

From,

SHEMEER BABU T

CHAIRMAN

BOARD OF STUDIES IN HOTEL MANAGEMENT

UNIVERSITY OF CALICUT

Sir,

The Board of Studies of Hotel Management has decided to revise the syllabus of BTHM (Bachelor of Tourism and Hotel Management) programme. A draft syllabus is given below. So I request you to share your suggestions and recommendation about this restructured syllabus. My contact Number is 9895 99 60 66 or you can send a mail to shemeerthappi@gmail.com.

Thanking you

Shemeer Babu T.

UNIVERSITY OF CALICUT

BTHM – BACHELOR OF TOURISM AND HOTEL MANAGEMENT

(UNDER THE FACULTY OF COMMERCE AND MANAGEMENT, UNIVERSITY OF CALICUT)

CHOICE BASED CREDIT SEMESTER SYSTEM (CBCSS-2014)

RESTRUCTURED SYLLABUS FROM 2014 ADMISSION ONWARDS

I. DURATION OF THE PROGRAMME

The programme is for six semesters spread over three years. There shall be 90 working days in each semester and shall comprise of 450 teaching hours including the days for the conduct of each semester examination.

II. COURSE IN THE PROGRAMME

The total number of course in Bachelor of Tourism and Hotel Management programme could be 35, which may be spread through 120 credits. The main courses shall be divided into 4 categories as follows.

III COURSES OF STUDY

Total number of courses for the whole BTHM programme is 36. It is divided in to four courses namely-

1. Common courses
2. Core courses
3. Complementary courses
4. Open courses

COMMON COURSES

01. A01	Communication skills in English.
02. A 02	Critical Reasoning, Writing and Presentation
03. FL (F) 1A 07 (2)	Communication skill in languages other than English (French)
04. A 03	Reading Literature in English
05. A 04	Readings on Indian Constitution, Secularism and Sustainable Environment
06. FL (F) 2A 08 (2)	Translation and Communication in French
07. BC 4A 10	Culture and Civilization (With a compulsory component on Kerala Culture)
08. BC 3A 12	General informatics
09. BC 3A 11	Basics of Business Management
10. BC 4A 14	Entrepreneurship Development

CORE COURSES

01. BTH1B01 Introduction to Tourism and Hospitality industry
02. BTH2B02 Hotel Accommodation Management
03. BTH2B03 Hotel Accommodation Management- Practical
04. BTH3B04 Basics of Food Production
05. BTH3B05 Basics of Food Production- Practical
06. BTH3B06 Travel Agency and Tour Operation Business.
07. BTH4B07 Food Production Principles.
08. BTH4B08 Food Production Principles- Practical.
09. BTH4B09 Airport and Cargo Management.
10. BTH5B10 Air fares and Ticketing
11. BTH5B11 Basics of Food and Beverage Service
12. BTH5B12 Basics of Food and Beverage Service- Practical
13. BTH5B13 Tourism Resources in India
14. BTH5B14 Food and Beverage Management
15. BTH6B15 Management Principles and Practices
16. BTH6B16 Advanced Food and beverage Service
17. BTH6B17 Advanced Food and beverage Service- Practical
18. BTH6B18 Food Science and Nutrition.
19. BTH6B19 Emerging Trends in Tourism
20. BTH6B20 Project Report (Viva Voce)

COMPLEMENTARY COURSES

01. BTH1C01 Marketing Management
02. BTH2C02 IT in Tourism and Hospitality Industry
03. BTH3C03 Human Resource Management.
04. BTH4C04 Service Regulatory Framework

OPEN COURSE

01. BTH5D01 Tourism and Hospitality Management

IV SEMESTER WISE DISTRIBUTION OF COURSE

SEM - I

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK
1	Common Course/ A01	Communication Skills in English	3	4
2	Common Course/ A 02	Critical Reasoning, Writing & Presentation	3	5
3	Common Course/ FL (F) 1A 07 (2)	Communication Skills in languages other than English (French)	4	5
4	Core Course/ BTH1B01	Introduction to Tourism and Hospitality industry	4	6
5	Complimentary Course/ BTH1C01	Marketing Management	4	5

SEM - II

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK
6	Common Course/ A 03	Reading Literature in English	4	4
7	Common Course/ A 04	Reading on Indian Constitution, Secularism & Sustainable Environment	4	5
8	Common Course/ FL (F) 2A 08 (2)	Translation and communication in French	4	5
9	Core Course/ BTH2B02	Hotel Accommodation Management	3	4
10	Core Course/ BTH2B03	Hotel Accommodation Management- Practical	1	2
12	Complimentary Course/ BTH2C02	IT in Tourism and Hospitality Industry	4	5

SEM - III

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK
13	Common Course/ BC4A10	Culture and civilization (With a compulsory component on Kerala Culture)	4	5
14	Common Course/ BC 3A 21	General Informatics	4	5
15	Core Course/ BTH3B04	Basics of Food Production	3	4
16	Core Course/ BTH3B05	Basics of Food Production- Practical	1	3
17	Core Course/ BTH3B06	Travel Agency and Tour Operation Business	4	4
18	Complimentary Course/ BTH3C03	Human Resource Management.	4	4

SEM - IV

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK
19	Common Course/ BC 3A 11	Basics of Business Management	4	5
20	Common Course/ BC 4A 14	Entrepreneurship Development	4	5
21	Core Course/ BTH4B07	Food Production Principles	3	4
22	Core Course/ BTH4B08	Food Production Principles- Practical	1	3
23	Core Course/ BTH4B09	Airport and Cargo Management	4	4
24	Complimentary Course/ BTH4C04	Service Regulatory Framework	4	4

SEM - V

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK
25	Core Course/ BTH5B10	Air fares and Ticketing	4	5
26	Core Course/ BTH5B11	Basics of Food and Beverage Service	3	5
27	Core Course/ BTH5B12	Basics of Food and Beverage Service- Practical	1	2
28	Core Course/ BTH5B13	Tourism Resources in India	4	6
29	Core Course/ BTH5B14	Food and Beverage Management	4	4
30	Open Course/ BTH5D01	Tourism and Hospitality Management	4	3

SEM - VI

SL.NO	COURSE TYPE/CODE	SUBJECT	CREDIT	HRS/ WEEK
31	Core Course/ BTH6B15	Management Principles and Practices	4	5
32	Core Course/ BTH6B16	Advanced Food and beverage Service	3	5
33	Core Course/ BTH6B17.	Advanced Food and beverage Service- Practical	1	2
34	Core Course/ BTH6B18	Food Science and Nutrition	4	4
35	Core Course/ BTH6B19	Emerging Trends in Tourism	4	4
36	Core Project/ BTH6B20	Project Report (Viva Voce)	4	5

V FRENCH

The second language offered in this programme is French. The candidates will not get any chance to opt other languages for their second language, other than French.

There are four common courses for this programme and the college can opt the common courses to be taught in their colleges from the common course list under the Commerce and Management Faculty UG programme. All the core, complimentary and open courses for BTHM programme shall be taught by the Tourism and Hotel Management faculties.

VI ATTENDANCE

A Candidate shall attend a minimum of 75% of the number of theory classes and 90% of the number of practical classes actually held for each of the course in a semester to be eligible for appearing for examination in that course. If the candidate has shortage of attendance in any course in a semester, he/she shall not be allowed to appear for any examination in that semester. However the University may condone shortage if the candidate applies for it as laid down by the University common regulations for CBCSS 2014 and if the Vice Chancellor is satisfied with the reason cited by the candidate for the absence in classes.

VII INTERNAL ASSESSMENT

All courses including practical courses should have internal assessment as specified in the common regulations for CBCSS-2014. Provisions of the clause 9.3 of the common regulation is applicable in the case of internal assessment.

VIII EXTERNAL EXAMINATION

The university shall conduct semester examinations as specified in the common regulations for CBCSS-2014. The duration of the examination shall be three hours.

