Fair
 - Wedding
 - Outdoor Catering

Function Catering- Buffets

- Introduction
- Factors to plan buffets
- Area requirement
- Planning and organisation
- Sequence of food
- Menu planning
- Types of Buffet
- Display
- Sit down
- Fork, Finger, Cold Buffet
- Breakfast Buffets
- Equipment
- Supplies
- Check list

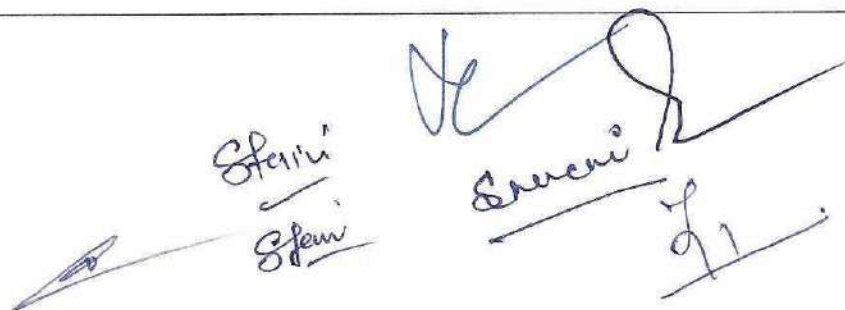
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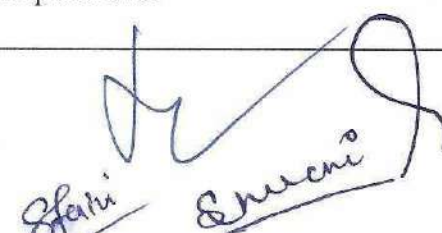

Recommended Books:

- **"Theory of Cookery" by Krishna Arora**
 - A foundational book covering Indian cuisine, regional specialties, ingredients, and traditional cooking methods.
- **"Garde Manger: The Art and Craft of the Cold Kitchen" by The Culinary Institute of America**
 - Comprehensive coverage of larder work, cold cut preparations, pâtés, terrines, and cold kitchen techniques.
- **"The Art of Garnishing" by Yvette Stachowiak and George Stachowiak**
 - A classic resource for creative non-edible displays, garnishes, and plate presentation skills.
- **"Professional Baking" by Wayne Gisslen**
 - A widely used book offering detailed bakery science, bread and pastry techniques, and commercial baking procedures.
- **"Charcuterie: The Craft of Salting, Smoking, and Curing" by Michael Ruhlman and Brian Polcyn**
 - Perfect for learning cold meat preparation, sausage making, and traditional curing techniques.
- **"Professional Chef" by The Culinary Institute of America (CIA)**
 - Covers a wide range of culinary disciplines including Indian basics, larder work, bakery, and advanced kitchen skills.
- **"Quantity Food Production Operations and Indian Cuisine" by Parvinder S. Bali**
 - Covers bulk cooking techniques, menu planning, food safety, and kitchen layout for institutional catering.
- **"Catering Management: An Integrated Approach" by Mohini Sethi and Surjeet Malhan**
 - A comprehensive guide that includes industrial, institutional, and event catering management practices.
- **"Hospitality and Catering Management" by A.M. Sheela**
 - Provides insights into different catering operations including hospitals, schools, and corporate settings.
- **"Food and Beverage Management" by Bernard Davis and Andrew Lockwood**
 - Includes chapters on function catering, banquet operations, and strategic management of catering services.
- **"Event Management and Catering" by Milena M. Parent and Jean-Loup Chappelet**
 - Useful for understanding planning, logistics, and execution in large-scale function and event catering.



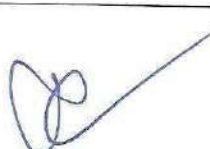
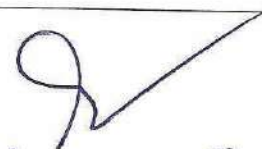


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Programme/Class: BSc.	Year: 3	Semester: V
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Food Production Lab	
Course Outcomes: CO 1: Knowledge of Indian cookery CO 2: Demonstrate Larder Preparations CO 3: Understanding the non-edible display CO 4: Understand Bakery preparations CO 5: Enhance skills of cold cut preparations.		
Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100	Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Topics/Activity		
<ul style="list-style-type: none">• Regional Cookery of India- Preparation of specialty Dish with appropriate accompaniments.• Different Indian bread preparation.• Menu Planning –menu planning for Indian festivity feasts and other special occasions.• Preparation of popular Chettinad, Hyderabadi, Lucknowi, Avadhi and Malabari dishes.• Preparation of pies, rolls, buns & cookies.<ul style="list-style-type: none">• Preparation of salads.• Basic Sandwich preparation• Cold Cuts Preparation.• Preparation of force meat products.• Preparation of Appetizers• Ice Carvings• Tallow Sculpture• Fruit and vegetable Display• Salt Dough• Pastillage• Jelly Logo• Thermocol Work• International Cooking• Food Preparations for the Buffet• Preparation of major Vegetable, Meat, Pasta, Pulses and Cereal Based Salads.• Preparation of frozen desserts, ice-creams.• Confectioner Custard (A) using corn flour, Confectioner Custard (B) using refined flour• Light Custard, Melting Moments• Golden Goodies, Caramel Custard• Butter Buttons (Bachelor Butons), Vanilla Buns• Nan Khatai, Muffins• Fruit cake, Pea Nut Macaroons• Chocolate Mousse, Veg Samosa• Advanced Bakery and Confectionery Preparations.		






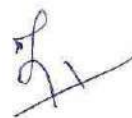
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– Perfect for learning cold meat preparation, sausage making, and traditional curing techniques.
- **"Professional Chef" by The Culinary Institute of America (CIA)**
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Programme/Class: BSc.	Year: 3	Semester: V
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Food and Beverage Service Lab	
Course Outcomes:		
CO 1: Demonstrate various preparations in F&B Service		
CO 2: Understanding of Bar Operations and Management		
CO 3: comprehensive knowledge of preparing mocktails and cocktails		
CO 4: Understanding F&B Control		
CO 5: Grasping the outcomes of case studies.		
Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100	Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week):		60
Topics/Activity		
<ul style="list-style-type: none">• Service of Cheeses.• Restaurant Set up of different Types• Preparations for Floor/Room service• Preparations for Lounge service• Food Costing Exercises• Preparation of Cheese.• Uses of F & B Control Measures in actual service.• Sample of Inventory and Food Order Documents.• Preparing drinks• Service of Bar Beverages & Cigars• Service of Non Alcoholic Beverages• Arrangement and set up for the Cocktail Parties.• Arrangement and set up for Banquets of different type.• Equipping Gueridon Trolley with the supplies.• Doing Flambé preparations in front of the guests• Bar Operations- Designing & setting the bar• Preparing drinks• Cocktail Preparation• Mocktail Preparation• Presentation and Service of Cocktail and Mocktail• F&B staff organization-Case study method of Developing organization structure, Determination of staff requirements in all categories, Preparing Duty roster, Preparing job description & job specification• Supervisory Skills- Conducting briefing & debriefing, Drafting Standard Operating Procedures for various F&B outlets, Supervising F&B operations		








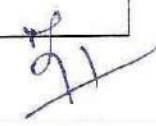



Recommended Books:

- **"The Professional Chef" by The Culinary Institute of America (CIA)**
– A cornerstone reference covering classical and modern cooking techniques, kitchen operations, and professional standards.
- **"Advanced Practical Cookery" by Victor Ceserani, David Foskett & Ronald Kinton**
– A trusted book for advanced-level dishes, international cuisines, and professional kitchen skills.
- **"Food and Beverage Service" by Dennis Lillicrap and John Cousins (*Advanced Chapters*)**
– In-depth coverage of fine dining, beverage knowledge, service techniques, and supervisory responsibilities.
- **"Modern Restaurant Service: A Manual for Students and Practitioners" by John Fuller**
– Focuses on advanced service methods, customer interaction, and professional conduct in modern restaurants.
- **"Understanding Wines, Beers and Spirits" by Christopher Fielden**
– A specialized guide to advanced beverage knowledge, ideal for sommeliers and F&B managers.

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Programme/Class: Bsc.	Year: 3	Semester: VI
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Meeting Incentives, Conferences and Exhibitions (MICE) Operations	
Course Outcomes:		
CO 1: To provide foundational knowledge of MICE tourism, including its evolution, current scope, and the pivotal role it plays in tourism development and promotion.		
CO 2: To equip learners with essential research methodologies, planning frameworks, and stakeholder analysis techniques critical to successful MICE event management.		
CO 3: To develop competencies in conceptualizing, designing, and executing MICE events by understanding logistical requirements, legal norms, budgeting, and risk management.		
CO 4: To enable students to formulate effective marketing, branding, and public relations strategies tailored to the MICE sector, leveraging digital tools and sponsorship dynamics.		
CO 5: To foster an understanding of operational best practices, monitoring and evaluation techniques, and future trends, including sustainable and hybrid event models, for career readiness in the global MICE industry.		
Credits: 04	Core/Elective:	Theory
Max. Marks: 100 = 75 (UE) + 25 (CIE)		Min. Passing Marks:
Total No. of Lecture- Tutorials-Practical (in hours per week):		60
Unit	Topics	
I	Introduction to MICE Tourism <ul style="list-style-type: none">➤ Evolutionary history and current status of MICE➤ Definition and categories of events➤ Importance and scope of MICE in the tourism sector➤ Skill sets and competencies required in the MICE industry➤ Role and contribution of MICE in tourism promotion	
II	Research Foundations in MICE Tourism <ul style="list-style-type: none">➤ Importance of research in event planning➤ Methods of research specific to MICE➤ SWOT analysis for strategic planning➤ Identifying stakeholders and target audience	
III	Planning and Establishing MICE Enterprises <ul style="list-style-type: none">➤ Planning a MICE event: stages and key considerations➤ Legal and regulatory framework for MICE enterprises➤ Budgeting and financial planning	

