



KSKV KACHCHH UNIVERSITY
NATIONAL EDUCATION POLICY 2020
STRUCTURE FOR
BACHELOR OF VOCATION
HOSPITALITY AND TOURISM MANAGEMENT
3 YEARS PROGRAMME
3rd and 4th Semester


HEAD
Department of Vocation
KSKV Kachchh University
Bhuj-Kachchh

डे.जेस.के.वी. युनिवर्सिटी
आवक नं. : 2069
तारीख : 21/7/25
७५-५२७.



Guidelines, Rules and Regulations

1. Title

The degree shall be titled as 'Bachelor of Vocation (B.Voc) Hospitality and Tourism Management under the Faculty of Vocation Studies with effect from the academic year

B.Voc Hospitality and Tourism Management Sem I & II from Academic Year 2024-25

B.Voc Hospitality and Tourism Management Sem III & IV from Academic Year 2025-26

B.Voc Hospitality and Tourism Management Sem V & VI from Academic Year 2026-27

2. Program Objectives

The Bachelor of Vocation (B.Voc) in Hospitality and Tourism Management aims to equip students with practical skills and knowledge essential for the dynamic hospitality and tourism industries. It focuses on developing competencies in areas such as hotel operations, event management, and customer service, fostering a strong foundation in both theoretical concepts and hands-on experiences. The program prepares graduates for a range of careers in hospitality, tourism, and related sectors, promoting innovation, sustainability, and leadership.



Program Educational Outcomes (PEOs):

After completing the Bachelor of Vocation (B.Voc) in Hospitality and Tourism Management course, the students should be able to:

- PEO1: **Industry-Ready Skills:** Graduates will acquire practical, hands-on skills in hospitality operations, tourism management, and customer service, enabling them to seamlessly transition into various roles within the industry.
- PEO2: **Leadership and Management Competencies:** Students will develop leadership and managerial abilities, preparing them to take on supervisory and management positions in hospitality and tourism sectors.
- PEO3: **Sustainability and Innovation:** Graduates will understand and apply sustainable practices and innovative solutions in tourism and hospitality, addressing contemporary industry challenges and promoting responsible tourism.
- PEO4: **Global and Cultural Awareness:** The program will enhance students' understanding of global tourism trends and cross-cultural communication, equipping them to work effectively in diverse international environments.
- PEO5: **Entrepreneurial and Problem-Solving Abilities:** Students will gain entrepreneurial skills and critical thinking abilities, enabling them to identify opportunities, solve industry-related problems, and potentially start their own ventures in the tourism and hospitality field.

Credit Framework for 3 Years UG Programme



NCrF Credit Levels	Qualification Title	Credit Requirements	No.of Semesters	Year
4.5	UG Certificate	44	2	1
5.0	UG Diploma	88	4	2
5.5	Three Year Bachelor's Degree	132	6	3

Credit distribution chart for Bachelor of Vocation (B.Voc) in Hospitality and Tourism Management Arrangement of Credit Distribution Framework for three year program with Multiple Entry and Exit Options for all the institutions: (As per GR No: KCG/admin/2023-24/0607/kh.1, Sachivalaya, Gandhinagar, Date-11/07/2023)

NCrF Credit Level	Semester	Major (Core)	Minor (Elective)	Multi/Inter-disciplinary	AEC	SEC/ Internship	VAC/ IKS	RP/ OJT	Total Credit per Semester	Qualification/ Certificate
4.5 First Year	I	8	4	4	2	2 (SEC)	2 (IKS)	-	22	UG Certificate
	II	8	4	4	2	2 (SEC)	2 (VAC)	-	22	
1 st Year Total Credits		16	8	8	4	4	4	-	44	
Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level										
5.0 Second Year	III	12	-	4	2	2 (SEC)	2 (IKS)	-	22	UG Diploma
	IV	12	4	-	2	2 (SEC)	2 (VAC)	-	22	
2 nd Year Total Credits		40	12	12	8	8	8	-	88	
Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for the next NCrF credit level										
5.5 Third Year	V	12	8	-	-	2 (SEC)	-	-	22	UG Degree
	VI	12	4	-	2	4 (Internship)	-	-	22	
3 rd Year Total Credits		64	24	12	10	14	8	-	132	
Award of UG Degree in Major course with 132 credits and Internship in core discipline OR continue with Major and Minor course for the next NCrF credit level										



