

Tourism & Hospitality Management- I

Course Code: BVTHM108G	Tourism & Hospitality Management: 4 (L = 3, P = 0, S = 1)
Course Objective: <i>To provide students with a balanced foundation in tourism and hospitality management, enabling them to understand industry structure, operations, and service systems.</i>	
Course Outcomes:	
<ul style="list-style-type: none"> i) Understand the scope and structure of tourism and hospitality. ii) Identify key sectors and their interrelationship. iii) Explain basic travel and hotel operations. iv) Apply simple service quality and sustainability concepts. 	
SYLLABUS	
<p style="text-align: center;">Module 1 (Lecture)</p> <p style="text-align: center;">Foundations of Tourism & Hospitality</p>	<ul style="list-style-type: none"> • Meaning, nature, and scope of tourism and hospitality • Tourism system and types of tourism • Evolution of tourism and hospitality in India • Types of accommodation and hospitality philosophy (Atithi Devo Bhava) • Interrelationship between tourism and hospitality • Key organizations: United Nations World Tourism Organization (UNWTO), International Air Transport Association (IATA), India Tourism Development Corporation (ITDC)
<p style="text-align: center;">Module 2 (Lecture)</p> <p style="text-align: center;">Tourism Operations</p>	<ul style="list-style-type: none"> • Travel agencies and tour operators (inbound & outbound) • Package tours: components and basic pricing • Tourism distribution channels (direct, online, OTAs) • Documentation: tickets, visas, insurance • Basic itinerary planning • Tourism destinations and products (natural, cultural, man-made)
<p style="text-align: center;">Module 3 (Lecture)</p> <p style="text-align: center;">Hospitality Operations & Service Management</p>	<ul style="list-style-type: none"> • Organizational structure of a hotel • Front Office operations: reservation, registration, billing • Housekeeping and hygiene standards • Food & Beverage operations overview • Guest cycle and service delivery • Service quality, complaint handling, and guest satisfaction • Sustainability practices in hospitality
<p style="text-align: center;">Module 4 (Social)</p>	<ul style="list-style-type: none"> • Field visit to a tourism destination and/or hotel • Develop a 2–3 day itinerary • Front office or F&B service simulation • Mini project: Tourism & hospitality development brief for a selected area
Suggested Readings:	
<ol style="list-style-type: none"> 1. Holloway, J. C., Humphreys, C., & Davidson, R. (2016). <i>The Business of Tourism</i>. Pearson. 2. Goeldner, C. R., & Ritchie, J. R. B. (2012). <i>Tourism: Principles, Practices, Philosophies</i>. Wiley. 3. Walker, J. R. (2017). <i>Introduction to Hospitality</i>. Pearson. 4. Jones, P., & Lockwood, A. (2018). <i>The Management of Hotel Operations</i>. Routledge. 5. Bhatia, A. K. (2012). <i>Tourism Development: Principles and Practices</i>. Sterling Publishers. 6. Ninemeier, J. D. (2013). <i>Management of Food and Beverage Operations</i>. AHLEI. 7. Andrews, S. (2013). <i>Food and Beverage Service</i>. Tata McGraw-Hill. 	
Recommended Journals	
<ol style="list-style-type: none"> 1. Annals of Tourism Research 2. Tourism Management 3. International Journal of Hospitality Management 	

