

POONA COLLEGE OF ARTS, SCIENCE AND COMMERCE

K.B. Hidayatullah Road, Pune-411014



Bachelor of Vocation (B. Voc.)

Course Structure

(As per UGC guidelines for implementing B. Voc. program)

For

Travel, Tourism and Hospitality Management

(Choice Based Credit System)

POONA COLLEGE OF ARTS, SCIENCE AND COMMERCE
PROPOSED STRUCTURE AND SYLLABUS FOR
BACHELOR IN VOCATION
TRAVEL, TOURISM AND HOSPITALITY MANAGEMENT
SEMESTER PATTERN WITH CREDIT SYSTEM

Eligibility and Admission

I: Students already acquired NSQF certification Level 4 in a particular industry sector and opted admission in the skill-based courses under NSQF in the institutions recognized under Community Colleges / B. Voc Degree programme / Deen Dayal Upadhyay KAUSHAL Kendras in same trade with job role for which he /she was previously certified at school level.

II: Students who have acquired NSQF Certification Level 4 but may like to change their trade and may enter into skill-based courses in a different trade.

III: Students who have passed 10+2 examination (Regular or Vocational) from a recognized board.

Duration and Structure of Programme

The B. Voc (Travel, Tourism and Hospitality Management) Semester pattern with credit system) degree programme shall be of 3 years duration divided into three parts, Part I, Part II and Part III and 6 semesters. (At each part there will be 14 courses of 60 credits (1200 marks). Each part would comprise of two semesters each with 4 subjects of 3 credits each for general components and 3 subjects for skilling component. The B. Voc (Travel, Tourism and Hospitality Management) degree examination Part I, II and III in aggregate shall be of 180 credits (72 General and 108 Skilling) for 3600 marks. The contents of the courses are subject to change keeping in mind the industry requirements on timely basis.

Scheme of Examination

The assessment will be based on 50:50 ratio of continuous internal assessment (CIA) and semester end examination (SEE). Separate and independent passing in CIA and SEE will be mandatory. In case of failure in CIA of a particular course, students will have to appear for the same CIA, at his/her own responsibility in the next academic year, when the same course is offered during regular academic session. However, in case of failure in SEE in particular course(s), exam will be conducted in immediate subsequent semester. In case a student fails in certain course(s) in a particular semester and the same course(s) are modified/ revised/ removed from the curriculum in due course, the student will have to appear as per the newly framed curriculum and/or pattern in subsequent semester, at his/her own responsibility.

Continuous Internal Assessment (CIA)

There will be 50 marks for Continuous Internal Assessment. Distribution of 50 marks will be as follows -20 marks for assignments, 10 marks for seminar presentation / tutorials and 20 marks for class tests. The setting of the question papers and the assessment will be done by the concerned teacher.

Semester End Examination (SEE)

The semester end theory examination for each theory course will be of 50 marks. The total marks shall be 100 for 3 credit theory courses (50 marks semester end exam + 50 marks CIA).

Earning Credits:

At the end of every semester, a letter grade will be awarded in each course for which a student had registered. A student's performance will be measured by the number of credits that he/she earned by the weighted Grade Point Average (GPA). The SGPA (Semester Grade Point Average) will be awarded after completion of respective semester and the CGPA (Cumulative Grade Point Average) will be awarded at the respective exit point.

Standards of Passing

Int Passing Marks (30%)	Ext Passing Marks (30%)	Total Passing Marks (40%)
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Grading System

- One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials
- For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops

- For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops
- The award of ‘Certificate’ / ‘Diploma’ / ‘Advanced Diploma’ / Degree to the successful learners in both skills and general education components of the curriculum may be done
- Grade points are based on the total number of marks obtained by him / her in all heads of the examination of the course. The grade points and their equivalent range of marks are shown in Table-I

Table I: Grades and Grade Points

Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F(Fail)	00
Ab (Absent)	00

- A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- Non-appearance in any examination / assessment shall be treated as the students have secured zero marks in that subject examination / assessment.
- A student with F grade will be considered as “failed” in the concerned course and he / she has to clear the course by appearing in the next successive semester examinations. There will be no revaluation or recounting under this system.
- Every student shall be awarded grade points out of maximum 10 points in each subject (based on 10-point scale). Based on the grade points obtained in each subject, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and CGPA will be given at respective exit point.

Computation of SGPA and CGPA

Following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) may be adopted:

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the course components taken by a student and the sum of the number of credits of all the courses undergone by a student in a semester, i.e.

$$\text{SGPA (Si)} = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

where 'Ci' is the number of credits of the ith course component and 'Gi' is the grade point scored by the student in the ith course component.

- The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

where 'Si' is the SGPA of the ith semester and Ci is the total number of credits in that semester.

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Credits for each of the years are as follows

NSQF Level	Skill Component Credits	General Education Credits	Normal calendar duration	Exit Points / Awards
Year 3	36	24	Six Semesters	B.Voc.
Year 2	36	24	Four semesters	Advanced Diploma
Year 1	36	24	Two semesters	Diploma
TOTAL	108	72		

Departmental Committee

The Departmental Committee of Poona college (DC) of the Centre will monitor the smooth functioning of the programme.

Results Grievances / Redressal Committee

Grievances / redressal committee will be constituted in the department to resolve all grievances relating to the evaluation. The committee shall consist of Principal, Vice Principal, Head of the department, the concerned teacher of a particular course and senior faculty member of Concerned Department. The decision of Grievances / redressal committee will have to be approved by Department committee.

B. Voc Travel, Tourism, Hospitality Management Syllabus for First Year											
First year (Certificate) NSQF -Level-4 Semester-I (Credit 30)											
Course Code	Course Name	Teaching Scheme (Hours/Week)		Examination Scheme and Marks					Credits		
		Theory	Pract.	CIA	SSE	PR	OR	Total	TH	PR	Total
THEORY											
TTHM-111(T)	Introduction to Hospitality Industry	03		50	50			100	03		03
TTHM-112(T)	Tourism Concepts and Principles	03		50	50			100	03		03
TTHM-113(T)	Travel Agency Management & Tour Guide Role	03		50	50			100	03		03
TTHM-114(T)	Functional English	03		50	50			100	03		03
PRACTICAL											
TTHM-115(P)	Functional English		02			50	--	50	--	02	02
TTHM-116(P)	Front Office Operations & Housekeeping Operations		02			50	--	50	--	02	02
TTHM-117(P)	On the job Training		18				100	100		14	14
TOTAL		12	22	200	200	100	100	600	12	18	30

*On Job Training should be carried out in any one subject per semester as per NSDC Guide lines

B. Voc Travel, Tourism, Hospitality Management Syllabus for First Year

First year (Diploma) NSQF -Level-5 Semester-II (Credit 30)

Course Code	Course Name	Teaching Scheme (Hours/Week)		Examination Scheme and Marks					Credits		
		Theory	Pract.	CIA	SSE	PR	OR	Total	TH	PR	Total
THEORY											
TTHM-121(T)	Entrepreneurship Tourism Products	03		50	50			100	03		03
TTHM-122(T)	Geography of Tourism	03		50	50			100	03		03
TTHM-123(T)	Food, Beverage Production and Service	03		50	50			100	03		03
TTHM-124(T)	Fundamental of Computer	03		50	50			100	03		03
PRACTICAL											
TTHM-125(T)	Fundamental of Computer		02			50	--	50	--	02	02
TTHM-126(T)	Food, Beverage and service Operations & Guest Handling and Team Management		02			50	--	50	--	02	02
TTHM-127(P)	On the job Training		18				100	100		14	14
	TOTAL	12	22	200	200	100	100	600	12	18	30

*On Job Training should be carried out in any one subject per semester as per NSDC Guide lines

B. Voc Travel, Tourism, Hospitality Management Syllabus for Second Year

Second year (Advanced Diploma) NSQF -Level-6

Semester-III (Credit 30)

Course Code	Course Name	Teaching Scheme (Hours/Week)		Examination Scheme and Marks					Credits		
		Theory	Pract.	CIA	SSE	PR	OR	Total	TH	PR	Total
THEORY											
TTHM-211(T)	International Travel and Tour Management	03		50	50			100	03		03
TTHM-212(T)	Introduction to Tour Package Operation	03		50	50			100	03		03
TTHM-213(T)	Digital Marketing	03		50	50			100	03		03
TTHM-214(T)	Personal Enhancement	03		50	50			100	03		03
PRACTICAL											
TTHM-215(P)	Travel Documentation		02			50	--	50	--	02	02
TTHM-216(P)	Package Holidays		02			50	--	50	--	02	02
TTHM-217(P)	On the job Training		18				100	100		14	14
	TOTAL	12	22	200	200	100	100	600	12	18	30

*On Job Training should be carried out in any one subject per semester as per NSDC Guide lines

B. Voc Travel, Tourism, Hospitality Management Syllabus for Second Year

Second year (Advanced Diploma) NSQF -Level-6

Semester-IV (Credit 30)

Course Code	Course Name	Teaching Scheme (Hours/Week)		Examination Scheme and Marks					Credits		
		Theory	Pract.	CIA	SSE	PR	OR	Total	TH	PR	Total
THEORY											
TTHM-221(T)	Human Resource Management	03		50	50			100	03		03
TTHM-222(T)	Ethical, Legal and Regulatory Framework of Tourism	03		50	50			100	03		03
TTHM-223(T)	Event Management	03		50	50			100	03		03
TTHM-224(T)	Research Methodology	03		50	50			100	03		03
PRACTICAL											
TTHM-225(P)	Front office Supervision & Event Planning		02			50	--	50	--	02	02
TTHM-226(P)	Advance Food & Beverage Operations		02			50	--	50	--	02	02
TTHM-227(P)	On the job Training		18				100	100		14	14
TOTAL		12	22	200	200	100	100	600	12	18	30