IX PRACTICALS

There are practical in first five semesters (Except first semester). The practical courses are BTH2B03 Hotel Accommodation Management- Practical, BTH3B05 Basics of Food Production- Practical, BTH4B08 Food Production Principles- Practical, BTH5B12 Basics of Food and Beverage Service- Practical, BTH6B17 Advanced Food and beverage Service- Practical. The Credit for each practical courses is 1. The candidates have to maintain a record on practical attended and submit it into the department for internal evaluation. The Internal for practical course should consider the performance of student in the lab, attendance in practical classes and practical record. The practical shall be subject to internal and external evaluation. The internal evaluation shall be carried out by the supervising teacher and external evaluation by the examiners appointed by the University inclusive of Viva-voce examinations. The student shall get minimum E grade in practical examination for a pass.

X TRAINING

A candidate should undergo a three months training during his/her three year BTHM programme. The training should be arranged by the student/college and it may be either in Tourism or Hotel Industry. The student can opt his/her specialisation for training. The student

should produce the certificate to the department with training log book after completion of the training.

XI PROJECT REPORT

During the sixth semester every student shall do a project .The student may choose any topic from the subjects he/she has studied .The candidate shall prepare and submit a project report to the department. The report shall be in manuscript / typed and bound with not less than 20-25 A4 size pages. The project report should be submitted to the Department one month before the last working day of the sixth semester.

Project work shall have the following stages

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The project should be done individually. The work of each student shall be guided by one Faculty member. The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared If the organization or the guide or both ask for one copy each.

Duration of project work

The duration for project work is 3 weeks. A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

Structure of the report

- Title page
- Certificate from the organization (If the project work is done under an organisation.)
- Certificate from guide
- Acknowledgements
- Contents
- Chapter I :Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)
- Chapter II Review of literature
- Chapters III and IV: Data Analysis (2 or 3 chapters)
- Chapter V : Summary, Findings and Recommendations.
- Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)
- Bibliography (books, journal articles etc. used for the project work).

XII VIVA VOCE

At the end of sixth semester candidate shall attend a comprehensive viva voce. The candidate should get a minimum C grade for a pass in viva voce examination and an aggregate C grade in the core project course. If the candidate fails to get C grade in project / Viva he/she has to reappear for that part only .Candidate should get a D grade in aggregate for the project and Viva Voce to have passed.

XIII REQUIREMENTS FOR PASSING THE COURSE.

For passing the BTHM programme the student shall be required to achieve a minimum of 120 credits of which 38 shall be from common courses, 62 credits from core courses, 16 credits from complimentary courses and 4 credits from open courses. In all other matters regarding the BTHM programme in the affiliated colleges under Calicut University under Choice Based Credit Semester System which are not specified in this regulation, the common regulation CBCSS 2014 will be applicable

XIV FACULTY QUALIFICATIONS

Candidates who are having graduation in Tourism or Hotel Management/ Hotel Administration or both Tourism and Hotel Management with post graduation in MSc in Hotel management/ Master in Tourism Administration/ Master in Hotel Management/Master in Tourism and Hotel Management with NET are qualified to teach in this programme.

BTH1B01 INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY

Semester in which the course to be taught: First Semester

Credits: 4

Aim of the course: This course will be an introductory module giving the basics of tourism and hospitality industries. This will provide an overview of tourism and hospitality industry and its functions.

Objectives of the Course:

- a) This course helps the students to study the evolution of hospitality industry.
- b) This course gives an idea of hospitality industry structure.
- c) This course provides the concept and history of tourism development.
- b) This course enables the students to acquire the information about national and international tourism organisations.

Module- I. Introduction to hospitality & hotel industry-Hospitality and its origin- Hotels, their evolution and growth- Brief introduction to hotel core areas. Departments of a Hotel- and its structure. Classification of hotels- types plan - types of rooms. Organisation chart of a five star hotel.

Module-II. Front office and Housekeeping departments-Function areas-Front office and HK department hierarchies-Duties and responsibilities – inter departmental relationship between other departments. Hotel entrance, lobby and front office-Layout-Front office equipment Bell desk – Functions-Procedures and records. Introduction to guest handling.

Module III. Introduction to travel and tourism – meaning – nature – definitions –Tourism, Tourist, Visitor, Excursionist -purpose of travel- travellers and visitors-the industry-

definitions followed in India-international tourism-domestic tourism-in bound tourism -out bound tourism-mass tourism -basic components of tourism- elements of tourism- future of tourism- Characteristics of Tourism. History of travel and tourism – Role of Transportation in Tourism– Air, Rail, Road, Sea-Cruises- Travels Agency and Tour Operators- Types of Tourism Products (Manmade, Natural and Symbiotic).

Module IV. Motivation to travel – definition of the term motivation – travel motivators. Tourism in India – sergeant committee – formation of ministry of tourism, department of tourism – tourism information offices in India, its functions, tourism offices overseas – its functions, criteria for opening overseas offices-Role and functions of NTO-Role and functions of ITDC and KTDC.

Module V. Organizations in tourism – World Tourism Organization (WTO), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Pacific Area Travel Association (PATA), India Convention Promotion Bureau (ICPB), Federation of Hotel and Restaurant Association of India (FHRAI), Travel Agent Association of India (TAAI), Universal Federation of Travel Agents Association (UFTAA).

Reference Books

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Check in and Checkout- Jerome Vallen
6. Hotel front office training manual- Sudhir Andrews
7. Principles of Hotel front office operations- Sue Baker, P. Brady, J. Huyton

BTH2B02 HOTEL ACCOMMODATION MANAGEMENT

Semester in which the course to be taught: Sccond Semester

Credits: 4

Aim of the course: This course aims to establish the importance of front office and Housekeeping departments and their role in Hotel industry. It also prepares the students to acquire basic knowledge and skills necessary for different tasks and aspects of front office and housekeeping departments of a hotel.

Objectives of the Course:

- a) This course helps to understand functions of front office and housekeeping departments.
- b) This course also helps to learn the emergencies which may happen in hotels and its remedies
- c) To give an awareness on the cleaning procedures and methods used in the industry.

Course outline

Module- I. Hotel room Reservations-Importance of reservation-Modes of reservation-Channels and sources (FITs, Travel Agents, Airlines, GITs)-Types of reservations (Tentative, confirmed, guaranteed etc.) - Systems (non-automatic, semi-automatic, fully automatic) – Cancellation – rights and liabilities of hotels and travel agencies in room reservation.

Module- II. Arrivals-Preparing for guest arrivals at Reservation and Front Office-Receiving of guests-Pre-registration - Registration (non-automatic, semi-automatic and automatic-Relevant records for FITs, Groups, Air crews & VIPs) Check in procedure-guest handling-Scanty baggage procedure – safety locker management – wakeup call procedure. During the stay activities-Information services-Message and Mail Handling-Key Handling-Room selling technique-Hospitality desk-Complaints handling-Guest handling - Guest history. Check out procedures-Guest accounts settlement-Cash and credit-Indian currency and foreign currency-Transfer of guest accounts-Express check out

Module- III. Front office Accounting- Accounting Fundamentals. Calculation of Room positions. Night Auditing- Functions Front office & guest safety and security-Importance of security systems-Safe deposit-Key control-Emergency situations (Accident, illness, theft, fire, bomb)

Module IV Functions of housekeeping - rules on a guest floor. Maids carts – layouts of maid carts – room cleaning procedures – bathroom cleaning procedure – bed making procedure. Room keys – types of Room keys – key control procedure – lost and found procedure. Inter departmental relationship-With Front Office-With Maintenance-With Security-With Stores-With Accounts-With Personnel. Room layout and guest supplies – linen and uniform – linen room – storage of linen – floor linen room. Par stocks and inventory control– stocking efficiency and quality control of linen

Module V Public area cleaning – cleaning method – cleaning agent – cleaning equipment and standards – pets control – waste disposal. Laundry – laundry procedure – dry cleaning – stain removal – contract cleaning. Room interior – ceramics – glass – metal – sanitary – textile. Floral arts – interior decoration – lighting – heating – ventilation – flavours. Health and safety management – prevention of fire – first aid – health

Reference Books

1. Hotel front office training manual- Sudhir Andrews
2. Principles of Hotel front office operations- Sue Baker, P. Brady, J. Huyton
3. Hotel House Keeping Training Manual- Sudhir Andrews
5. Front Office operation and administration- Dennis Forter.
6. Front office procedures and management- Peter Abbott
7. front Office Management- SK Bhatnagar
8. Front Office procedures- Micheal.L.Kasawama.

