

NAAC II<sup>nd</sup> Cycle: B<sup>++</sup> (2.91), ISO: 9001-2015 Certified

# Km. Mayawati Govt. Girls P.G. College

Badalpur, G.B. Nagar-203207

<http://kmgcbadalpur.org/>



UGC Sponsored  
Vocational Course

## CURRICULUM

UGC - B.Voc.

Under National Skills Qualification Framework (NSQF)

## FOR

**Bachelor of Vocational**

**in**

**Airline, Tourism and Hospitality Management**

**(3 years – Six Semester Full Time Course)**

**(B. Voc.- ATHM)**

*(Sanctioned by UGC vide letter no. 5-1/2018 Dt. 11-08-2018)*

**Examination Module: As per UGC/NSQF guideline in 60 (By SDC/Industry) and 40 Ratio (By University/College)**

## PROGRAM OBJECTIVES

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge

The proposed vocational programme in Airlines, Tourism and Hospitality will be a judicious mix of skills, professional education related to Airlines, Tourism and Hospitality and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the airlines, tourism and hospitality environment.

## CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

## PROGRAMME STRUCTURE

The B.Voc (Airlines, Tourism and Hospitality) shall include:

- *Language courses*
- *General Education Components*
- *Skill Components*
- *Project*
- *Internship*
- *Industrial Training*
- *Familiarisation Trips*
- *Soft Skills and Personality Development Programmes*
- *Study tours*

Duration	Exit point/ Award	Proposed Job Roles	Admission
<b>1 Sem.</b>	<b>Certificate</b>	<ul style="list-style-type: none"> <li>• Airline Customer Service Executive</li> <li>• Airport Ground service crew</li> </ul>	<ul style="list-style-type: none"> <li>• Admission as per the Guidelines of UGC and C.C.S. University, Meerut (Affiliating).</li> <li>• In BVoc course there is a provision of lateral entry/admission at every exit point for the students who have NSQF level qualification in concerned field.</li> <li>• UGC allow to take admission 15-50 students.</li> <li>• First batch 25 students admitted</li> </ul>
<b>2 Sem.</b>	<b>Diploma</b>	<ul style="list-style-type: none"> <li>• Airline Reservation Agent</li> <li>• Airport Wildlife Management Crew</li> <li>• Airline Cabin Crew</li> </ul>	
<b>3 Sem.</b>	<b>Advance Diploma</b>	<ul style="list-style-type: none"> <li>• Airport safety manager</li> <li>• Airport Safety Crew,</li> <li>• Airline First Officer</li> <li>• safety manager</li> <li>• Airline Cabin Crew Expert</li> </ul>	
<b>4 Sem.</b>	<b>B.Voc. Degree</b>	<ul style="list-style-type: none"> <li>• Airport Safety officer</li> <li>• Airport Management officer</li> <li>• Airline Cabin Crew Trainer</li> <li>• First class/Business class Cabin crew</li> <li>• Private aircraft Manager</li> <li>• Hospitality manager of Airport/Airlines/5star property</li> <li>• Higher education/Research-MVoc-ATHM</li> </ul>	

## **SYLLABUS**

### **B. VOC. – AIRLINE, TOURISM AND HOSPITALITY MANAGEMENT**

#### **SEMESTER – I**

Sr. No	Paper Code	Paper Name	Component	Credit
1	ATHM1.1	<b>Common Aviation Operations</b> <ol style="list-style-type: none"> <li>1. Aviation Organizations</li> <li>2. Aviation Terminology</li> <li>3. Aviation Geography</li> <li>4. Time Zones &amp; Time Calculation</li> <li>5. Types of Airlines and Aircraft</li> <li>6. Airport and Aircraft Familiarization</li> <li>7. Airport Terms</li> <li>8. Check in Procedures</li> <li>9. Airport Security, Signs &amp; Markings</li> <li>10. Stages of Flight</li> <li>11. Travel Documents</li> <li>12. Foreign Exchange</li> <li>13. Customs &amp; Currencies</li> <li>14. IATA Rate of Exchange</li> </ol>	<i>Skill</i>	4
2	ATHM1.2	<b>Basics of Airport Ground Services</b> <ol style="list-style-type: none"> <li>1. Check-in Procedures</li> <li>2. Landside Facilities for departures</li> <li>3. The Gate Area</li> <li>4. Security Checks</li> <li>5. Arrival Facilities</li> <li>6. Control Tower</li> <li>7. Baggage</li> <li>8. Cargo Abbreviations, Terms &amp; Procedures</li> <li>9. Special Cargo</li> <li>10. Dangerous Goods</li> <li>11. Labeling</li> <li>12. Cargo Manifest</li> <li>13. Courier Mail and Post Office Mail</li> <li>14. Customer Care</li> </ol>	<i>Skill</i>	4
3	ATHM 1.3	<b>Introduction to Tourism and Hospitality</b> <ol style="list-style-type: none"> <li>1. Introduction to Tourism &amp; Hospitality Industry</li> <li>2. Travel and Tourism through the ages</li> <li>3. Components of Tourism Industry; Tourism Linkages</li> <li>4. Impacts of Tourism</li> <li>5. Tourism Motivations</li> <li>6. Travel Organizations</li> <li>7. Tourism in India : Policy and performance</li> <li>8. National Action Plan on tourism</li> <li>9. Fundamentals of Hotel operations</li> <li>10. Classification and Types of Hotels</li> </ol>	<i>Skill</i>	4
4	ATHM 1.4	<b>Front Office Operations</b> <ol style="list-style-type: none"> <li>1. Welcoming the Guest</li> <li>2. Guest Registration procedures</li> <li>3. Check-in procedures</li> <li>4. Cashiering Activities</li> <li>5. Post-Registration</li> <li>6. Different Sections and Lay-out of Front Office department</li> <li>7. Brief description of softwares in Front Office</li> <li>8. Front Office Employee Attributes</li> </ol>	<i>Skill</i>	4

