

SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME

Bachelor of Vocation (Hospitality and Tourism)

Session: 2026-2027

Credit Based Continuous Evaluation Grading System

Semester III										
S. No.	Course Code	Course Type	Course Titles	Hours per week L-T-P	Credits L-T-P	Max Marks				Examination time (in Hours)
						Total	Ext.		CA	
							L	P		
1	BVHL-3661	C	Tourism Products	4-0-0	4-0-0	100	70	-	30	3
2	BVHL-3662	C	Travel Agency and Tour Operation Business	4-0-0	4-0-0	100	70	-	30	3
3	BVHL-3663	S	Tour Guiding and Leading	4-0-0	4-0-0	100	70	-	30	3
4	BVHM-3664	S	Front Office Operations- I	2-0-4	2-0-2	100	35	35	30	3
5	BVHM-3665	S	Housekeeping Operations- I	2-0-4	2-0-2	100	35	35	30	3
6	BVHF-3666	S	Destination Visit and Report	0-0-8	0-0-4	100	-	100	-	3
7	USEP-0003	S	Entrepreneurship Mindset Level - III	0-0-4	0-0-2	50	-	50	-	3
8	VACE-3221	VAC	Environmental Studies	2-0-0	2-0-0	50	35	-	15	3
			TOTAL		28					

C- Compulsory

S-Skill Enhancement

VAC- Audit Course

*- Grade points or grades of these courses will not be included in the SGPA/CGPA of the semester/Programme

Aligned with level 5 of Sector Skill Council- Qualification Pack- Front office Executive.

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2026-2027)**

**Course Title: Tourism Products
(Theory)**

Course Code: BVHL-3661

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Create awareness about the various natural, architectural heritage, culture and handicrafts of India.

CO2: Describe the major tourist attractions and cultural destinations of India.

CO3: Conceptualize and prepare a tour itinerary based on a variety of themes.

CO4: Identify geographical locations of various tourist destinations.

Course Content:

Unit- I

Tourism Product

Definition and Differentiation- - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India; Geography of India –Physical and Political features.

Unit-II

Cultural Resources

Performing Arts of India- Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments- Handicrafts of India- Craftsmanship-Indian Painting-Fairs and Festivals - Cuisines and specialty dishes.

Unit-III

Architectural Heritage of India

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

Unit-IV

Nature based Tourism

Wild life Sanctuaries- National Parks- Botanical gardens- Zoological parks- Biosphere reserves; Mountain Tourism with special reference to Himalayas.

Hill Side Tourism- Adventure tourism – Classification of Adventure Tourism – Land Based, Water Based, Aero Based with suitable examples.

Suggestive Readings

1. Robinet Jacob et al (2012), Tourism Products of India, Abhijeeth publications, New Delhi.
2. L Basham (2003), 'The Wonder that was India', Oxford University Press.
3. L.Basham (1998), 'A Cultural History of India', Oxford University Press.
4. Sarina Singh (2007), India, Lonely Planet Publication.
5. H.K.Kaul, 'Travelers India', Oxford University Press.
6. Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal Books.
7. Negi, Jagmohan (2001), Adventure Tourism and sports, Kanishka Publishers.
8. Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, New Delhi
9. Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,
10. Basham.A.L., The Wonder that was India: Rupa and Company, Delhi.

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2026-2027)**

**Course Title: Travel Agency and Tour Operation Business
(Theory)**

Course Code: BVHL-3662

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Design tour package and itineraries.

CO2: Establish and operate travel agencies.

CO3: Explain about to organization structure and source of income of a travel agency

CO4: Familiar with visa formalities and other documentation

Course Content:

Unit I

Tour Operations/travel Agency Business.

Difference between agent and tour operation, Various departments of a Travel agency and its functions, How to setup a travel agency and tour operator-IATA rules and regulations for travel agency approval, DOT rules and regulations for travel agent approval, Types of organization: Proprietorship, Partnership, Corporate.

Unit II

Itinerary Planning

Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary.

Itineraries of Golden Triangle- Buddhist Circuit, Beach destinations, Popular Outbound Itineraries of Singapore, Malaysia and Thailand.

Unit III

Visas- Visa and its types, Preparing Visa cases, Formalities required for various Visas like Schengen, UK. Us, Dubai and Far East, Verification of Endorsed Visa on the Passport.

Unit IV

Package Tours- Package tour and its components, Practical components of a standard package tour (Inbound, Outbound and domestic), Types of package tours; Use of CRS in travel agencies.

Suggested Readings:

1. Chand Mohinder (2007), Travel Agency Management: An Introductory Text (2nd revised and enlarged edition), Anmol Publications.
2. Prem Nath Seth (1992) Successful Tourism Management vol.1&2, Sterling Publications, Delhi.
3. Stevens Laurence (1990) Guide to starting and operating a successful Travel Agency. Delmar Publishers Inc., New York.
4. JagmohanNegi (2008) Travel Agency and Tour Operation-Concepts & Principles, Kanishka Publishers.
5. Armin Dieter Lehmann, 'Travel & Tourism: An Introduction to Travel Agency Operations, McMillan Publishing Company.

