

B.Voc. Tourism and Hospitality Management

(Programme Structure for Students Admitted from 2020-2021 Onwards)

Sem.	Part	Course	Course Code	Course Title	Total Hours	Credits	Marks		
							CIA	ESE	Total
I	I	General	20B1LT1 /20B1LBT1	Language - I – Tamil /Basic Tamil-I	30	2	25	75	100
	II	General	20BCN1LE1	English - I	30	2	25	75	100
	III	General	20BTH1CC1	Introduction to Tourism Industry	45	3	25	75	100
	III	General	20BTH1CC2	Fundamentals of Hospitality Operations	45	3	25	75	100
	III	Skill	20BTH1CC3	Basic Front Office Operations	90	6	25	75	100
	III	Skill	20BTH1CC4P	Front Office Functions and Procedures - Practical	180	6	20	80	100
	III	Skill	20BTH1IN	Front Office Internship	180	6	20	80	100
IV	General	20BCN1AE1	Value Education	30	2	100	-	100	
Total					630	30	265	535	800
Exit Qualification: Certificate NSQF Level: 4 Exit Qualification Pack: Front Office Associate (THC/Q0102)									
II	I	General	20B2LT2 /20B2LBT2	Language - II – Tamil / Basic Tamil-II	30	2	25	75	100
	II	General	20BCN1LE2	English - II	30	2	25	75	100
	III	General	20BTH2CC5	Tourism Products	45	3	25	75	100
	III	General	20BTH2CC6	Principles of Management	45	3	25	75	100
	III	Skill	20BTH2CC7	Housekeeping Operations	90	6	25	75	100
	III	Skill	20BTH2CC8P	Housekeeping Operations of Hotel - Practical	180	6	20	80	100
	III	Skill	20BTH2IN	Housekeeping Internship	180	6	20	80	100
IV	General	20BCN2SE1	Soft Skill Development	30	2	100	-	100	
Total					630	30	265	535	800
Exit Qualification: Diploma NSQF Level: 5 Exit Qualification Pack: Housekeeping Executive (THC/Q0208)									
III	III	General	20BTH3CC9	Travel Geography	30	2	25	75	100
	III	General	20BTH3CC10	Basics of Food Production	45	3	25	75	100
	III	General	20BTH3CC11	Food and Beverage Service	45	3	25	75	100
	III	General	20BTH3CC12	Tourism Transport Operations	30	2	25	75	100
	III	Skill	20BTH3CC13	Tour Packaging and Itinerary Planning	90	6	25	75	100
	III	Skill	20BTH3CC14P	Tour Operations - Practical	180	6	20	80	100
	III	Skill	20BTH3IN	Travel and Tour Services Internship - I	180	6	20	80	100
IV	General	20BCN3AE2	Environmental Studies	30	2	100	-	100	
Total					630	30	265	535	800
Exit Qualification: Advance Diploma NSQF Level: 6 Exit Qualification Pack: Tour Manager (THC/Q4405)									
IV	III	General	20BTH4CC15	Tourism Marketing	30	2	25	75	100
	III	General	20BTH4CC16	Advanced Food Production Operations	45	3	25	75	100
	III	General	20BTH4CC17	Tourism Ethics, Laws and Regulations	45	3	25	75	100
	III	General	20BTH4CC18	Tourism and Hospitality Entrepreneurship	45	3	25	75	100
	III	Skill	20BTH4CC19	Tour Guiding and Escorting	90	6	25	75	100
	III	Skill	20BTH4CC20P	Indian Cuisine - Practical	180	6	20	80	100
	III	Skill	20BTH4IN	Travel and Tour Services Internship - II	180	6	20	80	100
IV	General	20BCN4AE3	Gender Studies	15	1	100	-	100	
Total					630	30	265	535	800
Exit Qualification: Advance Diploma NSQF Level: 6 Exit Qualification Pack: Tour Manager (THC/Q4405)									
V	III	General	20BTH5CC21	Business Research Methods	45	3	25	75	100
	III	General	20BTH5CC22	Event Management	45	3	25	75	100
	III	General	20BTH5CC23	Customer Relationship Management	45	3	25	75	100
	III	General	20BTH5CC24	Human Resource Management	45	3	25	75	100
	III	Skill	20BTH5CC25	Food Production Management	90	6	25	75	100
	III	Skill	20BTH5CC26P	European Cuisine - Practical	180	6	20	80	100
	III	Skill	20BTH5IN	Food Production Internship - I	180	6	20	80	100
Total					630	30	165	535	700
VI	III	General	20BTH6CC27	Ecotourism	45	3	25	75	100
	III	General	20BTH6CC28	Managerial Accounts and Finance in Tourism	45	3	25	75	100
	III	General	20BTH6CC29	Organisational Behaviour	45	3	25	75	100
	III	General	20BTH6CC30	India Tourism facts for Competitive Examinations	45	3	25	75	100
	III	Skill	20BTH6CC31	Airfares and Ticketing	90	6	25	75	100
	III	Skill	20BTH6CC32P	International Cuisine - Practical	180	6	20	80	100
	III	Skill	20BTH6IN	Food Production Internship - II	180	6	20	80	100
Total					630	30	165	535	700
Exit Qualification: B.Voc. Degree NSQF Level: 7 Exit Qualification Pack: Sous Chef (THC/Q0403)									
Grand Total					3780	180	990	3610	4600

