



Four-Year Undergraduate Programme

BACHELOR OF HOSPITALITY & TOURISM ADMINISTRATION
(with Honors)

**FACULTY OF HOTEL MANAGEMENT &
CATERING TECHNOLOGY**

Parul University

Vadodara, Gujarat, India

VISION OF THE FACULTY:

To nurture leaders with the ability to skilfully navigate the dynamic landscape of the hospitality and tourism industry.

MISSION OF THE FACULTY:

M1 To impart exemplary, innovative & Quality education in the field of Hospitality and Tourism Industry.

M2 To foster a participatory learning environment, enhancing the capacity of students through active engagement and collaboration.

M3 To cultivate the necessary workforce to meet the expanding demands of the ever-growing hospitality and tourism industry.

1. Program Educational Objectives

The statements below indicate the career and professional advancement that the Bachelors of Hospitality and Tourism Administration Management (Single Major & Single Minor) curriculum intends to provide the students.

PEO 1	Graduates will acquire comprehensive knowledge and practical skills in hotel management, tourism operations, hospitality services, and customer relationship management for successful professional careers.
PEO 2	Graduates will demonstrate leadership, teamwork, communication abilities, and ethical practices while addressing the dynamic needs of the hospitality and tourism industry.
PEO 3	Graduates will develop entrepreneurial thinking, problem-solving abilities, and lifelong learning skills to adapt to emerging trends and opportunities in hospitality and tourism sectors.

2. Program Learning Outcomes

Program Learning outcomes are statements conveying the intent of a program of study.

PLO 1	TECHNICAL KNOWLEDGE-	The student will be able to impart the understanding and proficiency in hotel industry operations, tourism management, and hospitality services.
PLO 2	PROBLEM ANALYSIS SKILL-	The student will be able to identify, analyze, and solve operational and managerial problems related to hospitality and tourism industries.
PLO 3	DEVELOPMENT AS A PROFESSIONAL-	The student will be able to demonstrate professional attitude, leadership qualities, adaptability, and commitment towards lifelong learning.

PLO 4	PROFESSIONAL SKILLS-	The student will be able to apply communication, teamwork, customer handling, and managerial skills effectively in hospitality and tourism sectors.
PLO 5	INDUSTRY ETHICS-	The student will be able to practice ethical values, cultural sensitivity, sustainability, and professionalism in hospitality and tourism operations.
PLO 6	RESEARCH SKILLS-	The student will be able to apply basic research and analytical skills to study hospitality and tourism trends and industry practices.
PLO 7	EMPLOYABILITY -	The student will be able to develop employability and entrepreneurial competencies for careers in hotel, tourism, travel, and allied service industries.

3. Program Specific Learning Outcomes

PSO 1	Apply operational and managerial knowledge in hotel administration, food and beverage services, housekeeping, front office, and tourism management.
PSO 2	Demonstrate customer service, communication, and problem-solving skills required for effective functioning in hospitality and tourism organizations.
PSO 3	Develop entrepreneurial, leadership, and professional competencies to pursue careers and higher studies in hospitality, tourism, and allied industries.

4. Mapping of Program Educational Objectives and Mission statement

	M1	M2	M3
PEO 1	✓	✓	
PEO 2	✓	✓	
PEO 3			✓

5. Mapping of Program Learning Outcomes and Program Educational Objectives

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7
PEO 1	3	3	3	3	3	2	3
PEO 2	3	2	3	3	1	3	3
PEO 3	3	2	3	3	3	1	3

1-Low correlation, 2- Moderate correlation, 3- High correlation

6. Mapping of Program Specific Outcomes and Program Educational Objectives

	PSO 1	PSO 2	PSO 3
PEO 1	3	3	2
PEO 2	1	3	2
PEO 3	3	1	3

1-Low correlation, 2- Moderate correlation, 3- High correlation

1. Credit Framework

Semester wise Credit distribution of the programme	
Semester-1	22
Semester-2	22
Semester-3	22
Semester-4	22
Semester-5	26
Semester-6	22
Semester-7	24
Semester-8	16
Total Credits:	176

Category wise Credit distribution of the programme	
Category	Credit
DSC	92
Minor	28
UE	12
AEC/SEC/VAC	28
Internship/Mini Project-1	4
Research Project /OJT	12
Total Credit of the Programme	176
Total Credits:	

