

## **DIPLOMA IN FRONT OFFICE OPERATIONS**

**Eligibility:** Senior Secondary (10+2) or equivalent with English as a subject.

**Duration:** One Year + six months in industry

**Industrial training:** 24 weeks after the annual examinations.

### **TEACHING AND EXAMINATION SCHEME**

	No.	Subject code	Subject	Hours per week	Term Marks*
	<b>THEORY</b>				
Sem-1st	1	DFO-01	Front Office Operations	4	100
	2	DFO-02	Principles of Accounts	4	100
	3	DFO-03	Handling Reception	3	100
	4	DFO-04	Hospitality Management	3	100
Sem-2nd	5	DFO-05	Hotel Accounts	3	100
	6	DFO-06	Business Communication	3	100
	7	DFO-07	Application of Computers	3	100
	8	DFO-08	Tourism Concept & Practices	3	100
	TOTAL			26	800
	<b>PRACTICAL</b>				
	6	DFO-01	Front Office Operations		100
	7	DFO-02	Application of Computers		100
	8	DFO-09	Library		
	TOTAL				
	<b>GRAND TOTAL</b>				

\*Term Marks will comprise 30% Mid Term Marks & 70% End Term Exam Marks.

# **Chhatrapati Shahu Ji Maharaj University Kanpur**

## **Institute of Hotel & Tourism Management**

**Course-Diploma in Front Office**

**Duration-18 Months**

### **Semester-I**

S.No	Subject Code	Subject	Theory 100		Practical 100		Teaching Scheme Hours per Week		Credit
			Int. 30	Ext. 70	Int. 30	Ext. 70	L	P	
1	DFO-01	Front Office Operations	25	75	25	75	4	3	6
2	DFO-02	Principles of Accounts	25	75	-	-	4	-	6
3	DFO-03	Handling Reception	25	75	-	-	3	-	6
4	DFO-04	Hospitality Management	25	75	-	-	3	-	6
	<b>Total Marks</b>		500				14	03	24

### **Semester-II**

S.No	Subject Code	Subject	Theory 100		Practical 100		Teaching Scheme Hours per Week		Credit
			Int. 30	Ext. 70	Int. 30	Ext. 70	L	P	
1	DFO-05	Hotel Accounts	25	75	-	-	3	-	6
2	DFO-06	Business Communication	25	75	-	-	3	-	6
3	DFO-07	Application of Computers	25	75	25	75	3	3	6
4	DFO-08	Tourism Concept & Practices	25	75	-	-	3	-	6
	<b>Total Marks</b>		500				12	03	24

# **Chhatrapati Shahu Ji Maharaj University Kanpur**

## **Institute of Hotel & Tourism Management**

**Course-Diploma in Front Office**

**Duration-18 Months**

### **Theory & Internal**

<b>Semester</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Int. Marks</b>	<b>Ext. Marks</b>	<b>Total</b>
<b>Semester-I</b>	DFO-01	Front Office Operations	25	75	<b>100</b>
	DFO-02	Principles of Accounts	25	75	<b>100</b>
	DFO-03	Handling Reception	25	75	<b>100</b>
	DFO-04	Hospitality Management	25	75	<b>100</b>
<b>Grand Total</b>			<b>100</b>	<b>300</b>	<b>400</b>

### **Viva Voce**

<b>Semester</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Viva Marks</b>	<b>Total</b>
<b>Semester-I</b>	DFO-01	Front Office Operations	<b>100</b>	<b>100</b>
	<b>Total</b>		<b>100</b>	<b>100</b>

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**Institute of Hotel & Tourism Management**

**Course-Diploma in Front Office**

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**Theory & Internal**

<b>Semester</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Int. Marks</b>	<b>Ext. Marks</b>	<b>Total</b>
<b>Semester-II</b>	DFO-05	Hotel Accounts	25	75	<b>100</b>
	DFO-06	Business Communication	25	75	<b>100</b>
	DFO-07	Application of Computer	25	75	<b>100</b>
	DFO-08	Tourism Concept & Practices	25	75	<b>100</b>
<b>Grand Total</b>			<b>100</b>	<b>300</b>	<b>400</b>

**Viva Voce**

<b>Semester</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Viva Marks</b>	<b>Total</b>
<b>Semester-II</b>	DFO-07	Application of Computers	<b>100</b>	<b>100</b>
	<b>Total</b>		<b>100</b>	<b>100</b>

