

5th SEMESTER TEACHING & EXAMINATION SCHEME (17 WEEKS)

National Council Component

No.	Subject code	Subject	Hours per week		Term Marks*	
			Th.	Pr.	Th.	Pr.
1	BHM311	Advance Food Production Operations - I	02	08	100	100
2	BHM312	Advance Food & Beverage Operations – I	02	02	100	100
3	BHM313	Front Office Management - I	02	02	100	100
4	BHM314	Accommodation Management - I	02	02	100	100
5	BHM307	Financial Management	04	-	100	-
6	BHM308	Strategic Management	02	-	50	-
7	BHM309	Research Project	-	01	-	-
8	--	Special topics/Guest speakers	02	-	-	-
TOTAL:			16	15	550	400
GRAND TOTAL			31		950	

* Term marks will comprise 30% In course & 70% Term end exam marks.

IGNOU Component

No.	Subject code	Subject	Counselling sessions
01	TS-6	Tourism Marketing	10-12 counselling sessions of two hours each per group per year



BHM311 - ADVANCE FOOD PRODUCTION OPERATIONS – I (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	LARDER		
	I. LAYOUT & EQUIPMENT	02	05%
	A. Introduction of Larder Work B. Definition C. Equipment found in the larder D. Layout of a typical larder with equipment and various sections		
01	II. TERMS & LARDER CONTROL	03	10%
	A. Common terms used in the Larder and Larder control B. Essentials of Larder Control C. Importance of Larder Control D. Devising Larder Control Systems E. Leasing with other Departments F. Yield Testing		
	III. DUTIES AND RESPONSIBILITIES OF THE LARDER CHEF	03	10%
01	A. Functions of the Larder B. Hierarchy of Larder Staff C. Sections of the Larder D. Duties & Responsibilities of larder Chef		
	CHARCUTIERIE		
	I. SAUSAGE	02	05%
02	A. Introduction to charcuterie B. Sausage – Types & Varieties C. Casings – Types & Varieties D. Fillings – Types & Varieties E. Additives & Preservatives		
	II. FORCEMEATS	02	05%
	A. Types of forcemeats B. Preparation of forcemeats C. Uses of forcemeats		
02	III. BRINES, CURES & MARINADES	02	05%
	A. Types of Brines B. Preparation of Brines C. Methods of Curing D. Types of Marinades E. Uses of Marinades F. Difference between Brines, Cures & Marinades		



<p>IV. HAM, BACON & GAMMON</p> <p>A. Cuts of Ham, Bacon & Gammon. B. Differences between Ham, Bacon & Gammon C. Processing of Ham & Bacon D. Green Bacon E. Uses of different cuts</p>	02	05%
<p>V. GALANTINES</p> <p>A. Making of galantines B. Types of Galantine C. Ballotines</p>	01	05%
<p>VI. PATES</p> <p>A. Types of Pate B. Pate de foie gras C. Making of Pate D. Commerical pate and Pate Maison E. Truffle – sources, Cultivation and uses and Types of truffle.</p>	01	05%
<p>VII. MOUSE & MOUSSELINE</p> <p>A. Types of mousse B. Preparation of mousse C. Preparation of mousseline D. Difference between mousse and mousseline</p>	01	05%
<p>VIII. CHAUD FROID</p> <p>A. Meaning of Chaud froid B. Making of chaud frod & Precautions C. Types of chaud froid D. Uses of chaud froid</p>	01	05%
<p>IX. ASPIC & GELEE</p> <p>A. Definition of Aspic and Gelee B. Difference between the two C. Making of Aspic and Gelee D. Uses of Aspic and Gelee</p>	01	05%
<p>X. QUENELLES, PARFAITS, ROULADES</p> <p>Preparation of Quenelles, Parfaits and Roulades</p>	01	05%



	XI. NON EDIBLE DISPLAYS A. Ice carvings B. Tallow sculpture C. Fruit & vegetable Displays D. Salt dough E. Pastillage F. Jelly Logo G. Thermacol work	03	10%
03	APPETIZERS & GARNISHES A. Classification of Appetizers B. Examples of Appetizers C. Historic importance of culinary Garnishes D. Explanation of different Garnishes	02	05%
04	SANDWICHES A. Parts of Sandwiches B. Types of Bread C. Types of filling – classification D. Spreads and Garnishes E. Types of Sandwiches F. Making of Sandwiches G. Storing of Sandwiches	02	05%
05	USE OF WINE AND HERBS IN COOKING A. Ideal uses of wine in cooking B. Classification of herbs C. Ideal uses of herbs in cooking	01	05%
TOTAL		30	100%