2. Program Curriculum

Program: _BHMCT (Single Major & Single Minor)					
SEMESTER -I		Teaching Scheme			
Course Code	Course title	Credit	Contact Hours		
			L	L	T
	Major (Discipline Specific Course)				
	Introduction to Hospitality and Tourism Industry	4	4	-	-
	Tourism Resources of India (Theory)	3	3	-	-
	Tourism Resources of India (Practical)	1	-	2	-
	Introduction to Travel Agency and Tour Operations	4	4	-	-
	University Elective (UE) – I (Multidisciplinary course) (Select any one)				
06010101U E06	International Business	4	4	-	-
09010101U E01	First Aid and Life Support		4	-	-
110010101U E01	NGO Management		4	-	-

	Skill Enhancement Course -1				
21010101SE02	Application of Computers THEORY	1	1	-	-
21010101SE03	Application of Computers PRACTICAL	1	-	2	-
	Value Added Course (VAC)-1				
NEP	Integrated Well-being: Mind, Behavior and Digital Balance	2	-	-	-
	Ability Enhancement Course (AEC) – I)				
00019301AE04	Communication Skills -I	2	1	2	-
	Total	22	19	6	

SEMESTER -II		Teaching Scheme			
			Contact Hours		
Course Code	Course title	Credit	L	L	T
	Major (Discipline Specific Course)	4	3	-	1
	Tourism Geography	4	3	-	1
	Concepts of Organisational Behaviour	4	4	-	-
	Finance in Travel Agency and Tour Operations				
	University Elective (UE) – II (Multidisciplinary course) (Select any one)				
03010502UE01	Foundations of Generative AI	4	3	2	-
06010102UE02	Entrepreneurship Essentials		4	-	-
	Skill Enhancement Course (SEC) – II (Select any one)				
00019101SE01	Mathematical Aptitude	2	2	-	-
	Food and Beverages Operations (Theory)	1	1	-	-
	Food and Beverages Operations (Practical)	1	-	2	-
	Value Added Course (VAC) - II				
00019302VA01	IPDC including History and Culture of India and IKS-1	2	2	-	-
	Ability Enhancement Course (AEC) – II (/Modern Indian Language-2				
00019302AE01	Communication Skills-II	2	1	2	-
	Total	22	18	6	

Type of Course	Credits Allocated
Ability Enhancement Courses (AEC)	10
Skill Enhancement Courses (SEC)	10
Value Added Courses (VAC)	8
Discipline Specific Courses	92
Minor	28
OJT/Research	12
Internship	4
UE	12
Total	176

Semester	List of Minor Stream- Retail Management (Subject)	Course Code
1	Introduction to Retail Operations (THEORY)	
1	Introduction to Retail Operations (PRACTICAL)	
2	Finance in retail	
4	Human Resources Management in Retail sector	
5	Business communication in Retail Sector (THEORY)	
5	Business communication in Retail Sector (PRACTICAL)	
6	Basics of Management in Retail Management	
7	Business Laws in Retail Sector	
8	Retail Management Perspectives (THEORY)	
8	Retail Management Perspectives (PRACTICAL)	

Minor course No.	List of Minor Stream- Events Management(Subject)	Course Code
1	Concept & Designing of Event (THEORY)	
1	Concept & Designing of Event (PRACTICAL)	
2	Finance in Event	

4	Human Resources Management in Event sector	
5	Business communication in Events (THEORY)	
5	Business communication in Events (PRACTICAL)	
6	Basics of Management in Event Management	
7	Business laws in Events	
8	: Event Management Planning (THEORY)	
8	: Event Management Planning (PRACTICAL)	

Semester 1

Course Name: Introduction to Hospitality and Tourism Industry

Course Code:

Prerequisite: Basic awareness of the service sector and travel environment.

Rationale: This course provides foundational knowledge of the hospitality and tourism industry, its structure, components, and operational dynamics. It enables students to understand the scope, functions, and significance of hospitality and tourism as a global economic activity.

a. Course Learning Objective:

CLOBJ 1	To introduce students to the concepts and evolution of hospitality and tourism.
CLOBJ 2	To understand the structure and components of the hospitality industry.
CLOBJ 3	To examine the tourism industry and its sectors.
CLOBJ 4	To analyze the interrelationship between hospitality and tourism.
CLOBJ 5	To explore career opportunities and emerging trends in the industry

b. Course Learning Outcomes:

CLO 1	Students will be able to explain the concept and scope of hospitality and tourism.
CLO 2	Students will be able to describe various sectors of the hospitality industry.
CLO 3	Students will be able to identify components of the tourism industry
CLO 4	Students will be able to analyze linkages between the hospitality and tourism
CLO 5	Students will be able to evaluate future trends and career prospects.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Students will be able to explain the concept and scope of hospitality and tourism.	1,2
CLO 2	Students will be able to describe various sectors of the hospitality	industry. ^{1,2}