## FRONT OFFICE OPERATIONS (DFO-01)

TIME ALLOTTED: 04 HOURS PER WEEK

MAXIMUM MARKS: 100

**Learning objectives:** After completion of the course the students will be able to:

1. Describe the organization of the tourism and hospitality industry from the perspective of a hotel's Front Office Operations.
2. Explain the organization structure of a hotel, the delegation of authority to various levels and interdepartmental coordination and team work necessary for the smooth operation of a hotel.
3. Enumerate the different sections of Front Office and describe their respective duties.
4. Describe the various steps involved in the hotel guest cycle.
5. Explain the correct procedure of dealing with difficult situations and emergencies

UNIT	CONTENT
1	<b>Introduction to Tourism, Travel and Hotel Industry</b> <ul style="list-style-type: none"><li>• Introduction to tourism, travel and hotel industry and their inter-relationship</li><li>• Interdependency of tourism, travel and hospitality industry</li><li>• Acronyms and terminology of hotel industry</li><li>• Classification of hotel<ul style="list-style-type: none"><li>○ On the basis of star category, service, size, number of rooms, clientele,</li><li>○ Supplementary accommodations.</li></ul></li></ul>
2	<b>An Overview of Room Division</b> <ul style="list-style-type: none"><li>• Prologue with room division department and its sub-departments (front office, uniformed service and</li></ul>

	<p>housekeeping) and their sections.</p> <ul style="list-style-type: none"> <li>• Standard layout of front office department and its sections</li> <li>• Organization structure of hotel with special reference to front office department</li> <li>• Duties and responsibilities of front office employees</li> <li>• Personality traits of front office employees</li> <li>• Front office equipment (non-automated, semi-automated &amp; fully automated)</li> <li>• Coordination of front office with other departments and sections</li> </ul>
3	<p><b>Functions of different sections of room division department</b></p> <p>Front office</p> <ul style="list-style-type: none"> <li>• Reservation</li> <li>• Reception/front desk</li> <li>• Lobby desk</li> <li>• Guest relation desk</li> <li>• Telephone</li> <li>• Business centre</li> <li>• Mail and message section</li> <li>• Cashier desk</li> <li>• Night auditor</li> </ul> <p>Uniformed service</p> <ul style="list-style-type: none"> <li>• Bell desk</li> <li>• Concierge</li> <li>• Travel desk</li> <li>• Airport representative</li> </ul> <p>Housekeeping</p> <ul style="list-style-type: none"> <li>• Control desk</li> <li>• Horticulture</li> <li>• Linen and uniform room</li> <li>• Laundry</li> </ul> <p>Room status terminology</p>
4	<p><b>Hotel Rooms and Tariff structure</b></p> <ul style="list-style-type: none"> <li>• Definition of room and its characteristics</li> </ul>

	<ul style="list-style-type: none"> <li>• Room taxonomy (Standard, Promoted and Suite Configured Rooms)</li> <li>• Definition of room tariff and its fixation basis</li> <li>• Room rate taxonomy (Standard, Special/Discounted &amp; Promoted Room Rates)</li> <li>• Group rates</li> <li>• Discount and allowances.</li> </ul>
5	<p><b>Guest Cycle</b></p> <ul style="list-style-type: none"> <li>• Different Stages of Guest Cycle and involved activities</li> <li>• Guest cycle operation under- manual, semi-automated and fully automated system</li> <li>• Guest cycle activities under- VIP, Group, Airline crew member and transient guest</li> <li>• Equipment under different modes of guest cycle</li> </ul> <p>Documentation under different modes of guest cycle</p>
6	<p><b>Reservation</b></p> <ul style="list-style-type: none"> <li>• Definition and importance of reservation</li> <li>• Modes and Sources of reservation</li> <li>• Tool and process of reservation</li> <li>• System of reservation <ul style="list-style-type: none"> <li>○ Manual (Card and Hotel Diary)</li> <li>○ Semi-automated (Whitney , computerized)</li> <li>○ Fully automated (CRS and GDS)</li> </ul> </li> <li>• Types of reservation (on different basis) <ul style="list-style-type: none"> <li>○ Guaranteed vs. Non-guaranteed</li> <li>○ Transient vs. Group</li> </ul> </li> <li>• Reservation amendment/modification and cancellation policy</li> <li>• Reservation Network/Channel (CRS) <ul style="list-style-type: none"> <li>○ Affiliated reservation network</li> <li>○ Non-affiliated</li> </ul> </li> </ul>