General Course – 28		Skill Course – 18	Total No. of Courses
Language -2	Environmental Studies - 1	Practical – 6	46
English - 2	Gender Studies -1	Internships – 6	
Value Education – 1	Soft Skill Development - 1	(Internships in Hotels – 4, Internships in Travel Agency/ Tour Firm – 2)	
Tourism and Hospitality Management (Theory) - 20		Tourism and Hospitality Management (Theory) - 6	

Credit Distribution

NSQF Level	Skill Component Credits	General Component Credits	Total Credits Awarded	Duration	Exit Points / Award	Job Role
4	18	12	30	One Semester	Certificate	Front Office Associate (THC/Q0102)
5	36	24	60	1 Year	Diploma	Housekeeping Executive (THC/Q0208)
6	72	48	120	2 Years	Advanced Diploma	Tour Manager (THC/Q4405)
7	108	72	180	3 Years	B.Voc. Degree	Sous Chef (THC/Q0403)
Total	108	72	180			
Percentage of Credits	60 %	40%				

SEMESTER - I

Sem	Code	Course	Title of the Course	Hrs/Week	Credits	Max. marks	Internal marks	External marks
I	20BTH1CC1	General Education Component	Introduction to Tourism Industry	3	3	100	25	75

Course Outcomes:

On successful completion of this course, students will be able to:

- CO1: Understand and explain the basic concepts of tourism industry
- CO2: Demonstrate and communicate the fundamental components of tourism
- CO3: Explain the importance of travel agents and tour operators in tourism
- CO4: Enumerate the international travel requirements
- CO5: Analyze the role of tourism organizations in development of travel and tourism

Unit – I Introduction to Tourism 9 Hours

Travel and tourism through the ages: Early Travels, 'Renaissance' and 'Age of Grand Tours' - Emergence of modern tourism, Factors affecting growth of tourism. Tourism - Definition, meaning, nature and scope.

Unit – II Components of Tourism 9 Hours

Definition and differentiation of tourist, traveler, visitor and excursionist – Inter-relationship between leisure, recreation and tourism - Typology and forms of tourism - Tourism an Overview – Components - 5A's of tourism. # Recreational activities in tourism #

Unit – III Travel and Tour Operations 9 Hours

System and elements of Tourism - Characteristics of Tourism – Ancillary industries of tourism. Travel Agency – History, functions and types of Travel Agency - Tour operators - Functions – Types - Accommodation industry - Types - Classification.

Unit – IV Travel Requirements 9 Hours

Transportation - Air, Water and Land - Role of Transportation in Tourism - Airlines, Railways, Cruises, Coaches, Car rentals, etc. - International travel requirements - Passport, Visa, Health certificates and insurance. # Types of Visa and Passport #

Unit – V Tourism Organizations 9 Hours

Role and functions of tourism authorities of various levels (National, State and Local) - Tourism Organizations – National and International - ITDC, FHRAI, IATO, TAAI, UNWTO, IATA, UFTAA, and PATA.

#.....# *Self Study Portions*

Text Books:

T.B – 1: Sampad Kumar Swain & Jitendra Mohan Mishra, Tourism: Principles and Practices, Second Edition, Oxford University Press, New Delhi, 2013.

T.B – 2: Roday, Biwal & Joshi, Tourism Operations and Management, Sixth Edition, Oxford University Press, New Delhi, 2013.

