

B.VOC. DEGREE PROGRAMME
IN
TOURISM AND HOSPITALITY

INTRODUCTION

This scheme on skills development based higher education is a part of college/university education-leading to Bachelor of Vocation (B. Voc.) Degree with multiple exits such as Certificate/ Diploma/ Advanced Diploma under the National Skills Qualification Framework (NSQF).

The proposed vocational programme in Tourism and Hospitality a judicious mix of skills professional education related to Tourism and also appropriate content of general education. It is designed with the objective of equipping the students with requisite set of practical and professional skills in tourism and hospitality.

CURRICULUM

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

DURATION

The duration of the B. Voc. Tourism and Hospitality shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of learning in a semester.

PROGRAMME STRUCTURE

The B. Voc. Tourism and Hospitality shall include:

- General Education Components
- Skill Components
- Internship/ Projects.

CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- ❖ One credit would mean equivalent of 15 periods of 60 minutes each for theory – workshops/labs and tutorials;
- ❖ For internship /field work- the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- ❖ For self-learning based on e-content or otherwise- the credit weightage for equivalent hours of study should be 50% or less of that for lecturers/workshops.

COURSE STRUCTURE

B. Voc. is programme with multiple exits. All the candidates continuing to diploma courses or further will be treated at par from the second semester onwards. Students may exit after six months with certificate (NSQF Level 4) or may continue for diploma or advance diploma level courses.

Following table shows the various certificates and their duration:

NSQF Level	Skill Component Credits	General Education Credits	Total Credit for awards	Normal Duration	Exit Points/ Awards
4	18	12	30	One Sem.	Certificate
5	36	24	60	Two Sem.	Diploma
6	72	48	120	Fourth Sem.	Advance Diploma
7	108	72	180	Six Sem.	B. Voc Degree

PROGRAM STRUCTURE

SEMESTER - I

Semester	Paper	Code No	Subject	GC/ SC	Credit	Total Hours	
1 st Sem./ Certificate	General Paper-01	EN 111	Listening and Speaking Skills in English	GC	06	90	
	General Paper-02	TH 111	Introduction to Tourism-Aviation & Hospitality Industry	GC	06	90	
	Skill Paper-01	TH 121	THC/N0108: Documentation		SC	04	60
			THC/N0109: Front office Management				
			THC/N9902: Maintain customer centric service orientation				
	Skill Paper-02	TH122	THC/N9901: Communicate with customer and colleagues		SC	04	Theory 30
			THC/N9903: Maintain standards of etiquette and hospitable conduct				
			THC/N9904: Follow gender and age sensitive service practices				
			THC/N9905: Maintain IPR of organization and customers				
	Skill Paper-3	TH123	THC/N0107: Customer Handling Skills		SC	04	Theory 30
			THC/N0110: Perform cashiering activities				
			THC/N9906: Maintain health and hygiene				
THC/N9907: Maintain safety at work place							
						Practical 60	
						Practical 60	

	On Job Training	TH124	On Job Practical Training and Report	SC	06	180
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SEMESTER – II

Semester	Paper	Code No	Subject	GC/SC	Credit	Total Hours
2nd Sem. / Diploma	General Paper-01	TH 211	Tourism Products of India	GC	06	90
	General Paper-02	TH 212	Listening and Speaking Skills in English II	GC	06	90
	Skill Paper-01	TH 221	THC/N0119: Front office Management II	SC	05	Theory 35
			THC/N0107: Attend to guest queries			
			THC/N0110: Perform cashiering activities			Practical 75
			THC/N9905: Maintain IPR of organization and customers			
	Skill Paper-02	TH 222	THC/N0120: Handle guest complaints and guide front office staff	SC	04	Theory 30
			THC/N9901: Communicate with customer and colleagues.			
			THC/N9902: Maintain customer centric service orientation.			Practical 50
			THC/N9903: Maintain standard of etiquette and hospitable conduct.			
	Skill Paper-03	TH 223	THC/N9904: Follow gender and age sensitive practices	SC	04	Theory 30
			THC/N9906: Maintain health and hygiene			
			THC/N9907: Maintain safety and workplace.			Practical 50
			THC/9909: Learn a foreign or local language(s) including English.			
On Job Training	TH 224	On Job Practical Training and Report	SC	05	150	

SEMESTER – III

Semester	Paper	Code No	Subject	GC/SC	Credit	Total Hours
3 rd Sem.	General Paper-01	TH 311	Research methods and statistical techniques.	GC	06	90
	General Paper-02	TH 312	Human Resource Management.	GC	06	90
	General Paper-03	TH 313	Customer Relationship Management Systems (IT Based)	GC	06	90
	General Paper-04	TH 314	Learning a Foreign or Local Language including English	GC	06	90
	Skill Paper-01	TH 321	THC/N0113: Facilitate a smooth stay for the guests at the hotel	SC	04	Theory 30
			THC/N0107: Handle Customer queries			
			THC/N0114: Handle customer complaints			Practical 50
			THC/N9905: Maintain IPR of organization and customers			
	Skill Paper-02	TH 322	THC/N0115: Train and supervise front office staff	SC	04	Theory 30
			THC/N9901: Communicate with customer and colleagues			
			THC/N9902: Maintain customer centric service orientation			Practical 50
			THC/N9903: Maintain standard of etiquette and hospitable conduct			
	Skill Paper-03	TH 323	THC/N9904: Follow gender and age sensitive service practices	SC	03	Theory 30
			THC/N9906: Maintain health and hygiene.			
THC/N9907: Maintain safety at workplace			Practical 50			
THC/N9909: Learn a foreign or local language(s) including English						

SEMESTER – IV

4th Sem./ Advance Diploma	INTERNSHIP and REPORT 04 months 740 hours 24 credits.
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SEMESTER – V

Semester	Paper	Code No	Subject	GC/SC	Credit	Total Hours
5 th Sem.	General Paper-01	TH 511	Management Accounting.	GC	06	90
	General Paper-02	TH 512	Advertising and personal selling	GC	06	90
	General Paper-03	TH 513	Ethical, legal & regulatory framework for tourism.	GC	06	90
	General Paper-04	TH 514	Consumer Behaviour	GC	06	90
	Skill Paper-01	TH 521	Global Distribution System	SC	02	Theory 20 Practical 30
	Skill Paper-02	TH 522	THC/N0116: Plan and control day to day front office activities	SC	05	Theory 35 Practical 75
			THC/N0117: Assist in managing the front office operation			
			THC/N0118: Manage the front office staffing process			
	Skill Paper-03	TH 523	THC/N9901: Effective Communicate Skill	SC	05	Theory 35 Practical 75
			THC/N9902: Customer Relationship Management			
THC/N9903: ICT in Tourism						
THC/N9904: Follow gender and age sensitive service practices						
THC/N9905: Tour Operation Management						
THC/N9906: Itinerary Planning and Costing						
THC/N9907: Maintain safety at workplace						

SEMESTER – VI

6th Sem. / B. Voc	INTERNSHIP PROJECT and REPORT / 04 months 740 hours / 24 credits
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