

Semester-V
12. Tourism and Hospitality Services

Learning Outcomes:

Students after successful completion of the course will be able to

- Know the basics of tourism and hospitality services.
- Inculcate interpersonal skills in the students.
- Develop the ability to multitask and manage crises.
- Understands the spirit of teamwork and different types of services
- Acknowledge the importance of guest service and satisfaction.
- Develop their skills, leadership abilities, and entrepreneurial spirit.

Syllabus:

Unit-I

Tourism-Definition-Nature and Scope-History of Tourism-Domestic and International Tourism -Causes of Rapid Growth of Tourism

Unit: 2

Characteristics of Hospitality Industry: Inflexibility, Intangibility, Perish ability-Types of Hospitality Jobs: Hotel Manager, Hotel Receptionist, Restaurant Manager, Catering Assistant, Executive Chef etc-Types of Hotels in India.

Unit: 3

Duties, Responsibilities & Skills of Front Office Staff-Duties, Responsibilities and Skills of Housekeeping Staff-Accommodation to the Tourists-NITHM

Unit: 4

Restaurant-Kitchen, Buffets, Multi-Cuisines, Functions-Room Service, Interior designing-Catering Services-Banquette - Food and Beverage Services

Unit: 5

Different Types of Services offered in Selected Hotels/Motels/Restaurants-Minimum facilities in Hotels/Lodges-Different Types of Managerial Issues - Service Etiquettes - Menu Card Preparation.

References:

1. Philip Kotler, Bowens and James Makens., Marketing for Tourism and Hospitality, Pearson Pub, New Delhi, 2010.
2. Amitabh Devendra., Soft Skills for Hospitality, 2015
3. Sandeep Munjal, Sudhanshu Bhushan(Ed)., The Indian Hospitality Industry: Dynamics and Future Trends, CRC Press, 2017.

Semester-V
13. Journalism and Editing Techniques

Learning Outcomes:

Students at the successful completion of the course will be able to;

- Know the Significance of Report Writing
- Understand the Principles and Techniques of Reporting
- Know the types of news sources and qualities of a reporter.
- Identity: the Role of Sub Editor and Editor
- Critically analyse the challenges in reporting and editing techniques.

Unit-I

Definitions of Journalism, Reporting and Editing-History of Indian Press and News Papers-Printing Revolution-Importance of Print and Electronic Media in Present Society.

Unit-2

Sources of News -Types of News and Types of News Writing- Principles of Reporting-Problems in Reporting - Qualities of Reporter.

Unit-3

Types of Reporting-Importance of Language -International and Indian News Agencies - Importance of Photography in Journalism.

Unit-4

Principles of Editing - Role of Sub Editors and Chief Editors - Techniques of Editorial Page - Headline Techniques- Tips for Captions.

Unit-5

Characteristics of Effective Report - Report writing for all Media: Radio, Television, News Paper, Magazine and Web- Writing of Model Reports of different types like Politics, Crime, Entertainment, Press Conference, Places of Importance etc. - Career opportunities in Journalism.

References:

1. J.Natarajan, History of Indian Journalism, Ministry of Information and Broadcasting, 2010.
2. G.N.S.Raghavan, Press in India: New History, Gyan Publishing House, 1995.
3. K.M.Shrivastava, News Reporting and Editing, Sterling Publishers Pvt. Ltd, 2003.
4. S.Kundra, Reporting Methods, Anmol Publications Pvt.Ltd, 2005.
5. M.K.Joseph, Outline of Reporting, Anmol Publications, 2007.
6. J.R.Hakemulder, News Reporting and Editing, Anmol Publications, 2002.

Semester-V
14. A. Tourism Guidance and operating Skills

Learning Outcomes:

Students after successful completion of the course will be able to

- Acquire Tour Guiding, Operating and Soft Skills
- Understand Different Situations under which one has to Work
- Cultivate Cultural Awareness and Flexibility
- Acknowledge the Relevance of Team Spirit and Guest relationship.
- Plan, Organize Tour operations efficiently
- Learn the Tour and Travel Agencies

Syllabus:

Unit: 1

Meaning of Tour Guide - Types of Tour Guide: Heritage Guide, Nature Guide, Adventure Guide, Business Guide, Special Interest Guide etc-Duties and Responsibilities of Guides - Various Roles of Tour Guide.

Unit: 2

Guiding Techniques: Leadership Skills, Social Skills, Presentation Skills, Communication Skills - Guide's Personality Skills: Passion, Empathy, Enthusiasm, Punctuality, Humour etc-Personal Hygiene and Grooming-Code of Conduct.

Unit: 3

Guest Relationship Management-Handling Emergency Situations- Medical, Personal, Official, VISA/Passport, Death, Handling Guest with special needs/Different Abilities/ Different Age Groups.

Unit: 4

Conducting Tours: Pre Tour Planning, Route Chart, Modes of Transportation, Security Measures, and Check List etc. - Conducting Various Types of Tours- Relationship with Fellow Guides - Coordination with Hospitality Institutions.

Unit: 5

Travel Agency and Tour operations-Difference between Travel Agent and Tour operator-Functions of Tour Operator-Types of Tour Operations and of Tour Operators - A Brief Study of Tour operating Agencies like APTDC, Southern Travels etc.

References:

1. Jaganmohan Negi., Travel Agency and Tour Operations, Kanishka Publishers,