*On Job Training should be carried out in any one subject per semester as per NSDC Guide lines

B. Voc Travel, Tourism, Hospitality Management Syllabus for Third Year

Third year (Degree) NSQF -Level-7 Semester-V (Credit 30)

Course Code	Course Name	Teaching Scheme (Hours/Week)		Examination Scheme and Marks					Credits		
		Theory	Pract.	CIA	SSE	PR	OR	Total	TH	PR	Total
THEORY											
TTHM-311(T)	Statistical Methods and Technique	03		50	50			100	03		03
TTHM-312(T)	Customer Relation Management System	03		50	50			100	03		03
TTHM-313(T)	Tour Packaging	03		50	50			100	03		03
TTHM-314(T)	Foreign Language	03		50	50			100	03		03
PRACTICAL											
TTHM-315(P)	Tour Planning		02			50	--	50	--	02	02
TTHM-316(P)	Hotel Operations and Food Services		02			50	--	50	--	02	02
TTHM-317(P)	On the job training		18				100	100		14	14
	TOTAL	12	22	200	200	100	100	600	12	18	30

*On Job Training should be carried out in any one subject per semester as per NSDC Guide lines

B. Voc Travel, Tourism, Hospitality Management Syllabus for Third Year

Third year (Degree) NSQF -Level-7 Semester-VI (Credit 30)

Course Code	Course Name	Teaching Scheme (Hours/Week)		Examination Scheme and Marks					Credits		
		Theory	Pract.	CIA	SSE	PR	OR	Total	TH	PR	Total
THEORY											
TTHM-321(T)	Resort Planning	03		50	50			100	03		03
TTHM-322(T)	Adventure Tourism	03		50	50			100	03		03
TTHM-323(T)	Disaster Adventure	03		50	50			100	03		03
TTHM-324(T)	Reasoning Aptitude & Placement Orientation	03		50	50			100	03		03
PRACTICAL											
TTHM-325(P)	Adventure Tourism and Tour		02			50	--	50	--	02	02
TTHM-326(P)	Disaster Preparedness and Response		02			50	--	50	--	02	02
TTHM-327(P)	On the job training		18				100	100		14	14
TOTAL		12	22	200	200	100	100	600	12	18	30

*On Job Training should be carried out in any one subject per semester as per NSDC Guide lines

First year (Certificate) NSQF -Level-4
Semester-I (Credit 30)

Introduction to Hospitality Industry		
Course Objective: This course provides an introduction to the elements of the Hospitality industry. Define career paths and discuss how these affect the hospitality industry. Discuss the personal characteristics required in hospitality industry employees. Identify and discuss some of the career options in the hospitality and tourism industry.		
Outcome: <ul style="list-style-type: none"> • Understand the concepts of Hospitality Industry • Understand the basic knowledge of Hotel and Restaurant 		
Course Code- TTHM-111(T)	Introduction to Hospitality Industry	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures- 45
1	Introduction to Hospitality industry. Nature & Scope of Hospitality Industry, Its distinctive characteristics – inflexibility, perishability, fixed location, relatively large financial investment.	
2	Classification & Categorization of Hotels- Hotel Ownership. A brief account of Commercial Hotels- Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, and Motels. Emerging trends in Accommodation- Time, share. Condominium-Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. FHRAI	
3	Value Chain: Definitions: Hospitality and Hotel. Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home, Hospitality culture- Athithi devo Bhavah, Expectations of the guest.	
4	Introduction to accommodation industry Types of accommodation and their grouping, classification, categorization and forms of Ownership, Activities in Accommodation Management Front office, Housekeeping, Bar and Restaurant, Supporting services.	
5	Introduction to Restaurant Management Management, eating by drinking places, Hotel operations, Food services for the transportation market, Food services for the leisure market, Retail food services, Business/ Industrial food services., Health care food services & Club food services, Trends in lodging and Food Services	
Suggested Reading	<ul style="list-style-type: none"> • L. Chakravarty, Hotel Management Theory Vol. I and II, • Jha S.M., Hotel Management. • Negi, Tourism and Hoteling • Anand M.M. – Tourism and Hotel Industry in India, 5. Jitendra – Catering Management • Tourism development – Principles and practices – AR Bhatia. 	

First year (Certificate) NSQF -Level-4
Semester-I (Credit 30)

Tourism Concepts and Principles		
Course Objective: It is planned to develop and communication basic framework and conceptual heritage of the discipline of tourism: method. Practices and technique of analysis, motivation and processes of decision making. General trend and typology of tourism. Component of tourism management of tourism impact and implications and planning and strategy.		
Outcome: <ul style="list-style-type: none"> • Understand the positive and negative impact of tourism in the destination. • Understand the various functions of National and International Tourism Organizations. • Develop the skills of on spot Risk Management and Safety Measures. • Understand various Responsibilities of tourist personnel 		
Course Code- TTHM-112(T)	Tourism Concepts and Principles	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures- 45
1	Introduction to Tourism- What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development- Recent growth of Tourism Industries, Definition and differentiation. Types of Tourists, Visitor, Traveler and Excursionist, Tourism - recreation and leisure and their inter-relationships	
2	Domestic tourism: Features, Pattern of growth, profile International Tourism: Pattern of Growth and Profile, Generating and Destination Regions, Local Tourism Centers: Lonawala, Mahableshwar, Shaniwarwada, Agakhan Palace, ShaniShinganapur, Agro- Tourism Centers, Eco tourism	
3	Tourist Transportation- Air transportation, the airline industry present policies, practices, Functioning of Indian carriers. Air Corporation Act, Air charters Road Transport- Rent-a-car Scheme and coach-Bus Tour, Fare Calculation. Transport & Insurance documents All-India Permits information and concept Rail Transport- Major Railway Systems of World, General information about Indian Railways, Types of rail tours in India, Place-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains Indrail Pass and Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise	
4	Tourism Products & Attraction Nature, Characteristics and Components of Tourism Industry, Difference from other types of consumer product, Elements and characteristics of tourism	

First year (Certificate) NSQF -Level-4
Semester-I (Credit 30)

	products, Elements and characteristics of tourism products, Tourism Product Life Cycle, Typology of tourism products
5	Various Objectives and Role of ITDC , ASI, TFCI, Ministries of Railways and Civil Aviation in Development, An overview organizations and associations IATO, TAAI, FHRAI, WTO, ICAO and IATA
Suggested Reading	<ul style="list-style-type: none"> • Bhatia, A.K. (1991). International Tourism: Fundamentals and Practices, New Delhi: Sterling Publishers Pvt. Ltd. • Goeldner, C.R. and Ritchie, J.R.B. (2009) Tourism: Principles, Practices, • R. Gartner, Tourism Development • J.K. Sharma, Tourism Planning and Development - • Sagar Singh, Studies in Tourism - • Cooper C., Fletcher J., Gilbert D and Wanhil, Tourism: Principles and Practices - • McIntosh, R.W. Tourism: Principles and Practices -

Travel Agency Management & Tour Guide Role		
Objective: The course aims at imparting basic knowledge about travel industry to students with the skills to deal with travel agencies and travel operations. The course gives sufficient exposure to the prevalent procedures and processing style in aspects of tourism.travel and tours management. It gives details regarding basic rudiments of procedures adopted by agencies in the specify fields and focuses on the prescribed requirement by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities. Management becomes meaningless if does not care for the requirement of the profession.		
Outcome: <ul style="list-style-type: none"> • Understand the concepts of IATA Geography and Global Indicators for Air Ticketing. • Ticketing itinerary preparation and marketing of tourism packages organizational structure of a travel agency and tour operator. • Travel agency and tour operator’s linkages and arrangements with hotels. • Airlines and transport agencies on-the-job training in travel business and need of professionalization of travel business. • A study of mentees to travel agencies and travel responsibilities of travel agencies management of India tourism development corporation 		
Course Code- TTHM-113(T)	Travel Agency Management & Tour Guide Role	Credit- 3 (Lecture/Week-3)
Theory		

First year (Certificate) NSQF -Level-4
Semester-I (Credit 30)

Unit No	Topic	Total Lectures- 45
1	Definition of Travel Agency and Tour Operations , differentiation, interrelationship, Origin and growth of travel agencies, An overview of the travel agents in India, local travel agents	
2	How to set up travel agency- Market research, sources of funding, Comparative study of various types of organization proprietorship, partnership, private limited and limited, Govt. rules for getting approval, IATA rules, regulation for accreditation, Documentation Challenges in setting up a Travel Agency	
3	Tour Guiding- Concept, History, Dimensions and Present Status, Role and Responsibilities of Tour Guide- Tour Guides, Code of Conduct, Personal Hygiene and Grooming Checklist for Tour Guides, Principles of Tour Guide, how to develop tour Guide Skills	
4	Visitor Interpretation- Concept-Principles and Types - How to develop good Interpretation skill- Popular understanding of a place,Principal of Good Interpretation Practical, Re constructive and Receptive Interpretation- Personal Stereo Type	
Suggested Reading	<ul style="list-style-type: none"> • M.N. Chand, Travel Agency Management, • J. N. Negi, Tour Operations and Tour Guiding, • David Hetchenberg, What time is this Place, • Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc., Marketing Tourism Destination – • Government of India Guild lines for setting up Travel Agent/Agency • IATA 	

Functional English

General Objectives:

The aim of Functional English course is to develop communicative skills of the learners in listening, speaking, reading and writing. The main focus is on how English is used in real-life situations. Through the items listed in the syllabus the learners are expected to develop fluency in conversation and efficiency in interactional skills. They are also expected to learn to use grammar communicatively so that they become effective and efficient communicators in English.

Approach to Functional English Course:

1. A skill based communicative approach is recommended to enhance the functional English of the learners.
2. It is recommended that the teachers consciously take a back seat, playing the role of a manager, co-ordinator and facilitator.
3. It is a learner centred approach to teaching English.

