**Semester: VI**

**Elective – 1**

**Paper – VII A: TOUR PACKAGING AND ITINERARY PLANNING**

**Module 1**

Tour package-origin and growth, components of a tour package Types of tour packages – Precautions – Crisis handling

**Module 2**

Tour designing process- meaning and steps – tour research, development of tour itinerary, negotiation with travel vendors, Designing and printing of tour brochure; Tour costing and pricing and Tour promotion; Laisoning and negotiation

**Module 3**

Itinerary preparation- meaning, types, Do’s and Don’ts of itinerary preparation; Limitations and constraints; factors to be considered while preparing an itinerary

**Module 4**

Tour costing and pricing-cost concept, types of costs; Tour cost sheet; Procedure of costing; group tour, independent tours, and business tours pricing in tour operation industry;

**Module 5**

Developing tour packages for business travelers; Pilgrimage tourists – special interests -

adventure sports, deserts and beach resorts; Special interest tours; Study of outbound tour packages offered by major tour operators of India- Cox and Kings, American Express, Thomas Cook, Southern Travels etc

**References:**

1. Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management,

Prentice hall, New York..

2. Mohinder Chand,,(2007), Travel Agency Management: An Introductory

Text,Anmol publication Pvt. Ltd. New Delhi.

3. Foster, D.L.(2010) ; The Business of Travel Agency Operations and

Administration, McGrawHill, Singapore.

4. Frenmount P.,(2000), How to open and run a Money Making Travel Agency, Johan

Wiley and Sons, New York.

5. <https://www.easytoursofindia.com>

6. [www.thomascook.in](http://www.thomascook.in)

7. [www.iata.org](http://www.iata.org)

8. [www.webcrawler.com](http://www.webcrawler.com)

**Semester: VI**

**Elective 1**

**Paper – VII B: TOURISM MARKETING & HOSPITALITY MANAGEMENT**

**Module 1**

Definition of Tourism Marketing characteristics – philosophies of marketing management– Customer relationship management – relationship between hospitality and tourism industry – Service Culture

**Module 2**

Micro environment – Company, suppliers, marketing intermediaries, customers, public – Macro environmental forces and trends – Marketing information systems & research process – Promotion **Module 3**

Introduction to hospitality industry – Nature, scope and components - Accommodation types and forms –Important dePaperments of hotel – Front office, Housekeeping, Food and Beverage, maintenance and engineering – function and co- ordination with other dePaperments – Classification, categorization, registration and approval –handling emergencies

**Module 4**

Guest cycle - Guest stay process in a hotel – Major processes and stages associated with it – Reservation, Registration, Guest complaints etc – Study of the working of selected hotels/motels/restaurants – Different types of catering establishments – Managerial issues

**Module 5**

***Tourism Practical*** (few examples are given below – the faculty can include many more items)

**Transportation Management**

1. Ticket booking for Indian Railways using IRCTC and bus services like Red bus

2. Study and simple costing of vehicle rates for package tours – cars, medium size vehicles and buses

**Hospitality Management**

1. Case study of important Hotel properties

2. Practical aspects of Bed making

3. Service etiquettes

4. Menu Card preparation

5. Visit to Hotels / Resorts

**References:**

1. Ravi Shankar (2002); Service Marketing, Excel Books India, New Delhi

2. Philip Kotler, Bowens and James Makens (2010); Marketing for Tourism and

 Hospitality ,Pearson, NewDelhi

3. Naresh Malhotra (2010); Marketing Research , Pearson Prentice Hall, New Delhi

4.Janet Macdonald (2000), Travel Writing, Robert Hale, London

5. [www.ilo.org](http://www.ilo.org)

6. <https://riginstitute.com>

7. https://alison.com

8. nitahm.ac.in

Semester- VI

**Elective – II**

**(Paper VIII Cluster A: 1, 2, 3)**

**Paper – VIII A 1: TOURISM & INTERNATIONAL BUSINESS**

**Module 1**

Meaning and definition of foreign exchange – Balance of Trade and Balance

of Payment –India’s Balance of Payments Problems

**Module 2**

Globalization of markets – production – Investment and Technology – Export Import

