

**UNIVERSITY OF CALICUT
(Abstract)**

Bachelor of Tourism and Hotel Management – under CCSS – Regulations and Syllabus – approved – implemented with effect from 2009 admission onwards – Orders issued.

GENERAL & ACADEMIC BRANCH-IV 'E' SECTION

No. GA IV/E3/4030/2010 Dated, Calicut University PO, 26.11.2010

Read: 1. U.O.No.GA I/J2/3601/08 (Vol II) dated 19.06.2009.

2. Item No.2 of the minutes of the Board of Studies in Commerce UG held on 02.09.2010.

3. Letter from the Chairman Board of Studies in Commerce UG dated 01.10.2010.

ORDER

The Rules and Regulations governing the UG curriculum under Choice based Credit Semester System in the colleges affiliated to the University was implemented with effect from 2009 admission onwards vide paper read 1st above.

The meeting of the Board of Studies in Commerce (UG) held on 02.09.2010 considered the draft regulation and syllabi of the Bachelor of Tourism and Hotel Management programme under the Faculty of Commerce and Management Studies and approved the same with some modifications and authorised the Chairman to forward the regulations and syllabus to the University. The Board also resolved to apply the pattern and syllabus to the students of 2009 admission.

As per paper read as 3rd the Chairman forwarded the regulations and syllabi of the Bachelor of Tourism and Hotel Management programme.

Considering the urgency of the matter the Vice-Chancellor exercising the powers of Academic Council has approved the regulations and syllabus of the Bachelor of Tourism and Hotel Management programme with effect from 2009 admission subject to ratification of Academic Council.

Sanction has therefore been accorded for implementing the regulations and syllabi of Bachelor of Tourism and Hotel Management programme with effect from 2009 admission subject to ratification of Academic Council.

Orders are issued accordingly. Syllabus uploaded in the University website.

**Sd/-
DEPUTY REGISTRAR(G&A IV)
For REGISTRAR**

To

The Principal,
Amal College of Advanced Studies,
Nilambur.

Forwarded/By Order

Copy to:

CE/EX section/EGL Section/DR B'Com/
AR B'Com/System Administrator
(with a request to upload in the University website)

**Sd/-
SECTION OFFICER**

GAI 'F' Section/GAIV 'J' Section/SF/DF/FC

**REGULATIONS GOVERNING BACHELOR OF TOURISM AND HOTEL
MANAGEMENT UNDER CUCCSSUG 2009 EFFECTIVE FROM THE 2009 BATCH
BTHM ADMISSIONS**

I TITLE OF THE PROGRAMME

**THE DEGREE SHALL BE CALLED BACHELOR OF TOURISM AND HOTEL
MANAGEMENT- BTHM.***(Under the Faculty of Commerce and Management Studies)*

II 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.

III ELIGIBILITY FOR ADMISSION

Any candidate who has passed the plus two of the higher secondary board of Kerala or pre- degree of Calicut university or that of any other University or Board of examinations in any state recognized as equivalent to the PLUS TWO of Higher secondary board in Kerala with not less than 45% in aggregate and the candidates who have studied tourism or hotel management at VHSC or +2 level will be given a weightage of 25 marks per subject, subject to a maximum of 50.

IV MEDIUM OF INSTRUCTION

The medium of instruction and examination shall be English.

II. COURSES IN THE PROGRAMME

The total number of courses in BTHM programme could be 31, which may be spread through 120 credits. The main courses shall be divided into 4 categories as follows.

a) Common courses

1. BTH1A01 Communication skills in English
2. BTH1A02 Critical reasoning, writing and presentation
3. BTH2A03 Reading literature in English
4. BTH2A04 Reading on Indian constitution and secularism and sustainable environment
5. BTH1A05 Communication skills in the language other than English (French)
6. BTH2A06 Culture and civilization (French)
7. BTH3A07 Basics of Business and Management
8. BTH3A08 General Informatics
9. BTH4A09 Basic Numerical skills
10. BTH4A10 Entrepreneurship development

b) Core courses

1. BTH1B01 Front Office Management
2. BTH2B02 Basic Food Production – Theory and Practical
3. BTH3B03 Air Ticketing and Cargo Management
4. BTH3B04 Food Production Principles – Theory and Practical
5. BTH4B05 Tourism resources in India
6. BTH4B06 Food and Beverage Service – Theory and practical
7. BTH5B07 Tourism Destination Management and Planning
8. BTH5B08 Food and Beverage Operation – Theory and Practical
9. BTH5B09 Facility and Event Management
10. BTH5B10 Accommodation Operation
11. BTH5B11 Management Principles and Practices
12. BTH6B12 Regulatory Frame Work For Service Marketing
13. BTH6B13 Services Marketing Strategies
14. BTH6B14 Food Science and Nutrition
15. BTH6B15 Human Resources Management in Hospitality Industry
16. BTH6B16 Trainings and Tour Report

c) Complimentary courses

- 1) BTH1C01 Basics of Travel and Tourism
- 2) BTH2C02 Travel Agency and Tour Operation Business
- 3) BTH3C03 Economics of Tourism
- 4) BTH4C04 Food Costing

d) Open course

- 1) BTH5D01 Tourism and Hospitality Management
- 2) E-Commerce
- 3) Human Resource Management

SCHEME OF INSTRUCTION AND EXAMINATION**SEMESTER I**

COURSE	TITLE	CONTACT HOURS	CREDITS
<u>Common</u>			
BTH1A01	Communication skills in English	4	3
<u>Common</u>			
BTH1A02	Critical reasoning, writing and presentation	5	3
Common			
BTH1A05	Communication skills in the language Other than English	5	4
<u>Core</u>			
BTH1B01	Front Office Management	6	4

Complimentary

BTH1C01	Basics of Travel and Tourism	5	4
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SEMESTER II

COURSE	TITLE	CONTACT HOURS	CREDITS
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Common

BTH2A03	Reading Literature in English	4	4
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Common

BTH2A04	Reading on Indian constitution and secularism and sustainable environment	5	4
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Common

BTH2A06	Culture and civilization	5	4
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Core

BTH2B02	Basic Food Production – Theory and Practical	6	4
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Complimentary

BTH2C02	Travel Agency and Tour Operation Business	5	4
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SEMESTER III

COURSE	TITLE	CONTACT HOURS	CREDITS
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Common

BTH3A07	Basics of Business and Management	5	4
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Common

BTH3A08	General Informatics	5	4
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Core

BTH3B03	Air Ticketing and Cargo Management	4	4
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Core

BTH3B04	Food Production Principles – Theory and Practical	6	4
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Complimentary

BTH3C03	Economics of Tourism	5	4
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SEMESTER IV

COURSE	TITLE	CONTACT HOURS	CREDITS
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Common

BTH4A09	Basic Numerical skills	5	4
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Common

BTH4A10	Entrepreneurship Development	5	4
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Core

BTH4B05	Tourism Resources in India	6	4
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Core

BTH4B06	Food and Beverage Service – Theory and practical	4	4
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Complimentary

BTH4C04	Food Costing	5	4
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SEMESTER V

COURSE	TITLE	CONTACT HOURS	CREDITS
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Core

BTH5B07	Tourism Destination Management and Planning	5	4
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Core

BTH5B08	Food and Beverage Operation – Theory and Practical	4	4
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Core

BTH5B09	Facility and Event Management	3	2
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Core

BTH5B10	Accommodation Operation	5	4
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Core

BTH5B11	Management Principles and Practices	5	4
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Open (For Students from other Departments)

BTH5D01	Tourism and Hospitality Management	3	4
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SEMESTER VI

COURSE	TITLE	CONTACT HOURS	CREDITS
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Core

BTH6B12	Service Regulatory Frame Work	5	4
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Core

BTH6B13	Services Marketing Strategies	5	4
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Core

BTH6B14	Food Science and Nutrition	5	4
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Core

BTH6B15	Human Resource Management In Hospitality Industry	5	4
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Core

BTH6B16	Trainings and Tour Report	5	4
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FRENCH

In courses, Communication skills in the language other than English, Culture and civilization, French is offered. The BTHM Students will not get any chance to opt other languages in the above courses other than French. The University offers French Course to BCom Programme, same course Module will be followed for BTHM programme also.