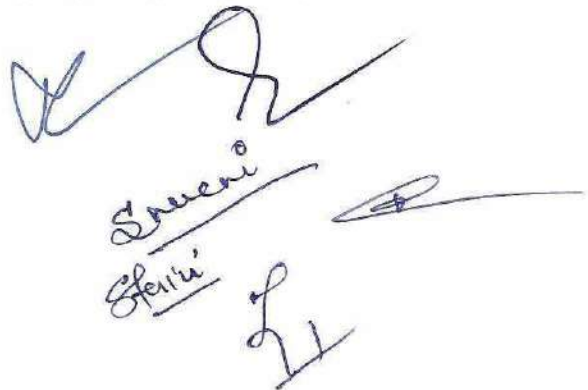





	<ul style="list-style-type: none"> ➤ Setting up and managing a MICE business 	
IV	Conceptualizing and Designing MICE Events <ul style="list-style-type: none"> ➤ Developing event concepts and themes ➤ Event concept analysis and feasibility ➤ Programme structuring and content curation ➤ Logistics management (venue, transport, catering, accommodation) ➤ Alternative planning and risk assessment ➤ Finalizing the event programme 	
V	Marketing and Branding of MICE Events <ul style="list-style-type: none"> ➤ Strategic marketing process for MICE ➤ The marketing mix (Product, Price, Place, Promotion) ➤ Sponsorship acquisition and management ➤ Branding and image-building strategies ➤ Advertising and promotional techniques ➤ Role of publicity and public relations 	
VI	Operations and On-site Management <ul style="list-style-type: none"> ➤ Pre-event, on-site, and post-event operations ➤ Coordination and communication ➤ Human resource management during events ➤ Technology in MICE operations (software, apps, virtual tools) 	
VII	Monitoring, Control, and Evaluation <ul style="list-style-type: none"> ➤ Monitoring and control mechanisms in MICE ➤ Operational monitoring tools and techniques ➤ Evaluation methods: qualitative and quantitative ➤ Measuring success: KPIs and ROI ➤ Assessing broader impacts on host destinations and stakeholders 	

VIII	<p>Future Trends and Career Opportunities in MICE</p> <ul style="list-style-type: none"> ➤ Emerging trends: virtual/hybrid events, sustainable MICE ➤ Innovations and technological integration ➤ Global and regional MICE hubs ➤ Career pathways and professional development in the MICE sector
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Recommended Books

1. MICE Outbound tourism 2000, World Tourism Organization (UNWTO)
2. Convention Tourism: International Research and Industry Perspectives by Kaye Sung Chon (Author), Karm Weher (2002) Routledge
3. Special Events: Twenty First Century Global Event Management by Je Goldblatt (2011) Job Willey & Sons, inc.
4. Event Management by Lynn Van Der Wagen (2003), Hospitality Press



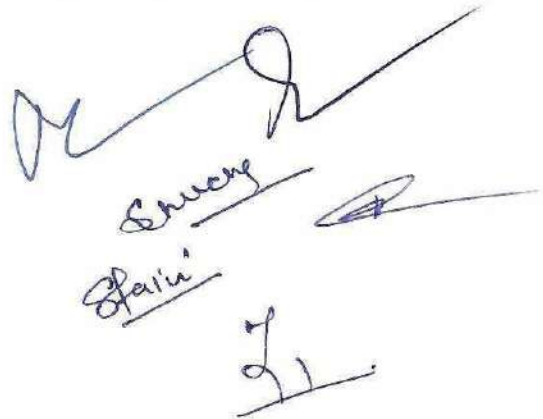
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Programme/Class: Bsc.	Year: 3	Semester: VI
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Entrepreneurship Development	
Course Outcomes:		
CO 1: To introduce students to the concept and importance of entrepreneurship in the context of economic development, especially in developing countries.		
CO 2: To examine the historical and contemporary growth of entrepreneurship in developing nations with a focus on key trends, challenges, and opportunities.		
CO 3: To highlight India's entrepreneurial ecosystem, including government policies, startup culture and emerging sectors driving innovation.		
CO 4: To analyze the socio-economic impact of entrepreneurship in India, particularly in generating employment, reducing poverty, and promoting inclusive growth.		
CO 5: To encourage critical thinking and problem-solving skills for students to understand and contribute to entrepreneurial ventures in developing economies.		
Credits: 04	Core/Elective:	Theory
Max. Marks: 100 (UE) + 25 (CE)	Min. Passing Marks:	
Total No. of Lecture- Tutorials-Practical (in hours per week): 60		
Unit	Topics	
I	Introduction to Entrepreneurship <ul style="list-style-type: none">Definitions and characteristics of entrepreneurshipTypes of entrepreneurs and their significanceEntrepreneurial traits and qualitiesFunctions and roles of entrepreneurs in economic growth	
II	Theories and Development of Entrepreneurship <ul style="list-style-type: none">Competing theories of entrepreneurshipEntrepreneurial input and its significanceRole and structure of Entrepreneurial Development Programmes (EDP) in IndiaObjectives and stages of EDP performance	
III	EDP Planning and Government Support <ul style="list-style-type: none">Planning for EDP: objectives and target groupsSelection of training centers and pre-training activitiesGovernment policies and support mechanisms for Small Scale Industries (SSIs)	
IV	Entrepreneurial Behavior and Motivation <ul style="list-style-type: none">Entrepreneurial behavior and motivation theoriesAchievement orientation and managerial successCase studies of entrepreneurial success in rural areasThe role of innovation in entrepreneurship	
V	Business Idea Generation and Feasibility <ul style="list-style-type: none">Establishing an entrepreneurial systemSearching and sourcing business ideas	

	<ul style="list-style-type: none"> • Processing ideas into business opportunities • Input requirements and feasibility considerations 	
VI	Financing and Capital Assessment <ul style="list-style-type: none"> • Sources of finance: fixed and working capital • Criteria for selecting financial sources • Methods for assessing capital needs and requirements 	
VII	Support Services and Institutional Assistance <ul style="list-style-type: none"> • Technical assistance for entrepreneurs • Marketing assistance and promotional support • Identifying and addressing sickness in industrial units • Remedial measures and institutional interventions 	
VIII	Legal and Documentation Framework <ul style="list-style-type: none"> • Preparation of feasibility reports • Legal formalities for starting a business • Required documentation and compliance procedures 	


Recommended Books

1. Kumar SA *Entrepreneurship in Small industry*, 1990 Discovery, India
2. Peter Drucker, *Innovation & Entrepreneurship*, 1985, Heinmann, London






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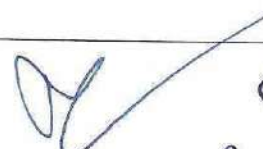
Programme/Class: BSc.	Year: 3	Semester: VI
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Room Division Management	
Course Outcomes:		
CO 1: Demonstrate advanced knowledge of front office and housekeeping operations with a focus on efficiency, guest satisfaction, and profitability.		
CO 2: Analyze key performance indicators (KPIs) such as occupancy, ADR, RevPAR, and their impact on revenue management.		
CO 3: Apply strategic planning and forecasting techniques in room inventory control and reservation management.		
CO 4: Develop problem-solving and decision-making skills for handling complex guest situations, staff coordination, and operational challenges.		
CO 5: Demonstrate advanced knowledge of Laundry, Waste Management, Linen and interior design & Décor.		
Credits: 4	Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 75 (UE) + 25 (CE)		Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Unit	Topics:	
I	Factors for evaluating front office operations <ul style="list-style-type: none">• Daily Operations Report,• Occupancy Ratios,• Room Revenue Analysis,• Hotel Income Statement,• Room Division Income Statement,• Room Division Budget Reports,• Operating Ratio & Ratio Standards.	


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II	<p>Forecasting and data management</p> <ul style="list-style-type: none"> • Forecasting Techniques. • Forecasting Room Availability. • Forecast Formula. • Types of Forecast. • Sample Forecast Forms. <p>Useful Forecasting Data</p> <ul style="list-style-type: none"> • No-show %. • Walk-in %. • Understay %. • Overstay %. • RevPAR. • ARR. • RevPAC. • ADR. • Occupancy % (Single, double & multiple). • Bed Occupancy %. • House Count. • Complimentary %. • Indian In-House %. • Foreigners' In-House %. • Cancellations %
III	<p>Budgeting</p> <ul style="list-style-type: none"> • Making front office budget. • Factors affecting budget planning & limitations. • Capital & Operational budget for front office. • Refining budgets. • Zero based budget. • Fixed & Flexible Budgets. • Estimating Expenses. • Budgetary Control. • Forecasting Room Revenue. • Advantages & Disadvantages of budgeting.


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IV	<p>Yield Management in Front Office</p> <ul style="list-style-type: none"> • Concept & Importance. • Applicability to rooms division (Capacity Management, Discount Allocation & Duration Control). • Measuring Yield formula. • Yield Management Software. • Yield Management Team. <p>Measuring Yield</p> <ul style="list-style-type: none"> • Potential Average Single Rate. • Potential Average Double Rate. • Multiple Occupancy %. • Rate Spread. • Potential Average Rate. • Room Rate Achievement Factor. • Yield Statistics. • RevPAR. • Identical Yields. • Equivalent Occupancy. • Required Non- Room Revenue Per Guest RevPAG & GOPPAR. <p>Elements of Revenue Management</p> <ul style="list-style-type: none"> • Group Room Sales. • Transient Room Sales. • Food & Beverage Activities. • Local & Area Wide Activities. • Special Events. • Fair Market Share Forecasting
V	<p>Interior Designing & Decoration</p> <ul style="list-style-type: none"> • Introduction & objectives of interior designing • Basic types of design • Elements & units of design • Designing for the physically challenged • Colour and its role in décor –types of colour schemes • Windows and window treatment • Lighting and lighting fixtures • Floor coverings & finishes • Carpets • Furniture and fittings • Accessories • Wall coverings


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VI	<p>Linen Room</p> <ul style="list-style-type: none"> • Activities of the linen room & uniform room • Layout and equipment in the linen room & uniform room • Planning the linen room & uniform room • Selection criteria for various Linen Items & fabrics suitable for this purpose, • Linen quality & lifespan, Purchase of Linen, Storage of linen, Calculation of Linen requirements • Linen exchange (Room linen exchange & restaurant linen exchange) • Linen control-procedures and records • Stocktaking-procedures and records, Par stock • Recycling of discarded linen, Linen Hire <p>Uniforms</p> <ul style="list-style-type: none"> • Introduction, Selection & design of uniforms, points to be considered while designing uniforms, uniform management in hotels • Establishing par levels for uniforms (Number of sets, calculating par stock quantity for uniforms) • Storage of uniforms • Issuing & exchanging of uniforms • Advantages of providing staff uniforms <p>Sewing Room</p> <ul style="list-style-type: none"> • Introduction • Activities of sewing room • Job specification of seamstress/ tailor • Sewing area & equipments, hand stitches & fasteners
VII	<p>Laundry operations</p> <ul style="list-style-type: none"> • Types of laundry • Planning & layout of OPL • Laundry equipments • Laundry agents/aids • The laundry process • Stain removal • Dry-cleaning • Handling guest laundry • Care labels <p>Fabrics and fibres</p> <ul style="list-style-type: none"> • Definition of a fibre • Classification of fibres • Methods of construction (knitting, weaving and bonding) • Weaving and Classification of weaves • Fabrics commonly used in hotels • Bonded fabrics (an overview)

The bottom of the page features several handwritten signatures and initials in blue ink. From left to right, there is a signature that appears to be 'S. Stein', followed by 'S. S. S. S. S.', and then a large, stylized signature that looks like 'R. S. S. S. S.' with a long horizontal line extending to the right.

