GENERAL & ACADEMIC BRANCH-IV ‘E’ SECTION

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

  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/EGI Section/DR B’Com/
AR B’Com/System Administrator
(with a request to upload in the University website)
GAI ‘F’ Section/GAIV ‘J’ Section/SF/DF/FC

Sd/-

SECTION OFFICER
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

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
<th>CONTACT HOURS</th>
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<td><strong>Common</strong></td>
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<td>BTH1B01</td>
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### SEMESTER III

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<td>General Informatics</td>
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### SEMESTER V

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### SEMESTER VI

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<td>Services Marketing Strategies</td>
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<td>Core</td>
<td>Food Science and Nutrition</td>
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<td>Human Resource Management In Hospitality Industry</td>
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</tr>
<tr>
<td>Core</td>
<td>Trainings and Tour Report</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>
**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

<table>
<thead>
<tr>
<th>Title of course</th>
<th>BTH1B01 FRONT OFFICE MANAGEMENT</th>
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<tbody>
<tr>
<td>Semester in which the course is to be taught</td>
<td>First semester</td>
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<tr>
<td>Credits</td>
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<tr>
<td>Stream</td>
<td>Management</td>
</tr>
<tr>
<td>Aim of the course</td>
<td>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.</td>
</tr>
</tbody>
</table>

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 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.


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


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. 1, Ms. Thangam Philip, Orient Longman
5. Herrings Dictionary of Classical & Modern Cookery, Walter Bickel
6. Chef Manual of Kitchen Management, Fuller, John
8. The Book of Ingredients, Jane Grigson
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
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
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:

(a) This course enables the students to get in jobs where concern booking and confirming reservation for passenger’s on scheduled flights.

(b) To know how to identify the fares, global indicators, and world geography

(c) To understand the functions and facilities of airports and airlines.

(d) To familiarize with the processing and procedure of Travel documents.

(e) 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.


REFERENCE BOOKS:
IATA/UFTAA STANDARED COURSE - 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 sizes, 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, Maharasta, 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

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**


**Charcuterie**

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

**Larder**


**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

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

Module 5
Bakery Science

Desserts

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 varities, Jambon Virginia Avec Papapya, Poularde Enestou Fade, Macaroni Augratin, Aerangke Chantilly, Vichsoise Froid, Poule Saute Mireille, Pomme Olivette Aubergine A La Turque, Hot Fudge Sundae, Vesta Milifanty, Pizza Margarita, Ooq au Vin, Pomme Lyonnaise, Harrocppt Britonne, Pache Melbe,

Indian Cuisine
Chicken Shahi Korma, Panner Pasanda, Bagare Baingan, Pulao, Dal makhani, Nan, Firnee, Paya Bhater Mussalam, 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, chupsuey
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
8. The Book of Ingredients, Jane Grigson
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

Title of course : BTH4B05 TOURISM RESOURCES IN INDIA.
Semester in which the course to be taught : Fourth Semester
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:
(a) To familiarize the important tourism destinations in India.
(b) To understand the relevance and importance of famous tourism destinations.
(c) This course helps to study the various forms of tourism products in India.
(d) 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 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

(a) This course provides the students an overall idea of food and beverage service department and its functions.

(b) This course helps to arrange a food and beverage outlet, for service.

(c) This course enables students the billing methods of foods and beverages and its controlling.

(d) 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 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 RESTAURANT 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 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.


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

REFERENCE BOOKS.
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.

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 – 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:
- Principles of Management – Peter F. Drucker.
- Principles & Practice of Management – L.M. Prasad, S. Chand.
- 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 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.

Reference Books:

Mercantile law: M.C Kunhal,
Mercantile law: Gary and Chawla,
Business Law : Tulsian

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 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 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*

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**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 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.


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


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

<table>
<thead>
<tr>
<th>Title of course</th>
<th>BTH1C01 BASICS OF TRAVEL AND TOURISM</th>
</tr>
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<tbody>
<tr>
<td>Semester which the course to be taught</td>
<td>First Semester.</td>
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<td>Credits</td>
<td>4</td>
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<td>Stream</td>
<td>Management</td>
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**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:-**


**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 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 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.


References:-- (Journals)
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 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