#### SEMESTER – II (17 WEEKS)

#### **KITM Component**

#### MINIMUM CONTACT HOURS FOR EACH SUBJECT

No.	Subject	Subje	Contact I	Hours per
	code	ct	Sem	ester
			Th.	Pr.
1	CTHM151	Foundation Course in Food Production - II	30	120
2	CTHM152	Foundation Course in Food & Beverage Service - II	30	60
3	CTHM153	Foundation Course in Front Office - II	30	30
4	CTHM154	Foundation Course in Accommodation Operations - II	30	30
5	CTHM109	Communication	30	-
TOTA	TOTAL:		150	240
GRAN	ND TOTAL		39	90

#### **WEEKLY TEACHING SCHEME (17 WEEKS)**

No.	Subject	Subje	Hours per week	
	code	ct	Th.	Pr.
1	CTHM151	Foundation Course in Food Production - II	02	08
2	CTHM152	Foundation Course in Food & Beverage Service - II	02	04
3	CTHM153	Foundation Course in Front Office - II	02	02
4	CTHM154	Foundation Course in Accommodation Operations - II	02	02
5	CTHM109	Communication	02	-
TOTAL:		10	16	
GRAND TOTAL		26		

#### **EXAMINATION SCHEME**

No.	Subject	Subje	Term Marks*	
	code	ct	Th.	Pr./inter.
1	CTHM151	Foundation Course in Food Production - II	75	25
2	CTHM152	Foundation Course in Food & Beverage Service – II	75	25
3	CTHM153	Foundation Course in Front Office - II	75	25
4	CTHM154	Foundation Course in Accommodation Operations – II	75	25
7	CTHM109	Communication	75	25
TOTAL:		375	125	
GRAND TOTAL 500		00		

<sup>\*</sup> Term marks will comprise 25% Internal & 75% Term end exam marks.

# CTHM151 - FOUNDATION COURSE IN FOOD PRODUCTION – II (THEORY)HOURS ALLOTED: 30 MAXIMUM MARKS: 100

	(THEORY)HOURS ALLOTED: 30 MAXIMUM MARKS: 100		
S.No.	Topic	Hours	Weight age
01	SOUPS	02	10%
	A. Basic recipes other than consommé with menu examples		
	Broths		
	Bouillon		
	Puree		
	Cream		
	Veloute		
	Chowder		
	Bisque etc		
	B. Garnishes and accompaniments		
	C. International soups		
02	SAUCES & GRAVIES	03	10%
	A. Difference between sauce and gravy		
	B. Derivatives of mother sauces		
	C. Contemporary & Proprietary		
03	MEAT COOKERY	04	15%
	A. Introduction to meat cookery		
	B. Cuts of beef/veal		
	C. Cuts of lamb/mutton		
	D. Cuts of pork		
	E. Variety meats (offals)		
	F. Poultry		
	(With menu examples of each)		
04	FISH COOKERY	03	10%
	A. Introduction to fish cookery		
	B. Classification of fish with examples		
	C. Cuts of fish with menu examples		
	D. Selection of fish and shell fish		
	E. Cooking of fish (effects of heat)		
05	RICE, CEREALS & PULSES	01	5%
	A. Introduction		
	B. Classification and identification		
	C. Cooking of rice, cereals and pulses		
00	D. Varieties of rice and other cereals	00	F0/
06	i) PASTRY	02	5%
	A. Short crust		
	B. Laminated		
	C. Choux		
	D. Hot water/Rough puff		
	Recipes and methods of preparation  Pifferences		
	• Differences		
	Uses of each pastry		
	Care to be taken while preparing pastry		
	Role of each ingredient		
	<ul> <li>Temperature of baking pastry</li> </ul>		

