

BHM151 - FOUNDATION COURSE IN FOOD PRODUCTION – II (THEORY)**HOURS ALLOTTED: 30****MAXIMUM MARKS: 100**

S.No.	Topic	Hours	Weight age
01	SOUPS A. Basic recipes other than consommé with menu examples a. Broths b. Bouillon c. Puree d. Cream e. Veloute f. Chowder g. Bisque etc B. Garnishes and accompaniments C. International soups	02	10%
02	SAUCES & GRAVIES A. Difference between sauce and gravy B. Derivatives of mother sauces C. Contemporary & Proprietary	03	10%
03	MEAT COOKERY A. Introduction to meat cookery B. Cuts of beef/veal C. Cuts of lamb/mutton D. Cuts of pork E. Variety meats (offals) F. Poultry (With menu examples of each)	04	15%
04	FISH COOKERY A. Introduction to fish cookery B. Classification of fish with examples C. Cuts of fish with menu examples D. Selection of fish and shell fish E. Cooking of fish (effects of heat)	03	10%
05	RICE, CEREALS & PULSES A. Introduction B. Classification and identification C. Cooking of rice, cereals and pulses D. Varieties of rice and other cereals	01	5%
06	i) PASTRY A. Short crust B. Laminated C. Choux D. Hot water/Rough puff • Recipes and methods of preparation • Differences • Uses of each pastry • Care to be taken while preparing pastry • Role of each ingredient • Temperature of baking pastry	02	5%
	ii) Flour	03	10%

	<ul style="list-style-type: none"> A. Structure of wheat B. Types of Wheat C. Types of Flour D. Processing of Wheat – Flour E. Uses of Flour in Food Production F. Cooking of Flour (Starch) <p>iii) SIMPLE BREADS</p> <ul style="list-style-type: none"> A. Principles of bread making B. Simple yeast breads C. Role of each ingredient in bread making D. Baking temperature and its importance 		
07	<p>PASTRY CREAMS</p> <ul style="list-style-type: none"> A. Basic pastry creams B. Uses in confectionery C. Preparation and care in production 	02	5%
08	<p>BASIC COMMODITIES:</p> <p>i) Milk</p> <ul style="list-style-type: none"> A. Introduction B. Processing of Milk C. Pasteurisation – Homogenisation D. Types of Milk – Skimmed and Condensed E. Nutritive Value <p>ii) Cream</p> <ul style="list-style-type: none"> A. Introduction B. Processing of Cream C. Types of Cream <p>iii) Cheese</p> <ul style="list-style-type: none"> A. Introduction B. Processing of Cheese C. Types of Cheese D. Classification of Cheese E. Curing of Cheese F. Uses of Cheese <p>iv) Butter</p> <ul style="list-style-type: none"> A. Introduction B. Processing of Butter C. Types of Butter 	02	15%
09	<p>BASIC INDIAN COOKERY</p> <p>i) CONDIMENTS & SPICES</p> <ul style="list-style-type: none"> A. Introduction to Indian food B. Spices used in Indian cookery C. Role of spices in Indian cookery D. Indian equivalent of spices (names) <p>ii) MASALAS</p>	02	5%

	<ul style="list-style-type: none"> A. Blending of spices B. Different masalas used in Indian cookery <ul style="list-style-type: none"> • Wet masalas • Dry masalas C. Composition of different masalas D. Varieties of masalas available in regional areas E. Special masala blends 		
10	KITCHEN ORGANIZATION AND LAYOUT <ul style="list-style-type: none"> A. General layout of the kitchen in various organisations B. Layout of receiving areas C. Layout of service and wash up 	02	10%
TOTAL		30	100%

BHM151 - FOUNDATION COURSE IN FOOD PRODUCTION – II (PRACTICAL)**PART A - COOKERY****HOURS ALLOTTED: 60****MAXIMUM MARKS: 50**