Environmental Science

Course Code: BVTHM109G	Environmental Science: 2 (L = 1, P = 0, S = 1)
Course Objective: To develop awareness s about environmental issues, sustainability concerns, and ecological responsibilities relevant to the tourism and hospitality industry, and to equip students with the knowledge needed for environmentally responsible tourism practices.	
Course Outcomes:	
<ul style="list-style-type: none"> i) Understand basic environmental concepts and global ecological challenges. ii) Identify the impact of tourism and hospitality on natural ecosystems. iii) Apply environmentally responsible practices in hotels, restaurants, and tourist destinations. iv) Explain waste management, energy conservation, and water management techniques. v) Promote sustainable tourism behavior for guests and industry stakeholders. 	
SYLLABUS	
Module 1 (Lecture) Environment & Sustainable Tourism	<ul style="list-style-type: none"> • Introduction to environment: ecosystem, biodiversity, and natural resources • Major environmental issues: pollution, climate change, waste generation • Relationship between tourism and environment • Positive and negative impacts of tourism • Carrying capacity and ecological footprint • Responsible tourism and environmental ethics • Sustainable practices in hotels and restaurants • Waste management and recycling • Water and energy conservation • Food waste reduction • Basics of green certifications (LEED, ISO 14001 – overview) • Cleanliness and hygiene in tourism (Swachh Bharat relevance)
Module 2 (Lecture) Social Component	<ul style="list-style-type: none"> • Visit to a hotel, café, or tourist site to observe environmental practices • Prepare a simple environmental audit checklist (waste, water, energy use) • Identify key environmental challenges in a local tourist destination • Suggest basic sustainability improvements • Short report submission on findings and recommendations
Suggested Readings:	
<ol style="list-style-type: none"> 1. Bala, P. K. (2018). <i>Environmental studies</i>. McGraw-Hill. 2. Botkin, D. B., & Keller, E. A. (2014). <i>Environmental science: Earth as a living planet</i>. Wiley. 3. Weaver, D. (2006). <i>Sustainable tourism: Theory and practice</i>. Routledge. 4. Holloway, J. C., Humphreys, C., & Davidson, R. (2016). <i>The business of tourism</i>. Pearson. 	
Journal	
<ol style="list-style-type: none"> 1. <i>Journal of Sustainable Tourism</i>. Taylor & Francis. 	

Understanding India

Course Code: BVTHM110G	Understanding India: 2 (L = 1, P = 0, S = 1)
Course Objective: <i>To provide students with essential knowledge of India's cultural, historical, geographical, and social diversity, enabling them to appreciate its tourism potential and effectively interpret India for domestic and international visitors.</i>	
Course Outcomes:	
<ul style="list-style-type: none"> i) Understand basic environmental concepts and global ecological challenges. ii) Identify the impact of tourism and hospitality on natural ecosystems. iii) Apply environmentally responsible practices in hotels, restaurants, and tourist destinations. iv) Explain waste management, energy conservation, and water management techniques. v) Promote sustainable tourism behavior for guests and industry stakeholders. 	
SYLLABUS	
<p style="text-align: center;">Module 1 (Lecture)</p> <p style="text-align: center;">Culture, Heritage & Tourism</p>	<ul style="list-style-type: none"> • Overview of India: geography, states, languages, and climate diversity • Indian culture: unity in diversity, traditions, art forms, literature • Heritage tourism and iconic monuments; UNESCO World Heritage Sites • Festivals and fairs: religious, cultural, and seasonal events • Religions of India and major tourism circuits (Buddhist Circuit, Char Dham, Sufi shrines) • Indian hospitality tradition: “Atithi Devo Bhava” and its modern relevance • Major tourism regions of India: North, South, East, West, Northeast • Natural attractions: mountains, beaches, deserts, wildlife sanctuaries • Indian cuisines and regional food traditions in tourism • Traditional crafts, textiles, and rural tourism potential • Contemporary India: modern cities, lifestyle tourism, and key initiatives (Incredible India, Swadesh Darshan, PRASHAD)
<p style="text-align: center;">Module 2 (Lecture)</p> <p style="text-align: center;">Social Component</p>	<ul style="list-style-type: none"> • Field visit to a heritage site, cultural center, or tourism office • Interaction with local artisans / tourism stakeholders (if feasible) • Preparation of a cultural and tourism profile of one Indian state • Presentation focusing on: heritage, cuisine, festivals, tourism highlights, and visitor guidelines • Submission of a short orientation booklet/report for foreign visitors
Suggested Readings:	
<ol style="list-style-type: none"> 1. Bhatia, A. K. (2012). <i>Tourism development: Principles and practices</i>. Sterling. 2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). <i>Tourism: Principles and practice</i>. Pearson. 3. Singh, R. L. (2008). <i>India: A comprehensive geography</i>. McGraw-Hill. 4. Weaver, D. (2006). <i>Sustainable tourism: Theory and practice</i>. Routledge. <p>Journal</p> <ol style="list-style-type: none"> 1. <i>Journal of Heritage Tourism</i>. Taylor & Francis. 	

