

**Indira Gandhi National Tribal University  
Amarkantak (M.P.)**



**New Scheme  
&  
Detailed Syllabus**

**For**  
**B.Voc. in Tourism & Hospitality Management**  
(To be effective from Academic Session 2020-21)

**Faculty of Technical, Vocational Education & Skill  
Training**

**Regulation, Scheme and Syllabus for**  
**B.Voc Degree Programme in Tourism & Hospitality Management**

NSQF Level	Skill Education Credit	General Education Credit	Duration	Exit Points/ Awards
5	36	24	Two Semester/ One Year	Diploma
6	36	24	Four Semester/ Two Year	Advance Diploma
7	36	24	Sixth Semester/ Three Year	B.Voc Degree
<b>Total</b>	<b>108</b>	<b>72</b>		

## Semester-I

S. No.	Comp onent	Paper Code	Paper Name	Lecture / Tutorial / Practical	Scheme of Exam		Total Marks	Total Credi ts
					Theory / Practical			
					ESE	IA / Practical Exam		
1	General EducationComponent	THM-101	Professional Communication	4	60	40	100	4
2		THM-102	Basics of Computer Hardware and Software	4	60	40	100	4
3		THM-103	Introduction to Hospitality Industry	4	60	40	100	4
4	Skill Education Component	THML- 104	Professional Communication Lab	4	-	50	50	2
5		THML- 105	Computer Application Lab	6	-	50	50	3
6		THML- 106	Hospitality Industry Lab	6	-	50	50	3
7		THML- 107	End Semester Project -I	20	-	50	50	10
Total				48	180	320	500	30



**INDIRA GANDHI NATIONAL TRIBAL UNIVERSITY, AMARKANTAK**  
**Bachelor of Vocation**  
**(Tourism & Hospitality Management)**  
**First Semester**

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Title of the Paper:	<b>Professional Communication</b>	Paper Code:	<b>THM-101</b>
Credit: <b>04</b>	Lecture: <b>04</b>	T/P: <b>0</b>	
No. of Internal Exam: <b>02</b>		No. of Assignment: <b>01</b>	

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**Course Objectives: To**

- Introduce Students to the basics of communication and its importance.
- Develop verbal and non-verbal communication
- Teach student to write reports, resume, minutes, agenda etc.
- Prepare student for interpersonal communication and help students to write grammatically correct English.

**Unit I – Communication**

- Communication: Definition, Objectives, Process & Elements
- Different Forms of Communication
- Principles of Communication, Barriers of Communication
- Flow And Types of Communication In Organization
- Listening- Need, Importance, and Barriers

**Unit II – Grammar**

- Determiners, Subjects, Verb, Concord, Question Tags
- Tenses
- Voice, Narration, Preposition
- Correction of Sentences
- Paragraph Writing, Comprehension of Unseen Passage

**Unit III – Letter Writing**

- Types, Elements, and Styles
- Correspondence, Handling Correspondence
- Resume, Job Application, and Job Description
- Quotation, Orders, Sales Letter
- Advertising and Tender

**Unit IV – Reports**

- Introduction,
- Characteristics & Elements
- Preparation and Writing of Report, Illustrations In Reports, Technical Report Writing,
- Bibliography and References
- Note Taking And Note Making

## **Unit V – Precise Writing**

- Meetings, Notice, Agenda and Minutes Writing Techniques
- Preparation For Presentation, Conferences, Seminars and Interview
- Effective Speech
- Interpersonal Communication
- Business and Technical Proposals

### **Suggested Readings:**

1. Rajjendra Pal and J S Korlahalli -Essentials of Business Communication, S Chand
2. RC Sharma and Krishna Mohan -Business Correspondence and Report Writing, Tata McGraw Hill
3. Asha Kaul - Business Communication, Prentice Hall



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**First Semester**

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Title of the Paper: <b>Basics of Computer Hardware and Software</b>	Paper Code: <b>THM-102</b>
Credit: <b>04</b> Lecture: <b>04</b>	T/P: <b>0</b>
No. of Internal Exam: <b>02</b>	No. of Assignment: <b>01</b>

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**Course Objectives: To**

- Introduce the students to the basics concepts of computer and organization of a computer.
- Give basic knowledge of input output device.
- Provide fundamental concepts of internet.
- Introduce programming language and its type and teach students to install software and operating system.

**Unit I – Introduction**

- Architecture of Computer, and Generation
- Characteristics, Advantages and Limitation
- Classification of Computer, Memory (Primary And Secondary)
- Concepts of Data and Information
- Data Processing

**Unit II – Hardware and Software**

- Input Devices, Output Devices and Storage Devices,
- Software: Introduction, Need and Types
- Assemblers, Compilers and Interpreter
- Operating System and Its Type,
- DOS Commands, Booting Process, POST

**Unit III – Programming languages**

- Introduction
- Types and Evolution
- Features and Characteristics
- Virus, Anti-Virus, Worms
- Computer Hacking

**Unit IV – Internet and its application**

- Introduction of Information Technology
- Evolution of Internet
- Internet vs Intranet
- Internet Application
- TCP/IP, DNS, Email, POP-3, IMAP-4

**Unit V – Installation, Maintenance, and Troubleshooting**

- System Configuration

- Basic Hardware/Software
- Requirement to install window OS, Bootable CD/Pen Drive
- Installation of window OS, Install/uninstall application software
- Troubleshooting, recover, restore etc.

**Suggested Readings:**

- |                  |   |   |
|------------------|---|---|
| 1. P.K. Sinha    | - | Introduction to computers, BPB Publication  |
| 2. V. Rajaraman  | - | Fundamentals of computers, Prentice Hall of India   |
| 3. B Ram         | - | Computer Fundamentals Architecture and Organization,<br>New Age International publication |
| 4. Sanders, D.H. | - | Computers Today, McGraw Hill  |



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**First Semester**

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Title of the Paper:	<b>Introduction to Hospitality Industry</b>	Paper Code:	<b>THM -103</b>
Credit: <b>04</b>	Lecture: <b>04</b>	T/P: <b>0</b>	
No. of Internal Exam: <b>02</b>		No. of Assignment: <b>01</b>	

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**Course Objectives: To**

**Unit-1: Hospitality Industry– Profile**

- Meaning & definition,
- Historical evolution & development,
- Hospitality as an industry,
- Inter relation with tourism industry and its sectors
- Contribution to Indian and global economy

**Unit-2: Hospitality Products & Services**

- Hospitality accommodation-its various types
- Front Office Operations
- Food & Beverage Services, Food & Beverage Production
- Housekeeping Operations, Ancillary Services: Spa, Health Club, Recreational facilities, Shopping Arcades etc.
- Support Services-Transport, Guides, Travel desk, Banking, Insurance etc.

**Unit-3 Hospitality Distribution Channels**

- Meaning & definition,
- Functions & levels of distribution channels,
- Major hospitality distribution channels– Travel agents, Tour operators, Consortia
- Reservation systems
- Global Distribution System (GDS)

**Unit-4 Current Scenario**

- Major Players in the Industry–5 in India and 5 worldwide,
- Present trends in Industry
- Emerging markets
- Impact of International and National Events,
- Latest Technology in Industry.

**Unit-5 Types of Ownership and Hotel Classification:**

- Various forms of ownership- Franchise, Chain Concept, Time Share,
- Management Contract,
- Classification of Hotels: Norms and Standards, Procedure,
- Different Types of Hotels

- Classifying bodies.

## **References**

1. Andrew, S., Tourism and Hospitality Industry, Tata McGraw-Hill, New Delhi-2009
2. Rodaysumetra, Tourism Operation Management, Oxford University Press, New Delhi,
3. Latest Edition.
4. Bansal, LalitK., Tourism and hospitality industry, Neha, Delhi, 2012.
5. Kaul, Virender, Tourism planning: an introduction, Shri SaiPrinto-Graphers, Delhi,2007
6. Bagri, S.C., Introduction to Hospitality Industry, IHC, AmanPub. Delhi, 2008.





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**First Semester**

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Title of the Paper:	<b>Professional Communication Lab</b>	Paper Code:	<b>THML-104</b>
Credit: <b>02</b>	Lecture: <b>0</b>	T/P: <b>04</b>	Lab File: <b>01</b>

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**Course Objective: To**

- Provide advance communication skills in practical lab with advance communication exercise.
- Make them expressive and open mind personality.