5	ATHM 1.5	<b>Communication Soft Skills</b> <ol style="list-style-type: none"> <li>1. Communication with customer and colleagues</li> <li>2. Etiquette standards</li> <li>3. Follow gender and age sensitive service practices</li> <li>4. Maintain grooming, health and hygiene, Hair &amp; Skin Care</li> <li>5. Public Speaking</li> <li>6. Professional use of Telephone</li> <li>7. Handling Guest Complaints and Queries</li> </ol>	<i>General Education</i>	4
6	ATHM 1.6	<b>Principles of Management</b> <ol style="list-style-type: none"> <li>1. Introduction to Concepts of Management, Scope and Function</li> <li>2. Planning</li> <li>3. Organizing</li> <li>4. Staffing</li> <li>5. Human Resource Planning</li> <li>6. Selection and Training</li> <li>7. Directing</li> <li>8. Motivation and Leadership</li> <li>9. Controlling</li> </ol>	<i>General Education</i>	4
7	ATHM 1.7	<b>Fundamentals of Personality Development</b> <ol style="list-style-type: none"> <li>1. English language skills</li> <li>2. Communication skill</li> <li>3. Confidence, Leadership</li> <li>4. Group Discussions</li> <li>5. Presentations</li> <li>6. Basics of Letter Writing</li> <li>7. Interview Techniques</li> <li>8. Resume writing</li> <li>9. Basics of Computer</li> </ol>	<i>General Education</i>	4
8	ATHM 1.8	<b>On Job Practical, Training/ Project/ Internship/Swimming</b>	<i>Skill</i>	2
		<b>Total Credits of Semester-I</b>		30

## Semester-I

Paper code	Subject/Paper Title	Examination Pattern	Total Marks	Exam by SDC/ Industrial / Training partner	Exam by CCS University	Internal exam by KMGGP GC	Credits
ATHM 1.7	General Component of Paper-1 (Fundamentals of Personality Development)	Multiple Choice Questions	100	-	75	25	4
ATHM 1.6	General Component of Paper-2 (Principles of Management)	Multiple Choice Questions	100	-	75	25	4
ATHM 1.5	General Component (Communication Soft Skills)	Multiple Choice Questions	100	-	75	25	4
ATHM 1.4	Practical /Internship/Training-1* (Front Office Operations)	Practical	100	100	-		4
ATHM 1.2	Practical/Internship/Training-2* (Basics of Airport Ground Services)	Practical	100	100	-		4
ATHM 1.3	Skill Component of Paper-1 (Introduction to Tourism and Hospitality)	Multiple Choice Questions	100	75	-	25	4
ATHM 1.1	Skill Component of Paper-2 (Common Aviation Operations)	Multiple Choice Questions	100	75	-	25	4
ATHM 1.8	Skill Component (Field Work / Hotel, Airport, Tourist place, Industry Visit / (Report writing/ Presentation), Swimming	Report Submission/ Presentation	50	-	-	50	2
	Total marks		750	350	225	175	30
	Total credit		30	14	9	7	
<ul style="list-style-type: none"> <li>• 1 credit=25 Marks</li> <li>• If student completed a SWYAM/MOOCs/NEPTEL course with eCertification, she can opt out equal credit paper up to 6 credit in one semester. College will send the eCertification to university, So it can be replaced and added in place of opt out paper.</li> <li>• College will submit the marks of SDC/Industry/Training Partner/KMGGPGC to the University to issue the certificate.</li> <li>• * Internship/ Training in ATHM course</li> </ul>							