	<p>reservation/referral group</p> <ul style="list-style-type: none"> <li>• Reservation supply chain (online companies)- Expedia, Make My Trip, Travel Related Services</li> <li>• Reservation terminology and documentation</li> </ul>
7	<p><b>Registration</b></p> <ul style="list-style-type: none"> <li>• Define registration and importance of registration</li> <li>• Concept of registration</li> <li>• Activities of registration stage</li> <li>• Process of registration under – <ul style="list-style-type: none"> <li>○ Guest with reservation</li> <li>○ Walk-in guests</li> <li>○ Group guests</li> <li>○ Transient guest</li> <li>○ Airline crew member</li> <li>○ Incentive guest</li> <li>○ VIP and CIP</li> <li>○ SPATT</li> </ul> </li> <li>• Modes of registration <ul style="list-style-type: none"> <li>○ Front desk directed (Express Check Out and Computerized Check Out)</li> <li>○ Guest directed (Video check-out and Self-Check-out)</li> </ul> </li> <li>• Registration terminology</li> <li>• Documentation</li> </ul>
8	<p><b>Safety and Security</b></p> <ul style="list-style-type: none"> <li>• Safety and security of guest (their valuables) and hotel staff</li> <li>• Key control <ul style="list-style-type: none"> <li>○ Types of keys</li> <li>○ Key control measures</li> <li>○ Electronic keys</li> <li>○ Safe deposit vaults and in room electronic safes</li> </ul> </li> </ul>
9	<p><b>Guest Account Settlement</b></p> <ul style="list-style-type: none"> <li>• Modes of account settlement <ul style="list-style-type: none"> <li>○ Cash</li> <li>○ Credit (travellers check, travel</li> </ul> </li> </ul>



	<p>agent voucher, foreign currency, charge cards, airline vouchers, third party billing)</p> <ul style="list-style-type: none"> <li>• Control measures for cash and credit based account settlement policy</li> <li>• Forex (licences, exchange rates and policy) <ul style="list-style-type: none"> <li>○ Currency exchange during arriving in India</li> <li>○ Currency exchange during departing from India</li> </ul> </li> <li>• Reservation section terminology</li> <li>• Documentation</li> </ul>
10	<p><b>Situation and Complaint Handling</b></p> <ul style="list-style-type: none"> <li>• Situation handling <ul style="list-style-type: none"> <li>○ Usual situation (skipper, scanty baggage, walking, walk-in, paging, room change, luggage handling during check-in and check-out, left luggage procedure, etc.)</li> <li>○ Unusual situations (death, fire, theft, bomb threat and terrorist attack)</li> </ul> </li> <li>• Complaint handling <ul style="list-style-type: none"> <li>○ Types of guest</li> <li>○ Types of guest complaints</li> <li>○ Complaint as a gift philosophy</li> </ul> </li> <li>• The complaints handling procedure and redressal</li> </ul>

## PRINCIPLES OF ACCOUNTS (DFO-02)

**TIME ALLOTTED: 04 HOURS PER WEEK**

**MAXIMUM MARKS: 100**

**Learning objectives:** After completion of this course students should be able to;

1. Explain meaning of accounts,
2. Record in prime and secondary books,
3. Prepare trial balance, final accounts,
4. Prepare bank reconciliations statement,
5. Calculate depreciation by different methods.

UNIT	CONTENT
1	<b>Introduction to accounting</b>  A. Meaning and definition B. Types and classification C. Principles of accounts D. System of accounting E. Generally accepted principle of accounting (GAAP)
2	<b>Books of original entry (journal)</b>  A. Meaning and definition B. Format of journal C. Rules of debit and credit D. Opening entry, simple and compound entries E. Practical Problems
3	<b>Ledger</b>  A. Meaning and uses B. Formats C. Posting D. Practical Problems

4	<b>Subsidiary books</b> <ul style="list-style-type: none"> <li>A. Need and uses</li> <li>B. Classification <ul style="list-style-type: none"> <li>I. Purchase book</li> <li>II. Sales book</li> <li>III. Purchase return book</li> <li>IV. Sales return book</li> <li>V. Debit note</li> <li>VI. Credit note</li> <li>VII. Practical Problems</li> </ul> </li> </ul>
5	<b>Cash book</b> <ul style="list-style-type: none"> <li>A. Meaning</li> <li>B. Advantages</li> <li>C. Simple double and three column</li> <li>D. Handling cheque</li> <li>E. Practical problems</li> </ul>
6	<b>Bank reconciliation statement</b> <ul style="list-style-type: none"> <li>A. Meaning</li> <li>B. Reasons of difference in pass book and cash book balances</li> <li>C. Preparation of bank reconciliation statement</li> <li>D. Practical Problems</li> </ul>
7	<b>Trial balance</b> <ul style="list-style-type: none"> <li>A. Meaning</li> <li>B. Methods</li> <li>C. Advantages</li> <li>D. Limitation</li> <li>E. Practical problems</li> </ul>
8	<b>Final accounts</b> <ul style="list-style-type: none"> <li>A. Meaning</li> <li>B. Procedure for preparation of final accounts</li> <li>C. Difference between trading accounts profit &amp; loss accounts and balance sheet.</li> <li>D. Adjustment <ul style="list-style-type: none"> <li>Closing stock</li> <li>Practical problems</li> </ul> </li> </ul>

