



UNIVERSITY OF CALICUT

Abstract

General and Academic - Faculty of Commerce and Management Studies - Modified Regulation, Scheme and Syllabus of B.Voc Tourism and Hospitality Management w.e.f 2018 - 19 Admission onwards - Resolution of the Academic Council- Implemented-Orders issued.

G & A - IV - E

U.O.No. 2006/2019/Admn

Dated, Calicut University.P.O, 07.02.2019

*Read:-*1.U.O.No.1743/2017/Admn dated 08.02.2017.

2.Item No.3 of the minutes of the meeting of the Board of Studies in Hotel Management held on 13.11.2018.

3.Minutes of the Faculty of Commerce and Management studies held on 05.12.2018.

4.Item No.II.H of the minutes of meeting of Academic Council held on 18.12.2018.

ORDER

1.As per the U.O read as (1), the Regulation, scheme and syllabus of B.Voc Tourism and Hospitality Management programme was implemented with effect from 2015 admission onwards. The meeting of the Board of Studies in Hotel Management held on 13.11.2018 vide paper read as (2) decided to approve the modified Regulation, Scheme and Syllabus of B.Voc Tourism and Hospitality Management submitted by the Colleges offering the programme. As per paper read as (3), the Faculty of Commerce and Management Studies resolved to approve the minutes of the meeting of the Board of Studies in Hotel Management read as (2). The minutes of the meeting of Faculty of Commerce and Management Studies and Board of Studies in Hotel Management was approved by the Academic Council in its meeting held 18.12.2018, vide paper read as (4).

2.After considering the matter, the Vice Chancellor has accorded sanction to implement the modified Regulation, Scheme and Syllabus of B.Voc Tourism and Hospitality Management

3.The following orders are therefore issued;

- The modified Regulation, Scheme and Syllabus of the B.Voc-Tourism and Hospitality Management programme is implemented with effect from 2018-19 Admission onwards.

(Scheme and Syllabus appended)

Biju George K

Assistant Registrar

To

The Principals of Colleges concerned.

Copy to: PS to VC/PA to PVC/PA to Registrar/ PA to CE/ JCE I/JCE VII/GA I
F/Library/SF/DF/FC.

Forwarded / By Order

Section Officer

Curriculum and Syllabus

For

B.Voc Tourism & Hospitality Management

Syllabus for General and Skill Papers

Rules and Regulations for the Degree of Bachelor of Vocation Tourism and Hospitality Management

Effective from the academic year 2018-19

1. Title of the Programme
2. Scope
3. Objectives
4. Terms and Definition
5. Programme Structure
6. Levels of Awards
7. Duration of the Course
8. Sector/Specialization
9. Board of Studies
10. Conditions of Admissions
 - a) Eligibility
 - b) Reservation/ Quota
 - c) Fees and Scholarships
11. Course Calendar
12. Assessment of Students
 - a) Theory (Internal/External)
 - b) Practical(Internal/External)
 - c) Project and Internship
13. Pattern of Questions for Semester End Examinations
 - a) Theory
 - b) Practical
14. Credit System
15. Grading- Indirect Grading System
16. Grade Cards
17. Attendance
18. Registration/Re-registration
19. Examination Monitoring Cell
 - a) College Level
 - b) University Level
20. Electives
21. Grievance Cell
22. Anti-Ragging Cell
23. Class Committee

- 24. College Transfer
- 25. B.Voc Degree to Other Degrees
- 26. Transitory Provision
- 27. Annexure

1. Title of the Programme.

This Degree shall be called B.VOC TOURISM AND HOSPITALITY MANAGEMENT (B.Voc THM).

2. Scope

The regulations stated in this document shall apply to all B.Voc Programmes conducted by colleges affiliated to the University of Calicut, sanctioned by the University Grants Commission. These regulations strictly adhere to B.Voc Programmes and may not apply to other graduate level programmes conducted by any College/University.

3. Objectives

The B.Voc courses are designed with the following objectives,

- a) To provide judicious mix of all skills relating to a profession and appropriate content of General Education.
- b) To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- c) To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- d) To integrate NSFQ within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates to be equipped to become part of the global workforce.
- e) To provide vertical mobility to students coming out of 10+2 with vocational subjects.

4. Terms and Definition

- a) B.Voc: Bachelor of Vocation- A scheme introduced by UGC for skills development based higher education as part of college/university education
- b) NSFQ: National Skills Qualifications Framework.
- c) Programme: A Programme refers to the entire course of study and examinations for the award of the B.Voc Degree.
- d) Semester: A term consisting of 90 working days including examination days distributed over a minimum of 18 weeks of 5 working days consisting of six hours.
Total Credits in a Semester: 30(equivalent to 450 hours)
For final semester Internship, the total duration is 900 hours.
- e) Course: Refers to the conventional paper, which is portion of the subject matter to be covered in a semester. A semester shall contain many such courses from general and skill development areas.
- f) Exit Level: B.Voc has multiple exit points at each year and successfully completing a year(2 semesters) the candidate will be awarded Diploma. Higher Diploma and /or B.Voc Degree will be awarded accordingly mentioned.
- g) Sector: Sector refers to conventional branch

- h) Credit: B. Voc programme follows a credit semester system and each course has an associated credit
- i) Grade: Uses seven point grading system suggested by Hrudayakumari Commission to assess the students.
- j) B.Voc Steering Committee: A University level committee consisting Convenor of Steering Committee on CUBCSS UG, Director, College Development Councils (DCDC), Controller of Examinations and principals/ representatives of respective colleges.
- k) B.Voc Governing Council: A college level committee constituted by the principal of the college. Member includes principal, representatives from industrial partner, head of the department and other faculty members nominated by the principal and university representatives.

5. Programme Structure

The B.Voc Programme is designed to bridge the potential skill gap identified. The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

General Education Components:

- a) The General Education Component provides emphasis to communication skill, presentation skill, Health and safety, Industrial psychology, Environmental awareness, Entrepreneurship development and other relevant subjects in the field.
- b) An option for additional language should be provided which enhances the employability outside the state.
- c) General Education Components should not exceed 40% of the curriculum.
- d) All B.Voc Programmes should follow the General Education Component pattern listed in the LRP Programmes of the University of Calicut. The courses are distributed as per the following table. Changes made in the syllabus of the General Education Component by the respective boards will be applicable to B.Voc Courses also.

No:	Semester	Course Number	Course Code	Paper
01.	I	1.1	GEC1EG01	A01
02.	I	1.2	GEC1ML02	MAL1A01(2)
			GEC1AR02	ARB1A07(1)
			GEC1HD02	(A09)
03.	II	2.1	GEC2EG04	A02
04.	II	2.2	GEC1ML05	MAL2A02(2)
			GEC1AR05	ARB1A08(1)
			GEC1HD05	A09 (3)
05.	III	3.1	GEC3EG07	A03
06.	IV	4.1	GEC4EG10	A04

Skill Development Components:

- a) This component should match the skill gap identified
- b) At least 50% of Skill Development Component should be allotted to practical and can grow up to 60% based on the nature of the course. The

practical component can be carried out in the college and/ or the industry partner premises.