CLO 3	Students will be able to identify components of tourism industry.	1,2
CLO 4	Students will be able to analyze linkages between hospitality and tourism sectors.	1,2
CLO 5	Students will be able to evaluate future trends and career prospects .	1,2,3

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Hospitality	10	17
	Meaning and definition of Hospitality Evolution of the Hospitality Industry Nature and characteristics of hospitality services Importance of hospitality in economic development		
2	Structure of the Hospitality Industry	14	23
	Accommodation Sector (Hotels, Resorts, Homestays) Food & Beverage Sector Travel & Tourism Support Services Role of Hospitality in Customer Experience		
3	Introduction to Tourism	14	23
	Meaning and definition of Tourism Types of Tourism (Leisure, Business, Cultural, Medical, etc.) Components of Tourism (Attractions, Accessibility, Amenities) Tourism System		
4	Relationship between Hospitality and Tourism	11	18
	Interdependence of Hospitality & Tourism Role in destination development Service chain in tourism		
5	Tourism & Hospitality Organizations	11	19
	Role of Government Role of Private Sector International Organizations (UNWTO, IATA, etc.) Tourism Boards and Industry Associations		
	TOTAL	60 HOURS	100%

Reference Books -:

1. Walker, J. – Introduction to Hospitality Management,
2. Pearson Chuck Y. Gee – International Tourism: A Global
3. Perspective Cooper, Fletcher – Tourism: Principles and Practice

Semester 1

Course Name: Tourism Resources of India (Theory)

Course Code:

Prerequisite: Basic understanding of geography, Indian culture, and tourism concepts.

Rationale: To familiarize students with the vast array of natural, cultural, and human-made tourism resources in India and to develop their ability to analyze, evaluate, and promote these resources sustainably for national and regional tourism growth.

a. Course Learning Objective:

CLOBJ 1	To introduce the concept, classification, and importance of tourism resources.
CLOBJ 2	To study India's natural, cultural, and heritage tourism assets.
CLOBJ 3	To examine modern and emerging tourism resources contributing to destination development.
CLOBJ 4	To understand the regional distribution and management of tourism resources in India.
CLOBJ 5	To explore sustainable and policy-driven approaches to tourism resource development.

b. Course Learning Outcomes:

CLO 1	Demonstrate an understanding of different types of tourism resources and their significance in India.
CLO 2	Identify and analyze major natural, cultural, and human-made attractions across regions.
CLO 3	Assess the role of infrastructure and innovation in enhancing tourism experiences
CLO 4	Apply sustainable practices for the conservation and promotion of tourism resources.
CLO 5	Evaluate government and community initiatives for regional tourism development.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Demonstrate an understanding of different types of tourism resources and their significance in India.	1,2
CLO 2	Identify and analyze major natural, cultural, and human-made attractions across regions.	1,2
CLO 3	Assess the role of infrastructure and innovation in enhancing tourism experiences	1,2
CLO 4	Apply sustainable practices for the conservation and promotion of tourism resources	1,2
CLO 5	Evaluate government and community initiatives for regional tourism development.	1,2,3

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Tourism Resources	7	16
	Meaning, concept, and classification of tourism resources Types of tourism resources: natural, cultural, historical, and human-made Importance of resource identification and inventory in tourism development Criteria for assessing tourism potential Role of tourism resources in destination planning and marketing		
2	Natural Tourism Resources of India	10	22
	Major physiographic divisions of India and their tourism significance Hill stations, beaches, rivers, lakes, deserts, and forests as tourism attractions National parks, wildlife sanctuaries, and biosphere reserves Adventure and eco-tourism resources Role of natural resources in promoting sustainable tourism		
3	Cultural and Heritage Tourism Resources	10	22
	India's cultural diversity: languages, festivals, art, and crafts Heritage monuments: UNESCO World Heritage Sites (e.g., Taj Mahal, Hampi, Khajuraho) Religious and spiritual tourism centers (e.g., Varanasi, Bodh Gaya, Rameswaram) Fairs, festivals, and performing arts as cultural attractions Role of cultural tourism in preserving Indian heritage		
4	Human-Made and Contemporary Tourism Resources	9	20
	Urban tourism resources: cities, museums, theme parks, and shopping hubs Convention, wellness, and rural tourism resources Infrastructure as a tourism resource: accommodation, transportation, and connectivity Film tourism, medical tourism, and luxury tourism		

	Government initiatives for developing modern tourism resources		
5	Regional Tourism Resources and Sustainable Development	9	20
	TOTAL	45 HOURS	100%

Reference Books

1. Bhatia, A. K. (2020). Tourism Development: Principles and Practices. *Sterling Publishers*.
2. Negi, J. M. S. (2009). Tourism Resources of India. Gitanjali Publishing House.
3. Goeldner, C. R., & Ritchie, J. R. B. (2016). Tourism: Principles, Practices, Philosophies (12th ed.). Wiley.
4. Kumar, S. (2018). Geography and Tourism in India. *Rajat Publications*.
5. Ministry of Tourism, Government of India (Annual Reports).