BHM311 - ADVANCE FOOD PRODUCTION OPERATIONS – I (PRACTICAL)**PART A - COOKERY****HOURS ALLOTTED: 60****MAXIMUM MARKS: 50**

Topic	Contact hours
<u>MENU 01</u> <ul style="list-style-type: none"> • Consommé Carmen • Poulet Sauté Chasseur • Pommes Loretta • Haricots Verts 	4
<u>MENU 02</u> <ul style="list-style-type: none"> • Bisque D'écrevisse • Escalope De Veau viennoise • Pommes Batailles • Epinards au Gratin 	4
<u>MENU 03</u> <ul style="list-style-type: none"> • Crème Du Barry • Darne De Saumon Grille • Sauce paloise • Pommes Fondant • Petits Pois A La Flamande 	4
<u>MENU 04</u> <ul style="list-style-type: none"> • Veloute Dame Blanche • Cote De Porc Charcuterie • Pommes De Terre A La Crème • Carottes Glace Au Gingembre 	4
<u>MENU 05</u> <ul style="list-style-type: none"> • Cabbage Chowder • Poulet A La Rex • Pommes Marguises • Ratatouille 	4
<u>MENU 06</u> <ul style="list-style-type: none"> • Barquettes Assortis • Stroganoff De Boeuf • Pommes Persilles • Riz Pilaf 	4
<u>MENU 07</u> <ul style="list-style-type: none"> • Duchesse Nantua • Poulet Maryland • Croquette Potatoes • Banana fritters • Corn gallets 	4



MENU 08 <ul style="list-style-type: none"> • Kromeskies • Filet De Sols Walweska • Pommes Lyonnaise • Funghi Marirati 	4
MENU 09 <ul style="list-style-type: none"> • Vol-Au-Vent De Volaille Et Jambon • Poulet a la kiev • Creamy Mashed Potatoes • Butter tossed green peas 	4
MENU 10 <ul style="list-style-type: none"> • Quiche Lorraine • Roast Lamb • Mint sauce • Pommes Parisienne 	4
Plus 5 Buffets <ul style="list-style-type: none"> • Cold Buffet • Hot Continental • Hot Indian • Buffet Desserts • Bread Displays 	20
TOTAL	60



BHM311 - ADVANCE FOOD PRODUCTION OPERATIONS – I (PRACTICAL)
PART B – BAKERY & PATISSERIE
HOURS ALLOTTED: 60 MAXIMUM MARKS: 50

S.No.	Topic	Contact hours
1	Brioche Baba au Rhum	4
2	Soft Rolls Chocolate Parfait	4
3	French Bread Tarte Tartin	4
4	Garlic Rolls Crêpe Suzette	4
5	Harlequin Bread Chocolate Cream Puffs	4
6	Foccacia Crème Brûlée	4
7	Vienna Rolls Mousse Au Chocolat	4
8	Bread Sticks Souffle Milanaise	4
9	Brown Bread Pâte Des Pommes	4
10	Clover Leaf Rolls Savarin des fruits	4
11	Whole Wheat Bread Charlotte Royal	4
12	Herb & Potato Loaf Doughnuts	4
13	Milk Bread Gateaux des Peache	4
14	Ciabatta Chocolate Brownie	4
15	Buffet desserts Modern Plating Styles	4
TOTAL		60



BHM312 - ADVANCE FOOD & BEVERAGE OPERATIONS – I (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	<p>PLANNING & OPERATING VARIOUS F&B OUTLET</p> <p>A. Physical layout of functional and ancillary areas B. Objective of a good layout C. Steps in planning D. Factors to be considered while planning E. Calculating space requirement F. Various set ups for seating G. Planning staff requirement H. Menu planning I. Constraints of menu planning J. Selecting and planning of heavy duty and light equipment K. Requirement of quantities of equipment required like crockery, Glassware, Cutlery - steel or silver etc. L. Suppliers & manufacturers M. Approximate cost N. Planning Décor, furnishing fixture etc.</p>	08	25%
02	<p>FUNCTION CATERING</p> <p>BANQUETS</p> <p>A. History B. Types C. Organisation of Banquet department D. Duties & responsibilities E. Sales F. Booking procedure G. Banquet menus</p> <p>BANQUET PROTOCOL</p> <ul style="list-style-type: none"> • Space Area requirement • Table plans/arrangement • Misc-en-place • Service • Toast & Toast procedures <p>INFORMAL BANQUET</p> <ul style="list-style-type: none"> • Réception • Cocktail parties • Convention • Seminar • Exhibition • Fashion shows 	08	25%