Course Code:

Each Course shall have a unique alphanumeric code number, Which includes the abbreviation of subject component (GEC for General Education Component and SDC for Skill Development Component), the semester number 1 to 6 in which the course is offered, abbreviation for subject and serial number of the courses. For example GEC1EG01 represent General Education Component in English of serial number 01 offered in the semester I and SDC1IT18 represent the Skill Development Component in the sector Information Technology of serial number 18 offered in semester I.

6. Levels of Awards

B.Voc is a programme with multiple exits. Following table shows the various certificates and their duration

Awards	Duration
Diploma	II Semester
Advance Diploma	IV Semester
B.Voc Degree	VI Semester

- Students are free to exit at any point in the duration of the programme.
- Only the students who successfully complete the courses and clear the examination are eligible for the certificate.
- Separate certificate will be awarded for each year for successful candidates.
- Students who fail in any course may be allowed to move the higher level but won't be eligible for any certificates until he/she clears previous courses.
- B.Voc Degree will be conferring to those whose successfully complete the diploma, higher diploma and internship.

7. Duration of the Course

Duration of the B.Voc programme shall be six semesters distributed over a period of Three (3) academic years. Each semester shall have 90 working days inclusive of all examinations.

8. Sector and Specialisation

Following sectors and specialisations were considered while preparing this document

- Automobiles
- Digital Film Production
- Medical Laboratory Technology
- Software Development
- Software Technology
- Jewellery Designing
- Gemmology
- Broadcasting and Journalism
- Multimedia
- Pharmaceutical Chemistry
- Tourism and Hospitality Management

9. Board of Studies

The B.Voc Programme in each sector is attached to the UG Board of studies of the parent subjects. The BoS is responsible for reviewing and approving the syllabus and provide suggestions in the curriculum. BoS will decide the fee structure and also formulate the index marks for ranking. B.Voc programmes and its associated BoS are attached in the annexure I.

Each B.Voc Programme has the option to select any course of the existing programme approved by BoS in the Calicut University

10. Conditions for Admissions

Eligibility

- a) The admission to B.Voc Programme will be as per the rules and regulations of the University for UG admissions
- b) Basic eligibility for B.Voc is 10+2 and above in any stream(no age limit)
- c) The eligibility criteria for admission shall be as announced by the University from time to time.
- d) Separate rank lists shall be drawn up for reserved seats as per the existing rules.
- e) Grace Marks may be awarded to a student for meritorious achievements in co curricular activities such as Sports/Arts/NSS/NCC/Student Entrepreneurship.
- f) Preferred subjects and index mark calculations will be decided by the respective Board of Studies.

Diploma Holders

Diploma holders(after 10+2) in the parent courses, approved by the University, who satisfies eligibility criteria can be admitted to the higher diploma(III semester) based on the availability of the seats and is under the sole discretion of the principal of the college/B.Voc Consortium.

Reservation/Quota

A maximum of 50 students can be admitted to one B.Voc programme. The students can be admitted only to the first semester (except for diploma holders). No students are admitted directly to the Third and Fifth semester in any circumstances except for diploma holders. Diploma holders may be permitted to third semester directly as mentioned above.

The reservation rules for Government/Aided colleges are as that of the regular UG programmes conducted in colleges affiliated to this university.

Fees Structure

- a) The course fee and examination fee for the first three years will be decided by the University. The details of the fee structure for various courses are attached in the annexure 2.

- b) The college can collect caution deposit, PTA fund, Special fees, University fees, Sports fees etc according to the norms provided by the University at the time of admission.
- c) After third year with the consent of University/UGC, the college can conduct the same programme in self-financing mode (provided UGC not granting further funds).
- d) The course fee and examination fee (Regular/Improvement/Supplementary) structure in self- financing mode will be decided by the University.

11. Course Calendar

The B.Voc Programme conducted by the affiliated institutions follows a separate calendar from the conventional degree/ PG programme. The programme is distributed over six semesters and each semester constitute 90 working days inclusive of examination.

Note: Within a week after the commencement of the class of each semester, Head of the each institution should forward the list of the students, details of the faculty members allotted from the college and from industry partners along with their qualifications and year of experience, to the University. Also, head of each institution shall ensure the availability of sufficient number of faculty members having experience and qualifications in the institution.

12. Assessment of Students

Assessment of students for each subject will be done by internal continuous assessment and semester-end examinations. This dual mode assessment will be applicable to both theory and practical courses except for internship and project. Total marks in theory course reflect 80 marks external and 20 marks internal assessment. The mark division for practical courses are 20 marks internal and 80 marks external. For internship and project, there is no internal assessment. (Except for Broadcasting and Journalism, Software Technology, Software Development and Digital Film Production)

Sl No: Courses	Internal	External
01		
02.		
Practical	20	80
03.		
Internship/ Project	0	100

Internal

Internal assessment shall be conducted throughout the semester. It shall be based on internal examinations, assignments as decided by the faculty handling the course, and

regularity in the class. Assignments of every semester shall preferably be submitted in Assignment Book, which is a bound book similar to laboratory record.

The mark distribution to award internal continuous assessment marks for theory subject should be as follows:

Assessment	Mark
Test papers(minimum 2 out of 3 is preferred)	10
Assignments(minimum 2)	5
Attendance	5

The mark distribution to award internal continuous assessment marks for practical subjects should be as follows:

Assessment	Mark
Evaluation in the Lab and Rough Record	10
End-semester Test	4
Viva	1
Regularity	5

Note:

- a) No candidate will be permitted to attend the end-semester practical examination unless he/she produces certified record of the laboratory
- b) Full credit for regularity in the class can be given only if the candidate has secured minimum 90% attendance in the subject. Attendance evaluation for each course is as follows:

Attendance	Marks
------------	-------

90% and Above	5
85 to 89.9%	4
80 to 84.9%	3
76 to 79.9%	2
75 to 75.9%	1

External

- a) Semester-end examinations for theory and practical courses will be conducted by the University. There shall be University examinations at the end of each semester for both theory and practical. Failed or improvement candidates will have to appear for the Semester-end examinations along with regular students.
- b) At the starting of each semester, Colleges should prepare question bank for the external theory/practical examinations for all courses during that semester and answer keys for each course and will sent back to the college for conducting the examination.
- c) University will appoint a chairman for each B.Voc Programme. Chairman will monitor the University practical examinations and evaluation of theory and practical papers.
- d) For the evaluation of theory papers, chairman should form a team consisting of chief and required additional examiners for each course.
- e) At the starting of each semester, colleges should prepare a panel of external examiners for conducting practical examinations. Chairman/University will appoint examiners from the panel proposed by colleges.
- f) Practical examination can be conducted and evaluated from the college or the industry partner's premises. The team for conducting and evaluating practical exams should include an examiner appointed from the approved panel of faculties, and an internal examiner.
- g) Head of the institution/Chief of Examination of the college should take necessary steps to prevent any malpractices in the semester-end examinations. If any such instances are detected, they should be reported to the University without any delay.