Semester 1

Course Name: Tourism Resources of India (Practical)

Course Code:

Prerequisite: Basic understanding of geography, Indian culture, and tourism concepts.

Rationale: To familiarize students with the vast array of natural, cultural, and human-made tourism resources in India and to develop their ability to analyze, evaluate, and promote these resources sustainably for national and regional tourism growth.

a. Course Learning Objective:

CLOBJ 1	To introduce the concept, classification, and importance of tourism resources.
CLOBJ 2	To study India's natural, cultural, and heritage tourism assets.
CLOBJ 3	To examine modern and emerging tourism resources contributing to destination development.
CLOBJ 4	To understand the regional distribution and management of tourism resources in India.
CLOBJ 5	To explore sustainable and policy-driven approaches to tourism resource development.

b. Course Learning Outcomes:

CLO 1	Demonstrate an understanding of different types of tourism resources and their significance in India.
CLO 2	Identify and analyze major natural, cultural, and human-made attractions across regions.
CLO 3	Assess the role of infrastructure and innovation in enhancing tourism experiences
CLO 4	Apply sustainable practices for the conservation and promotion of tourism resources
CLO 5	Evaluate government and community initiatives for regional tourism development.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Demonstrate an understanding of different types of tourism resources and their significance in India.	1,2
CLO 2	Identify and analyze major natural, cultural, and human-made attractions across regions.	1,2
CLO 3	Assess the role of infrastructure and innovation in enhancing tourism experiences	1,2
CLO 4	Apply sustainable practices for the conservation and promotion of tourism resources	1,2
CLO 5	Evaluate government and community initiatives for regional tourism development.	1,2,3

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Identification of major resources through maps and visuals	3	10
2	Preparation of a profile of one Indian tourist destination	5	17
3	Case study of mountains, beaches, forests, or a wildlife park	4	13
4	Study of monuments, fairs, festivals, and crafts	4	13
5	Report on major religious destinations	4	13
6	Analysis of museums, dams, and theme parks	3	10
7	Documentation of the nearby tourist destination	4	13
8	Preparation of tourism maps of India	3	11
	TOTAL	30 HRS	100%

Reference Books

1. Bhatia, A. K. (2020). Tourism Development: Principles and Practices. Sterling Publishers.
2. Negi, J. M. S. (2009). Tourism Resources of India. Gitanjali Publishing House.
3. Goeldner, C. R., & Ritchie, J. R. B. (2016). Tourism: Principles, Practices, Philosophies (12th ed.). Wiley.
4. Kumar, S. (2018). Geography and Tourism in India. Rajat Publications.
4. Ministry of Tourism, Government of India (Annual Reports).

Semester 1

Course Name: Introduction to Travel Agency and Tour Operations.

Course Code:

Prerequisite: Basic understanding of tourism concepts, tourism products, and introductory knowledge of travel and hospitality services at the undergraduate level.

Rationale: This course introduces students to the structure, functions, and operational processes of travel agencies and tour operators. Emphasis is placed on tour package formulation, itinerary planning, costing and pricing, documentation, supplier coordination, and the use of digital tools. The course prepares students for entry-level roles in travel trade operations and provides foundational knowledge for entrepreneurship in travel and tour businesses.

a. Course Learning Objective:

CLOBJ 1	To introduce the structure and functions of travel agencies and tour operators.
CLOBJ 2	To develop an understanding of tour package design, itinerary planning, and documentation.
CLOBJ 3	To familiarize students with costing, pricing, and profitability aspects of tour operations.
CLOBJ 4	To explain the procedures for setting up and managing a travel business.
CLOBJ 5	To expose students to industry trends, digital tools, and career opportunities in travel trade.

b. Course Learning Outcomes:

CLO 1	Explain the roles, functions, and organizational structures of travel agencies and tour operators.
CLO 2	Design tour packages and itineraries based on customer needs and market demand.
CLO 3	Apply costing, pricing, and documentation procedures in tour operations.
CLO 4	Identify legal, regulatory, and operational requirements for establishing a travel business.
CLO 5	Analyze industry trends and evaluate career opportunities in travel and tour operations.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Explain the roles, functions, and organizational structures of travel agencies and tour operators.	Understand
CLO 2	Design tour packages and itineraries based on customer needs and market demand.	Apply
CLO 3	Apply costing, pricing, and documentation procedures in tour operations.	Apply
CLO 4	Identify legal, regulatory, and operational requirements for establishing a travel business.	Analyze
CLO 5	Analyze industry trends and evaluate career opportunities in travel and tour operations.	Evaluate