9	<b>Capital and revenue expenditure</b> <ul style="list-style-type: none"> <li>A. Meaning</li> <li>B. Definition of capital and revenue expenditure</li> </ul>
10	<b>Depreciation</b> <ul style="list-style-type: none"> <li>A. Meaning &amp; causes</li> <li>B. Methods- fixed installments <ul style="list-style-type: none"> <li>Diminishing balance Practical problems</li> </ul> </li> </ul>

## Handling Reception (DFO-03)

**TIME ALLOTTED: 03 HOURS PER WEEK**

**MAXIMUM MARKS: 100**

### Learning objectives:

At the end of the semester the students will be able to –

- Handle 'On-Arrival' Procedures of a Guest
- Understand & Explain various terminologies used in Hotel reception
- Handle Guest's Queries, Complaints & Requests
- Prepare Guest Bill & Complete the transaction

UNIT	CONTENT
1	<b>On-Arrival Procedures</b> <ul style="list-style-type: none"><li>• Receiving, Greeting, Welcoming A Guest</li><li>• Assessing The Guest Requirements</li><li>• Registration &amp; Rooming Procedure</li><li>• Room Change</li></ul>
2	<b>Concept of –</b> <ul style="list-style-type: none"><li>• Over Booking</li><li>• Scanty Baggage</li><li>• Room Position</li><li>• Cancellation</li><li>• Amendment</li><li>• Walk-in Guest</li><li>• Black listed Guest</li></ul>
3	<b>Attend to guest queries-</b> <ul style="list-style-type: none"><li>• Handling Guest Requests</li><li>• Mail Handling Procedures</li><li>• Message Handling Procedure - Importance, Procedure, Method of Receiving and Transmitting Messages for Guest, Location Form, Paging Procedure</li></ul>
4	<b>Checkout &amp; Settlement-</b> <ul style="list-style-type: none"><li>• Procedures at Reception, Cash Section, Bell Desk</li><li>• Reduction of Late Charges</li><li>• Effective Billing &amp; Collection</li></ul>

## Hospitality Management (DFO-04)

**TIME ALLOTTED: 03 HOURS PER WEEK**

**MAXIMUM MARKS: 100**

**Learning objectives:**

To provide an educational foundation for a range of administrative and management careers in the hospitality industry.

To develop in the student, the ability to think logically, communicate clearly, develop an eye for detail, cost consciousness and optimum utilization of time, energy and materials.

UNIT	CONTENT
1	<b>Hospitality Industry – services offered:</b> Accommodation, Food & Beverages, Entertainment, Recreation, Leisure, Functions & Banquets, Business centre services, Security, gaming – seminars conferences exhibitions & Sales meets
2	<b>Factors influencing operation of establishments:</b> Internal and external, controllable and uncontrollable market needs and expectations, Economics, Climate, Seasonal conditions, industry regulations
3	<b>Personal attributes required:</b> Dedication, Honesty, Intelligence, Presence of Mind, Knowing Different Languages, Punctuality, Perfect Positive Attitude, Appearance, Communication Skills, Initiative, Personal touch, taking adequate responsibility, good Body language, hard work, desire to learn, ambition & talent

4	<p><b>Commercial &amp; Non-Commercial Establishments:</b></p> <p>Commercial – Hotels, Motels, Taverns, Pubs, Resorts, Clubs, Cafeterias, Bistros, Air, Sea &amp; Rail Transport, Restaurants, Non-Commercial Hospitals and Nursing Homes, School Canteens, Prisons, relief/Emergency Catering, Food Courts in Amusement Parks Food Parks</p>
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## HOTEL ACCOUNTS (DFO-05)

TIME ALLOTTED: 03 HOURS PER WEEK

MAXIMUM MARKS: 100

**Learning objectives:** After completion of this course students should be able to;

1. Describe uniform system of accounts & its importance in hotel industry
2. Solve examples on uniform system of accounts, income statement, departmental income statement
3. Handle computerized accounting system
4. Describe importance of yield management
5. Calculate room rates, ARR and RevPAR.