	<ul style="list-style-type: none"> • Trade Fair • Wedding • Outdoor catering 		
03	<p>FUNCTION CATERING</p> <p>BUFFETS</p> <p>A. Introduction</p> <p>B. Factors to plan buffets</p> <p>C. Area requirement</p> <p>D. Planning and organisation</p> <p>E. Sequence of food</p> <p>F. Menu planning</p> <p>G. Types of Buffet</p> <p>H. Display</p> <p>I. Sit down</p> <p>J. Fork, Finger, Cold Buffet</p> <p>K. Breakfast Buffets</p> <p>L. Equipment</p> <p>M. Supplies</p> <p>N. Check list</p>	08	30%
04	<p>GUERIDON SERVICE</p> <p>A. History of gueridon</p> <p>B. Definition</p> <p>C. General consideration of operations</p> <p>D. Advantages & Dis-advantages</p> <p>E. Types of trolleys</p> <p>F. Factor to create impulse, Buying – Trolley, open kitchen</p> <p>G. Gueridon equipment</p> <p>H. Gueridon ingredients</p>	04	15%
05	<p>KITCHEN STEWARDING</p> <p>A. Importance</p> <p>B. Opportunities in kitchen stewarding</p> <p>C. Record maintaining</p> <p>D. Machine used for cleaning and polishing</p> <p>E. Inventory</p>	02	05%
TOTAL		30	100%



BHM312 - ADVANCE FOOD & BEVERAGE OPERATIONS – I (PRACTICAL)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No	Topic	Hours
01	Planning & Operating Food & Beverage Outlets <u>Class room Exercise</u> <ul style="list-style-type: none"> • Developing Hypothetical Business Model of Food & Beverage Outlets • Case study of Food & Beverage outlets - Hotels & Restaurants 	08
02	Function Catering – Banquets <ul style="list-style-type: none"> • Planning & organizing Formal & Informal Banquets • Planning & organizing Outdoor caterings 	08
03	Function Catering – Buffets Planning & organizing various types of Buffet	04
04	Gueridon Service <ul style="list-style-type: none"> • Organizing Mise-en-place for Gueridon Service • Dishes involving work on the Gueridon <ul style="list-style-type: none"> Task-01 Crepe suzette Task-02 Banana au Rhum Task-03 Peach Flambe Task-04 Rum Omelette Task-05 Steak Diane Task-06 Pepper Steak 	08
05	Kitchen Stewarding <ul style="list-style-type: none"> • Using & operating Machines • Exercise – physical inventory 	02
TOTAL		30



BHM313 - FRONT OFFICE MANAGEMENT – I (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	PLANNING & EVALUATING FRONT OFFICE OPERATIONS A. Setting Room Rates (Details/Calculations thereof) - Hubbart Formula, market condition approach & Thumb Rule - Types of discounted rates – corporate, rack etc. B. Forecasting techniques C. Forecasting Room availability D. Useful forecasting data <ul style="list-style-type: none"> • % of walking • % of overstay • % of under stay E. Forecast formula F. Types of forecast G. Sample forecast forms H. Factors for evaluating front office operations	12	40%
02	BUDGETING A. Types of budget & budget cycle B. Making front office budget C. Factors affecting budget planning D. Capital & operations budget for front office E. Refining budgets, budgetary control F. Forecasting room revenue G. Advantages & Disadvantages of budgeting	12	40%
03	PROPERTY MANAGEMENT SYSTEM A. Fidelio / IDS / Shawman B. Amadeus	06	20%
TOTAL		30	100%



BHM313 - FRONT OFFICE MANAGEMENT – I (PRACTICAL)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

Hands on practice of computer applications on PMS front office procedures such as:

- Night audit,
- Income audit,
- Accounts
- Situation handling – handling guests & internal situations requiring management tactics/strategies