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2026-2027)**

**Course Title: Tour Guiding and Leading
(Theory)**

Course Code: BVHL-3663

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Design tour package and itineraries.

CO2: Establish and operate travel agencies.

CO3: Explain the organization structure and source of income of a travel agency.

CO4: Familiar with visa formalities and other documentation.

Contents:-

Unit I

The tour guide- meaning and classification qualities of an ideal tour guide various role of tour guide the business of guiding and organizing a guiding business.

Unit II

The guiding techniques- leadership and social skill presentation and speaking skills tour escorting ethics; The guides personality, moments of truth the seven sins of guide the service cycle. working with different age groups working under different circumstances.

Unit III

The role of guide and interpreter: creating, memorable interpretations, interpreting different themes nature art architecture and incidental interpretations responsibilities to local and society tour guide code of conduct

Unit IV

Conducting tours: pre-tour plans, mode of transportation, types of tours, traveler with special needs, guidelines for working with disabled persons, relationship with fellow guide's, motor/car operators and companies, dealing with emergencies, accidents, law and order, general procedures, evaluation and solution, complaint handling.

Suggested Readings:

1. Jagmohan Negi —Travel agency and tour operations

2. Mohinder Chand —Travel agency and tour operations an introductory text
3. Dennis I Foster —Introduction to travel agency Management
4. Pat Yale-Business of tour operations

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2026-2027)**

**Course Title: Front Office Operations - I
(Theory + Practical)**

Course Code: BVHM-3664

Time: 3 Hours
L-T-P: 2-0-2

Maximum Marks: 100
Theory Marks: 35
Practical Marks: 35
CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Explain the roles, responsibilities, and organizational structure of the front office department.

CO2: Demonstrate coordination between front office staff and other hotel departments.

CO3: Handle guest interactions professionally, including VVIPs and emergency situations.

CO4: Operate front office equipment, manage key controls, and implement tariff plans effectively.

Course Content:

Unit I

Introduction to Front Office, Role and responsibilities of front office staff (reception, concierge, bell desk, etc.).

- Coordination with housekeeping, F&B, and maintenance departments.
- Organizational hierarchy of the front office department.
- Essential attitudes, attributes, and salesmanship skills for front office personnel.

Unit II

Job descriptions and specifications for front office staff, Layout design and equipment used in the front office PBX, PMS, key card systems, Duty rota and work schedules for efficient staffing.

Unit III

Protocols for handling VVIPs and special guests, Uniformed services: Bell desk, concierge, and valet, Types of guest rooms (suites, deluxe, adjoining) and status terminology (occupied, vacant, DND), Key control systems and security measures.

Unit IV

Types of tariff plans (AP, MAP, EP) and pricing strategies, Emergency handling, Fire safety, medical emergencies, and accidents, Processing vouchers, cashier reports, and paid-out vouchers.

List of Practical Experiments				
Sr. No.	Title	Objective	Procedure	Expected Outcome
1	Front Office Layout Familiarization	Understand the physical layout and sections of a front office.	Tour a mock front office setup, identifying key areas (e.g., reception, concierge, bell desk) and their functions. Sketch the layout and document its components in a practical journal.	Recognize and describe the layout and functionality of front office sections.
2	Front Office Equipment Familiarization	Familiarize with equipment used in front office operations.	Inspect and document the use of front office equipment (e.g., PBX, PMS, key card encoders) in a mock setup, practicing basic operations like initiating a PMS query or encoding a key card.	Understand and operate key front office equipment effectively.
3	Front Office Role Simulation	Practice roles of reception, concierge, and bell desk staff.	In a mock front office, role-play tasks such as greeting guests, answering inquiries, and escorting guests to rooms, documenting duties in a journal.	Execute reception, concierge, and bell desk roles with professionalism.
4	Interdepartmental Coordination Practice	Coordinate with housekeeping, F&B, and maintenance departments.	Simulate scenarios requiring front office staff to request room cleaning, meal delivery, or maintenance fixes, recording interactions in a journal.	Demonstrate effective interdepartmental communication for guest satisfaction.
5	Organizational Hierarchy Design	Create an organizational chart for the front office department.	Design organizational charts for front office departments in small, medium, and large hotels using diagramming software or paper, noting roles and reporting lines.	Visualize and understand front office department structures.
6	Salesmanship Skills Role-Play	Develop professional attributes and salesmanship for guest interactions.	Role-play upselling a room upgrade or additional service in a mock front office, focusing on courtesy,	Enhance salesmanship and guest interaction skills.

