

SECOND YEAR IV SEMESTER
401- TOURISM MARKETING
W.E.F. 2016 - 17

Theory: 4 hrs/week
Practicals : 3 hrs/week

THEORY:

Unit-I

Definition, Concept of Tourism Marketing – Marketing Tourism Products – Marketing Mix – Consumer Behaviour – Product life cycle – Pricing a Product – TQM – Integrating TQM in marketing and programmes.

Unit – II

Tourism marketing related to 5 A's (Attraction – Accessibility – Accommodation – Amenities – Activities). New trends in tourism - Health tourism, co-tourism and MICE – Principles in hospitality selling – AIDA model.

Unit – III

Advertising – Sales promotion publicity – market segment action (Demographic, Psychological and Behavioural segmentation) marketing strategies – Methods of marketing segments – Target Market – Selecting and Marketing for target market.

Unit – IV

Marketing skills for tourism – Development creativity – communication SMMR Model Communication – self motivation personality development – Team building – Need for market research and information system.

Unit – V

Economics of Tourism – Impact on National Income – Multiplier Effect Foreign exchange as revenue earner for government – factors effecting Tourism earnings.

REFERENCES:

1. Tourism Marketing – GPH panel of Experts – Gully Baba Publishing House (P) Ltd. 2009.
2. Tourism marketing – Roth Field CW
3. Marketing Management – Philip Kotter
4. Tourism and Travel Marketing – Jag Mohan Nagi
5. Airlines and Ticketing for Tourism – Jag Mohan Nagi
6. Francis Buttle (1995) Hotel and Food Service Marketing – A Managerial Approach – Cassell Education Ltd. London

B.Sc. (CT & HM)
Second Year : IV Semester
401 – Tourism Marketing
Model Question Paper

Time : 3 Hrs

Marks : 75

Section-A

**Answer any Five Questions not exceeding 10 sentences.
Each question carries 5 mark**

5 × 5 = 25 M

1. Discuss the need for marketing in the tourism industry?
2. Critically evaluate the role of consumer Behaviour in Tourism?
3. Explain on the Five A'S of Tourism marketing.
4. Eco Tourism is a new Phenomenon, Justify?
5. Explain the role of Team Building for a successful marketing campaign.
6. Write a short notes on contribution of tourism to the National Income?
7. Write importance of VISA's?
8. Describe Airline Ticketing?

Section-B

**Answer any Five Questions not exceeding Two pages each
Each question carries 10 mark**

5 × 10 = 25 M

9. a) Discuss in brief the factors for pricing of various tourism products.
(or)
b) Briefly write about the various strategies to be taken at various stage of the product life cycle?
10. a) Is MICE evolving? Critically evaluate the performance over the last ten years in India.
(or)
b) Identify the various parameters to lead a nation with successful medical tourism.
11. a) Explain the principles of personal selling AIDA Model.
(or)
b) Write in detail the various components of market segmentation.
12. a) Discuss the computer reservation system in Airline Ticketing
(or)
b) Write notes on: 1) ABC Codes 2) Manual Ticketing
13. a) Discuss the role of Tourism satellite Accounting (TSA) for evaluating success of a country/state tourism performance.
(or)
b) Explain SMMR Model of Communication.

Ramendra

SECOND YEAR: IV SEMESTER
402- FRONT OFFICE-II
W.E.F. 2016 - 17

Theory: 4 hrs/week
Practicals : 3 hrs/week

THEORY:

Unit-I

Reservation Introduction – Reservation Terminology – Types of Room – Types of Rates and Plan – Meal Menus Related to plans – Other Rates – Sources of Reservations – Modes of Reservation – Types of Reservation – Manual System of Reservation by Phone – Automated systems – E-commerce.

Unit - II

Reception Introduction – Reception Terminology. Front Desk Counter – Support Devices – Assignment of Room – The morning Shift – Automated system – Other registration optimum – Upselling.

Unit - III

Uniformed service introduction – Lobby organization – Lobby Terminology – Bell Desk procedure – Other Duties Bell Desk Staff.

Unit - IV

Concierge Services Introduction – Role of a Concierge – Handling Mail – Handling Instored or Registered Mail and Courier Services – Handling Messages – plugging – Providing information – Function in the Hotel – Guest Rack.

Unit - V

Guest Relation executive Introduce – Organization of GRE – Important Department for GRE – Telecommunication Introduction – Types of exchange – Other communication Equipment – Organization of Telecommunication Department.



PRACTICALS:

1. Arrival & Departure procedures – Registration
2. Arrival & Departure and Discrepancy report
3. Group cancellation procedures.
4. Handling guest complaints.
5. Registration form
6. Group Check-in, checkout procedures

REFERENCES:

1. Front Office procedures- Michael L. Kasavenna (Fifth Edition) Richard Books.
2. Front Office Operation – Patrick J Marcru, Gail L Soloman, Jim Doogam Prentice Hall.
3. A Manual of Hotel Reception – Heeves and Medlik – Hoinemann, London
4. Front Office Psychology – John Willey INC - Hinderbrand
5. Front Office Management – John Wiley.