BTH2B03 HOTEL ACCOMMODATION MANAGEMENT- PRACTICAL

Semester in which the course to be taught: Second Semester

Credits: 1

Aim of the course: This practical course helps the students to get practical experience in front office and Housekeeping activities.

Practical Module

1. Appraisal of front office equipment and furniture-Rack, Front desk counter & bell desk-Filling up of various Performa-Welcoming of guest-Telephone handling-Role play:
2. Reservation – Arrivals-Luggage handling-Message and mail handling-Paging
3. Check in a walk-in guest- Check in a reserved guest
4. Hands on practice of computer applications related to Front Office procedures such as
 - Reservation,
 - Registration,
 - Guest History,
 - Telephones,
 - Housekeeping,
 - Daily transactions
5. Housekeeping practical

BTH3B04 BASICS OF FOOD PRODUCTION

Semester in which the course to be taught: Third Semester

Credits: 3

Aim of the course: Food Production is an integral part of Hospitality industry. This course prepares the student to understand the basic theory of food production.

Objectives of the Course:

- a) It is important to inculcate the students with sound knowledge in basic food production, so that they can be put into use in better way.
- b) This course helps the student to understand the methods of cooking and different types of ingredients used for cooking

Course outline

Module I Introduction to Cookery - Culinary history-Origin of modern cookery. Cooking- Aims & objectives of cooking food - advantages of cooking - food constituents - effect of cooking - effect of cooking on different ingredients culinary

terms - Culinary terms - Explanation with examples Indian and western. Methods of cooking food- Moist heat method - Dry heat method- Microwave Cooking -Solar Cooking. Preparation of food - Methods of mixing food - weighing and measuring – texture.

Module II Kitchen, organization and layout. Hierarchy area of department and kitchen- types of kitchen. Kitchen Equipment and Cooking Fuels – types Kitchen Equipment–Large Equipments -mechanical Equipments ,Utensils and Small Equipments- Cooking Fuel –Sources of Energy - Systems of Generating Heat for Cooking-Cooking By Open Fire - Cooking By Oil - Cooking By Gas - Cooking By Electricity - Cooking with Solar Energy. Re heating of food/ rechauffel cooking-rules of reheating food

Module III. Cooking materials - Foundation ingredients- Fats & oils– Salt - Raising agents - Liquids - Flavourings and seasonings – Sweetening – Thickenings.

Stocks - Definition of stock - components of stock - Types of stock-use of stock - Preparation method of stock - Uses of stock - Preparation of bone -preparation of stock (recipe) - evaluating quality of stock. Sauces - importance of sauces-thickening agent used in sauces - Classification of sauces. Soups– types of soup-preparation of soup-garnishing for soup-method of serving soups

Module IV Herbs, Spices – Condiments - Varieties of Herbs - Uses of Herbs - Preserving Fresh Herbs - Spices -Varieties of Spices - Uses of Spices - Condiments - Varieties of Condiments - Uses of Condiments. Cereals & pulses - Cereals - Cereal Varieties -Pulses - Varieties of Pulses -Vegetable and fruit Vegetables - Types of Vegetables - Fruits - Type of Fruits -- Nuts - Varieties of Nuts – salads - parts of salads - types of salad - salad dressing.

Module V Milk – Introduction - Processing of Milk - Pasteurization – Homogenization -Types of Milk. Yoghurts and Cream – Introduction - Yoghurt - Varieties of Yoghurts- Creams -Types of Cream - Storage of Cream. Cheese - Types of Cheese - Basics of Cheese Making - Curdling - Curd Processing - Ageing - Storage of Cheese -Preparations of Cheese Dishes - Preparation of Cheese Sauce - Preparation of Cheese Omelet. Butter - Introduction - Processing of Butter - Types of Butter. Beverages – classification - Alcoholic Beverages - Non-Alcoholic Beverages –tea - coffee – cocoa - chocolate

Reference Books:

1. Auguste Escoffier (1979), The Complete Guide to the Art of Modern Cookery, Heinemann.
2. Peter Barham (2001), The Science of Cooking, Springer.
3. Philip E. Thangam (1981), Modern Cookery for Teaching and the Trade, Vol I, Orient Longman.
4. Ann Seranne (1983), The Complete Book of Egg Cookery, Collier Macmillan
5. Tony Groves, *et al* (1996), Food Preparation and Cooking, Nelson Thornes.
6. Arora K (1982), Theory of Cookery, K.N. Gupta & Co.

BTH3B05 BASICS OF FOOD PRODUCTION- PRACTICAL

Semester in which the course to be taught: Third Semester

Credits: 1

Aim of the course: This practical helps the students to do the experiment of basic food production activities in a hotel and practice ten Indian menus from different states.

- Equipments– Identification, Description, Uses & handling
- Hygiene – Kitchen etiquettes, Practices & knife handling
- Safety and security in kitchen
- Vegetables – classification-Cuts – julienne, jardinière, macedoines, brunoise, paysanne- mignonnete, dices, cubes, shred, mirepoix-Preparation of salad dressings
- Identification and Selection of Ingredients – Qualitative and quantitative measures.
- Basic Cooking methods and pre-preparations-Blanching of Tomatoes and Capsicum-Preparation of concasse-Boiling (potatoes, Beans, Cauliflower, etc)-Frying – (deep frying, shallow frying, sautéing)-Braising – Onions, Leeks, Cabbage-Starch cooking (Rice, Pasta, Potatoes)
- Stocks – Types of stocks (White and Brown stock)-Fish stock-Emergency stock-Fungi stock
- Sauces – Basic mother sauces – Béchamel – Espagnole – Veloute –Hollandaise – Mayonnaise-Tomato
- Egg cookery – Preparation of variety of egg dishes-Boiled (Soft & Hard) -Fried (Sunny side up, Single fried, Bull’s Eye, Double fried)Poaches–Scrambled-Omelette (Plain, Stuffed, Spanish)
- Meat – Identification of various cuts, Carcass – demonstration-Preparation of basic cuts-Lamb and Pork-Chops , Tornado, Fillet, Steaks and Escalope
- Fish-Identification & Classification-Cuts and Folds of fish
- Identification, Selection and processing of Meat, Fish and poultry.
- Experiments of Ten Regional Indian Menu from different states

BTH3B06 TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Semester in which the course to be taught: Second Semester

Credits: 4

Aim of the course: The student will understand the conceptual meaning and difference between travel agency and tour operation Further they will understand the formalities and documentation needed to set up these units..

Objectives of the Course:

- a) This course helps the students to polish their skills and become proficient to handle all major aspects of travel agency.

- b) To familiarise the tour handling, ticket issuance and travel documents
- c) To equip the students with the managerial knowledge and skill required to work in Travel Agencies. .
- d) To create an awareness on tour pricing strategy and tour costing.
- e) This course emphasis the students to bring professionalism in the Industry.

Course outline

Module I Travel Agency-concept, -role-functions-types of Travel agencies, Department of Travel agencies, Major activities-Income sources of travel agencies-How to set up a travel agency-organization structure-procedures of approval from IATA, DOT-Linkages with service providers-Travel Documents.