- h) University will be issuing mark list, provisional/original certificates to the candidates.

Internship and Project

Internship and the major project should be carried out in the industry, not necessarily with industry partner. The major idea for internship is to implement the things learned and get a real life experience. The evaluation process follows 100% external assessment (Except for Broadcasting and Journalism)

- a) There will be project/industrial visits/case studies in each semesters and an internship for the whole sixth semester.
- b) Every student will be assigned an internal guide, allotted from the parent department concerned or an expert available in the college appointed by the principal or the head of the department
- c) The student has to make regular discussions with the guide while choosing the subject/areas and throughout the life time of the project.
- d) At least three reviews should be conducted to evaluate the progress of work.
- e) An evaluation team is constituted for conducting the evaluation. The team consist of external examiner, allotted by the university from the approved examination panel, representatives from the industry and a faculty.
- f) Students should submit a report of their work. A valid certificate from the organisation should be produced as a proof that the work is carried out in the respective organisation.
- g) Students are required to demonstrate the working model of their work (if possible) to the panel of examiners. A viva will be conducted based on the report and students are supposed to clarify the queries regarding their work.
- h) Mark distribution for internship/project assessment(Except Broadcasting and Journalism)

Distribution	Marks
Content and relevance or dissertation	60
Viva	20
Presentation	

Minimum for Pass

The successful completion of all the courses prescribed for the diploma/degree programme with E grade (40%) shall be the minimum requirement for the award of diploma/degree.

Notes:

- a) For project/internship, the minimum for a pass shall be 50% of the total marks assigned to the respective examination.
- b) A student who does not secure this pass marks in a subject will have to repeat the respective subject.
- c) If a candidate has passed all the examinations of B.Voc Course (at the time of publication of results of last semester) except project/internship in the last semester, a re-examination for the same should be conducted within one month after the publication of results. Each candidate should apply for this Save A Year examination within one week after the publication of last semester's results.

Moderation

- a) Moderation shall be awarded subject to a maximum of 5% of external total marks to be awarded in semester.
- b) For a course concerned, the maximum of moderation awarded shall be limited to 10% of total marks to be awarded for the external course concerned.
- c) If a student fails for a single course, this limit can be enhanced to 15% of external in the course
- d) However Board of Examiners /B.Voc consortium concerned shall have the liberty to fix low percentage of marks for moderation subjected to the conditions mentioned above.

13. Pattern of Questions for Semester-end examinations of theory/practical subjects

The question papers of semester-end question examinations of theory subjects shall be able to perform achievement testing of the students in an effective manner. The question paper shall be prepared:

- a) Covering all sections of the course syllabus and total marks from each module should be approximately same.
- b) Unambiguous and free from any defects/errors.
- c) Emphasizing knowledge testing, problem solving and quantitative methods.

- d) Containing adequate data/other information on the problems assigned.
- e) Having clear and complete instructions to the candidate.

Duration of semester-end examinations will be 3 hours. The pattern of questions for theory subjects shall be as follows:

Section	Total number of questions	Questions to be answered	Marks for each question	Total marks
A -Very short /objective type	10	10	1	10
B – Short answers	12	8	2	16
C- Short essays	9	6	4	24
D - Essays	4	2	15	30
Total				80

And for practical

Marks Distribution	Total Marks
Theory/algorithm/flow diagram	20
Implementation	30
Result/output	10
Record	10
Viva	10
Total	80

14. Credit system

Each subject shall have a certain number of credits assigned to it, depending upon the academic load and the nature and importance of the subject. The credit associated with each subject will be shown in the prescribed scheme and syllabi. Each course shall have an integer number of credits, which reflects its weightage.

- a) One credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/IT and tutorials.
- b) For internship/field visits, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops.

- c) For self learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

15. Grading- Indirect Grading System

- a) Indirect grading system based on a seven point scale is used to evaluate the performance of students.
- b) Each course is evaluated by assigning marks with a letter grade (A+,A, B,C, D, E or F) to that course by the method of indirect grading.
- c) An aggregate of E grade with 40% of marks (after external and internal put together) is required in each course for a pass and also for awarding a degree/diploma.
- d) Appearance for internal assessment and end semester evaluation are compulsory and no grade shall be awarded to a candidate if/he/she is absent for internal/end-semester evaluation or both.
- e) For a pass in each course 40% marks or E grade is necessary(Except for Project).
- f) A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.
- g) After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below.
- h) For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.
- i) SGPA of the student in that semester is calculated using the formula

SGPA = $\frac{\text{Sum of the credit points of all courses in a semester}}{\text{Total credits in that semester}}$

- j) The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following:

CGPA = $\frac{\text{Total credit points obtained in six semesters}}{\text{Total credits acquired (180)}}$

- k) SGPA and CGPA shall be rounded off to two decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points).

- l) An overall letter grade (Cumulative Grade) for the entire programme shall be awarded to a student depending on her/his CGPA.(See Annexure 4)

Marks scored	Grade	Remarks
90 and Above	A+	Outstanding
80 to 89	A	Excellent
70 to 79	B	Very Good
60 to 69	C	Good
50 to 59	D	Satisfactory
40 to 49	E	Adequate
Below 40	F	Failure

16. Grade Cards

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- a) Name of University
- b) Title of B.Voc Programme
- c) Semester concerned
- d) Name and Register Number of student
- e) Code number, Title and Credits of each course opted in the semester
- f) Internal marks, External marks, total marks, Grade point (G) and Letter grade in each course in the semester
- g) The total credits, total credit points and SGPA in the semester (corrected to two decimal places)
- h) Percentage of total marks

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. However, as already mentioned, for the computation of CGPA only the best performed courses with maximum grade points alone shall be taken subject to the minimum credits requirements (180) for passing a specific degree. The final grade card shall show the percentage of marks, CGPA (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade/mark card shall also include the grade points and letter grade of general course and skill developmental courses separately. This is to be done in a seven point indirect scale.

17. Attendance

A candidate shall be permitted to appear for the Semester End examinations only if he/she satisfies the following requirements:

- a) He/she must secure not less than 75% attendance in the total number of working hours in each semester.
- b) He/she must earn a progress certificate from the head of the institution stating that he/she has satisfactorily completed the course of study prescribed in the semester as required by these regulations.
- c) His/her conduct must be satisfactory

It shall be open to the Vice Chancellor to grant condonation of shortage of attendance on the recommendation of the head of the institution in accordance with the following norms:

- a) The shortage shall not be more than 10%
- b) Shortage up to 20% shall be condoned once during the entire course provided such shortage is caused by continuous absence on genuine medical grounds.
- c) Shortage shall not be condoned more than twice during the entire course.
- d) Candidate who is not eligible for condonation of shortage of attendance shall repeat the semester as per university norms.