**Exercise:**

1. Self-Introduction
2. Talking Manners
3. Body Language
4. Group Discussion
5. Face to face interview
6. Overcoming stage phobia
7. Language Proficiency
8. Grammar & Diction
9. Speech
10. Letter Writing (Formal, Informal and Cover Page writing)
11. Resume
12. Bio-Data
13. CV
14. Application Writing
15. Reports and Minutes etc.



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**First Semester**

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Title of the Paper:	<b>Computer Application Lab</b>	Paper Code:	<b>THML-105</b>
Credit: <b>03</b>	Lecture: <b>0</b>	T/P: <b>06</b>	Lab File: <b>01</b>

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**Course Objectives**

- The purpose of this practice exercise is to help prepare you to complete the Word, Excel PowerPoint and other office automation related assignment.
- Perform calculation in Microsoft excel using both manually inputting formulas and built-in functions.
- Generate simple and effective tables and graphs to describe experimental data in Microsoft excel.
- Generate slides; make basic diagrams in Microsoft Word and PowerPoint.

**List of experiments/programs (At least ten are to be performed/executed by each student)**

1. Write a personal letter using MS Word.
2. Create company letter head in MS Word.
3. Write simple newsletter in MS Word.
4. Create a cover page of a project report.
5. Create your own Resume/CV/Bio-Data.
6. Create a job application form.
7. Create a mail merge letter.
8. Create a simple presentation to list some fruits name, vegetables and grocery items.
9. Create a presentation and insert table and some charts in it.
10. Add sound clip and movie clip in presentation.
11. Create a worksheet with 4 columns, enter 10 records and find the sum of all columns.
12. Create a report containing the pay details of the employee using MS Excel.
13. Create a student result sheet.
14. Create a simple bar chart to highlight the sales of a company for 3 different periods.
15. Create a pie chart for a sample data and give legends.



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First Semester**

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Title of the Paper:	<b>Hospitality Industry Lab</b>	Paper Code:	<b>THML-106</b>
Credit: <b>03</b>	Lecture: <b>0</b>	T/P: <b>06</b>	Lab File: <b>01</b>

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- Identify the utensils used in the Hospitality Sector.
- Draw a layout of the restaurant.
- Draw a layout of the Hospitality Department.
- Draw a layout of the Front Office Department.
- Identify the process of getting the licence from FASSAI.
- Do a case study of the Madhya Pradesh state Government's role in promoting tourism.
- Do a case study of the Incredible India campaign promoting Madhya Pradesh tourism.
- Make a strategy to promote your state as a popular tourist destination.
- Write about the types of tourism that are possible in Madhya Pradesh through the case study.
- Propose the promotion of tribal tourism in Madhya Pradesh Tourism.
- Do a case study of the Environmental impact of tourism on your state.
- Do a case study on the economic impact of tourism on your state.
- Do a case study of the Socio-cultural impact of tourism on your state.
- E-Tourism in Madhya Pradesh-an Examination of the internet as a tool for tourism marketing.
- The impacts of event tourism on host communities (Case Study: Khajuraho Dance festival)



## INDIRA GANDHI NATIONAL TRIBAL UNIVERSITY, AMARKANTAK

### Bachelor of Vocation (Tourism & Hospitality Management) First Semester

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Title of the Paper:	<b>End Semester Project -I</b>	Paper Code:	<b>THML-107</b>
Credit: <b>10</b>	Lecture: <b>0</b>	T/P: <b>20</b>	Lab File: <b>01</b>

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#### **Introduction:**

An end-semester project II should be done by the students based on the concepts they have learned in the first semester of the B.Voc in Tourism & Hospitality Management Programme. It may be primarily based on Object-oriented concept.

#### **Guidelines:**

1. A student is expected to plan, perform, Present, and implement the project.
2. The initiation of the project should be with the project proposal / Synopsis that is to be treated as an assignment. The synopsis approval will be given by the Faculty/ Project Guides. The Project Proposal should include the following:
  - Title
  - Objectives
  - Project Description
  - Limitations of the Project
  - Medium / Platforms/Equipment to be used
  - Conclusion

#### **Project Report / Documentation Format:**

The evaluation of the End Semester Project II will be based on the project reports submitted by the student, as well as a presentation and a demonstration. **The format of the project report should be as follows:**

1. Abstract
2. List of Tables
3. List of Figures
4. List of Abbreviations / Symbols
5. Methodology
6. Project Body
7. Conclusions
8. Reference / Bibliography

## Semester-II

(Tourism & Hospitality Management)

S. No.	Co mpo nent	Paper Code	Paper Name	Lecture / Tutorial / Practical	Scheme of Exam		Total Marks	Total Credi ts
					Theory / Practical			
					ESE	IA / Practical Exam		
1	General Education Component	THM-201	Environmental Studies	4	60	40	100	4
2		THM -202	Tourism Resources of India	4	60	40	100	4
3		THM -203	Tourism concepts & Principles	4	60	40	100	4
4	Skill Education Component	THML-204	Tour Itinerary Design Lab	4	-	50	50	2
5		THML-205	Tourism Resources Lab	6	-	50	50	3
6		THML-206	Tourism concepts & Principles Lab	6	-	50	50	3
7		THML-207	End Semester Project -II	20	-	50	50	10
Total				48	180	320	500	30



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**Second Semester**

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Title of the Paper:	<b>Environmental Studies</b>	Paper Code:	<b>THM-201</b>
Credit: <b>04</b>	Lecture: <b>04</b>	T/P: <b>0</b>	
No. of Internal Exam: <b>02</b>		No. of Assignment: <b>01</b>	

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**Course Objectives: To**

- Understand environmental issues and its conservation.
- Demonstrate a general understanding of environmental issues' breadth and interdisciplinary nature.
- Appreciate the ethical, cross-cultural and historical context of environmental issues.
- Understand links between human and natural systems.

**Unit I –**

- Introduction and Definition,
- Scope and importance
- Need for public awareness
- Institution in the environment
- People in environment

**Unit II –**

- Non-renewable resources, Renewable resources: forest, water, mineral, food, energy, land resources
- Natural resources and associated problems
- Role of an individual in conservation of natural resources,
- Equitable use of resources for sustainable lifestyle,
- National Parks & Wild life Sanctuaries

**Unit III –**

- Concept of Ecosystem
- Structure and Functions of an Ecosystem, Producers, Consumers and Decomposers,
- Energy flow in the Ecosystem
- Food Chain
- Food webs and Ecological Pyramids

**Unit IV –**

- Definitions: genetic, species, ecosystem diversity
- Biogeographic classification of India
- Value of biodiversity: consumptive, productive use, social, ethical, aesthetic and open values
- Endangered and endemic species
- Conservation of biodiversity: IN-SITU & EX-SITU

**Unit V –**

- Causes Effect and Control measures of air, water, soil, marine, noise, thermal pollution, and nuclear hazards,
- Role of Individuals in Pollution Prevention
- Sustainable and Unsustainable Development
- Urban problem related to energy
- Water conservation, Rain Water Harvesting, Watershed Management, Public Awareness

**Suggested Readings:**

- |                       |   |   |
|-----------------------|---|---|
| 1. Bharuchaerach      | - | The Biodiversity of India, Mapin Publishing             |
| 2. Agrawal K.C.       | - | Environmental Biology, Nidi Publication                 |
| 3. Jadhav, H &Bhosale | - | Environmental Protection and Laws, Himalaya Publication |



# INDIRA GANDHI NATIONAL TRIBAL UNIVERSITY, AMARKANTAK

## Bachelor of Vocation

### (Tourism & Hospitality Management)

#### Second Semester

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Title of the Paper: **Tourism Resources of India**

Credit: **04**

Lecture: **04**

No. of Internal Exam: **02**

paper Code: **THM-202**

T/P: **0**

No. of Assignment: **01**

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**Objective:** The module gives information of country's tourist places of national and international importance and it helps students to know the background elements of tourism industry of our country.

#### Unit I

- Introduction: Concepts, Meaning
- Characteristics of Tourism Resources
- Typologies and Nature of Tourism Resources
- Tourism Resources: Definition and Differentiation
- Nature and Scope of Tourist Places in India

#### Unit II

- Wildlife Parks/National Parks
- Wild Life Sanctuaries
- Tiger Reserves in India
- Biosphere Reserves in India
- Case studies of *Kanha National Park*, *Bandhavgarh National Park*, *Panna National Park*, *Satpura National Park*, *Pench National Park*.