Module II Tour Operation-Meaning-definition- functions-types of tour operation-overseas, domestic, specialist-main types of tour packages-Independent, escorted, guided-FIT, GIT, inbound, outbound,- Tour operation process-research, planning, costing, costing elements, pricing –itinerary – meaning, types, preparation (prepare itinerary of assumed tour packages) – departments of tour operation, tour departure procedures.

Module III Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

Module IV Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct- major tour operation companies (Kuoni, Cox & Kings, Thomas Cook, Carlson)

References

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

Semester in which the course to be taught: Fourth Semester

Credits: 3

Aim of the course: This course is more advanced than basic food production which is taught Second semester. This course aims to provide region based speciality foods and its production.

Objectives of the Course:

- a) To provide the knowledge of different countries cooking methods and styles.
- b) It provides the technical knowledge of preserving foods.
- c) It also covers some speciality type preparation like Charcuterie, Larder etc
- d) It also deals with different type of meat and fish

Course outline-

Module I Cuisine - Regional Indian Cuisine - Introduction to Regional Indian Cuisine- Factors that affect eating habits in different parts of the country- Cuisine and its highlights of different states/regions/communities to be discussed under: Geographic location-Historical background-Seasonal availability-Special equipment-Staple diets. International cuisine - Geographic location - Historical background - Staple food with regional Influences - Great Britain – France - Italy - Spain & Portugal – Scandinavia – Germany - Middle East – Oriental – Mexican - Arabic. Chinese - Introduction to Chinese foods - Historical background - Regional cooking styles - Methods of cooking - Equipment & utensils. French - Culinary French - Classical recipes - Historical Background of Classical Garnishes - Offals/Game - Larder terminology and vocabulary

Module II Preservation of Food - types of preservation -different methods - principle of food storage – accompaniment and garnishes. Hygiene - personal hygiene-kitchen hygiene-food hygiene-health and safety

Module III. Larder - layout & equipment - Introduction of Larder Work – Definition -Equipment found in the larder - Layout of a typical larder with equipment and various sections. Duties and responsibilities of the larder chef - Functions of the Larder - Hierarchy of Larder Staff-Sections of the Larder - Duties & Responsibilities of larder Chef. Charcuterie - Introduction to charcuterie – Sausage - Sausage – Types & Varieties - Casings – Types & Varieties - Fillings – Types & Varieties - Additives & Preservatives. Forcemeats - Types of forcemeats - Preparation of forcemeats - Uses of forcemeats. Ham, Bacon & Gammon - Cuts of Ham, Bacon & Gammon - Differences between Ham, Bacon & Gammon - Processing of Ham & Bacon - Green Bacon -Uses of different cuts. Galantines - Making of galantines - Types of Galantine - Ballotines, Pates -Types of Pate - Pate de foie gras - Making of Pate, Mousse & Mousseline - Types of mousse - Preparation of mousse - Preparation of mousseline -Difference between mousse and mousseline

Module IV Seafood Cookery - Types of Seafood - Fin Fish - White Fish - Oily Fish -Shellfish – Crustaceans - Mollusc - Invertebrates - Selecting Fish - Preparation of Fish - Fish Cuts - Cooking Fish. Meat -Mutton and Lamb -Cuts of Lamb / Mutton. Beef and Veal -Terms Used in Beef Industry -Cuts of Beef -Steaks. Porks -Cuts of Pork -Bacon, Ham and Gammon. Game -Game Varieties -Processing of Game- Cooking of Game. Poultry -Cuts of Poultry. Chicken-Classification of Chicken- Selection of Chicken -Cutting of Chicken -Cooking of Chicken -Chicken Nutritional Facts -Safe Storage of Chicken

Module V Flour - Structure of wheat - Types of Wheat - Types of Flour - Processing of Wheat – Flour - Uses of Flour in Food Production - Cooking of Flour (Starch). Oven - types oven. Bread - types of bread - characteristics of a good loaf - function of ingredients - faults in bread and their causes. Sandwiches - Parts of Sandwiches - Types of Bread -Types of filling – classification - Spreads and Garnishes - Types of Sandwiches - Making of Sandwiches - Storing of Sandwiches. Cakes - types of cakes - function of ingredients - characteristics of good cakes - hints for baking - storing the cake - wrong quality of cake - leavening agents

Reference Books

1. Auguste Escoffier (1979), The Complete Guide to the Art of Modern Cookery, Heinemann.
2. Peter Barham (2001), The Science of Cooking, Springer.
3. Julia Child, Louisette Bertholle, Simone Beck (2001), Mastering the Art of French Cooking, Knopf Publishing Group.
4. Philip E. Thangam (1981), Modern Cookery for Teaching and the Trade, Vol I, Orient Longman.
5. Tony Groves, *et al* (1996), Food Preparation and Cooking, Nelson Thornes.
6. Arora K (1982), Theory of Cookery, K.N. Gupta & Co.
7. Peterson James (1998), Sauces, John Wiley & Sons.
8. K.T. Farrell (1998), Spices, Condiments and Seasonings, Springer.
9. K.V. Peter (2004), Handbook of Herbs and Spices, Woodhead Publishing.
- .

BTH4B08 FOOD PRODUCTION PRINCIPLES- PRACTICAL

Semester in which the course to be taught: Fourth Semester

Credits: 1

Aim of the course: This practical helps the students to do the experiments of International menus from different countries.

Preview of first practical

- Practice of Ten International Menu from Different countries.

BTH4B09 AIRPORT AND CARGO MANAGEMENT

Semester in which the course to be taught: Fourth Semester

Credits: 4

Aim of the course: This course aims to impart the knowledge of the management aspects of Airports and Cargos .

Objectives of the Course:

1. To Understand the structure and functioning of airport and cargo industry.
2. To Study the international regulations and formalities of travel.

Course outline

Module I Role of transportation in tourism – major entry points in India – history of air transportation – Major airports in India (domestic & international) - Role of AAI and DGCA. A brief account of IATA/ICAO- Three letter city codes and airport codes. Major world cities and airports and identifying cities and countries on the map.

Module II Guidelines for airport management – airport facilities – the check-in formalities – Baggage and excess baggage checking – registered and unregistered baggage – piece & weight concept – excess baggage ticket (EBT) – pooling of baggage – free carry on – BSP- Dangerous goods- Introduction, classification and Packaging Dangerous Goods- Labelling, marking and handling live animal regulations.

Module III Travel formalities, passport, types, visa, types, health related documents required, travel documents required for a tourist to visit India and north eastern states – emigration requirements, ECNR, documents required to get passport in India – TIM, types of information in TIM.

Module IV Cargo, meaning definition - Cargo transportation – scope of cargo business, structure of cargo industry, movement of cargo, basics of cargo rate preparation, airway bill preparation, cargo insurance and clauses. Cargo terminology- Trucking, RFS, Warehousing, Trade Free Zone, Charters.

References Books

1. Introduction to Airline Industry: IATA Study KIT
2. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
3. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
4. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
5. Study Kit for IATA/UFTAA
6. Stephen Shaw, Airline Marketing and Management, Ashgate
7. Airport, aircraft and airline security, Kenneth C Moore, Butterworth-Heinemann
8. Airline Business in 21st Century, Regas Doganis, Routledge

BTH5B10 AIR FARES AND TICKETING

Semester in which the course is to be taught : Fifth semester

Credits : 3

Aim: This course will help to impart the theoretical and practical knowledge on Airline ticketing procedure

Objectives of the Course

- a) To make aware of the terminologies used in Airports and Airlines.
- b) To equip the students the mechanism of airfare ticketing exercise.
- c) To provide a knowledge on how to calculate flying time and Air ticket fare,

Course Outline

Module I

Airline Terminology – Airports and offline stations served by airlines – abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ, RTW) – International sale indicators – Global indicators.

