



UNIVERSITY OF KERALA

B.Voc Degree Programme

in

Tourism and Hospitality Management

Regulation, Scheme and Syllabus

w.e.f 2014 admissions

kup 561(1)/2014-15 250

kup 561/2014-15 250

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Regulations, Scheme and Syllabus for B.Voc Tourism and Hospitality

(To be introduced from 2014 admissions)

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge

The proposed vocational programme in Tourism and Hospitality will be a judicious mix of skills, professional education related to Tourism and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the tourism and Hospitality environment

ELIGIBILITY FOR ADMISSION

Eligibility for admissions and reservation of seats for B.Voc Tourism and Hospitality Industry shall be according to the rules framed by the University from time to time. No student shall be eligible for admission to B.Voc Tourism and Hospitality unless he/she has passed the Plus Two of the Higher Secondary Board of Kerala or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 45 % marks in aggregate. However SC/ST, OBC, and other eligible communities shall be given relaxation as per University rules.(Those who passed Vocational Higher Secondary course will get a weightage of 25 marks.)

CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

DURATION

The duration of the B. Voc Tourism shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of instruction in a semester.

PROGRAMME STRUCTURE

- The B.Voc Tourism shall include:
- Language courses
- General Education Components
- Skill Components
- Project
- Internship
- Industrial Training
- Familiarisation Trips
- Soft Skills and Personality Development Programmes
- Study tours

CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

COURSE STRUCTURE

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

As per the UGC guidelines, there are multiple exit point for a candidate admitted in this course. If he/she is completing all the six credits successfully, he/she will get B. Voc degree in Tourism. If he is completing the first four semesters successfully, he/she will get an advanced diploma in Hospitality management. If he/she is completing the first two credits he/she will get a diploma in Tourism. B Voc Degree holder is expected to acquire the skills needed for a tour operator or entrepreneur. Advanced diploma holder is expected to become a multi-skilled hospitality executive. Diploma holder is expected to become tour interpreter.

PROGRAMME STRUCTURE

Semester	Code No	Subject	General /Skill	Credit	Contact hrs/Week	Marks ESE	Marks CE	Total Marks
ONE	EN111	Listening and Speaking Skills in English	General	4	3	80	20	100
	TH111	Principles of Management	General	4	3	80	20	100

	TH112	Environmental Studies	General	4	3	80	20	100
	TH121	Principles and Practices of Tourism I	Skill	5	5	80	20	100
	TH122	Tourism Products	Skill	5	5	80	20	100
	TH123	German I/French I	Skill	5	5	80	20	100
	TH124	<i>Destination visits and case studies(min 4)</i>	Skill	3	1			100
TWO	EN211	Writing and Presentation Skills in English	General	4	3	80	20	100
	TH211	History and Culture of India	General	4	3	80	20	100
	TH212	Cyber Security and IT for Tourism	General	4	3	80	20	100
	TH221	Principles and Practices of Tourism II	Skill	5	5	80	20	100
	TH222	German II/FrenchII	Skill	5	5	80	20	100
	TH223	Tour Guiding and Escorting	Skill	5	5	80	20	100
	TH224	Study tour (Pre-Tour and Post Tour Activities)	Skill	3	1			100
THREE E	TH311	Soft skills and Personality Development	General	4	3	80	20	100
	TH312	Human Resources Management	General	4	3	80	20	100
	TH313	Managerial Economics	General	4	3	80	20	100
	TH321	Hospitality Management	Skill	5	5	80	20	100

	TH322	Event Management	Skill	5	5	80	20	100
	TH323	Resort Management	Skill	5	5	80	20	100
	TH324	<i>Industrial visit and report presentation(m in 4)</i>	Skill	3	1			100
FOUR	TH411	Customer Relationship Management	General	4	4	80	20	100
	TH412	Tourism Marketing	General	4	4	80	20	100
	TH413	Financial Accounting	General	4	4	80	20	100
	TH421	Front Office Operations	Skill	4	4	80	20	100
	TH422	House Keeping Operations	Skill	4	4	80	20	100
	TH423	Environmental Management for Hotels	Skill	4	4	80	20	100
	TH424	Industrial training-hospitality	Skill	6	1			100
FIVE	TH511	Eco Tourism	General	4	3	80	20	100
	TH512	Business Research Methods	General	4	3	80	20	100
	TH513	Ethical, Legal, and Regulatory Framework for Tourism	General	4	3	80	20	100
	TH521	Travel Agency and Tour Operation Management	Skill	5	5	80	20	100
	TH522	Tour Packaging	Skill	5	5	80	20	100
	TH523	Transportation Management	Skill	5	5	80	20	100
	TH524	Industrial Training –	Skill	3	1			100

		Tour operations/Travel Agency						
SIX	TH611	Management Accounting	General	4	3	80	20	100
	TH612	Entrepreneurship Development	General	4	3	80	20	100
	TH613	Organizational Behavior	General	4	3	80	20	100
	TH621	Travel Geography	Skill	5	5	80	20	100
	TH622	Airfares and Ticketing with GDS	Skill	5	5	80	20	100
	TH623	Innovative Practices in Tourism	Skill	5	5	80	20	100
	TH624	Project	Skill	3	1			100
				180				

SOCIAL SERVICE/ EXTENSION ACTIVITIES

Students are to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3rd/ 4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 180 credits

ATTENDANCE

The minimum number of hours of lectures, tutorials, seminars or practica which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, tutorials, seminars or practical sessions. Internships, study tours and soft skill and personality development programmes are part of the course and students must attend in these activities to complete a semester.

EVALUATION AND GRADING

The Evaluation of each Course shall consist of two parts 1) Continuous Evaluation (CE)

2) End Semester Evaluation (ESE)

The CE and ESE ratio shall be 1:4 for both Courses with or without practical. There shall be a maximum of 80 marks for ESE and maximum of 20 marks for CE. For all Courses (Theory and Practical), Grades are given on a 7-point scale based on the total percentage of mark (CE+ESE) as given below.

CRITERIA FOR GRADING

Percentage of marks	CCPA	Letter Grade
90 and above	9 and above	A+ Outstanding
80 to < 90	8 to <9	A Excellent
70 to <80	7 to <8	B Very Good
60 to < 70	6 to <7	C Good
50 to < 60	5 to <6	D Satisfactory
40 to < 50	4 to <5	E Adequate
Below 40	<4	F Failure

CONTINUOUS EVALUATION (CE)

All records of Continuous Evaluation shall be kept in the Department and shall be made available for verification by the University, if and when necessary

ATTENDANCE (MAX.MARKS 5):

The allotment of marks for attendance shall be as follows:

Attendance less than 75 %	1 Marks
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

ASSIGNMENTS OR SEMINARS: (MAX. MARKS 5)

Each student shall be required to do one assignment or one seminar for each Course. Valued assignments shall be returned to the students. The seminars shall be organized by the teacher/teachers in charge of CE and the same shall be assessed by a group of teachers including the teacher/ teachers in charge of that Course. Assignments/Seminars shall be evaluated on the basis of their quality. The teacher shall define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight shall be given for punctuality in submission. Seminar shall be similarly evaluated in terms of structure, content, presentation, interaction etc.

TESTS: (MAX. MARKS 10)

For each Course there shall be one class test during a semester. Valued answer scripts shall be made available to the students for perusal within 10 working days from the date of the test.

ANNOUNCEMENT OF RESULTS OF CE.

The results of the CE shall be displayed within 5 working days from the last day of a semester. Complaints regarding the award of marks for CE if any have to be submitted to the Head of the Department within 3 working days from the display of results of CE. These complaints shall be examined by the Department Committee and shall arrive at a decision, which shall be communicated to the student.

The Statement of marks of the CE of all the students shall be approved by the Department Committee, countersigned by the Principal and forwarded to the Controller of Examinations

within 15 working days from the last day of the semester. The University has the right to normalize the CE, if required, for which separate rules shall be framed.

END SEMESTER EVALUATION (ESE):

End Semester Evaluation of all the Courses in all the semesters shall be conducted by the University. The results of the ESE shall be arranged to be published according to the Examination Calendar prescribed by the University Level Monitoring Committee (ULMC), which shall not exceed 45 days from the last day of the examination.

PROJECT/DISSERTATION WORK:

For each First Degree Programme there shall be a Project/Dissertation Work during the sixth semester on a topic related to any issues in tourism/hospitality industry. The Project/Dissertation work can be done either individually or by a group not exceeding five students under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The project work shall have the following stages:

- a. Project proposal presentation and literature review - 5th semester
- b. Field work and data analysis - 6th Semester
- c. Report writing and draft report presentation - 6th Semester
- d. Final report submission - 6th Semester

The report shall be printed and spiral bound with around 50 A4 size pages.

The layout is:

Font	:	Times New Roman
Size	:	12
Line Spacing	:	1.5
Margin	:	Left - 1.25; Right-1; Top-1; Bottom-1

The project report should be submitted to the Department at least 15 days before the last working day of the sixth semester. The candidate shall prepare three copies of the report: two copies for submission to the Department and one copy for the student to bring at the time of viva-voce

STRUCTURE OF THE REPORT:

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures, Charts etc
5. Chapter 1- Introduction, Review of literature, Statement of the problem,
Need and Significance of the study Objectives of the study,
Research Methodology, Chapterisation scheme etc
(5-8 pages)
6. Chapter II - Theoretical Back ground (10-15 pages)
7. Chapter III - Data Analysis and Interpretation

8. Chapter) IV Summary, Findings and Recommendations
9. Appendix Questionnaire, Specimen copies of forms, other exhibits
10. Bibliography (Books, journal articles, website etc. used for the project work

EVALUATION

- A Board of two examiners appointed by the University shall evaluate the report.
- There shall be no Continuous Evaluation for the Project work.
- Evaluation of project should involve evaluation of the report with a project based viva-voce.
- A Viva voce based on the project report shall be conducted Individually by the Board of Examiners.
- The total credits for Project work is 3.
- The Maximum Marks for evaluation of the report shall be

100 distributed among the following components,

i)Statement of the problem	-10
ii) Objectives of the study	- 5
iii)Review of literature	-5
iv)Methodology	-15
v)Analysis and Interpretation	-5
vi)Presentation of the report	-10
vii)Findings and suggestions	-10
viii)Bibliography	- 5
ix)Viva-Voce	- 25

Total - 100

An examiner shall evaluate 10 project reports per day

PROMOTION TO HIGHER SEMESTERS

Students who complete the semester by securing the minimum required attendance and by registering for the End Semester Examination of each semester conducted by the University alone shall be promoted to the next higher semester.