Sr. No.	Category of Course	3- Years UG Programme (Bachelor's Degree)
1	Major (Core) Courses	64
2	Minor (Elective) Courses	24
3.	Multidisciplinary/Interdisciplinary/Allied Courses	12
4.	AEC (Ability Enhancement Courses)	10
5.	SEC (Skill Enhancement Courses) internship in last sem 6	10 +4
6.	VAC (Value Added Courses) including (IKS) Indian Knowledge System	08
7.	Internship/ Practical Training/On the Job Training	
	Total Credits	132

Abbreviation: AEC (Ability Enhancement Course); IKS (Indian Knowledge System); NCrF (National Credit Framework); NSS (National Service Scheme); NCC (National Cadet Corps); NSQF (National Skills Qualification Framework); OJT (On-the-Job Training); SEC (Skills Enhancement Course); RP (Research Project); VAC (Value Added Course), ODL (Open and Distance Learning)

The Semester Wise and Broad Category Wise Distribution of Credit for Under Graduate Programme

Semester – III		
Course Type	Course No.	Credit
Disciplinary Specific Courses-Major	DSC-M 301 A	4
Disciplinary Specific Courses-Major	DSC-M 302 A	4
Disciplinary Specific Courses-Major	DSC-M 303 A	4
Interdisciplinary / Multidisciplinary Specific Courses	ID/MD 301 A	4
Ability Enhancement Courses	AEC 301 A	2
Skill Enhancement Courses	SEC 301 A	2
Common Value - Added Courses	CVAC(IKS) 301 A	2



Semester – IV		
Course Type	Course No.	Credit
Disciplinary Specific Courses-Major	DSC-M 401 A	4
Disciplinary Specific Courses-Major	DSC-M 402 A	4
Disciplinary Specific Courses-Major	DSC-M 403 A	4
Minor Courses	MIC 401A	4
Ability Enhancement Courses - MIL / Communication skills	AEC 401A	2
Skill Enhancement Courses	SEC 401 A	2
Common Value - Added Courses	CVAC 401 A	2
Total Credits		22

Duration

1. The program shall be a Full Time program.
2. The duration of program shall be three years.
3. Student has to complete the program within seven years.

3. Number of Students

As per the University permission

4. Evaluation:

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment (CIA) by the concerned course teacher as well as by an end semester examination and will be consolidated at the end of the course. The

components for continuous internal assessment are:



Table - 2
Evaluation System

Sr. No	Evaluation	4-Credit subjects (Marks)	2-Credit Subjects (Marks)
1.	CCE (50%)	50	25
	Internal Test	25	15
	Class participation / Case analysis and presentation/ assignment, tutorials/ slip tests (announced/ surprised), quizzes etc	25	10
2.	SEE (50%)	50	25
	Total	100	50

Continuous and Comprehensive Evaluation (CCE)

Subject-wise CCE will be undertaken by the concerned faculty member. The mode of evaluation will be decided by the faculty member concerned with the subject. Normally CCE consists of class participation, case analysis and presentation, assignment, tutorials, slip tests(announced/surprised), quizzes, attendance etc. or any combination of these. The students are expected to submit their answer scripts/ reports of internal evaluation within the stipulated time. Failure to do so may result in the script not being valued. Another part of CCE consists of mid-term written evaluation, which is compulsory for all students. It can be done in a scheduled manner. The duration of the mid-term evaluation shall be one hour.

Semester End Evaluation (SEE)

The SEE carries 50% of the marks assigned to a course. SEE shall be of 2 ½ hours for 4 credit course and 2 hours in case of 2 credit courses. The controller of the examination will conduct these examinations. Paper setting and evaluation will be done by the external examiners to an extent of 50% of the evaluation process. This examination shall be conducted as per a schedule

which shall be notified in advance.

Component, the end semester examination, which will be a written-type examination of at 2:30 hours duration, would also form an integral component to the evaluation. The ratio of marks to be allotted to continuous internal assessment and to end semester examination is 50:50.





Structure of Course Examination (University or External Examinations for 4 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-4	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-5	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(10)

Note. - University examination will be of 50 Marks and 150 minutes (2.30Hrs.)

