

**APPENDIX – D**  
**FINAL EXAMINATION OF HOTEL MANAGEMENT AND CATERING**  
**TECHNOLOGY**

**THEORY**

Sr. No.	Subject	Marks allotted			Min. Pass Marks	No. of Periods	Exam Hrs.
		Sessi onal	Final Theory	Total			
4-T-1	Computer Application & Hotel Information System	20	80	100	45	03	03
4-T-2	Entrepreneurship Development & Economics	20	80	100	45	03	03
4-T-3	Food Production & Patisserie-IV	20	80	100	45	03	03
4-T-4	Food & Beverage Service-IV	20	80	100	45	03	03
4-T-5	Hotel House Keeping - IV	20	80	100	45	03	03
4-T-6	Research : Design & Methodology	20	80	100	45	03	03
4-T-7	Hotel Related Laws	20	80	100	45	03	03
4-T-8	Tourism & Public Relations	20	80	100	45	03	03
	Library					02	
				800		24+2=26	

**PRACTICAL**

Sr. No.	Subject	Term Work Marks	Final Practical Marks	Total	Min. Pass Marks	No. of Periods	Exam Hrs.
4-P-1	Computer Application & Hotel Information System	--	50	50	25	04	03
4-P-2	Project & Training Viva (Vacation)	--	50	50	25	02	03
4-P-3	Food Production & Patisserie-IV	25	100	125	60	08	04
4-P-4	Food & Beverage Service-IV	25	100	125	60	04	03
4-P-5	Hotel House Keeping – IV	25	50	75	40	02	03
4-P-6	Tourism & Public Relations	25	50	75	40	02	03
				500		22	

Note:

Outdoor Catering 10 times.

On completion on vacation training presentation is compulsory which will be evaluated by external & Internal.

**\* One practical batch will consist of 12-16 students.**

**4-T-1**  
**COMPUTER APPLICATION & HOTEL INFORMATION SYSTEM**

Theory- 80  
Sessional - 20

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Total – 100

UNIT	CONTENT	MARKS
<b>I</b>	<ul style="list-style-type: none"> <li>➤ Algorithm</li> <li>➤ Flowcharts</li> <li>➤ Pseudo code</li> </ul>	10
<b>II</b>	<ul style="list-style-type: none"> <li>➤ Computer Languages               <ul style="list-style-type: none"> <li>○ Machine Language</li> <li>○ Assembly Language</li> <li>○ High Level Language /Low Level Languages</li> <li>○ Object Oriented Program</li> <li>○ Language Characteristics</li> </ul> </li> </ul>	10
<b>III</b>	<ul style="list-style-type: none"> <li>➤ System Analysis               <ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Cost Benefit Analysis, CAD, DFD, System Acceptance criteria, Manuals</li> </ul> </li> </ul>	10
<b>IV</b>	<ul style="list-style-type: none"> <li>➤ Inventory, Payroll, Finance System               <ul style="list-style-type: none"> <li>○ Aims &amp; Objectives</li> <li>○ Input/output</li> <li>○ File Design</li> <li>○ Flow charts</li> <li>○ CAD-DFD</li> <li>○ Menu</li> </ul> </li> </ul>	10
<b>V</b>	<ul style="list-style-type: none"> <li>➤ MS Power Point               <ul style="list-style-type: none"> <li>○ Details method to hyperlink slide</li> <li>○ Use header and footer options and editing master slide</li> <li>○ Inserting Audio and Video clips to slide</li> </ul> </li> </ul>	10
<b>VI</b>	<ul style="list-style-type: none"> <li>➤ Business Data Processing               <ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Data Organisation</li> <li>○ File Management</li> <li>○ Database Management</li> <li>○ Time Processing</li> <li>○ Batch Processing</li> <li>○ Real Time Processing</li> </ul> </li> </ul>	10
<b>VII</b>	<ul style="list-style-type: none"> <li>➤ Internet (Topology in networking)               <ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Basic services, e-mail</li> <li>○ File transfer</li> <li>○ Protocol - TCPIP</li> <li>○ Telnet www</li> <li>○ WWW browsers</li> <li>○ Uses and internet</li> <li>○ Use of GPRS, GPS, WAP, WAP and WiFi</li> </ul> </li> </ul>	10