Course Outcomes:

First year (Certificate) NSQF -Level-4
Semester-I (Credit 30)

Specific learning outcomes for the functional English course include the following:

1. Reading and listening Skills:

Students will become accomplished, active readers and listeners who are able to appreciate ambiguity and complexity and who can articulate their own interpretation with an awareness and curiosity for other's perspectives.

2. Writing Skills: Students will be able to write effectively for a variety of professional and social settings.

3. Oral Communication Skills: Students will demonstrate the skills needed to participate in conversation that builds knowledge collaboratively. They will learn to listen carefully and respectfully to other's viewpoints; articulating their own ideas and framing their own questions clearly. Students will be able to prepare, organize and deliver an engaging oral presentation.

Course Code- TTHM-114(T)	Functional English	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures- 45
1	<p>Developing Conversational Ability through role play and dialogue writing (Listening and speaking skills involved)</p> <p>a) Greetings and Introduction b) Participating in small talks- At the office, At the railway station, At the airport, At the travel agency, At the bank, At the doctor's clinic, At the hospital. c) Making enquiries d) Making requests and seeking permissions e) Expressing gratitude and apologizing f) Complaining g) Expressing sympathy and offering condolences h) Congratulating people and responding to congratulations i) Telephone Etiquettes</p>	
2	<p>Functional Reading</p> <p>a) Reading official Letters and Profiles b) Reading News Reports/Newspapers c) Reading Online Content d) Reading Comprehension, Description and Narration (Objects, Places and People)</p>	
3	<p>Writing Skills</p> <p>a) Letter Writing in Email format b) Precis of a given passage c) Report writing and blog writing d) Resume Writing</p>	
4	Grammar and Vocabulary	

First year (Certificate) NSQF -Level-4
Semester-I (Credit 30)

	<p>a) Types of Sentences b) Active and Passive Voice c) Direct and Indirect Speech d) Process of Word Formation e) Enriching Business English Vocabulary</p>
5	<p>Communication and Life skills: a) Non-Verbal Communication b) Group Discussion c) Interview Skills d) Presentation Skills</p>
Suggested Reading	<ul style="list-style-type: none"> • Allen and Unwin, 2004 Hamp-Lyons, Liz and Ben Heasley. Second edition. Study Writing: • Bellare, Nirmala. Reading Strategies. Vols. 1 and 2. New Delhi. Oxford University Press, 1998. • Bhasker, W. W. S & Prabhu, N. S.: English through Reading, Vols. 1 and 2. Macmillan, 1975 • Brown, Ralph: Making Business Writing Happen: A Simple and Effective Guide to Writing Well. Sydney: • Boves. Thill Business Communication Today Mcycans Hills Publication. • Dark Studying International Communication Sage Publication. • Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.

Functional English		
Course Code- TTHM-115(P)		Credit- 2
Practical		
Unit No	Topic	Total Hours-30
1	<p>a) Greetings and Introduction b) Participating in small talks- At the office, At the railway station, At the airport, At the travel agency, At the bank, At the doctor's clinic, At the hospital. c) Making enquiries d) Making requests and seeking permissions</p>	

First year (Certificate) NSQF -Level-4
Semester-I (Credit 30)

	<p>e) Expressing gratitude and apologizing f) Complaining g) Expressing sympathy and offering condolences h) Congratulating people and responding to congratulations i) Telephone Etiquettes</p>
2	<p>Reading official Letters and Profiles b) Reading News Reports/Newspapers c) Reading Online Content d) Reading Comprehension, Description and Narration (Objects, Places and People)</p>
3	<p>Reading official Letters and Profiles b) Reading News Reports/Newspapers c) Reading Online Content d) Reading Comprehension, Description and Narration (Objects, Places and People)</p>

Front Office Operation& Housekeeping Operations		
Course Code- TTHM-116(P)		Credit-2
Practical		
Unit No	Topic	Total Hours-30
1	Assist Guest in Check-in and Check-out Process -Welcome and Greet Guests, Understand Reservation Status and Arrange for Booking, Arrange for Guest Requirement, Follow Guest Check-in Process Standard, Assist Guest during Check-out Attend to Guest Queries -Attend to Guest Queries, Assist the Guest on any Requirement, Respond to Guest Queries, Deliver Message & Materials to Guests, Achieve Guest Satisfaction	
2	Perform Cashiering Activities - ReceivePaymentMethod, DetailsfromGuestsPreparetheInvoice, Receivethepayment, Documentation And recording details & Handle Guest Complaints and Guide Front Office Staff -Handle guestcomplaints, Takedecisionwithintheir control inthe interestoftheorganization, Guide and mentorthefrontofficestaff	
3	Staffing of Housekeeping Department in Small, Medium and Large Hotels, Executive Housekeeper, Floor supervisor, Public Area Supervisor, Desk Supervisor, Room Attendant etc., Co-ordination with other departments	
4	Use & Care of Cleaning equipment, MaidsTrolley, Location, Layout and Essential features, Organizing a Maid's Trolley, Cleaning Agents, Classification of Cleaning Agents, Selection of Cleaning Agents, Use, Care and Storage of Cleaning Agents, Distribution and Control of Cleaning Agents, Guest Room Supplies, Standard Supplies & RegularSupplies, V.I.P and V.V.I.P & Standard Contents	
Suggested Reading	<ul style="list-style-type: none"> • Jatashankar Tewari, Hotel Front Office Operations and Management, Oxford 	

First year (Certificate) NSQF -Level-4
Semester-I (Credit 30)

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|--|--|
| | <ul style="list-style-type: none">• Andrew. S, Hotel Front Office Training Manual, Tata McGraw Hill 1982. 3.• Dukes Peter, Hotel Front Office Management and operation, 3rd edition Jowa Prown, 1970. |
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First year (Diploma) NSQF -Level-5
Semester-II (Credit 30)

First year (Diploma) NSQF -Level-5
Semester-II (Credit 30)

Entrepreneurship and Tourism Products

Objective:

The aim of this course is to enrich students with entrepreneurial styles and challenges in Hospitality & Tourism. Role of entrepreneur in economic development- factors affecting entrepreneurial growth. Tourism as an industry, basic needs of a tourism entrepreneur. Schumpeter's concept of an entrepreneur. Risk and uncertainty in entrepreneurship with particular reference to tourism and hospitality.

Outcome:

- Understand basic concepts, characteristics and functions of entrepreneurship and need of tourism entrepreneurship.
- Know about various types of entrepreneurship, various factors that affect growth of entrepreneurship.
- Understand various governmental and non-governmental organisations working for entrepreneurship.
- Introduce start-ups, venture promoting, idea generation for prosperous business.
- Starting an enterprise-importance of training- target group-contents of training programme-special agencies for entrepreneurial development and training- banks, public and private.
- understand factors affecting tourism entrepreneurial growth-economic, social, psychological, governmental attitude, competitive factors & opportunity.

Course Code-
TTHM-121(T)

Entrepreneurship and Tourism Products

Credit- 3
(Lecture/Week-3)

Theory

Unit No	Topic	Total Lectures- 45
1	Stages of Evolution of the Concept of Entrepreneur & Entrepreneurship Theories of Entrepreneurship: Schumpeter's Theory, Peter Ducker's Theory and Mc. Cleland's Theories, Communities promoted entrepreneurship in India, Role of entrepreneurs in economics Development of a country Entrepreneurship & its barriers in India.	
2	Role of Government agencies and financial institutions in promotion of Tourism & entrepreneurship development , DIC, MIDC, MSFC, MSSIDC SICOM TFCI, Tourism Finance Corporation of India, India Tourism viii. Maharashtra Tourism Development Corporation.	
3	Small Scale Industry (SSI) Definitions, Characteristics, Need and Rationale: Objectives, Scope Role of SSI, Advantages of SSI, Different Policy of SSI Government Supports for SSI during Five-Year Plans Impact of Liberalization, Privatization, and Globalization Effect of WTO/GATT.	
4	Entrepreneurship in Tourism- Opportunity Identification, Business Plan Feasibility Report & Funding options Organizational Framework for Promotion & Development of Tourism and Travel Business Venture Creation and Management	

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Semester-II (Credit 30)

5	Tourism Entrepreneurship: Study of National entrepreneurs in tourism industry, Study of PMEGP schemes, Startup India Initiative Rules and Regulations, Guidelines
Suggested Reading	<ul style="list-style-type: none"> • John Wiley & Sons Bird B.J. (1989). Entrepreneurial Behavior. • Caree, M. Van Stel, A. Thurik R., &Wennekers, S. (2002). Economic development and business ownership; An analysis using data of 23 OECD countries in the period 1976- 1996. Small Business Economics, 19:271-90. • Cramer, J.S., Hartog, J, Jonker, N., & Van Praag, C.M. (2002). Low risk aversion encourages the choice of entrepreneurship an empirical test of a truism. Journal of Economic Behavior and Organizing, 48:29-36 4. • Earle, J.S., &Sakova, Z. (1999). Entrepreneurship from scratch: Lessons on the entry decision into self-employment from transition economics. IZA Discussion Paper 79. • Evans D.S., & Leighton, L.S. (1989). Some empirical aspects of entrepreneurship. American Economic Review, 79:519-35. 6 • www.startup.india.com

Geography of Tourism		
Theory		
Unit No	Topic	Total Lectures- 45
1	Importance of Geography in Tourism: Geography and Tourism Interface, Geography Location Aspects: Latitude, Longitude, Location of Places, Map Reading, International Date Line, Time Zones. Geography-Physical and Human Aspects: Relief, Climate, Flora & Fauna, Economy, Population, and Transportation & Communication.	
2	Map reading, scale of the map and measurement of the distance on map, use of conventional signs and symbols in maps and signs especially significant for	

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Semester-II (Credit 30)

	tourism sector Study of climatic, drainage, transport availability maps (road, air, water, and railway) of India
3	Study of climatic, drainage, transport availability maps (road, air, water, and railway) of India
4	Climate and Seasons of India, Local state as an attractive tourist destination, Main Tourist attractions of India-focus USPs. Location of important physiographic features on the map of India. Location of important tourist cities, national parks, wildlife sanctuaries; cultural, historical and religious tourist spots in India
Suggested Reading	<ul style="list-style-type: none"> • Lewis, Mark: Singapore, Rough Guides, 2003. • McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003. • Hawkins R E, Encyclopaedia of Indian Natural History – • Robinson Geography of Tourism • Jagmohan Negi, Tourism Development and Resource conservation • Indian Wildlife- Grewal, Bikram

Food, Beverage Production and Service

Objective:

The course objective is to impart empirical foundations and professional orientation towards the practice of food and beverage management as it applies to business, culinary arts and hospitality to the students. The course will make students understand principles of food preparation, cooking techniques, material handling, heat transfer and professionalism.