UNIT- I :	T.B – 1, 2	Chapter - 1
UNIT- II :	T.B – 1, 2	Chapter – 2 & 3
UNIT- III:	T.B – 1	Chapter – 14
UNIT- IV:	T.B – 1	Chapter – 3 & 5
UNIT- V :	T.B – 1, 2	Chapter – 1

Books for Reference:

1. Pran Nath Seth & Sushma S Bhat: Successful Tourism Management (Vol. 1 & 2), 5th Edition, Sterling Publishers, New Delhi, 2008
2. A.K Bhatia: International Tourism Management, 1st Edition, Sterling Publishers Pvt. Limited, New Delhi, 2019.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20BTH1CC1	Introduction to Tourism Industry					3	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓			
CO2	✓	✓	✓		✓	✓	✓	✓		✓	
CO3	✓	✓			✓	✓		✓	✓	✓	
CO4		✓			✓	✓		✓	✓		
CO5	✓	✓		✓	✓	✓		✓			
NUMBER OF MATCHES= 34, RELATIONSHIP : Moderate											

Prepared by:
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Checked by:
Dr. A.Jafar Ahamed

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Hrs /Week	Credits	Max. marks	Internal marks	External marks
I	20BTH1CC2	General Education Component	Fundamentals of Hospitality Operations	3	3	100	25	75

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: Understand the nature and importance of hotel industry.

CO2: Identify the classification of hotels

CO3: Explain the need of room division operations

CO4: Know the role of front office and housekeeping departments

CO5: State the important departments of hotel

Unit – I Introduction to Hospitality Industry 9 Hours

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. # Names of tourism campaigns by Govt. of India #

Unit – II Classification of Hotels 9 Hours

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. # Uses of FHRAI guide #

Unit – III Room Division 9 Hours

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. # Guest amenities provided in hotel's room #

Unit – IV Front Office and Housekeeping 9 Hours

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.

Unit – V Other Major Departments of Hotel 9 Hours

Food production department – Important sections and functions - Security department - Responsibilities - Security systems in a hotel. Roles and Functions of Marketing department, HR department, Engineering department and Accounting department. # Security systems of hotel #
#.....# Self Study Portions

Text Books:

T.B - 1: Jatashankar R. Tewari, Hotel Front Office, 2nd Edition, Oxford University Press, New Delhi, 2013

T.B - 2: Sudhir Andrews, Hotel Front Office, 3rd Edition, Tata McGraw Hill, Noida, 2011

UNIT- I :	T.B – 1, 2	Chapter - 1
UNIT- II :	T.B – 1, 2	Chapter – 2 & 3
UNIT- III:	T.B – 1	Chapter – 4 & 5
UNIT- IV:	T.B – 1	Chapter – 2
UNIT- V :	T.B – 1, 2	Chapter – 1

Books for Reference:

1. John R Walker, Introduction to Hospitality Management, 3rd Edition, Pearson Education India, Noida, 2009.
2. Clayton W. Barrows, Introduction to the Hospitality Industry, 8th Edition, John Willey & Sons Inc, New York, 2011.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20BTH1CC2	Basic Fundamentals of Hospitality Operations					3	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓	✓			✓	✓	✓	✓		✓	
CO3	✓	✓			✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓		✓			
CO5	✓	✓				✓			✓		
NUMBER OF MATCHES= 33,						RELATIONSHIP : Moderate					

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Checked by:
Dr. A.Jafar Ahamed

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Hrs	Credits	Max. marks	Internal marks	External marks
I	20 BTH1CC3	Skill Component	Basic Front Office Operations	6	6	100	25	75

Course Outcomes:

On completion of this course, students will be able to:

CO1: Understand the role and functions of Front office.

CO2: Identify and apply the types of tariffs and room reservations.

CO3: Know and explain the procedures followed in various operations of guest services and handling guest complaints.

CO4: Acquire knowledge on handling front office accounting records, Night auditing and emergency situations.

CO5: Recognize the applications of computers and PMS in Front office operations.

