



VIKRAMA SIMHAPURI UNIVERSITY
COLLEGE OF ARTS, COMMERCE & MANAGEMENT,
KAKUTUR, NELLORE-524324

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DEPARTMENT OF TOURISM MANAGEMENT

Date: 11-04-2022

To
The Registrar,
V S University
Nellore

Submitted
P. J. [Signature]
25/8/22

Sir,

Sub: APSCHE – Preparation of syllabus for Skill Enhancement Courses by subject experts from Department of Tourism Management, VSUC, Nellore- reg

Ref: Your letter No.VSU/CDC/CBCS/T&TM/SECs/2022 dt. 26.03.2022

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With reference to the above cited letter, Faculty members as subject experts from Department of Tourism Management, VSUC, Nellore have drafted the Syllabus for the following Skill Enhancement Courses (for Three Year B.A 5th Semester w.e.f. 2022-23).

1. 6B Tourism and Hospitality Services
2. 7B Tourism Guidance and Operating Skills

Thanking you

Yours faithfully,

1.

[Signature]
(Prof. K V S N Jawahar Babu, Co-ordinator)

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[Signature]
(Dr M. Thyagaraju, Member)

[Signature]
(r.K N Manikanta, Member)

TOURISM AND HOSPITALITY SERVICES

- To invoke interest in students with basic concepts and contents of tourism services
- Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- **Direct, Indirect and Support Services**, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, , Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalisation & Globalisation, Positive & Negative Impacts of Tourism.

Anatomy of Tour: Types of Tour- Independent Tour, Escorted Tour, Hosted Tour, Incentivized Tour, Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business- Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions

Evolution of Hospitality Services: Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Hospitality Industry Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India Types of Accommodation: Conventional, Supplementary and Customised Accommodation, Types of room - single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency Non Commercial & Commercial Establishments, Hospitality Business Scenario

Various Departments in hotels and their functions - accommodation management - front office - housekeeping - F&B Service-Food Productionsupporting service - working of hotels - maintenance of equipments - maintenance of Account etc.. FHRAI and its role, government participation in and contribution to hospitality.

Hotel industry future in India, Changing trends. Relation of Tourism with hospitality industry. Handling customers, hospitality and its related sectors, Theme Parks - Conventions - Cruising - Special events - recreation and leisure - Tourism and Hospitality in 21st century - Global gaming and Casino operations - Recent trends.

Reference BOOKS

- Andrews Sudhir (2012), Hotel Front Office Training Manual, Tata Mc Graw Hill Publication, New Delhi.
- Andrews Sudhir (2012), Introduction to Tourism and Hospitality Industry, Tata Mc Graw Hill Publication, New Delhi.
- Chhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
- Hand, M. (2009), Travel Agency Management: An Introductory Text. Anmol Publications Pvt. Ltd., New Delhi.
- Hegi, J. (2008). *Professional Hotel Management*. Sultan Chand & Company, New Delhi.
- N Seth: Successful Tourism Management (Vol. 1 & 2) , Sterling Publishers, New Delhi
- Raghubalan, G. & Ragubalan S. (2009). *Hotel Housekeeping Operations and Management*, OUP, New Delhi
- Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi
- Sain, S.K. & Mishra, J.M.(2012). Tourism: Principles & Practices. Oxford University Press, New Delhi.

1) *[Signature]*

2) M. Thangaraj

3) K. N. Mani Kant

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25/8/2022

TOURISM GUIDANCE AND OPERATING SKILLS

The idea behind this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better that the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritty's of this profession. This course also intends to deliver key skills.

UNIT - I

Tour guiding: Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

UNIT - II

Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.

UNIT - III

Practical guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks.

UNIT - IV

Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.

UNIT - V

Managing guiding business: How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

Reference book/s :

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

Shailja Sharma , Nimit Chowdary(2018), TOUR LEADERSHIP AND MANAGEMENT, SAGE TEXTS

Tour Leadership and Management | Online Resources (sagepub.in)

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

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

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3) k.m. Mani Kantu

25/8/2022