Kelkar Education Trust's V.G. Vaze College of Arts, Science & Commerce (Autonomous)

MithagarRoad,Mulund(East)Mumbai-400081|Re-Accredited(4thCycle)byNAACwith"A"Grade

Department of B.Voc (Tourism and Hospitality)
Semester-wise Course Structure and Syllabus

TYBVoc 2025-2026

Semester-V

Course Code	Course	No. of Credits
VTHTG501	Tourism Geography	03
VTHMKT501	Marketing	03
VTHHRM501	Human Resource Management	03
VTHTENT501	Entrepreneurship	03
VTHSKILL501	Skill Component	18
Total Credits in Semester-V		**30**

SEMESTER- V											
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks		Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	Practical	-
3	-	-	3	20	10	10	-	40	60	-	100

Course Title	**Tourism Geography**
Paper	Paper 1
Course Code	**VTHTG501**
Total Marks	60 + 40 = 100
Number of Lectures	45 lectures of 60 minutes each

Course Objectives:

1. Understanding Geographic diversity of India that makes it a diverse and attractive tourist destination such as landscape,climate and natural attraction.
2. Study the cultural heritage and historical significance of different destinations that attract tourists.
3. Study popular tourism regions and circuits within India.

Course Outcomes:
On successfully completing this course the learner will be able to:
1.Gain a comprehensive understanding of India's diverse geographical features, including mountains, plains, coasts, and deserts, and how these features influence tourism.

2.Familiarity with major tourist destinations in India, such as historical sites, cultural landmarks, natural reserves, and urban centers, and their geographical significance.

3.Understand how geographical factors like climate, terrain, accessibility, and natural resources impact tourism development and sustainability in different regions of India.
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Syllabus		
Module	**Details/Texts**	**Number of Lectures Allotted**

1	a.Tourist destinations in Northern India - Jammu & Kashmir, Himachal Pradesh, Delhi, Punjab (State wise study with mapping)	11
2	b.Tourist destinations in Eastern India - West Bengal, Assam, Meghalaya, Nagaland, Tripura (State wise study with mapping)	11
3	c.Tourist destinations in Western India - Gujarat, Rajasthan, Maharashtra, Goa (State wise study with mapping)	11
4	d. Tourist destinations in Southern India - Karnataka, Tamil Nadu, Kerala, Andhra Pradesh (State wise study with mapping)	12
	TOTAL NUMBER OF LECTURES ALLOTTED INTHE SEMESTER	**45**

Methodology for Internal Assessment:
1.Powerpoint presentation 2.Viva 3.Mapping
Reference Material:
● Tourism in India by J.Soundararajan & K.V.Ramkrishna Rao ● India's Tourist Guide by J.C Joshi ● Promoting Tourism in India by Dr.Kranti Sawarkar ● Top 100 places to visit in India by Rudram Saikia ● Tourist Destinations in India by Manohar Bandhopadhyay
BoS Syllabus Sub-Committee Members: 1. 2Mrs. Arpita Joshi Gokhale, Coordinator and Assistant Professor, Department of B.Voc, and Chairperson, BoS, V. G. Vaze College (Autonomous). 2. Ms Suchitra Poojari, Assistant Professor,Department of B.Voc ,and Member, BoS, V.G.Vaze College (Autonomous). 3. Mr.Vikram Darve , Industry Partner and Visiting Faculty,Department of B.Voc ,and Member, BoS, V.G.Vaze College (Autonomous).

Question Paper Pattern for External Evaluation		

Duration:2 Hours
 Maximum Marks:60
 Instructions:
   1. All questions are compulsory.
   2. Each question carries 01 marks.		

Q. 1	Essay Type (Module 1)	15
Q. 2	Essay Type (Module 2)	15
Q,3	Essay Type (Module 3)	15
Q.4	Essay Type (Module 4)	15

SEMESTER-V										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
3	-	-	3	20	10	10	-	-	60	100

Course Title	Marketing
Paper	Paper 2
Course Code	VTHTG501
Total Marks	60 + 40 = 100
Number of Lectures	45 lectures of 60 minutes each

Course Objectives:
1. To understand the concept of marketing management.
2. To learn about the marketing process of different types of services.
3. To understand the tools used by marketing managers in decision situations.
4. To understand the marketing environment with special reference to the hospitality industry.