S.No	Topic	Method	Hours
1	<ul style="list-style-type: none">• Meat – Identification of various cuts, Carcass demonstration• Preparation of basic cuts-Lamb and Pork Chops , Tornado, Fillet, Steaks and Escalope• Fish-Identification & Classification• Cuts and Folds of fish	Demonstrations & simple applications	04
2	<ul style="list-style-type: none">• Identification, Selection and processing of Meat, Fish and poultry.• Slaughtering and dressing	Demonstrations at the site in local Area/Slaughtering house/Market	04
3	<p>Preparation of menu</p> <p>Salads & soups- waldrof salad, Fruit salad, Russian salad, salade nicoise, Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot) International soups</p> <p>Chicken, Mutton and Fish Preparations- Fish orly, a la anglaise, colbert, meuniere, poached, baked Entrée-Lamb stew, hot pot, shepherd’s pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef</p> <p>Simple potato preparations- Basic potato dishes</p> <p>Vegetable preparations- Basic vegetable dishes</p> <p>Indian cookery- Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations</p>	Demonstration by instructor and applications by students	52
TOTAL			60

PART B - BAKERY & PATISSERIE
HOURS ALLOTTED: 60 MAXIMUM MARKS: 50

S.No	Topic	Method	Hours
1	PASTRY: Demonstration and Preparation of dishes using varieties of Pastry <ul style="list-style-type: none"> • Short Crust – Jam tarts, Turnovers • Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns • Choux Paste – Eclairs, Profiteroles 	Demonstration by instructor and applications by students	20
2	COLD SWEET <ul style="list-style-type: none"> • Honeycomb mould • Butterscotch sponge • Coffee mousse • Lemon sponge • Trifle • Blancmange • Chocolate mousse • Lemon soufflé 	Demonstration by instructor and applications by students	20
3	HOT SWEET <ul style="list-style-type: none"> • Bread & butter pudding • Caramel custard • Albert pudding • Christmas pudding 	Demonstration by instructor and applications by students	12
4	INDIAN SWEETS Simple ones such as chicoti, gajjar halwa, kheer	Demonstration by instructor and applications by students	08
TOTAL			60

152 - FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE – II (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	<p>MEALS & MENU PLANNING:</p> <p>A. Origin of Menu</p> <p>B. Objectives of Menu Planning</p> <p>C. Types of Menu</p> <p>D. Courses of French Classical Menu</p> <ul style="list-style-type: none"> • Sequence • Examples from each course • Cover of each course • Accompaniments <p>E. French Names of dishes</p> <p>F. Types of Meals</p> <ul style="list-style-type: none"> • Early Morning Tea • Breakfast (English, American Continental, Indian) • Brunch • Lunch • Afternoon/High Tea • Dinner • Supper 	<p>01</p> <p>02</p> <p>01</p> <p>05</p> <p>03</p> <p>03</p>	
02	<p>I PREPARATION FOR SERVICE</p> <p>A. Organising Mise-en-scene</p> <p>B. Organising Mise en place</p> <p>II TYPES OF FOOD SERVICE</p> <p>A. Silver service</p> <p>B. Pre-plated service</p> <p>C. Cafeteria service</p> <p>D. Room service</p> <p>E. Buffet service</p> <p>F. Gueridon service</p> <p>G. Lounge service</p>	<p>02</p> <p>04</p>	
03	<p>SALE CONTROL SYSTEM</p> <p>A. KOT/Bill Control System (Manual)</p> <ul style="list-style-type: none"> • Triplicate Checking System • Duplicate Checking System • Single Order Sheet • Quick Service Menu & Customer Bill <p>B. Making bill</p> <p>C. Cash handling equipment</p> <p>D. Record keeping (Restaurant Cashier)</p>	06	

04	TOBACCO A. History B. Processing for cigarettes, pipe tobacco & cigars C. Cigarettes – Types and Brand names D. Pipe Tobacco – Types and Brand names E. Cigars – shapes, sizes, colours and Brand names F. Care and Storage of cigarettes & cigars	03	
TOTAL		30	100%