			confidence, and persuasive communication.	
7	Guest Cycle Activity Mapping	Understand the stages of the guest cycle and related front office functions.	In a mock front office setup, map the guest cycle stages (pre-arrival, arrival, stay, departure) to specific front office tasks (e.g., reservation, check-in, billing). Document activities in a journal.	Identify and describe front office functions across the guest cycle.
8	Classifying Reservation Types	Classify different types of reservations.	Analyze scenarios to categorize reservations as FIT, DFIT, FFIT, group, or VIP in a mock front office, documenting characteristics and examples in a journal.	Accurately classify various reservation types with clear distinctions.
9	Reservation Procedure Simulation	Execute reservation procedures for FIT, DFIT, FFIT, group, and VIP guests.	Role-play taking reservations for FIT, DFIT, FFIT, group, and VIP guests using a mock Property Management System (PMS) or reservation form, ensuring correct data entry.	Master reservation procedures for different guest categories.
10	Exploring Reservation Sources	Identify and utilize various sources of reservations.	Simulate booking reservations through direct requests, Central Reservation Systems (CRS), Global Distribution Systems (GDS), and intersell agencies in a mock front office, documenting each source's process.	Understand and apply different reservation sources effectively.
11	Modes of Reservation Practice	Practice verbal and written modes of reservation.	Handle a verbal reservation via a mock phone call and a written reservation via email or form in a mock front office, ensuring accurate recording of guest details.	Execute verbal and written reservation modes with accuracy.
12	Amendment and Cancellation Processing	Manage amendment and cancellation procedures.	Simulate amending a reservation (e.g., changing dates) and processing a cancellation in a mock PMS, following standard protocols and notifying	Process amendments and cancellations efficiently and professionally.

			guests. Document steps in a journal.	
--	--	--	--------------------------------------	--

Suggested Readings:

1. Andrews, Sudhir – *Front Office Training Manual* (Tata McGraw-Hill).
2. Kasavana & Brooks – *Managing Front Office Operations* (6th Ed., AHLA).
3. Ismail, Ahmed – *Front Office Operations and Management* (Thomson Delmar).
4. Kasavana, Michael & Cahill – *Managing Computers in Hospitality*.

Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2026-2027)

Course Code: BVHM-3665

(Theory + Practical)

Housekeeping Operations - I

Time: 3 Hours
L-T-P: 2-0-2

Maximum Marks: 100
Theory Marks: 35
Practical Marks: 35
CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Understand the role and importance of the housekeeping department in hospitality operations.

CO2: Demonstrate knowledge of cleaning techniques, equipment, and agents used in housekeeping.

CO3: Organize and manage guest rooms, public areas, and back-of-house areas efficiently,

CO4: Follow safety, hygiene, and sustainability practices in housekeeping operations.

Course Content:

Unit I

Definition, scope, and importance of housekeeping in hotels and other hospitality sectors, Roles and responsibilities of housekeeping staff (executive housekeeper, supervisors, room attendants, etc.), Coordination with front office, maintenance, and F&B departments, Organizational structure of the housekeeping department.

Unit II

Types of cleaning (daily, deep, spring cleaning), Cleaning equipment (vacuum cleaners, floor polishers, steam cleaners), Cleaning agents (detergents, disinfectants, polishes) and their safe usage, Waste management and eco-friendly practices.

Unit III

Room status terminology (occupied, vacant, on-change, DND), Procedures for cleaning and servicing guest rooms (checklist approach), Cleaning and maintenance of public areas (lobbies, corridors, restrooms), Linen and laundry management (types of fabrics, stain removal, inventory control).

Unit IV

Occupational hazards and safety measures in housekeeping, Personal hygiene standards for housekeeping staff, Handling lost & found items, guest requests, and complaints. Pest control methods and preventive measures.

List of Practical Experiments				
Sr. No.	Title	Objective	Procedure	Expected Outcome
1	Role-Play of Housekeeping Staff Responsibilities	To understand the roles and responsibilities of housekeeping staff.	Divide students into groups to role-play as executive housekeeper, supervisor, and room attendant. Simulate a scenario addressing a guest complaint about room cleanliness. Discuss coordination with front office and maintenance departments.	Students demonstrate understanding of job roles and effective interdepartmental coordination.
2	Cleaning Equipment Identification and Usage	To identify and demonstrate the use of cleaning equipment.	Provide cleaning equipment (e.g., vacuum cleaner, floor polisher, steam cleaner). Demonstrate operation, safety precautions, and maintenance. Students practice using each tool on a designated surface.	Students gain hands-on experience with equipment functionality and safety protocols.
3	Selection and Application of Cleaning Agents	To understand the types and safe usage of cleaning agents.	Present cleaning agents (detergents, disinfectants, polishes). Students select appropriate agents for surfaces (wood, glass, tiles) and demonstrate application. Discuss eco-friendly alternatives.	Students learn to choose and apply cleaning agents safely and sustainably.
4	Daily Cleaning of a Guest Room	To demonstrate the procedure for daily guest room cleaning.	Provide a mock guest room setup. Students follow a checklist for daily cleaning tasks (bed-making, dusting, bathroom cleaning). Evaluate based on speed, thoroughness, and checklist adherence.	Students master daily room cleaning techniques and checklist usage.
5	Deep Cleaning Simulation	To perform deep cleaning tasks for a guest room.	Assign a mock guest room for deep cleaning (carpet shampooing, upholstery cleaning). Use appropriate equipment and agents. Document the process and compare with daily cleaning.	Students understand the differences between daily and deep cleaning processes.