Course Outcomes:
On successfully completing this course the learner will be able to:
1. Get the basic understanding of various marketing concepts and its significance to the organisation.
2. Demonstrate strong conceptual knowledge in the functional area of marketing management.
3. Demonstrate analytical skills in identification and resolution of problems pertaining marketing.

	Syllabus	
Module	**Details/Texts**	**Lectures allotted**
1	**Introduction to Marketing** **Marketing:** Meaning - Features - Importance, Functions, Evolution of Marketing Concept, Strategic Vs Traditional Marketing, Product Marketing Vs Service Marketing **Market Research:** Concept, Features, Process, MIS – Concept, Components, Data Mining – Concept, Importance. **Consumer Behaviour:** Concept, Factors; Market Segmentation – Concept, Benefits, Bases; CRM – Concept, Techniques; Market Targeting – Concept, Strategies.	11
2	**Marketing Mix I** **Marketing Mix:** Concepts - Elements/Components – Importance, Service Marketing Mix. **Product Decision Areas:** Understanding Product Component, Product development and innovation, Factors affecting product development, Strategies of Product Positioning,	11
3	**Distribution and Place:** Understanding Place Component of Marketing Mix, Distribution Channels in T & H, Advantages and Disadvantages of different Distribution Channels; Introduction to	11

		E-Commerce in T & H, E-Commerce & Distribution Strategies. **Promotion:** Understanding Promotion Component of Marketing Mix, Importance, Promotion Mix Elements, Neuromarketing. **Sales Management:** Concept, Components, Emerging trends in sellingPersonal Selling- Concept, Process of Personal Selling, Skill Sets required for Effective Selling.	
4	**Contemporary Practice in Marketing** **Digital Marketing:** Concept, Evolution of digital marketing, Importance, Digital Marketing Channels and Tools; Content Marketing: Concept, Importance, Measuring the effectiveness of content marketing **Sustainability and Green Marketing:** Concept, Importance of sustainable tourism, Sustainable tourism practices and their benefits; Green Marketing: Concept, Importance, Green marketing strategies and practices. **Emerging Trends in Tourism and Hospitality Marketing:** Personalization and Customization – Concept, Strategies. Artificial Intelligence & Machine Learning – Concept, Importance, Augmented Reality and Virtual Reality – Concept, Importance.	12

TOTAL NUMBER OF LECTURES ALLOTTED IN THE SEMESTER	**45**

Methodology for Internal Assessment:
1. Class Test 2. Project 3. Viva
Reference Material:
● Kotler,P,Bowen,J&Makens,J.,***Marketing for Tourism and Hospitality***.New Delhi:Pearson Education ● Chaudhary,M.***Tourism Marketing***,Delhi:Oxford University Press. ● PhillipKotler.(2005)MarketingManagement,Englewoodcliffs,PrenticeHall, NJ ● Walker –Boyd, Larreche, Marketing Strategies –Planning Implementations,Tata Mcgraw Hill.2004. ● Neelamegam, S. (2007) Marketing in India: Cases and

Readings,Vikas, NewDelhi

- Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.
- Sherlekar,S.A.Marketing Management.Himalaya Publishing House.
- Ramaswamy & KumariNama.Marketing Management
- Management–Himalaya Publishing House–NewDelhi,1998

BoS Syllabus Sub-Committee Members:

1. Mrs. Arpita Joshi Gokhale, Coordinator and Assistant Professor, Department of B.Voc, and Chairperson, BoS, V. G. Vaze College (Autonomous).
4. Ms Suchitra Poojari, Assistant Professor,Department of B.Voc ,and Member, BoS, V.G.Vaze College (Autonomous).
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Question Paper Pattern for External Evaluation		
Duration:2 Hours Maximum Marks:60 Instructions: 1. All questions are compulsory. 2. Each question carries 15 marks.		
Q. 1	**Module I** **Attempt any TWO of the following out of THREE** **Questions**: (i) (ii) (iii)	15
Q. 2	**ModuleII** **Attempt any TWO of the following out of THREE** **Questions**: (i) (ii) (iii)	15
Q.3	**ModuleIII** **Attempt any TWO of the following out of THREE** **Questions**: (i)	15

	(ii)	
	(iii)	
Q,4	**ModuleIV**	15
	Attempt any TWO of the following out of THREE Questions:	
	(i)	
	(ii)	
	(iii)	

SEMESTER-V										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
3	-	-	3	20	10	10	-	-	60	100

Course Title	**Human Resource Management**
Paper	Paper 3
Course Code	VTHHRM501
Total Marks	60 + 40 = 100
Number of Lectures	45 lectures of 60 minutes each

Course Objectives:
1. To create awareness of basic aspects of human resource management to understand the functioning of human resource management intourismand hospitality industry.
2. To impart working knowledge on the key elements of human resource management in relation to the strategies and operational needs.