Module II

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

Module III

Types of fare – normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

Module IV

Time calculation, flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps. International fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT, CT.

References

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA
5. Foundation Course:
 - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport
 - Module – IV – Air Fares & Ticketing

BTH5B11 BASICS OF FOOD AND BEVERAGE SERVICE

Semester in which the course to be taught: Fifth Semester

Credits: 3

Aim of the course: This course aims to provide a comprehensive knowledge on Food and Beverage services and to develop technical skills in serving Foods and Beverages in Hotel industry.

Objectives of the Course:

- a) To provide an overall idea of service department of a hotel and its functions..
- b) To understand the arrangement of a Food and beverage outlet for service..
- c) To acquire some technical skills for serving food and beverages in hotels and its methods and styles.

Course Outline

Module I The hotel & catering industry-Introduction to the Hotel Industry and Growth of the hotel Industry in India-Role of Catering establishment in the travel/tourism industry-Types of F&B operations-Classification of Commercial, Residential/Non-residential-Welfare Catering – Industrial/Institutional/Transport such as air,road, rail, sea, etc.-Structure of the catering industry – a brief description of each

Module II Departmental organisation & staffing-Organisation of F&B department of hotel-Principal staff of various types of F&B operations-French terms related to F&B staff-Duties & responsibilities of F&B staff-Attributes of a waiter-Inter-departmental relationships-Within F&B and other department. Preparation for service-Organising Mise-en-scene-Organising Mise en place-arrangement of side board

Module III Food service areas (f & b outlets-Specialty Restaurants-Coffee Shop-Cafeteria-Fast Food (Quick Service Restaurants)-Grill Room-Banquets-Bar-Vending Machines-Discotheque. Ancillary departments-Pantry-Food pick-up area-Store--Linen room-Kitchen stewarding. F & b service equipment-Familiarization & Selection factors of:-Cutlery-Crockery--Glassware-Flatware-Hollowware-All other equipment used in F&B Service. Non-alcoholic beverages-Classification (Nourishing, Stimulating and Refreshing beverages)-A. Tea-Origin & Manufacture-Types & Brands-B. Coffee-Origin & Manufacture-Types & Brands-Juices and Soft Drinks-Cocoa & Malted Beverages-Origin & Manufacture

Module IV Meals & menu planning-Origin of Menu-Objectives of Menu Planning-Types of Menu-Courses of French Classical Menu-Sequence-Examples from each course-Cover of each course-Accompaniments-French Names of dishes. Types of Meals-Early Morning Tea-Breakfast (English, American Continental, Indian)-Brunch-Lunch-Afternoon/High Tea-Dinner-Supper. Types of food service-Silver service-Pre-plated service-Cafeteria service-Room service-Buffer service-Gueridon service-Lounge service

Module V Sale control system-KOT/Bill Control System (Manual)-Triplicate Checking System-Duplicate Checking System-Single Order Sheet- Quick Service Menu & Customer Bill-Making bill-Cash handling equipment-Record keeping (Restaurant Cashier. Tobacco-History-Processing for cigarettes, pipe tobacco & cigars-Cigarettes – Types and Brand names-Pipe Tobacco – Types and Brand names-Cigars – shapes, sizes, colours and Brand names-Care and Storage of cigarettes & cigars

Reference Books

1. Dennis R. Lillicrap, John A Cousins (1991), Food and Beverage Service, Elbs.
2. Vijay Dhawan (2000), Food and Beverage Service, Frank Bros. & Co.
3. S. Medlik (1972), Profile of the Hotel and Catering Industry, Heinemann.
4. Casado, Matt A (1994), Food and Beverage Service Manual, John Wiley & Sons.
5. Sondra J. Dahmer, Kurt W. Kahl (2002), Restaurant Service Basics, John Wiley & Sons, Inc.
6. Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.
7. Sylvia Meyer, Edy Schmid (1990), Professional Table Service, John Wiley & Sons Inc.
8. Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.

BTH5B12 BASICS OF FOOD AND BEVERAGE SERVICE- PRACTICAL

Semester in which the course to be taught: Fifth Semester

Credits: 1

Aim of the course: This practical helps the students to practice the basic food and beverage service activities in an service outlet of a hotel.

- Food Service areas – Induction & Profile of the areas
- Ancillary F&B Service areas – Induction & Profile of the areas
- Familiarization of F&B Service equipment
- Care & Maintenance of F&B Service equipment
- **Basic Technical Skills**-Task-01: Holding Service Spoon & Fork-Task-02: Carrying a Tray / Salver-Task-03: Laying a Table Cloth-Task-04: Changing a Table Cloth during service-Task-05: Placing meal plates & Clearing soiled plates-Task-06: Stocking Sideboard-Task-07: Service of Water-Task-08: Using Service Plate & Crumbing Down-Task-09: Napkin Folds-Task-10: Changing dirty ashtray-Task-11: Cleaning & polishing glassware-Tea – Preparation & Service-Coffee - Preparation & Service

BTH5B13 TOURISM RESOURCES IN INDIA

Semester in which the course to be taught: Fifth Semester

Credits: 4

Aim of the course: This course aims to provide importance of tourist resources of our Country, its speciality and historical background. By studying this course a student can work as a Tourist Escort.

Objectives of the Course:

- a) To familiarise the various tourist destinations of our country..
- b) To understand the relevance, importance and history of our tourist destinations.
- c) It also helps to understand various types of Tourism products available in our country.

Module I Tourism Products - meaning-definition–Types-India’s rich heritage- architectural heritage, forts, palaces, monuments-World heritage sites-Museums and Art Galleries- handicrafts

Module II Culture and tradition-folklore, cuisine, costume, religions (Jainism, Islam, Hinduism, Christianity, Sikhism) Dance (Classical) and Music (instruments) - Fairs and festivals in India

Module III Natural Products of India- Mountains, hill stations ,caves, Forests, Deserts, Waterfalls, Beaches, Backwaters, islands, farms and plantations - Wildlife resources of India – national parks and wildlife sanctuaries in India – bio reserve centres – bio diversity and eco system – Wildlife Protection Act, 1972

Module IV Himalayas – Himalayan ranges, valleys, peaks, meadows, hill stations – mountaineering and adventure tourism in Himalayas- Tourism in the north-east of India - Emerging form of tourism –Eco tourism, Responsible, Alternative, Rural, Agro, Sustainable Tourism, Medical Tourism, and Village Tourism- Important tourist attractions in India

References Books:

1. India – A Travel Survival Kit by Geoff Crowther& Others. Lonely Planet Publication.
2. India – A Travellers Companion by PranNath Seth
3. Tourism Products of India – Dr. I.C. Gupta &Dr.SushamaKasbekar.
4. Tourism in India – V.K. Gupta, Gian Publishing House, Delhi – 7.
5. Cultural Tourism & Heritage Management – by Shalini Sign, Rawat Publication, Jaipur.
6. Hill Stations of India – Gillian wright, Penguin Books, New Delhi – 19.
7. Tourism in Inda – K.K. Sharma, Classic Publishing House, Jaipur.
8. Invitation to Indian Dances by SusheelaMisra Arnold Publishers, New Delhi – 29.
9. Atlas to India’ wildlife – A.N. JagganathaRao T.T. Maps & Publications, Madras – 44.
10. www.incredibleindia.org
11. An Introduction to History of India – Graeme D Westlake, Indus Publishers, Delhi -2.12. Rajasthan, Agra, Delhi – a travel Guide by Philipward Penguin Books, New Delhi – 29

BTH5B14 FOOD AND BEVERAGE MANAGEMENT

Semester in which the course is to be taught : Fifth semester

Credits : 4

Aim: This course aims to make the students to understand the importance of cost control in Hospitality industry. It also aims to give the importance of control system in the industry.