6	Public Area Cleaning	To clean and maintain a public area efficiently.	Assign a mock public area (lobby or corridor). Demonstrate cleaning tasks (sweeping, mopping, dusting). Students perform tasks while maintaining guest-facing professionalism.	Students develop skills in public area maintenance and professional guest interaction.
7	Linen Inventory and Stain Removal	To manage linen inventory and perform stain removal.	Provide linens (bedsheets, towels) with common stains (coffee, ink). Students practice stain removal techniques and maintain an inventory log. Discuss fabric types and care.	Students learn linen management and effective stain removal methods.
8	Laundry Equipment Operation	To operate laundry equipment and manage laundry processes.	Demonstrate washing machines and dryers. Students wash, dry, and fold linens, following laundry protocols. Discuss water temperature settings and detergent use.	Students gain proficiency in laundry operations and equipment handling.
9	Safety and Hazard Identification	To identify occupational hazards and apply safety measures.	Set up a mock scenario with hazards (wet floor, exposed wires). Students identify hazards and implement safety measures (signage, PPE usage). Discuss injury prevention.	Students develop awareness of workplace safety and hazard mitigation.
10	Personal Hygiene and Grooming Standards	To demonstrate personal hygiene standards for housekeeping staff.	Students dress in housekeeping uniforms and follow grooming protocols. Conduct a mock inspection to evaluate hygiene (hair, nails, uniform cleanliness). Discuss hygiene in guest interactions.	Students understand and adhere to personal hygiene standards.
11	Handling Lost & Found Items	To follow procedures for handling lost and found items.	Simulate a scenario where a guest leaves an item. Students follow lost and found protocol (logging, storing, reporting). Discuss ethical handling and guest communication.	Students learn proper procedures for managing lost and found items.
12	Pest Control Simulation	To apply pest control methods and preventive measures.	Set up a mock room with signs of pest infestation (droppings, nesting). Students identify signs, select pest control methods (traps, repellents), and suggest preventive measures.	Students understand pest identification and control techniques.

Suggested Readings:

1. Madelin Schneider & Georgina Tucker – *Hotel Housekeeping: A Training Manual* (McGraw-Hill).
2. Raghubalan & Smritee Raghubalan – *Hotel Housekeeping Operations and Management* (Oxford University Press).
3. Thomas J. A. Jones – *Professional Management of Housekeeping Operations* (Wiley).
4. Sudhir Andrews – *Hotel Housekeeping Training Manual* (Tata McGraw-Hill).

Bachelor of Vocation (Hospitality and Tourism)
Semester-III
(Session 2026-2027)
Course Title: Destination Visit and Report
Course Code: BVHF-3666

Time: 3 Hours
L-T-P: 0-0-4

Maximum Marks: 100
Practical Marks: 100

INSTRUCTIONS FOR THE PAPER SETTER:

- Viva-voce should be conducted for the evaluation of the detailed report / case study prepared on the educational visit to major tourist destinations.
- Questions can be asked on the tourism importance and potential; problems or challenges faced; prospects for future development of the destination visited.

Course Outcomes: Upon the successful completion of the course, students will be able to

CO1: Develop critical and reflective thinking abilities.

CO2: Exhibit responsible decision-making and personal accountability.

CO3: Demonstrate an understanding of group dynamics and effective teamwork.

CO4: Develop a range of leadership skills and abilities such as effectively leading change, resolving conflict, and motivating others.

Course Content:

Students have to visit two major tourism destinations in the neighborhood or vicinity of the institution for a case study and prepare a detailed report on the destination; its tourism importance and potential; problems or challenges faced; prospects for future development etc. A seminar / workshop can also be arranged.

Note: Lectures can be scheduled in guiding students about various components of reports and essentials of report writing.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE
PROGRAMME

Bachelor of Vocation (Hospitality and Tourism)

Session: 2026-2027

Credit Based Continuous Evaluation Grading System

Semester IV										
S. No.	Course Code	Course Type	Course Titles	Hours per week L-T-P	Credits L-T-P	Max Marks				Examination time (in Hours)
						Total	Ext.		CA	
							L	P		
1	BVHL-4661	C	Human Resource Management	4-0-0	4-0-0	100	70	-	30	3
2	BVHL-4662	C	Tourism and Hospitality Marketing	4-0-0	4-0-0	100	70	-	30	3
3	BVHL-4663	C	Customer Relationship Management	4-0-0	4-0-0	100	70	-	30	3
4	BVHL-4664	S	Event Management	4-0-0	4-0-0	100	70	-	30	3
5	BVHL-4665	S	Foreign Language (French)	2-0-0	2-0-0	50	35	-	15	3
6	BVHM-4666	S	Front Office Operations-II	2-0-4	2-0-2	100	35	35	30	3
7	BVHM-4667	S	Housekeeping Operations-II	2-0-4	2-0-2	100	35	35	30	3
8	USEP-0004	S	Entrepreneurship Mindset Level-IV	0-0-4	0-0-2	50	-	50	-	3
9	VACP-4511	VAAC	Personality Development and Gender Sensitization	2-0-0	2-0-0	50	35	-	15	3
			TOTAL		28					