UNIT –I Introduction to Front Office Operations 18 Hours

Functional areas of Front Office - Sections and Layout of Front Office - Organization of Front Office - Duties and responsibilities of Front Office personnel - Qualities needed for Front Office staff - Front Office communication - Importance and types of communication - Flow of communication - Communication barriers - Front office cooperation with other departments

UNIT –II Room Tariff and Reservation 18 Hours

Room tariff - # Types of room rates and meal plans # - The Guest Cycle - Room reservations - Importance of reservation - Types of reservations - # Modes and Sources of Reservation # - Systems of Reservation – Processing Reservation request - Reservation reports - Guest registration - Stages and formalities of registration - Check-in procedures.

UNIT –III Guest services 18 Hours

Handling guest mails and messages – Procedures of Paging, Safe deposit locker, Guest room change, Left luggage, Scanty baggage and Wake-up call - Guest Complaints - Types - Methods of handling guest complaints - Check out and settlement - Guest departure procedures – Bell boy control procedures - # Modes of settlement of bills # – Potential check out problems.

UNIT –IV Front office accounting 18 Hours

Types of accounts - Vouchers , Folios and ledgers - Front Office accounting cycle - Procedures of creation, maintenance and settlement of accounts - Night Auditing -Duties and responsibilities of a night auditor - Stages involved in Night audit process- Safety and security of hotel - # Types of keys and their control # - Handling unusual events and emergency situations.

UNIT – V Computer applications in Front Office 18 Hours

Introduction to Property Management System - Applications of PMS in Front Office - Types of modules and their usage - PMS interface with Stand-alone systems # Different property management systems # - Micros - Amadeus PMS - IDS Fortune - Shaw Man

#.....# *Self Study Portions*

Text Books:

T.B - 1: Jatashankar R. Tewari, Hotel Front Office, 2nd Edition, Oxford University Press, New Delhi, 2013

T.B - 2: Sudhir Andrews, Hotel Front Office, 3rd Edition, Tata McGraw Hill, Noida, 2011

UNIT I : T.B-1 Chapter 4 & 5, T.B-2 Chapter 13

UNIT II : T.B-1 Chapter 6, 7 & 8, T.B-2 Chapter 16 & 17

UNIT III : T.B -1 Chapter 9 & 10, T.B -2 Chapter 18 & 24

UNIT IV : T.B -1 Chapter 11& 12, T.B-2 Chapter 22 & 23

UNIT V : T.B-1 Chapter 14

Books for Reference:

1. Sue Baker, Principles of Hotel Front Office Operation, 2nd Edition, Cengage Learning, London, 2001
2. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association; 8th edition, 2012.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
I	20BTH1CC3	Basic Front Office Operations					6	6				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO2	✓	✓	✓			✓	✓					
CO3	✓		✓	✓		✓		✓	✓	✓		
CO4	✓		✓			✓	✓	✓	✓	✓		
CO5	✓	✓		✓	✓	✓	✓					
NUMBER OF MATCHES= 35,						RELATIONSHIP : High						

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Checked by:
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Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Hrs	Credits	Max. marks	Internal marks	External marks
I	20 BTH1CC4P	Skill Component	Front Office Functions and Procedures - Practical	12	6	100	20	80

Course Outcomes:

On completion of this course, students will be able to:

CO1: Understand the role and functions of Front office.

CO2: Identify and apply the types of tariffs and room reservations.

CO3: Know and explain the procedures followed in various operations of guest services and handling guest complaints.

CO4: Acquire knowledge on handling front office accounting records, Night auditing and emergency situations.

CO5: Recognize the applications of computers and PMS in Front office operations.

Practical –I: THC/N0108 - Record guest details for registration

Welcoming the guest - Checking for room availability and reservation status - Completing guest registration - Following standard registration guidelines

Practical –II: THC/N0109 - Follow check-in procedure and allot room

Checking for guest room preference / reservation details - Allotting the room as per guest preference - Handling upgrade, downgrade and emergency scenario - Achieving productivity standards

Practical –III: THC/N0107 - Attend to guest queries

Assisting the guest on any requirement - Responding to guest queries - Delivering message or materials to guest - Achieving guest satisfaction

Practical –IV: THC/N0110 - Perform cashiering activities

Receiving payment method details from guest - Preparing the invoice - Receiving the payment - Documenting and recording the details

Practical –V: THC/ N9901 - Communicate with customer and colleagues

Interacting with superior - Communicating with colleagues - Communicating effectively with customers

Practical –VI: THC/N9902 - Maintain customer-centric service orientation

Engaging with customers for assessing service quality requirements - Achieving customer satisfaction - Fulfilling customer requirement