Registration / Re-registration

Every candidate should register for all subjects of the Semester End examinations of each semester. A candidate who does not register will not be permitted to attend the Semester End examinations; he/she shall not be permitted to attend the next semester. A candidate shall be eligible to register for any higher semester, if he/she has satisfactorily completed the course of study and registered for the examination. He/she should register for the semester at the start of the semester before the stipulated date. University will notify the starting and closing dates for each semester.

Re-joining the Course

- a) Rejoining the course will be allowed to only if the candidate has secured a minimum CGPA of 2.52
- b) The candidate should remit the fees prevailing that time.
- c) B. Voc governing council will take the decision regarding the rejoining.

18. Examination Monitoring Cell

Head of the each institution should formulate an Examination Monitoring Cell at the institution for conducting and supervising all examinations including the internal examinations. The structure and their collective responsibilities will be as per the university norms.

19. Electives

Students are permitted to take elective subjects provided along with the syllabus of the programme.

20. Grievance Cell

Each college should setup a Grievance Cell with at least four faculty members to look into grievances of the students, if any.

21. Anti Ragging Cell

Head of the institution shall take necessary steps to constitute anti-ragging committee and squad at the commencement of each academic year. The committee and the squad shall take effective steps as specified by the Honourable Supreme Court of India, to prevent ragging.

22. Class Committee

Head of the institution shall take necessary steps to form a class committee for each class at the start of classes of each semester. This class committee shall be in existence for the semester concerned. The class committee shall consist of the Head of the Department, Staff Advisor of the class, a senior faculty member of the department, a faculty member from another department, and three student representatives (one of them should be a girl). There should be at least two meetings of the class committee every semester; it shall be the responsibility of the Head of the Department to convene these meetings. The decisions of the Class Committee shall be recorded in a register for further reference. Each committee will communicate its recommendations to the Head of the Institution

The responsibilities of the class committee are:

- a) To review periodically the progress and conduct of students in the class.
- b) To discuss any problems concerning any subjects in the semester concerned.
- c) To identify weaker students of the class and suggest remedial measures.
- d) To review teaching effectiveness and coverage of syllabus.
- e) Discuss any other issues related to the students of the class.

23. College Transfer

College transfer is not allowed in any circumstances.

24. B.Voc Degree to other Degrees

B.Voc Degree is recognised at par with other U G Programmes approved by University of Calicut.

25. Transitory Provision

Notwithstanding anything contained in these regulations, the Vice-Chancellor has the power to provide by order that these regulations shall be applied to any programme with such necessary modification.

26. Annexure

1. Board of Studies

No	B.Voc Programme	Affiliated Board of Studies
.		

01.	Auto Electricals and Electronics	Electronics(Single Board)
02.	Medical Laboratory Technology	Medical Laboratory Technology(Single Board)
03.	Software Development	Computer Science and Application(UG)
04.	Software Technology	Computer Science and Application(UG)
05.	Jewellery Designing	Gemmology and Jewellery Designing
06.	Gemmology	Gemmology and Jewellery Designing
07.	Digital Film Production	Audio Visual Communication(Single Board)
08.	Multimedia	Multimedia(Single Board)
09.	Broadcasting& journalism	Journalism (UG)
10.	Pharmaceutical Chemistry	Pharmaceutical Chemistry
11.	Tourism and Hospitality Management	Hotel Management

2. Fees Structure

No:	B.Voc Programme	Fees
01.	Auto Electricals and Electronics	
02.	Medical Laboratory Technology	
03.	Software Development	
04.	Software Technology	
05.	Jewellery Designing	
06.	Gemmology	As per University regulations
07.	Digital Film Production	
08.	Multimedia	
09.	Broadcasting& journalism	
10.	Pharmaceutical Chemistry	
11.	Tourism and Hospitality Management	

3. Grading and Credit distribution

Evaluation (both internal and external) is carried out using mark system.The grading on the basis of a total internal marks will be indicated for each course and for the entire programme, Indirect Grading System in Seven Point scale is as below:

To find Semester Grade Point Average(SGPA)

SGPA= Sum of the credit points of all courses in a semester

Total credits in that semester

SGPA= C1G1+C2G2+C3G3+....

C1+ C2+.....

Where G1,G2...are grade points and C1,C2...are credits of different courses of the same semester

Credit point of a semester=SGPA X Credit load of the semester.

**BACHELOR OF VOCATION
TOURISM AND HOSPITALITY
MANAGEMENT
PROGRAMME STRUCTURE**

B.Voc Degree in Tourism and Hospitality Management

Semester I

Sl.No	Course Code	General Education Component/ Skill Component	Credits	Hours Per Week
01.	GEC1EG01	A01 Transactions Essential English Language Skills	4	4
02.	GEC1ML02 GEC1HD02 GEC1AR02	MAL1A01(2) A07 ARB1A07(1)	4	4
03.	GEC1FT03	Fundamentals of Tourism	4	4
04.	SDC1IT16	Information Technology for Tourism Business	5	5
05.	SDC1HM17	Hospitality Management	5	5
06.	SDC1GS18	Guiding Skills for Tourism	5	5
07.	SDC1PT19	Project- Destination Visit and Case Study	3	3
Total			30	30 Hours
			Credits	

Qualification Packs under NSQF Level 4

1. Reservation Desk Executive – THC/Q0113
2. Tour Escort – THC/Q4402
3. Billing Executive - THC/Q5801
4. Heritage Tour Guide - THC/Q4501
5. Counter Sales Executive – THC/Q2903

Semester II

Sl.No	Course Code	General Education Component/ Skill Component	Credits	Hours Per Week
01.	GEC2EG04	A02 Ways with Words Literature in English	4	4
02.	GEC2ML05 GEC2HD05 GEC2AR05	MAL2A02(2) A09 ARB2A08(1)	4	4
03.	GEC2PP06	Tourism Principles and Practices	4	4
04.	SDC2TO20	Travel Agency and Tour Operation Management	5	5
05.	SDC2FA21	Financial Accounting	5	5
06.	SDC2EM22	Event Management	5	5
07.	SDC2PT23	Project- Pre Tour and Post Tour Activities	3	3
Total			30	30 Hours
			Credits	

Qualification Packs under NSQF Level 5

1. Meeting, Conference & Event Planner - THC/Q4401
2. Front Office Executive - THC/Q0109
3. Ticketing Consultant - THC/Q4302
4. Transport Coordinator - THC/Q4201
5. Guesthouse Caretaker - THC/Q0501