Basics of Accounting

Course Code: BVTHM111S	Basics of Accounting: 2 (L = 1, P = 1, S = 0)
Course Objective: <i>To introduce students to the fundamental principles of accounting and develop basic skills in recording, summarizing, and interpreting financial transactions relevant to tourism, travel, and hospitality operations.</i>	
Course Outcomes:	
<ul style="list-style-type: none"> i) Understand fundamental accounting concepts, conventions, and processes. ii) Record basic business transactions using journals and ledgers. iii) Prepare simple financial statements such as Trial Balance and Profit & Loss Account. iv) Apply accounting practices to hotel, restaurant, and tourism service situations. v) Demonstrate accuracy in maintaining cash books, vouchers, and daily revenue summaries. 	
SYLLABUS	
<p style="text-align: center;">Module 1 (Lecture)</p> <p style="text-align: center;">Fundamentals of Accounting</p>	<ul style="list-style-type: none"> • Meaning and objectives of accounting; role in tourism & hospitality • Basic accounting terms: assets, liabilities, capital, revenue, expenses • Accounting concepts and principles: matching, prudence, accrual, consistency • Double-entry system and journal entries (common transactions) • Posting to ledger accounts • Preparation of trial balance and basic error identification • Introduction to financial statements: • Trading & Profit and Loss Account (simple format) • Balance Sheet (simple format) • Application in hospitality: • Front office cashier summary • Daily revenue report (rooms & F&B) • Guest ledger and city ledger basic
<p style="text-align: center;">Module 2 (Lecture)</p> <p style="text-align: center;">Practical Component</p>	<ul style="list-style-type: none"> • Preparation of cash book (single and double column) • Handling petty cash, receipts, and payment vouchers • Recording common hotel/restaurant transactions: • Room sales • Restaurant bills • Advance deposits and cancellations • Travel agency commission • Preparation of daily sales summary and occupancy revenue • Basics of cost identification (food cost, room cost, overheads) • Introduction to inventory valuation methods (FIFO, LIFO – basic understanding) • Mini Project: Prepare a simple set of accounting records for a small hotel/restaurant for one week
Suggested Readings:	
<ol style="list-style-type: none"> 1. Tulsian, P. C. (2018). Financial accounting. Pearson. 2. Maheshwari, S. N., & Maheshwari, S. K. (2021). An introduction to accountancy. Vikas Publishing. 3. Horngren, C. T., Sundem, G. L., & Elliott, J. A. (2014). Introduction to financial accounting. Pearson. 4. Jagels, M. G., & Coltman, M. M. (2004). Hospitality management accounting. Wiley. 	
Journal	
<ol style="list-style-type: none"> 1. International Journal of Hospitality Management. Elsevier. 	