	ii) Flour	03	10%
	A. Structure of wheat	03	1070
	B. Types of Wheat		
	C. Types of Flour		
	D. Processing of Wheat – Flour		
	E. Uses of Flour in Food Production		
	F. Cooking of Flour (Starch)		
	F. Cooking of Flour (Starch)		
	iii) SIMPLE BREADS		
	A. Principles of bread making		
	B. Simple yeast breads		
	C. Role of each ingredient in break making		
	D. Baking temperature and its importance		
07	PASTRY CREAMS	02	5%
	A. Basic pastry creams	-	• 70
	B. Uses in confectionery		
	C. Preparation and care in production		
08	BASIC COMMODITIES:		15%
	i) Milk	02	
	A. Introduction		
	B. Processing of Milk		
	C. Pasteurisation – Homogenisation		
	D. Types of Milk – Skimmed and Condensed		
	E. Nutritive Value		
	*** One of the control of the contro	0.4	
	ii) Cream	01	
	A. Introduction		
	B. Processing of Cream		
	C. Types of Cream		
	iii) Cheese	02	
	A. Introduction	02	
	B. Processing of Cheese		
	C. Types of Cheese		
	D. Classification of Cheese		
	E. Curing of Cheese		
	F. Uses of Cheese		
	1. 0363 01 0116636		
	iv) Butter	01	
	A. Introduction		
	B. Processing of Butter		
	C. Types of Butter		
09	BASIC INDIAN COOKERY	02	5%
	:\ CONDIMENTO O CDICEO		
	i) CONDIMENTS & SPICES		
	A. Introduction to Indian food		
	A. Introduction to Indian food B. Spices used in Indian cookery		
	A. Introduction to Indian food		

	ii) MASALAS		
	A. Blending of spices		
	B. Different masalas used in Indian cookery		
	<ul> <li>Wet masalas</li> </ul>		
	<ul> <li>Dry masalas</li> </ul>		
	C. Composition of different masalas		
	D. Varieties of masalas available in regional areas		
	E. Special masala blends		
10	KITCHEN ORGANIZATION AND LAYOUT	02	10%
	A. General layout of the kitchen in various organisations		
	B. Layout of receiving areas		
	C. Layout of service and wash up		
TOTAL		30	100%

# FOUNDATION COURSE IN FOOD PRODUCTION – II (PRACTICAL) PART A - COOKERY

HOURS ALLOTED: 60 MAXIMUM MARKS: 50

• Meat – Identification of various cuts, Carcass demonstration • Preparation of basic cuts-Lamb and Pork Chops , Tornado, Fillet, Steaks and Escalope • Fish-Identification & Classification • Cuts and Folds of fish  2 • Identification, Selection and processing of Meat, Fish and poultry. • Slaughtering and dressing  3 Preparation of menu  Salads & soups- waldrof salad, Fruit salad, Russian salad, salade nicoise, Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot) International soups  Chicken, Mutton and Fish Preparations-Fish orly, a la anglaise, colbert, meuniere, poached, baked Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef  Simple potato preparations-Basic potato dishes  Vegetable preparations-Basic vegetable dishes  Indian cookery-Rice dishes, Main course, Basic Vegetables, Paneer Preparations	0.11	TIOUNG ALLOTED. 00 INIAAINIONI MARKO. 30			
demonstration Preparation of basic cuts-Lamb and Pork Chops , Tornado, Fillet, Steaks and Escalope Fish-Identification & Classification Cuts and Folds of fish  ldentification, Selection and processing of Meat, Fish and poultry. Slaughtering and dressing  Preparation of menu  Salads & soups- waldrof salad, Fruit salad, Russian salad, salade nicoise, Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot) International soups  Chicken, Mutton and Fish Preparations- Fish orly, a la anglaise, colbert, meuniere, poached, baked Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef  Simple potato preparations- Basic potato dishes  Vegetable preparations- Basic vegetable dishes  Indian cookery- Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations	S.No	Topic	Method	Hours	
Meat, Fish and poultry. Slaughtering and dressing  Preparation of menu  Salads & soups- waldrof salad, Fruit salad, Russian salad, salade nicoise, Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot) International soups  Chicken, Mutton and Fish Preparations-Fish orly, a la anglaise, colbert, meuniere, poached, baked Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef  Simple potato preparations-Basic potato dishes  Vegetable preparations-Basic vegetable dishes  Indian cookery-Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations	1	<ul> <li>demonstration</li> <li>Preparation of basic cuts-Lamb and Pork Chops , Tornado, Fillet, Steaks and Escalope</li> <li>Fish-Identification &amp; Classification</li> </ul>		04	
Salads & soups- waldrof salad, Fruit salad, Russian salad, salade nicoise, Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot) International soups  Chicken, Mutton and Fish Preparations- Fish orly, a la anglaise, colbert, meuniere, poached, baked Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef  Simple potato preparations- Basic potato dishes  Vegetable preparations- Basic vegetable dishes  Indian cookery- Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations		Meat, Fish and poultry.  Slaughtering and dressing	the site in local Area/Slaughtering	04	
	3	Salads & soups- waldrof salad, Fruit salad, Russian salad, salade nicoise, Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot) International soups  Chicken, Mutton and Fish Preparations- Fish orly, a la anglaise, colbert, meuniere, poached, baked Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef  Simple potato preparations- Basic potato dishes  Vegetable preparations- Basic vegetable dishes  Indian cookery- Rice dishes, Breads, Main course, Basic Vegetables,	instructor and applications by	52	
· · · · · · · · · · · · · · · · · · ·		TOTAL	ı	60	