C- Compulsory

S-Skill Enhancement

VAC- Audit Course

*- Grade points or grades of these courses will not be included in the SGPA/CGPA of the semester/Programme
 Aligned with level 7 of Sector Skill Council- Qualification Pack- Duty Manager

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2026-2027)**

**Course Title: Human Resource Management
(Theory)**

Course Code: BVHL-4661

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Evaluate concept of Human resource management, Performance Appraisal, Job Analysis, Job Design & Scheduling.

CO2: Identify the source of Recruitment, concept of Human resource management development.

CO3: Figure out Qualities Required for Tourism Professionals, Techniques for Motivating Retaining Human Resources.

CO4: Explain the importance of service labor relations.

Course Content:

Unit I

Human Resource Management: Meaning, Definition, Features, Scope, Functions, Background to Human Resource Management, Orientation and socialization, Human Resource Planning, Human Resource in Hospitality and Tourism: Need & Importance of HR in Tourism & Hospitality Industry, Tourism Manpower Planning, Performance Appraisal, Job Analysis, Job Design & Work Scheduling.

Unit II

Employee Selection, Concept of Recruitment & Selection: Meaning, Definition, Difference between Recruitment and Selection, Selection & Recruitment Process Applicable to Tourism & Hospitality Industry, Sources of Recruitment, **Human Resource Development:** Placement, Induction, Need for Training & Managerial Development, Types of Training, Internal Mobility, Seasonality Nature of Tourism Industry

Unit III

Skills Required for Human Resource: In Hotels, Resorts, Home Stays, Tour Operations, Travel Agency, Airlines and Theme Parks. Leadership, Theories of Leadership & Decision Making, Qualities Required for Tourism Professionals, Techniques for Motivating & Retaining Human Resources

Unit IV

Service Labor Relations: Compensation Management, Methods for Determining Compensation, & Remuneration Packages offered, Employees Welfare, Fringe Benefits, Other Benefits, Strikes, Layoff & Lockouts, Grievances Handling, Trade Unions & their Activities - Functions, Collective Bargaining, Ethics & HR Management, Major Challenges Faced by HR Managers Of 21st Century.

Text books/Suggested Readings

1. Aswathappa K, Human Resource Management, 8th Edition, 2017, Mc Graw Hill India
2. Management Principles and Practices - L M Prasad
3. Dessler Gary, Fundamentals of Human Resource Management, 4th Edition, 2017, Pearson

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2026-2027)**

**Course Title: Tourism and Hospitality Marketing
(Theory)**

Course Code: BVHL-4662

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Identify unique marketing challenges due to the nature of the tourism and hospitality industry structure and its diverse products

CO2: Develop strategies and tactics that may be used to avoid challenges and turn them into opportunities

CO3: Analyze behavior in tourism consumption for segmentation and target marketing

CO4: Develop and manage tourism and hospitality products for diverse consumers

Contents:-

Unit I

Introduction- Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept). Challenges to hospitality and tourism marketing.

Unit II

Tourism Marketing system and Marketing Mix Elements- Tourism marketing system: internal environment, external environment, micro environment; Marketing mix: Product, Place, Price, Promotion, (Meaning, Concept, Elements and Importance in context of Tourism and Hospitality).

Unit III

Expanded Marketing Mix and Modern Marketing: People, Process and Physical evidence (Meaning, Concept, Elements and Importance in context of Tourism and Hospitality); Modern marketing concepts: Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing.

Unit IV

Technology in Tourism Marketing- Introduction, technology in tourism marketing, multimedia, virtual reality and virtual tour, online travel or electronic tourism, using website for tourism marketing, impact of online business on existing intermediaries.

Suggested Readings:

1. Chaudhary, M. (2010). Tourism Marketing (1st ed.). New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Philip, K., John, T. & James M,(2016). Marketing for hospitality and tourism (6TH ed.). New Delhi, India: Pearson India education.
2. Prasana, K. (2016). Marketing of hospitality and tourism services (2nd ed). New Delhi, India: Mc Graw Hill education India.
3. Devashish, D. (2011). Tourism marketing (1st ed). New Delhi, India: Pearson India education service.