Objectives of the Course

- a). This course helps the students to control the Food and Beverage cost in the industry.
- b). To know how to price the Food and Beverages, controlling of costs, budgetary control, and variance analysis.
- c). To understand the functions of Food and Beverage department for controlling food production.

Course Outline

Module I:- Cost dynamics-Meaning of Cost Accounting –Scope and objectives of Cost Accounting- Advantages of Cost Accounting-Limitations of cost accounting-Cost Analysis-concepts and classification-Elements of cost-cost sheet-cost concepts-cost classification.

Module II:- Variance Analysis-Standard costing-Cost variance-Material variance, Labor variance, Overhead variance, Sales variance, Profit variance. Marginal costing-Break even analysis- contribution, P/V ratio –uses, Applications of Marginal Costing

Module III:- Budgetary control-Define budget & budgetary control-Objectives-Types of budgets- Inventory control: Importance-Objectives-Methods-Pricing of commodities.

Module IV:- food menus & Beverage lists-Introduction-Basic menu criteria-Types of food menus- The content of food menus-beverage menu/list-Menu planning- factors influencing menu planning-Menu merchandising-Pricing of menu-constraints of menu planning.

Module V:- Food and Beverage control-introduction-Objectives-Problems-The essentials of control system- Food and Beverage production controlling-calculation of food cost methods of food control-calculation of Beverage cost-methods of Beverage control - Food and Beverage management in Hotel industry, quality Restaurants-fast foods functions-Caterings-Industrial catering-Institutional catering- Hospital catering

Reference Books

Cost Accounting: S.P.JAIN, K.L.NARANG

Food and Beverage Management: BERNAD DAVIS, ANDREW LOCKWOOD, SALLY STONE

BTH6B15 MANAGEMENT PRINCIPLES AND PRACTICES

Semester in which the course to be taught : Sixth Semester

Credits: 4

Aim of the course: This course explains meaning of management and analyses its process in modern organizations including Hotel, tourism and travel.

Objectives of the Course

- a). To understand the basic Management concepts.
- b) To understand the functions of Management.
- c). To get an awareness of Organizing, directing and leading..

Course outline :

Module – I Management: Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession. Scientific Management- Skills and Roles of managers in organisation. Management functions: Top, Middle and Supervisory levels.

Module– II Fundamentals of Planning: Concept, Nature and importance. Types and process of Planning. Management By Objectives (MBO. Decision Making: concepts, process, and types of decisions. Guidelines for effective decision making.

Module – III Organising: Concept of organising and organisation. Organisation Structure and design. Departmentation, Span of Management, Authority and Responsibility-Delegation of authority, centralization versus decentralisation. Co-ordination- types- Techniques and essentials for effective coordination.

Module – IV Directing: Concepts and principles- Supervision- Motivation: Concept and theories in Motivation-Maslow's-Two factor theory- Need theory. Leading: Leadership - Concept- styles. Communication - Process and Types; Barriers and principle of effective communication (Horizontal and Vertical communication)

Module- V Fundamentals of Controlling- Concepts and Types- Steps in Controlling- Design of Effective Controlling System- Essentials of effective control system.

Reference Books

- ☒ Essential of Management– Harold Koontz & Heinsz Weirich.
- ☒ Management– H. Koontz & Cyrill O'Donnell.
- ☒ Management Theory– Jungle, H. Koontz.
- ☒ Principles of Management– Peter F. Drucker.
- ☒ Management Concepts– V.S.P. Rao, Konark Publishers
- ☒ Principles & Practice of Management– L.M. Prasad, S. Chand.

- ☒ Organization & Management – R. D. Agarwal, Tata McGraw Hill.
- ☒ Modern Business Administration– R.C., Pitman.
- ☒ Human Resource Management– Railey M., Butterworth Heinemann

BTH6B16 ADVANCED FOOD AND BEVERAGE SERVICE

Semester in which the course is to be taught : Sixth semester

Credits : 3

Aim: This course will provide to the students a comprehensive knowledge about various beverages used in Hotel industry. it will give an insight to history, manufacturing and classification of alcoholic beverages.

Objectives of the Course

- a) To enable the students to work in F & B service department of a hotel.
- b) To make an awareness on alcoholic and non-alcoholic beverages used in the industry.
- c) To get knowledge about Banquets and its working procedure.

Course Outline

Module I Alcoholic beverage - Introduction and definition - Production of Alcohol - Fermentation process - Distillation process - Classification with examples

Module II Dispense bar - Introduction and definition - Bar layout – physical layout of bar - Bar stock – alcohol & nonalcoholic beverages - Bar equipment

Beer-Introduction & Definition-Types of Beer-Production of Beer-Storage

Module III Wines-Definition & History-Classification with examples-Table/Still/Natural-Sparkling-Fortified-Aromatized-Production of each classification-Old World wines (Principal wine regions, wine laws, grape varieties-production and brand names)-France-Germany-Italy-Spain-Portugal New World Wines (Principal wine regions, wine laws, grape-varieties, production and brand names)-USA-Australia-India-Chile-South Africa--Algeria-New Zealand Food & Wine Harmony-Storage of wines-Wine terminology (English & French)

Module IV Spirits-Introduction & Definition-Production of Spirit-Pot-still method-Patent still method-Production of-Whisky-Rum-Gin-Brandy-Vodka-Tequilla-Different Proof Spirits-American Proof-British Proof (Sikes scale)-Gay Lussac (OIML Scale)

Aperitifs-Introduction and Definition-Types of Aperitifs-Vermouth (Definition, Types & Brand names)-Bitters (Definition, Types & Brand names)

Liqueurs-Definition & History-Production of Liqueurs-Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean &-Kernel) Popular Liqueurs (Name, colour, predominant flavour & country of-origin)

Module V Banquets – organization structure – duties and responsibilities – sitting arrangements – banquet menu Off premises catering - sea catering – airline catering – railway catering- Gueridon service – origin and definition – types of trollies and lay outs

Reference Books

1. Dennis R. Lillicrap, John A Cousins (1991), Food and Beverage Service, Elbs.
2. Vijay Dhawan (2000), Food and Beverage Service, Frank Bros. & Co.
3. Casado, Matt A (1994), Food and Beverage Service Manual, John Wiley & Sons.
4. Anthony J. Strianese, Pamela P. Strianese (2002), Dining Room and Banquet Management, Thomson Delmar Learning.
5. Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.
6. Sylvia Meyer, Edy Schmid (1990), Professional Table Service, John Wiley & Sons Inc.
7. Anthony J. Strianese, Pamela P. Strianese (2002), Dining Room and Banquet Management, Thomson Delmar Learning.
8. Joseph Houston, Neil Glenesk (1982), The Professional Service of Food and Beverage, Batsford technical Ltd.
9. Andrew Durkan, John Cousins (1995), The Beverage Book, Hodder Arnold H&S.
10. Costas Katsigris, Chris Thomas (2006), The Bar and Beverage Book, John Wiley & Sons Inc.

BTH6B17 ADVANCED FOOD AND BEVERAGE SERVICE- PRACTICAL

Semester in which the course to be taught: Sixth Semester

Credits: 1

Aim of the course: This practical helps the students to do the experiments for cover laying for different types of Menu.

- Task-01: A La Carte Cover
- Task-02: Table d" Hote Cover
- Task-03: English Breakfast Cover
- Task-04: American Breakfast Cover
- Task-05: Continental Breakfast Cover
- Task-06: Indian Breakfast Cover
- Task-07: Afternoon Tea Cover
- Task-08: High Tea Cover

PREPARATION FOR SERVICE (RESTAURANT)

- Organizing Mise-en-scene

- Organizing Mise-en-Place
- Opening, Operating & Closing duties

PROCEDURE FOR SERVICE OF A MEAL

- Task-01: Taking Guest Reservations
- Task-02: Receiving & Seating of Guests
- Task-03: Order taking & Recording
- Task-04: Order processing (passing orders to the kitchen)
- Task-05: Sequence of service
- Task-06: Presentation & Encashing the Bill
- Task-07: Presenting & collecting Guest comment cards

BTH6B18 FOOD SCIENCE AND NUTRITION

Semester in which the course to be taught: Sixth Semester

Credits: 2

Aim of the course: This course helps to understand the biological, chemical and physical structures of foods. It also helps the students to acquire the knowledge of food at micro level like its nutritive value, causes of food contamination etc.