# PART B - BAKERY & PATISSERIE HOURS ALLOTED: 60 MAXIMUM MARKS: 50

S.No	Topic Topic	Method	Hours
1	PASTRY:	MIGHIOU	Hours
	Demonstration and Preparation of dishes using varieties of Pastry  Short Crust – Jam tarts, Turnovers  Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns  Choux Paste – Eclairs, Profiteroles	Demonstration by instructor and applications by students	20
2	COLD SWEET		
	<ul> <li>Honeycomb mould</li> <li>Butterscotch sponge</li> <li>Coffee mousse</li> <li>Lemon sponge</li> <li>Trifle</li> <li>Blancmange</li> <li>Chocolate mousse</li> <li>Lemon soufflé</li> </ul>	Demonstration by instructor and applications by students	20
3	<ul> <li>HOT SWEET</li> <li>Bread &amp; butter pudding</li> <li>Caramel custard</li> <li>Albert pudding</li> <li>Christmas pudding</li> </ul>	Demonstration by instructor and applications by students	12
4	INDIAN SWEETS  Simple ones such as chicoti, gajjar halwa, kheer	Demonstration by instructor and applications by students	08
	TOTAL		60

#### CTHM152 - FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE – II (THEORY) HOURS ALLOTED: 30 MAXIMUM MARKS: 100

	(THEORY)HOURS ALLOTED: 30 MAXIMUM MA		T
S.No.	Topic	Hours	Weight
01	MEALS & MENU PLANNING:		age
	A. Origin of Menu	01	
	B. Objectives of Menu Planning	02	
	C. Types of Menu	01	
	D. Courses of French Classical Menu	05	
	Sequence		
	Examples from each course		
	Cover of each course		
	Accompaniments		
	E. French Names of dishes	03	
	F. Types of Meals	03	
	Early Morning Tea		
	Breakfast (English, American Continental, Indian)		
	Brunch      Brunch		
	• Lunch		
	Afternoon/High Tea  Diagram		
	• Dinner		
	• Supper		
02	I PREPARATION FOR SERVICE	02	
	A. Organising Mise-en-scene		
	B. Organising Mise en place		
	II TYPES OF FOOD SERVICE	04	
	A. Silver service		
	B. Pre-plated service		
	C. Cafeteria service		
	D. Room service		
	E. Buffet service		
	F. Gueridon service		
	G. Lounge service		
03	SALE CONTROL SYSTEM	06	
	A. KOT/Bill Control System (Manual)		
	Triplicate Checking System		
	Duplicate Checking System		
	Single Order Sheet		
	<ul> <li>Quick Service Menu &amp; Customer Bill</li> </ul>		
	B. Making bill		
	C. Cash handling equipment		
	D. Record keeping (Restaurant Cashier)		

04	TOBACCO	03	
	<ul> <li>A. History</li> <li>B. Processing for cigarettes, pipe tobacco &amp; cigars</li> <li>C. Cigarettes – Types and Brand names</li> <li>D. Pipe Tobacco – Types and Brand names</li> <li>E. Cigars – shapes, sizes, colours and Brand names</li> <li>F. Care and Storage of cigarettes &amp; cigars</li> </ul>		
	TOTAL	30	100%

# FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE – II (PRACTICAL) HOURS ALLOTED: 60 MAXIMUM MARKS: 100

C N -	HOURS ALLOTED: 60 MAXIMUM MARKS: 100	Harres
S.No	Topic	Hours
01	REVIEW OF SEMESTER -1	04
02	TABLE LAY-UP & SERVICE	16
	Task-01: A La Carte Cover	
	Task-02: Table d' Hote Cover	
	Task-03: English Breakfast Cover	
	Task-04: American Breakfast Cover	
	Task-05: Continental Breakfast Cover	
	Task-06: Indian Breakfast Cover	
	Task-07: Afternoon Tea Cover	
	Task-08: High Tea Cover	
	TRAY/TROLLEY SET-UP & SERVICE	
	Task-01: Room Service Tray Setup	
	Task-02: Room Service Trolley Setup	
03	PREPARATION FOR SERVICE (RESTAURANT)	04
	A. Organizing Mise-en-scene	
	B. Organizing Mise-en-Place	
0.4	C. Opening, Operating & Closing duties	00
04	PROCEDURE FOR SERVICE OF A MEAL	08
	Task-01: Taking Guest Reservations	
	Task-02: Receiving & Seating of Guests	
	Task-03: Order taking & Recording	
	Task-04: Order taking a recording  Task-04: Order processing (passing orders to the kitchen)	
	Task-05: Sequence of service	
	Task-06: Presentation & Encashing the Bill	
	Task-07: Presenting & collecting Guest comment cards	
	Task-08: Seeing off the Guests	
05	Social Skills	04
	Task-01: Handling Guest Complaints	
	Task-02: Telephone manners	
	Task-03: Dining & Service etiquettes	
06	Special Food Service - (Cover, Accompaniments & Service)	12
	Task-01: Classical Hors d' oeuvre	
	Oysters     Snails	
	Caviar     Melon	
	Smoked Salmon     Grapefruit	
	Pate de Foie Gras     Asparagus	
	Task-02: Cheese	
	Task-03: Dessert (Fresh Fruit & Nuts)	

	Service of Tobacco	
	Cigarettes & Cigars	
07	Restaurant French: To be taught by a professional French language teacher.	12
	<ul> <li>Restaurant Vocabulary (English &amp; French)</li> <li>French Classical Menu Planning</li> <li>French for Receiving, Greeting &amp; Seating Guests</li> </ul>	
	French related to taking order & description of dishes	
	TOTAL	60

### CTHM153 - FOUNDATION COURSE IN FRONT OFFICE OPERATIONS - II (THEORY)HOURS ALLOTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight
			age
01	TARIFF STRUCTURE	04	10%
	A. Basis of charging		
	B. Plans, competition, customer's profile, standards of service &		
	amenities		
	C. Hubbart formula		
	D. Different types of tariffs		
	Rack Rate		
	<ul> <li>Discounted Rates for Corporates, Airlines, Groups &amp; Travel</li> </ul>		
	Agents		
02	FRONT OFFICE AND GUEST HANDLING	04	10%
	Introduction to guest cycle		
	Pre arrival		
	Arrival		
	During guest stay		
	Departure		
	After departure		
03	RESERVATIONS	07	25%
	A. Importance of reservation		
	B. Modes of reservation		
	C. Channels and sources (FITs, Travel Agents, Airlines, GITs)		
	D. Types of reservations (Tentative, confirmed, guaranteed etc.)		
	E. Systems (non automatic, semi automatic fully automatic)		
	F. Cancellation		
	G. Amendments		
0.4	H. Overbooking	00	0.50/
04	ROOM SELLING TECHNIQUES	02	05%
	A. Up selling		
٥٢	B. Discounts	0.5	000/
05	ARRIVALS	05	20%
	A. Preparing for guest arrivals at Reservation and Front Office		
	B. Receiving of guests		
	C. Pre-registration		
	D. Registration (non automatic, semi automatic and automatic)		
06	E. Relevant records for FITs, Groups, Air crews & VIPs	06	200/
06	DURING THE STAY ACTIVITIES	06	20%
	A. Information services		
	B. Message and Mail Handling		
	C. Key Handling		
	D. Room selling technique		

	E. Hospitality desk		
	F. Complaints handling		
	G. Guest handling		
	H. Guest history		
07	FRONT OFFICE CO-ORDINATION	02	10%
07	FRONT OFFICE CO-ORDINATION	02	10%
07	FRONT OFFICE CO-ORDINATION  With other departments of hotel	02	10%

### FOUNDATION COURSE IN FRONT OFFICE OPERATIONS – II (PRACTICALS) HOURS ALLOTED: 30 MAXIMUM MARKS: 100

Hands on practice of computer applications on PMS.