**B. Voc. –  
Airline, Tourism and Hospitality Management (Semester – II)**

<i>Sr. No</i>	<i>Paper Code</i>	<i>Paper Name</i>	<i>Component</i>	<i>Credit</i>
1	ATHM2.1	<b>Airline Ticketing and Fare Construction</b> 1. Airlines Geography 2. Global Indicators 3. Airport & Airline Codes 4. Air Travel Terminology 5. Fares & Ticketing Terminology 6. Fare & SSR Codes, Season Codes 7. Electronic Ticketing, Ticket Notices 8. Payment Modes, Currency & Taxes 9. Ticketing of Published Fare, Special Fares 10. Making Reservations 11. Ticket Policies and Procedures 12. Computerized Reservation System 13. Fare Rules & Construction	<i>Skill</i>	4
2	ATHM 2.2	<b>Tourism Products of India</b> 1. Tourism Products 2. Cultural Tourism Resources 3. Architectural Heritage of India 4. Natural Tourism Resources 5. Special Interest Tourism	<i>Skill</i>	4
3	ATHM 2.3	<b>Human Resource Management</b> 1. Introduction to HRM 2. Human Resource Planning, Recruitment and Selection 3. Placement and Training of Employees 4. Performance Appraisal and Career Planning 5. Compensation Management and Grievance Redressal	<i>General Education</i>	4
4	ATHM 2.4	<b>Airlines In-Flight Operations</b> 1. Cabin Crew Profession and Crew Member Training 2. Passenger Handling 3. In-flight procedures & emergencies 4. Duties before and after Landing 5. Flight Evaluation 6. Passengers with Special Needs 7. First Aid Operations 8. Meal & Beverage Services	<i>Skill</i>	4
5	ATHM 2.5	<b>Fundamentals of Hospitality Management</b> 1. Introduction to the concept of Hotel and Hospitality 2. Classification and Categorization of Hotel 3. Basics of Hotel Operations 4. House Keeping 5. Food and Beverage Operations 6. Allied Departments 7. Case Studies of major hotel chains	<i>Skill</i>	4
6.	ATHM 2.6	<b>Travel Content Writing</b> 1. Media and its Types 2. Media as a promotional tool 3. Travel Writing as a skill	<i>General Education</i>	4

		4. Travel business writing and presentation skills 5. Travel Writing Models 6. Case Studies of Travel Experiences		
7.	ATHM 2.7	<b>English Language Skills (any one English, French, German)</b> 1. Pronunciation 2. Phonemic Symbols 3. Listening Skills 4. Speaking Skills 5. Interactive Nature of Communication	<i>General Education</i>	4
8.	ATHM 2.8	<b>On Job Practical, Training/ Project/ Internship/ Swimming</b>	<i>Skill</i>	2
		<b>Total Credits of Semester-II</b>		30

### SEMESTER – II

Paper code	Subject/Paper Title	Examination Pattern	Total Marks	Exam by SDC/ Industrial / Training partner	Exam by CCS University	Internal exam by KMGGP GC	Credits
ATHM 2.7	General Component of Paper-1 (any one Language - English/ German /French )	Multiple Choice Questions	100	-	75	25	4
ATHM 2.6	General Component of Paper-2 (Travel Content Writing)	Multiple Choice Questions	100	-	75	25	4
ATHM 2.3	General Component (Human Resource Management)	Multiple Choice Questions	100	-	75	25	4
ATHM 2.1	Practical /Internship/Training-1* (Airline Ticketing and Fare Construction)	Practical	100	100	-		4
ATHM 2.5	Practical/Internship/Training-2* (Fundamentals of Hospitality Management)	Practical	100	100	-		4
ATHM 2.2	Skill Component of Paper-1 (Tourism Products of India)	Multiple Choice Questions	100	75	-	25	4
ATHM 2.4	Skill Component of Paper-2 (Airlines In-flight Operations)	Multiple Choice Questions	100	75	-	25	4
ATHM 2.8	Skill Component (Field Work / Hotel, Airport, Tourist place, Industry Visit / (Report writing/ Presentation), Swimming	Report Submission/ Presentation	50	-	-	50	2
	Total marks		750	350	225	175	30
	Total credit		30	14	9	7	

- 1 credit=25 Marks
- If student completed a SWYAM/MOOCs/NEPTEL course with eCertification, she can opt out equal credit paper up to 6 credit in one semester. College will send the eCertification to university, So it can be replaced and added in place of opt out paper.
- College will submit the marks of SDC/Industry/Training Partner/KMGGP GC to the University to issue the certificate.
- \* Internship/ Training in ATHM course