Procedures

**Module 3**

Asian countries, capitals and currencies

**Module 4**

Indian airports and their three later codes

 **Module 5**

IT enabled services for the travel and tourism industry - Amadeus & Galileo (flight ticket booking portals)

**References:**

1. Prof. J.V. Prabhakara Rao; International Business;

2. Francis Cherunilam (2010); International Business, PHI Learning Pvt. Ltd, New, Delhi

3. P.G. Apte (2010); International Financial Management , Tata McGraw-Hill, Education, New Delhi

4. Justin Paul (2011); International Business , PHI Learning Pvt. Ltd, New Delhi

5. Amadeus e-learning

6. [www.tradeforum.org](http://www.tradeforum.org)

7. [www.education.com](http://www.education.com)

8. www.internationalrelationsedu.org

**Semester: VI**

**Paper – VIII A 2: MICE TOURISM: Meetings, Incentives, Conferences & Exhibitions**

**Module 1**

Understanding of Meetings, Incentives, Conferences & Events – Comparisons between ‘business’ and ‘leisure’ tourism products and consumers

**Module 2**

Development of the MICE sector in India – An overview of current key providers and consumers – Factors influencing MICE buyers – Role of the professional conference

**Module 3**

Operational issues of MICE industry – Budgeting for MICE events, meeting delegate requirements, food and beverage provision in the conference setting and logistical management of multiple events at individual venues

**Module 4**

Significance and contribution of the MICE sector within the broader context of business tourism – Scope, size and development of the MICE sector in India –

**Module 5**

Skills for MCIE Business - Project planning development - Meeting planner - convention manager – Organizing and planning events – Major attributes of meeting planners, Types of meeting planners – Convention and visitor bureaus, Bureaus structure and funding –

***Practical work***: Students should be asked to organize/anchor events in the college also to take Paper in outside events.

**References:**

1. Avrieh, Barry (1994), Event and Entertainment Marketing, Vikas Publications, New Delhi.

2. Gaur Sanjay Singh (2001), Event Marketing and Management, Vikas Publications, New Delhi.

3. Diwakar Sharma (2009), Event Planning and Management, Deep & Deep Publications. New Delhi

4. Cindy Lemaire Mardi Foster- Walker- Event Planning Business, Jaico Publ House; Mumbai.

5. [www.publisingindia.com](http://www.publisingindia.com)

6. [www.amity.edu](http://www.amity.edu)

7. [www.indiatourismreview.com](http://www.indiatourismreview.com)

8. indianbusiness.nic.in

**Semester: VI**

**Paper – VIII A 3: PUBLIC RELATIONS AND TRAVEL WRITING**

**Module 1**

Public Relations & its principles – Ethics – Mass Communication –Communication skills – Image building – Goodwill, Feedback

**Module 2**

Advertising Photographer– Conferences –PR in Tourism Industry

**Module 3**

Meaning and scope of Travel Writing – Editing – Tourism press in India – Print media –Radio & Electronic Media

**Module 4**

Web-based promotion of travel writing –Languages and Styles – News Agencies – Travel Writing as a Carrier and Profession

**Module 5**

Qualities required as a reporter –Design and Make-up – Picture Editing and Caption –Media representation in tourism – Development of tourism literature; brochures, posters, books, booklets, circuit guides, guide books, CDs, promo filming etc.

***Practical work***: Students should be asked to report all the events organized in the college; they should also be sent to cover various programs taking place in nearby localities under supervision of local reporters.

**References:**

1. Public Relation; Jeth Waney

2. Public Relation Hand Book

3. Janet Macdonald (2000), Travel Writing, Robert Hale, London.

4. Neilson C. (2001), Tourism and the Media: Tourist Decision Making,

Information and Communication, Hospitality Press, Melbourne

5. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis,

Elsevier, UK

6. [www.du.ac.in](http://www.du.ac.in)

7. persmin.gov.in

8. <https://targetstudy.com>

9. [www.journals.elseview.com](http://www.journals.elseview.com)

Semester- VI

**Elective – II**

**(Paper VIII Cluster B: 1, 2, 3)**

**Paper – VIII B I - INDIAN CUISINE**

**Module 1**

Introduction of Indian cuisine – Regional variations - Foreign influence on Indian cuisine, factors influencing Indian cuisine, cultural and philosophical influence on Indian cuisine