Semester III

Sl.No	Course Code	General Education Component/ Skill Component	Credits	Hours Per Week
01.	GEC3EG07	A03 Writing for Academic & Professional Success	4	4
02.	GEC3FN08 GEC3GN08 GEC3AR08	FL(F) 1A 07(1)Communicative Skills in French FL(G) 1A 07(1)Communicative Skills in German ARB3 A09 Reading Arabic Literature - 2	4	4
03.	GEC3PM09	Principles of Management	4	4
04.	SDC3CH24	Cultural History & Tourism Resources of Kerala	5	5
05.	SDC3TC25	Tour Packaging and Costing	5	5
06.	SDC3HR26	Human Resource Management	5	5
07.	SDC3PT27	Project- Travel Agency Visit	3	3
Total			30	30Hours
			Credits	

Qualification Packs under NSQF Level 6

1. Team Leader – THC/Q4304
2. Property Management Executive - THC/Q5805
3. Tour Manager - THC/Q4405

Semester IV

Sl.No	Course Code	General Education Component/ Skill Component	Credits	Hours Per Week
01.	GEC4EG10	A04 Zeitgeist Readings on Contemporary Culture	4	4
02.	GEC4FN11 GEC4GN11 GEC4AR11	FL(F) 2A 08(1) Translation and Communication in French FL(G) 2A 08(1) Translation and Communication in German ARB4A10 Culture & Civilisation	4	4
03.	GEC4ET12	Eco Tourism	4	4
04.	SDC4FO28	Front Office Operations	5	5
05.	SDC4AF29	Air Fares and Ticketing	5	5
06.	SDC4ED30	Entrepreneurship Development	5	5
07.	SDC4PT31	Project- Industrial Visit	3	3
Total			30	30 Hours
			Credits	

Qualification Packs under NSQF Level 6

1. Team Leader – THC/Q4304
2. Guest Relation Manager – THC/Q0108

Semester V

Sl.No	Course Code	General Education Component/ Skill Component	Credits	Hours Per Week
01.	GEC5MT13	Principles of Marketing	4	4
02.	GEC5BR14	Business Regulatory Framework for Tourism	4	4
03.	GEC5TM15	Transportation Management	4	4
04.	SDC5TP32	Tourism Products of India	5	5
05.	SDC5ET33	Emerging Trends in Tourism	5	5
06.	SDC5PO34	Tourism Policy and Planning	5	5
07.	SDC5PT35	Project/Dissertation	3	3
Total			30	30 Hours
			Credits	

Qualification Packs under NSQF Level 7

1. Transport Duty Management – THC/Q4203
2. Assistant Facility Manager – THC/Q5707

Semester VI

Sl.No	Course Code	General Education Component/ Skill Component	Credits	Hours Per Week
01.	SDC6IP36	Internship- Travel Agency/Tour Operator/Hotel	30	30
Total			30	30 Hours
			Credits	

**Detailed semester wise syllabus of the programme
SEMESTER 1**

GEC1FT03 Fundamentals of Tourism

**Number of Credit: 4
Week: 4**

Hours per

Objective: To invoke interests in students with the basic concepts of tourism studies

Module I

Meaning and definitions of tourism-Origin and history of travel and tourism- Emergence of modern tourism- factors affecting the growth of tourism.

Module II

Significance of tourism-Social-Economic Cultural- Forms of tourism

Module III

Characteristics of tourism- intangibility- Perishability- Variability- Inseparability- Heterogeneity-Ownership- Consumer type and behaviour

Module IV

Components of tourism-Tourism system and elements

Module V

Tourism/travel motivations- Physical, Cultural, Interpersonal, Status and Prestige motivators- Push and Pull factors- Determinants of tourism- Barriers of travel- Various travel documents

References:

Bhatia A K- International Tourism management, Sterling Publications, New Delhi.

Seth P N- Successful Tourism Management (Vol.1 and 2), Sterling Publications, New Delhi.

Cristopher J H- The Business of Tourism, Longman Publication Ltd.

Batia A K- Principles and Practices of Tourism, Sterling Publications, New Delhi

SDC1IT16 Information Technology for Tourism Business

Number of Credit: 5

Hours per

Week: 5

Objective: To understand the basic computing skills

Module I

Introduction to Computer- Classification of Computers- Historical development of computer-generation of computers-Input and Output devices.

Module II

Word processing-MS Word-Creating, modifying, saving documents-Header and footer-Mail merge

Module III

Spread sheet-MS Excel-Workbook window- Formatting- Create charts

Module IV

MS Power Point- Creating presentations- Formatting background-Slide show.

Module V

Tally – Basic operations

(The students are required to do practical in one hour in a week)

Reference:

Sinha P K – Computer Fundamentals, BPB Publications, New Delhi

Ed Bott and Woody-Using Microsoft Office, Prentice Hall of India, New Delhi

Sanjay Saxena- Introduction to Computers and MS Office, Vikas Publications, New Delhi

SDC1HM17 Hospitality Management

Number of Credit: 5

Hours per

Week: 5

Objective: To provide an overview of the hospitality industry.

Module I

Introduction to Hospitality Industry-Accommodation types and forms-Classification

Module II

Categorisation of hotels (Star System) - Hotel Approval

Module III

Hotel Departments-Front Office- House Keeping-Food and Beverage- Maintenance and Engineering- Organisational chart of staffs in each department

Module IV

Guest Cycle- Reservation, Registration, Guest Complaints etc.- GRE- Functions-Role-Duties and Responsibilities.

Module V

Role of Multinational Hotels in hospitality industry- Leading multinational hotel chains in India- Ashoka Hotels and ITDC.

References:

John R Walker: Introduction to Hospitality Management, Pearson education India Ltd

Muhammed Zulfiker: Introduction to Tourism and Hospitality Industry, UBS Publications, New Delhi

R K Malhotra: Fundamentals of Hotel management, Anmol Publications ,New Delhi

Sudhir Andrews: Hotel Front Office Management, Tata Mc Graw Hill, New Delhi.

SDC1GS18 Guiding Skills for Tourism

Number of Credit: 5

Hours per

Week: 5

Objective: To acquire an in-depth knowledge about the profession of tour guiding and escorting.

Module I

Introduction to guiding and Escorting- Meaning- Types of Guide- Duties and responsibilities-Role

Module II

The guiding techniques- leadership and social skills-presentation and speaking skills-working with different age groups- Essential qualities needed for a tour guide.

Module III

Guest relationship management- Handling emergency situations- Skills required for adventure tours-Personal hygiene and grooming.

Module IV

Conducting tours-Pre tour planning-modes of transportation-understanding client's needs-Points to remember while guiding.

References:

Pond K L- The Professional Guide: Dynamics of Tour Guiding

Dennis L Foster- Introduction to Travel Agency Management

Pat Yale- Business of Tour Operations- Longman, New Delhi.