<b>VIII</b>	<ul style="list-style-type: none"> <li>➤ Multimedia in presentation <ul style="list-style-type: none"> <li>○ Introduction</li> <li>○ Brief idea about Components – Text, Graphics, Animation, Audio-Video, applications</li> </ul> </li> </ul>	10
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**4-P-1**  
**COMPUTER APPLICATION & HOTEL INFORMATION SYSTEM**  
**(Practical)**

Practical - 50

<b>UNIT</b>	<b>CONTENT</b>
I	<ul style="list-style-type: none"> <li>➤ Presentation for trainings done during 4 years of curriculum</li> <li>➤ Internet Utility Tools</li> </ul>

**Books Recommended:**

1. Computer Fundamentals : P.K. Sinha, BPB Publications.
2. Fundamentals of Computers, V. Rajaraman , Printice Hall of India
3. Master in Microsoft Office- Lonnie E, Moulsey and David M. Boodey, BPB Publications

**4-T-2**  
**ENTREPRENEURSHIP DEVELOPMENT AND ECONOMICS**

Theory- 80  
Sessional - 20

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Total – 100

UNIT	C O N T E N T	MARKS
I	Meaning, Scope, Limitation, and Opportunities in entrepreneurship development	08
II	Entrepreneurship opportunities in travel and Hospitality industry. Scheme of incentives and subsidies available for new entrepreneurs in the Hotel Industry. Making a project for an enterprise <ul style="list-style-type: none"> <li>• Criteria for site selection for a new unit of Hotel.</li> </ul>	15
III	Basic types of Business organizations Ownership, Partnership Joint stock and Public companies, outline of corporate management, franchising.	10
IV	Feasibility study for opening a new hotel / restaurant. General Principles of purchasing Criterion for selection of equipment and furniture.	08
V	Nature and scope of Economic Science. Theory of consumption and demand analysis. Theory of production and supply.	15
VI	Price Theory Price regulation Fixation of room rates	08
VII	Theory of money and banking International trade.	08
VIII	Public finance and public economic policy. Role of Government in promoting the industry since independence.	08

**Books Recommended :**

1. Computer Fundamentals : P.K. Sinha, BPB Publications.
2. Fundamentals of Computers, V. Rajaraman , Printice Hall of India
1. Master in Microsoft Office- Lonnie E, Moulsey and David M. Boodey, BPB Publications.

**4-P-2**  
**PROJECT AND TRAINING VIVA**

Practical Marks- 50

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Total – 50

Dissertation / Project on Chosen topic  
Entrepreneurial activity during Food Festival /  
Training Viva voce on vocational training



**4-T-3**  
**FOOD PRODUCTION & PATISSERIE-IV**

Theory- 80  
Sessional - 20

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Total –100

UNIT	C O N T E N T	MARKS
<b>I</b>	<b>International Cuisine</b> <ul style="list-style-type: none"> <li>• Thai, Mexican, Greek, German, Great Britain, Lebanese (Mediterranean);</li> <li>• Menu Examples of Japanese cuisine (Only theory)</li> <li>• Snacks &amp; Fast Food</li> </ul>	12
<b>II</b>	<b>Larder organization</b> <ul style="list-style-type: none"> <li>• Control, liaison, Equipment, layout</li> <li>• Hors d'oeuvres</li> <li>• Salads</li> <li>• Sandwiches / Rolls / Burgers /Pizzas/Hot dogs / Foot longs</li> <li>• Cold buffet</li> <li>• Farcis, terrines, pates, galantines, ballotines, mousses, quenelles : Types, preparation, menu e.g.</li> <li>• Cold sauces, dips, chateaufroid, aspics method eg. Preparations, eg.</li> <li>• Charcutiere,</li> <li>• Sausages – types, preparation, popular sausages, SPS, cooking methods, casings, storage, problems.</li> </ul>	12
<b>III</b>	<b>Confectionery</b> <ul style="list-style-type: none"> <li>• Meringues – Making, factors affecting stability, cooking, types &amp; uses.</li> <li>• Chocolate work</li> <li>• Fondant</li> <li>• Marzipan</li> <li>• Ice-Creams &amp; Sorbets</li> </ul>	10
<b>IV</b>	<b>A. Yeast</b> <ul style="list-style-type: none"> <li>• Knowledge of baker's yeast – Role in fermentation of dough's</li> <li>• Condition favourable for its action</li> <li>• Effect of over fermentation &amp; under fermentation</li> <li>• Over &amp; under proving of dough's of bread &amp; fermented goods.</li> <li>• Bread improvers and bread diseases</li> </ul> <b>B. Sugar</b> <ul style="list-style-type: none"> <li>• Types of sugar &amp; sugar boiled icings</li> <li>• Other sundry material &amp; mixtures used in confectionery such as jam, jellies, curds, creams, custards, gelatin, agar-agar, pectin, gums (Arabic, Tragacanth) dextrin</li> </ul> <b>C. Terms used in judging characteristics of confectionery products &amp; evaluation.</b>	08
<b>V</b>	<b>A. Non-Edible Display :</b> <ul style="list-style-type: none"> <li>• Ice-carving, Tallow sculpture, fruit &amp; vegetable display</li> </ul> <b>B. Pate &amp; Gammon, Ham, Bacon &amp; Gammon</b> Force meat	08
<b>VI</b>	<b>Modern Techniques in preparation</b> <ul style="list-style-type: none"> <li>• Microwave, infra-red, vacuum reduction cook chill &amp; cook freeze</li> <li>• Convenience foods – Role of convenience foods in fast food</li> </ul>	12