Structure of Course Examination (University or External Examinations for 2 Credit course)

The external evaluation pattern would be based on the written examination taken at the end of the semester. The format includes subjective, objective and application based questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

Q-1	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-2	Answer two short questions carrying 5 marks respectively OR Anyone question which could be a long question, case study, application of concepts, practical problem etc carrying 10 marks	(10)
Q-3	objective questions (It can include: definitions, FIBs, True or false, one line answers, MCQs etc) Equal weightage from all modules	(05)

Note. - University examination will be of 25 Marks and 120 minutes (2.00Hrs.)

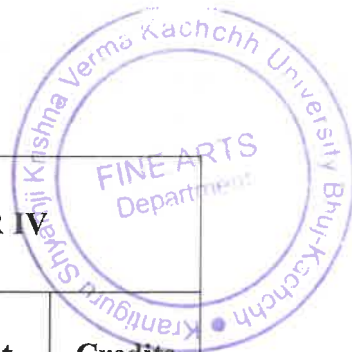
The Semester and Category Wise Distribution of Credit for Under Graduate Programme



The schedule of papers prescribed for various semesters and paper content is as follow:

B.Voc Hospitality and Tourism Management SEMESTER III

Course No.	Course Type	Title of Course	Content	Credits
301 A	DSC-M	TOUR PACKAGING AND ITINERARY PREPARATION (THEORY)	Theory	4
302 A	DSC-M	TRAVEL AGENCY & TOUR OPERATION BUSINESS (THEORY)	Practical	4
303 A	DSC-M	DESTINATION MAPPING (INDIA) LAB (PRACTICAL)	Theory	4
301A	ID/MD	TOUR OPERATION INTERNSHIP TRAINING AND VIVA VOCE (PRACTICAL)	Practical	4
301A	AEC	IT IN TOURISM AND HOSPITALITY INDUSTRY LAB (THEORY)	Theory	2
301A	SEC	DIGITAL MARKETING (THEORY)	Theory	2
301A	CVAC (IKS)	INDIAN THINKERS AND PHILOSOPHERS (PRACTICAL)	Practical	2
		TOTAL		22



B.Voc Hospitality and Tourism Management SEMESTER IV

Course No.	Course Type	Title of Course	Content	Credits
401 A	DSC-M	HOTEL INDUSTRY MANAGEMENT (THOERY)	Theory	4
402 A	DSC-M	FRONT OFFICE MANAGEMENT (PRACTICAL)	Practical	4
403 A	DSC-M	AIRPORT AND CARGO MANAGEMENT(THOERY)	Theory	4
401A	MIC	PRACTICES OF TOURISM CASE STUDIES (PRACTICAL)	Practical	4
401A	AEC	PERSONALITY DEVELOPMENT AND PRESENTATION SKILLS(THEORY)	Theory	2
401A	SEC	SALES AND ADVERTISEMENTS IN TOURISM(THEORY)	Theory	2
401A	CVAC	EVENT OPERATIONS LAB (PRACTICAL)	Practical	2
		TOTAL		22

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SEMESTER – III



Title of the Paper	TOUR PACKAGING AND ITINERARY PREPARATION (THEORY)
Course Code	DSC-M 301 A
Objective	This course is developed to enhance the knowledge of itinerary preparation and tour packages. Also helps to learn different tour packages.

Units	Detail Descriptions	Weightage
1	ITINERARY : Meaning, types, Basics information to develop itinerary, Tour formulation, influencing factors stages involved in tour package formulation, initial research (destination and market); Itinerary development, Negotiation confidential tariff, Costing and pricing, Inclusion, Exclusion, market strategies, brochure designing , printing and distribution	25%
2	CONCEPT OF TOUR COST : components of tour cost, Fixed variable direct and indirect cost, factors affecting tour cost, Tour cost sheet-Meaning and significance ,Costing procedure for FIT,GIT and conference and convention packages calculation tour pricing ,pricing strategies.	25%
3	DOMESTIC ITINERARIES Major Tour Packages in India of 5 Days, 6 Days, 7 Days, 8 Days, 10 Days from Gujarat (Rajasthan, Kerela, Kullu-Manali Shimla, Goa, Karnataka, Orissa, Sikkim, Maharashtra)	25%
4	INTERNATIONAL ITINERARIES Major Asian Countries Dubai, Abu Dhabi, Srilanka, Singapore, Malaysia, Thailand, China, Hong Kong, Macau Major European Countries (Italy, Switzerland,	25%