VIII	<p>Pest Control & waste management</p> <ul style="list-style-type: none"> • Introduction • Pest control & Types of pests • Common pests & their control • Integrated pest management • Waste management <p>Flower arrangement</p> <ul style="list-style-type: none"> • Flower arrangement in Hotels • Equipment and material required for flower arrangement • Conditioning of plant material • Styles of flower arrangements • Principles of design as applied to flower arrangement <p>Horticulture</p> <ul style="list-style-type: none"> • Introduction • Essential components of horticulture • Landscaping • Indoor plants (Care, placement & professional maintenance) • Bonsai in hotel properties
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Recommended Books:

- **"Managing Front Office Operations" by Michael L. Kasavana & Richard M. Brooks**
 - A leading text for understanding advanced front office procedures, KPIs, reservation strategies, and guest service excellence.
- **"Hotel Housekeeping: Operations and Management" by G. Raghubalan and Smritee Raghubalan**
 - Detailed coverage of advanced housekeeping operations, including linen management, laundry, waste management, and interior design.
- **"Revenue Management for the Hospitality Industry" by David K. Hayes and Allisha Miller**
 - A practical and analytical approach to understanding KPIs, dynamic pricing, demand forecasting, and profitability strategies.
- **"Rooms Division Operations and Management" by Peter Abbott and Sue Lewry**
 - Offers a deep dive into coordinated front office and housekeeping operations, staff management, and room inventory control.
- **"Professional Management of Housekeeping Operations" by Thomas J.A. Jones**
 - Explores professional housekeeping management with emphasis on quality control, environmental practices, staff coordination, and décor elements.

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 A large signature at the top.
 "Stefani" written vertically on the left.
 "Savani" written horizontally in the middle.
 "L" written vertically on the right.
 A checkmark-like symbol on the right.

Programme/Class: Bsc.		Year: 3	Semester: VI
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Sustainable Tourism and Hospitality Management	
Course Outcomes:			
CO 1: Understand sustainability principles in tourism and hospitality, focusing on environmental, social, and economic dimensions.			
CO 2: Identify environmental impacts of tourism and apply strategies to promote eco-friendly and responsible practices.			
CO 3: Analyze the role of local communities in sustainable tourism and explore ways to ensure inclusive development.			
CO 4: Design sustainable business models for hospitality that balance profitability with ethical and environmental concerns.			
CO 5: Evaluate global standards and policies in sustainable tourism and assess their application in real-world scenarios.			
Credits: 04		Core/Elective:	Theory
Max. Marks: $100 = 75 (OE) + 25 (CIE)$			Min. Passing Marks:
Total No. of Lecture- Tutorials-Practical (in hours per week): 60			
Unit	Topics		
I	Introduction to Sustainable Tourism 1. Concept, Approach, and Scope of Sustainable Tourism 2. Definitions: <ul style="list-style-type: none">o Sustainable Tourismo Mass Tourismo Alternative Tourismo Eco-Tourismo Responsible Tourism 3. Sustainable Resource Management 4. Sustainable Tourism Development 5. UNWTO's view on sustainable Tourism		
II	Principles of Sustainability 1. Guidelines and Principles for Sustainable Development 2. Roles and Responsibilities in Sustainable Tourism 3. Environmental Impact and Environmental Indicators		
III	Sustainable Tourism Overview 1. Introduction, Definition, and Concept of Sustainable Tourism 2. Growth and Principles of Sustainable Tourism 3. Economic and Ecological Impacts 4. Sustainable Tourism Criteria		
IV	Sustainable Hospitality Practices 1. Eco-Tourism 2. Farm Stays 3. Community-Based Tourism 4. Ecotels 5. Wellness Centers		

V	Strategic Planning for Sustainable Tourism <ol style="list-style-type: none"> 1. Strategic Planning in Sustainable Tourism 2. Challenges in Sustainable Tourism 	
VI	Sustainable Tourism Development Models <ol style="list-style-type: none"> 1. Planning for Sustainable Destination Development 2. Managing Tourism Resources Sustainably 3. Policies and Regulations for Sustainable Development 	
VII	Sustainable Tourism Marketing <ol style="list-style-type: none"> 1. Marketing Strategies for Sustainable Tourism 2. Eco-Certifications and Branding in Tourism 3. Consumer Awareness and Behavior in Sustainable Tourism 	
VIII	Future Directions and Innovations in Sustainable Tourism <ol style="list-style-type: none"> 1. Trends and Innovations in Sustainable Tourism 2. Technology's Role in Enhancing Sustainability 3. Future Challenges and Opportunities for Sustainable Tourism 	

Recommended books-


1. Sustainable Tourism: Principles, Contexts and Practices – David Fennell
2. Sustainable Tourism: A Global Perspective – Rob Harris, Tony Griffin, Peter Williams (Eds.)
3. Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World – Martin Mowforth, Ian Munt
4. Sustainable Tourism Management – John Swarbrooke
5. Sustainable Hospitality and Tourism Management: Strategies, Practices, and Cases – Miguel Angel Gardetti, Ana Laura Torres



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Programme/Class: BSc.	Year: 3	Semester: VI
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Front Office Operations	
Course Outcomes:		
CO 1: Ability of Situation Handling		
CO 2: Working knowledge of PMS		
CO 3: Comprehensive knowledge of various modules of PMS		
CO 4: Demonstrate front office software usage		
CO 5: Data handling knowledge		
Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100	Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Topics/Activity		


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- Posting charges in guest folio
- Practical applications of Credit Monitoring
- Practical applications of Charge Privilege
- Late Check-outs
- Late Charges
- V.P.O. and Miscellaneous vouchers
- Allowance vouchers
- Preparing Forecast sheets-week
- Preparing Forecast sheets-month
- Front office terminology & abbreviations.
- General awareness about country-capital-currencies-airlines & hotel industry.
- Situation handling – handling guests & internal situations requiring management tactics/strategies
- Suggested Tasks on PMS or Fidelio Software
 - Hot function keys
 - Create and update guest profiles
 - Make FIT reservation
 - Send confirmation letters
 - Printing registration cards
 - Make an Add-on reservation
 - Amend a reservation
 - Cancel a reservation-with deposit and without deposit
 - Log onto cashier code
 - Process a reservation deposit
 - Pre-register a guest
 - Put message and locator for a guest
 - Put trace for guest
 - Check in a reserved guest
 - Check in day use
 - Check –in a walk-in guest
 - Maintain guest history
 - Issue a new key
 - Verify a key
 - Cancel a key
 - Issue a duplicate key
 - Extend a key
 - Programme keys continuously
 - Re-programme keys
 - Programme one key for two rooms
 - How to print and prepare registration cards for arrivals
 - How to programme keys continuously
 - How to programme one key for two rooms
 - How to re-programme a key
 - How to make a reservation
 - How to create and update guest profiles
 - How to update guest folio
 - How to print guest folio
 - How to make sharer reservation
 - How to feed remarks in guest history
 - How to add a sharer
 - How to make add on reservation
 - How to amend a reservation
 - How to cancel a reservation

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Recommended Books:

- PMS user Manuals
- **"Front Office Management in Hotel"** by **S.K. Bhatnagar** Covers situation handling, guest interaction, complaint resolution, and front office procedures in depth.
- **"Hotel Front Office Operations and Management"** by **Jatashankar R. Tewari** Includes detailed chapters on PMS, front office automation, reservations, and front desk operations using software.
- **"Managing Front Office Operations"** by **Michael L. Kasavana and Richard M. Brooks** Industry-standard book explaining PMS modules, front office systems, and how technology is integrated into guest services.
- **"Hospitality Information Technology: Learning How to Use It"** by **Galen Collins and Raymond Schmidgall** Focuses on PMS systems, data handling, technology applications, and simulations in hotel environments.
- **"Property Management Systems: A Hospitality Industry Guide"** by **Peter Jones and Andrew Lockwood** A practical guide that explores the structure and functionality of PMS, including modules like reservations, front desk, housekeeping, and reports.


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Programme/Class: BSc.	Year: 3	Semester: VI
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Housekeeping Operations	
Course Outcomes:		
CO 1: Demonstrate Room Making		
CO 2: Understand Room Supplies		
CO 3: Maintaining Records and data		
CO 4: Knowledge of First Aid		
CO 5: Understanding Laundry Operations		
Credits: 2	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 60		Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Topics/Activity		



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ROOM

- Task 1- open curtain and adjust lighting
- Task 2-clean ash and remove trays if any
- Task 3- strip and make bed
- Task 4- dust and clean drawers and replenish supplies
- Task 5-dust and clean furniture, clockwise or anticlockwise
- Task 6- clean mirror
- Task 7- replenish all supplies
- Task 8-clean and replenish minibar
- Task 9-vacuum clean carpet
- Task 10- check for stains and spot cleaning

BATHROOM

- Task 1-disposed soiled linen
- Task 2-clean ashtray
- Task 3-clean WC
- Task 4-clean bath and bath area
- Task 5-wipe and clean shower curtain
- Task 6- clean mirror
- Task 7-clean tooth glass
- Task 8-clean vanitory unit
- Task 9- replenish bath supplies
- Task 10- mop the floor
- Bed Making Supplies (Day bed/ Night Bed)
 - Step 1-spread the first sheet (from one side)
 - Step 2-make miter corner (on both corner of your side)
 - Step 3- spread second sheet (upside down)
 - Step 4-spread blanket
 - Step 5- Spread crinkle sheet
 - Step 6- make two folds on head side with all three (second sheet, blanket and crinkle sheet)
 - Step 7- tuck the folds on your side
 - Step 8- make miter corner with all three on your side
 - Step 9- change side and finish the bed in the same way
 - Step 10- spread the bed spread and place pillow
- Records
 - Room Occupancy Report
 - Checklist
 - Floor register
 - Work/ maintenance order
 - Lost and found
 - Maid's report
 - Housekeeper's report
 - Log book
 - Guest special request register
 - Record of special cleaning
 - Call register
 - VIP list
 - Floor linen book/ register
- Layout of Linen & Uniform Room
- Selection & designing of Uniforms
- Handling room linen/ guest supplies
 - Maintaining register/ record
 - Replenishing floor pantry

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Recommended Books:

- **"Hotel Housekeeping: Operations and Management"** by Raghubalan R.
Covers room making, room supplies, and maintaining records and data in hotel housekeeping operations.
- **"Introduction to Hotel Operations"** by John R. Walker
Provides foundational knowledge on room supplies, maintaining records, and understanding laundry operations in hospitality settings.
- **"Housekeeping Management"** by Matt A. Casado
Focuses on room making techniques, inventory management of room supplies, and record-keeping practices in housekeeping.
- **"First Aid for the Hospitality Industry"** by Michael B. Lewis
Specifically tailored for hospitality students, covering first aid procedures relevant to the industry.
- **"Laundry and Dry Cleaning Operations and Management"** by Philip Russel
Offers insights into the operational aspects of laundry services, including understanding laundry operations in hospitality contexts.