	<p>operations, advantages &amp; disadvantages of Convenience foods. Labour &amp; cost saving aspect of Convenience foods.</p> <ul style="list-style-type: none"> <li>• Rechaffe cookery</li> </ul>	
<b>VII</b>	<p><b>A. Bread Making</b></p> <ul style="list-style-type: none"> <li>• Methods</li> <li>• Faults &amp; Evaluation</li> </ul> <p><b>B. Fermented goods</b></p> <ul style="list-style-type: none"> <li>• Types, methods of preparation, evaluation</li> </ul> <p><b>C. Characteristics of flour</b></p> <ul style="list-style-type: none"> <li>• Enriched bakery products</li> <li>• Bakery products with Soya flour, groundnut flour &amp; whole wheat meal.</li> </ul>	10
<b>VIII</b>	<p><b>Breakfast Cookery</b></p> <ul style="list-style-type: none"> <li>• International &amp; Indian menus – preparation</li> <li>• Classical &amp; Traditional items</li> <li>• Power Breakfast &amp; 'Brunch': Concept.</li> </ul>	08

**4-P-3**  
**FOOD PRODUCTION & PATISSERIE- IV**  
(P R A C T I C A L)

Term Work-25  
Practical Marks- 100

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Total – 125

UNIT	C O N T E N T
1.	Microwave Menu(6 Course) 2 menus
2.	Thai Menu(6 Course) 2 menus
3.	Mexican Menu(6 Course) 2 menus
4.	Greek Menu(6 Course) 1 menus
5.	German Menu(6 Course) 2 menus
6.	Great Britain Menu(6 Course) 2 menus
7.	Lebanese (Mediterranean) (6 Course) 1 menus
8.	Snacks & fast Food- 2 menus
9.	Pizzas- 2 varieties
10.	Cold Buffet- 2 menus(include cold cuts , Canapes, terrines& galantine)
11.	Breakfast Cookery-2menus
12.	Demo on Non- Edible display
13.	Bread-enriched dough
14.	Chocolate- filled Chocolates& chocolate decorations
15.	Marzipan-almond paste, marzipan shapes
16.	Fondant – as icing, and as filling
17.	Meringue – as icing and used as/in product
18.	Ice-cream – 5 varieties
19.	Sorbets – 5 varieties
20.	Mousse/ Souffles – 5 varieties
21.	Sugar boiled candy