GRADING SYSTEM

Both CE and ESE will be carried out using Indirect Grading system on a 7-point scale.

Consolidation of Grades

The maximum mark for a Course (ESE theory) is 80. The duration of ESE is 3 hours. The marks of CE shall be consolidated by adding the marks of Attendance, Assignment/ Seminar and Test paper respectively for a particular Course.

a	Attendance	5 marks
b	Assignment/Seminar	5 marks
c	Test Paper	10 marks

Total marks for the ESE of Practical is 80.The components of ESE of Practical have to be set by the Chairmen, Boards of Studies, concerned.

The marks for the components of Practical for Continuous Evaluation shall be as shown below

a	Attendance	5 marks
b	Record	5 marks
c	Test	5 marks
d	Performance, Punctuality and Skill	5 marks

The marks of a Course are consolidated by combining the marks of ESE and CE (80+20). A minimum of 40% marks (E Grade) is required for passing a Course with a separate minimum of 40%(E Grade) for Continuous Evaluation and End Semester

EVALUATION

Consolidation of SCPA:

SCPA is obtained by dividing the sum of Credit Points (CP) obtained in a semester by the sum of Credits (C) taken in that semester. After the successful completion of a semester, Semester Credit Point Average (SCPA) of a student in that semester shall be calculated.

For the successful completion of a semester, a student has to score a minimum SCPA of 4.00 (E Grade). However, a student is permitted to move to the next semester irrespective of his / her SCPA.

Consolidation of CCPA: An overall letter Grade (Cumulative Grade) for the whole Programme shall be awarded to the student based on the value of CCPA using a 7-point scale, as given below. It is obtained by dividing the sum of the Credit Points in all the Courses taken by the student, for the entire Programme by the total number of Credit

OVERALL GRADE IN A PROGRAMME

PERCENTAGE OF MARKS	CCPA	LETTER GRADE
90 and above	9 and above	A + Outstanding
80 to < 90	8 to <9	A Excellent
70 to < 80	7 to <8	B Very Good
60 to < 70	6 to <7	C Good
50 to < 60	5 to <6	D Satisfactory
40 to < 50	4to<5	E Adequate
Below 40	<4	F Failure

The Marks of the Courses taken over and above the minimum prescribed Credits shall not be counted for computing CCPA.

For the successful completion of a Programme and award of the Degree, a student must pass all Courses satisfying the minimum Credit requirement and must score a minimum CCPA of 4.00 or an overall grade of E.

PATTERN OF QUESTIONS

Question Type	Total number of Questions	Number of Question to be answered	Marks for each Questions	Total Marks
Very short answer type(One word to Maximum of 2 sentences)	10	10	1	10
Short answer(Not to exceed one paragraph)	12	8	2	16

Short essay(Not to exceed 120 words)	9	6	4	24
Long essay	4	2	15	30
Total	35	26		80

GRACE MARKS:

Grace marks shall be awarded for Sports/Arts/ NCC/NSS in recognition of meritorious achievements

MARK CUM GRADE SHEET

The University under its seal shall issue to the students a Mark cum Grade Sheet on completion of each semester indicating the details of Courses, Credits, Marks for CE and ESE, Grades, Grade Points, Credit Points and Semester Credit Point Average (SCPA) for each Course.

The Consolidated Mark cum Grade sheet issued at the end of the final semester on completion of the Programme shall contain the details of all Courses taken during the entire Programme including Additional Courses taken over and above the prescribed minimum Credits for obtaining the Degree. However, for the calculation of CCPA, only those Courses in which the student has performed the best with maximum Credit Points alone shall be taken subject to the minimum requirements of Credits for successful completion of a Programme. The Consolidated Mark cum Grade sheet shall indicate the CCPA and CCPA(S)* and the overall letter grade for the whole Programme. The Consolidated Mark cum Grade sheet shall also indicate all the Audit Courses (Zero Credit) successfully completed by the student during the whole Programme.

No student shall be eligible for the award of the Degree unless he/she has successfully completed a Programme of not less than 6 semesters duration and secured at least 180 Credits (excluding Credits for Social Service/Extension Activities) as prescribed by the Regulations.

The Degree to be awarded shall be called Bachelors of Vocation in Tourism and Hospitality as specified by the Board of Studies and in accordance with the nomenclature specified by the Act and Statutes of the University.

* CCPA(S) is CCPA for specialized subjects. (It is computed in a similar manner but without considering the Language Courses, Foundation Course for Language and Open Course).

SYLLABUS

SEMESTER - I

UNIVERSITY OF KERALA

B.VOC (TOURISM AND HOSPITALITY MANAGEMENT)

SEMESTER – I

General Course - LISTENING AND SPEAKING SKILLS IN ENGLISH: EN 111

No. of credits: 4

No. of instructional hours: 3 per week

AIMS 1. To familiarize students with English sounds and phonemic symbols.

2. To enhance their ability in listening and speaking.

OBJECTIVES: On completion of the course, the students should be able to

1. listen to lectures, public announcements and news on TV and radio.
2. engage in telephonic conversation.
3. communicate effectively and accurately in English.
4. use spoken language for various purposes.

COURSE OUTLINE

Module 1

Pronunciation

Phonemic symbols – consonants – vowels – syllables – word stress - strong and weak forms - intonation.

Module 2

Listening Skills

Difference between listening and hearing – active listening – barriers to listening - academic listening - listening for details - listening to announcements - listening to news programmes.

Module 3

Speaking Skills

Interactive nature of communication -importance of context - formal and informal - set expressions in different situations – greeting – introducing - making requests - asking for / giving permission - giving instructions and directions – agreeing / disagreeing - seeking and giving advice - inviting and apologizing telephonic skills - conversational manners.

COURSE MATERIAL

Modules 1 – 3

Core reading: *English for Effective Communication*. Oxford University Press, 2013.

Further reading

1. Marks, Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.
2. Lynch, Tony. *Study Listening*. New Delhi: CUP, 2008.
3. Kenneth, Anderson, Tony Lynch, Joan MacLean. *Study Speaking*. New Delhi: CUP, 2008

B.VOC (TOURISM AND HOSPITALITY MANAGEMENT)

SEMESTER – I

GENERAL COURSE: TH 111 PRINCIPLES OF MANAGEMENT

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To provide basic knowledge of the principles of management.

UNIT I

Nature and Process of Management – Schools of Management Thought – Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basis of Global Management (15hrs)

UNIT II

Planning – objectives – Types of plans - single use plan and repeated plan – MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making –forecasting. (10hrs)

UNIT III

Organising – Types of organisation - formal and informal, line and staff, functional – organisation structure and design – span of control, delegation and decentralisation of authority and responsibility – organisational culture and group dynamics. (10hrs)

UNIT IV

Staffing – Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept. (10hrs)

UNIT V

Directing– Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mouton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief) **Controlling** - Concept, Significance, Methods of establishing control. (15 hrs)

Books Recommended:

1. Moshal.B.S . *Principles of Management*, Ane Books India,New Delhi.
2. Bhatia R.C. *Business Organization and Management*, Ane Books Pvt. Ltd., NewDelhi.
3. Richard Pettinger. *Introduction to Management* , Palgrave Macmillan, New York.
4. Koontz and O'Donnel. *Principles of Management* ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
5. Terry G.R. *Principles of Management*, D.B.Taraporevala Sons & Co.Pvt.Ltd., Mumbai.

6. Govindarajan.M and Natarajan S. *Principles of Management*, PHI, New Delhi.

7. Meenakshi Gupta . *Principles of Management*, PHI, New Delhi.

SEMESTER – I

GENERAL COURSE: TH 112 ENVIRONMENTAL STUDIES

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To enable the students to acquire basic ideas about environment and emerging issues about environmental problems and remedies.

UNIT I

Environmental studies – meaning – scope – importance (5 hrs)

UNIT II

Ecology and Ecosystems, Biodiversity and its Conservation, and Natural resources – meaning of ecology – structure and function of an ecosystem – producers – consumers – decomposers – energy flow in the ecosystem – ecological succession- food chain – food webs and ecological pyramids . Ecosystem – concept– types of ecosystems – structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem. Biodiversity and its conservation- introduction- definition- genetic, species and ecosystem diversity- value of biodiversity- biodiversity at global, national and local levels- India as a mega- diversity nation- hot- spots of diversity- threats to diversity- conservation of diversity in in- situ, ex- citu. Natural resources- features- air resources, forest resources, water resources, mineral resources, food resources- energy resources, land resources- over exploitation of natural resources- consequences- conservation of natural resources- role of an individual in conservation of natural resources. (20hrs)

UNIT III

Industry and environment - pollution – environmental pollution – soil pollution – air pollution – water pollution – thermal pollution – noise pollution – causes, effect and control measures – waste management – waste minimisation through cleaner technologies – reuse and recycling - solid waste management. (15hrs)

UNIT IV

Social issues and environment – Unsustainable to sustainable development – urban problems related to energy – water conservation – water harvesting – resettlement and rehabilitation of people – environment ethics – waste land reclamation – consumerism and waste products. (10hrs)

UNIT V

Human Population and environment – population growth – variation among nations – population explosion – environment and human health – human rights – value education – women and child welfare. (10 hrs)

REFERENCE

1. Misra. S.P and Pandey .S.N. *Essential Environmental Studies*, Ane Books India, New Delhi.

2. Kiran B. Chokkas and others. Understanding Environment, Sage Publications New Delhi.
3. Arumugam N. and Kumaresan V. Environmental Studies, Saras Publications, Kanyakumari.
4. Benny Joseph. Environmental Studies, Tata McGraw-Hill Publishing Co.Ltd.,New Delhi.