 
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Programme/Class: Bsc.		Year: 4	Semester: VII
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Tourism Policy and Planning Framework	
Course Outcomes:			
CO 1: Rapid Growth of Tourism: Tourism has emerged as one of the fastest-growing sectors globally.			
CO 2: Priority Sector: Due to its growth, tourism has become a priority area for both national and international communities.			
CO 3: Purpose of the Paper: The paper aims to develop a comprehensive understanding of tourism policy setting and formulation.			
CO 4: Conceptual Foundation: It begins with an elaboration of the fundamental concepts related to tourism.			
CO 5: Focus on Community Tourism: Special emphasis is given to community tourism planning, acknowledging its increasing importance and relevance.			
Credits: 4		Core/Elective:	Theory/Practical:
Max. Marks: 100 = 75 (UE) + 25 (CIE)		Min. Passing Marks:	
Total No. of Lecture- Tutorials-Practical (in hours per week):			60
Unit	Topics		
I	Foundations of Tourism Policy Topics Covered: <ul style="list-style-type: none">• Origin of Tourism Policy: Historical context and evolution• Key Concerns: Environmental, economic, and socio-cultural factors• Approaches to Policy Making: Top-down, bottom-up, collaborative models• Policy Formulation Process: Stakeholder involvement, frameworks, strateg vision• Constraints in Policy Development: Political, financial, legal, infrastructural		
II	Tourism Planning and Policy Perspectives Topics Covered: <ul style="list-style-type: none">• Rationale for Tourism Planning: Strategic importance and objectives• Consequences of Unplanned Tourism:<ul style="list-style-type: none">◦ Environmental degradation◦ Cultural and social disruption◦ Inefficient marketing and organizational mismanagement• National, State, and Regional Policy Goals: Alignment and divergence• Positioning Tourism in Policy Frameworks: Integrating tourism with broader development goals		

III	<p>Tourism Development Process Topics Covered:</p> <ul style="list-style-type: none"> • Factors Influencing Tourism Planning: <ul style="list-style-type: none"> ◦ Natural, historical, entrepreneurial, and infrastructural components ◦ Accessibility and accommodation ◦ Seasonality: Issues and mitigation strategies • Tourism Product Life Cycle Theories: <ul style="list-style-type: none"> ◦ Butler's TALC model and others • Planning Methodology: <ul style="list-style-type: none"> ◦ Objective setting ◦ Background analysis and research ◦ Synthesis and goal setting ◦ Plan formulation and implementation • Evaluation and Monitoring: <ul style="list-style-type: none"> ◦ Feasibility studies ◦ Impact analysis ◦ Master Plan execution and review
IV	<p>Concepts and Innovations in Tourism Planning Topics Covered:</p> <ul style="list-style-type: none"> • Sustainable vs. Integrated Tourism Planning: <ul style="list-style-type: none"> ◦ Definitions, principles, and practices • Destination and Resort Planning: <ul style="list-style-type: none"> ◦ Planning models, zoning, and capacity management • Community-Based Tourism: <ul style="list-style-type: none"> ◦ Participatory planning and local empowerment • International Case Studies: <ul style="list-style-type: none"> ◦ Italy: Heritage tourism and urban integration ◦ UK: Tourism regeneration and local council role ◦ Canada: Eco-tourism and First Nations partnerships
V	<p>Evolution of Tourism Planning in India Topics Covered:</p> <ul style="list-style-type: none"> • Tourism in India's Five-Year Plans: <ul style="list-style-type: none"> ◦ Special focus on 7th and 8th Plans (1985–1997) • Institutional Framework: <ul style="list-style-type: none"> ◦ Ministry of Tourism, Planning Commission, ITDC, State Boards • Key National Initiatives: <ul style="list-style-type: none"> ◦ National Action Plan (1992) ◦ Open Sky Policy ◦ Draft National Tourism Policy (1997) ◦ Proposed National Tourism Board • State Case Studies: <ul style="list-style-type: none"> ◦ Rajasthan: Heritage circuits and royal tourism ◦ Kerala: Responsible Tourism and eco-model ◦ Madhya Pradesh: Tribal tourism and heritage management ◦ Himachal Pradesh: Hill tourism and seasonal adaptation

VI	Strategic Implementation of Tourism Policy Topics Covered: <ul style="list-style-type: none"> • Policy to Practice: Turning frameworks into actionable projects • Public-Private Partnership Models: Risk-sharing and co-investment • Legal and Regulatory Tools: Zoning, permits, taxes, and incentives • Crisis Management in Tourism Planning: Pandemic, political unrest, climate challenges • Monitoring and Evaluation Metrics: KPIs, feedback loops, adaptive policy-making
VII	Global Influences and International Tourism Policy Topics Covered: <ul style="list-style-type: none"> • UNWTO Guidelines and Impact • Global Best Practices in Tourism Policy • Multilateral Agreements and Travel Facilitation: Open visa regimes, international cooperation • Tourism Policy Trends: Digital transformation, smart tourism, climate-aligned policies • Comparative Policy Analysis: <ul style="list-style-type: none"> ○ ASEAN tourism policies ○ EU tourism integration strategy ○ North American tourism corridors
VIII	Future Trends and Challenges in Tourism Policy and Planning Topics Covered: <ul style="list-style-type: none"> • Post-Pandemic Tourism Planning: Resilience and safety protocols • Technology and Tourism: AI, big data, VR planning tools • Tourism and Climate Change: Adaptation strategies, carbon-neutral planning • Inclusive and Accessible Tourism: Disability inclusion, elder-friendly infrastructure • Policy Innovation: Citizen engagement, decentralization, AI-assisted policymaking

Recommended books-




1. **"Tourism Policy and Planning"** by David L. Edgell Sr., Maria DelMastro Allen, Ginger Smith, and Jason R. Swanson
2. **"Tourism Planning: Basics, Concepts, Cases"** by Clare A. Gunn and Turgut Var








Programme/Class: BSc.		Year: 4	Semester: VII
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Human Resource Management	
Course Outcomes:.			
CO 1: Explain the core functions of human resource management and their relevance to hospitality and tourism organizations.			
CO 2: Demonstrate the ability to recruit, select, and onboard employees in alignment with industry-specific staffing needs.			
CO 3: Analyze performance appraisal techniques, training methods, and employee development programs in service-centric workplaces.			
CO 4: Apply HR strategies to manage workplace diversity, motivation, and employee relations in hospitality settings.			
CO 5: Interpret labor laws, ethical practices, and HR policies applicable to the tourism and hospitality industry.			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: $100 = 75(OF) + 25(CIE)$			Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	The Foundations and Challenges of HRM <ul style="list-style-type: none">• Definition of HRM• Difference between HRM and Personnel Management Purpose and Objectives of HRM• Systems Model of HRM		
II	Human Resource Planning <ul style="list-style-type: none">• Job Analysis• Job Design• Human Resource Planning		
III	Placement <ul style="list-style-type: none">• Recruitment• Selection• Placement & Induction Compensation and Protection <ul style="list-style-type: none">• Job Evaluation• Compensation & Pay Systems• Employer Employee Relations		
IV	Training & Development <ul style="list-style-type: none">• Training, Definition and Overview• Management Development• Career Planning• Performance Appraisal		



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Recommended Books:

- Werther & Davies, 'Human Resources and Personnel Management', Mc Graw Hill Publications.
- C.S. Venkataratnam and Srivastava, 'Personnel Management and Human Resources', Tata Mc Graw Hill Publications, New Delhi
- Wayne F. Cascio, 'Managing Human Resources - Productivity, Quality of Work Life & Profits', Mc Graw Hill Publications
- Gary Dessler, , 'Human Resource Management', Prentice Hall Publications
- K. Aswathappa, 'Human Resource Management, Text & cases', Tata McGraw-Hill
- V.S.P. Rao, 'Human Resource Management, Text & cases', Excel Books.