SDC1PT19 Project- Destination Visits and Case Study Report

Number of Credit: 3

The students are required to participate in a destination visit and prepare a report.

SEMESTER 2

GEC2PP06 Tourism Principles and Practices

Number of Credit: 4

Hours per

Week: 4

Objective: To familiarise the students with the basic principles and practices and philosophies of tourism.

Module I

Tourism demand and supply-Measurement of tourism demand-Methods of measurement-Evolution of tourism demand- general problems of measurement.

Module II

Impacts of Tourism- Economic- Social- Cultural- Environmental (both positive and negative impacts)

Module III

Environmental dimensions of tourism- Carrying capacity- Socio cultural Carrying Capacity- Psychological Carrying Capacity-Environmental Carrying Capacity.

Module IV

International Conventions on tourism- Warsaw Convention 1924- Chicago Convention 1944- UN Declaration – Manila Declaration.

References:

Seth Pran Nath- Successful Tourism Management (vol 1 and 2)

Cristopher J H- The Business of Tourism, Longman Publication Ltd.

Batia A K- Principles and Practices of Tourism, Sterling Publications, New Delhi

Babu et al.- Tourism Development, Sage Publishers,\New Delhi

SDC2TO20 Travel Agency and Tour Operation Management

Number of Credit: 5

Hours per

Week: 5

Objective: To understand the working mechanism of the travel agency and tour operator.

Module I

Travel trade- History and development of travel agency-Functions- Types of travel agents- Sources of income-IATA approval- Approval from the Government.

Module II

Tour operation- definition- Types of tours- types of Tour Operators-Sources of income- Designing a tour-Tour order-CRS

Module III

Organisational structure of a travel agency- Information- Counselling- Ticketing- Documentation-Liaisoning- Staffing- Directing- Planning -Organising - Controlling.

Module IV

Travel agency and Tour operations- Difference between travel agent and tour operator- Linkages

Module V

Setting up of a travel agency- Present scenario of travel agency and tour operation business in India- Online Travel portals.

References:

Jagmohan Negi- Travel Agency and Tour Operations, Kanishka Publishers, New Delhi

Mohinder Chand- Travel Agency and Tour Operations: An introductory text, Anmol Publications, New Delhi

Dennis L Foster- Introduction to Travel Agency Management

Pat Yale- Business of Tour Operations- Longman, New Delhi.

SDC2FA21 Financial Accounting

Number of Credit: 5

Hours per

Week: 5

Objective: To familiarise the students with the basic accounting terminologies and capable of journalising, posting and preparing final accounts.

Module I

Introduction- Nature and scope of financial accounting- objectives of financial accounting- Financial accounting standards.

Module II

Conceptual frame work-Accounting concepts and conventions

Module III

Recording of transactions- Journals-Subsidiary books- Ledger-Cash book- Bank reconciliation statement- Trial balance- Depreciation- Methods of charging depreciation.

Module IV

Preparation of final accounts-Trading and Profit and Loss account-Balance sheet of sole proprietary business with adjustments

Computerised accounting- Journalising and preparing final accounts using TALLY.

References:

Guptha R L and Radhaswami M- bAdvanced Accounting, Sulthan chand and Sons, New Delhi

Dr.Goyal V k- Financial Accounting, Excel Books , New Delhi

Jain S P- Financial Accounting,Kalyani Publications , New Delhi

Tulasian P C- An Introduction to Accounting, Pearson Publication, New Delhi

SDC2EM22 – Event Management

No. of Credits: 5

No. of Hours: 5 Hours

Course Objectives: To familiarize with basic concepts and practices in event management

Module I

Introduction to event management - Definition, meaning and scope - Types of events

Module II

Planning and organising events - Process of events – Budgeting - Preparing event proposal

Module III

Qualities and responsibilities of event manager – Coordination - Selecting destinations

Module IV

Marketing of Events – Strategies and tools - Public Relation in event management - Entrepreneurship opportunities in event management

Module V

MICE Tourism – ICPB – Role of ICPB – Various International Conventions and Fairs.

Reference

1. Event Management, Purnima Kumbarri, Anmol Publishers
2. Event Management for Tourism, Der Wagen, Pearson
3. Successful Event Management, Shone.A, Cengage Learning

SDC2PT23 Project- Pre tour and Post tour Activities

Number of Credit: 3

The Students are required to do a project report based on Pre tour and Post tour Activities with the help on Industry Partner/Major Tour Operators.

SEMESTER 3

GEC3PM09 Principles of Management

Number of Credit: 4

Hours per

Week: 4

Objective: To provide basic knowledge in the principles of management.

Module I

Nature and process of management-Schools of Management Thoughts- Classical school of management-Neoclassical school of management-Modern schools of management.

Module II

Fundamentals of Planning- Components of plan- Forecasting and Decision making.

Module III

Organising- formal, informal, line and staff organisation-Authority and responsibility-Forms of organisation structure-Dynamics of conflict.

Module IV

Staffing- Personnel management- HRM- HRD.

Module V

Directing- Leadership and leadership theories-.Motivation-motion theories.

Module VI

Controlling- Scope- Character- Controlling techniques.

References:

Ramesh B Rudani- Principles of Management, Mc Graw Hill Education, New Delhi.

Bhatia R C – Business Organisation and Management, Ane Books, New Delhi

Moshal B S – Principles of Management, Ane Books New Delhi

Koontz and O Donnel- Principles of Management- Tata Mc Graw Hill Education, New Delhi

Richard Pettinger- Introduction to Mnagement, Pal grave Mc millan, New York

SDC3CH24 Cultural History and Tourism Resources of Kerala

Number of Credit: 5

Hours per

Week: 5

Objective: To understand the cultural and tourism background of Kerala

Module I

Mythological origin of Kerala- Pre historic remains-Buddhist, Jain, Islamic, Christian and Jewish influences in Kerala culture.

Module II

Ancient, medieval trade and cultural contacts of Kerala- Romans- The Greek- The Arabs- Chinese-The Portuguese.

Module III

Kerala renaissance and anti-colonial movements- caste hierarchy-Reform Movements and leaders-Vaikom Sathyagraham- Guruvayur Sathyagraham- Temple entry Proclamation- Punnappra Vayalar Uprising.

Module IV

Impacts of Europeans- Educational progress

Module V

Kerala- Geographical peculiarities-The backwaters- Rivers-Western Ghats-Pilgrim Centres- Tourism and Cultural centers.

References:

A Sreedhara Menon: A Survey of Kerala History, D C Books, Kottayam

Raghava Variar and M G S Narayanan: Cultural History of Kerala

South India: Lonely Planet, Singapore.