**Books Recommended:**

1. Theory of cookery - Krishna Arora
2. Professional Charcutiere - John Kinsella, David Harvey; John Wiley & Sons NY
3. Food preparation & Cooking - Stanley Thornes; Ellenborough House Wellington street
4. Professional Cooking - Wayne Gisselen / John Wiley & Sons.
5. Professional Grade Manager- David Paul / John Wiley & Sons
6. Larousse Gastronomique
7. Basic Cookery - David R. Stevenson ; Stanley Thornes Ltd.
8. Prashad – Cooking with Indian Master - Inder Singh Kalra
9. Understanding Cooking - Lundburge & Kotschevar
10. Professional Baking - Wayne Gisselen / John Wiley & Sons
11. Theory of Catering - Kinton Cesarani / Hodder & Stoughton
12. Basic Cookery - The Process Approach - Daniel R. Stevenson / Stanley Thornes

**4-T-4**  
**FOOD & BEVERAGE SERVICE – IV**

Theory- 80  
Sessional - 20

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Total – 100

UNIT	C O N T E N T	M A R K S
<b>I</b>	<b>GUERIDON SERVICE</b> A) Introduction, principle and meaning <ul style="list-style-type: none"> <li>• Special equipments for Gueridon service</li> <li>• Complete procedure of Gueridon service</li> <li>• Use of liquor in Gueridon service</li> <li>• Advantage and disadvantages of Gueridon service</li> <li>• Space required</li> </ul>	12
<b>II</b>	<b>GUERIDON SERVICE</b> B) Carving and its method Carving trolleys and its uses Preparations of joints Preparation of special dishes	08
<b>III</b>	<b>Other specialized services</b> Afternoon tea service <ul style="list-style-type: none"> <li>• Menu</li> <li>• Cover</li> <li>• Order of service</li> </ul> High-tea service <ul style="list-style-type: none"> <li>• Menu</li> <li>• Cover</li> <li>• Order of service</li> </ul> Food and beverage service in airlines.	10
<b>IV</b>	<b>Room Service</b> <ul style="list-style-type: none"> <li>• Introduction, procedure</li> <li>• Scheduling and staffing</li> <li>• Forms and formats</li> <li>• Order taking</li> <li>• Equipment required for room service</li> <li>• Breakfast card</li> </ul>	10
<b>V</b>	<b>Planning organization and supervision in</b> <ul style="list-style-type: none"> <li>• Food and beverage outlets</li> <li>• Commercial restaurant</li> <li>• Fast food outlets</li> <li>• Mobile catering &amp; vending machines</li> </ul>	10
<b>VI</b>	<b>Marketing and sales in restaurant</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Catering consideration</li> <li>• Types of menu / product</li> <li>• Marketing banquet facilities</li> <li>• Marketing Plan</li> <li>•</li> </ul>	12

<b>VII</b>	<b>Fundamentals of food and beverage control</b> <ul style="list-style-type: none"> <li>• KOTs types and function</li> <li>• Pre determined standard</li> <li>• Cost control procedure</li> <li>• Sales and cash control</li> <li>• Parts of Control</li> <li>• Guest Checks</li> </ul>	08
<b>VIII</b>	<ul style="list-style-type: none"> <li>• Standard Drink list</li> <li>• Profitability through bar</li> <li>• Pilferages in bar</li> <li>• Dispensing machine</li> <li>• Skullduggery</li> </ul>	10

**4-P-4**  
**FOOD & BEVERAGE SERVICE – IV**  
(P R A C T I C A L)

Term Work-25  
Practical Marks- 100

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Total – 125

UNIT	C O N T E N T
	<ul style="list-style-type: none"> <li>• Equipment of Gueridon – care and use.</li> <li>• Carving on Gueridon</li> <li>• Preparation of non flambé and flambé dishes.</li> <li>• Afternoon tea : mise-en-place and service</li> <li>• High tea : mise en-place and service</li> <li>• Room service</li> <li>• Classical horsd'ouvers service</li> </ul> <p style="margin-left: 20px;">Such as smoked salmon, artichokes, melon, grape fruits, Oysters, caviar, escargottes.</p>

**Books Recommended:**

1. Food and Beverage Service – Lillicrap
2. Food and Beverage Control, Keister C. Douglas; Printice Hall, Inglewood Cliffs, New Jersey.
3. Modern Restaurant Service, John Fuller; Hutchinson London
4. Food and Beverage Management and Service, The Educational Institute of the American Hotel and Hotel Association
5. The restaurant- Concept to Operation ; Walker J.R
6. Restaurant Management, Sudan A.S
7. Design and Equipment for Restaurants and Food Service
8. Food Service Facilities Planning – Edward A.; kazarian VI Publishing Co., Westport, Connecticut.