SEMESTER – I

SKILL COURSE: TH 121 PRINCIPLES AND PRACTICE OF TOURISM-I

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To invoke interest in students with basic concepts and contents of tourism studies

UNIT – I

Travel and Tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of Modern Tourism, Factors affecting growth of Tourism. (10Hrs)

UNIT - II

Tourism: Definition, Meaning, Nature and Scope; Tourist, Traveller, Visitor and Excursionist - definition and differentiation; Leisure, Recreation and Tourism interrelationship; Typology and forms of tourism – International, Inbound, Outbound, inter regional, intra regional, domestic, international, national and other forms ;Social tourism. (15Hrs)

UNIT – III

Tourism an Overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Leiper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility, Interrelationship of elements. (15Hrs)

UNIT – IV

Introduction to tourism industry – Travel agency – History – Operation/Functions – Types. Tour Operators – Functions – Types. Accommodation Industry-Types – Classification – Supplementary – Souvenir Industry & Shopping . (10Hrs)

UNIT –V

Transportation (Air, Water, Land) – Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals, etc.) (10Hrs)

UNIT –VI

International travel requirements (Passport, Visa, Health Certificates & Insurance). Role and functions of NTO and tourism authorities of various levels (National, State, Local) Tourism Organizations – National and International:-ITDC, FHRAI, IATO, TAAI, UNWTO, IATA, UFTAA, PATA. (15Hrs)

REFERENCE

- 1.P.N Seth: Successful tourism Management (Vol. 1 & 2) , Sterling Publishers,New Delhi
2. A.K Bhatia: International Tourism Management, Sterling Publishers,

3. A.K Bhatia: Tourism Development: Principles and Practices, Sterling Publishers,
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. A.K Bhatia:The Business of Tourism concept and strategies , Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

SEMESTER – I

SKILL COURSE: TH 122 TOURISM PRODUCTS

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To study the tourism products and potential of India.

UNIT – I

Tourism Product- Definition and Differentiation, - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India; Geography of India –Physical and Political features (15 hrs)

UNIT - II

Cultural Resources- Performing Arts of India, Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments-Handicrafts of India, Craftsmanship-Indian Painting-Fairs and Festivals - Cuisines and specialty dishes (15 hrs)

UNIT – III

Architectural Heritage of India – India’s Architectural Styles- Historic Monuments of Tourist significance (ancient medieval and modern)- Important Historic / Archaeological sites, Museums, Art Galleries, Libraries their location and assets- Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others- World Heritage sites in India (15 hrs)

UNIT – IV

Nature based Tourism: Wild life Sanctuaries, National Parks, Botanical gardens, Zoological parks, Biosphere reserves; Mountain Tourism with special reference to Himalayas (10 hrs)

UNIT –V

Desert Tourism with special reference to Rajasthan, Tourism in Coastal areas- Beaches, Islands, Coral reefs; Backwater tourism with special reference to Kerala. (10 hrs)

UNIT –VI

Adventure tourism – Classification of Adventure Tourism – Land Based –Water Based –Aero Based with suitable examples (10 hrs)

REFERENCE

- 1.Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, New Delhi
2. Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,
3. Basham.A.L , The Wonder that was India: Rupa and Company, Delhi.

4. Manoj Dixit, Charu Sheela , Tourism Products, New Royal Books.
5. Hussain.A.K , The National Culture of India, national Book Trust, New Delhi
6. Sarina Singh , India, Lonely Planet Publication.
7. Kaul H.K , ‘Travelers India’ Oxford University Press.
8. Negi, Jagmohan , Adventure Tourism and sports, Kanishka Publishers

SEMESTER – I

SKILL COURSE: TH 123 GERMAN I

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: 1. To provide necessary knowledge and communication skills in German language to deal with tourists.

UNIT I

To introduce oneself and others- Numbers+ Telephone numbers - Alphabets and to spell a name.-To order something and pay for it in a Café.-Introduction to Money-Euro-How is it in a German course.-Countries and Languages-Wellness and complaints-Profession-Weekend activities and hobbies-Currencies in different countries.- Classroom things- Communication: To make requests and wishes.- Calendar: Days and Months (Hrs 15)

UNIT II

Country names with and without articles- Sightseeing places in Europe- Countries and languages spoken in them- To be able to describe Trivandrum- Railway station and Airport-Capitals of other Countries- To describe different types of houses and comment on them.- To describe things and people- Rooms, furniture and how to make a house ready to live in- Shifting of a house.- Repetition of “Restaurant”- Rented house, to rent a house, hostel.- To move into a new house. (Hrs15)

UNIT III

Time: Methods to say time, officially and unofficially- To make appointments and to make changes in that.- To make speech.- Vocabulary related to “a visit to doctor”- Daily routine- Things in a city.- Hour/clock- To fill in information in a form.- To ask “way” to somewhere to a person.- To tell the place where different people work.- Orientation in a house- To arrange appointments- Holidays and festivals- Ordinal numbers (Hrs 10)

UNIT IV

Professions and its descriptions- Repetition of daily routine.- To handle the situation in a bank- Place details e.g. in a workshop, at the university etc. wrt. prepositions- To know about sightseeing places in Berlin.- To describe a Way.- To make a city plan and to describe it- To narrate about a travel.- To write a postcard. (Hrs 10)

UNIT V

To speak about vacations and holidays- To describe about an accident.- To formulate W-questions wrt. theme “Holidays”- In a supermarket and eating habits- To shop provisions- Measurements and weights- NewsCOURSE advertisements- Time of meals, names of dishes, menu, and recipes.- Vegetables, cutlery, vessels, fruits etc. (Hrs 15)

UNIT VI

Fashion, Weather, buying clothes, and colors.- Winter holidays and summer holidays- Body parts and sports, illnesses and emotions- More body parts and vital organs- To which doctor should I go -Which doctor do you recommend? (Hrs 10)

SEMESTER TWO

UNIVERSITY OF KERALA

B.VOC (TOURISM AND HOSPITALITY MANAGEMENT)

SEMESTER – II

General Course - WRITING AND PRESENTATION SKILLS IN ENGLISH: EN 211

No. of credits: 4

No. of instructional hours: 3 per week

AIMS

1. To familiarize students with different modes of general and academic writing.
2. To help them master writing techniques to meet academic and professional needs.
3. To introduce them to the basics of academic presentation
4. To sharpen their accuracy in writing.

OBJECTIVES

On completion of the course, the students should be able to

1. Understand the mechanism of general and academic writing.
2. Recognize the different modes of writing.
3. Improve their reference skills, take notes, refer and document data and materials.
4. Prepare and present seminar papers and project reports effectively.

COURSE OUTLINE

Module 1

Writing as a skill – its importance - mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text - combining different sources – functional use of writing – personal, academic and business writing – creative use of writing.

Module 2

Writing process - planning a text - finding materials – drafting – revising – editing -finalizing the draft - computer as an aid - key board skills.

Module 3

Writing models – essay - précis - expansion of ideas – letter writing - personal letters - formal letters - CV – surveys – questionnaire - e-mail – fax - job application - report writing.

Module 4

Presentation as a skill - elements of presentation strategies – audience – objectives – medium - key ideas - structuring the material - organizing content - audio-visual aids - hand-outs - seminar paper presentation and discussion.

COURSE MATERIAL

Modules 1 – 4

Core reading: *English for Effective Communication*. Oxford University Press, 2013.

Further reading

1. Robert, Barraas. *Students Must Write*. London: Routledge, 2006.
2. Bailey, Stephen. *Academic Writing*. Routledge, 2006.
3. Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. Cambridge University Press, 2008.
4. Ilona, Leki. *Academic Writing*. CUP, 1998.
5. McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India, 2009.

SEMESTER – II

GENERAL COURSE: TH 211 HISTORY AND CULTURE OF INDIA

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To study the tourism products and potential of India.

UNIT -I

History and Culture - Definition, Source, Scope and Importance in reference to Tourism.
Brief History of Tourism in India. (10 hrs)

UNIT –II

Indus Valley Civilization, Vedic Period, Epics and Archaeology (10 hrs)

UNIT –III

Maurya – Shunga - Kushan – Gupta and Harsha Periods of Classical Development –Religion, Philosophy, Art, Literature, Society, Science, Economy and Foreign Contact. (10 hrs)

UNIT –IV

Early Medieval India (700 to 1200 AD)

Brief Introduction to History and Society of North India – Pratihara, Pala, Chandella, Kalchuri, Paramara, Solanki
Brief Introduction to History and Society of South India – Chalukya, Pallava, Rastrakuta, Chola, Hoysala. (15 hrs)

UNIT –V

Medieval and Modern India – Cultural Contributions of Mughals and Europeans. Bhakti Movement – (12th to 16th Century) – Ramanuja, Ramanand, Kabir, Tulsai, Meera, Raidasa, Chaitanya, Nanak. Renaissance or Revival of Indian Culture in 19th Century. Brief History of Independence of India. (15 hrs)

REFERENCE

1. An Introduction to the Study of Indian History, D.D.Kosambi, Popular Prakashan Pvt Ltd
2. Evolution of Indian Culture, B.N.Luniya, Lekshmi Publi

SEMESTER – II

GENERAL COURSE: TH212 INFORMATICS AND CYBER LAW

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To study the tourism products and potential of India.

UNIT I

Overview of Informatics- meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology, Purchase of technology, license, guarantee, and warranty. New development in informatics (10hrs)

UNIT II

Knowledge Skills for Higher Education- Data, information and knowledge, knowledge management, Internet access methods –Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET. (15hrs)

UNIT III

Social Informatics- IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues (15hrs)

UNIT IV

CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues, (10 hrs.)

UNIT V

CYBER REGULATIONS – Scope of cyber laws, - Provisions under IT Act 2000, cyber related Provisions under IPC (10 hrs.)