UNIT	CONTENT
1	<b>Uniform System of Accounts For Hotels</b> <ul style="list-style-type: none"><li>• Introduction to Uniform System Of Accounts</li><li>• Advantage &amp; disadvantages</li></ul>
2	<b>Income statement under uniform system of accounts</b> <ul style="list-style-type: none"><li>• Revenue and non-revenue producing departments of the hotel</li><li>• Contents of the income statement</li><li>• Practical problems</li></ul>
3	<b>Departmental income Statements Under Uniform System Of Hotel Accounts</b> <ul style="list-style-type: none"><li>• Room departmental income schedule</li><li>• Food and beverage department income schedule</li><li>• Practical problems</li></ul>
4	<b>Internal Control</b> <ul style="list-style-type: none"><li>• Meaning &amp; Objectives of internal control</li><li>• Characteristics of internal control</li></ul>



5	<b>Ledger &amp; Computerized Accounting</b> <ul style="list-style-type: none"> <li>• Types of ledger used in hotel</li> <li>• Point of sale</li> <li>• Property management system</li> <li>• Introduction to computerized accounting system</li> </ul>
6	<b>Night auditing</b> <ul style="list-style-type: none"> <li>• Need of night auditing</li> <li>• Night auditors duties &amp; responsibility</li> <li>• Reports prepared by night auditor</li> </ul>
7	<b>Room rates</b> <ul style="list-style-type: none"> <li>• Fixing room rates</li> <li>• Basis of charging room rates</li> <li>• Calculation of single rate &amp; double rate</li> <li>• Calculation of average room rate (practical problems)</li> </ul>
8	<b>Yield management</b> <ul style="list-style-type: none"> <li>• Meaning &amp; importance in selling rooms</li> </ul>
9	<b>Ratio analysis</b> <ul style="list-style-type: none"> <li>• Meaning of ratio</li> <li>• Profitability ratio</li> <li>• Turnover ratio</li> </ul>
10	<b>Departmental accounting</b> <ul style="list-style-type: none"> <li>• Introduction to departmental accounting</li> <li>• Allocation &amp; apportionment of expenses</li> <li>• Basis of allocation</li> <li>• Method <ul style="list-style-type: none"> <li>I. Gross profit method</li> <li>II. Net profit method</li> </ul> </li> </ul>

## **BUSINESS COMMUNICATION (DFO-06)**

**TIME ALLOTTED: 03 HOURS PER WEEK**

**MAXIMUM MARKS: 100**

### **LEARNING OBJECTIVES:**

#### **Knowledge:**

- Understand the fundamental principles of effective business communication
- Identify different forms of communication
- Evaluate the difference between the types of communication
- Understand the concept of body language and its correct use

#### **Competencies:**

- Apply effective communication in today's business world
- Use correct form of communication depending on business situation and circumstances
- Organize ideas and express in writing and speaking
- Participate effectively in groups with emphasis on listening, critical and reflective thinking and responding
- Avoid common body language mistakes

#### **Mindset:**

- Understand the importance of specifying audience and purpose, and to select appropriate communication choices

<b>UNIT</b>	<b>CONTENT</b>
1	<b>Introduction to Business Communication</b> <ul style="list-style-type: none"><li>• Definition</li><li>• Objectives</li><li>• Principles of effective communication</li><li>• Importance of good communication</li></ul>
2	<b>Types of communication</b> <ul style="list-style-type: none"><li>• Formal</li><li>• Informal</li><li>• Verbal</li></ul>

	<ul style="list-style-type: none"> <li>• Written</li> <li>• Horizontal</li> <li>• Vertical</li> </ul>
3	<b>Essentials of good business letter and types of letters – Official, D.O</b>
4	<b>Letter writing</b> <ul style="list-style-type: none"> <li>• Circular</li> <li>• Memo</li> <li>• Notice</li> <li>• U.O. Note</li> <li>• Applications</li> <li>• Bio-data (C.V.)</li> <li>• Covering letter</li> <li>• Invitations</li> <li>• Greetings</li> <li>• Apologies</li> </ul>
5	<b>Communication with guest and Body language</b> <ul style="list-style-type: none"> <li>• Effective Speaking – Polite and effective enquiries &amp; responses, Addressing a group</li> <li>• Listening and note taking skills</li> <li>• Body language- Importance &amp; application</li> </ul>
6	<b>Speech Improvement</b> <ul style="list-style-type: none"> <li>• Pronunciation, stress, accent</li> <li>• Importance of speech in hotels</li> <li>• Common phonetic difficulties</li> <li>• Connective drills exercises</li> <li>• Introduction to frequently used foreign sounds</li> </ul>
7	<b>Electronic modes of communication:</b> <ul style="list-style-type: none"> <li>• Use of telephone</li> <li>• Taking telephonic orders</li> <li>• Telephone etiquette's</li> <li>• Fax</li> <li>• E-mail and protocol</li> <li>• Responsible social media</li> </ul>

## APPLICATION OF COMPUTERS (DFO-07)

**TIME ALLOTTED: 03 HOURS PER WEEK**

**MAXIMUM MARKS: 100**

**Learning objectives:** After completion of this course students should be able to;

1. Explain characteristics of computers,
2. Identify the basic component of a computer
3. Explain the importance of various units of a computer
4. Differentiate between system software and application software
5. Explain the importance of operating software
6. Get acquainted with open source, and
7. Appreciate the need of computer security.

