

SYLLABUS FOR THE POST OF TOURIST OFFICER

GENERAL STUDIES

PAPER-I : TRAVEL AND TOURISM

PAPER-II : TOURISM & HOSPITALITY

PAPER- I TRAVEL AND TOURISM

UNIT I Tourism Principles & Practices:

Conceptual framework and development of tourism: Concepts, types of traveler; recreation and leisure; psychographic classification of tourist, classification of Gray's, Plog's and Cohen's; historical development of tourism; Tourism system and its nature, Leiper's model and Keyser model. Tourism infrastructure and linkages: Components of tourism industry; 6A framework in tourism, hospitality services, entertainment and shopping, Tourist transport services. Tourism market scenario: Forms of tourism; Types of Tourism; Analysis of pattern of growth and profile of International and domestic tourist movements; Tourism Statistics, Types and methods of measurement, Case studies on India Tourism statistics, UNWTO statistics. Travel motivation and impacts: Travel motivation and types, Tourist Motivation theories of McIntosh, Krapf, Witt and Wright; Impacts of Tourism, Socio- Cultural, Economic, Environment and Political Impacts, Assessment of Impacts , Social Impact Assessment, Environment Impact Assessment and Economic Impact Assessment; Environmental Auditing, Social Auditing, Tourism Satellite Accounting (TSA). Tourism organizations & linkages: Government initiatives in India for tourism development, ITDC, ASI, TFCI; Role of Ministry of Tourism ,Ministry of Civil Aviation & Ministry of Railways in Indian Tourism development; National and International organizations/ associations in Tourism, IATO, TAAI, FHRAI, FAITH , WTO, IATA.

Unit 2 Management Concepts and Organizational Behaviour

Introduction to management concepts Management: Managing a business- Nature, meaning and significance of management; managerial processes, functions, skills, and roles in organisation; Functions: Overview of functions of planning, organising, directing and controlling; Social responsibility of business. Unit II Introduction to concept of value in business Concept of value, business as value creator, role of business; creation of value and customer satisfaction; concept of quality, service quality and TQ, Introduction to organizational behavior- concepts and approaches Concept of Organization and role of Managers in an Organization. Concept of Organization Behavior (OB), challenges and opportunities for OB. Approaches to OB: Classical, Neo Classical, Modern and OB models. Understanding and managing individual behaviour Personality, perception values, attitude, learning, work motivation, individual decision making and problem solving. Understanding and managing group processes Interpersonal and group dynamics, group communication; application of emotional intelligence in organisation; leadership and influence process; conflict management.

Unit 3 Tourism Geography

Introduction: Importance of geography in tourism; Geography and tourism and its relationships; Latitudes and Longitudes; Greenwich Mean Time, Time zones & Time differences; International Date Line; Time calculation; Elements of weather and climate; Climatic regions of the world in brief; Impact of weather and climate on tourists and destinations. Indian geography: Physical and political features of India; Climatic conditions in India The States & Capitals; Map reading and practical exercise. Aviation geography: Factors affecting global and regional tourist movements; Leiper's tourism system; IATA Traffic Conferences/Areas; Familiarization with important Airlines; Major Airport hubs of the world; Coding and decoding of country, city, airline and airports.