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2026-2027)**

**Course Title: Customer Relationship Management
(Theory)**

Course Code: BVHL-4663

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Become good retail planners and decision makers

CO2: Identify and understand basic theories, principles, practices and terminology related to each functional area of business

CO3: Describe merchandising, the entities involved, and the impact of decisions on a retail business

CO4: Recognize retail operating skills and career opportunities available in the retail businesses.

Course Content:

Unit I

Introduction to CRM: conceptual framework of customer relationship and its management evolution. Customer relationship marketing, types of CRM-win back prospecting, Loyalty, cross sell and up sell, significance of CRM in modern business management

Unit II

CRM strategy: Introduction to CRM, Planning, strategy for CRM, process of segmentation , choice of technology , choice of organizational structure for CRM, understanding the market intelligent enterprise

Unit III

CRM implementation: implementation of CRM: business-oriented solutions, Project management, CRM in service, CRM in financial services

Unit IV

E-commerce in CRM: use of e-commerce in CRM, CEM and data mining, information required for effective CRM

Customer loyalty and CRM: concept of loyalty at CRM: definition of loyalty, customer loyalty and customer decency, process of developing customer loyalty status of CRM in India.

Text books/Suggested Readings

1. Kotler P Marketing management , Pearson Education

2. Saxena R marketing management Tata Mcgraw Hill
3. Ramana V Somayagulu GH customer relationship management .Excel books
4. Govinda K Bhat Customer relation management, Himalaya

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2026-2027)**

**Course Title: Event Management
(Theory)**

Course Code: BVHL-4664

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 70

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Exhibit the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events

CO2: Develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict during the management of different events.

CO3: Demonstrate professional behavior and competencies in customer service

CO4: Analyze the challenges and opportunities of working effectively with people in a diverse environment.

Course Content:

Unit I

Introduction to Event Management- Nature and Importance; Types of Events; Meaning and definition of event management; Five C's of Event Management; Role of events for promotion of tourism; Roles and Functions of Event Manager; Need for event management; Key steps to a successful event.

Unit II

Concept and Design-Developing the concept; Theme of the event; Major considerations in developing venues of the event, Analysis of concept, Designing the event: Theme, Layout, Décor and supplies, Technical requirement, Catering; Logistics of the concept.

Unit III

Event Planning, Budgeting and Marketing - Event Planning: Meaning, Importance of event planning, Steps in event planning; Event Budgeting: meaning and importance; Sponsorship: meaning and sponsorship benefits for events and sponsors; Event Marketing: Marketing equipment and tools – Promotion, Media Relations and Publicity.

Unit IV

Human resource management and events: Human resource planning process for events; Event evaluation: meaning and importance; Safety and Security Considerations in events: Occupational Safety and Health, Major Risks, Incident Reporting; Crowd Management and Evacuation: The Crowd Management Plan. Case Study: History, function and of ICCA; Roles and function of ICPB. Case study on Kumbh Mela.

Text Books:

1. Lynn, V. and Brenda, R. (2004), *Event Management (2nd ed.)*, New Delhi, India: Pearson Publication

Recommended Books / Suggested Readings:

1. Bowdin, J. G., Allen, J., O'Toole, W. and Robert, H. (2006). *Event Management (2nd ed.)*. Great Britain: Elsevier.
2. Bladen, C., Kennell, J., Nick, E. A. (2017). *Events Management: An Introduction (2nd ed.)*. New Dehi, India: Routledge.

Bachelor of Vocation (Hospitality and Tourism)
Semester IV (Session 2026-2027)
Course Title: Foreign Language (French)
(Theory)
Course Code: BVHL-4665

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 50
Theory Marks: 35
CA-15

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of 8 marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Use French vocabulary

CO2: Start Basic conversation (French English –English-French)

CO3: Recognize spelling Error and alphabets

CO4: Eligible to handle query about guest if guest is speaking French

Contents:-

Unit I

France: Basic introduction about France, Geographical location of France -Important facts of France related hospitality.

Unit II

Introduction of language: Alphabets and pronunciation of the words- Accents used in French

Unit III

Basics of the language: Days and months Name- Greetings- Numbers 1 to 100- Time - Personal Introduction-Basic conversation -vocabulary.

Unit IV

French in hotel industry: Role of French language in hospitality and Tourism industry- Name of vegetables- Fruits, Spices and meats- Name of sea foods- Name of Kitchen Professional- French Menu Terminology- Utensils and family Members- Conversation at the restaurant, Front desk

Textbook:

1. Rosemary, S, (2018), Learn French-for Beginners, Manu graphic publisher

Suggested Readings:

2. Bhavna. C, (2013). Learn French in 30 Days through English (1ST ed.). Diamond Pocket Books publisher.

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2026-2027)**

**Course Title: Front Office Operations -II
(Theory + Practical)**

Course Code: BVHM-4666

Time: 3 Hours

L-T-P: 2-0-2

Maximum Marks: 100

Theory Marks: 35

Practical Marks: 35

CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Manage advanced front office functions like night auditing, revenue management, and PMS operations.