UNIT	CONTENT
1	<b>Characteristics of computers</b> <ul style="list-style-type: none"><li>• Speed</li><li>• Accuracy</li><li>• Diligence</li><li>• Versatility</li><li>• Power of remembering</li></ul>
2	<b>Computer and its components</b> <ul style="list-style-type: none"><li>• Input unit</li><li>• Storage unit</li><li>• Central Processing Unit</li><li>• Output unit</li></ul>
3	<b>Computer software</b> <ul style="list-style-type: none"><li>• System software</li><li>• Application software</li></ul>
4	<b>Computer language</b> <ul style="list-style-type: none"><li>• Machine language</li><li>• Assembly language</li><li>• High level language</li><li>• Compiler &amp; interpreter</li><li>• Open source software</li></ul>
5	<b>Operating system</b> <ul style="list-style-type: none"><li>• Windows</li></ul>

	<ul style="list-style-type: none"> <li>• Linux</li> </ul>
6	<b>Windows (Latest) desk top elements</b> <ul style="list-style-type: none"> <li>• Start a programme</li> <li>• Quit a programme</li> <li>• Getting help</li> <li>• Searching files &amp; folders</li> <li>• Changing system settings</li> <li>• Using my computer for browsing disk drives.</li> </ul>
7	<b>File management in windows</b> <ul style="list-style-type: none"> <li>• Using windows explorer</li> <li>• Opening drives &amp; folders</li> <li>• View file details</li> <li>• Copying &amp; moving files use windows explorer</li> <li>• Create a new folder</li> <li>• Rename a file or folder</li> <li>• Delete a file or folder</li> </ul>
8	<b>Computer security</b> <ul style="list-style-type: none"> <li>• Views and threats</li> <li>• Protecting computer system using antivirus.</li> <li>• Precautions to be taken against viruses.</li> </ul>

## TOURISM CONCEPT & PRACTICES (DFO-08)

**TIME ALLOTTED: 03 HOURS PER WEEK**

**MAXIMUM MARKS: 100**

This course familiarizes the students with Marketing concepts, techniques and skills as required in the marketing of tourism product and attractions.

UNIT	CONTENT
1	<b>Understanding Entrepreneurship and Management</b> <ul style="list-style-type: none"><li>• Introduction to Tourism Marketing- Approaches, Relevance and Role</li><li>• Market Segmentation</li><li>• Tourism Markets: International and Domestic</li></ul>
2	<b>Market Analysis</b> <ul style="list-style-type: none"><li>• Marketing Research</li><li>• Competitive Analysis and Strategies</li><li>• Forecasting for Tourism and its Products</li><li>• Role of Technology on Tourism Marketing</li></ul>
3	<b>Developmental Role of Marketing</b> <ul style="list-style-type: none"><li>• Role of Public Organizations</li><li>• Role of Local Bodies</li><li>• Role of NGO's</li><li>• Socially Responsible Marketing</li><li>• Social Marketing</li></ul>
4	<b>Marketing Mix</b> <ul style="list-style-type: none"><li>• Public Designing</li><li>• Pricing Strategies</li><li>• Promotion Strategies</li><li>• Distributions Strategies</li><li>• The Fifth P: People, Process and Physical Evidence</li></ul>
5	<b>Marketing Mix: Specific Situations</b> <ul style="list-style-type: none"><li>• Familiarization Tour</li><li>• Seasonal Marketing</li><li>• Tourism Fairs and Travel Markets</li></ul>

6	<b>Destination Marketing</b> <ul style="list-style-type: none"> <li>• Regions, Cities, Leisure Spots</li> <li>• Event, Activities, Individuals</li> <li>• Shopping, Education and Culture</li> <li>• Marketing Local Foods</li> </ul>
7	<b>Accommodation Marketing</b> <ul style="list-style-type: none"> <li>• Star Category Hotels</li> <li>• Alternate' Accommodations</li> <li>• Supplementary Accommodations</li> <li>• Linkages in the Trade</li> </ul>
8	<b>Transport and Travel Services Marketing</b> <ul style="list-style-type: none"> <li>• Air lines Marketing</li> <li>• Tourist Transport Marketing</li> <li>• Travel Agency Marketing</li> <li>• Tour Operators Marketing</li> </ul>

## FRONT OFFICE OPERATIONS PRACTICAL (DFO-01)

**TIME ALLOTTED: 03 HOURS PER WEEK**

**MAXIMUM MARKS: 100**

**Learning objectives:** After completion of this course the students will be able to comfortably carry out the following tasks;

1. Use various forms, formats and registers maintained in the front office department of a large hotel in paper form or on the PMS.
2. Communicate effectively with guests, colleagues and staff from other departments of the hotel verbally including on telephone, in writing and body language
3. Use the information available discreetly ensuring safety, security and privacy of guest, colleagues and organization.