Outcome:

- Understand basics concepts of kitchen planning and operations, role and responsibilities of Kitchen staff in catering industry.
- Understand various concepts of Menu-planning, designing and merchandising in various catering types of outlets.
- Understand about the procedure of food purchasing and storage and stocking methods.
- Evaluate various types of services, roles and responsibilities of staff in F&B department. And special service methods.
- understand basics and various types of catering establishments: control and performance management

Course Code- TTHM-123(T)	Food, Beverage Production and Service	Credit- 3 (Lecture/Week-3)
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Theory

Unit No	Topic	Total Lectures- 45
1	Introduction to Food Beverage Operations: Catering Establishment, Objective of Food Beverage operation, Organizational, Chart of F & B Department. Types of outlet in F & B department. Professionalism & personal hygiene of F & B Staff, Communication. Upselling techniques.	
2	Introduction to Cookery: Culinary History, Aims and Objectives of Cooking, Personal Hygiene and Food Safety Kitchen Uniform, Classical Kitchen	

First year (Diploma) NSQF -Level-5
Semester-II (Credit 30)

	Brigade, Organization Structure of the Kitchen. Stock, Soups, Sauce, Salad: Definition, Classification and It's use. Spices and Herbs.
3	Equipment used in F & B Area: Restaurant operations & features, equipment-crockery, cutleries, glass ware, flat ware, hollow ware. F & B Operations-Room service operation, Banquet operation, bar operation. Planning & Designing of Food service: Layout of sitting arrangement, Furniture & Fixtures. Types of Beverage: Introduction of Beverage & it's type.
4	Stock: Definition, Classification Preparation of Stock, Recipes of 1 liter of various Stocks, Storage, Uses, Care for Stock Making, Soups: Definition, Classification of Soups, National & International, Sauces: Definition, Classification of Sauces, composition, Recipes of Mother Sauces (1/8 Liter), Any 5 Derivatives of Sauces with Recipes
Suggested Reading	<ul style="list-style-type: none"> • Almanza B.A, Kolshevar, L.H & Terreu, Food service(layout, design & equipment). • John cousins, David Foskett & Cailein Gillespie Food and beverage Management. • Operations, methods and cost control-Dennis L. Foster. • Parvinder Balli, Food Production. • The management of Food service Operation- Jones P & Merricks • Ms. Thangam Philip, Orient Longman Modern Cookery for Teaching & Trade Vol. I, • Walter Bickel Herrings Dictionary of Classical & Modern Cookery • Fuller, John Chef Manual of Kitchen Management • Le Rol A. Polsom The Professional Chef (IV th edition),

Computer Fundamentals

Course Objectives

Student will able to learn

- To Identify and analyse computer hardware, and network components.
- To Understand and describe the basic structure of a computer and their execution.

First year (Diploma) NSQF -Level-5
Semester-II (Credit 30)

- To understand what computer is?
- To understand the Basics of Operating systems
- To Learn the essential and use of internet

Learning Outcome:

Student will able to

- Demonstrate a basic understanding of computer system
- Install, configure, and remove software and hardware
- Understand how to use software packages, online tools in day to day activities

Course TTHM-124(T)	Code-	Computer Fundamentals	Credit- 3 (Lecture/Week-3)
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Theory

Unit No	Topic	Total Lectures- 45
1	<p>Fundamentals of computer: Overview Of a Computer, Functional Components of a computer (Working of each unit), Evolution Of Computers, Generations Of Computers, Classification Of Computers, Applications Of Computers</p> <p>Hardware: Block diagram of computer, Input and Output devices, Memory and storages devices, Different ports and its uses, Different type of printers</p>	
2	<p>Operating system (Windows 10): Windows concepts, Features, Windows Structure, Desktop, Task bar, Start Menu, My Computer, Recycle Bin, Windows Accessories, calculator, Notepad, Paint, Word pad, Character Map, Windows Explorer, Entertainment, Installation of Hardware and Software, Using scanner, system tools, communication, sharing information between computers.</p> <p>MS-Paint: Introduction to Paint, Drawing with the help of Paint, Image Editing.</p>	
3	<p>Introduction To MS Office: About MS Office, Why MS Office, What Are Documents and Templates</p> <p>MS-WORD: Introduction To Document, Formatting Text, Editing Text, Creating Template, Insertion Of- Table, Image, Text Box, Cover Page, Header, Footer, Date And Time, Page Number; Margin, Page Setup, Printing Document; Mail Merge- Creating Main Document, Data Source, Adding and Removing Fields, Bulleted and Numbered Lists, Page Formatting, Graphics, Adding tables, styles</p> <p>MS-PowerPoint: Introduction To Slide, Inserting Slide, Navigation In Presentation, Insert-Text, Text Style, Clip Art, Table, Chart, Picture, Audio, Video; Layout, Slide Design, Master Slide; Enhancing Presentation With Multimedia Effect -Animation, Transition, Slide Show, Recording Sound Slide By Slide, Auto Content Wizard, Template, Slide View, Printing Presentation, Sharing presentation, Working with multimedia, Formatting presentation, Editing presentation,</p> <p>MS-Excel: Introduction To Spreadsheet, Rows, Columns, Cells, Navigation, Selection of Cells, Resizing Columns, Series Fill, Working with Formulas, Formatting worksheets, Formatting Cells, Editing worksheet, Alignment, Conditional Formatting, Cell Styles, Inserting Chart, Data Sort, Filters, Functions, Pivot Table, Pivot Charts, Workgroup,</p>	

First year (Diploma) NSQF -Level-5
Semester-II (Credit 30)

	Protecting Worksheet, Printing Worksheet ,Data tables, Workbook security, Translate worksheet, Adding graphics, Marcos, Templates, Themes, Styles, Data validation
4	Introduction to Internet Intranet tools: E-mail: Anatomy of e-mail, e-mail address, finding e-mail address, adding signature, attaching files, opening attachments, managing e-mail account, Web mail, and Case study: Yahoo Mail, Outlook express. FTP, ftp commands, ftp software, Telnet, using telnet, Web pages, HTML, basics of HTML, computer virus and antivirus software, Voice and Video chat, web browsers etc.
5	Online Educational Utilities: Google Doc, Sheet, Google Form, Google Classroom, Online Meetings, Google Meet, Emails, Zoom App etc.
6	Audio, Video, Images, PDF and other utilities: Mobile/Desktop/web applications/tools for Audio/Video/Image conversion and compressions, Conversions from PDF to Word, Word to PDF, PDF to Excel, Excel to PDF, PDF to JPG, JPG to PDF,PowerPoint to PDF, Unlock PDF. Audio/Video conversion utilities like Freemake Video Converter, VLC etc. Image conversion utilities like Adapter, DVDVideoSoft's, SendTo-Convert and web based tools etc.
Suggested Reading	<ul style="list-style-type: none"> • V.Rajaraman, 2002, Fundamentals of Computers, Third Edition, PHI, New Delhi. • OFFICE 2016 for Dummies by Peter Weverkar • Step by Step Microsoft Word 2013 by Joan Lambert and Joyce Cox • Ron Mansfield, Microsoft Office, BPB Publication • Step by Step Microsoft OFFICE 2013 • Computers Fundamentals and Architecture by B. Ram • William Stallings, Operating System, Pearson Education • Norton, Introduction to Computers, McGraw Hill • Ron Mansfield, Microsoft Office, BPB Publication

Computer Fundamentals		
Course Code- TTHM-125(P)		Credit- 2
Practical		
Sr.No.	Practical's	Total Hours-30

First year (Diploma) NSQF -Level-5
Semester-II (Credit 30)

1	Identify computer hardware and software (in the lab)
2	Draw and explain the block diagram of computer system
3	Demonstrate various peripherals and their applications
4	Demonstrate the usage of various storage devices (data copying, CD/DVD burning)
5	Illustrate the booting procedure (using windows)
6	Identify various operating system file management commands (create, copy, move, delete and rename folders and files)
7	Demonstrate installation of application software
8	Demonstration of Desktop, Task bar, Start Menu, My Computer, Recycle Bin, Windows Accessories, calculator, Notepad, Paint, Word pad, Character Map, Windows Explorer, Entertainment, Installation of Hardware and Software, Using scanner, system tools, communication, sharing information between computers.
9	Demonstration of MS-Paint
10	Practical's based on MS-Word
11	Practical's based on MS-PowerPoint
12	Practical's based on MS-Excel
13	Introduction to Internet Intranet tools
14	Practical's based on Online Educational Utilities using Google and other educational Apps
15	Practical's based on Audio, Video, Images, PDF and other utilities