#### Unit III

- Hill Stations and Coastal Tourism: Study of Hill Station Attractions and their Environs
- Case studies of Amarkantak, Panchmarhi, Nainital, Shimla, Darjeeling
- Sustainable Tourism Development and Carrying capacity in Hill stations Beaches and Island
- Resources and their use Patterns
- Case studies of Goa, Kovalam and Gopalpur Sea Beaches

#### Unit IV

- Introduction to Fairs and Festivals
- Handicrafts of India
- Cuisines
- Tourism Oriented Festivals
- Case studies of Kumbh Mela, Puskar Fair, Deo Deepawali, Surajkund Craft Mela, Puri RathYatra etc,

#### Unit V



- Major Tourist Attraction of Northern India
- Major Tourist Attraction of Southern India
- Major Tourist Attraction of Western India
- Major Tourist Attraction of Northern India
- Major Tourist Attraction of Central India

### **Suggested Readings:**

1. Mukarjee, R.K. The Culture and Art of India, George Alleene Unwin Ltd., London, 1959.
2. Oki Morihiro - Fairs and Festivals, World Friendship Association, Toyko, 1988.
3. The Treasures of Indian Museum, Marg Publication, Mumbai.
4. Archaeological Survey of India publication on archaeological places of India.
5. Mitra, Devla - Buddhist Architecture, Calcutta.



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**Second Semester**

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Title of the Paper: <b>Tourism: Concepts and Principles</b>	Paper Code: <b>THM-203</b>
Credit: <b>04</b>	Lecture: <b>04</b>
No. of Internal Exam: <b>02</b>	No. of Assignment: <b>01</b>

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**Objective:** The objective is to provide an understanding of basic concepts, principles of tourism.

**Unit I:**

- Historical Development of Tourism
- Concepts and Issues, Technical Definition of Tourism and Tourists
- Understanding the Tourist, Types of Tourist
- Transport and Tourism,
- Tourist Motivation, Tourism Demand, Tourism Supply Issues,

**Unit II:**

- The Role of the Public and Private Sector in Tourism
- Economic, Social, Cultural, and Environmental Impacts of Tourism
- The Challenge of Sustainability
- Carrying Capacity, Alternative and Green Tourism Philosophy
- Multiplier Effects in Tourism

**Unit: III:**

- Concepts and Issues in Tourism Marketing
- Destination Management
- Tourism Product
- Forms and Types of Tourism Product
- Difference between Tourism Product and Other Consumer Product.

**Unit IV:**

- Trends and Themes in the Use of Tourist Resources
- Urban Tourism, Rural Tourism, Coastal and Resort Tourism
- Growth of International Tourism
- Status concern of top 10 destinations in India and the World
- Domestic, Inbound and Outbound Tourism in India

**Unit V:**

- Conceptual Meaning of Tourism Planning
- Types and Process of Tourism Planning
- Structure and Role of UNWTO, PATA, IATO, TAAI, ASTA
- Organizational Structure of Central and State Tourism Ministry
- Role of Department of Tourism Govt. of India

**Suggested Readings:**

1. Tourism: A Modern Synthesis: Stephen J Page, Paul Brunt, Graham Busby and Jo Connell
2. Business of Tourism- Christopher J., Hollway
3. Discovering Hospitality and Tourism- Jack D. Ninemeier and JoePerdue, Pearson Education



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**Second Semester**

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Title of the Paper:	<b>Tour Itinerary Design Lab</b>	Paper Code: <b>THML-204</b>
Credit: <b>02</b>	Lecture: <b>0</b>	T/P: <b>06</b>
Lab File: <b>01:</b>		

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- Tour Package Formulation and Designing Process
- Components of Package Tour FIT and GIT
- Tour Package Costing Components.
- Analysis the Inclusion and Exclusion of 5 Famous package.
- Make a National Tour itinerary of Buddhist circuit.
- Make a Tour itinerary of Jain Circuit.
- Make a Tour itinerary of Sufi circuit.
- Make a Tour itinerary of Tribal Circuit.
- Make a National Tour itinerary.
- Make an International Tour itinerary.
- Make a Tour itinerary of North India.
- Make a Tour itinerary of South India.
- Make a Tour itinerary of West India.
- Make a Tour itinerary of East India.



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**Second Semester**

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Title of the Paper: <b>Tourism Resources Lab</b>	Paper Code: <b>THML-205</b>
Credit: <b>03</b>	Lecture: <b>0</b>
Lab File: <b>01</b>	T/P: <b>06</b>

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- Prepare tourism brochures/ posters advertising any one of the tourist Sites of Madhya Pradesh.
- Prepare tourism brochures/ posters advertising any one of the UNESCO World Heritage Sites in India.
- Make a social media post for tourism resources available in your area.
- Write a story about your last visit to Tourism Destination.
- Write an advertising script promoting tourism of chosen the destination.
- Make a Travel report on local tourist destination which will highlight the main features, facilities, services and uniqueness of the chosen destination.
- Create a report by investigating tourism marketing through linkages with event tourism such as a cultural show or event in your region.
- Organize local cultural shows as a form of delivering tourism information to the communities.
- Write detailed information on the effects on infrastructural development, policy and government due to increases in tourism activities at a destination.
- Create a portfolio of newspaper reports on the economics or business of tourism in the current environment.
- Make a new tourist circuit in your local area.
- Make a SWOT analysis of new tourist destination of your area.



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**Second Semester**

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Title of the Paper: **Tourism: Concepts and Principles Lab Paper** Code: **THML-206**  
Credit: **03** Lecture: **0** T/P: **06**  
Lab File: **01**

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- Scope and Job Opportunities Available in Different Tourism Sectors.
- Conduct a small survey in a tourist Centre in your locality by assessing the push and pull motivational variables.
- Make game related with Tourism terminology.
- Done any activity, which related with current theme of UNWTO.
- Make a list of the Top 25 Travel companies and their unique product.
- Prepare a report about the new generation and their travel motivation in your cities.
- Write a Travel –Write-up on your city.
- Collect Secondary Data from government offices and private organizations about the policy and planning initiatives for the growth of tourism in your state.
- Prepare a report of the ancillary tourism sector development in India after 2000 A.D.
- Do a case study on IRCTC and its management of ancillary services.
- Forecast the expected tourist arrivals of your states by the end of this year.
- Make a case study on supply change management in SOTC.
- Make a report regarding your last vacation.
- Make your own Travel Blog.



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**Second Semester**

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Title of the Paper:	<b>End Semester Project -II</b>	Paper Code:	<b>THML-207</b>
Credit: <b>10</b>	Lecture: <b>0</b>	T/P: <b>20</b>	Lab File: <b>01</b>

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**Introduction:**

An end semester project II should be done by the students based on the concept they have already learnt in the first two semester of the B.Voc in Tourism & Hospitality Management Programme. It may be primarily based on Object oriented concept.

**Guidelines:**

3. A student is expected to perform planning, Performing, Presenting and implementing the project.
4. The initiation of project should be with the project proposal / Synopsis that is to be treated as an assignment. The synopsis approval will be given by the Faculty/ Project Guides Project Proposal should include the following:
  - Title
  - Objectives
  - Project Description
  - Limitations of the Project
  - Medium / Platforms/ Equipments to be used
  - Conclusion

**Project Report / Documentation Format:**

The evaluation of the End Semester Project II will be based on the project reports submitted by the student, a presentation and a demonstration. **The format of the project report should be as under:**

9. Abstract
10. List of Tables
11. List of Figures
12. List of Abbreviations / Symbols
13. Methodology
14. Project Body
15. Conclusions
16. Reference / Bibliography

## Semester-III

### (Tourism & Hospitality Management)

S. N o.	Co mp one nt	Paper Code	Paper Name	Lectu re / Tutor ial / Practi cal	Scheme of Exam		Total Marks	Total Credi ts
					Theory / Practical			
					ESE	IA / Practica l Exam		
1	General Education Component	THM-301	Introduction to Tribal Tourism	4	60	40	100	4
2		THM -302	Heritage Tourism Management	4	60	40	100	4
3		THM -303	International Air Fare, Ticketing and Air Cargo Management	4	60	40	100	4
4	Skill Education Component	THML-304	International Air Fare Ticketing Lab	4	-	50	50	2
5		THML-305	Heritage Management Lab	6	-	50	50	3
6		THML-306	Travel Agency and Tour Operations Lab	6	-	50	50	3
7		THML-307	End Semester Project – III/Industry Visit	20	-	50	50	10
Total				48	180	320	500	30

Note- Depending on the situation.