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Tour Operators	10	17
	History and growth, Types: Inbound, outbound, domestic, niche, specialized, Organizational structure and key departments. Functions: Market research, package formulation, supplier liaison, tour execution, and post-tour management. Skills and competencies for a professional, IATO		
2	Introduction to Travel Agents	14	23
	Functions: Travel info, counseling, documentation, VISA, insurance, reservations, travel retailing. Types: Full-service, commercial, implant, group/incentive, retail vs. wholesale. Organizational structure and departments. Skills and competencies for professional agents. TAAI		
3	Tour Operations	14	23
	Package Types: FIT, GIT, escorted, hosted, incentivized, SIT. Package formulation: inclusions, exclusions, client preferences. Itinerary planning: Types, tools, design. Costing, pricing, and profitability. Brochure design, marketing, promotion. Documentation: VISA, insurance, reservations. Supplier negotiation.		
4	Setting Up Travel Business	11	18
	Requirements, approval, recognition, licensing Rules, regulations, compliance. Organizational structure for small and large agencies. Revenue sources, cost management, Threats, challenges.		
5	Industry Trends & Career	11	19
	Career opportunities in travel and tour operations. IT and digital tools in operations and marketing. Case Studies of leading inbound/outbound operators in India. Best practices in tour operations, client handling, digital marketing.		
	TOTAL	60 HOURS	100%



f. Reference Book-

1. Holloway, J. C., & Humphreys, C. (2019).
2. The Business of Tourism (11th ed.). Pearson Education.
3. Gee, C. Y., Makens, J. C., & Choy, D. J. L. (2012).
4. The Travel Industry (3rd ed.). Wiley.
5. Bhatia, A. K. (2013).
6. Tourism Development: Principles and Practices. Sterling Publishers.

Semester 2

Course Name: Tourism Geography

Course Code:

Prerequisite: General understanding of geography or prior coursework in geography or travel studies.

Rationale: To provide advanced geographical knowledge relevant to travel and tourism, enabling effective assessment and planning of tourism activities and destinations.

a. Course Learning Objective:

CLOBJ 1	Explain fundamental concepts and principles of tourism geography.
CLOBJ 2	Identify and analyze tourism resources at global and regional levels.
CLOBJ 3	Examine the relationship between physical geography and tourism patterns.
CLOBJ 4	Evaluate environmental, economic, and cultural impacts of tourism.
CLOBJ 5	Apply geographical tools and techniques to tourism development and management.

b. Course Learning Outcomes:

CLO 1	The students will be able to describe core concepts of tourism geography and their significance.
CLO 2	The students will be able to identify major tourism regions and attractions worldwide and in India.
CLO 3	The students will be able to interpret how physical and cultural geography influence tourism flows and patterns.
CLO 4	The students will be able to assess the environmental and societal impacts of tourism development.
CLO 5	The students will be able to utilize maps, atlases, and other geographic tools for planning tourism itineraries.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	The students will be able to describe core concepts of tourism geography and their significance.	1
CLO 2	The students will be able to identify major tourism regions and attractions worldwide and in India.	2
CLO 3	The students will be able to interpret how physical and cultural geography influences tourism flows and patterns.	4
CLO 4	The students will be able to assess the environmental and societal impacts of tourism development.	5
CLO 5	The students will be able to use maps, atlases, and other geographic tools to plan tourism itineraries.	3

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Tourism Geography	6	13%
	Definition, nature and scope of geography in tourism; Significance of tourism geography; Factors of tourism development		
2	Types of Tourism and Tourism Flows	7	16%
	Classification of tourism; Tourist flows (domestic, international); Emerging trends in tourism; Eco tourism, adventure tourism		
3	Physical and Cultural Geography of Tourism	8	18%
	Relationship of physical geography (mountains, rivers, climate); Cultural geography and tourism resources; Heritage and religious sites		
4	Tourism Resources in India	9	20%
	Physical divisions, climate regions, tourism resources, heritage sites, beaches, hills, wildlife, Deserts		
5	Geographical Features and Global Tourism Attractions	8	18%
	Major global attractions – landmarks, UNESCO sites, climatic impacts; Case studies of destinations		
6	Tools and Techniques in Tourism Geography	7	15%
	Map reading, latitude and longitude, time zones, itinerary planning, use of GIS, atlas and other geographic information systems		
	TOTAL	45 HOURS	100%

Reference Book

1. Burton, Rose Mary - The Geography of Travel & Tourism (London)
2. Robinson, H. A. - Geography of Tourism (Mac Donald & Evans, London)
3. Majid Husain - World Geography (Delhi)
4. Michael Hall & Stephen Page - The Geography of Tourism & Recreation
5. Gopal Singh - The Geography of India (Delhi)
6. Peter Mason - Tourism Impacts, Planning & Management



Semester 2

Course Name: Concepts of Organizational Behaviour

Course Code:

Prerequisite: Basic knowledge of business or management principles usually gained through an undergraduate degree.