 
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Programme/Class: BSc.		Year: 4	Semester: VII
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Financial Management	
Course Outcomes:			
CO 1: Understand fundamental financial concepts and tools relevant to decision-making in tourism and hospitality businesses.			
CO 2: Analyze financial statements to assess the performance and financial health of hospitality and tourism enterprises.			
CO 3: Apply budgeting, forecasting, and cost control techniques to manage operational efficiency in service-based industries.			
CO 4: Evaluate investment and financing decisions using methods like ROI, NPV, and IRR in the context of hospitality projects.			
CO 5: Demonstrate the ability to plan and manage working capital specific to the cash flow needs of tourism and hospitality operations.			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (UE) + 25 (IE)			Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	Financial Management Meaning & Scope <ul style="list-style-type: none">• Meaning of business finance• Meaning of financial management• Objectives of financial management Financial Statement Analysis and Interpretation <ul style="list-style-type: none">• Meaning and types of financial statements• Techniques of financial analysis• Limitations of financial analysis• Practical problems		
II	Ratio Analysis <ul style="list-style-type: none">• Meaning of ratio• Classification of ratios• Profitability ratios• Turnover ratios• Financial ratios• Du Pont Control Chart• Practical Problems Fund Flow Analysis <ul style="list-style-type: none">• Meaning of funds flow statement• Uses of funds flow statement• Preparation of funds flow statement• Treatment of provision for taxation and proposed dividends (as non-current liabilities)• Practical problems Cash Flow Analysis <ul style="list-style-type: none">• Meaning of cash flow statement• Preparation of cash flow statement• Difference between cash flow and funds flow analysis• Practical problems		

III	<p>Financial Planning Meaning & Scope</p> <ul style="list-style-type: none"> • Meaning of financial planning • Meaning of financial plan • Capitalization <p>Capital Expenditure</p> <ul style="list-style-type: none"> • Meaning of capital structure • Factors determining capital structure • Point of difference
IV	<p>Working Capital Management</p> <ul style="list-style-type: none"> • Concept of working capital • Factors determining working capital needs • Over trading & under trading <p>Basic of Capital Budgeting</p> <ul style="list-style-type: none"> • Importance of Capital Budgeting • Capital Budgeting appraising methods • Payback period • Average rate of return • Net Present Value • Profitability index • Internal rate of return
<p>Recommended Books:</p> <ul style="list-style-type: none"> • "Financial Management for the Hospitality Industry" by William P. Andrew, James W. Damitio, and Kenneth W. Schmidgall – A specialized textbook focusing on financial principles, budgeting, and decision-making within hospitality operations. • "Managerial Accounting for the Hospitality Industry" by Lea R. Dopson and David K. Hayes – Covers cost control, budgeting, and performance analysis, all contextualized for hotels and tourism enterprises. • "Principles of Financial Management" by Dr. S. N. Maheshwari & Dr. S. K. Maheshwari – A clear, foundational finance book ideal for Indian UG syllabi, with practical illustrations relevant across service industries. • "Hospitality Financial Accounting" by Jerry J. Weygandt, Paul D. Kimmel, and Donald E. Kieso – Combines accounting basics with hospitality-specific applications, useful for understanding financial statements and analysis. • "Accounting and Financial Management: Developments in the International Hospitality Industry" edited by Peter Harris and Marco Mongiello – A global perspective on strategic financial issues, investment evaluation, and operational finance in the hospitality sector. 	

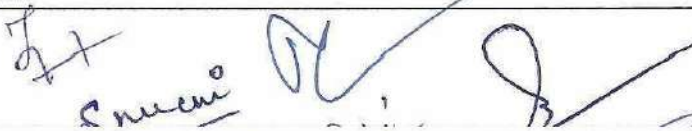
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Programme/Class: Bsc.		Year: 4	Semester: VII
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Destination Planning and Management	
Course Outcomes:			
CO 1: Educate students on the influence of geographic physical features on global tourism patterns.			
CO 2: Explain how natural landscapes like mountains, rivers, and coastlines affect tourist behavior and destinations.			
CO 3: Demonstrate the connection between climate conditions and the movement of tourists across regions.			
CO 4: Analyze how geographical factors like terrain and accessibility impact tourism infrastructure development.			
CO 5: Highlight the role of physical features in shaping the appeal and popularity of tourist attractions worldwide.			
Credits: 04		Core/Elective:	Theory
Max. Marks: $100 = 75 (OE) + 25 (IE)$			Min. Passing Marks:
Total No. of Lecture- Tutorials-Practical (in hours per week): 60			
Unit	Topics		
I	Fundamentals of Geography and Map Reading <ul style="list-style-type: none">• Introduction to basic geographical concepts• Climatic regions of the world and their classification• Understanding map elements and cartographic skills• Study of Latitude and Longitude• The concept and significance of the International Date Line		
II	Geography and Tourism – An Introduction <ul style="list-style-type: none">• Importance of geography in tourism studies• Definitions and scope of Tourism Geography• Key components and content areas within Geography of Tourism• Introduction to tourism models and theoretical frameworks		
III	Tourism Demand and Travel Patterns <ul style="list-style-type: none">• Factors influencing demand for tourist travel• Trends and patterns in international tourism• Global travel flows and their spatial characteristics• Regional variations and implications of tourism distribution		

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IV	Global Political and Physical Geography <ul style="list-style-type: none"> • Overview of physical and political features of major continents: <ul style="list-style-type: none"> ◦ North America ◦ South America ◦ Europe ◦ Asia ◦ Africa ◦ Australia • Geographical characteristics and their tourism significance
V	Indian Geography and Tourism <ul style="list-style-type: none"> • Physical and political features of the Indian subcontinent • Major climatic zones and seasonal variations in India • Key tourist destinations in India with international appeal • Role of geography in shaping Indian tourism circuits
VI	Natural Landscapes and Tourist Movements <ul style="list-style-type: none"> • Role of mountains, rivers, deserts, forests, and coasts in tourism • Analysis of how physical geography influences tourist attraction • Case studies of nature-based tourism destinations
VII	Climate and Tourism Interaction <ul style="list-style-type: none"> • Impact of global climatic zones on tourist behavior • Tourism seasonality and climatic preferences • Adaptation of tourism infrastructure to climatic conditions
VIII	Applied Tourism Geography and Current Trends <ul style="list-style-type: none"> • Application of geographical knowledge in tourism planning • Geospatial technologies (GIS, GPS) in tourism mapping • Contemporary issues: sustainability, climate change, and responsible tourism



	<ul style="list-style-type: none"> • Future trends in tourism geography and development strategies 	
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Recommended books-


1. "Destination Management and Marketing: Breakthroughs in Research and Practice" by Information Resources Management Association
2. "Destination Marketing and Management: Theories and Applications" by Youcheng Wang and Abraham Pizam


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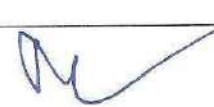
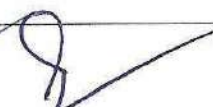


Programme/Class: BSc.	Year: 4	Semester: VII
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Startup Idea Generation and Venture Creation	
Course Outcomes: CO 1: Foster entrepreneurial thinking and innovation in tourism and hospitality. CO 2: Understand the process of startup idea generation and validation. CO 3: Gain practical experience in developing business models and creating value propositions. CO 4: Develop startup ideas through experiential, collaborative activities. CO 5: Learn techniques for pitching and presenting startup ideas effectively.		
Credits: 4	Core/Elective: Core	Theory/Practical: Practical
Max. Marks: 100	Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Topics:		



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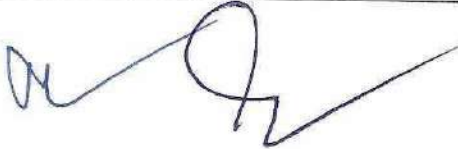






Week	Theme	Key Activities	Deliverables
1	Entrepreneurship in Tourism & Hospitality	Icebreaker: "My Dream Startup" Industry trend mapping using news clippings Brainstorming session on tourism problems	Team formation + Problem area shortlist
2	Opportunity Discovery Bootcamp	Field Visit / Virtual Research: Identify tourism/hospitality service gaps Empathy Mapping Exercise	Opportunity report (1-pager per team)
3	Creative Ideation Tools	SCAMPER, Brainwriting, and "What If" Idea Challenge Team Pitch: Top 3 Startup Concepts	Initial startup idea deck
4	Customer Persona & Journey Mapping	Define target customer persona Create customer journey map for chosen solution	Customer Journey Map
5	Value Proposition & Differentiation	Workshop: Creating Value Proposition Canvas Competitor benchmarking (Activity: "Who Does It Better?")	Value Proposition Slide
6	Business Model	Interactive BMC workshop with examples Teams fill and present their own BMC	Draft Business Model Canvas
7	Build Your MVP (Minimum Viable Pitch)	Design a basic MVP using tools like Canva, Figma (UI mockups), or service mockups Peer feedback rounds	MVP concept & mockup
8	Startup Pitch Clinic	Elevator pitch practice Shark Tank Simulation (peer and faculty as judges)	2-minute video or live pitch
9	Basic Financials & Funding	Activity: "Estimate to Validate" – break-even simulation Game: "Find the Funding Match" (Angel, Crowdfunding, VC, Govt Grants)	Basic costing and funding plan
10	Startup Expo: Final Pitch Day	Teams present full venture plan (problem → solution → MVP → BMC → pitch) to panel (faculty + industry guest)	Final team pitch + one-pager summary




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Recommended Books:

1. **The Lean Startup** by Eric Ries
Publisher: Crown Business, 2011
ISBN: 9780307887894
2. **Business Model Generation** by Alexander Osterwalder & Yves Pigneur
Publisher: Wiley, 2010
ISBN: 9780470876411
3. **The \$100 Startup** by Chris Guillebeau
Publisher: Crown Business, 2012
ISBN: 9780307951526
4. **Disciplined Entrepreneurship: 24 Steps to a Successful Startup** by Bill Aulet
Publisher: Wiley, 2013
ISBN: 9781118692288
5. **Innovation and Entrepreneurship in Tourism: Case Studies and Practical Applications** edited by Mike Peters, Birgit Pikkemaat, and B. Weiermair
Publisher: Routledge, 2012
ISBN: 9780415672109
6. **Entrepreneurship in Hospitality and Tourism: A Global Perspective** edited by Maureen Brookes & Levent Altinay
Publisher: Goodfellow Publishers Ltd, 2015
ISBN: 9781910158012

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Programme/Class: Bsc.	Year: 4	Semester: VIII
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Tourism Geography	
Course Outcomes:		
CO 1: To provide in-depth knowledge of global geography relevant to tourism.		
CO 2: To cover essential aspects of Indian geography influencing travel patterns.		
CO 3: To analyze how geographical features affect tourist movements.		
CO 4: To study the spatial distribution of tourism at national and international levels.		
CO 5: To understand the interrelationship between geography and tourism development.		
Credits: 04	Core/Elective:	Theory
Max. Marks: 100 = 75 (UE) + 25 (CE)		Min. Passing Marks:
Total No. of Lecture- Tutorials-Practical (in hours per week): 60		
Unit	Topics	
I	Fundamentals of Geography <ul style="list-style-type: none"> • Introduction to Geography and its Branches • Climatic Regions of the World • Understanding Maps: Types and Uses • Latitude and Longitude • International Date Line and Time Zones 	
II	Geography and Its Relevance to Tourism <ul style="list-style-type: none"> • Definition, Scope, and Nature of Tourism Geography • Interdisciplinary Nature of Tourism Geography • Importance of Geography in Tourism Planning and Development 	
III	Tools and Techniques in Tourism Geography <ul style="list-style-type: none"> • Map Reading and Interpretation for Tourism • Use of GIS and GPS in Tourism • Role of Remote Sensing in Identifying Tourism Patterns • Topographical and Thematic Maps 	
IV	Tourism Models and Geographical Applications <ul style="list-style-type: none"> • Overview of Key Tourism Models (Butler's Model, Leiper's Model, etc.) • Applications of Geographical Theories in Tourism • Cultural and Environmental Impacts Based on Geography 	