Industry visit may cover visit of Tourism & hospitality enterprises/ Tourism Places/Industrial unit and related with Tourism and Hospitality/ Field Visit





**INDIRA GANDHI NATIONAL TRIBAL UNIVERSITY, AMARKANTAK**  
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**Third Semester**

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Title of the Paper: **Introduction to Tribal Tourism**

Paper Code: **THM-301**

Credit: **04**

Lecture: **04**

T/P: **0**

No. of Internal Exam: **02**

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**Course Objectives:**

This paper is uniquely designed to reflect upon the tribal Tourism of India and students will be taught about the development of tourism in the tribal areas and preservation of tribal heritage.

**UNIT I**

- Background of Tribes: Origin of Tribes, Types of Tribes
- Important Endangered Tribes in India, Distribution of Tribes in India
- Features and Characteristics of Indian Tribes
- Tribal Population & Literacy Rate
- Indigenous and Tribal people

**UNIT II**

- Tribal Society and Culture: Values and Beliefs
- Prominent Tribal Languages in India
- Tribal Life, Art, Culture
- Fairs and Festivals
- Rituals, Costumes, Marriage, Other Practices

**UNIT III**

- Socio-economic Condition of Tribes: Facilities for Road, Education, Health, Sanitation, Road, Agriculture, Other Occupations
- Sources of Employment & Self-Employment
- Government Schemes for Tribal Community
- Socio-economic Development
- Entrepreneurship Activities in Tourism for Tribes

**UNIT IV**

- Tribal Resources for Tourism Development: Dance, Music, Handicrafts
- Tribal Herbal Medicines
- Traditional Medical Practices
- Tribal Museums
- Features and Characteristics of Tour for Tribal Culture

**Unit V**

- Management of Tourism in Tribal Areas
- Management of Tribal Resources, Preservation of Tribal Heritage & Culture
- Practices of Sustainable and Responsible Tourism Principles
- Strategies for the Development of Tribal Areas from Tourism Perspectives
- Promotion of tourism destinations in Tribal Areas.

**Suggested Readings:**

- Fuchs, S (1974). The aboriginal tribes of India, Macmillan India
  - Vidyarthi, L.P., Rai, B.K. (1977) The tribal culture of India. Concept Publishing Company
  - Harrison, D (2001) Tourism and the Less Developed World: Issues and Case Studies, CABI
  - Cornell, S.E. (1989). Tourism and Economic Development: Considerations For Tribal Policy and Planning, Harvard University, USA
- Zeppel, H (2006). Indigenous Ecotourism: Sustainable Development and Management, CABI, UK



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**Third Semester**

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Title of the Paper: <b>Heritage Tourism Management</b>	Paper Code: <b>THM-302</b>
Credit: <b>04</b>	Lecture: <b>04</b>
No. of Internal Exam: <b>02</b>	T/P: <b>0</b>
	No. of Assignment: <b>01</b>

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**Course Objectives:** After completion of the course, the student should be able to identify basic theoretical debates and practical principles which today shape the cultural heritage management and able to analyze the heritage management, its nature, conservation and relationships with the cultural environment. The outcome of the course is to create a professional heritage manager who will work towards awareness and preservation of India's glorious heritage and its management.

### **Unit I**

- Introduction to Heritage Understanding the Meaning, Definitions
- Concepts of Heritage and Management.
- Types of Heritage (tangible, intangible and living)
- Significance of Heritage
- Importance of Heritage tourism studies

### **Unit II**

- World Heritage Sites
- Heritage Conservation
- Impacts of Heritage Tourism
- Planning and Development for Heritage Tourism
- Managing Heritage Tourism

### **Unit III**

- Heritage Legislation and Policy Introduction
- Legislation for the Protection and Preservation of Heritage
- State Legislation
- The Antiquities and Art Treasures Act 1972
- INTACH Charters for the Conservation of Unprotected Heritage and Sites in India

### **Unit IV**

- Museum, Archives and Management
- Definition And Scope of Museum
- Types And Classifications of Museums
- Role And Significance
- Public Relations and Education

### **Unit V**

- Role and functioning of national and International Organizations
- ASI, INTACH
- AGA KHAN TRUST
- ICOMOS
- ICCROM, NMA

**Suggested Readings:** Main text Seth P.M. (2008). Successful Tourism Management. New Delhi: Sterling Publishers

Chawla, A.S. (1995). Management of Tourism: A global Perspective. New Delhi: Deep & Deep Publications.



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Title of the Paper: **International Air Fare, Ticketing and Air Cargo Management**

Paper Code: **THM-303**

Credit: **04**                      Lecture: **04**

T/P: **0**

No. of Internal Exam: **02**

No. of Assignment: **01**

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**Course Objectives:**

This Module is intended to prepare the students to make them well-versed in the modalities of the reservation and issuance of International air tickets.

**Unit I**

- Meaning and Definition of Travel Agency and Tour Operations
- Role and Contribution of Travel Agents and Tour Operators
- Forms and Typologies of Tour Operators and Travel Agents
- Components of Tour Costing
- Setting up a travel Agency Business

**Unit II**

- Aviation Geography: IATA areas, Sub Areas, Sub Regions
- Time Calculation: GMT variation
- Calculator of Elapsed time, Flying Time and Ground Time
- Ticketing, Travel facilitation,
- Familiarization with Air Tariff

**Unit III**

- Three Letter City Code and Airport Code, Airline Designated Code,
- Global Indicator
- Multinational regulations for Air Transportation and Travel Industry
- Freedoms of Air
- Chicago, Montreal, and Warsaw conventions

**Unit IV**

- Introduction to CRS System, CRS Functions, City Pair Availability, Flight Bookings
- Levels of CRS Participation, Airline Tickets, CRS Regulating Issues, PNR, Fare Quotes, Pre-Assigned Seats, Special Traveler Account Records
- In- flight Services, Baggage Handling
- Travel Documentation: Passport, Visa, Tax, Customs and Currencies, Travel Insurance
- Travel Information Manual

## **Unit V**

- Air Cargo Operation
- Types of Air Cargo,
- Introduction to Dangerous Goods Regulation,
- Documentation for Cargo handlers, Air wage bill.
- Customer Relationship Management in Tour and Travel Industry

### **Suggestive Reading:**

1. IATA Ticketing Hand book
2. Gupta S. K. International Air Fare and Ticketing, UDH Publishers Delhi.
3. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
4. Jeanne Semer Purzycki, A practical Guide to Fares and Ticketing, Cengage.
5. Doris S Davidoff, Air Fares and Ticketing, Prentice Hall.



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Title of the Paper: **International Air Fare Ticketing Lab**

Credit: **02**  
Lab File: **01**

Lecture: **03**

Paper Code: **THML-304**  
T/P: **01**

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- Search flights and make a reservation using Amaedus, Galileo, Sabre etc.
- Identify IATA areas through map.
- Calculate GMT variation, elapsed time, flying time.
- Discuss CRS functions
  - Booking, Cancellation and Refund.
  - Display travel services with price and images.
  - Inventory and reservation management.
  - Making payment.
- Absorb queues management systems at airport
- Identify global indicators of different air routes.
- Study different currency regulations.
- Freedom of Air
- Enlist In-flight services in different airlines.
- Discuss baggage allowances of different airlines.
- Discuss excess baggage important airlines.
- Discuss requirement of important travel documents like insurance, Visa, Passport etc.



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**Third Semester**

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Title of the Paper:	<b>Heritage Management Lab</b>	Paper Code: <b>THML-305</b>
Credit: <b>02</b>	Lecture: <b>0</b>	T/P: <b>06</b>
Lab File: <b>01:</b>		

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- Write a note on heritage management.
- Make a brochure about important heritage sites.
- Make a list of available objects in any Museum.
- Analyze the types of heritage property.
- Draw a site plan of an archaeological site.
- Highlight the Criteria for selection as heritage sites, monuments and zones by UNESCO.
- Give an account of the World's famous heritage sites and monuments in India.
- Write a case study of one Heritage destination of India.
- Discuss the objectives and strategies of heritage management.
- Highlight the achievements of NGOs in heritage management.
- Prepare your heritage tourism plan.
- Preserve and protect your resources – Foster preservation ethics.
- Make a heritage walk path in your city and briefly describe it.
- Serve on conservation and protection of World Heritage Site.
- Visit the Heritage site website and write a brief description of the available facilities.