S.No.	Suggested tasks on Fidelio
1	Hot function keys
2	Create and update guest profiles
3	Make FIT reservation
4	Send confirmation letters
5	Printing registration cards
6	Make an Add-on reservation
7	Amend a reservation
8	Cancel a reservation-with deposit and without deposit
9	Log onto cashier code
10	Process a reservation deposit
11	Pre-register a guest
12	Put message and locator for a guest
13	Put trace for guest
14	Check in a reserved guest
15	Check in day use
16	Check –in a walk-in guest
17	Maintain guest history
18	Issue a new key
19	Verify a key
20	Cancel a key
21	Issue a duplicate key
22	Extend a key
23	Programme keys continuously
24	Re-programme keys
25	Programme one key for two rooms

### CTHM154 - FOUNDATION COURSE IN ACCOMMODATION OPERATIONS - II (THEORY) HOURS ALLOTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight
			age
01	ROOM LAYOUT AND GUEST SUPPLIES	04	15%
	A. Standard rooms, VIP ROOMS		
	B. Guest's special requests		000/
02	AREA CLEANING	06	20%
	A. Guest rooms		
	B. Front-of-the-house Areas		
	C. Back-of-the house Areas		
	D. Work routine and associated problems e.g. high traffic areas,		
	Façade cleaning etc.		
03	ROUTINE SYSTEMS AND RECORDS OF HOUSE KEEPING	10	35%
	DEPARTMENT		
	A. Reporting Staff placement		
	B. Room Occupancy Report		
	C. Guest Room Inspection		
	D. Entering Checklists, Floor Register, Work Orders, Log Sheet.		
	E. Lost and Found Register and Enquiry File		
	F. Maid's Report and Housekeeper's Report		
	G. Handover Records		
	H. Guest's Special Requests Register		
	I. Record of Special Cleaning		
	J. Call Register		
0.4	K. VIP Lists	00	F0/
04 05	TYPES OF BEDS AND MATTRESSES	02	5%
UO	PEST CONTROL		20%
	A. Areas of infestation	03	
	B. Preventive measures and Control measure	03	
06	KEYS	02	5%
	A. Types of keys		
	B. Computerised key cards		
	C. Key control		
TOTAI		30	100%

# FOUNDATION COURSE IN ACCOMMODATION OPERATIONS – II (PRACTICAL) HOURS ALLOTED: 30 MAXIMUM MARKS: 100

	HOURS ALLOTED: 30 MAXIMUM MARKS: 100	
S.No.	Topic	Hours
01	Review of semester 1	2
02	Servicing guest room(checkout/ occupied and vacant)	6
	<u>ROOM</u>	
	Task 1- open curtain and adjust lighting	
	Task 2-clean ash and remove trays if any	
	Task 3- strip and make bed	
	Task 4- dust and clean drawers and replenish supplies	
	Task 5-dust and clean furniture, clockwise or anticlockwise	
	Task 6- clean mirror	
	Task 7- replenish all supplies	
	Task 8-clean and replenish minibar	
	Task 9-vaccum clean carpet	
	Task 10- check for stains and spot cleaning	
	<u>BATHROOM</u>	
	Task 1-disposed soiled linen	
	Task 2-clean ashtray	
	Task 3-clean WC	
	Task 4-clean bath and bath area	
	Task 5-wipe and clean shower curtain	
	Task 6- clean mirror	
	Task 7-clean tooth glass	
	Task 8-clean vanitory unit	
	Task 9- replenish bath supplies	
	Task 10- mop the floor	
03	Bed making supplies (day bed/ night bed)	8
	Step 1-spread the first sheet(from one side)	
	Step 2-make miter corner (on both corner of your side)	
	Step 3- spread second sheet (upside down)	
	Step 4-spread blanket	
	Step 5- Spread crinkle sheet	
	Step 6- make two folds on head side with all three (second sheet, blanket and crinkle sheet)	
	Step 7- tuck the folds on your side	
	Step 8- make miter corner with all three on your side	
	Step 9- change side and finish the bed in the same way	
	Step 10- spread the bed spread and place pillow	
04	Records	4
0.1	Room occupancy report	'
	Checklist	
	Floor register	
	· · · · · · · · · · · · · · · · · · ·	
	Work/ maintenance order]     Lost and found	
	Maid's report	
	Housekeeper's report	
	Log book	

	<ul> <li>Guest special request register</li> <li>Record of special cleaning</li> <li>Call register</li> <li>VIP list</li> <li>Floor linen book/ register</li> </ul>	
05	Guest room inspection	2
06	Minibar management	2
	• Issue	
	stock taking	
	checking expiry date	
07	Handling room linen/ guest supplies	4
	maintaining register/ record	
	replenishing floor pantry	
	stock taking	
80	Guest handling	2
	Guest request	
	Guest complaints	