Food, Beverage and service Operations& Guest Handling and Team Management		
Course Code- TTHM-126(P)		Credit- 2
Practical		
Unit No	Topic	Total Hours-30
1	Knowledge of Menu, Menu Planning, Cover and accompaniments, French and Culinary terms, Types of Menu - A la Carte and Table d' Hotel, French Classical Menu, CourseMenu, Menu compilation -course (Including Indian Menus), General Accompaniments	
2	Pantry / Stillroom, Food pickup areas, Stores, Linenroom, KitchenStewarding Silverroom, Plateroom, Familiarization and Classification of Equipment. Fumitory (Light & Decor), Glassware, Tableware-Chinaware, Cutlery, Hollow ware Other equipment	

First year (Diploma) NSQF -Level-5
Semester-II (Credit 30)

3	Personnel of Food and Beverage Section Attributes, Various of F& B Service Sectors, Hierarch in different outlets, Staff etiquette & attributes of a good waiter, Inter-department relationship (Within F & B and with other departments) Table set up, Salver carrying, Napkin folding, Basic etiquettes, Identification of cutleries & glass ware
4	Assist Guest in Check-in and Check-out Process-Welcome and GreetGuests , UnderstandReservation Status and ArrangeforBooking, ArrangeforGuest Requirement , FollowGuestCheck-inProcessStandard, AssistGuestduringCheck-out
5	Handle Guest Complaints: Listen to the problems faced bythe customer, resolve guest issues, provide appropriatefeedback to appropriate department / individualconcerned Achieve guest satisfaction

Second year (Advanced Diploma) NSQF -Level-6
Semester-III (Credit 30)

International Travel and Tour Management		
Objective: This course aims to introduce students to the international trends of travel & tourism industry with regards to the outbound and inbound traveling of the tourists. It makes them understand this through the case studies of various travel companies in Indian and world market. It also teaches them about the international tourism bodies.		
Outcome: It helps students understand the current international trends in tourism. It prepares them for to step into international tourism market. It helps students understand the Aviation Geography rules and regulation and the process involve in IATA. Understanding the Role of the Government and international Tourism Bodies.		
Course Code- TTHM-211(T)		Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures- 45
1	International Travel and Tourism Statistics Types & typologies of tourism, Travel motivators & deterrents, Pull & Push forces in Tourism, Regional and Global tourist movements, Tourist Arrivals/Receipts, challenges. Factors affecting- Demand and Supply at tourist destinations	
2	International Tourism Destination Development Need for planned development, various levels at which plans are prepared. Scale of International Tourism Destination Development- Allocentric, Midcentric and Psychocentric. The emerging international tourism types. Political aspects of the international travel.	
3	The Role of the Government and international Tourism Bodies Need for Tourism organizations, National Tourism Organization (NTO) - Functions, Administrative set up. India's out bound Tourism for Gulf, Europe, USA, South East Asia Australia and New-Zealand, characteristics and patterns of India's major international markets, domestic tourism in India, patterns and characteristics of major tourist generating states	
4	Aviation Geography: IATA Traffic conferences, important tourist circuits and popular Itineraries of Middle East, Asia Pacific and Europe. Customs Formalities, Passport, Emigration and Immigration- passport, Arrival and Departure formalities, Health Regulations, Airport tax. Visa- types. Visa rules for India, Duration of stay, Currency regulations, Exchange Control formalities- Currency and jewellery, payment of hotel bills, purchase of goods. International Tourism Organizations: UFTAA, WATA, WTO, PATA, IATA, ICAO, IHA Travel industry fairs- Participation Advantages. Role of ITB, WTM, PATA Travel Mart and FITUR.	
Suggested Reading	<ul style="list-style-type: none"> • Bhatia, A.K., (2001) - International Tourism Management, Sterling Publishers Pvt. 	

Second year (Advanced Diploma) NSQF -Level-6
Semester-III (Credit 30)

	<ul style="list-style-type: none"> • Ltd., New Delhi. • 2. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi. • 3. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey. • 4. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall. • 5. Seth, P.N., (1999). Successful Tourism Management (Vol 1 &2). • 6. SunethaRoday ET. al., (2009). Tourism operations and management, Oxford Univ. Press, New Delhi.
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INTRODUCTION TO TOUR PACKAGE OPERATION		
Objective:		
To understand Tourism Concept and impact. Understanding of applications of skills in the different departments /operations working under the industry. Provide the students opportunity to demonstrate their knowledge, skill and communicate ideas in an effective manner. Assist in human resources development by providing precise and assessed country's skilled manpower quantitatively as well as qualitatively. To enhance competence of Tour Operators, while discovering all the elements of this field. Improve Level of skill of the professionalism industry and increase economic potential of the country.		
Outcome:		
The student will be able to attain the following competencies: Conduct Research b) Devise Packages c) Market Products d) Communicate e) Handle travel documents f) Handle tours g) Manage Office h) Provide travel related services i) Upgrade professional development j) Observe occupational health and safety practices. k) Work in Team and Manage Time.		
Course Code- TTHM-212(T)	INTRODUCTION TO TOUR PACKAGE OPERATION	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures-45
1	Definition of Tour Package, Types & Forms of Package Tours, Domestic & International Requirements of itinerary preparation. Do's & Don'ts of itinerary preparation.	
2	Special Requirements for outbound packages, Liaisoning for making & selling package Tours	
3	Product Oriented package Tours: Nature cure, Health Tourism, Yoga & Meditation Beachholidays, Botanical Tours, MICE, Wildlife Tours, Buddhist circuit.	
4	Costing, Quotation. Tariff. Confidential Tariffs, Commission, Markup Service charges & other remuneration for Tour operation.	

Second year (Advanced Diploma) NSQF -Level-6
Semester-III (Credit 30)

5	Understanding Tour Motivations: Travel decisions, Mode selection, destination selection, Merits& demerits of Package Tour to the Supplier & Buyer.
Suggested Reading	<ul style="list-style-type: none"> • J. M. S Negi, Travel Agency & Tour Operations. • 2. D L. Foster, The Business of Travel Agency Operation and Tour Administration • 3. Susan Webster, Group Travel Operating Procedure

Digital Marketing in Travel, Tour and Hospitality management		
Objective: This subject helps students to learn various aspects of digital marketing and social media marketing, various SEO, Google analytic and google webmaster tool. It also equips students with much needed skills in area of advertising and tools of marketing, Public relations and digital marketing skills.		
Outcome: <ul style="list-style-type: none"> • Students will be able to create advertisements and learn how to promote it through Google analytics and social media • Analyse the behaviour of social media and technology in terms of the key • Factors that influence marketing and promotions. Analyse media planning and marketing analysis • It will help students to understand the strategies to advertise and market their products (tour package or a software program) • PR will help students in understanding how to maintain the corporate relationships • To teach SEO and online business promotion tools 		
Course Code- TTHM-213(T)	Digital Marketing in Travel, Tour and Hospitality management	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures-45
1	Meaning & Evolution ii. Features and functions of advertising iii. Advertising as a Communication process, Overview and scope of advertising industry in India	
2	Search engine optimization-rank webpage on top of search, ORM, Google webmaster tool, Google Analytics-Analyze, measure and improve performance of online campaigns, Freelancer affiliate Marketing, Google AdWords, Create advertising campaigns on Google. Email marketing, Mobile marketing, Online reputation management, Google webmaster Tools and SEO	

Second year (Advanced Diploma) NSQF -Level-6
Semester-III (Credit 30)

3	Infographics Content marketing, Digital Marketing strategy, E commerce Business Marketing-Top E – Commerce Websites around the world E – Commerce Scenario. , Hashtag Viral Market Webinar Marketing ,WhatsApp marketing, Creating a blog, Instagram Marketing
4	Marketing analysis (annual reports, news articles, government resources, Target Audience analysis (Simmons Market Research Bureau, Media mark Research) ,Performance Marketing
Suggested Reading	<ul style="list-style-type: none"> • Koontz, O'Donnell & Wehrich, (1980) Management, Tokyo: McGraw – Hill Inc • Robbins (16th ed) (1979). Organizational Behavior, New Delhi: Prentice-Hall of India. • Singh, D. (2001). Emotional Intelligence at work, Response Books, New Delhi: Sage Publication • Sissors, Jack Z., Surmanek, Jim. (1976). Advertising Media Planning-Crain books. • James R Adams. (1977). Media Planning-Business books. • .D, Nidhi. (ed 2011). E-Commerce Concepts and Applications, Mumbai: International Book House Pvt Ltd.

Personal Enhancement

Course Description:

This course covers various dimensions and importance of effective personality. It helps understand personality traits and formation and vital contribution in the world of business. Also, the course makes the students aware about the various dynamics of personality development.

The course aims to cause a basic awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round enhancement of personality. Hard or technical skills help securing a basic position in one's life and career. But only soft skills can ensure a person retain it, climb further, reach a pinnacle, achieve excellence, and derive fulfilment and supreme joy. Soft skills comprise pleasant and appealing personality traits as self-confidence, positive attitude, emotional intelligence, social grace, flexibility, friendliness and effective communication skills.

Objectives:

- To make the students aware about the dimensions and importance of effective personality.
- To understand personality traits and formation and vital contribution in the world of business.
- To make the students aware about the various dynamics of personal enhancement.