Practical –VII: THC/N9903 - Maintain standard of etiquette and hospitable conduct

Following behavioural, personal and telephone etiquettes - Treating customers with high degree of respect and professionalism - Achieving customer satisfaction

Practical –VIII: THC/N9904 - Follow gender and age sensitive service practices

Educating customer on specific facilities and services available - Providing different age and gender specific customer service - Following standard etiquette with women at workplace

Practical –IX: THC/N9905 - Maintain IPR of organisation and customer

Securing company's IPR - Respecting customer's copyright

Practical –X: THC/N9906 - Maintain health and hygiene

Ensuring cleanliness around workplace - Following personal hygiene practices - Taking precautionary health measures

Practical –XI: THC/N9907 - Maintain safety at workplace

Taking precautionary measures to avoid work hazards - Following standard safety procedure - Using safety tools or Personal Protective Equipment - Achieving safety standards

Practical –XII: THC/N9909 - Learn a foreign or local language(s) including English

Gaining understanding of common vocabulary required - Achieving ‘minimal pass standards’ of language proficiency

Text Books:

T.B - 1: Jatashankar R. Tewari, Hotel Front Office, 2nd Edition, Oxford University Press, New Delhi, 2013

T.B - 2: Sudhir Andrews, Hotel Front Office, 3rd Edition, Tata McGraw Hill, Noida, 2011

Books for Reference:

1. Sue Baker, Principles of Hotel Front Office Operation, 2nd Edition, Cengage Learning, London, 2001
2. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association; 8th edition, 2012.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
I	20 BTH1CC4P		Front Office Functions and Procedures - Practical			12	6			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓			✓		✓	✓	✓
CO2	✓	✓	✓			✓	✓			✓
CO3	✓					✓		✓	✓	✓
CO4	✓		✓			✓	✓	✓	✓	✓
CO5	✓	✓		✓	✓	✓	✓			✓
NUMBER OF MATCHES= 31,						RELATIONSHIP : Moderate				

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Checked by:
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Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Total Hours	Credits	Max. marks	Internal marks	External marks
I	20BTH1IN	Skill Component	Front Office Internship	180	6	100	20	80

Students have to undergo hands on comprehensive training or internship in Front Office department of a hotel for three weeks. They have to submit a training report also as part of the programme after the internship.

SEMESTER – II

Sem	Code	Course	Title of the Course	Hrs	Credits	Max. marks	Internal marks	External marks
II	20BTH2CC5	General Education Component	Tourism Products	3	3	100	25	75

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: Explain the nature and unique characteristics of tourism products

CO2: Identify the various tourism resources found in India

CO3: Evaluate the role of architecture and heritage in tourism promotions

CO4: Enumerate the abundance of nature based tourism activities undertaken in India

CO5: Know the important tourism destinations in Tamil Nadu

Unit – I Introduction to Tourism Products 9 Hours

Tourism Product - Definition and Differentiation - Tourism Products and 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 - # World's important tourism destinations #

Unit – II Cultural Resources 9 Hours

Cultural Resources – Performing - Arts of India, Classical Dance and Dance Styles - Indian Folk Dances - Music and musical Instruments - Handicrafts of India, Craftsmanship-Indian painting - # Fairs and Festivals of India # - Cuisines and specialty dishes.

Unit – III Religious and Heritage Resources 9 Hours

Architectural heritage of India - India's architectural styles - Historic monuments of tourist significance (ancient medieval and modern) - Important Historic /Archeological sites - Museums, Arts galleries, Libraries their location and assets - Religious Shrines/Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others - # World Heritage Sites in India #

Unit – IV Natural Resources 9 Hours

Nature based Tourism; Wild Life Sanctuaries, National Parks, Botanical Gardens - Zoological Parks, Biosphere reserves; Mountain tourism with special reference to Himalayas - Desert Tourism with special referenced to Rajasthan, Tourism in Coastal areas - Beaches, Islands, Coral Reefs; Backward Tourism with special reference to Tamil Nadu; Adventure tourism - Classification of Adventure tourism - Land based, water based - Aero Based with suitable examples

Unit – V Wealth of Tourism in Tamil Nadu 9 Hours

Important Tourism Destinations in Tamil Nadu: Natural, manmade - Biotic emerging trends in Tamil Nadu Tourism: Responsible Tourism, Medical Tourism – Ayurveda, Yoga - Wild life Festivals - Village tourism, Eco Tourism, Alternative, Rural, Agro and Sustainable Tourism.