UNIT	CONTENT
1	<b>Introduction to front office equipment</b> <ul style="list-style-type: none"><li>• Non automated equipment</li><li>• Fully automated equipment</li></ul>
2	Various types of forms, log books used in front office (Registration card, guest feedback form, reservation form, C- Form, etc...)
3	<b>Basic French</b> <ul style="list-style-type: none"><li>• Greetings</li><li>• Days</li><li>• Months</li><li>• Seasons</li><li>• Numbers</li></ul>
4	<b>General awareness</b> <ul style="list-style-type: none"><li>• Country, capital and currencies</li></ul>



	<ul style="list-style-type: none"> <li>• General knowledge</li> </ul>
5	<b>Telephone handling:</b> <ul style="list-style-type: none"> <li>• Telephonic etiquettes (do's and don'ts)</li> <li>• Role play on: <ul style="list-style-type: none"> <li>▪ Telephonic reservation between reservation department and guest</li> <li>▪ Complaint handling through telephone</li> <li>▪ Telephonic queries by guest to front office department for rooms and information's, etc...</li> </ul> </li> </ul>
6	<b>Complaint Handling:</b> <ul style="list-style-type: none"> <li>• Types of guest in hotel and nature of complains faced in front office department.</li> <li>• Role play on handling a complaint between: <ul style="list-style-type: none"> <li>▪ Fussy guest and front office staff</li> <li>▪ Skipper and front office staff</li> <li>▪ Scanty baggage guest and front office staff</li> <li>▪ Drunken and front office staff, etc...</li> </ul> </li> </ul>
7	<b>Role play on:</b> <ul style="list-style-type: none"> <li>• Pre arrival <ul style="list-style-type: none"> <li>▪ reservation- done by guest through mail</li> <li>▪ reservation - done by walk-in guest</li> <li>▪ reservation – done by telephonic conversation by a guest</li> </ul> </li> <li>• Arrival <ul style="list-style-type: none"> <li>▪ Paging (electronic and manual paging) – in pickup areas (airport, bus stand, railway station), message or visitors for a guest in the hotel.</li> <li>▪ Luggage handling – bell boy's role in maintaining errand card, escorting of guest to the rooms.</li> <li>▪ Welcoming – welcoming by GRE to the guest check in the hotel.</li> <li>▪ Registration- done by guest who has reservation, guest who is a walk in, guest who requires the room for day purpose only.</li> <li>▪ Key handover – procedures followed during key handover to the guest, how to generate keys and assign rooms to the guest.</li> </ul> </li> <li>• During stay <ul style="list-style-type: none"> <li>▪ How to handle Message and mail for residential and non- residential guest in a</li> </ul> </li> </ul>

	<p>hotel</p> <ul style="list-style-type: none"> <li>• Departure <ul style="list-style-type: none"> <li>▪ Procedures followed during check out of a guest such as: comment cards, billing, etc...</li> </ul> </li> <li>• After departure <ul style="list-style-type: none"> <li>▪ Role and importance of guest history card.</li> </ul> </li> </ul>
8	<p><b>PMS PRACTICAL</b></p> <ul style="list-style-type: none"> <li>• Introduction to keys used in front office PMS</li> <li>• Hands on practice on PMS</li> </ul> <p><b>How to –</b></p> <ul style="list-style-type: none"> <li>- Take guest reservation</li> <li>- Modify guest reservation</li> <li>- Cancel guest reservation</li> <li>- Amend guest details</li> <li>- Check in guest with reservation</li> <li>- Check in a walk in guest</li> <li>- Check in a group reservation</li> <li>- Check in multiple guest to save time</li> <li>- Allot guest room to guest with reservation</li> <li>- Allot guest room to a walk in guest</li> <li>- Change guest rooms due to complaints or request</li> <li>- Update guest registration</li> <li>- Set credit limit</li> <li>- Add messages for the guest</li> <li>- Change tariff</li> <li>- Print a single bill during check out</li> <li>- Split a bill during check out</li> <li>- Update if any advance deposit is made</li> <li>- Night auditing procedure</li> </ul>

## APPLICATION OF COMPUTERS PRACTICAL (DFO-05)

**TIME ALLOTTED: 03 HOURS PER WEEK**

**MAXIMUM MARKS: 100**

**Learning objectives:** After completion of this course the students will be able to comfortably carry out the following tasks;