**B. Voc. –  
Airline, Tourism and Hospitality Management (Semester – III)**

<b>Sr. No</b>	<b>Paper Code</b>	<b>Paper Name</b>	<b>Component</b>	<b>Credit</b>
1	ATHM3.1	<b>Airlines Management-I</b> <ol style="list-style-type: none"> <li>1. Airlines initial training</li> <li>2. aviation indoctrination;</li> <li>3. duties and responsibilities of airline staff;</li> <li>4. normal, abnormal and emergency procedures;</li> <li>5. aircraft type training;</li> <li>6. dangerous goods;</li> <li>7. human performance;</li> <li>8. cabin health and first aid; and</li> <li>9. duties and responsibilities relating to aviation security.</li> </ol>	<i>Skill</i>	4
2	ATHM 3.2	<b>Principles and Practices of Tourism</b> <ol style="list-style-type: none"> <li>1. Demand for Tourism</li> <li>2. Measurement of Tourism</li> <li>3. Tourism Satellite Account</li> <li>4. Socio-Economic Factor in Tourism</li> <li>5. Tourism and International understanding</li> <li>6. National integration through Tourism</li> <li>7. Tourism Planning and Development</li> <li>8. Concept of Carrying Capacity and Sustainability</li> <li>9. Features of Tourist Destinations</li> <li>10. Tourism Development in India – 5 year plans.</li> </ol>	<i>Skill</i>	4
3	ATHM 3.3	<b>History and Culture of India</b> <ol style="list-style-type: none"> <li>1. Brief History of Tourism in India</li> <li>2. History and Culture – Definition, Source, Scope and Importance</li> <li>3. Indus Valley Civilization</li> <li>4. Periods of Classical Development – Religion, Philosophy, Art, Literature, Society, Science, Economy and Foreign Contact</li> <li>5. Early Medieval India (700 to 1200 AD)</li> <li>6. Medieval and Modern India</li> <li>7. Brief History of Independence of India</li> </ol>	<i>General Education</i>	4
4	ATHM 3.4	<b>Airlines Management Practical-I</b> <ol style="list-style-type: none"> <li>1. aircraft description;</li> <li>2. cabin configuration (number and distribution of cabin crew seats and number of passenger seats);</li> <li>3. cabin layout (interior design, stowage compartments such as overhead bins, and closets, etc.);</li> <li>4. galleys;</li> <li>5. lavatories;</li> <li>6. flight deck familiarization and egress;</li> <li>7. crew rest areas (normal and emergency egress) and other remote areas;</li> <li>8. exits (type, number, location and operation);</li> <li>9. assisting evacuation means (slide, slide-raft, life raft, rope, etc.);</li> </ol>	<i>Skill</i>	4



		<p>10. safety and emergency equipment, including location and operation;</p> <p>11. aircraft systems relevant to cabin crew duties</p> <p>12. installed emergency locator transmitter</p> <p>13. normal procedures and the related hands-on and/or simulated exercises;</p> <p>14. abnormal and emergency procedures and the related hands-on and/or simulated exercises; and design-related elements that may impact on normal and/or emergency procedures</p>		
5	ATHM 3.5	<p><b>Tour Guiding and Escorting</b></p> <ol style="list-style-type: none"> <li>1. The Tour Guide- Meaning and classification</li> <li>2. qualities of an ideal tour guide, various role of tour guide</li> <li>3. the business of guiding, organizing a guiding business.</li> <li>4. The guiding techniques- leadership and social skills, presentation and speaking skills</li> <li>5. The role of guide and interpreter: Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, Responsibilities to locals and society.</li> <li>6. Tour guides code of conduct.</li> <li>7. Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.</li> <li>8. Dealing with emergencies; complaint handling</li> </ol>	<i>Skill</i>	4
6.	ATHM 3.6	<p><b>E-Commerce in Tourism</b></p> <ol style="list-style-type: none"> <li>1. Meaning of E-Commerce, Definitions</li> <li>2. Traditional Commerce vs E-Commerce</li> <li>3. Advantages of E-Commerce</li> <li>4. Benefits to organization and society</li> <li>5. Limitations of E-Commerce</li> <li>6. Planning and Launching online business</li> <li>7. Meaning of Website and Principles of Web Designing</li> <li>8. Online Payment system</li> <li>9. Cyber laws</li> </ol>	<i>General Education</i>	4
7.	ATHM 3.7	<p><b>German-I</b></p> <ol style="list-style-type: none"> <li>1. To introduce oneself and others</li> <li>2. Numbers and Telephone numbers - Alphabets and to spell a name.</li> <li>3. Profession-Weekend activities and hobbies</li> <li>4. Communication: To make requests and wishes.- Calendar: Days and Months</li> <li>5. Time: Methods to say time, officially and unofficially- To make appointments and to make changes in that.- To make speech.</li> <li>6. Professions and its descriptions- Repetition of daily routine.</li> <li>7. To speak about vacations and holidays- To describe about an accident.</li> </ol>	<i>General Education</i>	4
8.	ATHM 3.8	<p><b>On Job Practical, Training/ Project/ Internship/ Swimming</b></p>	<i>Skill</i>	2
		<b>Total Credits of Semester-III</b>		30