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Title of the Paper: <b>Travel Agency and Tour Operations Lab</b>	Paper Code: <b>THML-306</b>
Credit: <b>02</b>	Lecture: <b>0</b>
Lab File: <b>01:</b>	T/P: <b>06</b>

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- Establish a plan for starting your own travel agency business.
- Create an official page on the free platform of your own business.
- Make a 3-night 4-day study tour package for your classmate.
- Make a cost sheet of hotels and transportation available in any Tourism Destination.
- Make a customize tour Package.
- Make an Adventure tour package.
- Make a Cruise tour package.
- Make a Wellness tour package.
- Make a Wildlife tour package.
- Do a case study of new trends in the Travel Agency business.
- Prepare a report on the Travel agency and its linkage with other players in the tourism Sector in your city.
- Prepare an assignment on the role of Carlson Wagonlit Travel Management Company as a wholesaler in the travel agency business.
- Do a case study of Travelex Travel insurance company.
- Do case studies on Thomas Cook's Indian travel industry.
- Select your dream destination and make a list of available companies that sell tour packages of it.



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Title of the Paper:	<b>End Semester Project -III</b>	Paper Code:	<b>THML-307</b>
Credit: <b>10</b>	Lecture: <b>0</b>	T/P: <b>20</b>	Lab File: <b>01</b>

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**Introduction:**

The students should do An end-semester project III based on the concepts they have already learned in the B.Voc in Tourism & Hospitality Management Programme. It may be primarily based on Object-oriented concept.

**Guidelines:**

1. A student is expected to plan, perform, Present, and implement the project.
2. The initiation of the project should be with the project proposal / Synopsis that

is to be treated as an assignment. The synopsis approval will be given by the Faculty/ Project Guides Project Proposal should include the following:

Title  
Objectives  
Project Description  
Limitations of the Project  
Medium / Platforms/ Equipment's to be used  
Conclusion

**Project Report / Documentation Format:**

The evaluation of the End Semester Project II will be based on the student's submitted project reports, a presentation and a demonstration. **The format of the project report should be as follows:**

1. Abstract
2. List of Tables
3. List of Figures
4. List of Abbreviations / Symbols
5. Methodology
6. Project Body
7. Conclusions
8. Reference / Bibliography

## Semester-IV

### (Tourism & Hospitality Management)

S. No.	Component	Paper Code	Paper Name	Lecture / Tutorial / Practical	Scheme of Exam		Total Marks	Total Credits
					Theory / Practical			
					ESE	IA / Practical Exam		
1	General Education Component	THM-401	Transport services in Tourism	4	60	40	100	4
2		THM -402	Tourism Marketing	4	60	40	100	4
3		THM -403	Tour Guiding	4	60	40	100	4
4	Skill Education Component	THML-404	Transport services Lab	4	-	50	50	2
5		THML-405	Tourism Marketing Lab	6	-	50	50	3
6		THML-406	Tour Guiding Lab	6	-	50	50	3
7		THML-407	End Semester Project/Internship –IV	20	-	50	50	10
Total				48	180	320	500	30

Note-Internship depending on the situation and availability of resource/avenues students will be assigned either end semester projects or industrial/Professional Internship as part of paper THML-407



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**Fourth Semester**

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Title of the Paper: **Transport Services in Tourism**

Paper Code: **THM-401**

Credit: **04**

Lecture: **04**

T/P: **0**

No. of Internal Exam: **02**

No. of Assignment: **01**

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**Course Objectives:**

The students find the clear differences in functions of air, surface and water transportation systems in the world vis-à-vis India. Learners shall be able to understand the significance and role of various modes of transportation in the tourism industry. Knowledge shall also be accumulated on the issues and trends in transport management and the working of different modes of transportation.

**Unit I**

- Evolution of Tourist Transport System, Importance of Transport in Tourism
- Historical Development of Road, Rail, Air, And Water Transport
- Marketing of Passenger Transportation
- Patterns of Demand for Tourist Transportation
- Characteristics of Supply and Marketing Strategies

**Unit II**

- Surface Transport System, Car Hire Companies Including Renter Car Scheme and Tourist-Coach Companies
- Documents Connected with Road Transport
- Regional Transport Authority
- Transport And Insurance Documents, Fitness Certificate, Contract Carriage, State Carriage,
- All India Permits, Motor Car Permit

**Unit III**

- Major Railway System of the World, British Rail, Euro Rail, Japanese Rail and Amtrak.
- Indian Railways: Past, Present, and Future Types of Tours Available in India
- Indrail Pass, Special Schemes and Packages Available
- Palace On Wheels, Royal Orient, Fairy Queen
- Toy Trains.

**Unit IV**

- Air Transport System Evolution, Present Policies, Practices and Laws About Airlines
- Licensing Of Air Carriers
- Limitations Of Weights and Capacities
- Multinational Regulations, Including Freedoms of Air
- Functions Of DGCA & AAI,

## **Unit V**

- Water Transport System Historical Past, Cruise Ships, Ferries, Hovercraft, River Canal Boats
- Prospects And Future Growth of Water Transport in India
- Mergers and Acquisitions Within National Boundaries
- Cross Border Acquisition and Allowances Patterns
- Franchising

## **Reference books**

Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi.

Gross, Sand Klemmer, L (2014) Introduction to Tourism Transport. CABI Tourism Texts.



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**Fourth Semester**

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Title of the Paper: **Tourism Marketing**  
Credit: **04**                      Lecture: **04**  
No. of Internal Exam: **02**

Paper Code: **THM-402**  
T/P: **0**  
No. of Assignment: **01**

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**Course Objectives:** To understand and appreciate the concept of marketing in theory and practice, evaluate the environment of marketing, develop a feasible marketing plan, and understand and appreciate the concept of marketing strategy formulation and implementation.

**Unit I**

- Introduction to Tourism Marketing
- Tourism Marketing process and Concepts
- Traditional Concepts to Modern
- Indian Marketing Environment
- The Marketing Mix

**Unit II**

- Strategic Marketing Planning
- Market Segmentation, Bases for Segmenting Consumer Markets
- Levels of Market Segmentation, Market Targeting
- Analyzing Buyer Behavior, Factors Affecting Consumer Behavior, Buyer Decision Process
- Related Case studies

**Unit III**

- Product And Pricing, Product Characteristics and Classification, Characteristics of Services
- Product Life Cycle
- Product Mix, New Product Development
- Product And Brand Relationship, Branding Strategies
- Product Differentiation and Positioning

**Unit IV**

- Integrated Marketing Communication
- Distribution and Promotion, Role of Marketing Communication, Marketing Communication Mix, Advertising
- Sales Promotions, Public Relations, Personal Selling, Direct Marketing
- Physical Distribution
- Marketing Channels

**Unit V**

- Trends In Marketing, Internal Marketing, Socially Responsible Marketing
- Marketing Information System, Marketing Research
- Marketing Control
- Rural Marketing in India
- Global Marketing Strategies for Indian Firms.

**Suggested Readings:** Kotler Philip, Gary Armstrong, Prafullay. Agnihotri, EU Haque, (2010). Principles of Marketing. Pearson Education Prentice Hall of India.

Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi: Macmillan India Limited.

Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education



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**Fourth Semester**

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Title of the Paper: **Tour Guiding**  
Credit: **04**                      Lecture: **04**  
No. of Internal Exam: **02**

Paper Code: **THM-403**  
T/P: **0**  
No. of Assignment: **01**

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**Course Objectives:**

This course aims to orient the students about the scope of tour guiding as a career option. This course will help the students better appreciate what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real-life situations.