Course Code-

Credit- 3
(Lecture/Week-3)

Second year (Advanced Diploma) NSQF -Level-6
Semester-III (Credit 30)

TTHM-214(T)		
Theory		
Unit No	Topic	Total Lectures-45
1	Determinants of Personal Enhancement: Define Personality, Determinants of Personal Enhancement, Perception – Definition, Perceptual Process	
2	Personality traits: Factors of Association – Relationship, Personality Traits, Developing Effective Habits, Sigmund Freud’s Id, Ego & Super Ego	
3	Emotional Intelligence: Meaning of Emotional Intelligence, Motivation, Self-Awareness, The Johari Window, Self-Assessment, Self-Appraisal & Self Enhancement, Self Esteem and Maslow’s Self Esteem, Erik Erikson’s Psychosocial Development, Social Skills. Types of Personalities: Mind Mapping, Competency Mapping & 360 Degree Assessment, Types of Personalities – Introvert, Extrovert & Ambivert person	
4	Conflict: Process & Resolution: Empathy, Effective Communication & Its key aspects, Assertiveness, Decision making skills, Leadership & Qualities of Successful Leader Stress Management: Expectations Vs. Reality, Goals and Achievements, Exercise, Meditation, Mindfulness, Attitude to Gratitude, Stress management for one’s growth	
5	Interpersonal Relationship: Good manners & Etiquettes, Effective Speech, Understanding Body language, projective positive body language. Presentation Skills: Voice Modulation, Tempo, choice to dress, personal grooming, etiquette. Personality – Spiritual journey beyond management of change	
Suggested Reading	<ul style="list-style-type: none"> • Personality Traits – 3rd Edition, Gerald Mathews, Ian G. Deary, Martha C. Whiteman – Cambridge University Press • The Seven Habits of Effective People – Stephen Covey • You Can Win – Shiv Khera • Business Communication & Personality Development – Biswajit Das, Ipeeta Satpathy • How to Talk to Anyone – Leil Lowndes 	

Second year (Advanced Diploma) NSQF -Level-6
Semester-III (Credit 30)

Course Code- TTHM-215(P)		Ceridt-2
Practical		
Unit No	Topic	Total Hours-30
1	<p>Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card, customs, currency, baggage and airport information</p> <p>Itinerary Preparation Types of Itinerary – Resources and Steps for Itinerary Planning – Do’s and Do Not’s of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS. Confidential Tariff. Packaging: Types and Forms of Package Tour.</p>	
Suggested Reading	<ul style="list-style-type: none"> • P. N. Seth, Successful Tourism Management. • J. M. S. Negi, Travel Agency and Tour Operations. • P. Yale, Business of Tour Operations. • Travel Information Manual – IATA 2. -OAG/ABC – IATA 3. Air-Tariff Book – IATA 4. Mahinder Chand, Travel Agency Management 5. R. Doganis, Airport Business 	

Package Holidays		
Course Code- TTHM-216(P)		Ceridt-2
Practical		
Unit No	Topic	Total Hours-30
1	Planning Programme of package holidays; Contracting; accommodation; Flights; Cruise shipshire Cars; the Role of Ground Handling agents, Stages in production of the package brochure; Components of a brochure;trends towards smaller, specialist brochures.	
2	Marketing for tour package operators, Main laws of concern to package tour operators; contents; consumers (Tourist) protection law	
3	IATA areas, sub-areas, sub-regions, Time calculations: GMT variation, Concept of Structural Time & Daylight-saving time, calculation elapse time, Flying time & ground time. letter city - code & Airport code, Airline designated code, Minimum connecting time, Global indicator. Higher intermediates point (HIP), Circle trip minimum (CTM), Backhaul Minimum Check (BMC). Add-ons, around the world Fares, Mixed-class Journeys, Special fares.	
Suggested Reading	<ul style="list-style-type: none"> • P. N. Seth, Successful Tourism Management. • J. M. S. Negi , Travel Agency and Tour Operations. 	

Second year (Advanced Diploma) NSQF -Level-6
Semester-III (Credit 30)

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| | <ul style="list-style-type: none">• P. Yale, Business of Tour Operations.• Travel Information Manual – IATA 2. -OAG/ABC – IATA 3. Air-Tariff Book – IATA 4. Mahinder Chand, Travel Agency Management 5. R. Doganis, Airport Business |
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Second year (Advanced Diploma) NSQF -Level-6
Semester-IV (Credit 30)

Second year (Advanced Diploma) NSQF -Level-6
Semester-IV (Credit 30)

Human Resource Management		
Objective: This paper examines the effective skills requires for HRM which students will be using in their professional career Students develop a basic understanding of Management skills and explore various aspects of leadership, decision-making, careers, power and personality development. The paper is based on a foundation of theory but incorporates a strong practical emphasis		
Outcome: Student will be able to appreciate the values of HRM and incorporate in their professional life. Students will learn various aspects and have a perspective on organizational behaviour		
Course Code- TTHM-221(T)	Human Resource Management	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures-45
1	Introduction to Human Resource Management: Meaning, definition & concept and importance of HRM. Evolution of HRM, emerging challenge of HRM. Hospitality industry: characteristics, manpower planning, process and managing workers with specific reference to hospitality Industry.	
2	Recruitment, Training and Development: Recruitment- Concept and sources, Recruitment policy and techniques. Training and development- Concept and importance, training cycle, designing training programmes, evaluating training effectiveness, training process.	
3	Performance Appraisal: Introduction, nature and objectives, modern techniques of performance appraisal, balance score card, the 360-degree feedback system, managing Employee Performance. Problems with performance appraisal.	
4	Job Evaluation & Job Satisfaction: Job Evaluation- Introduction, process of job evaluation, job evaluation methods. Job Satisfaction- Introduction, Importance of job satisfaction measuring job satisfaction	
5	Maintenance and Grievance Redressal: Maintenance of employee's health & safety, effective safety management, employee welfare, social security grievance handling and redressal of grievances, guidelines for handling grievances	
Suggested Reading	S.K. Bhatia & Nirmal Singh Human ResourceDevelopment&Managment in the Hotel Industry. 2. Dr Jagmohan Negi Principles & Techniques of Human ResourcesManagment- 3. S.C.Bagri Human ResouresDevlovementPractise in Travel and Tourism 4. Malay Biswas, Human ResouresManagment in Hospility –.	

Second year (Advanced Diploma) NSQF -Level-6
Semester-IV (Credit 30)

Ethical, Legal and Regulatory Framework of Tourism

Objective :

Formulate a legal and regulatory framework for the sustainable development and management of tourism, protection and conservation of natural and cultural resources; and, facilitation of the involvement of private sector and local communities in tourism development activities. It reflects the roles and responsibilities of all stakeholders; ensures the rights of international/local tourists; and, ensures the rights and obligations of participating businesses, inbound-outbound tour operators and all other concerned players in the tourism field.

Outcome:

- Identify the role of legislation in tourism development.
- Build consensus for tourism legislation through:
 - consistency with National Development Policy;
 - consistency with National Tourism Policy;
 - review existing legal regulations governing tourism development;
 - review existing classification guidelines which affect the quality of existing tourism facilities and
- services and identify gaps and constraints;
 - identify core legal issues; identify stakeholder groups;
 - identify the range of legal tools available;
 - address issues of enforcement;
 - Build in quality assurance and foster professionalism and Facilitate business development.

Course Code- TTHM-222(T)	Ethical, Legal and Regulatory Framework of Tourism	Credit- 3 (Lecture/Week-3)
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Theory

Unit No	Topic	Total Lectures-45
1	Law and society, Branches of Law, Commercial Law Company Law, Industrial Law & Environmental Law. General Principles of Contract Act, Essential elements of Contract Breach of Contract, Consumer Protection Act	
2	Basic Principles of Company Law, Registration of Company Types of companies Types & administration of Meetings Winding up of companies.	
3	Citizenship, Passport, Visa, FEMA, Foreigners Registration Act Customs, RBI guidelines, Criminal Law Registration of cases. Law relating to common carrier, tour operators, travel agents & hotel Air law- concepts & carriage by air. Law of sea-concept, bill of lading and foreign travels Regulatory law for tourism Baggage concessions for tourist	
4	Environment Act, Environment rules, EIA guidelines Forest Act, Forest Conservation Act, Wild life Protection Act Antiquities & Art Treasures Act .the Ancient Monument & Archaeological Sites & Remains Act General suggestions to improve tourism in India	

Second year (Advanced Diploma) NSQF -Level-6
Semester-IV (Credit 30)

Suggested Reading	<ul style="list-style-type: none">• Singh, Avtar.(2007).Company Law, Eastern Book & Co., Lucknow.• Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.• Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.• The Environment (Protection) Act, 1986, amended 1991, http://envfor.nic/legis/legis.html• Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco_affairs/america_canada/fema_acts/index.html• Foreigners Registration Act,http://www.immigrationindia.nic.in/registration_
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Second year (Advanced Diploma) NSQF -Level-6
Semester-IV (Credit 30)

Event Management		
Objective: This course aims at teaching students about the elements of event management. It introduces students to processes in event management, planning, issues in event management, HR considerations & specialized events.		
Outcome: It will help students to plan, organize, and execute all types and sizes of events. It prepares students on theoretical aspects for event Management and trains them in skills required. Understand Unique Selling Propositions of International Trade Fair Berlin (ITB), World Tourism Mart (WTM), Berlin Trade Fair (BTF), TTW, FITUR, Pacific Asia Travel Association (PATA) Travel Mart.		
Course Code- TTHM-223(T)	Event Management	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures-45
1	Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics	
2	Principles of event Management, concept & designing. Analysis of concept, Logistics of concept	
3	Important Convention & Conference Centers in India: Differences, Similarities & Uniqueness. Feasibility, Keys to success, SWOT Analysis	
4	A typology of planned events. Role of events for promotion of tourism, Types of Events Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Checklists for different types of Event. Planning schedule & Action Agenda. Implementation documents and Administrative Instructions	
	Trade Fairs: Nature, Scope and Function, Benefits of Fairs – Unique Selling Propositions of International Trade Fair Berlin (ITB), World Tourism Mart (WTM), Berlin Trade Fair (BTF), TTW, FITUR, Pacific Asia Travel Association (PATA) Travel Mart.	
Suggested Reading	<ul style="list-style-type: none"> • Coleman, Lee & Frnkle, Powerhouse Conferences, Educational Institute of AH & MA. • Hoyle, Dorf & Jones, Meaning Conventions & Group Business, Educational Institute of AH & MA. • Meetings, Conventions & Expositions - An Introduction to the Industry Rhonda J. Montgomery, Ph.D. & Sandra K. Strik. Publishers – Van Nostard Reinhold, An International Thomson Publishing Co. • Shone, A & Parry, B. Successful Event Management, Cengage Learning. 	