Rationale: To provide students with an understanding of fundamental management theories and the behavior of individuals and groups within organizations, enabling effective organizational leadership.

a. Course Learning Objective:

CLOBJ 1	Explain core management concepts and principles.
CLOBJ 2	Understand individual and group behaviour in organizational settings.
CLOBJ 3	Analyze organizational structures and cultures.
CLOBJ 4	Apply motivation and leadership theories to real-world scenarios.
CLOBJ 5	Evaluate communication and conflict management strategies.

b. Course Learning Outcomes:

CLO 1	The students will be able to describe fundamental management concepts and functions.
CLO 2	The students will be able to explain the factors influencing individual and group behavior.
CLO 3	The students will be able to analyze organizational culture and structure.
CLO 4	The students will be able to apply motivation and leadership theories effectively.
CLO 5	The students will be able to assess communication processes and conflict resolution techniques.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	The students will be able to describe fundamental management concepts and functions.	1
CLO 2	The students will be able to explain the factors influencing individual and group behavior.	2
CLO 3	The students will be able to analyze organizational culture and structure.	4
CLO 4	The students will be able to apply motivation and leadership theories effectively.	3
CLO 5	The students will be able to assess communication processes and conflict resolution techniques.	5

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Foundations of Management Concepts	11	25
	Definition and importance of management Functions of management: Planning, Organizing, Leading, Controlling Evolution of management theories		
2	Individual Behavior in Organizations	11	25
	Personality, perception, attitudes Motivation theories: Maslow, Herzberg, McGregor Emotions and stress management		
3	Group Behavior and Team Dynamics	11	25
	Group formation and development stages Group roles and norms Team building and teamwork effectiveness		
4	Organizational Structure and Culture	12	25
	Types of organizational structure Organizational culture and climate Power, politics, and organizational change		
	TOTAL	45 HOURS	100%

Reference Book

1. Robbins, S. P. & Judge, T. A. - Organizational Behavior, Pearson Education.
2. Koontz, H., O'Donnell, C., & Weihrich, H. - Essentials of Management, McGraw Hill.
3. Luthans, F. - Organizational Behavior, McGraw Hill.
4. Stoner, Freeman & Gilbert Jr. - Management, Prentice Hall.
5. Ivancevich, J. M. - Organizational Behavior and Management, McGraw Hill.
6. Greenberg, J. - Behavior in Organizations, Pearson Education.

Semester 2

Course Name: Food and Beverage Operations (THEORY)

Course Code:

Prerequisite: Students in this course should have basic knowledge of F&B operations, various types of service, and the important role of F&B Staff.

Rationale: The course provides an overview of the basics of the Food & Beverage Service department in a hotel.

a. Course Learning Objective:

CLOBJ 1	To understand different types of meals and their service patterns in hospitality establishments.
CLOBJ 2	To develop knowledge of menu planning, menu design, and classical as well as regional food structures.
CLOBJ 3	To understand order-taking procedures, service sequence, billing systems, and payment methods in F&B operations.
CLOBJ 4	To examine the classification, preparation, and service of non-alcoholic beverages.
CLOBJ 5	To develop skills required for handling customer complaints and service-related situations effectively.

b. Course Learning Outcomes:

CLO 1	The student will be able to elaborate on the types of meals & choices to be offered under certain meals.
CLO 2	The student will be able to plan a menu for an F&B outlet.
CLO 3	The student will be able to understand food & beverage order-taking, serving food & doing effective clearance.
CLO 4	The student will be able to explain the classification of non-alcoholic beverages.
CLO 5	The student will be able to understand the Handling techniques of F&B service-related situations/Complaints.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	The student will be able to elaborate on the types of meals & choices to be offered under certain meals.	1, 2
CLO 2	The student will be able to plan a menu for an F&B outlet.	2, 3
CLO 3	The student will be able to understand food & beverage order-taking, serving food & doing effective clearance.	2, 3
CLO 4	The student will be able to explain the classification of non-alcoholic beverages.	1, 2
CLO 5	The student will be able to understand the Handling techniques of F&B service-related situations/Complaints.	2, 3, 4

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
1	-	-	1	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination



PARUL UNIVERSITY
FACULTY OF HOTEL MANAGEMENT
AND CATERING TECHNOLOGY

e. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Types Of Meals	2	10
	Breakfast-Introduction, Types, Service Methods, A La Carte, and TDH Setups Brunch, Lunch, Hi –Tea, Dinner, Supper, And Other		
2	Types Of Menus	4	30
	Introduction To Menu; Types - A la carte & table d'hôte, Menu Planning, Considerations and Constraints, Menu Terms, Menu Design, French Classical Menu- 11, 13, and 17 Courses Separately, Classical Foods & Its Accompaniments With Cover, Indian Regional Dishes, Accompaniments, And Service		
3	Order Taking, Service, and Billing	3	20
	Handling Table Reservation, Kots & Bots Duplicate & Triplicate System, Computerized K.O. T's Sequence of Food Service, Table Clearing Process, Billing Methods, Payment Methods (Digital Payments / UPI / Wallets), and Cash Handling		
4	Non – Alcoholic Beverages	3	20
	Definition And Classification Of Beverages Hot Beverages-Types- Different Types Of Tea And Coffee, Cocoa, Hot Chocolate, Preparation And Service, Cold Beverages-Types- Cold Coffee, Shakes, Mock Tails, Juices, Syrups, Aerated Drinks, Preparation, and Service		
5	Customer Care and Handling Situations	3	20
	Unavailability Of Table/Reservation, Wrong Order Taking, Handling Unavailability Of Food Items, Handling Special Requests, Order Delays, Spillages, Return Food, Lost And Found Properties, Illness, Drunken Guest, Un Expectable Appearance Of Guest, Dealing With Children And Infants, Handling Handicaps, Old Age Guest, Customer With Communication Difficulties, Billing Issues – Split Billing Issue / Non Availability Of PMS Oriented Bill		
	TOTAL	15 Hours	100 %



Reference Book

1. Food & Beverage Service Training Manual - By S. Andrews
2. Food & Beverage Service - By Lillicrap & Cousins, ELBS
3. Modern Restaurant Service - By John Fuller, Hutchinson
4. Professional Food& Beverage Service Management - By Brian
5. Food Service Operations - By Peter Jones & Casse
6. Menu planning - By J Kivela
7. Introduction to F&B Service - By Brown, Hepper & Deegan

Semester 2

Course Name: Food and Beverage Operations (PRACTICAL)

Course Code:

Prerequisite: Students in this course should have basic knowledge of F&B operations, various types of service, and the important role of F&B Staff.

Rationale: The course provides an overview of the basics of the Food & Beverage Service department in a hotel.

a. Course Learning Objective:

CLOBJ 1	To develop professional grooming standards, etiquette, and personal hygiene required in F&B service.
CLOBJ 2	To identify and handle F&B service equipment, tools, and service gear effectively.
CLOBJ 3	To perform mise-en-place, mise-en-scène, and set up various table layouts.
CLOBJ 4	To practice the correct sequence of food and beverage service including order taking and billing procedures.
CLOBJ 5	To develop confidence in handling customer interactions and service-related situations.

b. Course Learning Outcomes:

CLO 1	The student will be able to Perform Mis-en-place & mis-en-scene and possess Etiquettes & Manners required as F&B personnel.
CLO 2	The student will be able to Identify Equipment of F&B service & Handle F&B Service gear.
CLO 3	The student will be able to Set up Different cover layouts.
CLO 4	The student will be able to Follow & perform Sequence of Service of food & beverage.
CLO 5	The student will be able to Handle Different situations arising in F&B operations.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	The student will be able to Perform Mis-en-place & mis-en-scene and possess Etiquettes & Manners required as F&B personnel.	2, 3
CLO 2	The student will be able to Identify Equipment of F&B service & Handle F&B Service gear.	1, 2, 3
CLO 3	The student will be able to Set up Different cover layouts.	2, 3
CLO 4	The student will be able to Follow & perform Sequence of Service of food & beverage.	3
CLO 5	The student will be able to Handle Different situations arising in F&B operations.	3, 4

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	1	1	-	-	20	-	30	50

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHT AGE IN %
1	Personal hygiene, Grooming, Staff Etiquettes & Manners	2	5
2	Identification of Equipment& Tools- CCG & Service tools & Tools	2	5
3	Mise-en-place & Mise-en-Scene - Wiping and Handling Service gear	3	10
4	Breakfast Table Lay-out.	2	5
5	TDH & A la Carte Cover lay-out	4	15
6	Receiving the guests (Demonstration followed by Practice)	2	5
7	Writing a Menu	2	10
8	Taking an Order of Food& Beverage and Making a KOT. (Demonstration followed by Practice)	4	15
9	Service of Water. (Demonstration followed by Practice)	1	5
10	Service of Food, Clearing, Crumbing, and Presenting the bill. (Demonstration followed by Practice)	5	15
11	Situation Handling. (Demonstration followed by Practice)	3	10
	Total	30 Hours	100%