SUGGESTIVE LIST OF TASKS FOR FRONT OFFICE OPERATION SYSTEM

S.No.	Topic
01	HMS Training – Hot Function keys
02	How to put message
03	How to put a locator
04	How to check in a first time guest
05	How to check in an existing reservation
06	How to check in a day use
07	How to issue a new key
08	How to verify key
09	How to cancel a key
10	How to issue a duplicate key
11	How to extend a key
12	How to print and prepare registration cards for arrivals
13	How to programme keys continuously
14	How to programme one key for two rooms
15	How to re-programme a key
16	How to make a reservation
17	How to create and update guest profiles
18	How to update guest folio
19	How to print guest folio
20	How to make sharer reservation
21	How to feed remarks in guest history
22	How to add a sharer
23	How to make add on reservation
24	How to amend a reservation
25	How to cancel a reservation
26	How to make group reservation
27	How to make a room change on the system
28	How to log on cashier code
29	How to close a bank at the end of each shift
30	How to put a routing instruction
31	How to process charges
32	How to process a guest check out
33	How to check out a folio
34	How to process deposit for arriving guest
35	How to process deposit for in house guest
36	How to check room rate variance report



37	How to process part settlements
38	How to tally allowance for the day at night
39	How to tally paid outs for the day at night
40	How to tally forex for the day at night
41	How to pre-register a guest
42	How to handle extension of guest stay
43	Handle deposit and check ins with voucher
44	How to post payment
45	How to print checked out guest folio
46	Check out using foreign currency
47	Handle settlement of city ledger balance
48	Handle payment for room only to Travel Agents
49	Handle of banquet event deposits
50	How to prepare for sudden system shutdown
51	How to checkout standing batch totals
52	How to do a credit check report
53	How to process late charges on third party
54	How to process late charges to credit card
55	How to check out during system shut down
56	Handling part settlements for long staying guest
57	How to handle paymaster folios
58	How to handle bills on hold



BHM314 - ACCOMMODATION MANAGEMENT – I (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	PLANNING AND ORGANISING THE HOUSE KEEPING DEPARTMENT A. Area inventory list B. Frequency schedules C. Performance and Productivity standards D. Time and Motion study in House Keeping operations E. Standard Operating manuals – Job procedures F. Job allocation and work schedules G. Calculating staff strengths & Planning duty rosters, team work and leadership in House Keeping H. Training in HKD, devising training programmes for HK staff I. Inventory level for non recycled items J. Budget and budgetary controls K. The budget process L. Planning capital budget M. Planning operation budget N. Operating budget – controlling expenses – income statement O. Purchasing systems – methods of buying P. Stock records – issuing and control	15	50%
02	HOUSEKEEPING IN INSTITUTIONS & FACILITIES OTHER THAN HOTELS	04	15%
03	CONTRACT SERVICES A. Types of contract services B. Guidelines for hiring contract services C. Advantages & disadvantages of contract services	04	15%
04	ENERGY AND WATER CONSERVATION IN HOUSEKEEPING OPERATIONS	05	15%
05	FIRST AID	02	05%
TOTAL		30	100%



BHM314 - ACCOMMODATION MANAGEMENT – I (PRACTICAL)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours
1	Team cleaning <ul style="list-style-type: none"> • Planning • Organizing • Executing • Evaluating 	4
2	Inspection checklist	2
3	Time and motion study <ul style="list-style-type: none"> • Steps of bed making • Steps in servicing a guest room etc 	12
4	Devising/ designing training module <ul style="list-style-type: none"> • Refresher training(5 days) • Induction training(2 days) • Remedial training(5 days) 	12
TOTAL		30



BHM307 - FINANCIAL MANAGEMENT
HOURS ALLOTTED: 60 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	FINANCIAL MANAGEMENT MEANING & SCOPE A. Meaning of business finance B. Meaning of financial management C. Objectives of financial management	02	05%
02	FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION A. Meaning and types of financial statements B. Techniques of financial analysis C. Limitations of financial analysis D. Practical problems	07	10%
03	RATIO ANALYSIS A. Meaning of ratio B. Classification of ratios C. Profitability ratios D. Turnover ratios E. Financial ratios F. Du Pent Control Chart G. Practical Problems	12	20%
04	FUNDS FLOW ANALYSIS A. Meaning of funds flow statement B. Uses of funds flow statement C. Preparation of funds flow statement D. Treatment of provision for taxation and proposed dividends (as non-current liabilities) E. Practical problems	10	15%
05	CASH FLOW ANALYSIS A. Meaning of cash flow statement B. Preparation of cash flow statement C. Difference between cash flow and funds flow analysis D. Practical problems	10	15%
06	FINANCIAL PLANNING MEANING & SCOPE A. Meaning of Financial Planning B. Meaning of Financial Plan C. Capitalisation D. Practical problems	05	10%
07	CAPITAL EXPENDITURE	05	10%