SDC3TC25 Tour Packaging and Costing

Number of Credit: 5

Hours per

Week: 5

Objective: To familiarise with tour planning, packaging and costing

Module I

Tour Operation- Meaning-Tour Operator-Classification of package Tour- Components of package tour- Significance of package

Module II

Tour Costing- Components of tour costing- Factors affecting tour costing-Coating in a tour package- Cost sheet: Meaning and significance-Procedure for cost determination

Module III

Itinerary- Itinerary planning- Types of Itinerary-Tools for itinerary preparation-

Module IV

Tour Pricing- Pricing factors-Pricing decisions-Problems in setting price-Calculation of tour price- Factors affecting the tour pricing- Significance of profit margin- Pricing strategies for package tour.

References:

Mohinder Chand: Travel Agency Management- An Introductory Text, Anmol Publications, New Delhi.

Jagmohan Negi: Tourist Guide and Tour Operation- Planning and Organising, Kanishka Publishers, New Delhi

Jagmohan Negi: Travel Agency and Tour Operation- Concepts and Principles, Kanishka Publishers, New Delhi

Poonam Pradhan Tiwari: Basic of Travel Agency Management, Centrum Press, New Delhi.

SDC3HR26 Human Resource Management

Number of Credit: 5

Hours per

Week: 5

Objective: To give a conceptual understanding of human resource practices in organisations.

Module I

Introduction to HRM- Importance- Scope- Evolution-Approaches to HRM-Personnel management v/s H R M.

Module II

Human resource planning-Recruitment and selection-Job analysis-Process of job analysis-job description- Job specification-Job evaluation-Recruitment-Methods- sources of recruitment.

Module III

Placement- Induction-Training-Training evaluation

Module IV

Performance appraisal- objectives- Need and importance- Concept of career planning.

Module V

Compensation Magement and Grievance Redressel- Compensation Planning- Wage system- Factors influencing wage system-Grievance redressel procedure- Labour participation in management.

References:

Michael J B & Steven Goss: Human Resource Management in the Hospitality Industry- Vikas Publishing House, Noida,U P.

V S P Rao: Human Resources management Text and cases

Venkata Ratnam Srivastava: Personnel Management and Human Resources.

SDC3PT27 Project- Travel Agency Visit.

Number of Credit: 3

The students are required to visit a Travel Agency to familiarise with its functions and prepare a report.

SEMESTER 4

GEC4ET12 Eco Tourism

Number of Credit: 4

Hours per

Week: 4

Objective: To familiarise the students with the concept of Eco Tourism Principles and Trends

Module I

Eco Tourism- Concept and Definition- Evolution of Eco Tourism- Growth and development- benefits of Eco Tourism

Module II

Eco Tourism and India- The International Eco Tourism Society-Strategies of Eco tourism development.

Module III

Various Eco Tourism Products of India and Worldwide.

Module IV

Conservation Policy- Conservation of Bio Diversity- Ecological aspects of tourism.

References:

A K Bhatia: international Tourism, Sterling Publications, New Delhi

Parul Agarwal: Ethics of Eco Tourism, Random Publications, New Delhi.

Prabhas Chandra: International Eco Tourism, Kanishka Publishers, New Delhi

Ralf Buckleg: Eco Tourism; Principles and Practices.

SDC4FO28 Front Office Operations

Number of Credit: 5

Hours per

Week: 5

Objective: To familiarise with the front office operations.

Module I

Front Office Department- Functions-Role- Guest Cycle- Organisational Chart

Module II

Front Office Staffs; Duties and Responsibilities- Reservation Manager- Reception Manager-Guest Service Manager- Night Audit manger- Qualities and Competencies of F O Staffs.

Module III

Reservation- Types- Role of Internet- Sources of Reservation.

Module IV

Guest Registration- Pre registration Procedures- Registration Card- Registration Record- Payment methods- assigning Rooms- Issuing Room keys- Handling Special requests

Module V

Standard Of Procedure(SOP) of Front Office Department- SOP for VIP Arrival- SOP for handling guest luggage- SOP for Handling Reservation Request- SOP for Guest Check in- SOP for Handling wake up calls- SOP for Guest Checkout.

References:

Mohammed Zulfiker: Tourism and Hotel Industry, Vikas Publications, New Delhi

Ahmed Ismael: Front Office Operations and Management, Thomson Delmar Publications.

Andrews S: Hotel front Office Training Manuel

Foster D: Front Office Operations and Administration.

SDC4AF29 Air Fares and Ticketing

Number of Credit: 5

Hours per

Week: 5

Objective: To equip the students to understand the mechanism of airline ticketing and fare calculation. (All the Fares and NUC's should be provided in the question paper itself).

Module I

Airline Terminology- Airports and Offline Stations served by Airlines-Abbreviations used by Airlines- Types of Journey- Global Indicators.

Module II

Air Geography- IATA Areas- Sub Areas- Sub Regions- Time Calculations-GMT Variations- Concept of Standard Time- Daylight Saving Time- Calculator of Elapsed Time- Flying Time and Ground Time.

Module III

Passenger Ticket: Different Coupons- Ticketing Instruction and Conjunction Tickets- Open Tickets- E Tickets and its Advantages- MCO and PTA.

Module IV

Familiarisation with OAG- Three Letter Airport and City Codes- Airline Designated Code- Minimum Connecting Time. Familiarisation with Air Tariff- Currency Regulation-NUC Conversion factors- General Rules- Passport- Visa- Customs Regulations- Health Regulations- Airport Tax.

Module V

Fare Construction: Air Fare – Types- Basic Elements- Fare Construction formula and Basic Steps using mileage principles for OW- RT-CT with EMA, EMS, HIP Check- BHC and CTM Check.

References:

Jagmohan Negi: Air Travel Ticketing and Fare Construction, Kanishka Publications, New Delhi.

OAG: IATA, Canada

Study Kit for IATA.

Guptha S K: International Air Fare and Ticketing Methods and Techniques, Udh Publications, New Delhi

SDC4ED30 Entrepreneurship Development

Number of Credit: 5

Hours per

Week: 5

Objective: To recognise and appreciate the potential opportunities of becoming an entrepreneur in tourism industry.

Module I

Meaning of Entrepreneurship- Characteristics, Functions and Types- Role of entrepreneurs in economic development.

Module II

Factors affecting Entrepreneurial growth- Entrepreneurship Development Programmes- Institutional Support to entrepreneurs.

Module III

Project Management- Meaning- Concept- categories- Project lifecycle- Characteristics of project.

Module IV

Project Identification- Selection- Project Formulation- Contents of Project Report.

Module V

Sources of Finance for a Project- Institutional Support- Project Evaluation- Objectives – Types – Methods.

References:

Choudhary S : Project Management

Khanka S S : Entrepreneurial Development.

Peter Drucker: Entrepreneurship and Small Business Management.

Guptha C Band Srinivasan N P: Entrepreneurial Development.