#### CTHM109 - COMMUNICATION HOURS ALLOTED: 30 MAXIMUM MARKS: 50

S.No.	HOURS ALLOTED: 30 MAXIMUM MARKS: 50  Topic	Hours	Weight
	•		age
01	BUSINESS COMMUNICATION	7	20%
	A. Need		
	B. Purpose		
	C. Nature		
	D. Models		
	E. Barriers to communication		
	F. Overcoming the barriers		
02	LISTENING ON THE JOB	6	20%
	A. Definition		
	B. Levels and types of listening		
	C. Listening barriers		
	D. Guidelines for effective listening		
	E. Listening computerization and note taking		
03	EFFECTIVE SPEAKING	7	20%
	A. Restaurant and hotel English		
	B. Polite and effective enquiries and responses		
	C. Addressing a group		
	D. Essential qualities of a good speaker		
	E. Audience analysis		
	F. Defining the purpose of a speech, organizing the ideas and		
	delivering the speech		
04	NON VERBAL COMMUNICATION	4	15%
	A. Definition, its importance and its inevitability		
	B. Kinesics: Body movements, facial expressions, posture, eye		
	contact etc.		
	C. Protemies: The communication use of space		
	D. Paralanguage: Vocal behaviour and its impact on verbal		
	communication		
	E. Communicative use of artifacts – furniture, plants, colours,		
	architects etc.		
05	SPEECH IMPROVEMENT	4	15%
	A. Pronunciation, stress, accent		
	B. Important of speech in hotels		
	C. Common phonetic difficulties		
	D. Connective drills exercises		
	E. Introduction to frequently used foreign sounds		
06	USING THE TELEPHONE	2	10%
	A. The nature of telephone activity in the hotel industry		
	B. The need for developing telephone skills		
	C. Developing telephone skills		
TOTAL		30	100%

#### FOUNDATION COURSE IN TOURISM (CTHM110)

Tourism has been acknowledged as one of the most rapidly growing industries in recent years. Yet it has not received adequate attention as an academic discipline which it rightly deserves. This course has been designed with the objective of making up for this lacuna by introducing to you some foundational concepts of tourism studies. The emphasis here has been on the situation obtaining in India, though we have not been unduly different about borrowing concepts and terms from similar studies undertaken in other parts of the world. You will thus find details on the historical evolution of tourism along with core definitions of tourism industry in this course. Tourism services and operations, planning and policy, and marketing and communications form other Blocks of the course. Finally we have also dealt with the geography and tourism and the relationship between cultural heritage and tourism development in this course.

#### **Syllabus**

Block-1		Tourism Phenomenon
Unit Unit Unit	1 2 3	Understanding Tourism – I Understanding Tourism – II Historical Evolution and Development
Block-2		Tourism Industry
Unit Unit Unit Unit	4 5 6 7	Tourism System Constituents of Tourism Industry and Tourism Organisations Tourism Regulations Statistics and Measurements
Block-3		Tourism Services and Operations – 1
Unit Unit Unit Unit Unit	8 9 10 11	Modes of Transport Tourist Accommodation Informal Services in Tourism Subsidiary Services: Categories and Roles Shops, Emporiums and Melas (Fairs)
Block-4		Tourism Services and Operations – 2
Unit Unit Unit Unit	13 14 15 16	Travel Agency Tour Operators Guides and Escorts Tourism Information

Block-5	Geography and Tourism
Unit 17 Unit 18 Unit 19	India's Biodiversity: Landscape, Environment and Ecology Seasonality and Destinations Map and Chart Work
Block-6	Tourism Marketing and Communications
Unit 20 Unit 21 Unit 22 Unit 23 Unit 24	Tourism Marketing – 1: Relevance, Product Design, Market Research Tourism Marketing – 2: Promotional Events, Advertising Publicity, Selling Role of Media Writing for Tourism Personality Development and Communicating Skills
Block-7	Tourism: The Cultural Heritage
Unit 25 Unit 26 Unit 27 Unit 28	Use of History Monuments and Museums Living Culture and Performing Arts Religions of India
Block-8	Tourism: Planning and Policy
Unit 29 Unit 30 Unit 31 Unit 32	Tourism Policy and Planning Infrastructural Development Local Bodies, Officials and Tourism Development, Dependency and Manila Declaration
Block-9	Tourism Impact
Unit 33 Unit 34 Unit 35	Economic Impact Social, Environmental and Political Impacts Threats and Obstacles to Tourism

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