**Module 2**

Basic Types of Indian cooking & spices, herbs, seasonings, and flavors - dum cooking, tandoor cooking - Pastes, types of salts, types of vinegar, types of coloring agents

**Module 3**

Basic gravies in different region, Masala and paste, thickening agent in Indian cuisine Specialty regional gravies and pastes

 **Module 4**

 Regional cuisine - the specialty, geographical influence, cultural and religious influence, popular regional cuisine – Study of Andhra cuisine

**Module 5**

Culinary Internship for a week to provide the students with industrial experience (students will get exposed to commercial environment of culinary operations, as well as to the philosophies and aims of an organization)

**References:**

1.Arvind Saraswat; Professional Chef (the art of fine cooking)

 2.Rocky Mohan; Art of Indian Cuisine

3.Dr Sathya Prakash Sagar; Food and Drinks in Mughal India

4. [www.indianfoodforever.com](http://www.indianfoodforever.com)

5. [www.livescience.com](http://www.livescience.com)

6. [www.foodbycountry.com](http://www.foodbycountry.com)

**Semester: VI**

**Paper – VIII B 2: CONTEMPORARY FOOD SERVICE**

**Module 1**

Knowledge of Equipment: -Visit to a local Star Hotel or a reputed hotel (depending on availability) & Familiarize with Food Service Areas, Identifying Operating Equipment, Methods of Cleaning and Upkeep of Silver, Use of Brass and Silver, Cleaning of Glassware, Knowledge of Side Boards-Upkeep, Usage, Layouts & Types.

**Module 2**

Restaurant Linen: Laying of a Table cloth and slip cloth, Napkin folding – Formal / Semiformal - Cover Setting - Laying the Cover for Various Meals, Laying the Cover for Different Cuisines, Laying the Cover for Different Outlets

**Module 3**

Guest Handling: -Service Cycle – Complete Service Procedure, Basic Formal Dining Etiquettes, Rules for Waiting at a Table – Etiquettes, Standard Phrases, Restaurant Bookings, Role – Play with Case Studies

**Module 4**

Service Procedure - Service Cycle – Complete Service Procedure, Order Taking – Using of KOT, Rules for Waiting at a Table, Guest Bill Settlement and Presentation

**Module 5**

Room Service: -Setting of Tray and Trolley for Various Meals, Placement in Room Service, Order Taking over Telephone, Use of forms and formats in Room Service, Standard Operational Procedures

**References:**

1.Peter Dias; The Steward

2. Micheal Anker, Vinay K Bhatta; Basic Restaurant Theory and Practice

3. John Fuller; Modern Restaurant Service

4. [www.foodwiththought.org](http://www.foodwiththought.org)

5. [www.hospitalitymagazine.com.au](http://www.hospitalitymagazine.com.au)

6. [www.cafeconceptsonline](http://www.cafeconceptsonline)

**Semester: VI**

**Paper – VIII B 3: LEADERSHIP SKILLS FOR CHEFS**

**Module 1**

Basic approaches to Leadership and Motivation - Leadership styles, Leaders and Managers, Leadership theories, Motivational theories, Work Motivation related to Hospitality Workforce

**Module 2**

Human Resource in Food Service Industry- Organizational structure Recruitment, Selection,& Induction Case studies in human resource Management issues - Understanding the Behavior of Consumers in Food Service Industry: Factors influencing the consumer behavior, The buyer decision making process

**Module 3**

Key Skills for Management: Importance of Self Management, Time management, Decision making, Communication, Positive balanced management, Team work, How to win commitment from staff

**Module 4**

Developing Trust and Support with Managers Assess your line manager - Learn to understand your managers strength and weakness, Analyze his or her style - Making decisions

**Module 5**

Managing People - Developing trust & support of colleagues & team members. Supportive team practices, Motivating a team, Leading a team, Minimizing interpersonal conflict- Management of security system, Main security risk in hotels

**References:**

1.Philip Kotler, James C. Makens, John T. Bowen, Marketing for Hospitality and Tourism