BHM152 - FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE – II (PRACTICAL)
HOURS ALLOTTED: 60 MAXIMUM MARKS: 100

S.No	Topic	Hours		
01	REVIEW OF SEMESTER -1	04		
02	<p>TABLE LAY-UP & SERVICE</p> <p>Task-01: A La Carte Cover Task-02: Table d' Hote Cover Task-03: English Breakfast Cover Task-04: American Breakfast Cover Task-05: Continental Breakfast Cover Task-06: Indian Breakfast Cover Task-07: Afternoon Tea Cover Task-08: High Tea Cover</p> <p>TRAY/TROLLEY SET-UP & SERVICE</p> <p>Task-01: Room Service Tray Setup Task-02: Room Service Trolley Setup</p>	16		
03	<p>PREPARATION FOR SERVICE (RESTAURANT)</p> <p>A. Organizing Mise-en-scene B. Organizing Mise-en-Place C. Opening, Operating & Closing duties</p>	04		
04	<p>PROCEDURE FOR SERVICE OF A MEAL</p> <p>Task-01: Taking Guest Reservations Task-02: Receiving & Seating of Guests Task-03: Order taking & Recording Task-04: Order processing (passing orders to the kitchen) Task-05: Sequence of service Task-06: Presentation & Encashing the Bill Task-07: Presenting & collecting Guest comment cards Task-08: Seeing off the Guests</p>	08		
05	<p>Social Skills</p> <p>Task-01: Handling Guest Complaints Task-02: Telephone manners Task-03: Dining & Service etiquettes</p>	04		
06	<p>Special Food Service - (Cover, Accompaniments & Service)</p> <p>Task-01: Classical Hors d' oeuvre</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> • Oysters • Caviar • Smoked Salmon • Pate de Foie Gras </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> • Snails • Melon • Grapefruit • Asparagus </td> </tr> </table> <p>Task-02: Cheese Task-03: Dessert (Fresh Fruit & Nuts)</p>	<ul style="list-style-type: none"> • Oysters • Caviar • Smoked Salmon • Pate de Foie Gras 	<ul style="list-style-type: none"> • Snails • Melon • Grapefruit • Asparagus 	12
<ul style="list-style-type: none"> • Oysters • Caviar • Smoked Salmon • Pate de Foie Gras 	<ul style="list-style-type: none"> • Snails • Melon • Grapefruit • Asparagus 			

	Service of Tobacco <ul style="list-style-type: none"> • Cigarettes & Cigars 	
07	Restaurant French: To be taught by a professional French language teacher. <ul style="list-style-type: none"> • Restaurant Vocabulary (English & French) • French Classical Menu Planning • French for Receiving, Greeting & Seating Guests • French related to taking order & description of dishes 	12
TOTAL		60

BHM153 - FOUNDATION COURSE IN FRONT OFFICE OPERATIONS – II (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	TARIFF STRUCTURE A. Basis of charging B. Plans, competition, customer's profile, standards of service & amenities C. Hubbart formula D. Different types of tariffs <ul style="list-style-type: none"> • Rack Rate • Discounted Rates for Corporates, Airlines, Groups & Travel Agents 	04	10%
02	FRONT OFFICE AND GUEST HANDLING <ul style="list-style-type: none"> • Introduction to guest cycle • Pre arrival • Arrival • During guest stay • Departure • After departure 	04	10%
03	RESERVATIONS A. Importance of reservation B. Modes of reservation C. Channels and sources (FITs, Travel Agents, Airlines, GITs) D. Types of reservations (Tentative, confirmed, guaranteed etc.) E. Systems (non automatic, semi automatic fully automatic) F. Cancellation G. Amendments H. Overbooking	07	25%
04	ROOM SELLING TECHNIQUES A. Up selling B. Discounts	02	05%
05	ARRIVALS A. Preparing for guest arrivals at Reservation and Front Office B. Receiving of guests C. Pre-registration D. Registration (non automatic, semi automatic and automatic) E. Relevant records for FITs, Groups, Air crews & VIPs	05	20%
06	DURING THE STAY ACTIVITIES A. Information services B. Message and Mail Handling C. Key Handling D. Room selling technique	06	20%

	E. Hospitality desk F. Complaints handling G. Guest handling H. Guest history		
07	FRONT OFFICE CO-ORDINATION With other departments of hotel	02	10%
TOTAL		30	100

BHM153 - FOUNDATION COURSE IN FRONT OFFICE OPERATIONS – II (PRACTICALS)

HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

Hands on practice of computer applications on PMS.