Course Outcomes:
On successfully completing this course the learner will be able to:
1. Get the basic understanding of the nature of human resource and its significance to the organisation.
2. Demonstratestrongconceptualknowledgeinthefunctionalareaofmanaginghumanresources.
3. Demonstrate analytical skills in identifying the challenges in managing the human

resource and resolving them.

Syllabus		
Module	Details/Texts	Lectures allotted
1	**Human Resource Management** **Human Resource Management:** Meaning – Features – Significance – Functions, Talent Management. **Human Resource Planning:** Meaning – Steps - Job Analysis – Job Design – Concept, Techniques	11
2	**Human Resource Development** **Human Resource Development:** Concept, Functions, Training & Development – Meaning – Importance - Methods **Performance Appraisal:** Concept, Benefits, Limitations, Methods Potential Appraisal - Concept, Importance.	11
3	**Human Relations** **Employees Morale:** Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ. **Employee Grievance:** Causes, Procedure for Grievance Redressal Employee welfare measures and Health & Safety Measures.	11

4	**Current Issues & Trends in Human Resource Management** **HR in a changing environment:** Competencies - Concept, Classification; Learning organizations- Concept, creating an innovative organization, Green HRM, HR Audit – Concept, Objectives, Scope. **Trends in Human Resource Management:** Employee Engagement & Retention: Concept, causes of employee disengagement, Strategies for promoting employee engagement and retention **Challenges in HRM:** Workforce Diversity & Inclusion: Concept, Challenges, Benefits, Neurodiversity; Attrition, Downsizing, Work life Balance, Sexual Harassment at workplace, Competency Mapping.	12

TOTAL NUMBER OF LECTURES ALLOTTED INTHE SEMESTER	**45**

Methodology for Internal Assessment:
1.Class Test   2.Project   3.Viva
Reference Material:
● Boella, M. J. & Turner, S. G.,***Human Resource Management In the Hospitality Industry: A Guide to Best Practice,*** New York:Rutledge   ● Bernardin, John H: Human Resource Management, Tata Mc Graw Hill,NewDelhi2004.   ● Dale,B,TotalQualityandHumanResources:AnExecutiveGuide,Blackwell, Oxford.   ● Aswathappa.K,Human Resource Management   ● SubbaRao,Human Resources Management.   ● MichaelPorter,HRM and Human Relations.   ● M.N.Rudrabasavaraj:Cases in Human Resource Management –Himalaya Publishing House–New Delhi,1998
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	Question Paper Pattern for External Evaluation	

Duration:2 Hours
Maximum Marks:60 Instructions:
  3. All questions are compulsory.
  4. Each question carries 15 marks.		

Q. 1	**Module I** **Attempt any TWO of the following out of THREE** **Questions**: (i) (ii) (iii)	15
Q. 2	**ModuleII** **Attempt any TWO of the following out of THREE** **Questions**: (i) (ii) (iii)	15
Q.3	**ModuleIII** **Attempt any TWO of the following out of THREE** **Questions**: (i) (ii) (iii)	15
Q,4	**ModuleIV** **Attempt any TWO of the following out of THREE** **Questions**: (i) (ii) (iii)	15

SEMESTER-V

Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
3	-	-	3	20	10	10	-	-	60	100

Course Title	**Entrepreneurship**
Paper	Paper 4
Course Code	VTHTENT501
Total Marks	60 + 40 = 100
Number of Lectures	45 lectures of 60 minutes each

Course Objectives:
1. Acquaint yourself with role of entrepreneurship in the context of local, regional, national,and international business development, explain types of entrepreneurship,discuss the scope of entrepreneurship in tourism and hospitality, and examinetheparticipationofwomenasentrepreneursinthetouristandhospitalityindustry.
2. Explain types of business models in tourism and hospitality, assessing the financial requirements of a start-up business and know different sources of financing.
3. Gain knowledge about government measures to promote entrepreneurship,regulatory requirements on the tourism industry, and foreign collaborations in tourism.
4. Gain knowledge about government measures to promote entrepreneurship,regulatory requirements on the tourism industry, and foreign collaborations in tourism.
5. Learn about aspects related to human resource management, marketing management, ethical practices, risk management and identifying business opportunities to run sustainable tourist hospitality enterprises.
6. Prepare a feasible Business Plan.