**Unit I**

- Introduction to Tour Guiding
- Scope of Tour Guiding Profession
- Role of a Tour Guide
- Steps to Becoming a Tour Guide
- Presentation skills for a Tour Guide

**Unit II**

- Importance of Interpretation in Tour Guiding
- Interpretation - Meaning, Components and Process
- Dynamics of Commentary
- Mechanics of Tour Guiding
- Tools of the Trade

**Unit III**

- Guiding Scenarios Do's and Don'ts for Tour Guides
- Tour Guiding on Walking Tours, Coach, Museum
- Tour Guiding on Religious Place, Archaeological Site
- Tour Guiding on Nature Walks
- Helping with Transfers

**Unit IV**

- Tricks of the Trade
- Handling Difficult Tourists
- Handling Questions
- Handling Emergencies
- Responsible Guiding

**Unit V**



- Practical Information for Guiding
- Planning an Itinerary for Tour Guiding
- Business Partners
- Setting up a Tour Guiding Business
- Code of conduct for Tour Guides in India

**Suggested Readings:**

Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L)

Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.

Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L)



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**Fourth Semester**

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Title of the Paper: **Transport Services Lab**

Paper Code: **THML-404**

Credit: **02**

Lecture: **0**

T/P: **06**

Lab File: **01:**

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- Make a list of four-wheeler companies with their brand and features.
- How wars and terrorism affect the aviation industry. Discuss in detail.
- Discuss the security protocols for VIPs in international airports
- Discuss the technology application in airport operations.
- Discuss the future of low-cost carriers in India.
- The evolution of green airports in the promotion of sustainable tourism.
- Perception and attitude of people towards next-generation air transport
- Do case studies of luxury tourist trains in India?
- Explore the different types of coaches available on the Indian Railway.
- Make a list of Airlines with their facilities and trending routes.
- Do case studies of “Toy Train” of India?
- Do case studies of the “Metro Train” of India?
- Is India ready for the ‘peer-to-peer car rental’ segment? Discuss in detail.
- The role of Car Rental Company in the tourism development in India. Discuss in detail.
- Find out how to get a taxi permit for a different vehicle.



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**Fourth Semester**

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Title of the Paper: **Tourism Marketing Lab**

Paper Code: **THML-405**

Credit: **02**

Lecture: **0**

T/P: **06**

Lab File: **01:**

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- Make a marketing plan for your Travel Company.
- Explain the practical way of marketing in social media.
- Explain the process of taking travel requirements before selling the travel product.
- Do a case study on Niche Marketing for Sustainable Tourism.
- Do a case study on E-Marketing in the Tourism Industry: Prospects and challenges.
- Is social media reliable for basing tourist destinations on M.P.? Discuss in detail.
- Promote a local tourist site in your area through digital platforms and write about the challenges you have faced.
- Do an online survey among local entrepreneurs to find out the impact of digital marketing.
- Visit your nearest hotels, restaurants, or other hospitality businesses; from your observation, write down what you think are the strengths and weaknesses of the businesses.
- Look up the several hotels or restaurants on Tripadvisor and review customer comments.
- Visit the annual report of the Ministry of Tourism, Government of India.
- Find the mission statement of a travel company on the internet. Critique the mission statement against the guidelines for a mission statement, as stated in the text.
- On the internet, find how ecotourism is being used to attract tourists by different organisations.
- Do a case study on Tourists who are motivated by marketing but do not get the advertised services.



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**Fourth Semester**

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Title of the Paper: **Tour Guiding Lab**

Paper Code: **THML-406**

Credit: **02**

Lecture: **0**

T/P: **06**

Lab File: **01:**

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- Discuss talking manners for the professional.
- Act as a tour guide and make your itinerary.
- Make a checklist for pre-tour preparation for your batchmate of a particular tourism destination.
- Discuss safety precautions that may be used by walking and city tour guides.
- Discuss tips for using the Tourist Address System by Tour Guide.
- Identify tactics useful to a tour guide for being heard by the group, and keep the group enthusiastic.
- Identify the dress of the tour guide for different types of tours.
- Discuss the secondary tasks of the tour guide.
- Discuss the different tasks of the tour guide acting as a reception agent.
- Prepare a presentation of the Country Tour.
- Prepare a presentation on the museum tour.
- Discuss the basic necessary qualities of a Tour Guide.
- Write the responsibility of the Tour Guide.
- Make a one-day local tour itinerary and explain it in detail.
- Make a list of companies providing tour guiding jobs. With job description.



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**Fourth Semester**

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Title of the Paper:	<b>End Semester Project -IV</b>	Paper Code:	<b>THML-407</b>
Credit: <b>10</b>	Lecture: <b>0</b>	T/P: <b>20</b>	Lab File: <b>01</b>

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**Introduction:**

An end semester project IV should be done by the students based on the concept they have already learnt in the previous semester of the B.Voc in Tourism & Hospitality Management Programmed. It may be primarily based on Object oriented concept.

**Guidelines:**

1. A student is expected to perform planning, Performing, Presenting and implementing the project.
2. The initiation of project should be with the project proposal / Synopsis that is to be treated as an assignment. The synopsis approval will be given by the Faculty/ Project Guides Project Proposal should include the following:

Title

Objectives

Project Description

Limitations of the Project

Medium / Platforms/ Equipments to be used

Conclusion

**Project Report / Documentation Format:**

The evaluation of the End Semester Project II will be based on the project reports submitted by the student, a presentation and a demonstration. **The format of the project report should be as under:**

17. Abstract
18. List of Tables
19. List of Figures
20. List of Abbreviations / Symbols
21. Methodology
22. Project Body
23. Conclusions
24. Reference / Bibliography

## Semester-V

S. No.	Component	Paper Code	Paper Name	Lecture / Tutorial / Practical	Scheme of Exam		Total Marks	Total Credits
					Theory / Practical			
					ESE	IA / Practical Exam		
1	General Education Component	THM-501	Adventure & Sports Tourism	4	60	40	100	4
2		THM -502	Tourism and Disaster Management	4	60	40	100	4
3		THM -503	Legal and regulatory framework in Tourism	4	60	40	100	4
4	Skill Education Component	THML-504	Health & Hygiene Management Lab	4	-	50	50	2
5		THML-505	Tourism & Disaster Management Lab	6	-	50	50	3
6		THML-506	Hospitality Etiquettes & Manner Lab	6	-	50	50	3
7		THML-507	Minor Project-	20	-	50	50	10
Total				48	180	320	500	30



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**Fifth Semester**

Title of the Paper: **Adventure & Sports Tourism**

Paper Code: **THM-501**

Credit: **04**

Lecture: **04**

T/P: **0**

No. of Internal Exam: **02**

No. of Assignment: **01**

**Course Objectives:**

Analyse, evaluate and respond to environmental & competitive changes and their impact on marketing planning, strategies and practices. Apply the conceptual frameworks, theory and techniques to various marketing contexts. Design marketing and sales plans appropriate to the needs of customers and contexts.

**UNIT I**

- Definition, Nature and Classification of Adventure Tourism
- Adventure Tourism in Context of Other Tourism Types
- Significance and Challenges of Adventure Tourism- Litter, Waste, Pollution, Destruction of Flora and Fauna
- Adventure Tourism Organizations and Training Institutes in India
- Future Trends of Adventure Tourism in India

**UNIT II**

- Introduction to Land-Based Adventure Activities
- Land Based Adventure Activities: Mountaineering, Trekking, Rock Climbing, Safaris, Motor Rallies Etc.
- Basic Minimum Standards for Land Based Adventure Tourism Related Activities
- Popular Tourist Destinations for Land-Based Adventure Activities in the World
- Scope of Land Based Adventure Tourism Activities in India

**UNIT III**

- Introduction to Water-Based Adventure Activities
- Water Based Adventure Tourism Activities: Rafting, Kayaking, Canoeing, Surfing, Water Skiing, Scuba Diving Etc.
- Basic Minimum Standards for Water Based Adventure Tourism Activities
- Tools and Equipment Used in Water-Based Adventure Tourism
- Popular Tourist Destinations for Water-Based Adventure Activities in The World with Special Reference to India.