S.No.	Suggested tasks on Fidelio
1	Hot function keys
2	Create and update guest profiles
3	Make FIT reservation
4	Send confirmation letters
5	Printing registration cards
6	Make an Add-on reservation
7	Amend a reservation
8	Cancel a reservation-with deposit and without deposit
9	Log onto cashier code
10	Process a reservation deposit
11	Pre-register a guest
12	Put message and locator for a guest
13	Put trace for guest
14	Check in a reserved guest
15	Check in day use
16	Check –in a walk-in guest
17	Maintain guest history
18	Issue a new key
19	Verify a key
20	Cancel a key
21	Issue a duplicate key
22	Extend a key
23	Programme keys continuously
24	Re-programme keys
25	Programme one key for two rooms

BHM154 - FOUNDATION COURSE IN ACCOMMODATION OPERATIONS – II (THEORY)**HOURS ALLOTTED: 30****MAXIMUM MARKS: 100**

S.No.	Topic	Hours	Weight age
01	ROOM LAYOUT AND GUEST SUPPLIES A. Standard rooms, VIP ROOMS B. Guest's special requests	04	15%
02	AREA CLEANING A. Guest rooms B. Front-of-the-house Areas C. Back-of-the house Areas D. Work routine and associated problems e.g. high traffic areas, Façade cleaning etc.	06	20%
03	ROUTINE SYSTEMS AND RECORDS OF HOUSE KEEPING DEPARTMENT A. Reporting Staff placement B. Room Occupancy Report C. Guest Room Inspection D. Entering Checklists, Floor Register, Work Orders, Log Sheet. E. Lost and Found Register and Enquiry File F. Maid's Report and Housekeeper's Report G. Handover Records H. Guest's Special Requests Register I. Record of Special Cleaning J. Call Register K. VIP Lists	10	35%
04	TYPES OF BEDS AND MATTRESSES	02	5%
05	PEST CONTROL A. Areas of infestation B. Preventive measures and Control measure	03 03	20%
06	KEYS A. Types of keys B. Computerised key cards C. Key control	02	5%
TOTAL		30	100%

BHM154 - FOUNDATION COURSE IN ACCOMMODATION OPERATIONS – II (PRACTICAL)**HOURS ALLOTTED: 30****MAXIMUM MARKS: 100**

S.No.	Topic	Hours
01	Review of semester 1	2
02	Servicing guest room(checkout/ occupied and vacant) <u>ROOM</u> Task 1- open curtain and adjust lighting Task 2-clean ash and remove trays if any Task 3- strip and make bed Task 4- dust and clean drawers and replenish supplies Task 5-dust and clean furniture, clockwise or anticlockwise Task 6- clean mirror Task 7- replenish all supplies Task 8-clean and replenish minibar Task 9-vaccum clean carpet Task 10- check for stains and spot cleaning <u>BATHROOM</u> Task 1-disposed soiled linen Task 2-clean ashtray Task 3-clean WC Task 4-clean bath and bath area Task 5-wipe and clean shower curtain Task 6- clean mirror Task 7-clean tooth glass Task 8-clean vanitory unit Task 9- replenish bath supplies Task 10- mop the floor	6
03	Bed making supplies (day bed/ night bed) Step 1-spread the first sheet(from one side) Step 2-make miter corner (on both corner of your side) Step 3- spread second sheet (upside down) Step 4-spread blanket Step 5- Spread crinkle sheet Step 6- make two folds on head side with all three (second sheet, blanket and crinkle sheet) Step 7- tuck the folds on your side Step 8- make miter corner with all three on your side Step 9- change side and finish the bed in the same way Step 10- spread the bed spread and place pillow	8
04	Records <ul style="list-style-type: none">• Room occupancy report• Checklist• Floor register• Work/ maintenance order]• Lost and found• Maid's report• Housekeeper's report• Log book	4

	<ul style="list-style-type: none"> • Guest special request register • Record of special cleaning • Call register • VIP list • Floor linen book/ register 	
05	Guest room inspection	2
06	Minibar management <ul style="list-style-type: none"> • Issue • stock taking • checking expiry date 	2
07	Handling room linen/ guest supplies <ul style="list-style-type: none"> • maintaining register/ record • replenishing floor pantry • stock taking 	4
08	Guest handling <ul style="list-style-type: none"> • Guest request • Guest complaints 	2