Unit 4 Managerial Economics

Managerial economics: Nature and scope of managerial economics; Role of Managerial Economics ; Managerial Economics for Tourism- Scope . Demand and supply analysis: Theory and Law of Demand -Types of tourism demand, determinants of tourism demand, Measurement of tourism demand; Demand Elasticity; Demand forecasting in tourism; Theory and Law of supply. Cost concepts: Types of cost, cost curves, Revenue- Types, Pricing- Types of Pricing, Pricing of tourism products; Breakeven Analysis- Definition, Determination of Breakeven point, Significance; Market structure: Definition, Types, Price determination in different market Structures; Relevance of cost, revenue in Tourism Macro economics: Concept of National Income, Aggregates and Measurement of National Income- Consumption and Investment function, Determination of National Income- Tourism and National income; Inflation- Definition, Types, Effect of Inflation on Tourism; Balance Of Payment- Definition, Balance of Payment Disequilibrium, causes and Effect of Disequilibrium- Methods of correcting Disequilibrium, Tourism in Balance of Payment Accounting; Economic Transition in India- Globalization and Tourism- Macro economy and tourism industry: Economic Impact- Assessment and Methods of Measuring Economic Impact, Displacement effect, Multiplier Model; Socio -Cultural Impact; Environmental Impact. Case Studies: Tourism and Local Economic Development, Evaluation of Tourism Projects – Cost Benefit Analysis, Recent Monetary Policy and Fiscal Policy and its implications on Tourism

Unit 5 Travel Agency Management And Tour Operations

Introduction to travel intermediaries: Travel and tourism industry structure and the travel Intermediaries; Travel Agency and Tour Operator-definition and differentiation, types, and importance; historical growth and development of travel intermediaries; linkages of travel intermediaries, career ladder in travel intermediaries; organisation structure and departmentation of large-scale and small scale travel intermediary. The future role of travel intermediaries.

Tour operations: Major functions of tour operator i.e tour package formulation - pretour management, tour operations and post-tour management; designing and printing of tour brochure. Tour package marketing and promotion. Source of income of tour operator. The social responsibility of tour operators. Travel and tourism retailing: Functions of a standard

travel agency- travel information and counselling; reservation; ticketing; immigration related services- passport; visa; health regulations; currency regulations; baggage rules; travel Insurance etc. Travel agency as handling agencies: Criteria for the selection of a handling agency in India; source of income- commission, service charges and mark up on tours. Setting up of travel agency and tour operations and their approval: Business setting procedure and process; type of organization to be incepted i.e., proprietorship, partnership, private, franchise; approval from Ministry of Tourism and IATA; various incentives available to travel trade in India. Understanding the role of Govt. and other organizations in travel and trade: Roles and contribution of PATA, ASTA, TAAI, IATO, ATAIOI, ADTOI; selected case studies of Thomas Cook, Cox and Kings Ltd., Make My Trip.com, Le Passage to India and Southern Travels Pvt. Ltd.

Unit 6 Marketing for Tourism

Marketing: Introduction to marketing and its role in competitive business. Tourism marketing: its uniqueness. Marketing of services and its special features. Service marketing- Characteristics of services, SERVQUAL, Qualifying and vantage factors, service triangle. Market targeting: Concept of market segmentation, targeting and positioning. Types of markets in tourism. Tourist behaviour and its types. Marketing mix for tourism. Product and service issues; Branding and packaging decisions. Tourist destination life cycle. Pricing, Place and promotion strategy, Process, People & Physical evidence: Process- service blueprinting; Physical evidence- roles of physical evidence, dominant and peripheral goods as physical evidence; Managing People and internal marketing- internal marketing at a destination.

Unit 7 Tourism Products of India

- Introduction & heritage tourism Tourism Products: Definition, Concept, Characteristics and Classification; difference between tourism resources and products; Heritage: Meaning, Types of Heritage Tourism, Heritage Management Organizations – UNESCO, ICOMOS, ASI, INTACH;
- Architecture & religion Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period; Different style of architecture in India: Rock-cut architecture, Buddhist architecture, Hindu temple architecture, Indo-Islamic architecture and Colonial architecture; Popular religious centres: Hindu, Buddhist, Jain, Sikh, Muslim & Christian
- Nature based tourism products Islands & beaches ; Deserts & Hill stations ; Protected areas: Wildlife sanctuaries, national parks & biosphere reserves ; Adventure & Eco-Tourism.
- Special interest tourism products Performing art of India: classical dances, folk dances and folk culture ; Handicrafts and textiles: important handicraft objects and centres, craft melas, souvenir industry ; Fairs and Festivals: Social, religious and commercial fairs of touristic significance ; Important Museums, art Galleries and Libraries of India
- Emerging products & cases Emerging: Rural, Gastronomy, Golf, cruise, wine , dark tourism and Wellness Tourism.