## Semester-III

Paper code	Subject/Paper Title	Examination Pattern	Total Marks	Exam by SDC/ Industrial / Training partner	Exam by CCS University	Internal exam by KMGGP GC	Credits
ATHM 3.7	General Component of Paper-1 (German-I)	Multiple Choice Questions	100	-	75	25	4
ATHM 3.6	General Component of Paper-2 (E-Commerce in Tourism)	Multiple Choice Questions	100	-	75	25	4
ATHM 3.3	General Component (History and Culture of India)	Multiple Choice Questions	100	-	75	25	4
ATHM 3.4	Practical /Internship/Training-1* (Airlines Management Practical-I)	Practical	100	100	-		4
ATHM 3.5	Practical/Internship/Training-2* (Tour Guiding and Escorting)	Practical	100	100	-		4
ATHM 3.1	Skill Component of Paper-1 (Airlines Management-I)	Multiple Choice Questions	100	75	-	25	4
ATHM 3.2	Skill Component of Paper-2 (Principles and Practices of Tourism)	Multiple Choice Questions	100	75	-	25	4
ATHM 3.8	Skill Component (Field Work / Hotel, Airport, Tourist place, Industry Visit / (Report writing/ Presentation), Swimming)	Report Submission/ Presentation	50	-	-	50	2
	Total marks		750	350	225	175	30
	Total credit		30	14	9	7	
<ul style="list-style-type: none"> <li>• 1 credit=25 Marks</li> <li>• If student completed a SWYAM/MOOCs/NEPTEL course with eCertification, she can opt out equal credit paper up to 6 credit in one semester. College will send the eCertification to university, So it can replaced and added in place of opt out paper.</li> <li>• College will submit the marks of SDC/Industry/Training Partner/KMGGP GC to the University to issue the certificate.</li> <li>• * Intership/ Training in ATHM course</li> </ul>							

**B. Voc. –  
Airline, Tourism and Hospitality Management (Semester – IV)**

Sr. No	Paper Code	Paper Name	Component	Credit
1	ATHM 4.1	<b>Airlines Management-II</b> <ol style="list-style-type: none"> <li>1. exits (type, number, location and operation);</li> <li>2. assisting evacuation means (slide, slide-raft, life raft, rope, etc.);</li> <li>3. safety and emergency equipment, including location and operation;</li> <li>4. aircraft systems relevant to the cabin crew duties</li> <li>5. normal procedures and the related hands-on and/or simulated exercises;</li> <li>6. abnormal and emergency procedures and the related hands-on and/or simulated exercises, including:</li> <li>7. crew resource management;</li> <li>8. passenger handling and crowd control;</li> <li>9. aviation security procedures;</li> <li>10. first aid;</li> <li>11. dangerous goods; and review of recent incidents and/or accidents pertinent to the operator.</li> </ol>	<i>Skill</i>	4
2	ATHM 4.2	<b>Event Management</b> <ol style="list-style-type: none"> <li>1. Definition, Meaning and Scope</li> <li>2. Role of events in promotion of Tourism</li> <li>3. Types of Events</li> <li>4. Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools</li> <li>5. Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics</li> <li>6. Process of Event Management, Planning and organizing events, Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation</li> <li>7. Entrepreneurship opportunities in Event Management - Trade fare –marriages. Conferences and meetings – Exhibitions</li> <li>8. Event promotion- marketing events- interrelation between event and tourism industry</li> </ol>	<i>Skill</i>	4
3	ATHM 4.3	<b>Managerial Economics</b> <ol style="list-style-type: none"> <li>1. Introduction – Economics – managerial economics – distinction between managerial economics and traditional economics – characteristics of managerial economics – scope of managerial economics</li> <li>2. Demand Estimation – Demand– elasticity of demand – price – income – advertisement- cross – uses – measurement. Demand forecasting – short term and Long term forecasting – methods of forecasting – forecasting the demand for new products.</li> <li>3. Theory of Production – Production function – Laws of production–Law of Diminishing Returns–Law of returns to scale–Economies and diseconomies of scale</li> <li>4. Pricing Policy and Practices – objectives – role of cost in pricing – demand factor in pricing–factors to be considered</li> </ol>	<i>General Education</i>	4