FOUR COMMON COURSES (BTH3A07 Basics of Business and Management, BTH3A08 General Informatics, BTH4A09 Basic Numerical skills, BTH4A10 Entrepreneurship development), ALL THE CORE COURSES, COMPLIMENTARY AND OPEN COURSES FOR BTHM PROGRAMME SHALL BE TAUGHT BY TOURISM AND HOTEL MANAGEMENT TEACHERS.

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 university common regulations for CUCCSSUG 2009 and if the Vice Chancellor is satisfied with the reason cited by the candidate for the absence in classes

INTERNAL ASSESSMENT

All courses should have internal assessment as specified in the common regulations for CUCCSSUG 2009. Provisions of the clause 9.1 and 9.2 of the common regulation are applicable in the case of internal assessment.

EXTERNAL EXAMINATION

The university shall conduct semester examinations as specified in the common regulations for CUCCSSUG 2009. The duration of the examination shall be three hours except BTH2B02 Basic Food Production – Theory and Practical courses, BTH3B04 Food Production Principles – Theory and Practical, BTH4B06 Food and Beverage Service – Theory and practical, BTH5B08 Food and Beverage Operation – Theory and Practical. For these courses the duration of examination is two hours per course and there will be external practical examinations for the above courses.

PRACTICALS

In four courses there are practicals. They are BTH3B04 Food Production Principles– Theory and Practical, BTH3B04 Food Production Principles – Theory and Practical, BTH4B06 Food and Beverage Service – Theory and practical, BTH5B08 Food and Beverage Operation – Theory and Practical. The Credits for each Course is 4. The ratio between theory and practical for each course is 3:1 respectively.

TRAINING REPORT

During the six semesters of the total programme, every student shall do two trainings, one in tourism industry and another one in hotel industry. Apart from these training every student should go minimum 15 days inter-state study tour. Travel agencies, tour operators etc can be chosen for training in tourism industry for minimum 15 days. The hotels having 3 star and above should be chosen for industry training for minimum 30 days. The candidate shall prepare and submit a training report to the department.

BTH6B16, Trainings and Tour Report should be based on the tourism and hotel industries trainings and the study tour. This report comprises three parts. First part is for hotel training, second part for tourism training and third part for tour report. The report is duly guided by a

Faculty Member and countersigned by Head of the department. The Report shall be printed and bound with not less than 50 A4 size pages.

The Report should be submitted to the Head of the department before the last Working day of sixth Semester and the report should be done individually. The candidate shall prepare at least two copies of the report, one copy for the submission to the department and one copy for the student which he/she has to bring at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for one copy each.

A Certificate from the Organizations, in which the trainings are done and from the supervising teachers shall be obtained and included in the report.

EVALUATION OF THE REPORTS

The report 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 D grade in training report for a pass.

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 CUCCSSUG 2009 WILL BE APPLICABLE

COURSE MODULES

Title of course	: BTH1B01 FRONT OFFICE MANAGEMENT
Semester in which the course is to be taught	: First semester
Credits	: 4
Stream	: Management
Aim of the course	: This course aims to establish the importance of Front Office and its role in hotel industry. It also prepares the students to acquire basic knowledge and skills necessary for different tasks and aspects of Front Office department of a hotel.

Objective of the course

- 1) This course helps the students to know about evolution of hospitality industry.
- 2) This course gives an idea of hospitality industry structure.
- 3) This course helps to understand functions of front office department.
- 4) This also helps the students to understand the emergencies which may happen in hotels and its remedies .

Course outline

MODULE 1 Hospitality – Definition – a brief history of hospitality industry – past and present hotels and supplementary accommodations – classifying hotels – size, target markets, location & facilities - accommodation classification. Types of plans:- continental plan – European plan -American plan – modified American plan – Bermuda plan
Major hotel chains of India. Guide lines for setting up a hotel – hotel organization – major functional departments- Front Office – House Keeping – F & B Service –Food Production, Engineering, Security, Accounts, and Personnel. – Organization chart of the small, medium and large hotels.

MODULE 2:- Front Office organization charts – Front Office personnel – job descriptions of Front Office staffs – inter departmental relationship between FO and other departments – F&B production – F&B sales – Security - Purchase – Human Resource – qualities of FO staff, types of rooms- types of room rates

MODULE 3:- Reservation – types of reservation – guaranteed reservation – non guaranteed reservation – travel agents reservation – corporate reservation – group reservation- Source of reservation – importance of reservation – methods of reservation – basic reservation activities-reservation records and documents – reservation charts – computerized reservation system- rights and liabilities of hotels and travel agencies in room reservations – commission terms – hotel tariff terms – reservation terms – cancellation terms – terms of payment – miscellaneous.

MODULE 4:- Registration - registration activities - Pre-arrival registration - room assignment and room rate - Checking the methods of payments - Maintenance of registration records - Flow of guest information between Front office and other departments. Room change - issue of room keys - Walk-in guests - Guest with non guaranteed reservation - Guest with guaranteed reservation.

MODULE 5:- Functions of Front Office accounting system - Types of accounts - The FO accounting Cycle - Creation of an account - Maintenance of an account - Settlement of accounts - methods of handling guest accounts - Manually - computerized accounting - types of settlement - Cash settlement, credit settlement - calculation of room position. emergency procedures- Medical emergency, theft, death, fire, Drunk Guest - Dealing with guest problems. Telephone services - telephone equipment, telephone procedure- telephone manners - Telex and Fax Messages - Equipment & procedures. Safety Locker Management. Bell desk - location - Function- procedure - Scanty baggage - procedure - Wake-up call procedure.

Reference books

1. Check in and checkout – Jerome Vallen
2. Hotel front office training manual – Sudhir Andrews

3. Principles of hotel front office operation - Sue Baker, P. Bradey, J. Huyton
4. Hotel front office – Bruce Braham
5. Front office operation and administration – Dennis Foster
6. Front office procedures and management – Peter Abbott
7. Front Office Management – S.K.Bhatnagar
8. Front Office Procedures – Micheal.L.Kasavama

Title of course: **BTH2B02 BASIC FOOD PRODUCTION-THEORY
AND PRACTICAL**

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

Credits : 4

Stream : Management

Aim of the course : Food production is an integral part of the hospitality industry.
This course prepares the students to cater to the needs of the industry.

Objective of the course

1. It is important to inculcate the students with sound knowledge of the basics of food production, so that they can be put into use in an efficient and effective way.
2. This course includes practical also which makes the students familiar with the preparation of Indian and other foods.

Course Outline

Module 1

Introduction to the art of cookery-Culinary history-Development of the culinary art from the Middle Ages to modern cookery, modern hotel kitchen, Nouvelle

Aims and objectives of cooking of food - Importance of cooking of food with reference to the catering industry. Principles of balanced and healthy diet- Action of heat on food.

Methods of cooking-Classifications, principles, equipment required, methods of cooking-boiling, roasting, poaching, braising, grilling, baking, roasting, broiling, stewing, sautéing, blanching steaming, micro-waving etc. Care & precautions has to be taken.

Module 2

Kitchen

Kitchen Layout-Types of Kitchen, General Planning & Layout of Food Production outlets in a five star Hotel, Layout of receiving area, Storage area, Service & Wash up area.

Kitchen Equipment-Different types of the kitchen equipment, different types of special equipment, heat generating-Fuel-Heat Transfer Principles, Types-Electricity, gas, oil, fire high-pressure steam and coal, refrigeration, kitchen machinery, storage tables, hand tools, weighing and measuring, pot wash, diagrams, uses, maintenance, criteria for selection.

Kitchen Organizing-Review of the classical kitchen Brigade, Work planning in the kitchen, Kitchen supervision – supervisory functions; Technical, administrative, functional & Social Functions; Elements of supervision; forecasting, planning, organizing, commanding, co-ordinating, controlling; responsibilities of the supervisor; Delegating, motivating, welfare, understanding, communicating.

Kitchen hygiene-Personal hygiene, their importance, food handling & storage, care, sanitation practices, attitude towards work in the kitchen, fumigation. HACCP - Practices in food handling & storage

Module 3

Cuisine-Cuisine Minceur, Indian regional cuisine, Popular International cuisine (an introduction).French, Italian, Chinese.