**UNIT IV**

- Introduction to Air Based Adventure Activities
- Air Based Adventure Activities: Paragliding, Parasailing, Ballooning, Bungee Jumping, Hang Gliding, Etc.
- Basic Minimum Standards for Air Based Adventure Tourism Activities
- Popular Tourist Destinations for Air-Based Adventure Activities in The World

- Scope of Air Based Adventure Tourism Activities in India

## **UNIT V**

- Sports Tourism and Sports Management, Purpose and Scope of Sports Management, Categories of Sports Tourism
- Competitive, Cultural, Traditional and Adventure Sports
- Sports Tourism Concepts and Definitions, Sports Tourist Profiles
- Sports Tourism Industry, Government and Sport Tourism
- Career Opportunities and Sources of Employment in Sports Management

### **Suggested Readings:**

1. Ramaswamy, V. S., & Namakumari, S. (2002). Marketing Management: Planning, Implementation & control: Global perspective Indian context. MacMillan.
2. Saxena, R. (2005). Marketing Management. Tata McGraw-Hill Education.
3. Kotler, Philip. "Marketing Management-The Millennium Edition Prentice Hall of India Private Limited." New Delhi (2007)





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**Fifth Semester**

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Title of the Paper: **Tourism & Disaster Management**

Paper Code: **THM-502**

Credit: **04**

Lecture: **04**

T/P: **0**

No. of Internal Exam: **02**

No. of Assignment: **01**

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**Course Objectives:**

To make the students aware of the problems and issues the tourism industry faces because of natural and man-made disasters. It will help them to react and act accordingly when guiding tourists during a disaster. The practical of first aid and accidental responses will help them to save lives in their professional lives.

**UNIT I**

- Understanding Disasters: Concepts and Definitions of Disaster, Hazard, Vulnerability, Risk, Capacity
- Interrelationship with Disaster and Development
- Disaster management - Types, Trends, Causes, Consequences and Control of Disasters
- Global Disaster Trends, Emerging Risks of Disasters
- Climate Change and Urban Disasters

**UNIT II**

- Impacts of Disasters: Difference Between Accidents and Disasters, Simple and Complex Disasters
- Political, Social, and Economic impacts of Disasters influencing Tourism
- Principles of Psychosocial issues and Recovery during Emergencies
- Relationship between Disasters and Tourism Development and vulnerabilities
- Different stakeholders in Disaster Relief

**UNIT III**

- Disaster Management Cycle and Framework: Disaster Management Cycle
- Preparedness, Capacity Development, Disaster Communication
- Search and Rescue, Incident Command System
- Relief and Rehabilitation, Post-Disaster Activities
- Role of Travel & Tourism Stakeholders

**UNIT IV**

- Disasters and Tourism Development Factors Affecting Tourism Destination
- Vulnerabilities
- Impact of Development Projects Such as Dams
- Climate Change Adaptation, Relevance of Indigenous Knowledge
- Appropriate Technology and Local Resources

**UNIT V**

- Disaster Risk Management

- Disaster Risk Management in India
- Hazard and Vulnerability Profile of India
- Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health
- Waste Management Institutional Arrangements

**Suggested Readings:**

1. An overview on Natural & Man-made Disasters and their Reduction, R K Bhandani, CSIR, New Delhi
2. Management of Natural Disasters in Developing Countries, H.N. Srivastava & G.D. Gupta, Daya Publishers, Delhi, 2006, 201 pages
3. Disaster Preparedness Kit, American Red Cross
4. Coppola D P, 2007. Introduction to International Disaster Management, Elsevier Science (B/H), London.



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**Bachelor of Vocation  
(Tourism & Hospitality Management)  
Fifth Semester**

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Title of the Paper: **Legal & Regulatory Framework in Tourism**

Paper Code: **THM-503**

Credit: **04**

Lecture: **04**

T/P: **0**

No. of Internal Exam: **02**

No. of Assignment: **01**

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**Course Objectives:**

To create awareness of legal and regulatory terminology related to the Tourism and Travel industry. To be able to relate legal framework with day to day activities of the tourism and travel industry

**UNIT I**

- Introduction to Contract Law
- Formation of Agreement
- Business Contracts & Termination of Contracts –
- Consumer Protection Act
- Unfair Trade Practices

**UNIT II**

- Laws Relating to E-Commerce
- Cyber Crimes
- Ancient Monuments and Archaeological Sites and Remains Act, 1958
- Ancient Monuments Preservation Act, 1904
- Wildlife Protection Act 1972

**UNIT III**

- National Tourism Policies
- Guidelines of Code of Conduct for Safe and Honourable Tourism, 2010
- Guidelines Approval and Registration of Incredible India Bed and Breakfast Homestay Establishments
- Guidelines for Inbound Form Operators
- Guidelines for Adventure Tour Operators

**UNIT IV**

- Passport (Entry into India) Act,
- MP Film Policy 2020
- Rules & Regulations Indian Tolls
- Discussion on a few state tourism laws (J& K, Himachal Pradesh, Delhi, etc.)
- Discussion on a few state tourism laws (Kerala, Rajasthan, Tamil Nadu, Chhattisgarh, etc.)

**UNIT V**

- Surface, Sea and Air Transport Laws about Carriage of Passengers Within the Legal Framework
- Connectivity and Economic Development
- Ethics in Tourism and Travel Industry
- Environmental Protection Laws
- Service Tax.

**Suggested Readings:**

1. Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.
2. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
3. The Environment (Protection) Act, 1986, amended 1991,
4. Foreign Exchange Management Act,



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Title of the Paper: **Health & Hygiene Management Lab**

Paper Code: **THML-504**

Credit: **02**

Lecture: **0**

T/P: **06**

Lab File: **01:**

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- Visit the nearest hotel or hospitality organization and observe the functions of housekeeping cleaning, record your observations and prepare a report after the visit.
- Visit a travel company office dealing with outbound tours and enquire about the health and vaccination requirements of the tourists, their reasons and formalities, etc.
- Organize a volunteer camp of health, hygiene and swachhata in your locality and participate to make awareness.
- Collect the information of personal hygiene and grooming required for Tourism professionals.
- Visit a luxury hotel nearby and demonstrate the safety and security measures at the workplace.
- Discuss with the hotel Manager and enquire the handling of emergencies, prepare report after visit.
- Meet a Government approved professionals and ask queries about the essential ethics to be followed by a newly joined professionals.
- Visit a State Tourism Board's Office and ask queries about the legal formalities, code of conducts, and Tour Guiding Principles required for a Tour Guide.
- Describe the public health importance of personal hygiene and make aware to your clients.
- Describe the criteria that are used for evaluating the effectiveness of personal hygiene application



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Title of the Paper: **Tourism & Disaster Management Lab**

Paper Code: **THML-505**

Credit: **02**

Lecture: **0**

T/P: **06**

Lab File: **01:**

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- Identify the Disaster tourism destination in India in recent years.
- Make a list of Emergency equipment and how to use it.
- How to handle the emergency during the tour.
- Explain the steps of PCR.
- Identify the steps to return back to your home country if you face problems (war/emergency) in another country.
- Is technology being effectively used for disaster management in the Himalayan states of India? Discuss in detail.
- Do a case study of environmental hazards in the National Park of Madhya Pradesh.
- How can the media be used to warn communities of impending and forecasted disasters? Explain it in detail.
- Do review disaster management policies in Mumbai coastal areas with changes in climate and warning alerts.
- Tourism disaster management- a critical perspective from literature.
- How can the state manage the demand and supply balance in tourism?
- To study the impact of natural disasters on the experiences of tourists.
- How does environment management system contribute to the effectiveness of the tourism Industry?
- How do NGOs help in promoting disaster risk reduction? Discuss in detail.
- Do a case study on the role of tourism in disaster management strategies.



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Title of the Paper: **Hospitality Etiquettes & Manner Lab**

Paper Code: **THML-506**

Credit: **02**

Lecture: **0**

T/P: **06**

Lab File: **01:**

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- How you handle the guest complaints using a suitable mechanism.
- List a few hospitality welcomes and greeting words and phrases in your notebook and practice to use in the class with your teachers and colleagues.
- Make a list of job opportunities in Hospitality sector with job description.
- Identify the Hospitality brand, which is famous worldwide.
- Identify the grooming product and steps to use it.
- Demonstrate professionalism and procedures to handle customer grievances and complaints.
- Steps to handle VIP guest.
- Visit any tourism or hospitality organisation and observe the etiquette and manners of customer service staff when dealing with their guests. Note your observations.
- Role-play activity of etiquette and manners while dealing with the arrogant guest & VIP Guest.
- Demonstrate proper dining etiquette (e.g., using silverware, napkin usage, ordering, and eating manners).
- Demonstrate the grooming personality, positive attitude and manners while dealing with the guests.
- Learn to handle tourist or guest queries at the front office of a Travel Company.
- Listing do's and don'ts for avoiding common body language mistakes
- Demonstration of the ability to self-explore.
- Group discussion on the qualities of a good team.
- List a few hospitality Thank you and closing words and phrases in your notebook and practice to use in the class with your teachers and colleagues.