Unit 8 Human Resource Management

- Introduction: Concept of HRM, need and importance of HRM; Scope of HRM, strategic and functional aspects of HRM; Role of human resource management in a competitive business environment **Unit II Human Resource Management Process:** Human Resource Planning, Job analysis, Employee recruitment and selection, interviews, Induction.
- Training and development: Identification of training, need and importance of training, techniques of training; internal mobility.
- Performance management: Concept of Performance Appraisal, Need and importance of performance appraisal, techniques of performance appraisal, Potential appraisal, Grievance handling and discipline.
- Motivation of employees: Importance of motivation, Contemporary theories of motivation-Needs theory, Two Factor Theory, Achievement Motivation theory, Means of motivating employees- Quality of work life, Participation and Empowering employees.

Unit 9 Accounting And Finance

- Introduction to Accounting: Meaning, importance and scope of financial accounting, management accounting and cost accounting. Accounting standards, concepts and principles.
- Final Accounts: Preparation of final accounts with adjustments related to Depreciation, Bad debts, prepaid and outstanding expenses, accrued and unearned income, returns.
- Introduction to Cost Accounting - Cost unit and Cost centre; Elements of cost, classification of costs; Cost control; Cost sheet Budgeting and Budgetary Control- Functional Budgets, Production Budget, Sales Budget, Cash Budget, Master Budget; Flexible and Fixed Budgets.
- Introduction to Financial Management: Meaning, role, scope and importance of Financial Management; Job of the Financial Manager, financial goals, financial control, Organization and objectives of financial function- Managing Working Capital and Controlling cash; Financial statement analysis: ratio analysis, comparative statements, Cash Flow and Fund Flow analysis.
- Marginal costing and CVP analysis: Concepts and various decisions related to CVP analysis; Service costing : Transport and hotel costing.

Unit 10 Customer Relationship Management

- Introduction to CRM: Definition and concepts of CRM, Evolution of CRM: Transactional vs Relationship Approach, CRM as a strategic marketing tool .
- Understanding Customers: Customer information database, Customer profile analysis, Customer Perception, Expectations Analysis, Individual and Group customers, Customer life-time value, Profitable customer segments.

- CRM Process: Objectives of a CRM Process, Customer Acquisition Strategies , Customer Retention and preventing Defection, Models of CRM, CRM for business applications.
- CRM Planning and Implementation: Strategic CRM Planning process, CRM Tools, Analytical and Operational CRM, Role of CRM Managers Unit V CRM Trends: e-CRM Solutions, Data Warehousing & Data Mining for CRM, CRM Software packages.

Unit 11 EVENT PLANNING AND MANAGEMENT

- Understand event: characteristics, classification of events, reason and need for events, Major event organizations- ICPB, CVB, ICCA. Introduction to MICE: components, TA's and TO's as MICE planners. Introduction of PCO .
- Event management & planning: introduction, importance. Planning event – determining the event purpose, event goal, understanding event audience – need analysis . Event planning process. Event budgeting: introduction & importance. Fixed cost & variable cost, volume profit analysis, break even analysis, making the budget, do's & don'ts of budgeting. Expenditure and revenue considerations of an event.
- Event marketing: introduction & objectives of event marketing. Types of media and marketing, pr and its use within event management, product launches / pr events , using media, advertising campaigns , road shows and marketing campaigns, e-marketing. Event sponsorships: marketing through a event. Importance of sponsorship – for event organizer, for sponsor, type of sponsorships.
- Event risk management: introduction, importance, objective of risk management, types - legal risks, physical risks, financial risks, moral and ethical risks. The risk management process Event evaluation: its importance and problem areas, performance assessment indicators.
- Event laws & permissions : permissions required for holding an event, general details, police permissions, traffic police, ambulance, fire brigade, municipal corporation, indian performing rights society(iprs), phonographic performing license, entertainment tax, permissions for open ground events, license for serving liquor ;Waste management & green events.