Second year (Advanced Diploma) NSQF -Level-6
Semester-IV (Credit 30)

Research Methodology		
Course Code- TTHM-224(T)		Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures- 45
1	Concepts of Research: Nature, Scope and Significance of Research - Art and Science of Knowing Ontology and Epistemology - Theoretical Development - What is Theory Not, Deductive and Inductive Research - Variables, Construct and Relationship – Reliability and Validity - Methodology and Research Methods - Propositions and Hypothesis	
2	Problem Identification: Review of Old and Current Literature Raising Research Questions – Item Generation- Scale Development - Scale Evaluation – Scale Adoption, Questionnaire Design, Working and Types of Questionnaire – Sampling Methods - Sample Error - Grounded Theory, Formulation of Research and Operational Hypothesis	
3	Qualitative Methods: Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Technique, Delphi Technique, Participant Observations - Projective Technique - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes.	
4	Quantitative Methods: Measures of Central Tendency and Dispersion – Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non-Parametric Tools for Hypothesis Test- Multivariate Analytical Techniques - Use of SPSS.	
	Data Coding Presentation: Data Collection – Coding the Data, Communicating Research Findings - Report Writing Tips -Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of citing references, Written& Oral Presentation	
Suggested Reading	<ul style="list-style-type: none"> • C.R Kothari, Research Methodology, Vishwa Prakashana India. • 2. Naresh Malhotra, John Hall, Mike Shaw & Peter , Market Research, Second Edition, Pentice Hall. • 3. Blaikie N. , Designing Social Research, Polity Press, Cantebury, UK. • 4. Marshall. L, Rossman B. Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi. • 5. David de Vaus. , Analyzing social sciences, Data, Sage Publication, New Delhi. • 6. Malhotra.N.K. Marketing Research, An applied Orientation, Fifth Edition, Pearson Education. 	

Second year (Advanced Diploma) NSQF -Level-6
Semester-IV (Credit 30)

Front office supervision		
Course Code- TTHM-225(P)		Credit-2
Practical		
Unit No	Topic	Total Hours-60
1	Train and Supervise Front Office Staff-Train the front office employees Identify latest trends in front office department, Monitor and supervise front office employees	
2	Communicate with Customer and Colleagues-Interact with superior Communicate with colleagues, Communicate effectively with customers	
3	Maintain Standard of Etiquette and Hospitable Conduct: Follow behavioral, personal and telephone etiquettes, Treat customers with high degree of respect and professionalism Achieve customer satisfaction	
4	Planning events, Pre and post Planning & Organizing Events: Event, Managers and their Qualities, Resources & Logistics Required for Conducting Events, Individual Events & Corporate Events, Conference & Convention	

Second year (Advanced Diploma) NSQF -Level-6
Semester-IV (Credit 30)

Advance Food & Beverage Operations		
Course Code- TTHM-226(P)		Credit-2
Practical		
Unit No	Topic	Total Hours-30
1	Maintain Standard of Etiquette and Hospitable Conduct, follow behavioural, personal and telephone etiquettes, treat	
2	Maintain Health and Hygiene-Ensure cleanliness	
3	Maintain Safety at Workplace- Take precautionary measures to avoid work hazards Follow standard safety procedure Use safety tools or Personal Protective Equipment Achieve safety standards	

Third year (Degree) NSQF -Level-7
Semester-V (Credit 30)

Statistical Methods and Technique		
Course Code- TTHM-311(T)		Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures- 45
1	Statistics: Meaning, scope and limitations. Statistical Data- primary and secondary data, methods of collection of primary data; Presentation of Data: frequency distribution; cumulative frequency; graphic and diagrammatic representation of data	
2	Measures of Central Tendency: Arithmetic mean, median and mode- their measures and relative merits and demerits	
3	Measures of Dispersion: Absolute and relative - range, mean deviation, standard deviation, coefficient of variation, quartile deviation, their merits and demerits.	
4	Correlation Analysis- Karl Pearson's correlation coefficient and its properties, Spearman's rank correlation coefficient	
Suggested Reading	<ul style="list-style-type: none"> • Gupta, S.P., and Archana Gupta- Statistical Methods, Sultan Chand and Sons, New Delhi. • Gupta, S.C. Fundamentals of Statistics. Himalaya Publishing House. • Anderson Sweeney and William, Statistics for Students of Economics and Business, Cengage Learning. • Levin, Richard, David S. Rubin, Rastogi, and Siddiqui, Statistics for Management. 7th Edition. Pearson Education. • Berenson and Levine- Basic Business Statistics: Concepts and Applications. Pearson Education 	

Third year (Degree) NSQF -Level-7
Semester-V (Credit 30)

Customer Relation Management System

Objective:

CRM, in its broadest sense, means managing all interactions and business with customers. This includes, but is not limited to, improving customer service. A good CRM program will allow a business to acquire customers, service the customer, increase the value of the customer to the company, retain good customers, and determine which customers can be retained or given a higher level of service.

Outcome:

- Develop better communication channels and Collect customer related data.
- Create detailed profiles of individual customers and Increase customer satisfaction.
- Access to customer account history, order information and customer information at all touch points.
- Identify new selling opportunities.
- Increased market share and profit margin and Increased revenues also More effective reach and marketing.
- Improved customer service and support and Improved response time to customer requests for information.
- Enhanced customer loyalty and Improved ability to meet customer requirements.
- Improved quality communication and networking and reduced costs of buying and using product and services and better stand against global competition.

Course Code- TTHM- 312(T)	Customer Relation Management System	Credit- 3 (Lecture/Week-3)
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Theory

Unit No	Topic	Total Lectures- 45
1	CRM Concepts: Acquiring customers, Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.	
2	CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement	
3	E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).	
4	CRM Implementation: Defining success factors - Preparing a business plan requirements, justification and processes. Choosing CRM tools	

Third year (Degree) NSQF -Level-7
Semester-V (Credit 30)

Suggested Reading	<ul style="list-style-type: none">• Alok Kumar Rai, Customer Relationship Management Concept & Cases, Prentice Hall of India Private Limited, New Delhi. 2011• S. Shanmugasundaram, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008• Kaushik Mukherjee, Customer Relationship Management, Prentice Hall of India Private Limited, New Delhi, 2008 4. Jagdish Seth, et al, Customer Relationship Management
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Third year (Degree) NSQF -Level-7
Semester-V (Credit 30)

Tour packaging		
Objective: Tourism industry is fast growing across the world. It has become very competitive. It requires systematic and scientific approaches to deal with the growing demands for tour packages. The course aims to provide a comprehensive theoretical and practical knowledge to the students for understanding the concept of tour operation, type of tour, standard components of tour package and preparation of tour packages- their costing and pricing and marketing strategies.		
Outcome: To teach elements of Tour packaging as an essential dimension of tourism industry In fact it is the core component of tourism industry where more than 90% students get jobs. Hence, it's important to equip students with these skills. It also helps to develop students as tour manager. It's arising in that relationship. To understand reasonably the culture-tourism relationship the Indian culture and heritage shall be taught with the purpose of application of the same in tourism.		
Course Code- TTHM-313(T)	Tour packaging	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures- 45
1	Tour designing process Meaning and steps ii. Tour research & development of tour itinerary iii. Designing and printing of tour brochure	
2	Tour costing and pricing b) Tour promotion, negotiation with travel vendors	
3	Developing tour packages for business travelers ii. Cultural destinations iii. Popular Itineraries for Pilgrimage destinations Tour packages for- i. Hill resort ii. Adventure sports iii. Deserts & Beach resorts	
4	Study of outbound tour packages offered by major tour operators of India- i. Cox & Kings, Thomas Cook Veena World ii. Thomas Cook, Kuoni Travels and Veena World -to south-East Asia-Singapore, Thailand and Malaysia, USA and Europe. iii. Salient features of destinations covered in these itineraries	
Suggested Reading	<ul style="list-style-type: none"> • Bhatia, A.K. (1991). International Tourism: Fundamentals and Practices, New Delhi: Sterling Publishers Pvt. Ltd. • Bhatia, A.K., (2012). Tourism Development: Principles and Practices, New Delhi: Sterling Publishers Pvt. Ltd. • Goldner, C.R. and Ritchie, J.R.B. (2009) Tourism: Principles, Practices, Philosophies. New Jersey: John Wiley & Sons. • Page, S.J. (2011) (4th Edition) Tourism Management: An Introduction. New York: Routledge. 	

Third year (Degree) NSQF -Level-7
Semester-V (Credit 30)

Foreign Language-French		
Course Code- TTHM- 314(T)	Foreign Language-French	Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures- 45
1	Basic Grammar -Conjugations, Oral and Written competence in French, Situational Communication in French, List of essential vocabulary	
2	Translation- Translation –French words to English /English to French, Translation of sentences from English to French and French to English	
3	Tourist Destinations & French Culture Tourist Destinations, Regulations Museums and Art Galleries Cuisine, Shopping, Local Etiquettes	
Suggested Reading	<ul style="list-style-type: none"> • Easy French Step-by-step by Myrna Bell Rochester • Contacts: Langue et culture françaises by Jean-Paul Valette & Rebecca Valette. • En bonne forme by Simone Renaud & Dominique van Hooff. 	

Third year (Degree) NSQF -Level-7
Semester-V (Credit 30)

Tour Planning		
Course Code- TTHM- 315(P)		Ceridt-2
Practical		
Unit No	Topic	Total Hours-30
1	Planning event with following all event	
2	Pre and post Planning & Organizing Events: Event Managers and their Qualities, Resources & Logistics Required for Conducting Events, Individual Events & Corporate Events, Conference & Convention	
3	Planning Programme of package holidays; Contracting; accommodation; Flights; Cruise ships hire Cars; the Role of Ground Handing agents.	