Course Outcomes:
On successfully completing this course the learner will be able to:
1. Explain fully the concept of entrepreneurship, the scope of entrepreneurship in tourism & hospitality, its role in economic development, identify skills required for a successful entrepreneurship and assess the participation of women entrepreneurs in tourism hospitality.
2. Examine Types Of Business Models Tourism Hospitality,understand the process of start-up business,prepare a business plan that will include organizational structure, financial requirements and identify sources of procuring the required funds.
3. Take cognizance of the government measures in the promotion of start-ups, the regulatory measures applied to business and seek the possibility of foreign collaborations.
4. Describe various management functions of setting up and operating a tourism hospitality enterprise, tapping opportunities for growth, making risk assessment in operating a venture and preparing crisis management models for meeting challenges in the tourist & hospitality industry and institutional structure.

	5. Prepare a business plan, comprehend, and express lessons learned in the form of answers, apply the information acquired in assignments and presentations,examine critically what they have learned, establish a connection with present situations and in opposition evaluate the value of information acquired.

Syllabus		
Module	**Details/Texts**	**Lectures allotted**
1	**Fundamentals of Entrepreneurship** **a)** Concept features and functions of entrepreneurship, factors contributing to the growth of entrepreneurship, entrepreneurship and economic development, the scope of entrepreneurship in tourism hospitality. **b)** Types of entrepreneurs,entrepreneur and intrapreneur,women entrepreneurs. **c)** Skills For Successful Entrepreneurship.	15
2	**Enterprise Planning And Institutional Framework** **a)** Types of Business models in the tourism industry,Process of a Start-up Business, preparing aBusiness Plan. **b)** Sources of financing a Start-upBusiness, Financial needs of a business and Working CapitalManagement. **c)** Government measures to promote entrepreneurship, regulatory requirements, and foreign collaborations.	15
3	**Entrepreneurship And Management Functions** a) Financial needs of a business and working capital management b) Government measures to promote entrepreneurship, regulatory requirements and foreign collaborations	15

TOTAL NUMBER OF LECTURES ALLOTTED INTHE SEMESTER	**45**

Methodology for Internal Assessment:
1.Class Test 2.Project 3.Viva
Reference Material:
1)Alison Morrison, Michael Rimmington,ClareWilliams, *Entrepreneurship in the Hospitality,Tourism and Leisure Industries* 1stEdition,Routledge,NewYork,1999. 2) Gordon, E., K. Natarajan, and Amishi Arora,*Entrepreneurship Development*, Himalaya PublishingHouse,2009. 3) JovoAteljevic, Stephen J. Page, *Tourism and Entrepreneurship*,Routledge,04-Dec-2017. 4)Lawrence, Peter. Enterprise in Action: *A Guide toEntrepreneurship*, John Wiley & Sons, Incorporated,2013. 5)Morris,Michael,*A Practical Guide to Entrepreneurship: How to Turn an Idea into aProfitableBusiness*,KoganPage,Limited,2012. 6)Saroj, Umesh, and Vaibhav Mehndiratta,*Entrepreneurship Development and Management*,AbhishekPublications,2009. 7)Y. Venkata Rao, G. Anjaneya Swamy ed., *TourismEntrepreneurship*, Published by Excel Books Pvt. Ltd.,2010. 8)Wood, Roy C., Hospitality Management-A BriefIntroduction,SagePublicationsLtd.,NewDelhi,2015. 9)Solomon, Micah, The Heart of Hospitality-Great Hosteland Restaurant Leasers Share Their Secrets (KindleEdition)
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Question Paper Pattern for External Evaluation

Duration:2 Hours
Maximum Marks:60
Instructions:
1. All questions are compulsory.
2. Each question carries 15 marks.