Unit 12 BASIC OF ADVENTURE AND SPORTS TOURISM.

Basic concepts of adventure and adventure tourism: Its element and classifications land based, air based and water based. Adventure tourism organizations and training institutes in India. Adventure tourism ecology and landscape: island, coral reefs, tropical rain forests, deserts, mountains, sea and river bodies. Scope and Future prospect of Adventure tourism in India. Equipments and clothing requirements for land based, air based and water based activities. Impacts of adventure tourism (environmental, socio-cultural and economic). **Managing Adventure Tour Operations:** Managing Adventure Tours: Major terms used in adventure activities (land, water and air). Illness, Injuries and First Aid (Hypothermia, Frost Bite, Altitude Illness, Snow Blindness etc). National and International Organizations (ATTA, UIAA, IMF, ATOAI, PADI, WPGA etc), its code of conducts. Planning Adventure tourism Activities, Group management: Preparing navigation routes, attitude of the State authorities,

community tourists and other stakeholders, natural history of destination- ecology, climate, fauna and flora, land form features. Food Plan: Menu and nutrition considerations; hygiene, trail food preparation; kitchen food preparation; packaging; presentation; and hygienic sanitation.

Unit 13 Basic Airfares & Calculations

Introduction to airline industry: a brief history of aviation with special reference to India; freedoms of air and important international conventions like: Warsaw convention, Bermuda convention and Chicago convention. Management of airlines: types of airlines; airlines personnel and revenue earning; airport management, study of aircraft, the aircraft turnaround and the control tower. Airport procedure and travel documentation Latest trends in aviation in India. Problems and prospects of Indian aviation industry. Familiarisation with OAG: 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator; familiarization with air tariff; currency regulation, NUC conversion factors, general rules; IATA bill settlement plan. Planning itinerary by air, Special fare calculation:

Unit 14 Itinerary Planning & Costing

Introduction to itinerary preparation: concept, need and duration; typology based on individual responsibilities and demand; custom made and readymade, seasonal, product based and all inclusive itineraries, fit and go. Planning and preparation: do's and don'ts of itinerary; factors to be considered while preparing an itinerary, steps in developing itineraries; common constraints. Tour packaging: definition, types, forms and components of package tour; advantages and disadvantages of package tour; liaisoning and negotiation of package tour; inclusions and exclusions. Costing a tour: meaning, components and considerations; types of costs, cost sheet; fit costing and group costing; differential tariff plan: accommodation cost, transportation cost, meals plan etc.; pricing strategies and distribution mechanism.

Unit 15 Strategic Management for Tourism

Introduction to strategy and strategic process: Meaning, process, elements and importance of strategy, Levels of strategic decisions; Vision, Mission and Objectives; Concept of strategic analysis, choice and implementation. Internal and external analysis: Internal Analysis: Purposes and components of internal analysis; Capability analysis of competences and resources of tourism organizations; Comparative and evaluation of products offerings. External Analysis: Macro context of external analysis like STEEP analysis; Micro context of competitive and collaborative analysis for external analysis; SWOT analysis and implementation. Strategic choices: Porter generic strategy and other competitive strategy frameworks; Alternative strategic methods for internal and external growth; Strategic alliances like public-private partnerships, franchising, management and cooperative networks. Strategic implementation and evaluation: Strategic Implementation: Implementation frameworks of resources, organization culture and structure in an organization; Barriers and resistance to strategy implementation; Manage the changes in implementation. Strategic Evaluation: Identifying strategic options and applying strategic criteria; Financial and other tools for evaluation; Strategic evaluation in emergent strategies.