Books Recommended:

1. Ramesh Bangia. *Learning Computer Fundamentals*, Khanna Publishers, New Delhi.
2. Rajaraman, *Introduction to information Technology*, PHI, New Delhi.
3. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
4. Barbara Wilson. *Information Technology: The Basics*, Thomson Learning.

5. George Beekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, New Delhi.
6. IT Act 2000,
7. Rohas Nagpal, IPR & Cyberspace – Indian Perspective

SEMESTER – II

SKILL COURSE: TH221 PRINCIPLES AND PRACTICES OF TOURISM-II

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To study the tourism products and potential of India.

UNIT I

Travel Motivations - Definition of Motivation – concept of motivation - evolution of demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators (10 Hrs)

UNIT II

Demand for Tourism - Measurement of tourism, types of tourist statistic – general problems of measurement – methods of measurement – Tourism Satellite Account – Tourism Barometer - statistical review of spenders and Earners of Tourism- Kerala, India and Major world destinations. (15 Hrs)

UNIT III

Socio-Economic factor In Tourism: Impacts of Tourism – Economic, Environmental, Social, Cultural. Economic benefits – the multiplier effect – development of infrastructure – regional development – effects on employment – tourism and economic value of cultural resources – tourism and international understanding, National Integration through tourism. (15Hrs)

UNIT IV

Tourism planning and Development – tourism planning process – assessment of tourist demand – environmental Dimensions of tourism – carrying capacity – sustainability – conservation policy, Responsible tourism. (15 Hrs)

UNIT V

Features of Tourist Destinations – Essential facilities and Services for Tourism Development. Tourism Development in India – Sargent Committee - 5 year plans - tourism Policy. (10 Hrs)

UNIT VI

Tourism Products –Definitions – Product levels of Kotler-, Product design – Issues and considerations, , Leiper’s Tourism System, Tourism Area Life Cycle. (10 Hrs)

REFERENCES

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism

7. Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
8. Christopher.J. Hollway; Longman ; The Business of Tourism
9. Percy K Singh: fifty Years of Indian Tourism (Kanishka Pub)
10. Sipra Mukhopadhyay: Tourism Economics (Ane Books India)
11. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited (Response - SAGE)
- 12.R.Jacob et all : Tourism products of India- A National Perspective(Abhijeet Publications)

SEMESTER – II

SKILL COURSE: TH222 GERMAN II

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To provide knowledge about basic German grammar

Lesson	Grammar
Languages and Biography	subordinate clauses with mit weil , comparitiv with wie und als, Superlativ : am höchsten, am weitesten
Familienalbum	possessiv artikel in Dativ , Adjective in Dativ, subordinate clauses with dass , Genitiv-s
Travel und Mobility	Modal verb sollen
Activ in the leisure time	Reflexive pronoun : sich ausruhen, Zeitadverbien : zuerst, dann, danach , Verbs with Prepositions : sich ärgern über , Indefinita niemand , wenige,viele, alle
Media	indirect questions in subordinate clauses: ob-Sätze / indirect W-Questions, Adjective without Artikel : Nominativ and Akkusativ
Outing	Personal pronoun in Dativ: mit dir, mit ihm Relative clause, Relative clause in Nominativ and Akkusativ
At home	Modal verbs in Präteritum, Nebensätze with als
Experiencing culture	time adverbs : damals, früher / heute, jetzt , Verbs in Präteritum : er lebte, ich arbeitete, es gab , Perfekt und Präteritum – spoken and written language.
Working environment	sentences connecting with den, weil , das Verb werden, nominalisation : wohnen – die Wohung, lesen – das Lesen , Wishes / Politness : hätte, könnte
Festival and gifts	prepositions with Dativ, Verbs with Dativ, Verbs with Dativ- and Akkusativ supplement, conditions and result : Relative clause with wenn

with all senses	Indefinita : einige, manche, Wechselprepositionen , Verbs with Akkusativ verbs with Dativ : liegen/legen ,Paragraph lesen : Genitiv understanding , Relative clauses : in, mit+Dativ
inventions and inventor	Relative clause with um zu / damit , Vorgänge narrating : Passiv mit werden / wurden

SEMESTER – II

SKILL COURSE: TH 223 TOUR GUIDING AND ESCORTING

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

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

UNIT 1

The Tour Guide- Meaning and classification, qualities of an ideal tour guide, various role of tour guide, the business of guiding, organizing a guiding business (10 Hrs)

UNIT II

The guiding techniques- leadership and social skills, presentation and speaking skills (10 Hrs)

UNIT III

The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances (10 Hrs)

UNIT IV

The role of guide and interpreter: Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society. Tour guides code of conduct. (15 Hrs)

UNIT V

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies. (15 Hrs)

UNIT VI

Dealing with emergencies- Accidents, Law and order, Theft, Loss of documents; First Aid-importance, general procedures, evaluation of situation; Complaint handling. (15 Hrs)

REFERENCE

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations

SEMESTER THREE

UNIVERSITY OF KERALA

B.VOC (TOURISM AND HOSPITALITY MANAGEMENT)

SEMESTER – III

GENERAL COURSE: TH311 SOFTSKILLS AND PERSONALITY DEVELOPMENT

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To develop personal, social and interpersonal skills required for the profession

UNIT I

Personal Skills- Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management (15 Hrs)

UNIT II

Social Skills- Appropriate and contextual use of language- non-verbal communication- interpersonal skills- problem solving. (15 Hrs)

UNIT III

Personality Development- Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language. (10 Hrs)

UNIT IV

Presentation skills - Group discussion- mock Group Discussion using video recording- public speaking (10 Hrs)

UNIT V

Professional skills - Organisational skills- team work- business and technical correspondence- job oriented skills-professional etiquettes (10 Hrs)

REFERENCE

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.

SEMESTER – III

GENERAL COURSE: TH312 HUMAN RESOURCES MANAGEMENT

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To give a conceptual understanding of human resource practices in business organizations.

UNIT I

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management. (15 Hrs)

UNIT II

Human resource planning, Recruitment and selection—Job analysis---process of job analysis- job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods. (15Hrs)

UNIT III

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation. (10 Hrs)

UNIT IV

Performance appraisal and career planning. Need and importance- objectives process-methods and problems of performance appraisal- . Concept of career planning –features-methods –uses career development. (10 Hrs)

UNIT V

Compensation management and grievance redressal. Compensation planning objectives- Wage systems- factors influencing wage system-. Grievance redressal procedure- Discipline-approaches- punishment-essentials of a good discipline system. Labor participation in management. (10 Hrs)

REFERENCE:

- 1.Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—Venkata Ratnam .Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder.

SEMESTER – III

GENERAL COURSE: TH 313 MANAGERIAL ECONOMICS

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To familiarise the students with the economic principles and theories underlying various business decisions

UNIT I

Introduction – Economics – managerial economics – distinction between managerial economics and traditional economics – characteristics of managerial economics – scope of managerial economics – Application of economic theories in business decisions – role and responsibility of a managerial economist. (10Hrs)

UNIT II

Demand Estimation – Demand– elasticity of demand – price – income – advertisement- cross – uses – measurement. Demand forecasting – short term and Long term forecasting – methods of forecasting – forecasting the demand for new products. (15Hrs)

UNIT III

Theory of Production – Production function – Cobb Douglas Production function – Laws of production–Law of Diminishing Returns–Law of returns to scale–Economies and diseconomies of scale. (10Hrs)

UNIT IV

Pricing Policy and Practices – objectives – role of cost in pricing – demand factor in pricing – factors to be considered when formulating a pricing policy – cost plus pricing –marginal cost pricing – going rate pricing – Breakeven point pricing –Product Line pricing – Pricing of a new product – Pricing over the life cycle of a product. (15Hrs)

UNIT V

Business Cycles – Introduction – phases of a business cycle – causes and indicators – Theories of business cycles – control of business cycles. (10Hrs)

REFERECE

1. Maheswari.K.L and Varshney. Managerial Economics ,Sultan Chand &Sons, New Delhi.
2. Mote V.L, Samuel Paul and Gupta G.S. Managerial Economics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
3. Gupta G.S. Managerial Economics, Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
4. Dwivedi N.D. Managerial Economics, Vikas Publishing House, New Delhi.
5. Reddy P.N and Appanniah. H.R. Principles of Business Economics, S. Chand &Co. Ltd. New Delhi.

SEMESTER – III

SKILL COURSE: TH321 HOSPITALITY MANAGEMENT

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To introduce the student to the world of Hospitality industry in general and to develop the hospitality culture among the students

UNIT I

Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, Athithidevo Bhavah, Expectations of the guest (10 Hrs)

UNIT II

Classification & Categorization of Hotels - Hotel Ownership. A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. - FHRAI (15 Hrs)

UNIT III

Brief Account of Hotel Operations: Front office and back office areas, Public and Private areas - Organizational structure and Functions - Major Departments - Types of hotel rooms – Use of IT in Hotel industry (10 Hrs)

UNIT IV

Front Office Management: Organizational structure and Functions

House Keeping: Organizational structure – important housekeeping activities in hotels – coordination with other departments – advantages of good housekeeping and problems of poor housekeeping.