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Title of the Paper:	<b>End Semester Project -IV</b>	Paper Code:	<b>THML-507</b>
Credit: <b>10</b>	Lecture: <b>0</b>	T/P: <b>20</b>	Lab File: <b>01</b>

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**Introduction:**

An end semester project III should be done by the students based on the concept they have already learnt in the previous semester of the B.Voc in Tourism & Hospitality Management Programmed. It may be primarily based on Object oriented concept.

**Guidelines:**

3. A student is expected to perform planning, Performing, Presenting and implementing the project.
4. The initiation of project should be with the project proposal / Synopsis that is to be treated as an assignment. The synopsis approval will be given by the Faculty/ Project Guides Project Proposal should include the following:

Title

Objectives

Project Description

Limitations of the Project

Medium / Platforms/ Equipments to be used

Conclusion

**Project Report / Documentation Format:**

The evaluation of the End Semester Project II will be based on the project reports submitted by the student, a presentation and a demonstration.

**The format of the project report should be as under:**

09-Abstract

10-List of Tables

11-List of Figures

12-List of Abbreviations / Symbols

13-Methodology

14-Project Body

15-Conclusions

16-Reference / Bibliography



## Semester-VI

(Tourism & Hospitality Management)

S. N o.	Comp onent	Paper Code	Paper Name	Lectu re / Tutor ial / Practi cal	Scheme of Exam		Total Marks	Total Credi ts
					Theory / Practical			
					ESE	IA / Practica l Exam		
1	General Education Component	THM-601	Event Management	6	60	40	100	4
2		THM -602	Comprehensive Viva-Voce	12	--	100	100	6
3		THM -603	Job Training	30	--	300	300	20
Total				48	60	440	500	30



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**Sixth Semester**

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Title of the Paper: <b>Event Management in Tourism</b>	Paper Code: <b>THM-601</b>
Credit: <b>04</b>	Lecture: <b>06</b>
No. of Internal Exam: <b>02</b>	No. of Assignment: <b>01</b>

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**Course Objectives:**

To understand the techniques and strategies required to plan an event. To understand the importance of event planning. Have basic knowledge about various responsibilities of event manager.

**UNIT I**

- Conceptual Foundation of Events
- Five C's of Event Management – Conceptualisation, Costing, Canvassing, Customisation, Carrying Out
- Broad Classification of Events
- Role of Events in Promoting Tourism Activities
- Major Players in Event Management Market

**UNIT II**

- Introduction of Meetings, Incentives, Conferences/Conventions, And Exhibitions / Expositions
- Evolution and Components of The MICE Industry
- Economic and Social Significance of MICE On the Local and National Community
- The Nature of Conference Markets and Demand for Conference Facilities
- Role of Travel Agencies and Tour Operators in The Management of MICE

**UNIT III**

- Video Conferencing and Information Communication Technology (ICT) in Events.
- Introduction to Trade Shows and Exhibitions
- Trade Shows and Exhibitions: Principal Purpose, Types of Shows, Benefits, Major Participants, Organisation and Membership, Evaluation of Attendees
- Case Studies of Trade Show and Exhibitions
- Events for Corporate Image Building: Brand Image Management, Measuring Corporate Image, Corporate Meetings

**UNIT IV**

- Organiser, Planner, Participants
- Human Resource Requirements

- Negotiation And Coordination with The Principal Suppliers
- F&B Services
- Venues: Venue Selection, Convention Centres, Layout and Design, Facilities

## **UNIT V**

- Event Market Segment: Personal, Festival, Leisure, Organisational, Exhibition and Cultural
- PR For Events – Press Meets, Press Kits, Evaluation
- Identification of Free Advertisement Avenues, Major Publicity Avenues, Sponsorship
- Event Sales and Marketing Considerations
- Present Scenario of Event Market in India

### **Suggested Readings:**

- Colin Michael Hall: Hallmark tourist events: Impacts, Management and Planning: Belhaven Press, London.
- Hoyle, Dorf & Jones: Managing conventions & Group business. Educational institute of AH & MA.
- Hoyle, L.H.: Managing Conventions, Hodder and Staughten
- Hoyle, L.H., TJA Jones: Managing Conventions and Group Business, Educational Institute of AM & MA
- International Society of Meeting Planner: The Complete Book of International Meeting” Todd Publishing, Arizona.
- David Watt Longman: Leisure and Tourism Events: Management and organization manual by, Harlow.



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Title of the Paper: **Comprehensive Viva-Voce**

Paper Code: **THM-602**

Credit: **06**

Lecture: **06**

T/P: **06**

Lab File: **00:**

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The Viva-Voce examination will be conducted on the basis of the Job Training and theory papers taught. The viva Exam will be of 100 Marks.



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Title of the Paper:	<b>Job Training</b>	Paper Code:	<b>THM-603</b>
Credit: <b>20</b>	Lecture: <b>10</b>	T/P: <b>20</b>	Lab File: <b>01</b>

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Description of the course: Industrial Exposure (On the Job Training). The objective of Industrial Exposure is to facilitate learners with skills & practices of trade so as to supplement their theory and practical inputs of semester VI and enable them to Industry Ready. Duration of Exposure: 12 weeks Industrial Exposure will require an input of Three Months. Students who are unable to complete a minimum of 90 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 60 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons, then they have to submit their medical certificate and those students who will not submit their medical certificate, such students will be treated as “absent” in industrial training and results. The Industry Exposure in VI semester necessarily needs to be in an approved organization related to Hospitality, Travel, Tourism, and Recreation, Leisure or other such organization. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.

Training Schedule: The VI Semester shall be supplemented by on the job training Total weeks: 12 weeks. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills to facilitate the learners on Writing Skills for Hospitality (Writing of Industrial Reports/ Trade Presentation Skills, Human Resource Practices Safety, Security and Travel Documentation Facilitation Management Practices while acquainting the learners with skills of trade of their choice. It may please be noted that for this semester the number of credits assigned is 20. Being practical oriented the number of hours input per week comes as 30 hours per week.

Academic Credits for training shall be based on following-Attendance, Appraisals, Report and presentation, as applicable. All candidates must ensure that the appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. They are also advised to make a report in accordance to their curricular for VI Semester. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 15 minutes. Marks will be awarded on this. The presentation should express the student’s experiences in the department and what has he learned/ observed. The Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5-line spacing.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Appraisal
2. A copy of the offer letter and industry exposure/ Job Training Certificate.
3. Report in view of requirements of VIII semester.
4. Power Point presentation on a CD, based on the report.
5. Attendance sheet.
6. Leave card.
7. For distribution of marks refer to details on Course structure/ Credit Distribution
8. During the tenure of Industrial Exposure, apart from carrying out the assigned jobs
9. The learners are suggested to make the following observations in the departments of Industry:

#### WHAT TO OBSERVE

1. Standard operation/ Operating Procedure
2. Who is Who- Key people in the Core Group
3. Hierarchy Chart
4. Key Personnel
5. Job Description
6. Employee Recruitment/Retaining/ Welfare Policies (Break-Timings), Duty hours, weekly off
7. Working Condition
8. Situation handling procedures
9. Certifications from various Institutions like Licensing/ NOC etc.
10. Operation Timings
11. Duty Roaster
12. Communication Channels
13. Uniform codes
14. Forms & Formats
15. Record Keeping & Systems

#### WRITING SKILLS FOR TOURISM-

## Writing Skills for Tourism (Writing of Industrial Reports/ Operation Software Skills/ Trade Presentation Skills)

1. Business Communications
2. Email & Web Applications
3. Software Operations
4. Professional Presentations
5. Annual Reports
6. Appraisals
7. Inter Office Communications
8. Intra Office Communications
9. Formal Telephonic Conversations
10. Interacting with Customers/ Seniors/ Colleagues/ Juniors
11. Writing & Presentations of Reports

## PERSONALITY SKILLS FOR TOURISM WHAT TO OBSERVE

- Personality Enrichment Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening
- Etiquettes & Manners
- Personality Development Strategies Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of “Small Talk” before serious business
- Interpersonal Skills Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place
- Group Discussion Team Behaviors, how to effectively conduct yourself during GD, do’s and don’ts, clarity of thoughts and its expression.
- Presentation skills, seminars skills role plays
- Electronic Communication Techniques E mail, Fax.