BHM117 - PRINCIPLES OF FOOD SCIENCE
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	<ul style="list-style-type: none"> • Definition and scope of food science and • It's inter-relationship with food chemistry, food microbiology and food processing. 	02	5%
02	<p>CARBOHYDRATES</p> <ul style="list-style-type: none"> A. Introduction B. Effect of cooking (gelatinisation and retrogradation) C. Factors affecting texture of carbohydrates (Stiffness of CHO gel & dextrinization) D. Uses of carbohydrates in food preparations 	04	15%
03	<p>FAT & OILS</p> <ul style="list-style-type: none"> A. Classification (based on the origin and degree of saturation) B. Autoxidation (factors and prevention measures) C. Flavour reversion D. Refining, Hydrogenation & winterisation E. Effect of heating on fats & oils with respect to smoke point F. Commercial uses of fats (with emphasis on shortening value of different fats) 	05	20%
04	<p>PROTEINS</p> <ul style="list-style-type: none"> A. Basic structure and properties B. Type of proteins based on their origin (plant/animal) C. Effect of heat on proteins (Denaturation, coagulation) D. Functional properties of proteins (Gelation, Emulsification, Foamability, Viscosity) E. Commercial uses of proteins in different food preparations (like Egg gels, Gelatin gels, Cakes, Confectionary items, Meringues, Souffles, Custards, Soups, Curries etc.) 	04	15%
05	<p>FOOD PROCESSING</p> <ul style="list-style-type: none"> A. Definition B. Objectives C. Types of treatment D. Effect of factors like heat, acid, alkali on food constituents 	03	10%
06	<p>EVALUATION OF FOOD</p> <ul style="list-style-type: none"> A. Objectives B. Sensory assessment of food quality C. Methods D. Introduction to proximate analysis of Food constituents E. Rheological aspects of food 	03	10%
07	<p>EMULSIONS</p> <ul style="list-style-type: none"> A. Theory of emulsification B. Types of emulsions 	03	10%

	C. Emulsifying agents D. Role of emulsifying agents in food emulsions		
08	COLLOIDS <ul style="list-style-type: none"> • Definition • Application of colloid systems in food preparation 	02	5%
09	FLAVOUR <ul style="list-style-type: none"> • Definition • Description of food flavours (tea, coffee, wine, meat, fish spices) 	02	5%
10	BROWNING <ul style="list-style-type: none"> • Types (enzymatic and non-enzymatic) • Role in food preparation • Prevention of undesirable browning 	02	5%
TOTAL		30	100%

BHM108 - ACCOUNTANCY
HOURS ALLOTTED: 60 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	INTRODUCTION TO ACCOUNTING A. Meaning and Definition B. Types and Classification C. Principles of accounting D. Systems of accounting E. Generally Accepted Accounting Principles (GAAP)	04	5%
02	PRIMARY BOOKS (JOURNAL) A. Meaning and Definition B. Format of Journal C. Rules of Debit and Credit D. Opening entry, Simple and Compound entries E. Practicals	10	15%
03	SECONDARY BOOK (LEDGER) A. Meaning and Uses B. Formats C. Posting D. Practicals	06	10%
04	SUBSIDIARY BOOKS A. Need and Use B. Classification <ul style="list-style-type: none"> • Purchase Book • Sales Book • Purchase Returns • Sales Returns • Journal Proper • Practicals 	06	10%
05	CASH BOOK A. Meaning B. Advantages C. Simple, Double and Three Column D. Petty Cash Book with Imprest System (simple and tabular forms) E. Practicals	10	15%
06	BANK RECONCILIATION STATEMENT A. Meaning B. Reasons for difference in Pass Book and Cash Book Balances C. Preparation of Bank Reconciliation Statement D. No Practicals	04	5%
07	TRIAL BALANCE A. Meaning	06	10%

	B. Methods C. Advantages D. Limitations E. Practicals		
08	FINAL ACCOUNTS A. Meaning B. Procedure for preparation of Final Accounts C. Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet D. Adjustments (Only four) <ul style="list-style-type: none"> • Closing Stock • Pre-paid Expenses • Outstanding Expenses • Depreciation 	12	25%
09	CAPITAL AND REVENUE EXPENDITURE A. Meaning B. Definition of Capital and Revenue Expenditure	02	5%
TOTAL		60	100%