Introduction to Indian cuisine-History, characteristics, different ingredients used, regional differences, equipments used, cooking methods, religious influences

Menu-Characteristics- Menu terms, Names of the Dishes, popular spices used etc. International and Indian menus, preparations, traditional / classical items, Essential considerations prior to planning the menu,Recipe formation, standard recipe- weighing & costing, portion control, Power breakfast & 'Brunch' concept

Basic preparations-Mise-en-place of all the basic preparations soups, sauces, roux, aspic, glaze, bouquet garni, mirepoix, d'uxelle, pastes masala, batters, doughs, marinades and gravies. Classification of soups, principles, garnishes, accompaniments, International soups. Importance of sauces, mother sauce,thickening agents used in a sauce, rectification of faulty sauces, other popular sauces Breakfast, stocks, egg preparations

Module 4

Food Commodities- Raw materials-introduction, Classification and uses according to their functions and uses in cookery- Cereals, pulses, vegetables, mushrooms, fruits, eggs, salt, sweetening agent, fats & oils, raising & leavening agents, Milk, composition of milk and storage, types of milk, cream-foundation ingredients their characteristics and their uses in cookery- Classification with examples and uses in cookery : Pressed meats, Smoked Meats, classification of milk and milk products including cheese. Classification and International cheese. Purchasing Specification for Food & Beverage-Principles of Food storage- Types of stores, Layout of Dry and cold room, Staff Hierarchy, Guidelines for efficient storage, control procedures, Inventory Procedures, EOQ, Re-order levels, Bin Cards, Form and formats, Function of a stores manager.

Module 5

Basic bakery and confectionery-Principles of baking, uses of different types of oven, role of ingredients used Yeast, Shortenings (Fats & Oils) sugar & salt, Raising Agents and role of Sugar and Egg and menu examples, ingredient proportions, various mixes, methods and temperature variations. Bakery flour-types, uses and storage, Different Methods of Bread Making. Methods of cake making-different methods, faults and their remedies

Conversion tables: American, British measures and its equivalents

Basic culinary terms-Indian and Western / International.

Practical

Proper usage of a kitchen knife and hand tools

Understanding the usage of small equipment

Familiarisation, identification of commonly used raw material

Basic hygiene practices to be observed in the kitchen

First aid for cuts & burns

Safety practices to be observed in the kitchen

Demonstration of fire fighting for kitchen fires

Demonstration of cooking methods - two items of preparation of each method
 Basic cuts of vegetables
 Basic stock preparations
 Egg cookery including classical preparations
 Demonstration & preparation of basic mother sauces and derivatives of each preparation of basic soups
 Cuts of poultry, Identification & classification of fish, cuts of fish
 Selection & uses of Vegetables, eggs, chicken, fish & meat
 Menu planning: Continental menu & accompanying dishes and sauces
 Preparation of simple dishes of Continental Menu along with Soup, main course & desserts.
 Preparation & jointing of chicken, Filleting of Fish & Identification of meat cuts and Preparation of dishes
 Preparation of basic Salads & Horsd' Oeuvre'
 Bakery & Confectionery section, Ingredients and equipment identification
 Different Methods of Bread Making
 Yeast raised bread: white, brown, French bread & Loaf, Bread Rolls, Bread sticks
 Basic Cake Demonstration & Preparation: Sponge, Genoise, Fatless, Swissroll
 Preparation: Biscuit/cookies; melting moment, almonds, chocolate chips etc
 Short crust: jam tart, lemon tart
 Varieties of Biscuit Dough, Bread Dough (all methods), Bread rolls (all shapes), enriched bread, Doughnuts, etc.,
 Cake batters (all methods), Puff Pastry Dough and batters.
 Fruit & rich cakes, Madeira, plum, walnut, Danish pastries

Reference :

1. Practical Cookery, Victor Ceserani & Ronald Kinton, ELBS
2. Theory of Catering, Victor Ceserani & Ronald Kinton, ELBS
3. Theory of Catering, Mrs. K.Arora, Frank Brothers
4. Modern Cookery for Teaching & Trade Vol. I, Ms. Thangam Philip, Orient Longman
5. Herrings Dictionary of Classical & Modern Cookery, Walter Bickel
6. Chef Manual of Kitchen Management, Fuller, John
7. The Professional Chef (4th edition), Le Rol A.Polsom
8. The Book of Ingredients, Jane Grigson
9. Indian Food, K.T.Achaya, Oxford
10. Theory of Cookery By K Arora, Publisher: Frank Brothers
11. Bakery & Confectionery By S. C Dubey, Publisher: Society of Indian Bakers
12. Practical Cookery By Kinton & Cessarani
13. Theory of Catering By Kinton & Cessarani
14. Practical Professional Cookery By Kauffman & Cracknell
15. Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
16. Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
17. Professional Cooking By WayneGisslen,
18. Publisher Le Cordon Bleu
19. Cooking Essentials for the New Professional Chef
20. The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons
INC

Title of course	: BTH3B03 AIR TICKETING AND CARGO MANAGEMENT
Semester in which the course to be taught	: Third Semester
Credits	: 4
Stream	: Management
Aim of the course	: This course aims to prepare the students to enter a Travel Agency where he/she will be required to get in touch with Nodallies of Air Ticketing and Cargo.

Objectives of the course:

- This course enables the students to get in jobs where concern booking and confirming reservation for passenger's on scheduled flights.
- To know how to identify the fares, global indicators, and world geography
- To understand the functions and facilities of airports and airlines.
- To familiarize with the processing and procedure of Travel documents.
- To create awareness about cargo management and shipments

Course Module

MODULE 1:-Introduction to civil aviation-history, history of domestic airlines, international, private and public, Airlines in India – IATA,UFTA, FIATA, ICAO – Freedoms of Air, WARSAW,CHICAGO, BILATERAL AGREEMENTS-Travel geography-define AREA 1,2,3 North America, Central America, South America, Europe, Africa, Asia– Three letter codes- Cities and Airports – line deference calculations of flights.

MODULE 2:- Airline in-flight facilities and services – characteristics of superior Class – Business class – Club class – First class – Supersonic class – passenger with special care – infants, minor, pregnant women, unaccompanied minor, VIP, CIP.

MODULE 3:- Check in formalities – Airport formalities – land side facilities – Arrival formalities – departure formalities – Travel regulations – health emigration – currency – Travel documents – Passport types, Visa types – credit cards - UATP and commercial credit cards – traffic conference - I,II,III , three letter codes – tickets - types, coupons – types, Airline Itinerary – Air Fare – Domestic and International – Category of air fares – Ticketing procedure , coupons – international sales Indicators.

MODULE 4:- Mileage system – Fare breaking point – Neutral unit of construction – Maximum permitted Mileage – Extra Mileage Allowance – Extra Mileage Surcharge – Higher intermediate point – Constructed Fare – check – basic haul - Circle trip , Minimum rate of exchange - Local selling fare – one way journey – definition , problems with EMA, EMS, HID, BHC – Return trip Journey – Definition – CT – RT - , problems with EMA, EMS, HID – Define CTM with problems – Filling of a ticket – Fare Calculation Box.

MODULE 5:- Define Cargo management – Types of Cargo – Heavy cargo – Valuable Cargo – Perishable Cargo–Consignment -Baggage– FBA – PC – EBA – Carriage of live animals – Dangerous Goods.

REFERENCE BOOKS :

IATA/UFTAA STANDARED COUSRE - MODULES 1, II, III, IV.

TRAVEL AGENCY AND TOUR OPERATION CONCEPTS AND PRINCIPLES - JAGMOHAN NEGI ; KANISHKA

THE BUSINESS OF TRAVEL AGENCY OPERATION - DENNIS L FOSTER; Mc GRAW HILLS

Title of the course : **BTH3B04 Food Production Principles (Theory & Practical)**

Semester in which the course to be taught : Third Semester

Credits : 4

Stream : Management

Aim of the course : Food Production is an integral part of hospitality Industry. This course prepares the students to cater the needs of Hospitality Industry.

Objectives of the Course

- (a) This course gives the structure of food production principles and the knowledge of different ingredients used in food production department of hotel industry..
- (b) It also includes Practical. The students should practice 15 experiments.