Food and Beverage Operations: Organizational structure and Functions - Food Production and Service. Restaurants: Types of Menu, Types of Service. (15 Hrs)

UNIT V

Security department - Responsibilities - Security systems in a hotel. Roles and Functions of Marketing department, HR department, Engineering and maintenance department, Accounting Department. (15 Hrs)

UNIT VI

Case study of important Hotels (10 Hrs)

References

1. John R Walker - Introduction to Hospitality Management – Pearson Education India
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry ,UBS Pub, New Delhi
3. Dennis . L. Foster – VIP and Introduction to Hospitality ,Mc Graw Hill, New Delhi
4. M. L. Ksavana and R. M. Brooks – Front Office procedures ,Educational Institute. A.H.M.A
5. Sudhir Andrews –Hotel front Office Management. Mc.Graw Hill, New Delhi

7. Puspinder. S. Gill – Dynamics of Tourism –Vol.4 –Tourism and Hotel Management, Anmol P
8. Jag Mohan Negi – Hotels for Tourism Development ,Metropolitan Pub, NewDelhi
9. RK Malhotra – Fundamentals of Hotel Management and Operations ,Anmol Pub, New Delhi
10. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi

SEMESTER – III

SKILL COURSE: TH322 EVENT MANAGEMENT

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

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

UNIT I

Event Management – Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc. - need of event management. Key factors for best Event Management. (15 Hrs)

UNIT II

Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools. (15 Hrs)

UNIT III

Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics. (10 Hrs)

UNIT IV

Process of Event Management – Planning and organizing events – Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation. (15 Hrs)

UNIT V

Entrepreneurship opportUNITies in Event Management - Trade fare –marriages. Conferences and meetings – Exhibitions - Case study of Kerala Travel mart. (10 Hrs)

UNIT VI

Event promotion- marketing events- interrelation between event and tourism industry (10 Hrs)

REFERENCE

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

SEMESTER – III

SKILL COURSE: TH323 RESORT MANAGEMENT

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To familiarize students with the concept of resort management.

UNIT I

Resort Management- Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development, Trends and factors in developed tourist markets leading to growth to resort concept. (15 Hrs)

UNIT II

Basic element of a resort complex- Lodging facilities, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services (10 Hrs)

UNIT III

Mountain based resorts – introduction - development process – visitor profile. Beach resorts – marinas - introduction – development process – profile of visitors – environmental impacts and management. Golf/tennis resorts – introduction - market segments – visitor profiles. Health resorts/ Ayurvedic resorts). (15 Hrs)

UNIT IV

External challenges for resort management: Changing market and competitive conditions – global demand trends – benefit segmentation – market segmentation – competition (10 Hrs)

UNIT V

Internal challenges for resort management: Planning and financial management – planning process– phases of resort development – functional tools of resort development – planning and financial feasibility (10 Hrs)

UNIT VI

Marketing issues for resorts: introduction, place marketing, destination image formation - cluster theory marketing - changing product emphasis - marketing changing seasons, seasonality management strategies – Branding – services marketing and management- Recreation management in resorts: rides, games and parks. (15 Hrs)

REFERENCE

Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann

Robert Christie Mill (2008), Resorts Management and Operations, Wiley.

Jagmohan Negi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.

Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.

Chuck Y Gee (1996), Resort Development and Management , AHMA, USA

SEMESTER FOUR

UNIVERSITY OF KERALA

B.VOC (TOURISM AND HOSPITALITY MANAGEMENT)

SEMESTER – IV

GENERAL COURSE: TH411CUSTOMER RELATIONSHIP MANAGEMENT

No. of Credits : 4

No. of instructional Hours : 4 Hours per week

Course Objectives: To explain the principles behind understanding the customer and thereby providing better service.

UNIT I

Introduction to CRM: Conceptual frame work of Customer Relationship and its Management. Evolution customer Relationship Marketing, Types of CRM – Win Back, Prospecting, Loyalty, Cross Sell and Up Sell, Significance and Importance of CRM in Modern Business Environment. (15 Hrs)

UNIT II

CRM Strategy: Introduction CRM- Planning, Strategy for CRM, Process of segmentation, Choice of Technology, Choice of organizational Structure for CRM, Understanding Market Intelligent Enterprises. (15 Hrs)

UNIT III

CRM Implementation: Implementation of CRM: Business oriented solutions, Project Management, Channel Management, CRM in Services, CRM in Financial Services. (10 Hrs)

UNIT IV

E – Commerce in CRM: Use of E- Commerce in CRM, CEM and Data Mining, Information required for Effective CRM. (10 Hrs)

UNIT V

Customer Loyalty and CRM:Concept of Loyalty at CRM: Definition of Loyalty, Customer Loyalty and Customer decency, Process of Developing Customer Loyalty. Status of CRM in India. (10 Hrs)

REFERENCE

1. Kotler P, *Marketing Management*, Pearson Education
2. Saxena R, *Marketing Management*, Tata McGRaw Hill
3. Ramana V, Somayagulu G, *Customer Relationship Management*, Excel Book
4. Govinda.K, Bhat, *Customer Relation Management*, Himalaya

SEMESTER – IV

GENERAL COURSE: TH412 TOURISM MARKETING

No. of Credits : 4

No. of instructional Hours : 4 Hours per week

Course Objectives: To familiarize with the concepts and practices of tourism marketing.

UNIT I

Marketing: Concept and definition and its significance in tourism industry . Basic concept of need and want; demand, product, service, market and sales. Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing. Defining marketing mix, the 8 P's of marketing mix (10 Hrs)

UNIT II

Market Research Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its functions. Consumer and consumer behaviour, Factors influencing the buying behaviour of consumers . Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies (15 Hrs)

UNIT III

Marketing Mix in Tourism Industry. Product: Definition and levels, nature of tourism product, Stages of launching a new product. Product life cycle (PLC) . Branding concept and need of branding of a product for a tourism company . Pricing: Definition and influencing factors; Major pricing strategies for products of tourism industry (10 Hrs)

UNIT IV

Promotion: Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing . Distribution: definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry (15 Hrs)

UNIT V

Destination Marketing. Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination (10 Hrs)

REFERENCE

1. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
2. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M.: Tourism Marketing, Kotler, P, Bowen, J & Makens, J (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458
4. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
5. Stephan, F. et al (): Tourism Marketing and Management Handbook, Prentice Hall
6. Wahab, S. G. (): Tourism Marketing, Tourism International Press, London
7. Woodruffe, H. (1997): Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02

SEMESTER – IV

GENERAL COURSE: TH413 FINANCIAL ACCOUNTING

No. of Credits : 4

No. of instructional Hours : 4 Hours per week

Course Objectives: To familiarize the student with the basic accounting terminologies and capable of journalizing, posting and preparing final accounts both manually and in computerized form.

UNIT I

Introduction -Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting. (10Hrs)

UNIT II

Conceptual Frame work - Accounting Concepts, Principles and Conventions, Accounting Standards (10 Hrs)

UNIT III

Recording of transactions - Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation. (15 Hrs)

UNIT IV

Preparation of final accounts - Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business with adjustments. (15 Hrs)

UNIT V

Computerized Accounting - Journalizing and preparing final accounts using TALLY (10 Hrs)

REFERENCE

1. Gupta R.L. and Radhaswamy.M. Advanced Accounting, Sultan Chand & Sons, New Delhi.
2. Shukla M.C., Grewal. T.S and S.C. Gupta. Advanced Accounts ,S. Chand & Co. Ltd. New Delhi.
3. Jain S.P. and Narang. K.L. Financial Accounting, Kalyani Publishers, New Delhi.
4. Naseem Ahmed, Nawab Ali Khan and Gupta.M.L. Fundamentals of Financial Accounting Theory and Practice, Ane Books Pvt. Ltd. New Delhi.

SEMESTER –IV

SKILL COURSE: TH421 FRONT OFFICE OPERATIONS

No. of Credits : 4

No. of instructional Hours : 4 Hours per week

Course Objectives: To familiarize with the front office operations.

UNIT I

Front Office Department -Sections and layout of Front Office - Organizational chart of front office department (small, medium and large hotels) -Duties and responsibilities of various staff.-Attributes of front office personnel - Co-ordination of front office with other departments of the hotel -Equipments used (Manual and Automated) (Hrs 15)

UNIT II

Role of Front Office - Key control and key handling procedures - Mail and message handling Paging and luggage handling - Rules of the house [for guest and staff] -Black list -Bell Desk and Concierge (Hrs 10)

UNIT III

Reservation -Importance of guest cycle (Various stages, sectional staff in contact during each stage) -Modes and sources of reservation. -Procedure for taking reservations (Reservation form, conventional chart, density chart, booking - diary with their detailed working and formats) Computerised system (CRS, Instant reservations) - Types of reservation (guaranteed, confirmed, groups, FIT) -Procedure for amendments, cancellation and overbooking (Hrs 15)

UNIT IV

Pre-Arrival Procedures - Pre arrival activities(Preparing an arrival list, notification etc)- Procedure for VIP arrival- Procedure for group arrival(special arrangements, meal coupons, etc) Guest Arrival - Types of registration.(Register, Loose Leaf, Registration Cards) - Receiving guests. Arrival procedure for various categories of guests (Foreigners along with C-forms, FITs- walk-in with confirmed reservation) -Notification of guest arrival. -Criteria for taking advance.(Walk-ins, Scanty Baggage etc) (Hrs 10)

UNIT VI

Guest Stay - Rooming a guest (introduction to the hotel facilities, orientation of the room) Procedure for room change - Safe deposit procedure. -Assisting guest with all possible information and help(medical etc.) Guest Departure - Departure notification - Task performed at bell desk ,cashier /reception- Express check outs -Late check outs and charges . Methods of Payment -Credit card handling -Traveler cheques, Personal checks -Handling cash Indian , Foreign currency -Other methods of payment [Travel agent , Bill to Company etc--]

(Hrs 10)

REFERENCE

1. *J.Vallen*; Checkin Checkout
2. *S Andrews*; Hotel front Office Training Manual
3. *S Baker, P. Bradley, J. Huyton*; Principles of Hotel Front Office Operations
4. *B Braham*; Hotel Front Office
5. *M Kasavana, C Steadmon*; Managing Front Office Operation
6. *P Abbott*; Front Office Procedures and Management

7. *C Dix*; Front Office operations/Accommodations Operations
8. *D Foster* ; Front Office Operation and Administration

SEMESTER –IV

SKILL COURSE: TH422 HOUSEKEEPING OPERATION

No. of Credits : 4

No. of instructional Hours : 4 Hours per week

Course Objectives: To familiarize with the house keeping operations

UNIT I

Introduction to House Keeping -Importance & Functions of Housekeeping Guest satisfaction and repeat business -House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas Co-ordination with other Departments -Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts. (Hrs 15)

UNIT II

Layout of House Keeping Department - Sections of the housekeeping department, their functions and layout Organization of Housekeeping Department -Hierarchy in large, medium & small hotels -Attributes of staff- Job Descriptions and Job Specifications (Hrs 10)