#.....# *Self Study Portions*

Text Book:

T.B - 1: Manoj Dixit & Charu Sheela, Tourism Products, 2nd Edition, New Royal Books, Lucknow, 2007.

UNIT I : T.B-1 Chapter 1

UNIT II : T.B-1 Chapter 2 & 3

UNIT III : T.B -1 Chapter 3 & 4

UNIT IV : T.B -1 Chapter 6

UNIT V : T.B-1 Chapter 8

References:

1. Basham. A L, The Wonder that was India, Volume – 1, 3rd Edition, Rupa and Company, New Delhi, 2004.
2. Hussain A.K, The National Culture of India, 1st Edition, National Book Trust, New Delhi, 2014.
3. Kaul H.K, Travellers India, 1st Edition, Oxford University Press, New Delhi, 1998.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits		
II	20 BTH2CC5	Tourism Products					3	3		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓				✓		✓	✓	✓
CO2	✓	✓	✓			✓	✓		✓	
CO3		✓		✓		✓		✓	✓	✓
CO4	✓		✓			✓		✓	✓	✓
CO5	✓	✓		✓		✓		✓	✓	✓
NUMBER OF MATCHES= 31,						RELATIONSHIP : Moderate				

Prepared by:
Dr. M.P.Senthilkumar

Checked by:
Dr. A.Jafar Ahamed

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Hrs	Credits	Max. marks	Internal marks	External marks
II	20BTH2CC6	General Education Component	Principles of Management	3	3	100	25	75

Course Outcomes:

On successful completion of this course, students will be able to:

CO1: Predict the different approached to management in general and system approaches.

CO2: Formulate the managerial planning constitute a rational approach to setting objectives and selecting plans periodically.

CO3: Prioritize the organizational structures of various levels and its relationship to other managerial functions.

CO4: Construct the function of staffing in the external and internal environment.

CO5: Organize the nature of leadership and importance of creativity and innovation in managing.

UNIT-I Introduction to Management 9 hours

Definition - Management – Nature and Purpose - Meaning - Elements of Science - Patterns of management analysis - System approach to operational Management # Daily work of managers in hotels # - The system model of Management - Operations in a Pluralistic Society - Social responsibility of managers - Ethics in managing.

UNIT-II Planning 9 hours

Nature and purpose of planning - Planning process - Types and steps of plans - Objectives – Nature – Concepts – Process - Benefits and weakness of management objective - Strategies - Nature - Purpose and Types of strategies - # Psychological aspects and Recruitment # Policies – Two and portfolio matrix - Decision Making – Importance and limitations.

UNIT-III Organizing 9 hours

Nature and purpose of organizing - Organization structure- Formal and informal groups and organization - Basic Departmentation - Customer - Process - Product - Matrix-Line and Staff authority – Concept - Functional - Benefits - Limitations - # Authority, responsibility, and accountability in hotels # Centralization and Decentralization - Delegation of authority -Effective organization- avoiding mistakes in organization by planning.

UNIT-IV Staffing 9 hours

Staffing - Definition - System approach - Management - Situational Factors affecting staffing - System Approach to selection - Position Requirements and Job Design - Skills and Personal - Matching qualification - Selection process - Orienting and socializing - Purpose of performance appraisal - Problem - Choosing - Traditional - Appraising managers # Attributes of hotel managers #

UNIT-V Theories of Motivation 9 hours

Human factors in managing- Behavioural Model- Toward an eclectic - Creativity and innovation - Harmonizing objective - Motivation - Hierarchy - Hygiene approach -Expectancy theory - Reinforcement - Mc Cleland’s needs theory of motivation - Special motivational techniques - # Job enrichment and Leadership and interview skills #

#.....# *Self Study Portions*

Text Book:

T.B - 1: Harold Koontz, Heinz Weihrich, A Ramachandra Aryasri, Principles of Management, Volume–1, 3rd Edition, Tata McGraw Hill Education, New Delhi, 2016.