Module 1

Introduction Indian and International Cuisine

Introduction to large scale/ quantity food production- Industrial, Commercial, Sports & Institutional (Hospital/ Schools)Principles of quantity cooking & indenting for volume feeding, portion izes,Modifying recipes for indenting for large scale catering,Equipment, modern developments in equipments,Problems and adjustment in terms of cooking time and temperatures.

Indian cuisine

Eastern and Western cuisine:

Gujarati, Rajasthani, Goan, Maharastra, Bengal, History, methodology, Equipment, and culinary terms.

Northern cuisine-

Moghlai, Avadh (including Dumpukht), Punjabi, Kashmiri - history, methodology, equipment,culinary terms.Tandoor, Types of Tandoor-Make, size of Tandoor fixing, preparing-Indian Breads,Indian breakfast Items

South Indian

Cuisine-Hyderabadi, Andhra, Tamilanadu, Chettinad. History, methodology, Equipment and culinary terms.

Popular International cuisine

Asian cuisine-

Introduction to influences of cultures on regions, special features with respect to ingredients, methods, presentation styles in the following countries-Chinese, Japan, Thai, Indo, Philippine, Special ingredients, equipment, tools, preparation and technology involved. Mexican, Lebanese, Middle Eastern, Spanish.

European cuisine-

Introduction to influences of cultures on regions, special features with respect to ingredients, methods, presentation styles in the following countries-French, Italy and Germany. Special ingredients, equipment, tools, preparation and technology involved, Pasta & rice, types and sauces

Module 2

Fast Food

American/Mexican food, fast food, evolution, franchising, growth of multinationals, Brand names, Chains, Fast food menus, products, processing and storage. Indian fast food-Snacks and breakfasts. Convenience foods-Uses, handling, types shelf life and brand names. Characteristics, types- Indian and western, Menu examples, equipment used, differences, Role of convenience foods in fast food operations, advantages and disadvantages of convenience food, labour & cost saving aspect. Re-chauffe cookery

Food Styling

General principles, modern and special innovative garnishes, accompaniments, decorations and concept development. Banqueting Preparations. Types of banquets, themes, production, menu preparation Low calorie food, advantages, disadvantages, menu examples, preparation.

Module 3

Meat, Game Cookery & Pork & Pork Product

Beef- Classification, selection, storage, cuts & uses. Veal- Classification, selection, storage, cuts & uses. Feathered Game-classification, selection, storage, cuts & uses. Introduction to pork and pork product-smoking, curing, casing, packing, brining. Lamb & Poultry - selection, cuts and their uses. Meat- structure, composition, classification, buying points, food value, storage, cutting, deboning, trussing & stuffing, Fish-Classification, selection, storage, cuts & uses, seafood and shellfish.

Charcuterie

Preparation & processing of sausages, ham, bacon, gammon green bacon, larding, barding. Uses of different cuts, Forcemeats, Galantines, Pate, Mouse & Mousseline, Quenelles, Edible display

Larder

Cold cuts: Galantines, Making of Galantines, Types of Galantines, and Ballontines. Pates and Terrines – Types of pate, Pate de foie gras, preparation of pate & Terrines. Force Meat Types – preparation and uses.

Mousses and Mousselines – Types of mousse, preparation difference between mousse and mousseline.

Cook freeze system

Preparation of food for freezing, storage of frozen food, transport of frozen food, reheating of frozen or cooked food. Advantages of cook freeze over cook chill

Module 4

Buffet preparations

Principles of Buffet, Presentation, Types, Themes, Buffet Setups, typical dishes, smorgasbord

Out -door Catering

Concept, principles, limitations, menus, planning, check list and precautions

Module 5

Bakery Science

Bakery & Confectionery Formulas & Measurement, Physical & Chemical Changes during Baking, Bread Faults, Bread Diseases & Remedies, Bread Improver. science of cake making-functions of ingredients, recipe balancing, cake making methods, faults and remedies. extensive study of role of egg, fat, sugar, milk and raising agents in cake making.

Desserts

Frozen Desserts, Hot Pudding- Methods of Preparation, Care, Ice cream, Methods, Indian Specialty Desserts Frozen Desserts – Types & Classification of Frozen Desserts. Ice cream types - Components and their contribution, Methodology of preparation, Different Stages.

Chocolate making

Manufacturing & Processing of Chocolate, Types, Preparation & Care, Filling & Toppings, Presentation and storage

Miscellaneous

Power breakfasts, brunches and lunches, High teas, cocktail snacks, theme menus, food festivals, other new or non-conventional catering concepts. Airline and Cruise liner meal planning.

Practical

Regional Indian cookery

Preparation of Salads, centerpiece, cold cuts and sandwiches

Preparation of Basic Bakery and Confectionery

Biscuit dough, Bread dough, Cake batters, Puff pastry dough, Croissants, Danish pastry, Doughnuts, Different Bread preparation.

Pancakes.

Cold and hot desserts.

Continental cuisine:

Chicken galantine, Canard roti aux navarts, Pommes Persillees Courge, Chicken galantine, Canard roti aux navarts, Pommes Persillees, Courge Horis D'oeuvre varieties, Jambon Virginia Avec Papaya, Poularde Enestou Fade, Macaroni Augratin, Aeringke Chantilly, Vichsoise Froid, Poule Saute Mireille, Pomme Olivette Aubergine A La Turque, Hot Fudge Sundae, Vesta Milifanty, Pizza Margarita, Ooq au Vin, Pomme Lyonnaise, Harropt Britonne, Pache Melbe,

Indian Cuisine

Chicken Shahi Korma, Panner Pasanda, Bagare Baingan, Pulao, Dal makhani, Nan, Firnee, Paya Bhat, Mussalum, Wakatin, Nava Parantha, Dhal Maharani, Gulab Jamoon, Tandoori Assorted

Kabab,Chicken Tikka,Kalmi Kabab,Malai Kabab,Kasthuri Kabab,Katti Kabab
 Roll,Chicken Afghani,Tandoori Bhater
 Butter Chicken,Kori Roti,Pepper Chicken,Rabbit Mussalum,Pork Vindaloo,Sor Potal

Chinese Cuisine Italian Cuisine

Hot & Sour soup Sweet corn Chicken,soup Wonton soup Egg drop tomato,soup Sweet and Fish
 Chilli Pork, Chilli,Szechwan Shredded lamb with green,capsicum Mixed vegetable with bean
 sprout Black mushroom bean curd in Soya sauce,Egg plant szchuan style Vegetable,Manchuria
 Mixed vegetable spring
 roll Kaichi, Mixed vegetable noodles,singapore noodles American,chopsuey Chinese fried rice Fu

Yung Date pancake Apple toffee
 Mexican / American / Spanish cuisine

Escudella cataline American,chowder Payela valancianna,Hamburger Kentucky chicken Boston
 Pasta Pagioli Caanelloni Florentine,Spaghetti Bolognaise Raviolli A' La,Itallinese Pizza –
 Marageretti
 - Marinara,- Napoletana,Chicken pepperoni Peal and spinach roll,Rabbit and Fennel casserole
 Torta
 Genouse Ricotta Fritte,Baked beans Chicken pie Tortilla /Chilli cone carne

Reference:

1. Practical Cookery, Victor Ceserani & Ronald Kinton, ELBS
2. Theory of Catering, Victor Ceserani & Ronald Kinton, ELBS
3. Theory of Catering, Mrs. K.Arora, Frank Brothers
4. Modern Cookery for Teaching & Trade Vol. I, Ms. Thangam Philip, Orient Longman
5. Herrings Dictionary of Classical & Modern Cookery, Walter Bickel
6. Chef Manual of Kitchen Management, Fuller, John
7. The Professional Chef (4th edition), Le Rol A.Polsom
8. The Book of Ingredients, Jane Grigson
9. Indian Food, K.T.Achaya, Oxford
10. Theory of Cookery By K Arora, Publisher: Frank Brothers
11. Bakery & Confectionery By S. C Dubey, Publisher: Society of Indian Bakers
12. Practical Cookery By Kinton & Cessarani
13. Theory of Catering By Kinton & Cessarani
14. Practical Professional Cookery By Kauffman & Cracknell
15. Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
16. Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale
 Feinstein and John M. Stefanelli
17. Professional Cooking By Wayne Gisslen, Publisher Le Cordon Bleu
18. Cooking Essentials for the New Professional Chef
19. The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons
 INC

Title of course : **BTH4B05 TOURISM RESOURCES IN INDIA.**

Semester in which the
 course to be taught : Fourth Semester

Credits	: 4
Stream	: Management
Aim of the course	: This course aims to give information of Countries, Tourist places, National and International importance and it helps students to know the background elements of tourism resources.