Third year (Degree) NSQF -Level-7
Semester-V (Credit 30)

Hotel Operations& Food services		
Course Code- TTHM-316(P)		Credit-2
Practical		
Unit No	Topic	Total Hours-30
1	Reservation & Registration: Sources and modes of reservation, Types of plans, types of room rate, Discount and allowances, Group reservation, Fore-casting room reservation, Walk - in reservation, Reservation chart and guest history card, Registration of guest at reception, Guest registration card, arrival and departure register, C- Form, Lobby errand card, arrival and departure report	
2	Food services: Plate service, Silver service Beverage Staff , Waiter, Assistant Manager, Restaurant ,Manager, Outlet Manager, Sketch of Staff, Weekly Rota Planning, Laying Boards at the reception to show the banquets with names of functions & the names of the hosts /companies /corporate,drawing layout for wedding receptions launches corporate parties for buffet service, Laundry: Washing, mending, removal of stains of various types of materials used, dry cleaning, simple mending and ironing	
3	Cruets, vases candles, candles lamps tent, cards, table numbers, floral arrangements ashtrays, small flower bowls, water bowls with floating candles	
4	Greeting & seating customers: Advising on basic cuisine, menus and service periods, common menu items promoting & knowledge of various products and services, common terms onrestaurant menus	

Third year (Degree) NSQF -Level-7
Semester-VI (Credit 30)

Resort Planning

Objective:

Resort development and master planning must integrate three kinds of objectives: economic objectives are most important, social and environmental considerations are also significant. Recent studies have shown that corporation with responsible social and environmental policies are far more profitable than those which neglect these concerns.

Resort has a unique opportunity to preserve and enhance the natural environment. For practical reasons, the resort industry has a high stake in preserving the landscape and controlling pollution, since resorts depend on their ability to offer attractive and healthy environments in order to appeal to the guests and to market their products.

Outcome:

Understand the economic objectives, social and environmental considerations.

Help to understand Product, Functional specifications.

Strategy and organizational structures in Resort Planning. Understand five phases of resort planning.

Course Code TTHM-321(P)	Resort Planning	Credit- 3 (Lecture/Week-3)
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Theory

Unit No	Topic	Total Lectures- 45
1	Resort: Concept, Evaluation. Scope, Trends and development. Roles of Resorts in Tourism and Hospitality, Nature of Demand of Resort.	
2	Deferent Types of Resorts- Product, Functional specifications. Strategy and organizational structures	
3	Resort Planning: Location, Feasibility analysis, Architecture, Macro & Micro business environment. The five phases of Resort planning and development	
4	Economic analysis of Resort operation and Forecasting.	
5	Impact analysis of Resorts: Social Impact, the economic impact, physical and environmental.	
Suggested Reading	<ul style="list-style-type: none"> • Gee Chuck Y., Resort Development and Management – • Stipnauk, David M. and Roffman, Harold, Facilities Management • Lawson , Hotels and Resorts: Planning, Design and Refurbishment 	

Adventure Tourism

Course Code TTHM-322(P)		Credit- 3 (Lecture/Week-3)
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Theory

Unit No	Topic	Total Lectures- 45
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Third year (Degree) NSQF -Level-7
Semester-VI (Credit 30)

1	Introduction – Nature and classification of Adventure Tourism/ Adventure tourism as Niche tourism, Adventure Tourism products and infrastructure Marketing and promotional strategies (a)Challenges of adventure tourism- Litter, Waste, Pollution, destruction of flora and fauna (b)Global perspective on Adventure Tourism, Prominent Adventure tourism destinations (c) GOI Guidelines for Adventure Tourism & Future trends of adventure tourism in India, Adventure Tour Operator (ATO) under ministry of tourism government of India, procedures & benefits of the same. 2. Adventure Tourism Organizations and training institutes and their domain in India for e.g. Nehru Institute of Mountaineering at Uttarkashi, National Institute of water sports in Goa etc. 3. Adventure Tourism and its scope in Schools & College curriculum: CAS, IAYP etc.
2	Land-based adventure activities: (a)Mountaineering, Trekking, Rock Climbing, Safaris, Motor Rallies Etc. (b) Basic minimum standards for land-based adventure tourism related activities-IMF rules for mountain expedition. ©Tools and Equipment’s used in land-based adventure tourism. Popular tourist destinations for land-based adventure activities in India (d) Adventure Tourism Safety Management System Requirements as per ISO 21101:2014
3	Water-based adventure activities: Rafting, Kayaking, Canoeing, surfing, water skiing, scuba diving etc. (b)Basic minimum standards for water-based adventure tourism related activities. ©Tools and Equipment’s used in water-based adventure tourism. Popular tourist destinations for water-based adventure activities in India (d) New GR promulgated by Government of Maharashtra to regulate adventure tourism w.e.f 26.7.2018 Unit
4	Air -based adventure activities: Paragliding, Parasailing, ballooning, bungee jumping, hang gliding, etc. Basic minimum standards for Air based adventure tourism related activities. Tools and Equipment’s used in air-based adventure tourism. Popular tourist destinations for air-based adventure activities in India. Various conventions and events for promotion of Adventure Tourism in India and Aboard.
Suggested Reading	<ul style="list-style-type: none"> • Crowther, G (1990) India -A Travel Survival Kit, Lonely Planet Publication. • Hall, M, Timothy, D et al (2006) Safety and Security in Tourism, Jaico Publishing House. • Wright, G (1991) Hill Stations of India, Penguin Books, New Delhi • Dixit, M (2002) Tourism Products, New Royal Book Co. Lucknow. • Douglas, N Ed. (2001) Special Interest Tourism, John Wiley & Sons, Australia. 6. Singh, S (2008) Lonely Planet India. • Jacob, R (2007) Indian Tourism Products, Abhijeet Publications, Delhi

Third year (Degree) NSQF -Level-7
Semester-VI (Credit 30)

Disaster Management		
Course Code T THM- 323(P)		Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures-45
1	Introduction – the necessity of studying Disaster Management (DM); the scope for a Disaster Manager	
2	Disaster – Definition; Types of disasters; History of disasters; Components of disaster; Dimension of disasters; Phases of disaster.	
3	Hazard – Definition; types of hazards; characteristic features, occurrence and impact of different types of hazards viz. natural hazards (including geo hazards), human induced hazards, environmental hazards, bio hazards; Hazard map of India.	
4	Vulnerability – Definition; Types of vulnerability – physical vulnerability, socioeconomic vulnerability, vulnerability related to gender and age, rural & urban vulnerability; Vulnerability analysis with special reference to India	
5	Disaster Risk – Definition; Significance; Factors of disaster risk; Disaster Risk analysis (with special reference to the Indian context) – Inter-relationship between Hazard, Vulnerability and Disaster Risk; Global disaster risk situation; Disaster risk situation of India; Hazard-Vulnerability maps of India; Case studies	
6	Disaster Management – Definition; Components of DM; Crisis Management; Risk Management; Disaster Management Cycle; Impact of disaster on development; UNISDR mandate in Disaster Relief & Management	
Suggested Reading	<ul style="list-style-type: none"> • Songer T. Epidemiology of Disasters. Definition of disaster. • International Federation of Red Cross and Red Crescent Society. World Disasters Report 2014 • Zhang Z, Wang W, Shi Z, et al. Mental Health Problems among the Survivors in the Hard-Hit Areas of the Yushu Earthquake • World Bank Group. Climate Portal. Yemen Dashboard Natural Hazards 2016 • http://www.preventionweb.net/countries/yem/data/. • http://www.emro.who.int/images/stories/zoonoses/Cholera_situation_update_Yemen_February_2018.pdf?ua=1 	

Third year (Degree) NSQF -Level-7
Semester-VI (Credit 30)

Reasoning Aptitude & Placement Orientation		
Course Code TTHM-324 (P)		Credit- 3 (Lecture/Week-3)
Theory		
Unit No	Topic	Total Lectures-45
1	Picture Reasoning- In this section, a series of pictures are given which may consist of picture series, picture analogy or picture classification, STATEMENT REASONING- In this section, sequence questions like seating arrangement or money distribution or height arrangement are given. A set of five questions are based directly on the statements given.	
2	Data Interpretation -This section consists of a direct sequence of 5 questions based on the data which is provided in the form of table charts, bar charts, pie charts or line charts. Data sufficiency- Here a set of two statements are given followed by 5 options which satisfy the answer for the statements. You have to decide which option best suits the answer	
3	Analytical Problems-This section will have case studies and you need to mark options from the given solutions and provide analysis for the appropriate solution. Relation Problem	
4	Syllogism -This section consists of statement followed by two conclusions. We need to pick out from 5 options which suits the best answer. Comprehension & Technical Writing-In this section questions will test your comprehension and understanding of technical reports	
Suggested Reading	<ul style="list-style-type: none"> • Goleman, D. (2007) Social Intelligence: The New Science of Human Relationships, Arrow. • Meah, M. (2011) Competency Questions Made Easy, Sapere Media. • Povah, N. & Povah, L., (UK edn) (2009). Succeeding at Assessment Centres for Dummies, John Wiley & Sons. 	

Third year (Degree) NSQF -Level-7
Semester-VI (Credit 30)

Adventure Tourism& Tour		
Course Code- TTHM-325 (P)		Credit-2
Practical		
Unit No	Topic	Total Hours-30
1	Land-based adventure activities	
2	Water based adventure activities	
3.	Adventure Tour	
4	Package Tour	
5	Study Tour	
6	Tour Requirement and Preparation activities	

Disaster Management		
Course Code- TTHM-326 (P)		Credit-2
Practical		
Unit No	Topic	Total Hours-30
1	Hands on (Hand holding) for preparation of disaster Management plan; search, rescue & evacuation; Audio-visual exercise	