Unit 16 Foreign Exchange Management

International Monetary System: Evolution of the international monetary system: Bimetallism, Gold standard, Bretton Woods system, Flexible exchange rate regime, Current exchange rate arrangements (Basic Idea). Concepts and Provisions: Concepts of authorized person, Categories of Authorized dealers, current account transaction, capital account transaction. Regulation and management of foreign exchange: FEMA (Main Objectives), realization and repatriation of foreign exchange. Foreign Exchange Market: Structure of Foreign exchange market (Global & Indian), Participants in foreign exchange market, Types of transactions & foreign exchange market: Spot Market: Concept of spot rate, spot rate quotations, bid-ask spreads, Trading in spot markets. Exchange Rate: Concept and its determinants, BSR and BBR, Types of Exchange Rates. Government intervention and government influence on exchange rates. Buying Power: Concept and its affect on Travel trends. Foreign Exchange Rules in India.

Unit 17 Airfare Ticketing

Introduction to airline industry: Growth and distribution of airlines and air traffic around the world, factors affecting airline operating costs; concept of flying time and grounding time. Familiarisation with OAG: 3 letters city code and airport code, airline designated code, country and currency codes, minimum connecting time, global indicator; familiarisation with Air Tariff; NUC Conversion factors and general rules; IATA Bill Settlement Plan. Planning itinerary by Air: Itinerary terms; journeys and its types; types of fares; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Higher Intermediary Points (H.I.P); Circle Trip Minimum Checks (CTM); Backhaul Minimum Check, and Open jaw. Documentation: Passport, VISA, Currency Regulations, Custom Regulations, Health Regulations, Immigration Formalities at Airport and TIMATIC. CRS: Introduction to the Amadeus GDS and its features; basic AMEDEUS commands -signing in and signing out of Amadeus, agent work areas; encode and decode cities, airports, airline names, aircraft equipment, countries; availability commands and scrolling elements; important status code ;flight information; five mandatory elements of PNR; optional elements command in PNR; other service information command; PNR retrieval & display commands; PNR modifications commands; split bookings commands; elementary commands for fare quote display.

Unit 18 E- Tourism and Digital Marketing.

E-Tourism : Introduction, Concepts, Evolution, E-Tourism- demand and supply, Brief outline of e-Tour Operators/e-Travel Agencies, e-Airlines, e-Hospitality. Digital marketing: Introduction, Concept, Advantages, Methods : Really Simple Syndication (RSS), Blogging, Live Chat, User Generated Content, Multi-media - Video (Video Streaming, YouTube etc), Audio & Podcasting Photos/Images (Flickr etc), Virtual Worlds Website design and its influence on the "e-Commerce": Key elements, usability, navigability .Social media for business : Importance of Social Media , Leveraging Facebook, LinkedIn & Twitter, Online Reputation Management (ORM), Analytics and Metrics for measuring Social Media Email

marketing: Introduction, Learn Email marketing with Mail chimp, Understand Email marketing analytics Search engine marketing : Importance, Creating a campaign, Using keyword planner for better keywords , Understand the difference between Cost per Click (CPC), Cost per Impression (CPM) and Cost per Acquisition (CPA) bid types . Understanding Google Analytics. Search engine optimization: Search Engine basics and fundamentals of SEO, Keyword Research and Analysis, Organic and paid search, SEO Audit, SEO and Social Media, On page and Off page SEO techniques, Measuring the success of your SEO.