Objectives of course :

- To familiarize the important tourism destinations in India.
- To understand the relevance and importance of famous tourism destinations.
- This course helps to study the various forms of tourism products in India.
- To understand emerging trends in tourism industry.

Course outline

MODULE 1:- Tourism Products - meaning, concept, components, elements, characteristics, typology. India as tourism destination–man made tourism resources, architectural heritage, forts, palaces, monuments, culture and tradition – folklore-cuisine- costume –religions-Jainism, Islam, Hinduism, Christianity, Sikhism. Dance and Music, handicrafts, fairs and fests, important destinations in India.

MODULE 2:- Natural tourism resources – National Parks – Wild life sanctuaries - Biosphere-reserve mountains – beaches – islands – back water – inland water ways – adventure tourism –Aero based.

MODULE 3:- Perspective of tourism resources in Kerala – Kerala as a tourist Destination, Natural, Man made, Biotic, emerging trends in Kerala tourism – Eco tourism – Responsible tourism – back water, Ayurveda, Yoga, Wild life, Festivals. Important destinations in Kerala.

MODULE 4:- Emerging form of tourism in Kerala – Responsible, Alternative, Rural, Agro, Sustainable Tourism, Eco-tourism, Medical Tourism, and Village Tourism.

MODULE 5:- World’s Important tourism destinations.

REFERENCE BOOKS

- WONDER – THAT IS INDIA:* *BASAM AL*
- LONLEY PLANET* : *BRYN THOMAS*
- TOURISM IN INDIA* : *ASIF*
- CULTURAL TOURISM AND HERITAGE* : *ROMILA CHOWLA*
- TOURISM PRODUCTS OF INDIA* : *I C GUPTA*
- ARCHEOLOGICAL SURVEY OF INDIA* :
- MONUMENTS OF INDIA* :

Title of course	: BTH4B06 FOOD AND BEVERAGE SERVICE THEORY AND PRACTICAL.
Semester in which the course to be taught	: Fourth Semester
Credits	: 4
Stream	: Management
Aim of the course	: This course aims to give the students a comprehensive knowledge and to develop technical skills in the basic aspect of food and beverage service in the hotel industry.

Objectives of course

- This course provides the students an overall idea of food and beverage service department and its functions.
- This course helps to arrange a food and beverage outlet, for service.
- This course enables students the billing methods of foods and beverages and its controlling.
- Practical of this course, practices the students for setting tables for food and beverage services.

Course outline

MODULE 1:The food and beverage service industry – Introduction – Classification of catering establishments (commercial & non –commercial)- introduction to F&B operations - F&B service area in hotel – Restaurant, coffee shop, Room service, Bar, Banquet hall, Snack bar, Executive lounges, Business centers, Discotheques and Night Clubs.

MODULE 2:- F&B Service personnel – F&B organization structure – Job description & job specification of F&B personnel – attitudes and attributes of F&B personnel, competencies. Basic Etiquettes, Interdepartmental relationships.

MODULE 3:- Types of F&B service – Mise-en-place & Mise –en- scene – Table service – English/Silver, American, French, and Russian – self service – Buffet & Cafeteria -. Specialized service – Gueridon, Tray, Trolley, Lounge, room etc. Single point service – Take away, Vending Kiosks, Food Court and Bar. Types of meals – Breakfast-Introduction, types, service methods, Brunch, Lunch, Hi-tea, Dinner, Supper. Menu knowledge – Introduction, types – A la Carte & Table d’ hote, Menu terms, Classical French Menus.

MODULE 4:-Room service/ In room dining service – Introduction , General Principles, Cycle of service, Scheduling and staffing, Forms and Formats, Order taking, suggestive

selling – Breakfast cards, Time management – Lead time for order Taking to clearance – buffets – definition, types of buffets, Buffet Equipments and Table set- up.

MODULE 5:- Control methods – Necessities and functions of a control system - Billing method – duplicate, triplicate system, KOTs & BOTs – Computerized KOTs – Flow chart of KOT-Preservation of Bills.

PRACTICALS

- ◆ Identification of equipments.
- ◆ Rules of laying a table.
- ◆ Laying and re-laying of table cloth.
- ◆ Napkin folding.
- ◆ Carrying a salver/tray.
- ◆ Service of Water.
- ◆ Carrying plates, glasses and other equipments.
- ◆ Cleaning an ashtray
- ◆ Situation like spoilage.

REFERENCE BOOKS:

FOOD AND BEVERAGE SERVICE: LILLICRAP & COUSIN, ELBS
MODERN RESAURANT SERVICE: JOHN FULLER, HUTCHINSON
FOOD AND BEVERAGE SERVICE TRAINING MANUAL : SUDHIR ANDREWS

Title of course : **BTH5B07 TOURISM DESTINATION MANAGEMENT AND PLANNING.**

Semester in which the course to be taught : Fifth Semester

Credits : 4

Stream : Management

Aim of the course : This course aims to expose the tourism planning action and managerial operations of tourist destinations.

Objectives of course

- (a) To understand the importance of planning in tourism destinations.
- (b) To acquire knowledge about current approaches in management of tourism destinations.
- (c) To enable the students to increase the professionalism for tourism destination management.
- (d) To create an awareness about the planning process and phases of development in tourism destinations.
- (e) To understand the plans and policies adopted in tourism destinations.

COURSE OUTLINE :

MODULE 1:- Planning - definition, importance, advantage. Levels of planning – Intra regional, Regional, Local. Short term planning, long term planning.

MODULE 2:- Strategic and operational plans – definition, policy, procedure, methods , rules, decision making, planning premises, forecasting, Strategic planning. Tourism as a integrated system.

MODULE 3:- ‘Destination planning process – Study preparation, determination of objectives – surveys, analysis and synthesis , policy and planned formulation, recommendation, implementation and monitoring. Tourism destination planning – a case study.

MODULE 4:- Phases of destination development. Identification inventory of existing situation, forecast for the future, plan formulations, specific project development – implementation, tourism development plan failure – design stage, implementation stage.

MODULE 5:- Impacts of tourism destination– Environmental impacts, environmental protection measures – environmental impact assessment, socio-cultural impacts, carrying capacity – factors affecting carrying capacity. Planning for sustainable development.

REFERENCE BOOKS

TOURISM PLANNING: RANJITH TANEJA,

TOURISM PLANNING AND DEVELOPMENT (A new perspective): J K SHARMA,

PRINCIPLES AND PRACTICES OF MANAGEMENT : L M PRASAD,

TOURISM POLICIES : GOVT OF INDIA,

MANAGING TOURISM DESTINATION : KRISHNAN K KAMRA,

TOURISM PRINCIPLES AND PRACTICES:CHRISCOOPER, JOHNFIETENR,GILBERT AND WANBILL

TOURISM PLANNING :GUNA

Title of course : **BTH5B08 FOOD AND BEVERAGE OPERATION, THEORY AND PRACTICAL.**

Semester in which the course to be taught : Fifth Semester

Credits : 4

Stream : Management

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

Objectives of course

- (a) This course enables students to work in F & B Service department of a hotel.
- (b) To understand about Alcoholic and Non-Alcoholic beverages used in the industry.
- (c) To understand F & B service outlets other than restaurant and bar.
- (d) The F & B service practical helps students the standard service styles of food and beverages in a hotel.

Course outline

MODULE 1:- Non alcoholic beverages – classification, types, service. Cold beverages – types and service. Alcoholic beverages - definition, classification. Fermentation process. Beer- introduction, ingredients used for production – types and brands -Indian and International. Other fermented and brewed beverages.