UNIT III

Guest Rooms -Types -Amenities & facilities for Standard & VIP guest rooms. Key Control - Computerized keys -Manual keys -Key Control Procedures (Hrs 10)

UNIT IV

Cleaning Equipments Classification, use, care & maintenance -Selection & purchase criteria
Cleaning Agents - Classification, use, care and storage - Distribution & Control Selection Criteria -Cleaning Routine of Housekeeping Department -General principles of cleaning - Work routine for floor supervisors and chamber maids -Rules of the floor Cleaning Routine of Guest Rooms -Daily cleaning of occupied, departure, vacant, Under Repair & VIP rooms - Evening service & second service procedures. Weekly / Periodic cleaning – Special Cleaning tasks to be carried out. (Hrs 15)

UNIT VI

Lost And Found Procedure - Procedure for Guest articles - Procedure for Lost Hotel Property Records maintained. (Hrs 10)

REFERENCE

1. Housekeeping Training Manual - Sudhir Andrews
2. Hotel, Hostel & Hospital Housekeeping – Brenson & Lanox

SEMESTER – IV

SKILL COURSE: TH 423 ENVIRONMENTAL MANAGEMENT FOR HOTELS

No. of Credits : 4

No. of instructional Hours : 4 Hours per week

Course Objectives: To familiarize the students with sustainable practices of hotel industry

UNIT I

Introduction and development of environmental message -Staff – Raise awareness build commitment, provide support, reward efforts, and celebrate success- Business partner's coordination- Guests participation; Community – sponsorship, urban beautification, alternate energy sources (10 Hrs)

UNIT II

Waste Management- Why manage waste- Type of solid waste -3R's principle Non hazardous energy separation

Energy and waste conversion- Types of energy- Energy efficiency action plan- Assessing current performance- Energy utilization & conservation measures- Guidelines for major use areas- Making decision about investments- Evaluation of new technology (15 Hrs)

UNIT III

Water and the environment- Water quality standards- Water treatment methods- Improving water quality; Indoor air quality- Potential sources of air pollution- Improving indoor air quality Costs - External air emissions and Noise-Sources- Effects- Hotels and air pollution (source, impact prevention, control of pollution)- Introduction and problems of noise & program for tackling it. (15 Hrs)

UNIT IV

Product purchase-Principles of responsible purchasing-Implementation of Eco friendly purchasing Products: recycled COURSE, future products ; Ecotels- Case studies India and abroad. (10 Hrs)

UNIT V

Environment Management System (EMS) and Environmental ImpactAnalysis (EIA) Importance of EIA-Methodology-Environmental clearance. Global Environmental issues- Motives for adopting EMS- Environmental Impact Assessment.-Certification of EMS - ISO 14001, EMAS, BS7750 etc - Leeds – Design for green buildings. (10 Hrs)

REFERENCE

Environmental Management for Hotels ; Butterworth & Heinemann

David Kirk ;Environmental Management for Hotel

B K Sharma; Environmental Chemistry,

S. K Garg; Sewage Disposal & Air Pollution Engineering, (Vol. 2)

P. D. Sharma; Ecology & Environment,

N K. Uberoi; Environmental Management,

SEMESTER FIVE

UNIVERSITY OF KERALA

B.VOC (TOURISM AND HOSPITALITY MANAGEMENT)

SEMESTER – V

GENERAL COURSE: TH511 ECO TOURISM

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To familiarize students with the concept of Eco Tourism.

UNIT I

Emergence of Ecotourism, concept and definitions, growth and development- Ecotourism principals, profiling the eco tourists, Mass and alternative tourism, potential benefits from ecotourism (15 Hrs)

UNIT II

Eco Tourism Resources in India: National Parks, Wild life sanctuaries, Tiger reserves, Biosphere reserves, wetlands, coral reefs, desert ecotourism. (15 Hrs)

UNIT III

National Tourism Policy: Guidelines for ecotourism development for government, for developers and operators, for visitors and for host population (10Hrs)

UNIT IV

Eco Tourism and Development: Community awareness and participation Contribution of ecotourism to environmental Conservation: Socio-cultural conservation and economic conservation (10 Hrs)

UNIT V

Eco Tourism practices Case Studies- Kerala (10 Hrs)

REFERENCE

1. □ Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
2. □ Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
3. □ McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, JohnWiley and Sons Inc. New York, 1990 (9th edition)
4. □ Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood
5. □ Cliffs, N.J., Prentice Hall, 1985
6. □ Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing

SEMESTER – V

GENERAL COURSE: TH 512 BUSINESS RESEARCH METHODS

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To familiarise business research methods and to develop basic skill in them to conduct survey researches and case studies

UNIT I

Business research – meaning and definition – features of business research – theory. building-induction and deduction theory – concept – operational definition – variable– proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research. (10 Hrs)

UNIT II

Exploratory research – objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview and depth interview and projective techniques – process of problem definition – ascertaining decision makers objectives , understanding background of the problem- isolate and identify problem from symptoms, determination of UNIT of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives. (15 Hrs)

UNIT III

Meaning of research design – methods of descriptive and causal research – survey – experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non sampling error. Measurement and scaling– criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection (10 Hrs)

UNIT IV

Data processing – processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages frequency table –contingency table – graphs – measures of central tendency and index number –interpretation. (10 Hrs)

UNIT V

Preparation of research report – format – report writing stages – gathering material and data - make overall format - make detailed outline – write first draft - rewrite –final word processing and publishing. (10 Hours)

REFERENCE

1. Donald R.Cooper and Pamela S. Schindler, Business Research Methods, Latest edition, Irwin McGRAW-HILL International Editions, New Delhi.
2. John Adams, Hafiz T.A. khan Robert Raeside, David white, Research Methods for graduate business and social science students, Response Books, New Delhi –110044.
3. Neresh K. Malhotra, Marketing research, latest edition, Pearson Education.
4. Teresa Branich & William K. Roche (Edt), Business research methods, Jaico
5. William G. Zikmund, Business research methods, Thomson

6. Wilkinson T.S. and Bhandarkar P.L. ,Methodology and Techniques of social research, Himalaya.
7. S N Murthy & U Bhojanna, Business Research Methods, Excel Books, New Delhi - 110028.
8. Jan Brace, Questionnaire design. Kogan Page India
9. Michael V.P., Research Methodology in Management, Himalaya.
10. Dipak kumar Bhattacharyya, Research Methodology, Excel Books, New Delhi -110028.

SEMESTER – V

GENERAL COURSE: TH513 ETHICAL, LEGAL & REGULATORY FRAMEWORK FOR TOURISM

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

**Course Objectives: To familiarize the students with the ethical and legal aspects of
tourism sector.**

UNIT I

Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters. (10 Hrs)

UNIT II

Laws relating to accommodation, travels agencies land tour operation sector, Law regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India. (10 Hrs)

UNIT III

Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure. (15Hrs)

UNIT IV

Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife. (10Hrs)

UNIT V:

Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation. Case Study (15 Hrs)

REFERENCE

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
3. Sajnani Manohar (1999) Indian Tourism Business : A Legal Perspective, New Delhi.
4. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
5. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.

SEMESTER – V

SKILL COURSE: TH521TRAVEL AGENCY AND TOUR OPERATION

MANAGEMENT

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To study the roles of travel agents and tour operators

UNIT I

Travel Agency and Tour Operation Business: Definition and Differentiation; Linkages and Scope; Origin and Growth of Travel Agency and Tour Operations Sector -Role and contribution of travel agency and tour operations sector in the development of Tourism Industry. (15 Hrs)

UNIT II

Functions of a Standard Travel Agency- Travel Information, Documentation, Tour Counseling, Ticketing, Reservation and Itinerary Immigration related services etc.- Source of Income: Commission, Service Charges and Mark up on Tours -Organizational Structure in a standard Travel Agency (15 Hrs)

UNIT III

Functions of Tour Operators- Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management.-Tour operators' role as a principle, broker, whole seller and retailer- Tour Operators' role and functions in Event Management- Source of income- Organizational Structure. (15 Hrs)

UNIT IV

Procedure for setting up Travel Agency and Tour Operating Enterprises; type of organization to be incepted i.e., proprietorship, partnership, private or public limited, etc. (10 Hrs)

UNIT V

Market Research, Feasibility Analysis, Source of Investment and other procedural requirements- Approval from (DOT) and other organizations. (10 Hrs)

UNIT VI

Travel agency and Tour Operations Sector in India- Organization and Functions of TAAI and IATO- Impact of Technological advancements - Impact of MNCs on Travel Trade Sector with special reference to India. (10 Hrs)

REFERENCES

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)

6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York

SEMESTER – V

SKILL COURSE: TH 522 TOUR PACKAGING

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To familiarize with tour packaging in tour operations

UNIT I

Meaning, definition, origin, development, types, components and significance of tour packages with relation to tourists, destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business (15 Hrs)

UNIT II

Tour Formulation- Influencing factors, stages involved in tour formulation- initial research (Destination and Market). (10 Hrs)

UNIT III

Itinerary development- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist. (10 Hrs)

UNIT IV

Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies (15 Hrs)

UNIT V

Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage-Prepare package based on these activities (10 Hrs)

UNIT VI

Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, Thomas Cook, SOTC, Intersight. IRCTC and its Tour Packages. (15 Hrs)

REFERENCE

Marketing of Travel & Tourism by Middleton.

International Encyclopaedia of Tourism Management by P.C. Sinha.

Dynamics of Tourism by R.N. Kaul.

Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans,

Syratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinemann, London,1995

Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990

Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.

Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.

Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.

Frenmount P., How to open and Run a Money Making Travel Agency, John Wiley and Sons, New York. 1994.

Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990

SEMESTER – V

SKILL COURSE: TH 523 TRANSPORTATION MANAGEMENT

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To study the importance of different modes of transportation in tourism industry

UNIT I

Introduction to Tourist Transportation: Development of means of transport - Tourist transport system – Leiper’s frame work – Role of transport in tourism – Up market and Low budget travelers – Major entry points of tourists to India. (15 Hrs)

UNIT II

Surface Transport: Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents. (10 Hrs)

UNIT III

Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains & tracks – Railway Reservation – modes – circle trip – Tatkal – i-ticket – e-ticket - Passenger amenities (Railway station and onboard) . (15 Hrs)

UNIT IV

Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list - Eurail Pass, Indrail pass. (15 Hrs)

UNIT V

Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types. Houseboats. (10 Hrs)

UNIT VI

Airport Management: Major Airlines and Airports in India - Airport facilities for passengers. Ground handling (Passenger's & Cargo). Departure formalities: Check in - Emigration - Customs & Security. Arrival Formalities: Immigration – Baggage clearance - Customs – Channels (Green Channel & Red channel). (10 Hrs)

REFERENCES

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Bhatia, A.K., - International Tourism
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
5. www.indianrailways.gov.in 7. www.irctc.co.in
8. www.dorth.gov.in

SEMESTER SIX

UNIVERSITY OF KERALA

B.VOC (TOURISM AND HOSPITALITY MANAGEMENT)

SEMESTER – VI

GENERAL COURSE: TH611 MANAGEMENT ACCOUNTING

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To equip the students to interpret financial statements with specific tools of management accounting.

UNIT I

Introduction- Meaning-definition - objectives -difference between Financial Accounting and Management Accounting- Cost Accounting vs Management Accounting- Installation of management accounting- steps involved- role of management accounting in decision making. Tools and techniques of management accounting- advantages and limitations. (15Hrs)

UNIT II

Analysis and interpretation of financial statements - Presentation of financial statements- Vertical and Horizontal- Parties interested in financial statements. Tools and techniques of financial statement analysis- Preparation of Comparative Financial Statements- Common size Financial Statements- Trend analysis- Ratio analysis-classification of ratios- liquidity- solvency- efficiency- profitability. Computation of Ratios and Interpretation- (15Hrs)

UNIT III

Marginal Costing – Break Even Analysis – Cost Volume Profit analysis – Decision making under normal key factor environments including pricing decisions. (10Hrs)

UNIT IV

Budgeting -Meaning – definition- uses – functional budgets – preparation of cash budget – flexible budget – meaning and concept of master budget. (10Hrs)

UNIT V

Reporting to Management – Introduction – essentials of a good report – methods and types of reports. (10Hrs)

REFERENCE

1. Man Mohan, Goyal S.N. Principles of Management Accounting, Sahitya Bhawan Publications, Agra.
2. Shashi K.Gupta and Sharma R.K . Management Accounting, Kalyani Publishers, New Delhi.
3. Gupta S.P and Sharma R.K. Management Accounting, Sahitya Bhawan Publications, Agra.
4. Kulshustia and Ramanathan. Management Accounting, Sultan Chand & Sons, New Delhi.
5. Maheswari S.N. Management Accounting and Financial Control, Sultan Chand & Sons, new Delhi.
6. Pandey I.M Principles of Management Accounting, Vikas Publishing House, New Delhi.
7. Khan M.Y & Jain P.K . Management Accounting, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
8. Revi M. Kishore. Management Accounting, Taxman Publications Pvt.Ltd., New Delhi. 97
9. Jhamb H.V . Fundamentals of Management Accounting, Ane Books India, New Delhi.
10. Kaplan R.S and Atkinson A.A . Advanced Management Accounting, PHI, New Delhi.
11. Rajesh Kothari and Abhishek Godha . Management Accounting Concepts and Applications, Macmillan India Ltd., New Delhi .

SEMESTER – VI

GENERAL COURSE: TH612 ENTREPRENEURSHIP IN TOURISM

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism industry.

UNIT I:

Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade. (10Hrs)

UNIT II:

Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development. (10Hrs)

UNIT III:

Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization. (15Hrs)

UNIT IV:

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report. (15Hrs)

UNIT V:

Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises (10Hrs)

REFERENCE

1. Vasant Desai, Entrepreneurship & Small Business Management
2. Peter Drucker, Innovation & Entrepreneurship
3. S S Khanna, Entrepreneurial Development
4. C B Gupta, N P Srinivasan, Entrepreneurial Development
5. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India

SEMESTER – VI

GENERAL COURSE: TH 613 ORGANISATIONAL BEHAVIOUR

No. of Credits : 4

No. of instructional Hours : 3 Hours per week

Course Objectives: To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective and frameworks and tools to effectively analyze and approach various organizational situations.

UNIT I

Focus and purpose - Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models. (10Hrs)

UNIT II

Individual behaviour - Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification - Misbehaviour – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management Motivation – importance – Types – Effects on work behavior. (15Hrs)

UNIT III

Group behaviour - Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control. (10Hrs)

UNIT IV

Leadership and power - Meaning – Importance – Leadership styles – Theories– Leaders Vs Managers – Sources of power – Power centers – Power and Politics. (10Hrs)

UNIT V

Dynamics of organizational behaviour - Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness (15Hrs)

REFERENCE

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 15th edition, 2012.
2. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2005.

3. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 12th Edition, 2011.
4. Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2008.
- 5.. Mc Shane & Von Glinov, Organisational Behaviour, 6th Edition, Tata Mc Graw Hill, 2012.

SEMESTER – VI

SKILL COURSE: TH621 TRAVEL GEOGRAPHY

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To have a basic knowledge about the travel geography of the world

UNIT I

Tourism and Geography, role of geography in tourism, IATA Traffic Areas – countries, capital cities and codes, airports and codes, currencies, currency codes. (15Hrs)

UNIT II

Time calculation, Flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps. (10Hrs)

UNIT III

Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, SriLanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief). (10Hrs)

UNIT IV

Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief). (10Hrs)

UNIT V

Europe– tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, Spain, America- tourism destinations, attractions and accessibilities of major countries such USA, Spain, Brazil, Argentina, Mexico, Carribean Islands (in brief). (15Hrs)

UNIT VI

Map Reading (15 Hrs)

REFERENCE

1. Rough Guides
2. Lonely Planet
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism –Delmar (1999)
4. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications(2007)
5. Premnath Dhar, International Tourism Emerging Challenges & Futureprospects, Kanishka Publishers Distributors

6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
7. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Routledge
8. Babu P George, Alexendru Nedelea- International Tourism World Geography & Development Perspectives, Abhijeet Publications

SEMESTER – VI

SKILL COURSE: TH622 AIRFARES AND TICKETING WITH G.D.S

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To familiarize with the airfare ticketing systems .

UNIT – I

Airline Terminology –abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ, RTW) – International sale indicators – Global indicators. (15 Hrs)

UNIT – II

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets. (10 Hrs)

UNIT – III

E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT. (15 Hrs)

UNIT – IV

Types of fare – normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women –Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares. (10 Hrs)

UNIT – V

Internal fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT, CT. (10 Hrs)

UNIT –VI

Computerised Reservation Packages (15 Hrs)

REFERENCES

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles.(Kanishka Pub, New Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, NewDelhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA

5. Foundation Course: - Module – I – Introduction to tourism
- Module – II – Travel Geography
- Module – III – Air Transport
- Module – IV – Air Fares & Ticketing

SEMESTER – VI

SKILL COURSE: TH 623 INNOVATIVE PRACTICES IN TOURISM

No. of Credits : 5

No. of instructional Hours : 5 Hours per week

Course Objectives: To study the innovative practices in tourism.

UNIT I

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

(10Hrs)

UNIT II

Voyage tourism-tourist ships or cruiseliners-package tour for continental and intercontinental sea tour – facilities offered – travel booking formalities-Important tourist shipping companies. Space tourism – travel to outer space.

(10Hrs)

UNIT III

Health tourism – rejuvenation therapy in ayurveda – kayakalpa treatment-general idea about panchakarma – oil massage, dhara, kizhi, nasyam, vasthi, rasayana, lehyam, arishta etc. Naturopathy treatments

(15Hrs)

UNIT IV

General idea about other systems of medicine such as Homeopathy, Acupuncture, Kalari and marmachikilsa, holistic treatment like yoga & meditation. Recent advancements in medical tourism and super specialty treatments for medical tourist such as cardiac surgery, organ transplantation, keyhole surgery, cosmetic surgery, dental tourism; Sidha & Unani – cost effectiveness in India.

(15Hrs)

UNIT V

Professionalisation of tourism – strategic management in tourism –impact of globalisation on tourism & travel – tourism education and training –world tourism promotion by WTO and others – international alliance and foreign collaboration in tourism – cyber tourism – tourist submarine service, oceanarium, recent advancements in adventure tourism, rural tourism

(15Hrs)

UNIT VI

Responsible tourism – Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations –benchmarking – standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends.

(10Hrs)

REFERENCES:

1. Tourism Development Revisited. Edited by Sutteeshna Babu &Others. Sage Publication, Response Books, New Delhi – 44
2. Sustainable Dimensions of Tourism Management Edited by M.R. Biju,Mittal Publications, New Delhi – 59.
3. Successful Tourism Management – Prannath Seth sterling Publishers,Delhi – 16.
4. Strategic Management Theory – An Integrated approach by Charles W LHill and Gareth R. Johns. Houghton Mifflin, Boston.
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Appendix

SCHEME OF EXAMINATION
B.VoC Degree Programme
In Tourism and Hospitality Management
SEMESTER I

General Course - LISTENING AND SPEAKING SKILLS IN ENGLISH: EN 111

Time: Three hours

Maximum Marks: 80

END SEMESTER EVALUATION

External written exam to be conducted by the University

I. Very short answer type

10 questions covering all the three modules.

Answer all the questions.

Each question to be answered in a word or a sentence

Mark distribution: 10 x 1 = 10

II. Short answers

8 questions out of 12 - the questions will be based on all the three modules.

Each question to be answered in a short paragraph not exceeding 50 words

Mark distribution: 8 x 2 = 16

III. Short essays or paragraphs

6 questions out of 9 - the questions will be based on all the three modules.

Each question to be answered in a paragraph not exceeding 100 words

Mark distribution: 6 x 4 = 24

IV. Long essays

2 questions out of 4 - The essays will be based on all the three modules.