	<ul style="list-style-type: none"> A. Meaning of Capital Structure B. Factors determining capital structure C. Point of indifference D. Practical problems 		
08	WORKING CAPITAL MANAGEMENT <ul style="list-style-type: none"> A. Concept of working capital B. Factors determining working capital needs C. Over trading and under trading 	02	05%
09	BASICS OF CAPITAL BUDGETING <ul style="list-style-type: none"> A. Importance of Capital Budgeting B. Capital Budgeting appraising methods C. Payback period D. Average rate of return E. Net Present Value F. Profitability index G. Internal rate of return H. Practical problems 	07	10%
TOTAL		60	100%



BHM308 - STRATEGIC MANAGEMENT
HOURS ALLOTTED: 30 MAXIMUM MARKS: 50

S.No.	Topic	Hours	Weight age
01	<p>ORGANISATIONAL STRATEGY</p> <p>A. MISSION</p> <ul style="list-style-type: none"> • Mission Statement Elements and its importance <p>B. OBJECTIVES</p> <ul style="list-style-type: none"> • Necessity of formal objectives • Objective Vs Goal <p>C. STRATEGY</p> <ul style="list-style-type: none"> • DEVELOPING STRATEGIES <ul style="list-style-type: none"> - Adaptive Search - Intuition search - Strategic factors - Picking Niches - Entrepreneurial Approach 	04	15%
02	<p>ENVIRONMENTAL AND INTERNAL RESOURCE ANALYSIS</p> <p>A. NEED FOR ENVIRONMENTAL ANALYSIS</p> <p>B. KEY ENVIRONMENTAL VARIABLE FACTORS</p> <p>C. OPPORTUNITIES AND THREATS</p> <ul style="list-style-type: none"> • Internal resource analysis <p>D. FUNCTIONAL AREAS RESOURCE DEVELOPMENT MATRIX</p> <p>E. STRENGTHS AND WEAKNESSES</p> <ul style="list-style-type: none"> • Marketing • Finance • Production • Personnel • Organisation 	05	15%
03	<p>STRATEGY FORMULATION</p> <p>A. STRATEGY (GENERAL) ALTERNATIVES</p> <ul style="list-style-type: none"> • Stability Strategies • Expansion Strategies • Retrench Strategies • Combination Strategies <p>B. COMBINATION STRATEGIES</p> <ul style="list-style-type: none"> • Forward integration • Backward integration • Horizontal integration • Market penetration • Market development • Product development • Concentric diversification • Conglomerate diversification • Horizontal diversification • Joint Venture 	08	25%



	<ul style="list-style-type: none"> • Retrenchment • Divestiture • Liquidation • Combination 		
04	<p>STRATEGIC ANALYSIS AND CHOICE (ALLOCATION OF RESOURCES)</p> <p>A. FACTORS INFLUENCING CHOICE</p> <ul style="list-style-type: none"> • Strategy formulation <p>B. INPUT STAGE</p> <ul style="list-style-type: none"> • Internal factor evaluation matrix • External factor evaluation matrix • Competitive profile matrix <p>C. MATCHING STAGE</p> <ul style="list-style-type: none"> • Threats opportunities – weaknesses – strengths matrix (TOWS) • Strategic position and action evaluation matrix (SPACE) • Boston consulting group matrix (BCGM) • Internal – External matrix • Grand Strategy matrix <p>D. DECISION STAGE</p> <ul style="list-style-type: none"> • Quantitative Strategic Planning matrix (QSPM) 	06	20%
05	<p>POLICIES IN FUNCTIONAL AREAS</p> <p>A. POLICY</p> <p>B. PRODUCT POLICIES</p> <p>C. PERSONNEL POLICIES</p> <p>D. FINANCIAL POLICIES</p> <p>E. MARKETING POLICIES</p> <p>F. PUBLIC RELATION POLICIES</p>	03	10%
06	<p>STRATEGIC IMPLEMENTATION REVIEW AND EVALUATION</p> <p>A. MCKINSEY 7-S FRAMEWORK</p> <p>B. LEADERSHIP AND MANAGEMENT STYLE</p> <p>C. STRATEGY REVIEW AND EVALUATION</p> <ul style="list-style-type: none"> • Review underlying bases of Strategy • Measure Organisational Performance • Take corrective actions 	04	15%
TOTAL		30	100%



RESEARCH PROJECT (BHM309)
HOURS ALLOTTED 15

The objective of research is to seek answers to problems through application of scientific methodology which guarantees that information collected is reliable and unbiased. This information is utilised to make conclusions and recommend solutions. The elements that are to be kept in mind while undertaking research is deciding a relevant topic, feasibility, coverage, accuracy and research, objectivity and ethics.