MODULE 2:- Wines – introduction, definition, classification, methods. Sparkling, aromatized & fortified wines, wine diseases. Wines – France, Italy, Spain, Portugal, Germany, new World wines (South Africa, Australia, USA, Hungary and Indian). Categories, region, important wines with their qualities. Food and wine harmony. Storage and service of wines. Aperitifs – definition, types- wine based, spirit based.

MODULE 3:-Introduction to spirits – distillation process, pot, still and patent still. Spirits- Whisky, Brandy, Rum, Vodka, Gin & Tequila – products, types, brands, - Indian and International. Other alcoholic beverages – Absinthe, Ouzo, Aquavit, Slivovitz, Arrack, Fenny, Grappa, Calvados, other fruit brandies. Liqueurs – types, production, brands and services, Indian and international. Tobacco – types – Cigars and Cigarettes, Cigar strengths and sizes – brands , storage and service.

MODULE 4:- Cocktail – Introduction, history, methods of mixing, rules of mixing cocktails, classic cocktails, recipes, innovative cocktails. Mock tails – cocktails garnishes, decorative accessories, defining of other mixed drinks

MODULE 5:- Banquets – organization structure, duties and responsibilities of banquetting staff, administrative procedure, formats maintained, banquets function prospects, types of functions (formal and informal) , seating arrangements, off premises/ out door catering. Airline/Railway/Sea catering – Gueridon services – origin and definition, types of trolleys and layouts.

PRACTICALS

- ◆ TAKING AN ORDER – FOOD AND MAKING A KOT
- ◆ POINTS TO BE REMEMBERED WHILE SETTING A COVER AND DURING SERVICES.
- ◆ SERVICE OF FOODS (A LA CARTE & TABLE DE HOTE)
- ◆ SERVICE OF HOT AND COLD NON-ALCOHOLIC BEVERAGES
- ◆ EXCERSISE OF PLANNING DIFFERENT MENUS.

REFERENCE BOOKS

FOOD AND BEVERAGE SERVICE: LILICRAP & COUSIN, ELBS

MODERN RESAURANT SERVICE: JOHN FULLER, HUTCHINSON

FOOD AND BEVERAGE SERVICE TRAINING MANUAL : SUDHIR ANDREWS

Title of course : **BTH5B09 FACILITY AND EVENT MANAGEMENT**

Semester in which the course to be taught : Fifth Semester

Credits : 2

Stream : Management

Aim of the course : This course helps students the arrangement of facilities for guests, clients and employees for smooth running of an organization and to co-ordinate special events.

Objective of the course

- a) To develop students with knowledge and competent to plan, manage and implement special events successfully.
- b) To familiarize the managerial activities in facility management.
- c) To inculcate the spirit and enables the students to set up their own enterprises in the field of facility and event management.
- d) To acquire an understanding of the techniques and strategies required to successful of facility and event management.

Course outline

MODULE 1:- Introduction to facility Management - Facility planning - Design & Layout - Planning process - developing the concepts - equipment requirements - Space requirements - Bidding and awarding contracts - planning team.

MODULE 2:- Functional planning - concepts of flow - functional requirements - other requirements - work place planning - environment of work place - material handling - space requirement - space estimation - total facility size - space calculations - dining area, receiving area, storage area, serving area, dining area.

MODULE 3:- Concept of designing - designing of hospitality properties - development of strategy and brand image - asset management. Complimentary facilities - Yoga, Gymnasium, Steam bath, Sun bath. Route Management & Vehicle Management (Students are familiarized with the aspect of two wheelers and LMV). Presentation & Communication skill - Video Conferencing - comparing - anchoring (Students are familiarized with the operations of office gadgets - XEROX, FAX, EPBX, Video Conferencing, power point etc)

MODULE 4:- Event management – definition – event – types – cultural – festivals – religious-business. Activities conceptualizing and designing events – event planning, five Cs of events, event as a marketing tool, roll of events in promotion of tourism.

MODULE 5:- MICE – meeting – incentives – conference – convention – exhibition –trade shows and fairs, leisure events, sports events – organizers – sponsorship – event management as a profession

REFERENCE BOOKS.

Event marketing and management – Sanjaya Singh Gaur,

Event management and event tourism – Gelz,

Hospitality marketing and management – J.M.Mathews

Title of the course : **BTH5B10 ACCOMODATION OPERATION**

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

Credits : 4

Stream : Management

Aim of the course : This course aims to establish the importance of Accommodation services in the Hospitality Industry. It also prepares the students to acquire basic skills and knowledge needed for a house keeping department of a hotel.

Objectives of the Course

- a). To understand the House keeping department of a hotel, which is the back bone of the industry.
- b) To analyze the functions of the accommodation department of the Industry.
- c). Cleaning methods used in the hospitality industry.
- d). To understand the interior decoration used in a hotel room.

Course Outline:-

MODULE 1:- Introduction to Housekeeping department-organizational hierarchy-layout of Housekeeping department- Housekeeping personnel-job descriptions-inter-departmental co-ordination-qualities of House keeping staff-recruitment, selection and planning.

MODULE 2:- Functions of Housekeeping department- Staff scheduling & Briefing- knowledge of rooms-Rules on a guest floor-Maids cart-Room cleaning, Bathroom cleaning-Bed making procedure-Room maintenance procedure-Desk control Security-Types and control of key-Budgeting of Housekeeping department-Lost and found procedure.

MODULE 3:- Management of Linen and Uniforms-Linen Room-Storage of linen-floor linen room- par stocks and inventory control-stocking, efficiency and quality control of linen.

MODULE 4:- Cleaning-public area-cleaning methods-cleaning agents-cleaning equipments and standards-pests, pest control and waste disposal-laundry, dry cleaning and stain removal-contract cleaning.

MODULE 5:- Health and safety Management- health and Safety-Prevention of fire and First aid. Room Interiors-Ceramics, Glass, Metals and Sanitary- Textile and Floral arts- Interior decoration-Lighting, Heating, Ventilation and Flowers.

Title of course : **BTH5B11 MANAGEMENT PRINCIPLES AND PRACTICES**

Semester in which the course to be taught : Fifth Semester

Credits : 4

Stream : Management

Aim of the course : This module explains meaning of management and analyses its process in modern organizations including 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 Contents:

MODULE – I Management: Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession, skills and roles of managers in organisation; Evaluation of management theory, schools of management thoughts.

MODULE– II Functions of Management: An overview of functions of management; Concepts of POSDCORB Planning: Nature, purpose, types and process, Management By Objectives (MBO) Decision Making process, tools and techniques. Decision making components of effective decision making.

MODULE – III Organising: Concept of organising and organisation. Line and Staff Authority and responsibility, span of control, Delegation of authority, centralisation versus decentralisation. Organisation Structure and design. Staffing and Selection Process.

MODULE – IV Directing: Communication - Process and Types; Barriers and principle of effective communication (Horizontal and Vertical communication), Motivation-theories and practices. Leading: Leadership - Concept, Theories of Leadership, styles, Successful versus effective leadership styles in travel trade and hospitality organisations. Concept of Controlling.

MODULE – V Production Management: Concepts of production management; objective inventory management; production methods and techniques; Layout, material handling, reports and controlling methods.

Suggested Readings:

- Essential of Management – Harold Koontz & Heinz Weirich.
- Management – H. Koontz & Cyril O'Donnell.
- Management Theory – Jungel, 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.

Title of course : **BTH6B12 REGULATORY FRAME WORK FOR SERVICE MARKETING**

Semester in which the course to be taught : Sixth Semester

Credits : 4

Stream : Management

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 1:- Indian Contract Act – definition, proposal, agreement, consideration, essentials of valid contract, competent parties, types of contractors – valid, void and voidable. Performance of contract – discharge of contract – remedies of breach of contract, indemnity and guarantee.

MODULE 2:- Consumer Protection Act – definition, 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 Good Act – essentials of valid sales, condition and warranties, unpaid seller and his rights. Rights and duties of seller and buyer. Industrial legislations – Factories Act – definition of factory, worker, health, safety and welfare provisions. Industrial dispute act – definition of industry, manufacturing process, industrial dispute, provision relating to strike, lockout, retrenchment, lay off and authorities of settlement of industrial disputes.