Reference Book

1. Food & Beverage Service - By Lillicrap & Cousins, ELBS
2. Modern Restaurant Service - By John Fuller, Hutchinson
3. Professional Food& Beverage Service Management - By Brian
4. Food Service Operations - By Peter Jones & Casse
5. Menu planning - By J Kivela
6. Introduction to F&B Service - By Brown, Hepper & Deegan
7. Food & Beverage Management - By John Cousins, David Foscett

Semester 2

Course Name: Finance management in travel agency and tour operations

Course Code:

Prerequisite: Basic understanding of travel agency operations and tour management concepts at the introductory UG level.

Rationale: This course enables students to effectively plan, price, and manage the financial aspects of tour operations, ensuring profitability, cost control, and sound financial decision-making in travel businesses.

a. Course Learning Objective:

CLOBJ 1	Understand the role and importance of financial management in travel agencies and tour operations.
CLOBJ 2	Identify various sources of finance and financial structures used in travel and tourism businesses.
CLOBJ 3	Analyse different types of costs involved in tour operations and their impact on tour pricing.
CLOBJ 4	Develop financial plans for tour packages by estimating costs, revenues, and profit margins.
CLOBJ 5	Apply budgeting and financial control techniques in travel agency and tour operation settings.
CLOBJ 6	Evaluate financial risks, cash flow issues, and profitability of tour packages in dynamic tourism environments.

b. Course Learning Outcomes:

CLO 1	Explain fundamental financial concepts and their application in travel agency and tour operations.
CLO 2	Identify and analyze sources of finance and cost structures specific to travel and tourism businesses.
CLO 3	Prepare cost sheets and financial plans for tour packages, including pricing and profit margins.
CLO 4	Apply budgeting and cash management techniques to control financial performance in travel agencies.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Sr. No	Content	Teaching Hours	Weightage in %
1	Introduction to Financial Management in Travel & Tourism Definition, Meaning, and scope of financial management; Importance of finance in travel agency and tour operations Financial objectives of travel businesses; Role of finance manager in a travel agency Basic financial terminology used in the tourism industry	8	13
2	Sources of Finance & Financial Structure Short-term and long-term sources of finance Owner's capital and borrowed funds; Bank loans and financial institutions Role of credit facilities in travel business; Financial structure of a travel agency and tour operator	8	13
3	Costing & Pricing of Tour Products Meaning of cost and costing; Types of costs in travel and tour operations; Costing of tour packages Pricing strategies for tour products Factors affecting tour pricing; Basic Understanding of Break-even concept	10	16
4	Financial Planning of Tour Packages Meaning and importance of financial planning in tour operations; Estimation of tour costs and revenues; Planning for Transport costs, Accommodation costs, Food & sightseeing costs, Guide and escort costs, Documentation Expenses etc; Margin setting and commission planning; Financial planning for group vs individual tours; Seasonal pricing and demand- based financial planning Contingency planning for tour-related risks	12	20
5	Budgeting & Financial Planning Meaning and importance of budgeting; Types of budgets in travel agencies Budget preparation for tour operations; Financial planning for seasonal demand Budgetary control in travel business	8	13
6	Accounting & Financial Control in Travel Agencies Basic accounting concepts; Books of accounts used in travel agencies Revenue management in travel operations; Credit control and debtor management; Internal financial control systems	8	13

7	Financial Risk, Profitability & Cash Management	6	10
	Financial risks in travel and tour operations; Cash flow management in travel agencies; Managing advance payments and refunds; Profitability analysis of tours Financial impact of cancellations and no-shows Role of insurance and contingency planning		
	Total	60	100

Reference Books:

- Tourism Development and Management- A.K. Bhatia
- The Business of Tourism- J.C. Holloway & C. Humphreys
- Tourism: Principles, Practices and Philosophies- Charles R. Goeldner & J.R. Brent Ritchie
- Financial Management- P.C. Tulsian
- Elements of Financial Management- N.D. Kapoor
- Financial Accounting- S.N. Maheshwari & S.K. Maheshwari
- Cost Accounting- Jawaharlal & Srivastava
- IATA Manuals & Travel Agency Finance Guides
- Ministry of Tourism, Government of India- Guidelines for tour operators, pricing practices, and tourism business operations.



PARUL UNIVERSITY
FACULTY OF HOTEL MANAGEMENT
AND CATERING TECHNOLOGY