Unit 19 Tour Leadership And Management Exit Level Outcomes

Tour Leadership: Introduction to tour leadership, Characteristics of tour escorting profession, difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, Presenting yourself, Challenges faced by a tour manager .Roles and Duties : Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File- checklist at the point of departure Responsibilities at the Airport- Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage Responsibilities at the hotel- Check In, Check out, Rooming List, Meal requests Responsibilities during sight-seeing tours: On-Tour Operation / Conduct; Organizing Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a “Mental Picture” of Routing & Landmarks; Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, Working with the local driver; Gratuities; Working with the Local Guide. Responsibilities on a train/cruise: Embarkation; Initial Briefing/Duties Aboard Ship / Train; Disembarkation; Group management and situation handling Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict. Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

Unit 20 Tour Guiding and Interpretation

Tour guiding: Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; presenting yourself; making sense of cultural differences. Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade. Practical guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks. Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks. Managing guiding business: How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT)

Unit 21 Accounting & Finance:

Introduction – Book keeping – Financial analysis & Control – Cost Volumes – Profit Analysis – Break even Analysis - Cost of different sources of rising capital – Capital structure – Operating Costing – Transport Costing – Utilization of Ratio and Ratio statement – Hotel Costing and Canteen Costing – Working Capital Management.

Unit 22 Tourism Policy and Planning:

Tourism Planning: Planning Process – Assessment of Tourism Demand and supply - Types of Tourism Planning – Sectoral – Spatial, Integrated complex – Centralized and decentralized tourism planning – planning at Regional, National, State Level & Public Private Partnership. Tourism planning - Role of Govt. public and private sectors in formulation of tourism policy; Roles of international, national, state and local tourism organizations in carrying out tourism policies. Tourism planning for thrust areas, special tourism areas & zones identified by Ministry of Tourism, Government of India. Sustainable tourism development, Pro-poor Tourism and Community Participation; Responsible tourism.

PAPER-II : TOURISM & HOSPITALITY

Unit-I: Food Production Operations:

Introduction to cookery-culinary history- /origin of modern cookery /basic principles of food production/ methods/ techniques of cooking food/principles of menu planning/ indenting /volume feeding/ institutional & industrial catering / hospital catering /kitchen organizational structure/ aims and objects of cooking – definition/ classification of raw materials – functions/Nutritional factors / culinary terms/ methods of equipment maintenance/introduction to Larder- definitions/ Larder Control/Charcuterie/ International Cuisines- historical background/ specialities/ Bakery & Confectionery/ Production management- Quality & Quantity Control/ Forecasting & Budgeting.

Unit-II: Front Office Operations:

Hotels- evolution and growth- Classification of Hotels/ Types of Rooms/ Time Share & Vacation Ownership/ Front Office Organization/ Guest Cycle/ Different Types Of Tariffs/ Reservations –importance/ modes/ overbooking- Room selling technique- Preparing for guest arrivals at Reservation and Front Office- Role of information technology in the hospitality industry - Guest and non guest accounts- Front Office Accounting Fundamentals - Audit procedures (Non automated, semi automated and fully automated) - Importance of security systems- Emergency situations (Accident, illness, theft, fire, bomb) -Budgeting & budget cycle - Advantages & Disadvantages - Forecasting techniques - Factors for evaluating front office operations - Property Management System-Concept and importance of Yield Management

Unit-III: Food & Beverage Operations & Management:

Introduction- role of catering establishment in the travel/tourism industry - types of F&B Operations- classification of commercial, residential/non-residential- welfare catering - industrial/institutional/transport such as air, road, rail, sea, etc.- structure of the catering industry- Departmental organisation- duties and responsibilities –attributes- Ancillary Departments- Objectives of menu planning/ types of menu/ meals- types of food service/ processing for cigarettes, pipe tobacco & cigars- Bar Operations- Alcohol- Non- Alcoholic Beverages - Production of Alcohol - Fermentation process / Distillation process – Wines- Definition & Classification- Types of Aperitifs/ Liqueurs / Beer / Spirits- Objectives and Advantages of Cost Control- food control cycle- Function Catering- Banquets/ Buffets / Gueridon Service.