	France, Belgium, Germany, Czech Republic, Austria), East & West Coast of USA, Major African Countries (South Africa, Kenya, Egypt).	
Practical	Field work at any Tour Operater Company, make a report on different sections and presentation	

Reference Books:

1 1. SunetraRoday - Tourism operations and Management, Oxford University Press

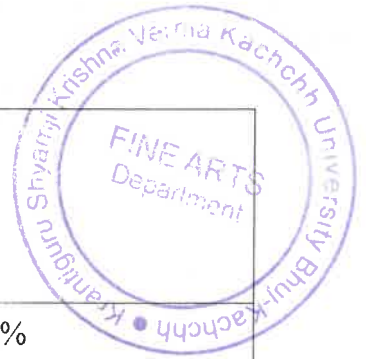
*different tour operator's websites may be referred.

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SEMESTER – III



Title of the Paper	TRAVEL AGENCY & TOUR OPERATION BUSINESS (THEORY)
Course Code	DSC-M 302 A
Objective	<p>Aim of the Course</p> <p>This course is created to enhance the entrepreneurship skills in travel agency and tour operation business</p> <p>Course Outcomes</p> <p>a) To operate a travel agency.</p> <p>b) To execute a tour.</p> <p>c) To organise entrepreneurship in travel and tourism industry.</p>

Units	Detail Descriptions	Weightage
1	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. Procedure for setting up Travel Agency and Tour Operating Enterprises.	25%
2	FUNCTIONS OF TRAVEL AGENCY : Travel Information, Documentation, Tour Counselling, 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	25%
3	FUNCTIONS OF TOUR OPERATORS: Negotiation and liaison with service providers, Tour package formulation, pre-tour arrangements, tour operations and	25%



	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.	
4	MARKET RESEARCH : Feasibility Analysis, Source of Investment and other procedural requirements- Approval from (DOT) and other organizations. 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.	25%
Practical	Field work at any Tour Operator Company, make a report on different sections and presentation	

Reference

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.
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)

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SEMESTER – III



Title of the Paper	DESTINATION MAPPING (INDIA) LAB (PRACTICAL)
Course Code	DSC-M 303 A
Objective	This course explain different detailed information about Indian destinations and its importance in country with its geographical particularities.

Units	Detail Descriptions	Weightage
1	Physical geography of North India – tourist destinations, attractions and accessibilities of major States such as Himachal Pradesh, Punjab, Uttarakhand, Uttar Pradesh and Haryana.	25%
2	Physical geography of East India – tourist destinations, attractions and accessibilities of major States such as Bihar, Orissa, Jharkhand, West Bengal	25%
3	Physical geography of West India – tourist destinations, attractions and accessibilities of major States such as Rajasthan, Gujrat, Goa and Maharashtra	25%
4	Physical geography of South India – tourist destinations, attractions and accessibilities of major States such as Andra Pradesh, Karnataka, Kerala, Tamilnadu.	25%

Reference

1. Awesome India A Guide to states and Union territories, Scholastic India, 2020.
2. Chitra Garg, Travel India A Complete Guide for Tourist, 2007
3. K.R. Gupta, Amita Gupta, Encyclopaedia India, Atlantic Publisher.

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SEMESTER – III



Title of the Paper	TOUR OPERATION INTERNSHIP TRAINING : 01 AND VIVA VOCE
Course Code	ID/MD 301 A
Objective	<p>Industrial Exposure Training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial Training is also expected to provide the students the basis to identify their key operational area of interest.</p> <p>Course Outcomes</p> <p>a) To execute guest relation management b) To demonstrate ticketing procedure c) To organise tour packages</p>