Objectives of the Course:

- To enable the students to acquire the knowledge of food science
- To know the characteristics of food ingredients , its structure and nutritive value .
- To understand how to preserve the foods.

Course outline

- Module I** Food Science- Introduction to food science- food groups - food in relation to health
- Module II** Milk and Milk Products -Composition -Physical Structure -Nutritive Value- Processing- Microorganisms- Cereals-Structure-Composition and Nutritive Value- Pulses-Nutritive Value -Processing- Storage- Infestation- Nuts and Oils- Nutritive value- Toxins
- Module III** Sugar and Sugar related Product- Nutritive Value -Properties- Fats and Oils Composition -Nutritive Value - Spices- Beverages-Coffee -Tea-Cocoa-Fruit Beverages and Milk based Beverages

Module IV Meat-Structure-Composition-Nutritive Value-Post Mortem changes- Egg-Composition - Preservation- Vegetable and Fruit-Composition-Nutritive Value- Fungi as Food-Algae as Food

Module V Food additives-Food adulteration-Types of Food adulterants -Intentional Adulterants- Metallic Contamination-Incidental Adulterants - Food Preservation-Methods of Food Preservation- Evaluation of Food quality-Sensory Evaluation-Objective Evaluation- Evaluation Card- Types of Tests.

Reference Books

Food Science - B. Srilakshmi

Food Science And Nutrition - Malathi

Nutrition Science - B. Srilakshmi

Food And Nutrition - P.K.Jas

BTH6B19 EMERGING TRENDS IN TOURISM

Semester in which the course is to be taught : Sixth Semester

Credits : 4

Aim: This course aims to make an awareness among the students about the new trends in Tourism industry. It will discuss the new styles regarding international and national tourism and its impacts on tourists.

Objectives of the Course

- a) To enrich the students with the upcoming trends in tourism industry
- b) To discuss new styles in tourism.

Course Outline

Module I MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs, national tourism fairs such as Pushkar fair, Sura jKund craft mela, India International Trade Fair at Pragathi Maidan, Delhi etc.

Module II Space tourism – travel to outer space – international space station – space travellers – training needed for space traveller – lunar tourism- cyber tourism – tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism,

Module III Health tourism – rejuvenation therapy in Ayurveda –kayakalp treatment-general idea about panchakarma – oil massage, dhara, kizhi, nasyam, vasthi, rasayana, lehyam, arishta etc. Naturopathy treatments – general idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga &

meditation. Recent advancements in medical tourism and super specialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism Sidha&Unani – cost effectiveness in India.

Module IV Rural Tourism- Definition, concept and its relationship with farm, agree-green and cultural tourism. Aims and objectives to promote rural tourism -Responsible tourism – Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations –benchmarking – standards in tourist services – public awareness – role of the government – tourist Guides – tourist Police.

Reference Books:

1. Tourism Development Revisited. Edited by Sutheshna Babu & Others. Sage Publication, Response Books, New Delhi – 44
2. Sustainable Dimensions of Tourism Management Edited by M.R. Biju, Mittal Publications, New Delhi – 59.
3. Successful Tourism Management – Prannath Seth sterling Publishers, Delhi – 16.
4. Strategic Management Theory – An Integrated approach by Charles W L Hill and Gareth R. Johns. Houghton Mifflin, Boston.41
5. Managing Tourist Destinations – Krishnan K. Kamra, KanishkaPublishers, New Delhi.
6. Strategic Management in Tourism –Mountinho L. Cabi Publishing Company, UK.
7. Tourism Management – Principles and Practice –Dr. P.O. George (In press).
8. www.incredibleindia.org
9. www.keralatourism.org
10. Tourism Dimensions – S.P. Tewari, Atma Ram & Sons – Delhi – 6

BTH6B20 PROJECT REPORT (VIVA VOCE)

COMPLEMENTARY COURSES

BTH1C01 MARKETING MANAGEMENT

Semester in which the course to be taught: First Semester

Credits: 4

Aim of the course: This course includes the techniques of Marketing. This course aims to acquire the basic knowledge of marketing principles and study the sustainability of alternative promotional approaches to formulate marketing plans.

Objectives of the Course:

- a) To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
- b) To expose the students to the latest trends in marketing.
- c) To give an idea about Service Marketing

Course outline

Module I **MARKETING:-**Meaning and definition- SCOPE AND IMPORTANCE OF MARKETING-EVALUTION OF MARKETING CONCEPTS-MARKETING MIX-MARKETING INFORMATION SYSTEM (MIS):- Meaning and Definition, Process of MIS (Assessment of information needs, Collection of information, Distributing information), Primary and Secondary Data collection, Customer Contact methods, Samples- CONSUMER BUYING BEHAVIOR:- Meaning, Factors affecting Consumer Buying Behaviour (Social, Cultural, Personal, Psychological), Consumer Buying Process(Need recognition, Collection of information, Evaluation of alternatives, Purchase decision, Post purchase behaviour)- MARKET SEGMENTATION:- Concept, Importance, Bases (Geographic, Demographic, Psychographic, Behavioural)- MARKETING POSITIONAING:- Meaning and methods-PRODUCT DIFFERENTIATION.

Module II **MARKETING MIX:-**Meaning and components-PRODUCT:- Definition, Levels (Augmented, core and supplementary),Concept of branding, New Product Development, Product Life Cycle- PRICE:- Meaning and Importance, Factors affecting pricing, Approaches and Pricing policies.

Module III **PLACE-DISTRIBUTION CHANNELS:-** Meaning and Definition, Levels of Channels, Functions – PROMOTION:- Meaning and importance, Promotion mix (Public Relation, Advertising-Methods, Advantages and Dis advantages, , Sales Promotion and Direct Marketing) Crisis Management.

Module IV **RECENT DEVELOPMENTS IN MARKETING –** online marketing – direct marketing - green marketing - relationship marketing-SERVICE MARKETING- Importance - CHARACTERISTICS OF SERVICE MARKETING -7P’S of Service Marketing Mix-MARKETING OF TRAVEL AGENCIES, TOUR OPERATORS AND HOTELS

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.
4. Stanton W.J. etzal Michael & Walker, Fundamentals of Management.
5. Armstrong &Kotler, Marketing : An Introduction, Pearson.
6. P N Reddy &Appanniah, Essentials of Marketing Management.
7. R.S. Davar, Marketing Management, Progressive Corporation.
8. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
9. Ramaswamy and Namakumari, Marketing Management.
10. Neelamegham, Marketing in India.

BTH2C02 IT IN TOURISM AND HOSPITALITY INDUSTRY

Semester in which the course to be taught: Second Semester

Credits: 4

Aim of the course: The subject aims to give a basic knowledge of computers and its operations and enables the student to operate the computer with enough practice to get confidence.

Chapter 1 Computer Fundamentals. Features of Computer System, Block Diagram Hardware Input & Output Devices, CPU, RAM, ROM, Software – System, Application S/W Networks – LAN, MAN, WAN, Topologies, Viruses – Types, Precautions, WINDOWS Features, Terminologies - Desktop, Windows, Wallpaper, Icons, XIV File, Folder, etc. Windows Explorer- (Assignment with files, folders), Accessories – Paint, Notepad, Calculator.