**4-T-5**  
**HOTEL HOUSEKEEPING – IV**

Theory- 80  
Sessional - 20

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Total – 100

UNIT	C O N T E N T	MARKS
<b>I</b>	<b>Safeguarding Assets</b> Concern for safety & security in HK operations Concept of safeguarding assets Theft : Employee, guest, external persons Security in Hotel guest Room	10
<b>II</b>	<b>Housekeeping Budgeting</b> <ul style="list-style-type: none"> <li>• Definition, concept and importance</li> <li>• Types of Budgets (Operational &amp; Capital)</li> <li>• House Keeping Room Cost</li> <li>• House Keeping Expenses</li> <li>• Labour &amp; Cost analysis</li> </ul>	12
<b>III</b>	<b>Contract cleaning</b> <ul style="list-style-type: none"> <li>• General</li> <li>• Complete program</li> <li>• Special</li> <li>• Periodic</li> <li>• Pricing a contract</li> </ul>	08
<b>IV</b>	<b>Refurbishment and Redecoration</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Factors</li> <li>• Procedures &amp; task involved</li> <li>• Snagging list</li> </ul>	10
<b>V</b>	<b>Planning Trends in House-Keeping</b> <ul style="list-style-type: none"> <li>• Planning guest Room, Bath room, suites, lounges, landscaping,</li> <li>• Planning for provision of leisure facilities for the guest</li> <li>• Boutique hotel concept.</li> </ul>	10
<b>VI</b>	<b>Planning and organizing in House-Keeping department.</b> <ul style="list-style-type: none"> <li>• Area inventory list</li> <li>• Frequency schedules</li> <li>• Performance standards</li> <li>• Productivity standards</li> <li>• Inventory levels</li> </ul>	15
<b>VII</b>	<b>Selection and Training of Housekeeping Professional</b> <ul style="list-style-type: none"> <li>• Manpower Planning – Requirement, selection, Recruitment, identifying peak &amp; lean periods.</li> <li>• Training in HK dept.</li> <li>• Job allocation</li> <li>• Planning duty roster</li> <li>• Labour &amp; cost analysis</li> <li>• Standard operating procedures &amp; Manuals</li> </ul>	10
<b>VIII</b>	<b>Energy conservation methods and eco friendly concepts in House Keeping</b> Latest international trends & standards in leading hotels of the world.	05

**4-P-5**  
**HOTEL HOUSEKEEPING – IV**  
(PRACTICAL)

Term Work-25  
Practical Marks- 50

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Total – 75

UNIT	CONTENT
1.	Creating three dimensional model of a guest rooms/ Public areas with interior decoration/ themes
2.	Making of Schedule and routine checking Resort Hotel ( Beach/hill) Commercial Hotel (400 rooms/450 rooms) Medium sized Hotel/ 3 star hotel/100-150 rooms
3.	List of various activities that can be contracted- established /Agencies who take contract (names)
4.	Special Decorations-( Planning, Estimating and area ) <ul style="list-style-type: none"> <li>• Christmas,</li> <li>• New Year</li> <li>• Anniversary of Hotel</li> <li>• Food Festival (at least 2 nos.)</li> </ul>
5.	Planning Training Schedules:- <ul style="list-style-type: none"> <li>• In-house Staff</li> <li>• New recruits</li> <li>• Management Trainees</li> <li>• Inter departmental Training or staff of other departments</li> </ul>

**Books Recommended:**

1. Professional management of Housekeeping operations, Robert J. Martin,; John Wiley & Sons, New York.
2. Hotel Hostel & Hospital Housekeeping, John C. Branson/Margaret Lennox, . Edward Arnold Ltd. London (ELBS)
3. Hotel Housekeeping Training manual, Sudhir Andrews; Tata Mc Graw Hill – Delhi
4. Professional Housekeeping, Tucker Schneider, VNR
5. Housekeeping Management for Hotels & Residential Management, Rosemary Hurst; Heinemann
6. Accommodation and Cleaning Service Vol. I & II, David / Allen,; Hutchinson.
7. Managing H.K. Operations, Margaret Kappa.
8. Housekeeping for Hotels, Motels, Hospitals, Clubs & Schools, Grace Brigham; Arnold Hienman, Indiana.