Structure of the Course
<p>Industrial Exposure Training is an integral part of the curriculum. Student has to undergo industrial training minimum 8 weeks at a single stretch. They will be awarded 100 marks (50 marks external evaluation and 50 marks internal evaluation) for the industrial training & report and for viva voce.</p>
<p>1. For award of 50 marks of IET would be on the basis of feed-back from the industry in a prescribed Performance Appraisal Form (PAF). It will be the student's responsibility to get this feedback/ assessment form completed Tour operation company for submission to the institute at the end of Industrial Training.</p> <p>2. Responsibilities of institute, organization, the student/trainee with aims & objectives have been prescribed for adherence.</p> <p>3. Once the student has been selected / deputed for Industrial Training by the Institute, he/she shall not be permitted to undergo it elsewhere. In case students make direct arrangements with the travels for Industrial Training, these will necessarily have to be approved by the institute.</p>



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SEMESTER – III

Title of the Paper	IT IN TOURISM AND HOSPITALITY INDUSTRY LAB (Theory)
Course Code	AEC 301 A
Objective	This course is designed to establish the basic information technology skills which very much required in tourism and hospitality industry. Course Outcomes a) To apply computers in industry. b) To understand the basics of internet c) To execute Ms. Office

Units	Detail Descriptions	Weightage
1	Microsoft Power point (Editing, features of application, menu bar, tool bars, creating presentations, animations and effects) Microsoft Outlook (Editing, features, menu bar, tool bar, email, calendar, web page)	50%
2	Adobe Page Maker (Editing, features, menu bar, tool bar, pamphlets, brochures, reports) Internet (Open web pages, save web pages, store web pages, create mail, send mail, copy received mail)	50%

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SEMESTER – III



Title of the Paper	DIGITAL MARKETING (THEORY)
Course Code	SEC 301 A
Objective	The Course aims to help learners to acquire knowledge on various aspects of Digital Marketing and to acquaint them with the various tools and application of Digital Marketing.

Units	Detail Descriptions	Weightage
1	Introduction to the Digital Marketing Digital v/s Traditional Marketing E-Marketing strength and application Marketing Automation software and tools Search Engine Optimization (SEO)	50%
2	Digital Marketing Strategy Digital Marketing Analytics E-Mail Marketing Search Engine Marketing Social Media Marketing Affiliate Marketing Content Creation Marketing Google Mapping Examples of good practices in Digital Marketing	50%

Reference Books:

1. Digital Marketing for Dummies Book by Russ Henneberry and Ryan Deiss
2. Digital Marketing All-in-one for Dummies Stephanie Diamond
3. Digital Marketing Strategy: An Integrated Approach to Online Marketing Simon Kingsnorth

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SEMESTER – III



Title of the Paper	INDIAN THINKERS AND PHILOSOPHERS (PRACTICAL)
Course Code	CVAC(IKS) 301 A
Objective	The Course aims to help learners to acquire knowledge about selected ancient Indian Thinkers and Philosophers

Units	Modules/SubModules
1	Introduction to Indian Figures – I. <ul style="list-style-type: none">• Kapila• Kanada• Patanjali• Mahavira
2	Introduction to Indian Figures – I. <ul style="list-style-type: none">• Gautam Buddha• Gargi• Bhartrihari• Adi Shankaracharya

Reference Books:

Indian Books of Big Ideas by Mukund Rao – Available on Amazon



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SEMESTER – IV

Title of the Paper	HOTEL INDUSTRY MANAGEMENT (THOERY)
Course Code	DSC-M 401 A
Objective	This course is associated with depth study of hotel operations and its role in accommodation industry.

Units	Detail Descriptions	Weightage
1	CORE DEPARTMENTS AND ITS IMPORTANCE : functions, Role and Organisational structure. Minor departments and its functions, Types of Menu and Meal plan, Types of service and service outlets, Introduction to catering, its classification and types.	25%
2	FOOD AND BEVERAGE SERVICE : Operating equipments: Classification of crockery, cutlery, glassware, hollowware, flatware, special equipments, Ancillary departments: Pantry, still room, silver room, wash-up and hot-plate.	25%
3	FOOD PRODUCTION DEPARTMENT : Organization and layout. Hierarchy area of department and kitchen- types of kitchen. Layout of Receiving Areas . Layout of storage Area . Layout of service and wash up, Kitchen stewarding, Kitchen Equipment – types Kitchen Equipment	25%
4	BUDGETARY CONTROL : Budgetary control of hotel-Define budget & budgetary control - Objectives - Types of budgets - Inventory control : Importance -Objectives - Methods-Pricing of commodities, staffing, organization structure - Banquets introduction, types, equipment's, Layout, staffing, organization structure, seating arrangements.	25%