R. Anuradha

B.Sc. (CT & HM)
Second Year : IV semester
402 - FRONT OFFICE - II Model
Question Paper

Time : 3 Hrs

Marks : 75

Section-A

Answer any Five Questions not exceeding 10 sentences.
Each question carries 5 mark

5 × 5 = 25 M

1. Write briefly about front office accounting?
2. Write the different modes of payments.
3. What are the types of account maintained in the front office accounting?
4. How does cashier handles the bills when it's a card payment?
5. Draw the model foreign exchange voucher of a hotel?
6. Explain briefly the front office accounting cycle?
7. Explain about the front office budgeting?
8. Write about the establishing room rates?

Section-B

Answer any Five Questions not exceeding Two pages each
Each question carries 10 mark

5 × 10 = 25 M

9. a) Write the group registrations and the crew arrival procedure.
(or)
b) Write in detail the procedure for a VIP guest?
10. a) Explain the skills required to handle guests
(or)
b) Write in detail about night shift reception procedure.
11. a) Explain in detail about front office accounting
(or)
b) Write about maintenance of Guest arrival and departure register.
12. a) What items are recorded on a front office cash sheet? How does cash sheet help ensure internal control in the front office?
(or)
b) Why is forecasting important to front office professionals?
13. a) Write about Job description of front office professionals.
(or)
b) Write in detail explain types of room rates?

Ramadas

SECOND YEAR: IV SEMESTER
403- ACCOMMODATION OPERATION-II
W.E.F. 2016 - 17

Theory: 4 hrs/week
Practicals : 3 hrs/week

THEORY:

Unit-I

Housekeeping Inventories – Cleaning Equipment – Cleaning equipment – Cleaning Agents – Guest supplies – Linen Uniforms – Composition, Care and Cleaning of Different Surfaces – Metals, Glass, Wood, Stone, Rubber.

Unit – II

Hotel Guest room importance to Guest – Types of Guest room – Guest room status – Guest Floor Rules – Guest room Furniture – Furniture fixtures and fittings, Beds, Mattresses and Soft Furnishes – Guest room Accessories – Placement of guest Supplies.

Unit – III

Cleaning Guest room – Types of Soil – Nature of soil Standards of Cleaning – The Science of Cleaning. The cleaning process – Cleaning public Areas – Entrances, lobbies, front desk, elevators, staircases, Guest Corridors, public rest room, Banquet Halls, Role of Supervisor – Function of Supervisors.

Unit – IV

Housekeeping control Desk – Co-ordination with other departments – handling telephone calls budgeting for housekeeping Expenses – Inventory Control and stock – Taking purchasing.

Unit – V

Textile terminology – Classification and Identification of Textile Fibres – Fabric Construction. Use of Textiles in Hotels. The linen and Uniform room – storage of Linen, Linen exchange – Par stock Laundry equipment – The Laundry Process – Stain Removal.

R. Anuradha

PRACTICALS:

1. Different types of stains removal
2. Washing of Linen, Cotton, Silk and Dry Cleaning
3. Washing of woollen labries.
4. Floor cleaning procedures for hard floor.
5. Cleaning of wall finishes
6. Cleaning of floor surfaces

REFERENCES:

1. Hotel & Hospital Housekeeping – Branson, Joan C and Lennex, Margaret, 2003.
2. Hotel Housekeeping Management – Sudhir Andernes The McGraw – Hill Companies (Publication)
3. Hotel Housekeeping – G Raghu Balan – Smrithe, Raghu Balan – Oxford University – Published in India.
4. Housekeeping Training Manual – Sudhir Andrews
5. Professional Housekeeping – Schneider, Madiline Tucher.

R. Anwar

B.Sc. (CT & HM)
Second Year : IV Semester
403 – ACCOMMODATION OPERATION - II
Model Question Paper

Time : 3 Hrs

Marks : 75

Section-A

Answer any Five Questions not exceeding 10 sentences.
Each question carries 5 mark

5 × 5 = 25 M

1. Write in detail about different fibers giving example.
2. Write the standard sizes of bed linen.
3. Write briefly the skills required to handle guest.
4. Write the general procedure of washing linen.
5. Explain the floor polishing procedure.
6. Explain the cleaning of Chandelier.
7. Explain in detail about carpet cleaning

Section-B

Answer any Five Questions not exceeding Two pages each
Each question carries 10 mark

5 × 10 = 25 M

8. a) Write the aims and objectives of pest and rodent control.
(or)
b) Classify the different stains and the stain removal procedures to be followed.
9. a) Write the procedure for cleaning of domes and high attitude area and what are the safety measures taken.
(or)
b) Write the linen room and uniform room activities in detail.
10. a) Draw the layout of the housekeeping department and explain about the work units.
(or)
b) Explain the organization of a housekeeping department and describe the roles of personnel.

Amrutha

11. a) Explain the procedures for requisitioning fresh linen, guest and cleaning supplies.
(or)
b) Explain the methods of cleaning public area in a hotel.
12. a) What is a linen room? Elucidate the storage condition, tips and practices.
(or)
b) Explain about the equipment and accessories for linen and uniform rooms and procedures of stock taking.
13. a) Write about the different cleaning agents. Discuss the principles in selection.
(or)
b) Elucidate the different cleaning equipment and discuss the standard and specifications for their selection

Ramadhani