In the SEM V, students will work closely with their supervisor and develop mutually working relationship to initiate the research which would involve preparing an outline and preliminary collection of data. The supervisor will guide the student in framing and planning the research project and the methodology to be adopted in collection of data, through interviews, telephones, mailers etc. while the student on their part will expose themselves to research of the topic through meetings, interviews, internet search, library etc. The student should generally produce all material in word processed or typed format so that the presentation is neat and legible. Student must inform their supervisor or other people with whom their work is being discussed. The research should be planned to minimise time wastage and a clear time scale should be put in place. The research should really spell out the objective, its findings, the methodology adopted, its conclusions and recommendations. The student and supervisor will work together to prepare synopsis of the research.

One hour per week has been allocated for the purpose and students alongwith the supervisor must regularly interact during this period. The final preparation and presentation would be done during SEM VI before a panel of internal and external examiners through a report and viva voce.



**COVERAGE OF SPECIAL TOPICS
USING EXTERNAL GUEST AND EXPERT SPEAKERS
HOURS ALLOTTED: 30**

As per teaching scheme, two hours per week have been allocated for External Guests as Expert Speakers to create a good academic interface with the industry. This is an important activity to complement our existing faculty through inviting renowned industry experts to address specialised disciplines and investigate emerging business trends, techniques and innovative case-studies.

GUIDELINES FOR USING EXTERNAL EXPERT SPEAKERS

1. Before inviting the Speaker, make sure that they *really are* experts in the relevant subject.
2. Invite, if possible, Speakers who are not only experts in subjects but are also capable speakers.
3. If, although they are eminently suitable because of their expertise, they have poor presentation skills, offer them support.
4. Inform them in writing, and in clear unambiguous terms, of the aims and objectives of the session.
5. Discuss with them, then confirm in writing, specifically what you want them to cover: exactly how long they have to speak: and what questioning techniques will be employed – during and after the session.
6. Give them full information, in writing, about the starting time, the location, and the size and level of the participants.
7. Confirm whether they will use aids and, if so, of what type(s) and how many. Do they already have them, are they of acceptable quality: do they want any help in procuring them: do they want to use aids available with you.
8. Confirm whether they intend to use hand-outs: do they have them available: do they want any support in their production: when do they intend to use them.
9. Seek and confirm their views on the room layout – what type they would prefer or whether they have to accept the existing room layout.
10. Arrange a feed-back session with the participants – as you may want to use them again.

Maintain a record of the date, duration of the session and contact details of the Guest Speakers for future references which may be required by your institute and the NCHMCT.



TOURISM MARKETING (TS-6)

This course familiarises the students with Marketing concepts, techniques and skills as required in the marketing of tourism products and attractions.

Syllabus

Block-1 Understanding Entrepreneurship and Management

Unit	1	Introduction to Tourism Marketing – Approaches, Relevance and Role
Unit	2	Market Segmentation
Unit	3	Tourism Markets: International and Domestic

Block-2 Market Analysis

Unit	4	Marketing Research
Unit	5	Competitive Analysis and Strategies
Unit	6	Forecasting for Tourism and its Products
Unit	7	Role of Technology in Tourism Marketing

Block-3 Developmental Role of Marketing

Unit	8	Role of Public Organizations
Unit	9	Role of Local Bodies
Unit	10	Role of NGOs
Unit	11	Socially Responsible Marketing
Unit	12	Social Marketing

Block-4 Marketing Mix

Unit	13	Product Designing
Unit	14	Pricing Strategies
Unit	15	Promotion Strategies
Unit	16	Distribution Strategies
Unit	17	The Fifth P: People, Process and Physical Evidence

Block-5 Marketing Mix: Specific Situations

Unit	18	Familiarization Tours
Unit	19	Seasonal Marketing
Unit	20	Tourism Fairs and Travel Markets

Block-6 Destination Marketing

Unit	21	Regions, Cities, Leisure Spots
Unit	22	Events, Activities, Individuals
Unit	23	Shopping, Education and Culture
Unit	24	Marketing Local Foods



Block-7 Accommodation Marketing

Unit	25	Star Category Hotels
Unit	26	Alternate' Accommodation
Unit	27	Supplementary Accommodations
Unit	28	Linkages in the Trade

Block-8 Transport and Travel Services Marketing

Unit	29	Air lines Marketing
Unit	30	Tourist Transport Marketing
Unit	31	Travel Agency Marketing
Unit	32	Tour Operators Marketing

