

COURSE NAME:	Tourism & Hospitality Management
TOTAL DURATION:	45 Hrs
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

Table 1

OVERALL COURSE OBJECTIVE:	<ol style="list-style-type: none"> 1. Formulate innovative strategies for enhancing hospitality and tourism services to meet evolving consumer demands and global trends. 2. Develop comprehensive event planning and management frameworks that integrate customer experience, resource optimization, and marketing strategies. 3. Evaluate the effectiveness of customer relationship management systems in achieving operational excellence and client satisfaction. 4. Propose sustainable tourism models by aligning eco-friendly practices with industry best standards. 5. Construct marketing campaigns that use data insights and creative advertising to achieve targeted growth in the hospitality sector.
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LEARNING OUTCOME:	<ol style="list-style-type: none"> 1. Evaluate the core principles of hospitality management and their application in various industry sectors to enhance customer satisfaction. 2. Construct travel and tourism plans that balance customer preferences, cultural relevance, and operational efficiency. 3. Develop solutions to optimize guest experiences through effective front-office operations, housekeeping management, and event planning. 4. Design marketing and advertising strategies to improve brand recognition and customer acquisition in the competitive tourism industry. 5. Create innovative solutions for addressing operational challenges in hospitality while maintaining ethical and sustainable practices.
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TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL. NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	Foundations of Hospitality and Tourism	Overview of hospitality sectors, operational principles, and career opportunities. Key functions in tourism and service excellence.	Construct frameworks for managing hospitality and tourism services to enhance operational efficiency.	9
2	Customer Experience and Relationship Management	Customer relationship strategies, guest handling, CRM technologies, and leveraging market intelligence for customer retention.	Develop advanced customer handling solutions to improve client satisfaction and loyalty in the hospitality industry.	9
3	Event and Front Office Management	Event planning, front-office operations, department coordination, and resource optimization.	Create detailed event management plans and optimize front-office procedures for seamless organizational operations.	9
4	Marketing and Sustainable Tourism	Marketing strategies, advertising techniques, eco-tourism models, and responsible tourism practices aligned with global standards.	Propose innovative marketing campaigns and develop sustainable tourism initiatives to align with global benchmarks.	9
5	Advanced Operations and Professional Development	Housekeeping management, airport and cargo operations, advanced communication techniques, and professional growth plans.	Design efficient operational processes while fostering professional adaptability and growth in dynamic environments.	9

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES			
LEARNING OUTCOME	ASSESSMENT CRITERIA	Performance Criteria	USE CASES
Construct frameworks for managing hospitality and tourism services to enhance operational efficiency.	Evaluate hospitality sector challenges and operational principles.	Categorize key operational tasks, propose strategies for optimization, and prioritize service improvements.	Design an operational model for a mid-sized resort with defined roles and responsibilities for each department.
Develop advanced customer handling solutions to improve client satisfaction and loyalty.	Judge customer needs and recommend appropriate relationship strategies.	Outline customer handling techniques, propose CRM technologies, and justify loyalty program benefits.	Create a loyalty program for a luxury hotel chain, incorporating personalized rewards and engagement strategies.
Create detailed event management plans and optimize front-office procedures.	Assess event objectives and recommend resource allocation plans.	Propose efficient front-office workflows, design event schedules, and organize departmental coordination.	Plan a corporate event for a global client, including venue selection, logistics, and guest engagement.
Propose innovative marketing campaigns and	Evaluate marketing objectives and design	Assemble campaign components, validate eco-tourism principles, and	Develop a marketing campaign for promoting rural

develop sustainable tourism initiatives.	campaigns for targeted audience engagement.	defend their alignment with global goals.	eco-tourism to international travelers.
Design efficient operational processes while fostering professional adaptability and growth.	Prioritize housekeeping operations, airport handling, and communication skills for dynamic work environments.	Deconstruct operational challenges, propose solutions, and justify adaptability techniques.	Simulate a housekeeping process improvement plan to reduce turnaround time in a 5-star hotel.

TABLE 4: LIST OF FINAL PROJECTS (PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME)

SL.NO	FINAL PROJECT
1	Different categories of travel modes & Travel locations, based customers and Scenic Planning
2	Group Discussion on any Travel, Tourism related Topics
3	Debate on Advantages and Disadvantages of Solo Travel
4	Create Travel Itinerary for a couple for their visit to Singapore.
5	Suggest Attractive Travel plan for a customer with a budget of INR 1,20,000/-
6	Demonstrate roles & Responsibilities of members of an organizational structure.
7	Report on Interpersonal Behaviour importance in an organization
8	As groups Demonstrate a sudden work arrangement scheduling when there is a immediate resignation of critical resource.
9	Write a Welcome/Invitation Letter to Customer for Grand opening

	ceremony of your new branch office.
10	Write an Email describing special offers for a tour package in a festive season.
11	Try to type the sentences which is dictated within 20 secs of time for each sentence. Minimum 10 Sentences should be correct.
12	Case Study on Comfort in Modes of Travel
13	Write a report on International Travel Rules & Regulations for any one country.
14	Write an Upraisal Letter to Higher Authority Justifying your request for salary hike.
15	Organize a meeting with your team for planning an office tour.
16	Handle a Arrogant Customer and Send them off with Satisfactory Feedback
17	Execute a Proper Staff Complaint/Grievance Redress Plan inside your organization.
18	Practice Calling a customer to get Feedback for your services.
19	Write a feedback regarding your internal organization functioning and suggestions for improvement.
20	Develop creative ideas to improve brand image and for popularization.

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)					
ASSESSMENT CRITERIA	Learning Outcome	Fair (1-5)	Good (6-10)	Excellent (11-15)	TOTAL MARKS
Operational Efficiency in Hospitality	Construct frameworks for managing	Identifies basic operational tasks but lacks comprehensive	Proposes effective strategies for operational	Develops detailed operational models	15

and Tourism	hospitality and tourism services to enhance operational efficiency.	strategies.	improvement with partial consideration for resource optimization.	with innovative strategies for achieving maximum efficiency and customer satisfaction	
Customer Satisfaction and Loyalty	Develop advanced customer handling solutions to improve client satisfaction and loyalty.	Applies basic customer handling techniques with limited personalization .	Recommends effective CRM strategies and partially integrates customer feedback into operations.	Designs comprehensive customer retention programs with innovative, data-driven personalization and loyalty initiatives.	15
Event and Front Office Management	Create detailed event management plans and optimize front-office procedures.	Creates a basic event plan with limited resource allocation and coordination.	Develops structured event schedules and workflows, with partial integration of front-office processes.	Designs fully optimized event and front-office management plans, ensuring seamless coordination, resource allocation, and guest satisfaction	15
Sustainable Tourism and Marketing	Propose innovative marketing	Proposes basic marketing campaigns	Designs engaging campaigns	Creates highly innovative	15

Campaigns	campaigns and develop sustainable tourism initiatives.	with minimal alignment to sustainability goals.	incorporating sustainability principles, but with limited global alignment.	marketing campaigns with exceptional alignment to sustainability and measurable global impact.	
Professional Development and Operational Growth	Design efficient operational processes while fostering professional adaptability and growth.	Proposes basic operational processes with limited adaptability and growth focus.	Recommends structured operational processes and adaptability techniques, addressing key professional development challenges.	Develops comprehensive operational strategies with innovative solutions for professional adaptability and growth in dynamic environments.	15