MODULE 3 :- Payment of Wages Act – definition of wages, authorized deduction, workmen's compensation act, definition of dependent, disablement, occupational diseases, liability of employer to pay compensation and amount of compensation. Minimum Wages Act. Environmental Protection Act – water act (prevention and control of pollution), the Air Act (prevention and control of pollution)

MODULE 4:- Food Adulteration Act – principles of food laws regulating prevention of food adulteration, definition, authorities under the Act. Essential commodities and AGMARK. Licenses and permits for hotel and catering establishments, procedure for procurement, bye laws of hotels and restaurant under municipal corporation – renewal, suspension and termination of licenses.

MODULE 5:- Tourism related laws – VISA, Passport, Foreign registrations, Customs,

Citizenship and FERA Act. Reserve Bank of India – guidelines, government procedures. Sustainable and preservation act – wild life protection act – Labor’s law. Tourism regulations of Government.

Reference Books :

Mercantile law: M.C Kunhal,

Mercantile law: Gary and Chawla,

Business Law : Tulsian

Business Law: Gary and Chawla.

Title of course : **BTH6B13 SERVICES MARKETING STRATEGIES**

Semester in which the course to be taught : Sixth Semester

Credits : 4

Stream : Management

Aim of the course : This course includes the operation techniques of marketing. The students are aimed to attain the basic knowledge of Marketing principles

| and study the suitability of alternative promotional approaches to formulate Marketing plans to hotel and tourism sectors.

Objectives of the study

- (a) This course applies to the general principles of Marketing to hospitality and tourism industries.
- (b) This course enables the students to acquire the levels of marketing plan and strategies.
- (c) It provides foundation for specialization of tourism and hospitality marketing.
- (d) This course enables the students to apply general marketing concepts and models of tourism as well as able to make comprehensive analysis of strategic marketing importance in hotel and tourism industries
- (e) This course emphasis the market opportunities for research and analysis.

Course outline

MODULE 1:- Marketing – meaning, objectives, Needs, Wants. Demand – importance of service marketing – Marketing function – Service marketing in new millennium. Roll of marketing in services industry – marketing concepts.

MODULE 2:- Marketing research and information system – internal records – Marketing intelligence – Marketing research process – scope of marketing research in tourism industry.

Consumer buying behavior – personal characteristic affecting consumer behavior – Types of buying decision – buyer decision for existing in service marketing.

MODULE 3:- Market segmentation – basis – target marketing – market positioning – positioning strategies – segmenting the service marketing. Psychological determinants of demand for tourism marketing mix – new product development – product life cycle.

MODULE 4:- Pricing – internal factors – external factors – pricing strategies – market penetration
– market skimming – determination pricing, pricing by tour operation – self price – surcharging pricing policies of hotel. Advertising – direct marketing – sales promotion – objectives, advantages, disadvantages, sales promotion tools, public relation – definition activities – process – methods – tools – public relation in hospitality industry.

MODULE 5:- Marketing strategies for hotels and tourism – strategic planning in hotel's corporate level, tourism marketing plan, marketing programme, marketing and sales, issues in marketing. Marketing for hospitality and tourism –

REFERENCE BOOKS

Marketing and sales strategies for hotels and travel trade – JAGMOHAN NEGI

Marketing for hospitality and tourism – PHILIP KOTLER, JOHN BOWEN AND JAMES MAKEN

Tourism marketing – S.M. JHA

Tourism marketing and communication – ROMILA CHAWLA

Marketing in travel and tourism – VICTOR T.C MIDDLETON

Principles Of Marketing - KOTLER

Title of course: **BTH6B14 FOOD SCIENCE AND NUTRITION**

Semester in which the course to be taught : Sixth Semester

Credits : 4

Stream : Management

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

Objectives of the Course

- (a) This course enables the students to acquire the knowledge of food science and its relation to health
- (b) This course enables the students to know the characteristics of basic food ingredients, its structures and nutritive value.
- (c) This course covers preservation, adulteration of foods etc...

Course outline

MODULE I : Introduction to food science- Food groups- Food in relation to health- Food science-

MODULE II: Cereals- Structure, Composition and Nutritive value. Pulses- Nutritive value-processing- storage and infestation- Toxic Constituents. Nuts and Oils- Nutritive value- Toxins. Milk and Milk Products- Composition, physical structure and Nutritive value- Microorganisms- Processing.

MODULE III: Eggs- Composition-Preservation. Meat- Structure, Composition and Nutritive value- Post Mortem changes- Vegetables and Fruits- Composition and Nutritive value- Fungi as food- Algae as food.

MODULE IV: Sugar and related products- Nutritive value and properties- Fats and oils- Composition and Nutritive value. Spices. Beverages- Coffee- Tea- Cocoa- Fruit beverages and Milk based beverages.

MODULE V: Evaluation of food quality- Sensory Evaluation- Evaluation Card Types of Tests. Food adulteration- Types of adulterants- Intentional adulterants, Metallic contamination, Incidental adulterants. Food Preservation- Methods of food preservation. Food Additives.

REFERENCE BOOKS

- 1) Food Science: B Srilakshmi
- 2) Food Science and Nutrition: Malathi
- 3) Nutrition Science: B Srilakshmi
- 4) Food and Nutrition: P K Jas.

Title of course : **BTH6B15 HUMAN RESOURCE MANAGEMENT IN HOSPITALITY INDUSTRY**

Semester in which the course to be taught : Sixth Semester

Credits : 4

Stream : Management

Aim of the course : This course gives the students the overall idea of Management of human resources in hospitality industries.

Objectives of the study

- (a) This course applies to the management of persons in hospitality and tourism industries.
- (b) This course gives an idea of Human Resource Planning in hospitality industries.
- (c) It provides the need of human resource development in organizations.
- (d) This course enables the students to apply general principles of performance appraisal in hotel and tourism industries.

Course outline

MODULE I: Human Resource Management- definition- importance of HRM in service industries- Functions of HRM-Objectives of HRM

MODULE II Man power planning- process of man power planning-Job analysis-process of Job analysis-job description-job specification- Job Design- job enlargement- Job Enrichments.

MODULE III Recruitment and selection- Selection process- Sources of recruitment- internal, external- Techniques of recruitment- direct, indirect- Selection procedure- Selection test- Placement and Induction

MODULE IV Training and Development- Concepts- Training Methods- Distinction between Training and Development- Organizational development- self developments-On the job training- evaluation of training effectiveness.

MODULE V Performance appraisal- Concepts- Methods- Barriers of effective appraisal Methods- Job Evaluation – Methods of job evaluation- job evaluation in hospitality industry - Incentives in Hospitality Industry.

Reference Books

- (1) Human resource management in Hospitality Industry –
- (2) Management Principles and Practices - L M Prasad

Title of course : **BTH6B16 TRAININGS AND TOUR REPORT** (Comprehensive Viva Voce)

Semester in which the course to be taught : Sixth Semester

Credits : 4

Stream : Management

Aim of the course : This course aims to equip the student with industrial on the job training experience.

Course outline

Students should undergo two placements trainings in a 3 star hotel or above for minimum of 30 days and in a recognized travel agency/tour operator company for minimum 20 days. Apart from these trainings Students are required to participate in a minimum 15 days field study tour.

The tour will be arranged by the department, contributing the train and other conveyance

charges. This enables students to analyze the existing infrastructure and amenities of tourism development and examine future prospects in tourism promotion. A training report should be submitted as per the specification and format given by the college with daily log book and performance appraisal by the hotel and travel agency/tour operator company.

Examination – viva voce (external)

The viva voce external examination will be conducted on the basis of placements trainings report, other theory papers taught and practical's done.

COMPLIMENTARY COURSES

Title of course : **BTH1C01 BASICS OF TRAVEL AND TOURISM**

Semester which the course to be taught : First Semester.

Credits : 4

Stream : Management

Aim of the course : This course will be an introductory module giving the basics of tourism studies. This will give an overview of tourism industry and organization.

Objectives of the course

- a) This course provides the study of the concept and history of tourism development.
- b) This paper enables the students to acquire the information about tourism organization both national and international
- c) To understand the motivation to travel
- d) To create an awareness about the evolution of tourism.
- e) To create rational approach in tourism development.

