

## 5. Tourism and Hospitality Services

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### Learning Outcomes:

Students after successful completion of the course will be able to

- Know the basics of tourism and hospitality services.
- Inculcate interpersonal skills in the students.
- Develop the ability to multitask and manage crises.
- Understands the spirit of teamwork and different types of services
- Acknowledge the importance of guest service and satisfaction.
- Develop their skills, leadership abilities, and entrepreneurial spirit.

### Syllabus:

#### Unit-I

Tourism-Definition-Nature and Scope-History of Tourism-Domestic and International Tourism -Causes of Rapid Growth of Tourism

#### Unit: 2

Characteristics of Hospitality Industry: Inflexibility, Intangibility, Perish ability-Types of Hospitality jobs: Hotel Manager, Hotel Receptionist, Restaurant Manager, Catering Assistant, Executive Chef etc-Types of Hotels in India.

#### Unit: 3

Duties, Responsibilities & Skills of Front Office Staff-Duties, Responsibilities and Skills of Housekeeping Staff-Accommodation to the Tourists-NITHM

#### Unit: 4

Restaurant-Kitchen, Buffets, Multi-Cuisines, Functions-Room Service, Interior designing-Catering Services-Banquette - Food and Beverage Services

#### Unit: 5

Different Types of Services offered in Selected Hotels/Motels/Restaurants-Minimum facilities in Hotels/Lodges-Different Types of Managerial Issues - Service Etiquettes - Menu Card Preparation.

### References:

1. Philip Kotler, Bowens and James Makens., Marketing for Tourism and Hospitality, Pearson Pub, New Delhi, 2010.
2. Amitabh Devendra., Soft Skills for Hospitality, 2015
3. Sandeep Munjal, Sudhanshu Bhushan(Ed)., The Indian Hospitality Industry: Dynamics and Future Trends, CRC Press, 2017.

4. Jata Shankar Tewari., Hotel Front Office: Operation and Management, Oxford Higher Edn, 2016.
5. Anukrati Sharma, Azizul Hassan, James Kennell, Priyakrushna Mohanty., Tourism and Hospitality in Asia: Crisis, Resilience and Recovery, Springer Nature Singapore, 2023.
6. nitahm.ac.in
7. Pran Nath Seth., Successful Tourism Management, Vol.I& II, Sterling Publications, New Delhi, 2006.
8. A.K Bhatia., International Tourism Management, Sterling, New Delhi, 2010.
9. A.K.Bhatia., Tourism Management & Marketing, Aph Publishing Corporations, 1997.
10. P.N.Seth., Successful Tourism Development, Vol.1, Sterling Publications, New Delhi, 2006.
11. Web Sources

#### **Curricular Activities:**

- Various practical aspects related to hospitality industry. Visit Tourist places.
- Conduct practical competitions such as flower arrangements, cooking, catering, public speaking and many more related to hospitality services to encourage students
- Provide opportunity to show and improve their Personal and practical skills.
- The teacher should conduct mock interviews and also record them to let the students analyse their performance by watching the audio-visual.
- Students must visit local hotels, restaurants, tourism offices, catering offices etc.
- Observe and work during off-hours to gain hands-on experience and prepare a Report.

#### **Co-Curricular Activities:**

- 1) Invited Lectures/Alumni Interactions/Field Work compulsory
- 2) Hands on Experience with the help of Field Experts/Invited/Extension Lectures
- 3) Debates on Interesting Topics/Field Work/Unit Tests/Video preparation on tourist places.
4. Seminars, Group Discussions, Quiz, Assignments etc
5. Periodical Interactions with HR Managers

## 6. Journalism and Editing Techniques

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### Learning Outcomes:

Students at the successful completion of the course will be able to;

- Know the Significance of Report Writing
- Understand the Principles and Techniques of Reporting
- Know the types of news sources and qualities of a reporter.
- Identity: the Role of Sub Editor and Editor
- Critically analyse the challenges in reporting and editing techniques.

### Unit-I

Definitions of Journalism, Reporting and Editing-History of Indian Press and News Papers-Printing Revolution-Importance of Print and Electronic Media in Present Society.

### Unit-2

Sources of News -Types of News and News Writing- Principles of Reporting-Problems in Reporting - Qualities of Reporter.

### Unit-3

Types of Reporting-Importance of Language -International and Indian News Agencies - Importance of Photography in Journalism.

### Unit-4

Principles of Editing - Role of Sub Editors and Chief Editors - Techniques of Editorial Page - Headline Techniques- Tips for Captions.

### Unit-5

Characteristics of Effective Report - Report writing for all Media: Radio, Television, News Paper, Magazine and Web- Writing of Model Reports of different types like Politics, Crime, Entertainment, Press Conference, Places of Importance etc. - Career opportunities in Journalism.

### References:

1. J.Natarajan, History of Indian Journalism, Ministry of Information and Broadcasting, 2010.
2. G.N.S.Raghavan, Press in India: New History, Gyan Publishing House, 1995.
3. K.M.Shrivastava, News Reporting and Editing, Sterling Publishers Pvt. Ltd, 2003.
4. S.Kundra, Reporting Methods, Anmol Publications Pvt.Ltd, 2005.
5. M.K.Joseph, Outline of Reporting, Anmol Publications, 2007.
6. J.R.Hakemulder, News Reporting and Editing, Anmol Publications, 2002.

7. Franklin, Key Concepts in Journalism Studies, Vistaar Publications, 2003.
8. M.V.Kamath, Professional Journalism, Vikas Publishing House, 1980.
9. Bruce D.Itule and Douglas A.Anderson, News Writing and Reporting for Today's Media, McGraw Hill, 2003.

### **Curricular Activities:**

**1. For Teacher:** Training of students by the teacher in the classroom or in the field on Techniques for Report Writing and Editing. The teacher shall help the students to identify sources, compilation, of information/News, conduction of mock interviews, investigations, judging the authenticity and other related activities. Teacher shall suggest the students to record videos on different news.

**2. For Student:** The students shall go to the field for collection of news from sources. They shall describe in detail how the sources were identifies, challenges faced while collecting sources, placing the news in order, preparing and editing the report. This Individual Field Work shall be written in the given format not exceeding 10 pages and to be submitted to the teacher, as the Field Work Report.

### **3. Suggested Field Work Format:**

Title Page, Student Details, Acknowledgments, Index of Contents:*Objectives, Step-wise process, Findings, Conclusion & References*

4. Max Marks for Field Work Report: 05

5. Unit Tests/Internal Examinations

### **Suggested Co-Curricular Activities**

- ✓ Prepare a Front Page of a Newspaper with News and Photographs.
- ✓ Training of Students on Reporting and Editing Techniques.
- ✓ Assignments on Current and Trending News
- ✓ Invited Lectures Presentations on Report writing and Editing Techniques by Local Reporters and Editors
- ✓ Debates Seminars, Group Discussions, Quiz, etc.
- ✓ Preparation of Videos on News Items
- ✓ Collection of News and organizing them in a systematic way in a file.
- ✓ Visits to Local News Paper offices/ Press/ Press Conferences etc.
- ✓ Interaction with Local News Reporters and Editors