		<p>when formulating a pricing policy – cost plus pricing – marginal cost pricing – going rate pricing – Breakeven point pricing –Product Line pricing – Pricing of a new product – Pricing over the life cycle of a product.</p> <p>5. Business Cycles – Introduction – phases of a business cycle – causes and indicators – Theories of business cycles – control of business cycles.</p>		
4	ATHM 4.4	<p><b>Airlines Management Practical-II</b></p> <ol style="list-style-type: none"> <li>1. cabin crew stations;</li> <li>2. cabin layout (interior design, stowage compartments such as overhead bins, and closets, etc.);</li> <li>3. galleys;</li> <li>4. lavatories;</li> <li>5. flight deck familiarization and egress;</li> <li>6. crew rest areas and any other remote areas;</li> <li>7. safety and emergency equipment;</li> <li>8. exits (location and their environment);</li> <li>9. assisting evacuation means (location and stowage);</li> <li>10. aircraft systems relevant to cabin crew duties;</li> <li>11. cargo areas if accessible from the passenger compartment during flight</li> </ol>	<i>Skill</i>	4
5	ATHM 4.5	<p><b>Resort Management</b></p> <ol style="list-style-type: none"> <li>1. Resort Management- Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development, Trends and factors in developed tourist markets leading to growth to resort concept.</li> <li>2. Basic element of a resort complex- Lodging facilities, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services</li> <li>3. Mountain based resorts – introduction - development process – visitor profile. Beach resorts – marinas - introduction – development process – profile of visitors – environmental impacts and management. Golf/tennis resorts – introduction - market segments – visitor profiles. Health resorts/ Ayurvedic resorts)</li> <li>4. Challenges for Resort Management</li> </ol>	<i>Skill</i>	4
6	ATHM 4.6	<p><b>Tourism Marketing</b></p> <ol style="list-style-type: none"> <li>1. Marketing: Concept and definition and its significance in tourism industry. Basic concept of need and want; demand, product, service, market and sales. Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing. Defining marketing mix, the 8 P's of marketing mix</li> <li>2. Market Research Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its functions. Consumer and consumer behaviour, Factors influencing the buying behaviour of consumers. Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies</li> <li>3. Marketing Mix in Tourism Industry. Product: Definition and levels, nature of tourism product, Stages of launching a new product. Product life cycle (PLC). Branding concept and need of branding of a product for a tourism company. Pricing: Definition and influencing factors; Major pricing strategies for</li> </ol>	<i>General Education</i>	4

		<p>products of tourism industry</p> <p>4. Promotion: Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing. Distribution: definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of tourism industry.</p> <p>5. Destination Marketing, Marketing strategy for promotion and development of a tourist destination.</p>		
7.	ATHM 4.7	<p><b>German-II</b></p> <p>1. Languages an Biography</p> <p>2. Travel and Mobility</p> <p>3. Activ in the leisure time</p> <p>4. Media</p> <p>5. Outing</p> <p>6. At home</p>	General Education	4
8.	ATHM 4.8	<b>On Job Practical, Training/ Project/ Internship/ Swimming</b>	Skill	2
		<b>Total Credits of Semester-IV</b>		30

### Semester-IV

Paper code	Subject/Paper Title	Examination Pattern	Total Marks	Exam by SDC/ Industrial / Training partner	Exam by CCS University	Internal exam by KMGGP GC	Credits
ATHM 4.7	General Component of Paper-1 (German-II)	Multiple Choice Questions	100	-	75	25	4
ATHM 4.6	General Component of Paper-2 (Tourism Marketing)	Multiple Choice Questions	100	-	75	25	4
ATHM 4.3	General Component (Managerial Economics)	Multiple Choice Questions	100	-	75	25	4
ATHM 4.4	Practical /Internship/Training-1* (Airlines Management Practical-II)	Practical	100	100	-		4
ATHM 4.2	Practical/Internship/Training-2* (Event Management)	Practical	100	100	-		4
ATHM 4.5	Skill Component of Paper-1 (Resort Management)	Multiple Choice Questions	100	75	-	25	4
ATHM 4.1	Skill Component of Paper-2 (Airlines Management-II)	Multiple Choice Questions	100	75	-	25	4
ATHM 4.8	Skill Component (Field Work / Hotel, Airport, Tourist place, Industry Visit / (Report writing/ Presentation), Swimming	Report Submission/ Presentation	50	-	-	50	2
	Total marks		750	350	225	175	30
	Total credit		30	14	9	7	

- 1 credit=25 Marks
- If student completed a SWYAM/MOOCs/NEPTEL course with eCertification, she can opt out equal credit paper up to 6 credit in one semester. College will send the eCertification to university, So it can replaced and added in place of opt out paper.
- College will submit the marks of SDC/Industry/Training Partner/KMGGPGC to the University to issue the certificate.
- \* Inteship/ Training in ATHM course