Time & Stress Management

Course Code: BVTHM112S	Time & Stress Management: 2 (L = 1, P = 0, S = 1)
Course Objective: <i>To help students understand the importance of time management and stress management in the fast-paced tourism and hospitality environment and equip them with strategies to balance workload, enhance productivity, and maintain personal well-being.</i>	
Course Outcomes:	
<ul style="list-style-type: none"> i) Understand the causes and impact of time pressure and stress in T&H roles ii) Apply time management tools to organize and prioritize tasks. iii) Use practical strategies to manage stress in customer-facing environments. iv) Demonstrate emotional resilience and self-care skills. v) Improve workplace efficiency through planning, scheduling, and coping techniques. 	
SYLLABUS	
Module 1 (Lecture)	<ul style="list-style-type: none"> • Meaning and importance of time management • Common time challenges in hospitality (peak hours, multitasking, guest flow) • Prioritization tools: ABC analysis, Eisenhower Matrix • Planning tools: to-do lists, duty rosters, scheduling • SMART goal setting and delegation • Understanding stress: causes and symptoms • Stress management techniques: breathing, mindfulness, positive thinking • Managing difficult customers and maintaining work-life balance
Module 2 (Lecture) Social Component	<ul style="list-style-type: none"> • Self-assessment of daily time use • Prepare a weekly work schedule • Role-play: handling peak-hour pressure or guest complaints • Practice basic stress-relief techniques • Mini Project: Develop a personal Time & Stress Management Plan for a tourism/hospitality role • Short reflection report submission
Suggested Readings:	
<ol style="list-style-type: none"> 1. Robbins, S. P., & Judge, T. A. (2019). <i>Organizational behavior</i>. Pearson. 2. Greenberg, J. (2011). <i>Comprehensive stress management</i>. McGraw-Hill. 3. Weinberg, R. S., & Gould, D. (2014). <i>Foundations of sport and exercise psychology</i> (stress-performance concepts). Human Kinetics. 4. Covey, S. R. (2004). <i>The 7 habits of highly effective people</i>. Free Press. <p>Journal</p> <ol style="list-style-type: none"> 1. <i>International Journal of Hospitality Management</i>. Elsevier. 	

Food & Beverage Services I

Course Code: BVTHM113HS	Food & Beverage Services I: 2 (L = 1, P = 1, S = 0)
Course Objective: <i>To familiarize students with the basic principles, terminology, and practices of food and beverage (F&B) service operations in the hospitality industry.</i>	
Course Outcomes:	
<ul style="list-style-type: none"> i) Understand the scope and importance of food and beverage service operations. ii) Identify various types of service methods, equipment, and table settings. iii) Demonstrate basic F&B service techniques used in restaurants and other service outlets. iv) Apply etiquette, communication, and customer service skills in F&B contexts. v) Evaluate service quality standards and guest satisfaction in hospitality environments. 	
SYLLABUS	
Module 1 (Lecture)	<ul style="list-style-type: none"> • Introduction to the food and beverage industry: scope and importance, • Types of F&B service establishments, • Types of service: American, English, French, Indian, and self-service styles, • Restaurant organization and hierarchy: duties and responsibilities of service staff, • Types of menus, menu planning principles, and common service terminology, • Equipment, crockery, cutlery, glassware, and tableware used in F&B service, Basic etiquettes and communication in F&B service
Module 2 (Lecture) Practical Component	<ul style="list-style-type: none"> • Familiarization with F&B service areas and equipment, • Practice of table setting and napkin folding, Mise-en-place and mise-en-scène activities, • Practice of service procedures: water, tea, coffee, and simple meals, • Taking orders and serving mock guests, Grooming, posture, and communication drills, • Evaluation of service based on guest satisfaction simulation
Suggested Readings:	
<ol style="list-style-type: none"> 1. Lillicrap, D., Cousins, J., & Weekes, S. (2010). <i>Food and Beverage Service</i>. Hodder Education. 2. Andrews, S. (2013). <i>Food and Beverage Service: Training Manual</i>. Tata McGraw Hill. 3. Singaravelavan, R. (2011). <i>Food and Beverage Service</i>. Oxford University Press. 4. Cousins, J., Lillicrap, D., & Weekes, S. (2020). <i>Food and Beverage Service, 10th Edition</i>. Hodder Education. 5. Walker, J. R. (2017). <i>Introduction to Hospitality</i>. Pearson. 	