Course outline

MODULE 1:- Introduction to travel and tourism – meaning – nature – definitions – basic components – elements – domestic tourism – international tourism – future of tourism – technology and tourism. History of travel and tourism – travel steps in the evolution modern tourist travel for trade and commerce – religious purpose – seeking knowledge – paid holidays – mass tourism. The advent of steam age, impact of industrial revolution, rail transport, sea transport, development of sea side resorts, the auto mobiles, air travel, causes of rapid growth – post second world war period.

MODULE 2:- 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 ITDC. State level Tourism Development Corporation.

MODULE 3:- Motivation to travel – definition of the term motivation – travel motivators, factors influencing the growth of tourism, social tourism, role of state in promoting social

tourism – evolution of demand – barriers to travel.

MODULE 4:- Organizations in tourism – need for the organization - factors influencing type organizations, the national tourist organization – role and function. History of international tourist organization – International Union of Official Travel Organization (IUOTO). 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).

MODULE 5:- Travel industry – Air, Road, Rail and Water, segments of travel industry, water transportation – Cruise categories – Volume, premium, luxury, researching cruises – cruise facilities – inland water ways.

REFERENCE

An introduction to travel and tourism - Susham Seth Bhat

Successful tourism management – Pran Seth

Successful management – Fundamentals of tourism – Pran Seth

Tourism development, principles and practices – A.K Bhatya

Title of the course : **BTH2C02 TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

Semester in which the

course is to be taught : Second Semester.

Credits : 4

Stream : Management

Aim : The students will understand the conceptual meaning and differentiation between travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

Objectives of the Course

- I. The paper enables the students to polish their skills and become proficient in handling all major aspects of travel Agency.
- II. To understand and familiarize the Tour handling, Ticket issuance and travel documents.
- III. To equip prospective students with the Managerial knowledge and skills required to work in Travel Agencies.
- IV. To create an awareness on Tour pricing strategy and Tour costing.
- V. This paper emphasis the students to the professionals in Tourism Industry.

Course Outline

MODULE 1:- Travel Agency-concept, -Travel agencies-role-functions-types-ownership-linkages- arrangements, negotiations with Airlines, Transparent Agencies-CRS-functions-various computerized reservation systems.

MODULE 2:- Setting up of Travel Agency-setting up-organization structure-procedures or the approval from IATA,IATO and different organizations, services offered by Travel Agency-Air, water, surface, outbound, insurance, travel documents-travel agency managing-definition-objective-unique features.

MODULE 3:- Tour Operation-Meaning-definition-functions-Tour operator product-component-features-types of tour operation-overseas, domestic, specialist-incoming tour operator's-main types of tour packages-nosted, escorted, independent-Two centre or multi centre holidays-self drive package-campsite holidays- adventure and overland holidays-crossing-honeymoon package, luxury arias package-pilgrim package.

MODULE 4:- Tour Packaging Management - development-definition-types of - tour design process- destination research-market research- preparation-handling agency-negotiation-costing and pricing of tour-Tour Brochure-development of research-marketing of tour-actual tour operation.

MODULE 5:- Tour cost and pricing-definition-components of tour cost-travel cost-accommodation cost-transfer cost-administrative cost-marketing cost-category of tour cost-direct and indirect, fixed and variable cost-costing of tour package-marketing of tour.

Reference Books:-

Travel Agency Management : Mohindar Chand, *Travel Agency and Tour Operation* : Iagmohan, Negi, *Conducting Tours* : Marc Manchi, *Mannuel of Travel Agency Practice* : Buller Worth, Heinmann, *Business of Tour Operation* : Pat Vate, *Business of Tourism* : Christopher Holloury, Pearson

Title of the course : **BTH3C03 ECONOMICS OF TOURISM**

Semester in which the course is to be taught : Third Semester.

Credits : 4

Stream : Travel and Tourism

Aim : This course enables to understand the economic aspects of tourism and its impacts in a country.

Objectives of the Course

- I. To develop an understanding of the role played by Tourism in the Economic Development of local and regional Economics.
- II. To identify and evaluate trends in tourism demand and their relevance for Economic Development.
- III. To describe the role of five year plan's in Tourism policy and plan's.

- IV. To understand the contribution of national Tourism policy to Tourism industry.
- V. To select and apply appropriate economic methods in tourism and make proper decision making.

Course Outline

MODULE 1:- Basic economics of tourism –definition-tourism demand-types of tourism demand- determinants of tourism demand-measurement of tourism-volume statistics-value statistics-visitor’s profile statistics-statistical measurement of tourism-measuring economic impact.

MODULE 2:- Economic impact of tourism-Foreign exchange-employment generation-investment and development-multiplier effect-regional development-tourism as a foreign exchange earner-negative economic impact

MODULE 3:- Economic planning of tourism-Tourism five year plans-policy frame work of 9th five year plan-tourism investment policies and incentives-Government tourism promotion measures.

MODULE 4:- Tourism management in India-national tourism policy 1982-objectives-national action plan 1992-objectives-strength of master plan-national tourism policy 2002-objectives- mariceling and overall overseas publicity.

MODULE 5:- Objectives-frame work of policy-aims-SWOT analysis-general features-tourism product development-human resource development-market development-infrastructure action plan.

References:- (Journals)

1. *Economic Survey* : Government of Kerala
2. *Economic Review* : Kerala State Planning Board
3. *Tourism Statistics* : Kerala Tourism
4. *Kerala Calling* : Kerala Government PRD

(Books)

5. *Economics of Tourism* : Krishnan Kamra
6. *Tourism in India (planning & development)* : Ashif Iqbal Fazil,S.Husain Ashraf
7. *Tourism development & Management* : Mario D’Soula
8. *Economic Impact of Tourism Development* : Kuml Chattopadyay

Title of the course : **BTH4C04 FOOD COSTING**

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

Credits : 4

Stream : Management

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

- I. This course helps the students to control the Food and Beverage cost in the industry.
- II. To know how to price the Food and Beverage's, controlling of costs, budgetary control, and variance analysis.
- III. To understand the functions of Food and Beverage department of this controlling production.

Course Outline

MODULE 1:- 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 2:- 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 3:- Budgetary control-Define budget &budgetary control-Objectives-Types of budgets- Inventory control:Importance-Objectives-Methods-Pricing of commodities.

MODULE 4:- 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-constrains of menu planning.

MODULE 5:- 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

OPEN COURSE

Title of the course : **BTH5D01 TOURISM AND HOSPITALITY MANAGEMENT.**

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

Credits : 4

Stream : Management

Aim : The aim of the course is to provide elementary knowledge of tourism industry including transportation, hotel, and destination and future scopes. The students from other departments can get a idea of this Industry and if want, this course will help them to start their career in this industry.

Objectives of the Course

- (a) This course gives an overall idea of Travel and tourism industry.
- (b) To know the history of travel industry,.
- (c) To understand the functions of Travel Agencies and tour Operators.
- (d) To familiarize with National and international tourism organizations.

Course Outline

MODULE -I Introduction: Overview of tourism industry. Concept of tourism. Why it is important to study tourism? Scope of tourism and its economic importance. Impact of Tourism.

MODULE -II Elements of Tourism: (attraction, accessibility, accommodation), tourism product, characteristics of tourism products, types of products and tourism. Hotel Industry, Hotel Chains, Departments of Hotel. Tourist Guide and Escort.

MODULE - III Travel Agency and Tour Operator, Travel related documents, Passport, Visa, currency regulations, custom, health regulations, baggage regulations etc.

MODULE -IV Role of transportation industry in tourism, Indian railways and its special trains (Palace on Wheels, Royal orient), airlines operating in India and international. Kind of Taxi and bus/coach services available.

MODULE -V Travel circuits: some popular and important tourism circuits in India (golden triangle, desert circuit, Buddhist circuit, sun and sand, back waters etc) and International circuits.

Suggested Readings:

- Seth, P.N. Successful Tourism Management, Sterling Publication, New Delhi
- Bhatia, A.K. Tourism developments.
- Negi, Jagmohan, Travel and Tourism, Anmol Publication
- Dixit, M. Profiles of Indian Tourism, Royal Book House, Lucknow