Q. 1	Essay Type (Module 1)	15
Q. 2	Essay Type (Module 2)	15
Q.3	Essay Type (Module 3)	15
Q,4	Short Notes (Module 1,2,3,)	15

SEMESTER-V										
Teaching Scheme (Hrs/Week)				Continuous Internal Assessment (CIA) 40 marks					Semester-end Examination 60 marks	Total Marks 100
L	T	P	C	CIA-1	CIA-2	CIA-3	CIA-4	Lab	Written	-
5	-	-	5	200	-	-	-	-	300	500

Course Title	Skill Component
Paper	Paper 5
Course Code	VTHSKILL501
Total Marks	300 +200 = 500
Number of Lectures	lectures of 60 minutes each

Course Objectives:
1. Familiarization with the Hospitality Industry.
2. Students get a good knowledge of RoomTariffs,GuestCycleandRoomReservation,Front office accounting.
3. Get good knowledge of managerial concepts like Evaluating hotel performance, Human Resource management & Total Quality Management.

	4. Use computer applications for checking room Availability,room rates and selling rooms.

Course Outcomes:
On successfully completing this course the learner will be able to:

1. Classify hotels on the basis of size, location, clientele & level of service.

2. Understanding different sections of the front office like Reservation, Reception, Cash & bills.

3. Familiarization with departure procedures like cash settlement ,credit settlement, Potential check out problems.

4. Get good knowledge of night audit, reconciling transactions, verifying no – shows.

5. Book hotel rooms by using Amadeus reservation systems.

Syllabus		
Module	**Details/Texts**	**Number of Lectures allotted**
1	**Introduction to the Hospitality Industry** 1.The Hospitality Industry Origin and Growth 2.Tourism Industry 3.Importance of Tourism 4.Industries related to Tourism 5.Evolution and Growth of the Hotel Industry in the World 6.Ancient Era 7.Grand Tour 8.Modern Era 9.Evolution and Growth of the Hotel Industry in India 10.Ancient and Medieval Era (from Indus Valley Civilization to AD 1600) 11.Colonial Era (1601-1947) 12.Modern Era (1947 onwards) 13.Hotel Definition and Core Areas	08

2	**Classifications of Hotels** 1.The need for Classification of Hotels 2.Classification of Hotels and Other types of Lodging 3.Standard Classification 4.Heritage Hotels 5.Classification on the basis of Size 6.Classification on the basis of Location 7.Classification on the basis of Clientele 8.Classification on the basis of Duration of Guest Stay 9.Classification on the basis of Levels of Services 10.Classification on the basis of Ownership 11.Alternative Accommodation 12.Hotel Tariff Plans 13.Types of Guest Rooms	04
3	**Front Office Organization** 1.Function Areas 2.Section and Layout of Front Office 3.Reservation 4.Reception 5.Information Desk 6.Cash and Bills 7.Travel Desk 8.Communication Section 9.Uniformed Services 10.Organization of Front Office Staff 11.Duties and Responsibilities of Some Front Office Personnel 12.Front Office Manager 13.Reservation Assistant 14.Receptionist 15.Information Assistant 16.Cashier 17.Telephone Operator 18.Bell Boy 19.Door Attendant 20.Qualities of Front Office Personnel	05
4	**Front Office Communication** 1.Communication 2.The Communication Process 3.The Seven Cs of Communication 4.The Importance of Communication 5.Types of Communication 6.Oral Communication 7.Written Communication 8.Non-verbal Communication 9.Flow of Communication 10.Downward Communication 11.Upward Communication 12.Lateral and Horizontal Communication	05

	13.Diagonal and Cross-wise Communication 14.Barriers of Communication 15.Semantic Barriers 16.Psychological Barriers 17.Personal Barriers 18.Interdepartmental Communication 19.Housekeeping 20.Food and Beverage Department 21.Sales and Marketing Department 22.Engineering and Maintenance 23.Security 24.Finance Controller 25.Human Resource 26.Banquets		
5	**Room Tariff** 1.Room Tariff 2.Room Rate Designation 3.Meal Plan 4.Room Tariff Card 5.Room Tariff Fixation 6.Cost-based Pricing 7.Market-based Pricing	02	
6	**Guest Cycle and Room Reservation** 1.The Guest Cycle 2.Pre Arrival 3.Arrival 4.Stay 5.Departure and Post Departure 6.Reservations 7.Types of Reservation 8.Tentative Reservation 9.Waitlisted Reservation 10.Confirmed Reservation 11.Modes of Reservation Inquiry 12.Sources of Reservations 13.System of Reservations 14.Manual System of Reservations 15.Automatic System 16.Processing Reservation Requests 17.Receiving Reservation Inquires 18.Determining Room Availability 19.Accepting and Denying Request for Reservation 20.Amending Reservation 21.Cancellation of Reservation 22.Reservation Reports 23.Importance of Reservation	08	