**B. Voc. –  
Airline, Tourism and Hospitality Management (Semester – V)**

Sr. No	Paper Code	Paper Name	Component	Credit
1	ATHM5.1	<b>Housekeeping Operations</b> <ol style="list-style-type: none"> <li>1. Introduction to House Keeping -Importance &amp; Functions of Housekeeping Guest satisfaction and repeat business -House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas Co-ordination with other Departments -Departments like Front Office, Engineering, F &amp; B, Kitchen, Security, Purchase, HRD, Accounts</li> <li>2. Layout of House Keeping Department - Sections of the housekeeping department, their functions and layout Organization of Housekeeping Department -Hierarchy in large, medium &amp; small hotels -Attributes of staff- Job Descriptions and Job Specifications</li> <li>3. Guest Rooms -Types -Amenities &amp; facilities for Standard &amp; VIP guest rooms. Key Control - Computerized keys -Manual keys -Key Control Procedures</li> <li>4. Cleaning Equipments Classification, use, care &amp; maintenance - Selection &amp; purchase criteria. Cleaning Agents - Classification, use, care and storage - Distribution &amp; Control Selection Criteria</li> <li>5. Lost And Found Procedure - Procedure for Guest articles - Procedure for Lost Hotel Property Records maintained.</li> </ol>	<i>Skill</i>	4
2	ATHM5.2	<b>Travel Agency and Tour Operations</b> <ol style="list-style-type: none"> <li>1. Travel Agency and Tour Operation Business: Definition and Differentiation; Linkages and Scope; Origin and Growth of Travel Agency and Tour Operations Sector -Role and contribution of travel agency and tour operations sector in the development of Tourism Industry</li> <li>2. Functions of a Standard Travel Agency- Travel Information, Documentation, Tour Counseling, Ticketing, Reservation and Itinerary Immigration related services etc.- Source of Income: Commission, Service Charges and Mark up on Tours - Organizational Structure in a standard Travel Agency</li> <li>3. Functions of Tour Operators- Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management.-Tour operators' role as a principle, broker, whole seller and retailer- Tour Operators' role and functions in Event Management- Source of income- Organizational Structure.</li> <li>4. Procedure for setting up Travel Agency and Tour Operating Enterprises; type of organization to be incepted i.e., proprietorship, partnership, private or public limited, etc.</li> </ol>	<i>Skill</i>	4
3	ATHM5.3	<b>Tourism Law</b> <ol style="list-style-type: none"> <li>1. Laws relating to accommodation, travels agencies land tour operation sector, Law regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.</li> <li>2. Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.</li> <li>3. Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International</li> </ol>	<i>General Education</i>	4

		<p>insurance business, foreigners act, passport act and visa extension. Ancient Monument Act, RTI, Laws related to environment and wildlife.</p> <p>4. Safety and security of tourist, Tourist Police, place of Tourism in the constitution, need of tourism legislation.</p>		
4	ATHM 5.4	<p><b>Tour Packaging</b></p> <ol style="list-style-type: none"> <li>1. Meaning, definition, origin, development, types, components and significance of tour packages with relation to tourists, destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business</li> <li>2. Tour Formulation- Influencing factors, stages involved in tour formulation</li> <li>3. Itinerary development-negotiations, costing and pricing, strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourist.</li> <li>4. Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies</li> <li>5. Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage-prepare package based on these activities.</li> </ol>	<i>Skill</i>	4
5	ATHM 5.5	<p><b>Tourism Geography</b></p> <ol style="list-style-type: none"> <li>1. Tourism and Geography, role of geography in tourism, IATA Traffic Areas – countries, capital cities and codes, airports and codes, currencies, currency codes.</li> <li>2. Time calculation, Flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.</li> <li>3. Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, SriLanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).</li> <li>4. Africa &amp; Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).</li> <li>5. Europe– tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, Spain, America- tourism destinations, attractions and accessibilities of major countries such USA, Spain, Brazil, Argentina, Mexico, Carribean Islands (in brief).</li> <li>6. Map Reading</li> </ol>	<i>Skill</i>	4
6	ATHM 5.6	<p><b>Entrepreneurship in Tourism and Hospitality</b></p> <ol style="list-style-type: none"> <li>1. Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade</li> <li>2. Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.</li> <li>3. Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business</li> </ol>	<i>General Education</i>	4

		Plan, Elements of Business Plan, Feasibility Report. <b>4. Ownership Structures &amp; Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth &amp; Stability, Managing Family Enterprises</b>		
7.	ATHM 5.7	<b>Basic Accounting</b> 1. Accounting-Meaning, concept, objectives and classifications 2. Finance and Financial Management-Meaning, aims, nature and scope 3. Working capital management-significance, classification 4. Cost accounting 5. Classification of accounts, double entry system, journal posting, cash books, ledger posting, trial balance <b>6. Profit and loss accounts, Balance Sheet</b>	<i>General Education</i>	4
8.	ATHM 5.8	<b>On Job Practical , Training/ Project/ Internship/ Swimming</b>	<i>Skill</i>	2
		<b>Total Credits of Semester-V</b>		30

### Semester-V

Paper code	Subject/Paper Title	Examination Pattern	Total Marks	Exam by SDC/ Industrial / Training partner	Exam by CCS University	Internal exam by KMGGP GC	Credits
ATHM 5.7	General Component of Paper-1 (Basic Accounting)	Multiple Choice Questions	100	-	75	25	4
ATHM 5.6	General Component of Paper-2 (Entrepreneurship in Tourism and Hospitality)	Multiple Choice Questions	100	-	75	25	4
ATHM 5.3	General Component (Tourism Law)	Multiple Choice Questions	100	-	75	25	4
ATHM 5.4	Practical /Internship/Training-1* (Tour Packaging)	Practical	100	100	-		4
ATHM 5.1	Practical/Internship/Training-2* (Housekeeping Operations)	Practical	100	100	-		4
ATHM 5.2	Skill Component of Paper-1 (Travel Agency and Tour Operations)	Multiple Choice Questions	100	75	-	25	4
ATHM 5.5	Skill Component of Paper-2 (Tourism Geography)	Multiple Choice Questions	100	75	-	25	4
ATHM 5.8	Skill Component (Field Work / Hotel, Airport, Tourist place, Industry Visit / (Report writing/ Presentation), Swimming	Report Submission/ Presentation	50	-	-	50	2
	Total marks		750	350	225	175	30
	Total credit		30	14	9	7	