UNIT - I : T.B-1 Chapter - 1

UNIT - II : T.B-1 Chapter – 2 & 3

UNIT - III : T.B-1 Chapter - 3

UNIT - IV : T.B-1 Chapter – 4 & 5

UNIT - V : T.B-1 Chapter - 5

Books for Reference:

1. Prasad L M, Principles and Practices of Management. 7th Edition, Sultan Chand & Sons, New Delhi, 2019.
2. Pravin Durai, Principles of Management, 2nd Edition, Pearson Education India, Noida, 2015.
3. P C Tripathi & P N Reddy, Principles of Management, 5th Edition, Tata McGraw Hill Education, New Delhi, 2012.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
II	20 BTH2CC6	Principles of Management					3	3				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO2		✓	✓		✓			✓	✓	✓		
CO3		✓		✓	✓	✓		✓	✓	✓		
CO4		✓	✓	✓		✓			✓	✓		
CO5	✓	✓		✓		✓	✓			✓		
NUMBER OF MATCHES= 35,						RELATIONSHIP : High						

Prepared by:
Dr. M.P.Senthilkumar

Checked by:
Dr. A.Jafar Ahamed

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Hrs	Credits	Max. marks	Internal marks	External marks
II	20BTH2CC7	Skill Development Component	Housekeeping Operations	6	6	100	25	75

Course Outcomes:

On completion of this course, students will be able to:

CO1: Explain the nature and importance of housekeeping in hotels

CO2: Identify and know the uses of various housekeeping equipment

CO3: Understand the types of linen used in hotels and methods of laundering them

CO4: Perform the clean, safe and secured services to guests

CO5: Know and prepare the different types of flower arrangements

UNIT – I Introduction to Housekeeping 18 Hours

Need and Importance of Housekeeping in hotels –Responsibilities of Housekeeping department - Organizational Structure of housekeeping -Personal attributes of Housekeeping staff - Layout and sections of housekeeping - Coordination with other departments - Housekeeping inventories – Manual and Mechanical – Selection, Storage, Distribution and Control of cleaning equipment

UNIT - II Cleaning Tools and areas 18 Hours

Cleaning agents – Types – Selection, Storage and Issuing procedures - # Guest supplies and their placement # - Composition, Care and Cleaning of different surfaces - Hotel Guest rooms – Types – layouts – Guest room status – Guest floor rules - List of basic contents of a room - Cleaning guest rooms – Cleaning procedures and principles – Frequency of cleaning - Cleaning Public areas – Supervising in Housekeeping - Operations of Housekeeping Control desk

UNIT –III Linen & Laundering 18 Hours

Introduction – Linen & Uniform room – Layout – Storage and Exchange of linen – Par stock - Linen Control - Linen Quality and Life span - # Soft furnishings # - Laundry – Types – Planning and layout of OPL – Laundry equipment – Laundering – Pressing – Folding – Spotting – Dry Cleaning – Laundry agents – # Soaps and detergents # – Laundry Process - Dry cleaning – Advantages and Limitation – Process – Dry cleaning materials – Handling guest laundry.

UNIT–IV Safety and Security 18 Hours

Stain – Identification – Classification – Principles of stain removal - Uniforms – Selection and design – Storage – Issuing and Exchanging procedure – Advantages of providing uniforms - Health and Safety - Accidents & Personal injuries - Prevention of accidents - Safety measures - First aid –Definition-Importance - Contents of First aid box - First aid remedies given at critical situations - Fire prevention - Classification - # Types of extinguishers # - Suggested procedures - Firefighting procedures - Fire protection check-list

UNIT –V Flower Arrangement & Pest Control 18 Hours

Flower arrangement – Introduction – Basics – Ingredients and equipment used – Designing flower arrangements – General guidelines for arrangements – Styles of flower arrangements - Pest control – Types of pest – Common pest and their control – Waste disposal - # Decorations during various occasions # - Horticulture – # Indoor plants #

#.....# *Self Study Portions*

Text Books:

T.B - 1: Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3rd Edition, Oxford University Press, New Delhi, 2015

UNIT - I : T.B-1 Chapter 2
 UNIT - II : T.B-1 Chapter 8 to 14
 UNIT - III : T.B-1 Chapter 17
 UNIT - IV : T.B-1 Chapter 18 to 20
 UNIT - V : T.B-1 Chapter 22, 27 & 28

Books for Reference:

1. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3rd Edition, Tata McGraw Hill, New Delhi, 2009
2. Branson & Lennox, Hotel, Hostel and Hospital Housekeeping, 5th Edition, Hodder & Stoughton, London, 1988.
3. Goring O.G. and A.C. David, Hotel and Institutional Housekeeping, 2nd Revised Edition, Barrie & Rockliff, London, 1970.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
II	20 BTH2CC7	Housekeeping Operations					6	6			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1		✓		✓	✓	✓		✓	✓		
CO2	✓	✓			✓	✓		✓	✓	✓	
CO3	✓			✓	✓	✓	✓		✓	✓	
CO4	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO5	✓	✓		✓	✓	✓		✓		✓	
NUMBER OF MATCHES= 36,						RELATIONSHIP : High					

Prepared by:
Dr. M.P.Senthilkumar

Checked by:
Dr. A.Jafar Ahamed

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Hrs	Credits	Max. marks	Internal marks	External marks
II	20 BTH2CC8P	Skill Development Component	Housekeeping Operations of Hotel - Practical	12	6	100	20	80

Course Outcomes:

On completion of this course, students will be able to:

CO1: Perform housekeeping operations

CO2: Manage housekeeping services and maintain material inventory

CO3: Supervise housekeeping work

CO4: Manage guest complaints

CO5: Manage to communicate with customer and colleagues

Practical –I: THC/N0227 - Perform housekeeping activities in the assigned area

Understanding the work requirement - Preparing for housekeeping operation - Performing cleaning activity - Collecting and disposing the waste material as per standards

Practical –II: THC/N0228 - Oversee housekeeping services and maintain material inventory

Overseeing housekeeping activity performed - Maintaining appropriate inventory of housekeeping materials

Practical –III: THC/N0229 Assist in supervision of housekeeping activities

Assisting housekeeping supervisor at work - Monitoring and documenting the activities of attendants - Handling customer complaints

Practical –IV: THC/ N9901 Communicate with customer and colleagues

Interacting with superior - Communicating with colleagues - Communicating effectively with customers

Practical –V: THC/N9902 Maintain customer-centric service orientation

Engaging with customers for assessing service quality requirements - Achieving customer satisfaction - Fulfilling customer requirement

Practical –VI: THC/N9903 Maintain standard of etiquette and hospitable conduct

Following behavioural, personal and telephone etiquettes - Treating customers with high degree of respect and professionalism - Achieving customer satisfaction

Practical –VII: THC/N9904 Follow gender and age sensitive service practices

Educating customer on specific facilities and services available - Providing different age and gender specific customer service - Following standard etiquette with women at workplace

Practical –VIII: THC/N9905 Maintain IPR of organization and customers

Securing company's IPR - Respecting customer's copyright

Practical –IX: THC/N9906 Maintain health and hygiene

Ensuring cleanliness around workplace - Following personal hygiene practices - Taking precautionary health measures

Practical –X: THC/N9907 Maintain safety at workplace

Taking precautionary measures to avoid work hazards - Following standard safety procedure - Using safety tools or Personal Protective Equipment - Achieving safety standards

Text Books:

T.B - 1: Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3rd Edition, Oxford University Press, New Delhi, 2015

Books for Reference:

1. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3rd Edition, Tata McGraw Hill, New Delhi, 2009
2. Branson & Lennox, Hotel, Hostel and Hospital Housekeeping, 5th Edition, Hodder & Stoughton, London, 1988.
3. Goring O.G. and A.C. David, Hotel and Institutional Housekeeping, 2nd Revised Edition, Barrie & Rockliff, London, 1970.

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits				
II	20 BTH2CC8P	Housekeeping Operations of Hotel - Practical					12	6				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓		✓	✓	✓		✓	✓	✓		
CO2	✓		✓	✓	✓	✓		✓	✓			
CO3		✓	✓	✓	✓	✓	✓		✓	✓		
CO4		✓	✓		✓		✓	✓		✓		
CO5	✓	✓	✓		✓	✓		✓		✓		
NUMBER OF MATCHES= 36,						RELATIONSHIP : High						

Prepared by:
Dr. M.P.Senthilkumar

Checked by:
Dr. A. Jafar Ahamed

Note:

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Total Hours	Credits	Max. marks	Internal marks	External marks
II	20 BTH2IN	Skill Component	Housekeeping Internship	180	6	100	20	80

Students have to undergo hands on comprehensive training or internship in Housekeeping department of a hotel for three weeks. They have to submit a training report also as part of the programme after the internship.