7	**Registration** 1.Pre-registration 2.Registration 3.Registration Records 4.Registration Process 5.Check-in Procedures 6.Check-in Procedure in Manual/Semi-automated Hotels 7.Check-in Procedure in Fully Automated Hotels	02
8	**Guest Services** 1.Various Guest Services 2.Handling Guest Mail 3.Message Handling 4.Custody and Control of Keys 5.Guest Paging 6.Safe Deposit Locker 7.Guest Room Change 8.Left Luggage Handling 9.Wake-up Call 10.Guest Complaints 11.Types of Guest Complaints 12.Handling Guest Complaints	03
9	**Check-out and Settlements** 1.Departure Procedure 2.Departure Procedure in Fully Automated System 3.Mode of Settlement of Bills 4.Foreign Exchange 5.Cash Settlement 6.Credit Settlement 7.Potential Check-out Problems and Solutions 8.Late Check-outs 9.Long Queues at the Cashier 10.Improper Posting of Charges	06
10	**Front Office Accounting** 1.Front Office Accounting 2.Types of Accounts 3.Vouchers 4.Folios 5.Ledger 6.Front Office accounting Cycle 7.Creation of Accounts 8.Maintenance of Accounts 9.Settlement of Accounts	03
11	**Night Auditing** 1.Night Audit 2.Night Auditor 3.Duties and Responsibilities of a Night Auditor 4.Night Audit Process 5.Establishing the End of the Day 6.Completing Out Standing Posting and Verifying Transactions 7.Recording Transactions	03

	8.Verifying No-shows 9.Preparing Reports 10.Updating the System	
12	**Safety and Security** 1.Hotel Security Staff and System 2.Role of Front Office 3.Security and Control of Room Keys 4.Fire Safety 5.Classification of Fire 6.Procedure in the Event of Fire 7.Accidents in Hotels 8.Accident Report 9.First Aid 10.First Aid for some Common Problems 11.Handling Unusual Events and Emergency Situations 12.Terrorist Activities and Bomb Threat 13.Robbery and Theft 14.Guest in Drunken State	03
13	**Computer Application In Front Office** **1**.Property Management System 2.PMS Application in Front Office 3.Reservation Module 4.Front Desk Module 5.Rooms Module 6.Cashier Module 7.Night Audit Module 8.Set-up Module 9.Reporting Module 10.Back Office Module 11.PMS Interface with Stand-alone Systems 12.Different Property Management systems 13.Micros 14.Amadeus PMS	04
14	**Evaluating Hotel Performance** 1.Methods of Measuring Hotel Performance 2.Occupancy Ratios 3.Average Daily Rate 4.Average Room Rate per Guest 5.Revenue per Available Room (Rev-Par) 6.Market Share Index 7.Evaluation of Hotels by Guests	03
15	**Managerial Skills** 1.The Supervisory Role 2.Planning for Performance 3.Managing Performance 4.Motivation De-motivation and Inspiration 5.Leading the Team	03

16	**Total Quality Management** **1**.Guest's Perception of Quality 2.Total Quality Management 3.Practices in Total Quality Management 4.Japanese 5 S Practice	03
17	**Global Distribution System – Amadeus** **1.**Hotel List Displays 2.Hotel Availability and Rates 3.Hotel Features 4.Selling Hotel Segments 5.Modifying Hotel Segments	08

TOTAL NUMBER OF LECTURES ALLOTTED INTHE SEMESTER	**73**

Methodology for Internal Assessment:
1.Class Test 2.Project /Presentation 3.Viva 4. Role Play
Reference Material:
● Front Office operations and management by Jatashankar Tiwari ● Hotel Front office operational procedures and revenue management by Rakesh Pawar ● Advance Front office operations and management by Praveen Varkad
BoS Syllabus Sub-Committee Members:
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Question Paper Pattern for External Evaluation
Duration:1 Hour Maximum Marks:100 Instructions: 1.   All questions are compulsory.

1.	50 MCQ Questions of 2 marks each	100

Dr. Kanu Priya Bharadwaj
VC Nominee – BoS

Mrs Arpita Joshi Gokhale
Coordinator
B.Voc (Tourism and Hospitality)
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