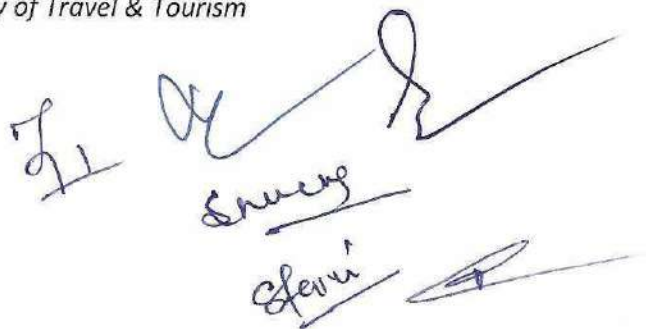




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V	International Tourist Travel Patterns <ul style="list-style-type: none"> • Tourist Travel Demand and Trends • Factors Influencing Global Tourism Flows • Spatial Variation and its Implications for Tourism Development 	
VI	Continental Geography and Tourism <ul style="list-style-type: none"> • Political and Physical Features of Major Continents: <ul style="list-style-type: none"> ◦ North and South America ◦ Europe and Asia ◦ Africa and Australia • Major Tourist Attractions and Natural Landscapes 	
VII	Geography of India in Tourism Context <ul style="list-style-type: none"> • Physical Geography of India: Mountains, Rivers, Deserts, and Plains • Political Divisions and Union Territories • Climatic Zones of India • State-wise Key Tourist Destinations and Circuits 	
VIII	Module VIII: International and Domestic Tourism Locations <ul style="list-style-type: none"> • Iconic World Heritage Sites and Global Tourism Hubs • International Tourism Regions and Travel Corridors • Prominent Tourist Locations in India: Cultural, Natural, and Religious • Sustainable Development of Tourist Areas 	

Recommended Readings:

1. Boniface B. & Cooper C. – *The Geography of Travel and Tourism*
2. Burton, Rosemary – *The Geography of Travel & Tourism*



Programme/Class: Bsc.	Year: 4	Semester: VIII
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Tourism Impact	
Course Outcomes:		
CO 1: Tourism impacts span socio-cultural, economic, and environmental domains, analyzed through frameworks of sustainability and carrying capacity.		
CO 2: Tourism brings socio-cultural shifts and ecological challenges, assessed via tools like Doxey's Irridex and mitigated through conservation efforts.		
CO 3: It significantly boosts income, jobs, and infrastructure, but risks over-dependence and requires sound economic policies.		
CO 4: Impact assessment tools like multiplier analysis and carrying capacity measures guide sustainable tourism planning.		
CO 5: Case studies and policy modules highlight real-world applications, governance issues, and emerging trends like climate change and digital tourism.		
Credits: 04	Core/Elective:	Theory
Max. Marks: $100 = 75 (UE) + 25 (CE)$		Min. Passing Marks:
Total No. of Lecture- Tutorials-Practical (in hours per week): 60		
Unit	Topics	
I	Module I: Introduction to Tourism Impacts <ul style="list-style-type: none"> Definition and scope of tourism impacts Historical overview of tourism development Key concepts: sustainability, responsibility, and carrying capacity Frameworks and approaches to studying tourism impacts 	
II	Module II: Socio-Cultural & Environmental Impacts <ul style="list-style-type: none"> Cost-benefit analysis of tourism Doxey's Irridex Index Socio-cultural changes and ecological damage Environmental degradation and loss of scenic value Preservation and conservation efforts through tourism 	
III	Module III: Economic Impact and Management <ul style="list-style-type: none"> Contributions of tourism: income, employment, foreign exchange, and multiplier effect Infrastructure development and tourism-related investment Risks of over-dependency and economic distortions 	

	<ul style="list-style-type: none"> • Tourism policy and economic control measures 	
IV	<p>Module IV: Impact Assessment Tools and Techniques</p> <ul style="list-style-type: none"> • Multiplier analysis and impact assessment methodologies • Environmental auditing in tourism projects • Types of carrying capacity: <ul style="list-style-type: none"> ○ Physical ○ Economic ○ Social ○ Cultural ○ Environmental 	
V	<p>Module V: Tourism Development Models</p> <ul style="list-style-type: none"> • Concepts and applications of: <ul style="list-style-type: none"> ○ Responsible Tourism ○ Sustainable Tourism ○ Alternative Tourism ○ Eco-Tourism • Global and Indian models of sustainable tourism 	
VI	<p>Module VI: Case Studies of Indian Tourism</p> <ul style="list-style-type: none"> • Goa: tourism economy and ecological stress • Kovalam: coastal tourism and socio-cultural transformation • Kullu-Manali: Himalayan tourism and environmental pressure • Garhwal: pilgrimage and nature tourism balance • Rajasthan: heritage tourism and cultural commodification • HIMTAB (Himachal Pradesh Tourism Advisory Board): initiatives and challenges 	

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VII	Module VII: Policy, Planning, and Governance <ul style="list-style-type: none"> • Role of government and policy-makers in sustainable tourism • Tourism Master Plans and regional development • Public-private partnerships (PPP) • Governance challenges and regulatory frameworks
VIII	Module VIII: Emerging Trends and Future Directions <ul style="list-style-type: none"> • Climate change and tourism • Technological innovations and digital tourism • Post-pandemic tourism recovery • Community-based tourism and participatory planning • Global tourism trends and India's position

Recommended books-

1. "Tourism Impacts, Planning and Management" by Peter Mason
2. "Tourism: Economic, Physical and Social Impacts" by Peter E. Murphy
3. "The Impact of Tourism: A Guide to Social and Cultural Issues" by Sharon Bohn Gmelch



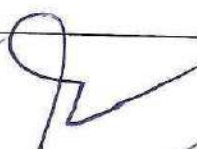


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Programme/Class: Bsc.	Year: 4	Semester: VIII
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Global Tourism Trends	
Course Outcomes:		
CO 1: Understanding Global Tourism Trends: Equips students with knowledge of current international tourism patterns and shifting traveler behaviors.		
CO 2: Exploration of Emerging Markets : Highlights new and developing tourism destinations and the factors driving their growth.		
CO 3: Institutional Impact Analysis : Examines the role of global and regional institutions in shaping tourism policies and practices.		
CO 4: Market Dynamics Evaluation : Assesses supply and demand trends, consumer preferences, and economic influences in different regions.		
CO 5: Strategic Global Outlook : Prepares students to critically evaluate and respond to the evolving landscape of international tourism.		
Credits: 04	Core/Elective:	Theory
Max. Marks: $100 = 75 (OE) + 25 (CE)$		Min. Passing Marks:
Total No. of Lecture- Tutorials-Practical (in hours per week):		
Unit	Topics	
I	Foundations of Global Tourism <ul style="list-style-type: none"> • Key concepts, definitions, and core concerns • Historical evolution and significance of global tourism • Overview of international tourism development 	
II	Module II: Global Tourism Patterns and Disparities <ul style="list-style-type: none"> • Analysis of global tourist traffic flows • Patterns in international tourism receipts • Regional imbalances and disparities in tourism development 	
III	Module III: Tourism Market Dynamics <ul style="list-style-type: none"> • Major tourism-generating countries and outbound flows • Global demand trends and destination preferences • Socioeconomic factors influencing tourism markets 	

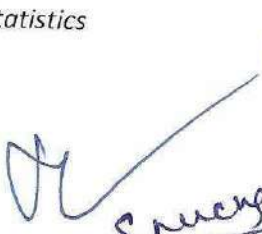





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IV	Module IV: Institutions and Multinational Influence <ul style="list-style-type: none"> • Role of global tourism organizations (WTO, PATA, WTTC, IATA) • Influence of multinational corporations in shaping global tourism • Impact on local economies and cultural landscapes
V	Module V: South Asia and SAARC Region Focus <ul style="list-style-type: none"> • Emerging tourism forms: cultural, rural, eco, adventure, and MICE tourism • India's tourism performance, strengths, and strategic markets • Grey areas in tourism policy and potential areas for improvement
VI	Module VI: Measuring Tourism and Economic Impact <ul style="list-style-type: none"> • Methods and tools for measuring tourist traffic and receipts • Key performance indicators (KPIs) in tourism analytics • Interpretation of tourism statistics and reports
VII	Module VII: Impacts on Global Tourism <ul style="list-style-type: none"> • Political influences on tourism flows • Economic and technological drivers of change • Environmental concerns and sustainability issues
VIII	Module VIII: Future of Global Tourism <ul style="list-style-type: none"> • Long-term forecasts and trends (WTO and other sources) • Innovation and digital transformation in tourism • Policy strategies for inclusive and resilient tourism growth

Recommended Readings:

1. American Express Company (1987) – *The Contribution of the World Travel and Tourism Industry to the Global Economy*
2. British Tourist Authority – *Digest of Tourist Statistics*





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Programme/Class: BSc.

Year: 4

Semester: VIII

Subject: Tourism and Hospitality Operations

Course Code:

Course Title: Tourism Product Designing and Development

Course Outcomes:

CO 1: Enable students to design innovative, sustainable, and market-ready tourism products.

CO 2: Promote creativity, critical thinking, and teamwork through hands-on activities.

CO 3: Equip students with skills to package, brand, and pitch tourism products effectively.

CO 4: Conduct local tourism resource mapping and market research. Generate creative product ideas based on real-world needs.

CO 5: Design detailed itineraries, pricing models, and branding materials. Create and present a tourism product prototype.