Reference Books:

1. Ram Gupta, Managing Hotels, Nuts and Bolts of Hotel Management
2. Sanjiv Kumar Srivastava, Introduction to Hotel Industry, Trinity Publications
3. B.K Chakravarti, Technical Guide to Hotel Operations
4. Barrows and Clayton, Introduction to Management in the Hospitality Industry, 10th edition

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SEMESTER – IV



Title of the Paper	FRONT OFFICE MANAGEMENT (PRACTICAL)
Course Code	DSC-M 402 A
Objective	This course includes the structure of Front Office department of a hotel and gives advanced idea about its functions.

Units	Detail Descriptions	Weightage
1	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.	25%
2	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)	25%
3	GUEST ARRIVAL : 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	25%
4	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	25%

Reference

1. F O Management – Sudhir Andrews F O Management.
2. S K Bhattnagar Professional FO Management Robert H Woods.
3. Managing Front office Operations, Michel L Kasavana & Richard M Brokes.
4. F O Operations & Management – Ahammed ismail.



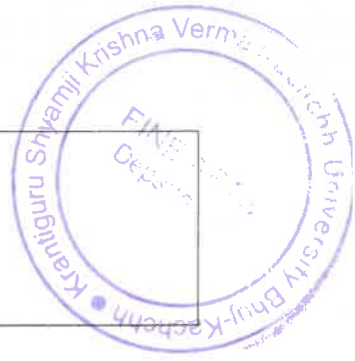
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SEMESTER – IV



Title of the Paper	AIRPORT AND CARGO MANAGEMENT(THOERY)
Course Code	DSC M – 403A
Objective	This course aims to impart the knowledge of the management aspects of Airports and Cargo.

Units	Detail Descriptions	Weightage
1	AIR GEOGRAPHY : IATA areas ,Sub areas, sub regions, Time calculation, GMT variation ,Concept of standard time and daylight saving time, calculation and elapsed time, Flying time and ground time Familiarize with OAG-3 letters city code and airport code, airline designated code, global indicator, embarkation and disembarkation process	25%
2	AIRPORT MANAGEMENT: Major Airlines and Airports in India, Airport Facilities for passengers Ground handling (Passengers and cargo) Departure formalities, check in, Emigration, Customs and security, Flight Information Counter, Arrival formalities, Immigration, Baggage clearance, Customs, Channels (green channel and Red channel), Airport Services, Standard Operations, Ramp Services & Airside Safety	25%
3	CARGO SERVICES : Cargo Services at Export Shed , Cargo Services at Import Shed, Cargo Services at Transit Shed, Cargo Aircraft Handling, Air Cargo Concept, Cargo Handling, Booking of Perishable Cargo and Live Animals Industry Relation, Type of Air Cargo-Air Cargo Tariff, ratios and Charges	25%
4	TYPES OF FARE : normal fare (adult.child & infant) special fares discount fares, Credit cards, concepts, types, benefit and different types of credit	25%

	card.fare construction. Passengers need special handling, passengers with medical problems, expectant women-unaccompanied minors, infants, VIPs /CIPs.	
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Reference Books:

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. Paul R.Murphy, JR and Donal&F. Wood-Contemporary Logistics –Prentie Hall.9 thEdn.2008
4. Airport Planning & Management – Seth. B. Yound& Alexander. T. Wells
5. agmohan Negi: travel agency and tour operations- concepts and principles (Kanishka pub: new Delhi)

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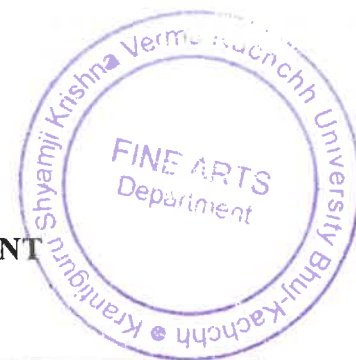


B.VOC HOSPITALITY AND TOURISM MANAGEMENT

Title of the Paper	PRACTICES OF TOURISM – CASE STUDIES (Practical)
Course Code	MIC 401 A
Objective	To get a basic knowledge about current status and tourist flow in Indian tourism with different perspectives.