**4-T-6**  
**RESEARCH: DESIGN AND METHODOLOGY**

Theory- 80  
Sessional - 20

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Total – 100

UNIT	C O N T E N T	MARKS
<b>I</b>	<b>INTRODUCTION:</b> <ul style="list-style-type: none"> <li>• Meaning and definition</li> <li>• Scope and purpose of doing research</li> <li>• Areas of Research</li> <li>• Research Procedure</li> <li>• Applications of Research</li> <li>• Problems of Conducting research</li> </ul>	10
<b>II</b>	<b>PROJECT THEME :</b> <ul style="list-style-type: none"> <li>• Identifying theme of project</li> <li>• Selection of title</li> <li>• Description of Universe</li> <li>• Executive Summary</li> <li>• Statement of Research problem and research objectives</li> <li>• Rationale for conducting study</li> </ul>	10
<b>III</b>	<b>RESEARCH DESIGN &amp; DATA COLLECTION:</b> <ul style="list-style-type: none"> <li>• Primary research</li> <li>• Secondary research</li> <li>• Research approaches-observation, Experiment, survey</li> <li>• Research Instrument- Questionnaire, Mechanical.</li> </ul>	20
<b>IV</b>	<b>SAMPLING PLAN:</b> Sampling unit Sample Size Sample selection Process Sampling media	10
<b>V</b>	<b>FIELD WORK:</b> <ul style="list-style-type: none"> <li>• Planning</li> <li>• Organizing and supervising field work</li> </ul>	10
<b>VI</b>	<b>DATA ANALYSIS:</b> <ul style="list-style-type: none"> <li>• Classification</li> <li>• Tabulation</li> <li>• Analysis and Interpretation</li> </ul>	10
<b>VII</b>	<b>REPORT WRITING:</b> <ul style="list-style-type: none"> <li>• Report format</li> <li>• Executive summary</li> <li>• Literature review</li> <li>• Findings</li> <li>• Conclusions and recommendations</li> <li>• Bibliography</li> </ul>	10

**BOOKS RECOMMENDED:**

1. Marketing Management, Philip kotler ; Prentice- Hall of India, New Delhi
2. Hospitality & Travel marketing, Alastair M. Morrison; Delmar Publishers Inc.
3. Marketing Research, Harper W. Boyd; Richard D. Irwin, Inc., All India Traveller Book Seller, Delhi.
4. How to Complete Your Research Project Successfully, Judith Bell; UBS Publisher Distributors, Delhi
5. How to Research and Write a Thesis in Hospitality and Tourism, James M. Paynter John Wiley and Sons, NY,USA
6. Travel, Tourism and Hospitality Research, Ritchie Goeldner, John Wiley

**4-T-7**  
**HOTEL RELATED LAWS**

Theory- 80  
Sessional - 20

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Total – 100

UNIT	C O N T E N T	M A R K S
I	<ul style="list-style-type: none"> <li>• Need for law</li> <li>• Types and Application of law in Hotel operations,</li> </ul>	10
II	<ul style="list-style-type: none"> <li>• Basic principles of civil &amp; criminal liability, Indian contract act (sections 1-30)</li> </ul>	10
III	<p><b>Licenses &amp; Permits :</b></p> <p>Licenses &amp; Permits for Hotels and catering establishments – Procedure for procurement, Bye-laws of hotels &amp; restaurants under municipal corporations, Renewal, suspension &amp; termination of licenses, Essential Commodities Act</p>	10
IV	<ul style="list-style-type: none"> <li>• Importance of industrial laws,</li> <li>Effective procedure for employment,</li> <li>Discharge &amp; dismissal of employee,</li> <li>Minimum wages Act,</li> <li>Payment of Wages Act,</li> <li>Shops &amp; Establishments Act.</li> </ul>	10
V	<ul style="list-style-type: none"> <li>• Factories Act</li> <li>• Trade unions Act,</li> <li>• Apprentices Act</li> <li>• Law relating to foreign exchange</li> </ul>	10
VI	<ul style="list-style-type: none"> <li>• Law of Tenancy</li> <li>• Inn-Keeper guest relationship</li> <li>• Inn-keepers lien</li> <li>• Distinction between guest and tenant</li> </ul>	10
VII	<p>Liquor Legislation:</p> <ul style="list-style-type: none"> <li>• Types of licences and permits</li> <li>• Drinking in licensed premises</li> </ul>	10
VIII	<ul style="list-style-type: none"> <li>• Prevention of Food Adulteration Act</li> <li>• Consumer Protection Act</li> </ul>	10