CO2: Handle complex guest interactions, including complaints, group check-ins, and loyalty programs.

CO3: Implement technology-driven solutions (e.g., CRM, channel managers) in front office operations.

CO4: Analyze financial reports and optimize front office performance metrics.

Course Content:

Unit I

Advanced Front Office Systems

- Property Management Systems (PMS): Opera, Fidelio, or Cloud-based systems.
- Night auditing procedures: Balancing accounts, generating reports.
- Revenue management: Dynamic pricing, occupancy strategies.

Unit II

Guest Relationship Management

- Handling escalated complaints and service recovery.
- Group reservations and event coordination.
- Loyalty programs and guest retention strategies.

Unit III

Technology in Front Office

- Integration of CRM tools and channel managers.
- Online booking engines and global distribution systems (GDS).
- Data security and privacy compliance (GDPR, PCI-DSS).

Unit IV

Financial & Performance Analysis

- Key performance indicators (KPIs): ADR, RevPAR, occupancy rates.
- Cashiering: Foreign exchange, credit limits, and fraud prevention.
- Budgeting and forecasting for front office operations.

List of Practical Experiments				
Sr. No.	Title	Objective	Procedure	Expected Outcome
1	Property Management System (PMS) Operation	To operate a PMS for front office tasks.	Use a PMS demo (e.g., Opera or Fidelio). Students perform check-in, check-out, and room assignment tasks for a mock guest. Update guest profiles and generate invoices.	Students gain proficiency in using PMS for front office operations.
2	Night Audit Simulation	To perform night audit procedures and balance accounts.	Set up a mock front office with daily transactions. Students reconcile accounts, verify room charges, and generate night audit reports using a spreadsheet or PMS.	Students understand night auditing processes and report generation.
3	Dynamic Pricing Strategy Development	To apply dynamic pricing for revenue optimization.	Provide mock occupancy and demand data. Students analyze data and propose pricing adjustments for different seasons or events. Discuss impact on revenue.	Students learn to implement dynamic pricing strategies effectively.
4	Handling Escalated Guest Complaints	To resolve escalated guest complaints professionally.	Role-play a scenario with an upset guest (e.g., billing error or service failure). Students use service recovery techniques to address the issue and offer solutions.	Students develop skills in complaint resolution and service recovery.
5	Group Reservation Coordination	To manage group reservations and event coordination.	Simulate a group booking (e.g., conference or wedding). Students create a group reservation in a PMS, allocate rooms, and coordinate with other departments (e.g., F&B).	Students master group reservation processes and interdepartmental coordination.
6	Loyalty Program Implementation	To design and apply a guest loyalty program.	Students create a mock loyalty program with tiers and benefits. Simulate enrolling guests, tracking points, and offering rewards based on guest history.	Students understand guest retention strategies through loyalty programs.
7	CRM Tool Integration	To integrate and use CRM tools for guest management.	Use a demo CRM tool to input guest data, track preferences, and generate personalized offers. Students simulate follow-up communication with guests.	Students learn to leverage CRM tools for enhanced guest relationships.

8	Online Booking Engine Management	To manage bookings through an online booking engine.	Set up a mock booking engine interface. Students process online reservations, update availability, and handle cancellations or modifications.	Students gain proficiency in managing online booking systems.
9	Data Security Compliance Check	To ensure compliance with data security and privacy standards.	Provide a mock guest database. Students review data handling practices against GDPR/PCI-DSS checklists and suggest improvements to protect guest information.	Students understand data security protocols and compliance requirements.
10	KPI Analysis for Front Office	To analyze key performance indicators (KPIs) for front office performance.	Provide mock data for ADR, RevPAR, and occupancy rates. Students calculate KPIs using spreadsheets and interpret results to suggest improvements.	Students learn to evaluate front office performance using KPIs.
11	Cashiering and Fraud Prevention	To perform cashiering tasks and identify fraud risks.	Simulate cashiering tasks (e.g., foreign exchange, credit card transactions). Students process payments and identify potential fraud indicators (e.g., suspicious transactions).	Students master cashiering procedures and fraud prevention techniques.
12	Budgeting and Forecasting Exercise	To create a front office budget and forecast.	Provide historical revenue and expense data. Students prepare a mock front office budget and forecast for the next quarter, considering staffing and operational costs.	Students develop skills in budgeting and forecasting for front office operations.

Suggested Readings:

1. Abbott & Lewry – *Front Office: Procedures, Social Skills, and Management* (Butterworth-Heinemann).
2. Jatashankar R. Tewari – *Hotel Front Office Operations & Management* (Oxford).
3. Michael L. Kasavana – *Managing Front Office Technology* (AHLEI).

Bachelor of Vocation (Hospitality and Tourism)
Semester-IV (Session 2026-2027)
Course Title: Housekeeping Operations II
(Theory + Practical)
Course Code: BVHM-4667

Time: 3 Hours
L-T-P: 2-0-2

Maximum Marks: 100
Theory Marks: 35
Practical Marks: 35
CA-30

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Supervise housekeeping teams and manage departmental budgets.