Units	Detail Descriptions	Weightage
1	Practices of Tourism; Case Studies- Need and Importance- 1. Kerala; As Gods own Country. 2. Incredible India Campaign.	25%
2	Practices of Tourism; Case Studies- Need and Importance- 1. Gujarat Tourism. 2. Rajasthan Tourism.	25%
3	Practices of Tourism; Case Studies- Need and Importance- 1. Flow of Tourism in North India. 2. Flow of Tourism in North East India.	25%
4	Practices of Tourism; Case Studies- Need and Importance- 1. Eco-tourism 2. Flow of Tourism in South India	25%

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Title of the Paper	PERSONALITY DEVELOPMENT AND PRESENTATION SKILLS (THEORY)
Course Code	AEC 401 A
Objective	This course prepares the students to understand the basic idea and definitions of Communication

Units	Detail Descriptions	Weightage
1	PERSONALITY AND SELF-CONCEPT : Element of personality, determinants of personality, personality analysis, Grooming, personal hygiene, social and business and dining etiquettes, Knowing body language, Art of good conversation.	50%
2	GROUP DISCUSSION AND INTERVIEW : Extempore, group discussions, introducing oneself, Resumes & resume writing, Interviews (types & forms, the mock interview and role play of telephonic interviews and online interviews), Managing : stress, anger, time, emotion.	50%

Practical

Unit	Description in Detail
I	Simulation II. Negotiation skill, Meeting and Conferences, Team Briefing
II	Presentation Skill II: Interviews, Group Discussions and Team Presentations

Reference Books:

1. Andrea B Geffner, Business English the writing skills you need for Today's workplace (Barron's Educational Series, 2010).
2. Evan Frendo. How to Teach Business English
3. Meenakshi Raman and Sangeeta Sharma, Technical Communication Principles and Practice Oxford University Press. New Delhi, 2004.

4. Minakshi Raman, Business Communication (with CD) 2nd Edition Oxford University Press, New Delhi, 2012.
- 5 Myron W Lustig, Intercultural Competence, Interpersonal Communication Across Culture 6th Edition. Bachelor of Vocation(Hospitality & Tourism)



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Title of the Paper	SALES AND ADVERTISEMENTS IN TOURISM(THEORY)
Course Code	SEC 401 A
Objective	This course helps to give a conceptual understanding on scope of sales and advertisement in tourism industry.

Units	Detail Descriptions	Weightage
1	ADVERTISEMENT: Meaning, History of Advertising, types, uses and abuses of advertising, advertising methodology, strategy & approach to advertising campaigns, sales support strategies: brochures, folders, display materials, newsletters, printed publicity material; Advertisement design and development; Advertisement design and marketing objectives, advertisement presentation, -creating print and electronic media.	50%
2	MEDIA SELECTION : planning and scheduling; Media planning process, media selection-process, media scheduling, International media strategy; Measuring advertisement effectiveness; Concept, types of advertising evaluation, (pre-testing and post testing techniques of advertising evaluation); advertising budget and advertising agencies; Setting up of advertising budget, methods of budgeting. concept of advertising agencies, functions of advertising agencies.	50%

Reference Books:

1. Anderson B Robert, Professional Sales Management, Prentice Hall Inc.
2. George E Belch & Michael A Belch. Advertising and Promotion
3. An Integrated Marketing Communication.Perspective Irwin/ Macgraw Hill Inc.
4. John A Quelch, Sales Promotion Management, Prentice Hall International. London

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SEMESTER – IV



Title of the Paper	EVENT OPERATIONS LAB (PRACTICAL)
Course Code	CVAC 401 A :
Objective	This course includes the techniques of event planning and management.

Units	Detail Descriptions	Weightage
1	PRACTICALS 1. Personal Grooming 2. Public Speaking Etiquettes 3. Event Planning 4. Group Discussion 5. Presentation skills	50%
2	PRACTICALS 6. Event Organising 7. Event Management 8. Event Costing 9. Event Marketing 10. Event Project	50%

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SEMESTER – IV



Title of the Paper	INTERNSHIP (PRACTICAL)
Course Credit	15 Credit (450 Hours) (Minimum 60 Days Internship)
Objective	To provide students with practical, hand-on experience in the hospitality and tourism industry. For developing practical skills, Industry Exposure, Professional Networking, Adaptability and problem-solving.