2. Ahmed Ismail, Catering Sales and Convention Services

3. Ashwathappa, K., Human Resource Management: Text and cases

4. restaurantgroup.com

5. [www.thebalance.com](http://www.thebalance.com)

6. [www.bighospitality.com](http://www.bighospitality.com)

7. [www.chefacademyoflondon](http://www.chefacademyoflondon)

8. [www.profitablehospitality.com](http://www.profitablehospitality.com)

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SEMESTER-6

**Elective – 1**

**Paper – VII A: TOUR PACKAGING AND ITINERARY PLANNING**

**References:**

1. Gee, Chuck and y. Makens,(2000) Professional Travel Agency Management,

Prentice hall, New York..

2. Mohinder Chand,,(2007), Travel Agency Management: An Introductory

Text,Anmol publication Pvt. Ltd. New Delhi.

3. Foster, D.L.(2010) ; The Business of Travel Agency Operations and

Administration, McGrawHill, Singapore.

4. Frenmount P.,(2000), How to open and run a Money Making Travel Agency, Johan

Wiley and Sons, New York.

**Elective 1**

**Paper – VII B: TOURISM MARKETING & HOSPITALITY MANAGEMENT**

**References:**

1. Ravi Shankar (2002); Service Marketing, Excel Books India, New Delhi

2. Philip Kotler, Bowens and James Makens (2010); Marketing for Tourism and

 Hospitality ,Pearson, NewDelhi

3. Naresh Malhotra (2010); Marketing Research , Pearson Prentice Hall, New Delhi

4.Janet Macdonald (2000), Travel Writing, Robert Hale, London

**Elective – II**

**(Paper VIII Cluster A: 1, 2, 3)**

**Paper – VIII A 1: TOURISM & INTERNATIONAL BUSINESS**

**References:**

1. Prof. J.V. Prabhakara Rao; International Business;

2. Francis Cherunilam (2010); International Business, PHI Learning Pvt. Ltd, New, Delhi

3. P.G. Apte (2010); International Financial Management , Tata McGraw-Hill, Education, New Delhi

4. Justin Paul (2011); International Business , PHI Learning Pvt. Ltd, New Delhi

5. Amadeus e-learning

**Paper – VIII A 2: MICE TOURISM: Meetings, Incentives, Conferences & Exhibitions**

**References:**

1. Avrieh, Barry (1994), Event and Entertainment Marketing, Vikas Publications, New Delhi.

2. Gaur Sanjay Singh (2001), Event Marketing and Management, Vikas Publications, New Delhi.

3. Diwakar Sharma (2009), Event Planning and Management, Deep & Deep Publications. New Delhi

4. Cindy Lemaire Mardi Foster- Walker- Event Planning Business, Jaico Publ House; Mumbai.

**Paper – VIII A 3: PUBLIC RELATIONS AND TRAVEL WRITING**

**References:**

1. Public Relation; Jeth Waney

2. Public Relation Hand Book

3. Janet Macdonald (2000), Travel Writing, Robert Hale, London.

4. Neilson C. (2001), Tourism and the Media: Tourist Decision Making,

Information and Communication, Hospitality Press, Melbourne

5. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis,

Elsevier, UK

**Elective – II**

**(Paper VIII Cluster B: 1, 2, 3)**

**Paper – VIII B I - INDIAN CUISINE**

**References:**

1.Arvind Saraswat; Professional Chef (the art of fine cooking)

 2.Rocky Mohan; Art of Indian Cuisine

3.Dr Sathya Prakash Sagar; Food and Drinks in Mughal India

**Paper – VIII B 2: CONTEMPORARY FOOD SERVICE**

**References:**

1.Peter Dias; The Steward

2. Micheal Anker, Vinay K Bhatta; Basic Restaurant Theory and Practice

3. John Fuller; Modern Restaurant Service

**Paper – VIII B 3: LEADERSHIP SKILLS FOR CHEFS**

**References:**

1.Philip Kotler, James C. Makens, John T. Bowen, Marketing for Hospitality and Tourism

2. Ahmed Ismail, Catering Sales and Convention Services

3. Ashwathappa, K., Human Resource Management: Text and cases