Chapter 2 MS-WORD. File Commands, Print, Page Setup, Editing - Cut, Copy, Paste, Find, Replace, etc. Formatting Commands – Fonts, Bullets, Borders, Columns, Tabs, Indents, Tables, Auto Text, Auto Correct Mail Merge, Hyperlinks

Chapter 3 MS-EXCEL. Features, Auto Fill, Custom Lists etc. Cell Reference – Relative & Absolute (\$), Formulae, Functions (Math/Stats, Text, Date, IF)Charts – Types, Parts of the Chart. Databases (Create, Sort, AutoFilter, Sub Total). MS-POWERPOINT. Slide Layout, Slide t. ClipArt, Ornisational Chart, Graphs, Tables. Custom Animations, Slide Timings

Chapter 4 INTERNET / E-MAIL. History, Pre-requisites for Internet, Role of Modem Services – Emailing, Chatting, Surfing, Blog, Search Engines, Browsers, Dial Up, Domains Broadband, Concepts of Web upload, download, Threats – Spyware, Adware, SPAM E-Commerce and ERP. Concepts of B-to-B, B-to-C. ERP concept, SAP Concepts DBMS- (Data Base Management Systems) . Definition- DBMS, Table, Data Types, Record, Field. MS-ACCESS. Table Creation, Fields, data Type. Primary Key Concept. Add, Edit, Delete records. Forms, Simple Query.

Chapter 5 ONLINE SERVICES IN INDUSTRY- Online reservations of Hotel Rooms- online booking of airline tickets- railway ticket booking- online passport application- online cruise and car rental reservations- CRS and GDS- AMEDUS-GALELEO-ABACUS- WOLRD SPAN- Video Conferencing.

REFERENCE BOOKS

1. Computer Fundamentals – P.K. Sinha
2. A First Course In Computers – Sanjay Saxena
3. DOS Guide – Peter Norton
4. Mastering MS-OFFICE – Lonnie E. Moseley & David M. Boodey (BPB Publication)
5. Mastering FOXPRO – Charles Siegel (BPB Publication)

BTH3C03 HUMAN RESOURCE MANAGEMENT

Semester in which the course to be taught: Third Semester

Credits: 4

Aim of the course: This course helps the students to get an overall idea of how to manage the human resources and its importance in Hospitality Industry.

Objective of the course

- a) This course applies to personal management in hotel and tourism industries.
- b) This course gives an of Human Resource Planning in hospitality industry.
- c) This course helps the students to understand the need of human resource development in organisations.
- d) This course enables the students how the performance evaluations are applied in organisations and it also will help to improve their performance in their industry.

Course outline

Module I Human Resource Management- Definitions-Importance of HRM in Service industries- Functions and objectives of HRM.

Module II Man power planning- Process of Man power planning. Job analysis- Its process- Job Description- Job Specification-Job Design- Job Enlargement- Job Enrichment- Job Engineering.

Module III Recruitment and Selection- Selection process-Sources of recruitment- Internal - External- Techniques of recruitment- Direct- Indirect-Selection process- selection Tests- Placement and Induction.

Module IV Training and Development- Concepts- Methods- Distinction between Training and development- Organisational development- Self development- Evaluation of training effectiveness.

Module V Performance appraisal- Concepts- Methods- Barriers of effective-appraisal methods-Job Evaluation- Job evaluation in Hospitality industry.

Reference Books

- (1) Management Principles and Practices- L M Prasad
- (2) Human Resource Management-
- (3) Human Resource Management in Hospitality Industry-

BTH4C04 SERVICE REGULATORY FRAMEWORK

Semester in which the course to be taught: Sixth Semester

Credits: 4

Aim of the course: Knowledge of service industry laws. It is necessary for students

those who have to work in environments which deal with many legal aspects.

Objectives of the Course:

- a) This course enables the students to know the regulations of government, to setup a hotel and tourism industry.
- b) This course helps to create awareness among students about service industry related laws like contract act, industrial legislation, food adulteration act and tourism related laws.

Course outline

Module I: Indian Contract Act : Definition of Contract , Proposal, Agreement, Consideration, etc- Essentials of Valid contract- Competent Parties- Types of Contracts – valid, void and voidable- Performance of Contract- Discharge of Contract- Remedies for Breach of Contract- Indemnity and Guarantee.

Module II: Consumers Protection Act: Definitions – Consumer, Complaint, Defect in goods, Deficiency in service, Unfair trade practice, Restricted trade practice- Procedure for redressal of grievances before District-Forum, State Commission, and National- Commission. Sale of Goods Act: Essentials of valid Sale- Conditions and Warranties- Rights and duties of seller and buyer.

Module III: Food Adulteration Act: Principles of food laws regarding prevention of food adulteration, definition, Authorities under the act. Shops and Establishments Act: Procedure relating to registration of hotel, Lodges, Eating Houses, Restaurants, and other related provisions.

Module IV: Environmental Protection Act – The Water (Prevention and Control of Pollution) Act- The Air (Prevention and Control of Pollution) Act. Licenses and permits for hotels and catering establishments – Procedure for procurement. Tourism related laws – VISA, Passport.

Module V. Factory Act - Definition of Factory, Worker, Health Safety and Welfare provisions, Industrial Disputes Act – Definition of Industry, Industrial Dispute, provisions relating to strike, lock-out, retrenchment, lay-off and Authorities for settlement of Industrial Disputes. Payment of Wages Act - Definition of Wages, Authorized deductions from the wages Workmen's Compensation Act – Definition of Dependent, Disablement, Occupational disease, liability of the employer to pay compensation and amount of compensation

Reference Books :

Mercantile law: M.C Kunhal,

Mercantile law: Gary and Chawla,

Business Law : Tulsian

Business Law: Gary and Chawla.

OPEN COURSE

BTH5D01 TOURISM AND HOSPITALITY MANAGEMENT

Semester in which the course to be taught: Fifth Semester

Credits: 4

Aim of the course: The aim of this course is to provide elementary knowledge of hotel and tourism industry. The students from other departments can get an idea of the industry and if want, it will also them to start their career in these industries.

Objective of the course

- a) To provide a basic idea of the tourism and hospitality industry
- b) To know the history of Travel and Tourism industry.
- c) To study about the hotels and its major functional departments.
- d) To understand the functions of Travel agencies and Tour operations
- e) To familiarise with National and International tourism organisations.

Module I Introduction to travel and tourism:- Important phenomenon's helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travellers and visitors-the industry-definitions followed in India-international tourism- world tourism statistics and ranking-basic components of tourism- elements of tourism-future of tourism-mass tourism

Module II Development of means of transport: - Road transport-Sea/Water transport-Cruise industry-Rail transport-luxury trains of India-Air transport-India and international.

Module III Tourism Products:- Types (Natural, Manmade, Symbiotic) –Eco tourism- Adventure tourism- Sustainable tourism- Responsible tourism- Nature based tourism- Green tourism- Multi sport adventures- Cultural tourism- Health tourism- Rural tourism- Ethnic tourism- Senior citizen tourism- Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Characteristics of tourism- Impacts of tourism(Economic, Environmental, Socio-cultural)

Module IV Accommodation Industry- History- Types-Departments-Categorisation in India (Star)-Room types-Travel Agency-Types and Functions-Tour Operators-Types and Functions- Travel Documents-Important organisations-IATA-WTO-TAAI-ICAO-ITDC-KTDC-AAI.

Module V Important Tourist Destinations in India and Kerala-Some popular tourist circuits in India (Golden triangle, Desert circuits, Buddhist circuits, Back Waters, Beaches and Hill areas)- Important international attractions (Eiffel Tower, Grand Canyon National Park, Yellow Stone National Park, Niagara waterfalls, The Colosseum- Leaning Tower- Petronas Twin Tower- Angkor Wat- Borobudur, The Great Wall of China- Hagiasophia- Pyramids of Egypt-Burge Khaleef etc.)

Reference Books

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.