Credits: 4

Core/Elective: Core

Theory/Practical: Practical

Max. Marks: 100

Min. Passing Marks:

Total No. of Lecture-Tutorials-Practical (in hours per week): 60

Topics/Activity

Week	Module / Theme	Activities	Outcomes
1	Introduction + Resource Mapping	Ice-breaker game: "Best Travel Memory" Field visit / virtual tour to identify tourism assets Create local resource map	Tourism product categories + resource inventory
2	Understanding the Tourist	Empathy mapping for various tourist types Group work: Develop tourist personas	Tourist profile sheet
3	Ideation + Product Conceptualization	Brainstorming & SCAMPER method Shortlist 2 ideas per group & perform SWOT	Draft concept notes
4	Market Research & Validation	Design and conduct mini-surveys or interviews Analyze findings using simple tools	Finalize one tourism product idea
5	Product Designing - Theme & Experience	Define theme, target audience, uniqueness Detail the experience elements	Product blueprint
6	Itinerary, Circuit & Activity Planning	Create sample itinerary Map product route on Google Maps	Draft itinerary with activity flow
7	Costing & Feasibility	Estimate basic costing (transport, meals, guides, etc.) Group calculates pricing strategy	Cost sheet & pricing plan
8	Branding & Communication	Create logos, taglines, brochures using Canva Poster/promo design activity	Visual branding pack
9	Sustainability & Stakeholder Planning	Checklist activity for sustainability and inclusivity Role-play: community/stakeholder meeting	Stakeholder chart + sustainability checklist
10	Product Packaging & Risk Management	Develop full tourism package Discuss risk scenarios and mitigations	Product package plan
11	Prototype + Demo + Feedback	Each group gives a simulated demo or walkthrough Receive feedback from faculty or industry guest	Mock product pitch
12	Final Presentation & Submission	Final group pitch (presentation + portfolio) Peer evaluation & self-reflection	Final evaluation

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Sample Product Themes:

- City Heritage Trails
- Village Culture Experience
- Food Walks & Culinary Tourism
- Monsoon Weekend Getaways
- Wellness & Yoga Retreat
- Festival or Event-based Tourism
- Adventure Micro-tours
- Student/Youth Voluntourism Packages

Recommended Books:

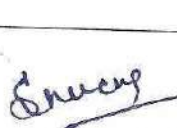
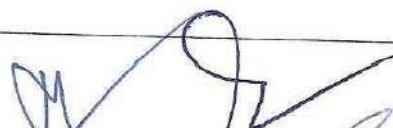
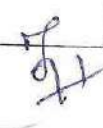
- **Entrepreneurship in Hospitality and Tourism: A Global Perspective** – Maureen Brookes & Levent Altinay, Goodfellow Publishers, 2015, ISBN: 9781910158012
- **Tourism Product Development: A Way to Create Value** – van der Borg, Springer, 2017, ISBN: 9783319574921
- **Innovation and Entrepreneurship in the Hospitality Industry** – Marco Valeri, Springer, 2022, ISBN: 9783030940005
- **Tourism Management: An Introduction** – Clare Inkson & Lynn Minnaert, SAGE Publications, 2018 (2nd Ed.), ISBN: 9781473965950
- **Tourism Planning and Development** – Jarkko Saarinen & Andreas Hall, Routledge, 2017, ISBN: 9781138916156
- **Tourism Entrepreneurship: Principles, Practices and Policies** – Pushkala Muralidharan, Oxford University Press, 2014, ISBN: 9780199455962







Programme/Class: BSc.		Year: 4	Semester: VIII
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Innovative Recipe Development	
Course Outcomes:			
CO 1: Understand and apply the principles of recipe development and culinary innovation.			
CO 2: Create original recipes reflecting global culinary influences and contemporary trends.			
CO 3: Use sensory evaluation and food science knowledge to refine recipes.			
CO 4: Present recipes professionally, considering taste, nutrition, aesthetics, and marketability.			
CO 5: Integrate sustainability, local sourcing, and health consciousness into recipe innovation.			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (05) +		Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week): 60			
Unit	Topics:		
I	Foundations of Recipe Development <ul style="list-style-type: none">• Introduction to Recipe Development: Definitions and Key Components• History of Culinary Innovation in Global Cuisine• Understanding Flavor Profiles and Pairings• Role of Texture, Aroma, and Presentation• Food Science Basics: Ingredients Functionality, Cooking Methods, & Reactions• Recipe Standardization and Documentation Practical Activities: <ul style="list-style-type: none">• Flavor pairing exercises• Redesigning traditional recipes		
II	Creative Culinary Techniques and Tools <ul style="list-style-type: none">• Introduction to Molecular Gastronomy• Sous Vide, Fermentation, Smoking, and Infusion Techniques• Plating and Presentation Aesthetics• Use of Technology in Culinary Innovation (e.g., AI recipe generators, 3D food printing)• Kitchen Tools for Innovative Cooking (siphons, blowtorches, dehydrators, etc.) Practical Activities: <ul style="list-style-type: none">• Practice sessions on molecular techniques• Creative plating lab		
III	Sustainable and Health-Focused Recipe Innovation <ul style="list-style-type: none">• Local Sourcing and Farm-to-Table Approaches• Designing Plant-Based and Functional Food Recipes• Waste Reduction and Upcycling Ingredients• Dietary Requirements and Substitutions (Vegan, Gluten-Free, Keto, etc.)• Nutrition Balancing and Caloric Analysis Practical Activities: <ul style="list-style-type: none">• Creating recipes with zero waste• Health-focused meal planning exercises		

IV **Recipe Testing, Costing, and Commercialization**

- Recipe Testing: Sensory Evaluation and Refinement
- Costing and Budgeting for Scalability
- Marketing and Menu Placement Strategies
- Intellectual Property and Copyright in Recipes
- Final Recipe Development Project: Create, Test, and Present an Innovative Recipe

Practical Activities:

- Recipe costing lab
- Final presentation

Recommended Books:



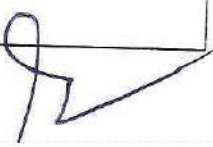

- "The Flavor Bible" by Karen Page & Andrew Dornenburg
- "On Food and Cooking" by Harold McGee
- "The Art of Fermentation" by Sandor Ellix Katz
- Modernist Cuisine (Series) by Nathan Myhrvold
- Journals: *International Journal of Gastronomy and Food Science*, *Journal of Culinary Science & Technology*

Online Platforms: Foodpairing.com, ChefSteps, Tasting Table, MolecularRecipes.com

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Programme/Class: Bsc.		Year: 4	Semester: VIII
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Medical and Wellness Tourism	
Course Outcomes:			
CO 1: To introduce students to the core concepts of medical and wellness tourism and differentiate between the two sectors.			
CO 2: To examine global and domestic trends shaping the medical and wellness tourism industry.			
CO 3: To analyze the legal, ethical, and infrastructural challenges in cross-border healthcare services.			
CO 4: To explore marketing strategies and destination management techniques specific to medical and wellness tourism.			
CO 5: To evaluate the economic, social, and environmental impact of the medical and wellness tourism industry on global and local scales.			
Credits: 04		Core/Elective:	Theory
Max. Marks: 100 = 75 (OE) + 25 (CIE)		Min. Passing Marks:	
Total No. of Lecture- Tutorials-Practical (in hours per week):			
Unit	Topics		
I	Module 1: Introduction to Medical and Wellness Tourism <ul style="list-style-type: none"> • Definition, scope, and significance • Historical development and global trends • Key differences between medical and wellness tourism • Types of medical and wellness services offered • Stakeholders in the industry 		
II	Medical Tourism – Services and Infrastructure <ul style="list-style-type: none"> • Common medical procedures and treatments • Accreditation and standards of hospitals and clinics • Role of technology and telemedicine • Pre-treatment and post-treatment care • Case studies of major medical tourism destinations 		
III	Wellness Tourism – Concepts and Practices <ul style="list-style-type: none"> • Traditional systems: Ayurveda, Yoga, Naturopathy, etc. • Spa and alternative healing therapies 		

	<ul style="list-style-type: none"> Wellness retreats and resorts Mindfulness, nutrition, and lifestyle management Consumer behavior in wellness tourism 	
IV	Global Trends and Leading Destinations <ul style="list-style-type: none"> Leading countries in medical and wellness tourism Comparative advantages of destinations (India, Thailand, UAE, etc.) Government policies and incentives Role of international health organizations Marketing strategies of destination countries 	
V	Legal, Ethical, and Regulatory Issues <ul style="list-style-type: none"> Patient rights and safety concerns Medical malpractice and insurance coverage Ethical concerns in organ transplants and fertility tourism Data privacy and cross-border regulations Legal frameworks in host countries 	
VI	Marketing and Promotion of Medical and Wellness Tourism <ul style="list-style-type: none"> Branding strategies for medical tourism providers Role of intermediaries (facilitators, travel agencies) Digital marketing and social media outreach Destination branding for wellness Challenges in market segmentation and positioning 	
VII	Economic, Social, and Environmental Impacts <ul style="list-style-type: none"> Economic benefits and employment generation Cultural sensitivity and local community impact Medical brain drain and healthcare inequality Environmental sustainability in wellness resorts Responsible tourism practices 	
VIII	Emerging Trends and Future of the Industry <ul style="list-style-type: none"> Integration of AI, big data, and mobile health apps Post-COVID-19 scenario and safety protocols Personalized healthcare tourism Rise of integrative and preventive healthcare Sustainable and ethical wellness tourism models 	

Recommended books-

- "Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility"
By C. Michael Hall

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2. "Medical Tourism and Wellness: Hospitality Bridging Healthcare (Advances in Hospitality and Tourism)"


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Programme/Class: Bsc.	Year: 4	Semester: VIII
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Adventure and Wildlife Tourism	
Course Outcomes:		
CO 1: To introduce students to the concepts, scope, and significance of adventure and wildlife tourism.		
CO 2: To familiarize students with major adventure sports and wildlife destinations in India and globally.		
CO 3: To explore sustainable practices and ethical issues related to wildlife and eco-tourism.		
CO 4: To understand the management and operational aspects of adventure and wildlife tourism businesses.		
CO 5: To analyze current trends, challenges, and opportunities in the adventure and wildlife tourism sector.		
Credits: 04	Core/Elective:	Theory
Max. Marks: $100 = 75(UE) + 25(CIE)$		Min. Passing Marks:
Total No. of Lecture- Tutorials-Practical (in hours per week): 60		
Unit	Topics	
I	Introduction to Adventure and Wildlife Tourism <ul style="list-style-type: none"> • Definition, scope, and historical evolution • Importance in the tourism industry • Categories: Soft and hard adventure • Adventure vs. Wildlife Tourism: Intersections and distinctions • Key stakeholders in the industry 	
II	Major Adventure Tourism Activities <ul style="list-style-type: none"> • Land-based: Trekking, mountaineering, rock climbing, mountain biking • Water-based: White-water rafting, kayaking, scuba diving • Air-based: Paragliding, skydiving, hot air ballooning • Risk assessment and safety regulations • Licensing and insurance concerns 	
III	Wildlife Tourism in India and Worldwide <ul style="list-style-type: none"> • National Parks, Wildlife Sanctuaries, and Biosphere Reserves 	