- 1 credit=25 Marks
- If student completed a SWYAM/MOOCs/NEPTEL course with eCertification, she can opt out equal credit paper up to 6 credit in one semester. College will send the eCertification to university, So it can replaced and added in place of opt out paper.
- College will submit the marks of SDC/Industry/Training Partner/KMGGPGC to the University to issue the certificate.
- \* Intenship/ Training in ATHM course



**B. Voc. - Airline, Tourism and Hospitality Management  
(Semester –VI)**

<i>Sr. No</i>	<b>Paper No.</b>	<b>Subject Name</b>	<b>Component</b>	<b>Credit</b>
<i>1</i>	ATHM 6.1	<i>Internship/ Major Project/ Flying/OJT (any one)</i>	<i>Skill</i>	<i>30</i>
		<b>Total Credits of Semester - VI</b>		<i>30</i>

## Skill Course day/hours calculation

NSQF Level	Total credit	Skill Credit	Theory Credit	Duration	Exit point/ Award
<b>4</b>	<b>30</b>	<b>18</b>	<b>12</b>	<b>1 Sem.</b>	<b>Certificate</b>
<b>5</b>	<b>60</b>	<b>36</b>	<b>24</b>	<b>2 Sem.</b>	<b>Diploma</b>
<b>6</b>	<b>120</b>	<b>72</b>	<b>48</b>	<b>4 Sem.</b>	<b>Advance Diploma</b>
<b>7</b>	<b>180</b>	<b>108</b>	<b>72</b>	<b>6 Sem.</b>	<b>B.Voc. Degree</b>

1 Skill credit equals to 28 hours, 1 theory credit equals to 14 Hours

### Day Distribution chart

NSQF Level	Total Available Day in Semester	Internship Day	Field Visit Day	Lab or Training day	Total Theory day	Holiday	Total day
<b>4</b>	<b>180</b>	<b>30</b>	<b>10</b>	<b>43</b>	<b>64</b>	<b>33</b>	<b>180</b>
<b>5</b>	<b>365</b>	<b>60</b>	<b>20</b>	<b>86</b>	<b>128</b>	<b>71</b>	<b>365</b>
<b>6</b>	<b>730</b>	<b>120</b>	<b>40</b>	<b>172</b>	<b>256</b>	<b>142</b>	<b>730</b>
<b>7</b>	<b>1095</b>	<b>180</b>	<b>60</b>	<b>258</b>	<b>384</b>	<b>213</b>	<b>1095</b>

### General Education/Theory part

NSQF Level	Skill Credit	In Hours x14	E-Content Hours -Allotted	E-Content Hours 50% of Hours Weightage	Hours of theory class	Total Day, If 2 class/day
<b>4</b>	<b>12</b>	<b>168</b>	<b>80</b>	<b>40</b>	<b>128</b>	<b>64</b>
<b>5</b>	<b>24</b>	<b>336</b>	<b>160</b>	<b>80</b>	<b>256</b>	<b>128</b>
<b>6</b>	<b>48</b>	<b>672</b>	<b>320</b>	<b>160</b>	<b>512</b>	<b>256</b>
<b>7</b>	<b>72</b>	<b>1008</b>	<b>480</b>	<b>240</b>	<b>768</b>	<b>384</b>

### Skill Component part

NSQF Level	Total credit	In Hours x28	Internship Day	Internship Hours X8	Internship Hours 50% of Hours Weightage	Field Visit Day	Filed Visit Hours X8	Field Visit Hours 50% of Hours Weightage	Total Hours Spent in Internship and field visit	Lab Hours	Lab or Training day
<b>4</b>	<b>18</b>	<b>504</b>	<b>30</b>	<b>240</b>	<b>120</b>	<b>10</b>	<b>80</b>	<b>40</b>	<b>160</b>	<b>344</b>	<b>43</b>
<b>5</b>	<b>36</b>	<b>1008</b>	<b>60</b>	<b>480</b>	<b>240</b>	<b>20</b>	<b>160</b>	<b>80</b>	<b>320</b>	<b>688</b>	<b>86</b>
<b>6</b>	<b>72</b>	<b>2016</b>	<b>120</b>	<b>960</b>	<b>480</b>	<b>40</b>	<b>320</b>	<b>160</b>	<b>640</b>	<b>1376</b>	<b>172</b>
<b>7</b>	<b>108</b>	<b>3024</b>	<b>180</b>	<b>1440</b>	<b>720</b>	<b>60</b>	<b>480</b>	<b>240</b>	<b>960</b>	<b>2064</b>	<b>258</b>