SDC4PT31 Project: Industrial Visit

Number of Credit: 3

In this paper all students are required to participate in an industrial visit to a Hotel/Resort/Air Port/Tourism Destinations and prepare a project report based on the visit.

SEMESTER 5

GEC5MT13 Principles of Marketing

Number of Credit: 4

Hours per

Week: 4

Objective: To equip the students the basics of marketing.

Module I

Tourism Marketing- Concept- Characteristics- Philosophies of Marketing Management- Customer Relationship Management.

Module II

Marketing Research- Need – Process

Module III

Market Segmentation- Types of Segmentation- Market Planning Objectives- Marketing Mix- P's Of Marketing.

Module IV

Product- Concept- New product Development- Product Lifecycle- Product Pricing- Distribution Strategies.

Module V

Promotion Mix- Promotional Strategies- Service Marketing Techniques.

References:

Ravi Sankar: Service Marketing, Excel Books, New Delhi

Philip Kotler: Marketing for Tourism and Hospitality, Pearson, New Delhi.

Naresh Malhotra: Marketing Research, Pearson Prentice Hall, New Delhi

Philip Kotler: Principle of Marketing, Prentice Hall Ltd, New Delhi.

Wahab S G: Tourism Marketing, Tourism International Press, London

GEC5BR14 Business Regulatory Framework for Tourism

Number of Credit: 4

Hours per

Week: 4

Objective: To familiarise the students with the legal aspects of tourism.

Module I

Constitutional provisions of Indian tourism-DGCA-Department of Tourism-Ministry of Tourism-ITDC

Module II

Passport Act- Foreigners Act- Restricted Area Permit-Inner line Permit

Module III

Consumer Protection Act- Right to Information Act

Module IV

Ancient Monuments and Archaeological Remains Act- Wildlife Protection Act- Environmental Protection Act

References:

Sajnani Manohar: Indian Tourism Business; A Legal Perspective

R K Malhotra: Socio Environmental and Legal Issues in Tourism

Guidelines published by Govt. Of India, Department of tourism

GEC5TM15 Transportation Management

Number of Credit: 4

Hours per

Week: 4

Objective: To learn about various types of transportation and understand the relationship between transportation and tourism.

Module I

Introduction to Tourist Transportation- Development of Means of Transportation- Tourist Transport System

Module II

Surface Transport: Road Transport System in India- Rail transport-General Information about Indian Railways- IRCTC- Eurail Pass- Indrail Pass.

Module III

Airport Layout- Airfield- Terminal Area- Flight Support Area- Major Airlines and Airports in India- Departure and Arrival Formalities.

Module IV

Water Transportation- National Waterways- Cruise Liners.

References:

Jagmohan Negi: Travel Agency and Tour Operations, Sterling Publishers, New Delhi.

A K Bhatia: International Tourism Management, Sterling Publishers, New Delhi.

Pran Nath Seth: Successful Tourism Management, Sterling Publishers, New Delhi.

SDC5TP32 Tourism Products of India

Number of Credit: 5

Hours per

Week: 5

Objective: To study the tourism products and potentials of India.

Module I

Concept, types and characteristics of tourism products- Elements of tourism products- Peters inventory of tourist attractions

Module II

Tourism resources of India- Types, Features and Diversities of Indian tourism products

Module III

Religious tourism and India- Hindu, Buddhist, Jain, Islamic and Christian pilgrim canterers

Module IV

Performing arts- Dance forms- music- Paintings- handicrafts- Fairs and Festivals- Architectural styles

Module V

Natural Tourism Resources- National parks- Wildlife Sanctuaries- Waterfalls- Hill stations- Beaches- Desert etc.

References:

Acharya Ram; Tourism and Cultural Heritage of India, ROSA Publications

Shalini Singh: Cultural Tourism and Heritage Management, Rawat Publications, Jaipur

Robinet Jacob et al: Indian Tourism Products, Abhijeeth Publications, New Delhi

Manoj Dixit: Tourism Products, New Royal Books, New Delhi

Pran Nath Seth: India; A Travellers Companion.

SDC5ET33 Emerging Trends in Tourism

Number of Credit: 5

Hours per

Week: 5

Objective: To study the innovative practices in the tourism industry.

Module I

MICE Tourism- Role and Importance- Components of Conference Market- Convention Venues- Characteristics of Conventions/ Conferences- Global Tourism Fairs

Module II

Sustainable Tourism – Definition-Steps in Sustainable Tourism Development- Goals of Sustainable Tourism Development-Agenda 21- Role of Public Private Partnership in Tourism development-Social and Economic aspects of Sustainable Tourism- Steps in improving Sustainability.

Module III

Responsible Tourism- Meaning- Definition- Principles of Responsible Tourism- Conventions on Responsible Tourism- Responsible Tourism Mission, Kerala Government.

Module IV

Health Tourism/Wellness Tourism- Development of Spas- Role and Importance of Medical Tourism- Ayurveda and Tourism.

Module V

New trends in Tourism- Space Tourism- Dark Tourism- Disaster Tourism- Green Tourism etc.

References:

M R Biju et al: Sustainable Dimensions of Tourism Management, Mittal Publications, New Delhi

A K Bhatia: International Tourism Management, Sterling Publications, New Delhi

Pranath Seth: Successful Tourism Management, Sterling Publications, New Delhi.

Guidelines of Responsible Tourism Mission, Government of Kerala.

SDC5PO34 Tourism Policy and Planning

Number of Credit: 5

Hours per

Week: 5

Objective: To learn about policy making and planning in tourism sector.

Module I

Tourism Policy-Meaning and Definition- Need for Tourism Policy- National Committee on Tourism(1988)- Tourism Policy 1982- National Action Plan on Tourism 1992- Tourism Policy 1997- National Tourism Policy 2002- Kerala Tourism Policy 1995,2012 and 2017.

Module II

Tourism Planning- Definition- Planning Process- Importance of Planning- Phases of Planning- Types of Tourism Planning.

Module III

Role of Public and Private Sector in Tourism Planning

Module IV

Tourism and Five Year Plans, NITI Ayog

References:

M R Dileep: Tourism Concepts and Practices, KITTS Publications, Trivandrum

Rattandeeep Singh: Handbook on Environmental Guidelines for Indian Tourism, Kanishka Publications, New Delhi

Pran Nath Seth: Successful Tourism Management, Sterling Publications, New Delhi.

SDC5PT35 Project/Dissertation

Number of Credit: 3

All the Students are required to do a project/dissertation with the help of a supervising teacher/guide. The Project Viva/ Evaluation will be conducted at the end of the semester and the evaluation process follows 100% external assessment.

SEMESTER VI

SDC6IP36 Industrial Training/ Internship

Number of Credit: 30

Total

Hours: 900

The objective of Industrial training/Internship is to get a real life experience with the industry. In this programme all students are required to participate six months Industrial training/Internship in reputed travel/tour companies.