Cost dynamics – beverage and inventory control/ sales concept and control- budgetary control – definitions & objectives - variance analysis - breakeven analysis - menu merchandising - menu engineering – methods & advantages- MIS

Unit-IV: Accommodation Operation & Management:

Role of housekeeping in hospitality operation/ organisation chart- principles / methods of cleaning, hygiene and safety factors – Housekeeping hierarchy- duties & responsibilities- Composition, Care and Cleaning of Different Surfaces- Inter Departmental Relationship - Preventive measures and Control measure of Pest control- Performance and Productivity standards - Standard Operating manuals – Job procedures- contract services -energy and water conservation in housekeeping operations -Safety awareness and accident prevention- Elements of design

Unit-V: Computer Applications:

Information concepts and processing- elements of a computer system - Hardware Features and Uses - software concepts - Basics of MS-DOS/ windows- Networks- topology-Types

Unit-VI: Hotel Engineering:

Role & importance of maintenance department in the hotel industry -preventive and breakdown maintenance, comparisons -organization chart - duties and responsibilities - Types of fuel used in catering industry; calorific value; comparative study of different fuels - Fundamentals of electricity, insulators, conductors, current, potential difference resistance, power, energy concepts; definitions- Heat terms and units; method of transfer- Water distribution system in a hotel- Basic principles, latent heat, boiling point and its dependence on pressure, vapour - Fire prevention and fire fighting system- Pollution related to hotel industry - Solid and liquid waste, sullage and sewage, disposal of solid waste- Safety & Security- Accident prevention.

Unit-VII: Food Science & Nutrition:

Definition of health, nutrition and nutrients - importance of food –classification of nutrients / Definition of Energy - Dietary sources - Concept of BMR, SDA, Thermodynamic action of food - Macro Nutrients -Definition - Classification (mono, di and polysaccharides) – Carbohydrates/ Lipids / Proteins -Definition and Classification- Vitamins/ Minerals- Food Sources, functions and significance -Importance of balanced diet - Role of water in maintaining health (water balance) -Factors affecting meal planning- Newer Trends in Foodservice Industry in relevance to Nutrition and Health.

Unit-VIII: Hotel Accountancy:

Principles of accounting- Meaning and Classification/ types and classification - Format of Journal – Meaning and Definition of Primary & Secondary Books- Generally Accepted Accounting Principles (GAAP)- Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet- Definition of Capital and Revenue Expenditure- Need and Use of Subsidiary books/ cash books- Advantages/ Disadvantages/ Distinction between Internal Audit and Statutory Audit - Allocation and apportionment of expenses.

Unit-IX: Business Communication:

Business Communication – nature /purpose/ Models/ barriers to communication - Levels and types of listening -Non Verbal Communication -Definition, its importance and its inevitability - Kinesics: Body movements, facial expressions, posture, eye contact- Protemies - Paralanguage - Communicative use of artifacts – furniture, plants, colours,architects etc.- Guidelines for effective listening- the nature of telephone activity in the hotel industry.

Unit-X: Food Safety & Quality:

Introduction- Micro-Organisms in Food - Types & Causes of spoilage - Methods of preservation / beneficial role of micro-organisms- fermentation in foods/ food borne diseases - Types (Infections and intoxications) /Common diseases caused by food borne pathogens/ Preventive measures- food additives -Introduction to Food Standards - food laws and regulations- General Principles of Food Hygiene - Concept of TQM, GMP and Risk Assessment -Newer trends in food packaging and technology.

Unit-XI: Financial Management:

Meaning & scope of financial management/ ratio analysis/ fund flow/ concepts of working capital management - basics of capital budgeting

Unit-XII: Strategic Management:

Organisational strategy- Mission Statement Elements and its importance - Objective Vs Goal - developing strategies- key environmental variable factors - strategy formulation and alternatives - factors influencing choice - leadership and management style.

Unit-XIII: Facility Planning:

Hotel design - planning and architectural consideration - criteria for star classification of hotel (five, four, three, two, one & heritage) - principles of kitchen layout and design - importance of kitchen stewarding - equipment requirement for commercial kitchen- heating - gas/electrical / cooling (for various catering establishment) methods of conserving energy in different area of operation of a hotel - project management -basic rules and procedure for network analysis.