CO2: Implement advanced cleaning protocols for specialized areas (e.g., spas, pools).

CO3: Apply sustainability practices and green housekeeping standards.

CO4: Handle inventory control, outsourcing, and pest management effectively.

Course Content:

Unit I

Supervisory Skills & Budgeting

- Staff scheduling, training, and performance evaluation.
- Budget preparation and cost-control measures.
- Outsourcing housekeeping services: Pros and cons.

Unit II

Specialized Cleaning

- Deep cleaning for high-traffic areas (lobbies, elevators).
- Hygiene standards for spas, gyms, and swimming pools.
- Infection control in healthcare/hospitality settings.

Unit III

Sustainability in Housekeeping

- Green certifications (LEED, Green Key).
- Eco-friendly cleaning products and waste reduction techniques.
- Energy and water conservation practices.

Unit IV

Inventory & Pest Management

- Linen/laundry inventory control systems.
- Preventive pest control: Bed bugs, rodents, etc.
- Handling hazardous materials (chemical spills, sharps).

List of Practical Experiments				
Sr. No.	Title	Objective	Procedure	Expected Outcome
1	Staff Scheduling and Training Simulation	To create a staff schedule and conduct a training session.	Students design a weekly housekeeping staff schedule for a mock hotel, considering peak hours and staff availability. Conduct a mock training session on cleaning protocols for new hires.	Students develop skills in staff scheduling and effective training delivery.
2	Budget Preparation for Housekeeping	To prepare a housekeeping department budget.	Provide mock expense data (labor, supplies, equipment). Students create a budget, incorporating cost-control measures, and present cost-saving strategies.	Students learn to create and manage a housekeeping budget effectively.
3	Outsourcing Decision Analysis	To evaluate the pros and cons of outsourcing housekeeping services.	Students analyze a case study comparing in-house vs. outsourced housekeeping. Present findings in a group discussion, weighing cost, quality, and control factors.	Students understand the implications of outsourcing housekeeping services.
4	Deep Cleaning of High-Traffic Areas	To perform deep cleaning in high-traffic public areas.	Set up a mock lobby or elevator area. Students use specialized equipment (e.g., floor scrubbers) for deep cleaning and document the process.	Students master deep cleaning techniques for high-traffic areas.
5	Hygiene Standards for Spa and Gym Facilities	To apply hygiene standards for spa and gym cleaning.	Provide a mock spa/gym setup. Students follow a hygiene checklist to clean equipment, surfaces, and changing areas, ensuring compliance with standards.	Students learn to maintain hygiene in specialized facilities like spas and gyms.
6	Infection Control in Healthcare Settings	To implement infection control measures in a hospitality setting.	Simulate a healthcare-like room setup. Students disinfect surfaces, handle linens, and follow infection control protocols (e.g., PPE usage, sanitization).	Students understand infection control practices for safe housekeeping.
7	Green Certification Compliance Check	To assess compliance with green certification standards.	Provide a mock hotel setup and a LEED/Green Key checklist. Students evaluate housekeeping practices (e.g., cleaning products, waste management) and suggest improvements.	Students learn to align housekeeping operations with green certification standards.
8	Eco-Friendly Cleaning Product Application	To use eco-friendly cleaning products effectively.	Provide eco-friendly cleaning agents. Students clean a mock guest room or public area, comparing results with traditional products and	Students gain proficiency in using eco-friendly cleaning products.

			documenting sustainability benefits.	
9	Energy and Water Conservation Practice	To implement energy and water conservation techniques.	Students analyze a mock housekeeping operation for energy (e.g., lighting) and water usage (e.g., laundry). Propose and demonstrate conservation measures.	Students develop skills in energy and water conservation for housekeeping.
10	Linen and Laundry Inventory Management	To manage linen and laundry inventory efficiently.	Provide a mock linen inventory. Students track linen usage, perform stock checks, and update an inventory control system. Simulate laundry cycle planning.	Students learn effective linen and laundry inventory management techniques.
11	Preventive Pest Control Simulation	To apply preventive pest control measures.	Set up a mock room with signs of pest activity (e.g., bed bugs, rodent droppings). Students identify signs, apply preventive measures (e.g., traps, sealing entry points), and document findings.	Students understand pest identification and preventive control methods.
12	Handling Hazardous Materials	To safely handle hazardous materials like chemical spills or sharps.	Simulate a chemical spill or sharps disposal scenario. Students follow safety protocols (e.g., PPE, spill kits) to clean and dispose of hazardous materials safely.	Students master safe handling and disposal of hazardous materials.

Suggested Readings:

1. Mattila & Raghubalan – *Hotel Housekeeping: Operations and Management* (Oxford).
2. Aleta Nitschke & William D. Frye – *Housekeeping Management* (AHLEI).