**BOOKS RECOMMENDED:**

- The Industries Act development and regulation act 1989, Allahabad law agency.
- The workmen's Compensation Act, Allahabad law agency.
- The payment of wages Act, Allahabad law agency.
- The employees Provident Fund Act 1989, Allahabad law agency.
- The Industrial Dispute Act 1947, Akalank publications
- The Insurance Act 1938, Akalank publications
- Bombay Industrial Relations Act 1946, Central Law Agency.
- Factories Act 1948, Central Law Agency.
- Industrial Dispute Act 1990, Central Law Agency.

**4-T-8**  
**TOURISM AND PUBLIC RELATIONS**

Theory- 80  
Sessional - 20

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Total-100

UNIT	C O N T E N T	MARKS
<b>I</b>	Definition, meaning of tourism. <ul style="list-style-type: none"> <li>• Growth &amp; development of tourism.</li> <li>• Basis of origin of tourism.</li> </ul> Infrastructure of tourism. Accommodation [Hotels, Motels etc.] Transportation [Air, Road, Rail, Water] Other facilities – Supporting services.	12
<b>II</b>	Impacts of tourism. <ul style="list-style-type: none"> <li>• Economic impacts of tourism.</li> <li>• Social &amp; cultura1 impact of tourism.</li> <li>• Environment &amp; ecological effect</li> </ul>	12
<b>III</b>	Role of travel agency in tourism <ul style="list-style-type: none"> <li>• Profile of modern travel agency</li> <li>• Role of tour operators, Guides &amp; Escorts.</li> <li>• Package tours.</li> <li>• Planning of itinerary.</li> </ul>	12
<b>IV</b>	National & International tourist organization IUOTO, WTO, PATA, IATA, ICAO Tourist organization in India Management and marketing of tourism in India	08
<b>V</b>	Evolution of Public relation <ul style="list-style-type: none"> <li>• Definition of Public relation</li> <li>• Growth of public relation</li> </ul>	08
<b>VI</b>	Importance of Public relation <ul style="list-style-type: none"> <li>• Qualities of public relation personnel</li> <li>• Public relation in an organization</li> <li>• Internal and external public relation</li> <li>• Public relation in crisis</li> </ul>	10
<b>VII</b>	Public relation management Ethics of PR Organization public relation department Planning of public relation Budgeting of public relation	08
<b>VIII</b>	Public relation and communication Public relation and advertising Purpose of public relation advertising Public relation and publicity	10

**4-P-8**  
**TOURISM AND PUBLIC RELATIONS**

Term Work-25  
Practical Marks- 50

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Total – 75

UNIT	CONTENT
1.	Handling Emergencies in Hotel
2.	Handling Various PR Situation
3.	Dealing with different type of guests
4.	Marketing of a Hotel
5.	Up selling of rooms
6.	General awareness update
7.	Local Information( city hotel/distance)
8.	Updating on the local/national current affairs
9.	Developing Tourism related knowledge
10.	Preparation of Itinerary
11.	Package Tour
12.	Knowledge of various airlines
13.	Knowledge of Time of national and International airlines
14.	Update of rates/fares of national and international airline

**Books Recommended:**

1. Black Sam, Practical Public Relation, Sir Issar Pitman and Sons Ltd. London 1970.
2. Andrews s., Hotel Front Office Training Manual, Tata McGraw Hill 1982.
3. Dukes Peter, Hotel Front Office Management and operation, 3<sup>rd</sup> edition Jowa Prown, 1970.
4. Robert C. Fisher FODOR, India and Nepal, Hodder and stroughton London 1987.
5. Rawat G.S. Elements of Hotel Accountancy Rawat Publication, New Delhi 1972.
6. Kaul S.N. Tourist India, Tourist India International Taj Building, Bombay.

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