NOTE: USE OF CALCULATORS IS PERMITTED

BHM109 - COMMUNICATION
HOURS ALLOTTED: 30 MAXIMUM MARKS: 50

S.No.	Topic	Hours	Weight age
01	BUSINESS COMMUNICATION A. Need B. Purpose C. Nature D. Models E. Barriers to communication F. Overcoming the barriers	7	20%
02	LISTENING ON THE JOB A. Definition B. Levels and types of listening C. Listening barriers D. Guidelines for effective listening E. Listening computerization and note taking	6	20%
03	EFFECTIVE SPEAKING A. Restaurant and hotel English B. Polite and effective enquiries and responses C. Addressing a group D. Essential qualities of a good speaker E. Audience analysis F. Defining the purpose of a speech, organizing the ideas and delivering the speech	7	20%
04	NON VERBAL COMMUNICATION A. Definition, its importance and its inevitability B. Kinesics: Body movements, facial expressions, posture, eye contact etc. C. Protemies: The communication use of space D. Paralanguage: Vocal behaviour and its impact on verbal communication E. Communicative use of artifacts – furniture, plants, colours, architects etc.	4	15%
05	SPEECH IMPROVEMENT A. Pronunciation, stress, accent B. Important of speech in hotels C. Common phonetic difficulties D. Connective drills exercises E. Introduction to frequently used foreign sounds	4	15%
06	USING THE TELEPHONE A. The nature of telephone activity in the hotel industry B. The need for developing telephone skills C. Developing telephone skills	2	10%
TOTAL		30	100%

FOUNDATION COURSE IN TOURISM (TS-01)
HOURS ALLOTTED: 30

Tourism has been acknowledged as one of the most rapidly growing industries in recent years. Yet it has not received adequate attention as an academic discipline which it rightly deserves. This course has been designed with the objective of making up for this lacuna by introducing to you some foundational concepts of tourism studies. The emphasis here has been on the situation obtaining in India, though we have not been unduly different about borrowing concepts and terms from similar studies undertaken in other parts of the world. You will thus find details on the historical evolution of tourism along with core definitions of tourism industry in this course. Tourism services and operations, planning and policy, and marketing and communications form other Blocks of the course. Finally we have also dealt with the geography and tourism and the relationship between cultural heritage and tourism development in this course.

Syllabus

Block-1 Tourism Phenomenon

- Unit 1 Understanding Tourism – I
- Unit 2 Understanding Tourism – II
- Unit 3 Historical Evolution and Development

Block-2 Tourism Industry

- Unit 4 Tourism System
- Unit 5 Constituents of Tourism Industry and Tourism Organisations
- Unit 6 Tourism Regulations
- Unit 7 Statistics and Measurements

Block-3 Tourism Services and Operations – 1

- Unit 8 Modes of Transport
- Unit 9 Tourist Accommodation
- Unit 10 Informal Services in Tourism
- Unit 11 Subsidiary Services: Categories and Roles
- Unit 12 Shops, Emporiums and Melas (Fairs)

Block-4 Tourism Services and Operations – 2

- Unit 13 Travel Agency
- Unit 14 Tour Operators
- Unit 15 Guides and Escorts
- Unit 16 Tourism Information

Block-5 Geography and Tourism

- Unit 17 India's Biodiversity: Landscape, Environment and Ecology
- Unit 18 Seasonality and Destinations
- Unit 19 Map and Chart Work

Block-6 Tourism Marketing and Communications

- Unit 20 Tourism Marketing – 1: Relevance, Product Design, Market Research
- Unit 21 Tourism Marketing – 2: Promotional Events, Advertising Publicity, Selling
- Unit 22 Role of Media
- Unit 23 Writing for Tourism
- Unit 24 Personality Development and Communicating Skills

Block-7 Tourism: The Cultural Heritage

- Unit 25 Use of History
- Unit 26 Monuments and Museums
- Unit 27 Living Culture and Performing Arts
- Unit 28 Religions of India

Block-8 Tourism: Planning and Policy

- Unit 29 Tourism Policy and Planning
- Unit 30 Infrastructural Development
- Unit 31 Local Bodies, Officials and Tourism
- Unit 32 Development, Dependency and Manila Declaration

Block-9 Tourism Impact

- Unit 33 Economic Impact
- Unit 34 Social, Environmental and Political Impacts
- Unit 35 Threats and Obstacles to Tourism