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	<ul style="list-style-type: none"> • Iconic species and biodiversity hotspots • Wildlife safaris and jungle lodges • Role of forest departments and wildlife conservation organizations • Tourist behavior and code of conduct 	
IV	Ecological and Ethical Considerations Environmental impacts of adventure and wildlife tourism Carrying capacity and conservation strategies Wildlife ethics and responsible tourism Human-wildlife conflict visa viz tourism policies Climate change and its impact on tourism biodiversity	
V	Planning and Management of Adventure and Wildlife Tours <ul style="list-style-type: none"> • Tour itinerary design and packaging • Risk management and emergency preparedness • Equipment and logistical arrangements • Role of guides, instructors, and tour operators • Permits and legal regulations 	
VI	Marketing and Promotion of Adventure & Wildlife Tourism <ul style="list-style-type: none"> • Identifying target markets and audience segmentation • Branding and positioning strategies • Role of digital marketing and social media • Case studies of successful campaigns expeditions • Collaboration with tourism boards and NGOs 	
VII	Adventure and Wildlife Tourism in India – Case Studies <ul style="list-style-type: none"> • Jim Corbett National Park, Kaziranga, Ranthambhore, Sundarbans • Ladakh and Himachal for adventure tourism • Andaman & Nicobar for marine eco-tourism • Role of government policies (e.g., Project Tiger, Project Elephant) • Eco-tourism models in Indian states 	
VIII	Emerging Trends and Challenges <ul style="list-style-type: none"> • Adventure tourism post-COVID-19 • Use of AI, drones, and GIS in wildlife tracking • Green certifications and sustainability audits • Community-based tourism and tribal involvement • Legal and ethical challenges in tour operations 	

Recommended books-

1. "Wildlife Tourism"
By David Newsome, Susan A. Moore, Ross K. Dowling
2. "Tourism and Wildlife Conservation: Issues and Challenges"

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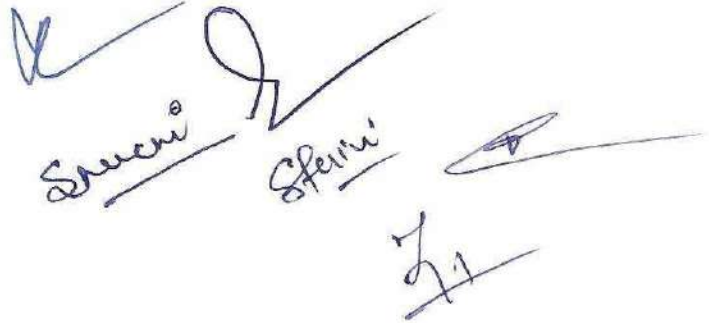
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By Richard Tapper & Xavier Font

3. "The Business of Ecotourism: The Complete Guide for Nature and Culture-Based Tourism Operations"

By Carol Patterson

Handwritten signatures and initials in blue ink. The word 'Spence' is written twice, once with a checkmark above it and once with a checkmark to its right. Below these, the number '71' is written. To the right of '71' is a signature that appears to be 'Xavier'.

Programme/Class: BSc.		Year: 4	Semester: VII
Subject: Tourism and Hospitality Operations			
Course Code:		Course Title: Customer Relationship Management	
Course Outcomes:			
CO 1: Explain the fundamental concepts and importance of CRM in enhancing customer satisfaction and loyalty within the tourism and hospitality industry			
CO 2: Analyze customer behavior and expectations to develop effective relationship-building strategies and personalized guest experiences.			
CO 3: Apply CRM tools and technologies to manage customer interactions, feedback, and service recovery in real-time.			
CO 4: Demonstrate the ability to design and implement CRM strategies for customer retention, segmentation, and lifetime value enhancement.			
CO 5: Evaluate the role of data analytics and customer insights in decision-making and service personalization across hospitality and tourism businesses.			
Credits: 4		Core/Elective: Core	Theory/Practical: Theory
Max. Marks: 100 = 75 (TF) + 25 (IE)		Min. Passing Marks:	
Total No. of Lecture-Tutorials-Practical (in hours per week):			
Unit	Topics:		
I	<ul style="list-style-type: none">• Concept of Customer Relationship Management (CRM)• Importance & objectives of CRM• The Customer Lifecycle• The Concept of Customer Loyalty		
II	<ul style="list-style-type: none">• Customer –Supplier Relationships• Relationship Oriented Organization• Customer Knowledge• Marketing driven Customer Relationship Management		
III	<ul style="list-style-type: none">• Customer Acquisition• Customer Retention• Customer Satisfaction• Customer Loyalty & Loyalty Programs• Customer Equity• Customer Profitability Analysis		
IV	<ul style="list-style-type: none">• Lifetime Value of Customer• Satisfaction- Profit Chain• Customer Relationship Management Implementation• Customer Relationship Management as a Competitive Advantage• Strategies to win Customer Loyalty• Customer Relationship Management Payback		


 Dr. Suresh

 Dr. Suresh


Recommended Books:

- **"Customer Relationship Management: Concepts and Technologies"** by Francis Buttle & Stan Maklan
 - A comprehensive book covering CRM strategy, customer data management, and technology integration, ideal for hospitality applications.
- **"Customer Relationship Management in the Hospitality Industry"** by Robert C. Ford & Michael C. Sturman
 - Focuses on CRM practices specifically in hotels, resorts, and tourism services, including case studies and real-world applications.
- **"Hospitality Marketing Management"** by David C. Bojanic & Robert D. Reid (*CRM-focused chapters*)
 - Covers CRM as a core part of hospitality marketing, with insights on guest loyalty, retention, and satisfaction.
- **"Service Management: Operations, Strategy, and Information Technology"** by James A. Fitzsimmons & Mona J. Fitzsimmons
 - Includes detailed coverage of CRM systems, service quality, and relationship management in service industries including tourism.
- **"CRM at the Speed of Light"** by Paul Greenberg
 - A widely respected text that explores CRM strategy, software platforms, and digital engagement, useful for understanding tech-driven customer relations.

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Programme/Class: BSc.	Year: 4 th	Semester: VIII
Subject: Tourism and Hospitality Operations		
Course Code:	Course Title: Digital Marketing	
Course Outcomes:		
After the successful completion of the course, student will be able to:		
CO1: Understand the fundamentals of digital marketing in the hospitality and tourism industry.		
CO2: Explore the role of AI in personalizing customer experiences.		
CO3: Learn various digital marketing tools, strategies, and analytics.		
CO4: Examine the ethical considerations and challenges of AI in marketing.		
CO5: Gain knowledge about the future trends in digital marketing.		
Credits: 4	Core/Elective: Elective	Theory/Practical: Theory
Max. Marks: 100 = 75 (UE) + 25 (EF)		Min. Passing Marks:
Total No. of Lecture-Tutorials-Practical (in hours per week): 60		
Unit	Topics:	
I	Introduction to Digital Marketing in Hospitality & Tourism: Overview of Digital Marketing: Definition, Scope, and Evolution, Importance of Digital Marketing in Hospitality & Tourism, Key Digital Marketing Channels: SEO, SEM, Social-Media, Email Marketing, Content Marketing, Case Studies on Successful Digital Marketing Campaigns in Tourism.	
II	Social media & Content Marketing: Role of social media in Tourism and Hospitality, Strategies for Engaging Content: Blogs, Videos, Infographics, VR/AR-based marketing, Influencer Marketing & User-Generated Content, AI-Powered Chatbots and Virtual Assistants for Customer Engagement, Social Media Analytics & Performance Tracking	
III	AI Applications in Digital Marketing: Basics of Artificial Intelligence & Machine Learning in Marketing, AI in Customer Experience: Personalization & Recommendation Systems, AI-powered Pricing Strategies (Dynamic Pricing, Yield Management), Chatbots & Voice Assistants for Customer Interaction, Predictive Analytics and Customer Behavior Analysis.	
IV	Digital Advertising, SEO, and Data Analytics: Google Ads, Facebook Ads, and Programmatic Advertising, Search Engine Optimization (SEO) for Hospitality Websites, Role of AI in SEO & Paid Advertising, Web Analytics: Google Analytics, Heatmaps, and A/B Testing, Ethical Issues & Data Privacy in AI-Driven Digital Marketing.	
V	Future Trends & Case Studies: Emerging Technologies: AI, IoT, Blockchain in Hospitality Marketing, Augmented Reality (AR) & Virtual Reality (VR) in Tourism Promotion, Voice Search and AI-Powered Assistants in Hospitality, Sustainable and Ethical Digital Marketing Practices, Case Studies of AI-Driven Success Stories in Hospitality & Tourism.	

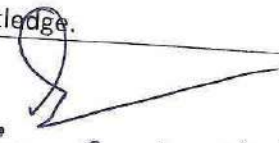

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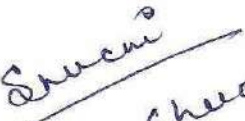
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Recommended Books:


- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing: Strategy, implementation, and practice (8th ed.). Pearson.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2021). Marketing for hospitality and tourism (8th ed.). Pearson.
- Mishra, A., & Jain, M. (2023). Artificial intelligence in tourism and hospitality: Marketing perspectives. Springer.
- Xiang, Z., & Fesenmaier, D. R. (2017). Analytics in smart tourism design: Concepts and methods. Springer.
- Kumar, V. (2021). Intelligent marketing: Employing AI for competitive advantage. Harper Business.
- Huang, M. H., & Rust, R. T. (2021). Artificial intelligence in marketing: Practical applications. Springer.
- Sigala, M. (2020). Social media marketing in tourism and hospitality. Routledge.


(Dr. Mahendra Singh)


(Dr. Sanjay Nibhanja)


(Dr. Shuchi)


(Dr. Nidhi Tyagi)


(Prof. Vighnesh Kumar)