Each question to be answered in about 3 pages

Mark distribution: 2 x 15 = 30

B.VoC Degree Programme
In Tourism and Hospitality Management
SEMESTER I

General Course - LISTENING AND SPEAKING SKILLS IN ENGLISH: EN 111

Model Question Paper

Time: Three hours

Maximum Marks: 80

I. Answer all questions, each in a word or a sentence

1. Which sound is common to the following words: “home”, “soap”, “shoulder” and “social”?

2. Which sound is common to “phase”, “trough”, “draught” and “shaft”?
3. Which of the following is a verb: ‘subject’, ‘apple’, ‘child’, ‘produce’?
4. Which of the following has the vowel ‘u’ - ‘wool’, ‘womb’, ‘zoom’, ‘swoon’?
5. How is the word ‘heart’ pronounced?
6. How is the word ‘debut’ pronounced?
7. How many syllables are there in the word ‘eye’?
8. How many syllables are there in the word ‘communication’?
9. Which among the following -- ‘snake’, ‘dogs’, ‘looks’, ‘fast’ -- has a /z/ sound?
10. Which among the following words -- ‘choice’, ‘chaos’, ‘cherub’, ‘chisel’ -- has the sound /k/?

(10 x 1 = 10 marks)

II. Answer any eight, each in a short paragraph not exceeding 50 words

11. Divide any eight of the following words into syllables:

achievement, laudable, constitutional, reproductive, improbability, journalism, enthusiasm, mandatory, conspiracy, elementary

12. Give the orthographical version of the following transcribed words

/g zæm ne ə n/, /fi l η/, /næ n ti n/, /ə d end ə/, /kri t ə r /
/kæ ju ə l/, /næ n ə l/, /n j ə n/

13. Transcribe the following words in phonetic script marking word stress:

Accommodate, coincidence, bridegroom, frequency, eradicate, dependent, respectful, secretariat.

14. Mark the stress in the following sentences:

- a. How do you spell it?
- b. Don't worry if you make a mistake.

15. Underline words which are weakened in speech in the following sentence:

I haven't got a car of my own, but sometimes I borrow one from a friend and drive to see my brother and sister-in-law.

16. Mark intonation in the following questions.

- a. Are we late?
- b. Who would like some ice cream?

17. Mark intonation in the following statements.

- a. I am easily satisfied with the very best.
- b. You are coming.

18. Divide the following into sense groups:

A few years ago, I read in a news paper that the staff at a library in a small town in the west of England had noticed that the number of visitors to the library was going down and down.'

19. Identify the grammatical words in the following sentence:

The reformers who launched the movement came to refer to it as “socialism with a human face”.

20. Give the weak and strong forms of the following words: 'from', 'of', 'is', 'have'.
21. Identify the voiceless consonantal sounds in the following sentence:
Experience is the name we give to our mistakes.
22. Identify the diphthongs in the following sentence:
The Vedas say man should try to make the whole world a nest.

(8 x 2 = 16 marks)

III. Answer any six, each in a paragraph not exceeding 100 words

23. Mark the primary stress in eight of the following words
adverb, atomic, banana, collector, designer, distinction, intensity, melody, police, provide, savage, undertake, university, yesterday, zenith.
24. Transcribe eight of the following in phonetic script:
ability, beautiful, calm, capable, development, easy, general, harm, important, juice, know,
music, real, share, urgent, zero.
25. Prepare a speech to be delivered on the Human Rights Day in about 150 words.
26. What is the difference between active and passive listening? (Answer in about 100 words).
27. Why is English called an unphonetic language?
28. Describe a tourist center of your district (answer in about 150 words).
29. What is the difference between active and passive listening? (answer in about 150 words)
30. How does our mother tongue influence our English accent? (answer in about 150 words)

31. Briefly describe telephone manners

(6 x 4 = 24 marks)

IV. Answer any two, each in about three hundred words:

- 32 Write an imaginary group discussion (minimum three participants) on violence in the campus.
33. Construct the text of a conversation that could take place during the course of a session between a youth of eighteen and a career counsellor on some of the present career prospects available.
34. Write dialogues on the following topics, each in about 80 words:
- An accidental meeting of two old friends at the railway station.
 - You want to visit New Delhi. Make a telephonic enquiry about the availability of a berth on the train.
 - You are a new comer on the campus. You want to find out more about private accommodation on the neighbourhood. Compose a dialogue between you and your friends on the topic.

- d. Compose a dialogue between you and a stranger you met at the bus stop. How will you help him reach his destination?
35. a. Conduct a group discussion on 'Global Warming' with four participants.
- b. Read the short lecture below on computers and take down the notes.

With a computer connected to the internet, you can send electronic messages to other users (this is called e-mail) hold electronic conversations, transfer computer files, or find information on thousands of different subjects. In the modern times internet is also used for buying and selling goods. This is known as 'e-commerce' or 'e-com' in short. More and more banks and financial institutions are encouraging their customers to do all their transactions through the internet. It is also possible to book tickets for travel to different parts of the country through the internet. The number of people connected to the internet and the volume of information going through it is increasing. It brings about a change, people begin to work from home, order shopping, visit library, choose and watch videos, all through the net.

(2 x 15 = 30 marks)

SCHEME OF EXAMINATION
B.VoC Degree Programme
In Tourism and Hospitality Management

SEMESTER II

General Course - WRITING AND PRESENTATION SKILLS IN ENGLISH: EN 211

Time: Three hours

Maximum Marks: 80

I. Very short answer type

10 questions covering all three/four modules.

Answer all the questions.

Each question to be answered in a word or a sentence

Mark distribution: 10 x 1 = 10

II. Short answers

8 questions out of 12 from all the three/four Modules

Each question to be answered in a short paragraph not exceeding 50 words

Mark distribution: 8 x 2 = 16

III. Short essays or paragraphs

6 questions out of 9 from all the three/four Modules

Each question to be answered in a paragraph not exceeding 100 words

Mark distribution: 6 x 4 = 24

IV. Long essays

2 questions out of 4 from all the three/four Modules

Each question to be answered in about 3 pages

Mark distribution: 2 x 15 = 30

**B.VoC Degree Programme
In Tourism and Hospitality Management
SEMESTER II**

General Course - WRITING AND PRESENTATION SKILLS IN ENGLISH: EN 211

Model Question Paper

Time: 3 Hours

Maximum Marks: 80

Answer all questions

I. Correct the following sentences. If the sentences are correct, write “No Error”.

1. She wore a dress to the party that was far more attractive than the other girls.
2. If I would have been there, I certainly would have taken care of the problem.
3. The reason her and her husband decided to take the bus instead of the train was that there was an announcement about cancellation of several trains.
4. If you want further informations, please contact our dealers.
5. The local police is behaving irresponsibly in this matter.
6. Mr. Ram who is the principal here is my cousin brother.
7. I am fed up with my never-ending homeworks.
8. Yesterday, there was a beautiful song written by Vayalar in the radio.
9. I likes watching movies.
10. Six miles are definitely a long distance to walk. **(10 x 1 = 10 marks)**

II. Answer any eight of the following questions in one or two sentences each:

11. What are the mechanics of writing?
12. What are the features of effective writing?
13. What is meant by highlighting devices?
14. Write four important differences between spoken and written communication.
15. What are the tips on browsing the Net?
16. Give the various ways of dating a letter.
17. What are the ‘Es’ to be followed while answering an examination question?
18. Write two advertising lines for any cosmetic product about to be launched.
19. Punctuate the following:

come and see my art collection Ramu said to Rita She came in and shouted how beautiful is your collection.

20. Rewrite in plain English:

At the commencement, a lot of assistance was sought by the agency.

21. What should be your Aim Strategy for effective presentation?

22. What is meant by 'organisational blue print' for presentation?

(8 x 2 = 16 marks)

III. Answer as directed:

23. Write a letter to your friend seeking information on higher studies in medicine outside your state.

24. Write a precis of the following passage reducing it to one third of its length.

The term mass *media* refers to the channels of communication (*media*) that exist to reach a large public audience (the *mass* of the population). Mass media includes newspapers, magazines, television, radio, and more recently, the Internet. It informs people about events that they would otherwise know little about. Mass media communication is usually rapid, because the media will report an important event as quickly as possible after it happens. In fact, some television reporting is live; that is, the viewers can see the events as they happen. It is also transient; that is, the focus on one event doesn't last long. This is captured in the expression "there is nothing as old as yesterday's news." While most of us make use of some form of the media on a daily basis, we may not think about the functions or purposes the media serves in our society. One important function is entertainment. On television, in particular, the variety of entertainment programs is extensive, ranging from soap operas, to comedy, to talk shows, to sports. Even advertising, where the main purpose is to sell things to the public, may sometimes be seen as entertainment.

25. Write a dialogue on the following topic in about 80 words:

Two friends meet. One of them has just migrated to a city. He wants the other one too to do so.

26. Write a bunch of questions for conducting a survey on the problem of malnutrition among children in your locality.

27. Prepare a report on the recently held intercollegiate football match at your college.

28. You want to apply for the post of an English language trainer in a firm. Prepare a resume.

29. How will you manage your stage fright during a presentation?

30. What are the components to make your message memorable during a presentation?

31. What is netiquette?

(6 x 4 = 24 marks)

IV. Attempt any two of the following:

32. Write an essay on **any one** of the following in about 300 words:

a. The importance of English in higher education.

b. Violence against women.

- c. Corruption in politics.
33. Write a project report on **any one** of the following topics:
- a. Use of mobile phones in your college.
 - b. Learning problems of school children in your local school.
 - c. The prospects of tourism in your district.
34. Create content for 15 – 20 slides on **any one** of the following for Power Point Presentation:
- a. Pollution and the environment.
 - b. Health and hygiene.
 - c. The festival of Onam.
35. Imagine you are the headmaster of a school. Write a letter to a book distributor regarding the purchase of books for the school library, requesting information about the price, availability of discounts etc.

(2 x 15 = 30)