UNIT	CONTENT
01	<b>WINDOWS OPERATIONS</b> <ul style="list-style-type: none"><li>• Creating Folders</li><li>• Creating Shortcuts</li><li>• Copying Files/Folders</li><li>• Renaming Files/Folders</li><li>• Deleting Files</li><li>• Exploring Windows</li><li>• Quick Menus</li></ul>
02	<b>MS WORD</b> <b>CREATING A DOCUMENT</b> <ul style="list-style-type: none"><li>• Entering Text</li><li>• Saving the Document</li><li>• Editing a Document already saved to Disk</li><li>• Getting around the Document</li><li>• Find and Replace Operations</li><li>• Printing the Document</li></ul> <b>FORMATTING A DOCUMENT</b> <ul style="list-style-type: none"><li>• Justifying Paragraphs</li><li>• Changing Paragraph Indents</li><li>• Setting Tabs and Margins</li><li>• Formatting Pages and Documents</li><li>• Using Bullets and Numbering</li><li>• Headers/Footers</li><li>• Pagination</li></ul> <b>SPECIAL EFFECTS</b> <p>Print Special Effects e.g. Bold, Underline, Superscripts, Subscript</p> <ul style="list-style-type: none"><li>• Changing Fonts</li><li>• Changing Case</li></ul>

	<p><b>CUT, COPY AND PASTE OPERATION</b></p> <ul style="list-style-type: none"> <li>• Marking Blocks</li> <li>• Copying and Pasting a Block</li> <li>• Cutting and Pasting a Block</li> <li>• Deleting a Block</li> <li>• Formatting a Block</li> <li>• Using Find and Replace in a Block</li> </ul> <p><b>USING MS-WORD TOOLS</b></p> <ul style="list-style-type: none"> <li>• Spelling and Grammar</li> <li>• Mail Merge</li> <li>• Printing Envelops and Labels</li> </ul> <p><b>TABLES</b></p> <ul style="list-style-type: none"> <li>• Create</li> <li>• Delete</li> <li>• Format</li> </ul> <p><b>GRAPHICS</b></p> <ul style="list-style-type: none"> <li>• Inserting Clip arts</li> <li>• Symbols (Border/Shading)</li> <li>• Word Art</li> </ul> <p><b>PRINT OPTIONS</b></p> <ul style="list-style-type: none"> <li>• Previewing the Document</li> <li>• Printing a whole Document</li> <li>• Printing a Specific Page</li> <li>• Printing a selected set</li> <li>• Printing Several Documents</li> <li>• Printing More than one Copies</li> </ul>
03	<p><b>MS-EXCEL</b></p> <ul style="list-style-type: none"> <li>• How to use Excel</li> <li>• Starting Excel</li> <li>• Parts of the Excel Screen</li> <li>• Parts of the Worksheet</li> <li>• Navigating in a Worksheet</li> <li>• Getting to know mouse pointer shapes</li> </ul> <p><b>CREATING A SPREADSHEET</b></p> <ul style="list-style-type: none"> <li>• Starting a new worksheet</li> </ul>

	<p><b>ADDITIONAL FEATURES OF A WORKSHEET</b></p> <ul style="list-style-type: none"> <li>• Splitting worksheet window into two four panes</li> <li>• Freezing columns and rows on-screen for worksheet title</li> <li>• Attaching comments to cells</li> <li>• Finding and replacing data in the worksheet</li> <li>• Protecting a worksheet</li> <li>• Function commands</li> </ul> <p><b>MAINTAINING MULTIPLE WORKSHEET</b></p> <ul style="list-style-type: none"> <li>• Moving from sheet in a worksheet</li> <li>• Adding more sheets to a workbook</li> <li>• Deleting sheets from a workbook</li> <li>• Naming sheet tabs other than sheet 1, sheet 2 and so on</li> <li>• Copying or moving sheets from one worksheet to another</li> </ul> <p><b>CREATING GRAPHICS/CHARTS</b></p> <ul style="list-style-type: none"> <li>• Using Chart wizard</li> <li>• Changing the Chart with the Chart Toolbar</li> <li>• Formatting the chart's axes</li> <li>• Adding a text box to a chart</li> <li>• Changing the orientation of a 3-D chart</li> <li>• Using drawing tools to add graphics to chart and worksheet</li> <li>• Printing a chart with printing the rest of the worksheet data</li> </ul> <p><b>EXCEL's DATABASE FACILITIES</b></p> <ul style="list-style-type: none"> <li>• Setting up a database</li> <li>• Sorting records in the database</li> </ul>
04	<p><b>MS-POWER POINT</b></p> <ul style="list-style-type: none"> <li>• Making a simple presentation</li> <li>• Using Auto content Wizards and Templates</li> <li>• Power Points five views</li> <li>• Slides <ul style="list-style-type: none"> <li>○ Creating Slides, re-arranging, modifying</li> <li>○ Inserting pictures, objects, audios, videos, hyperlinks</li> <li>○ Setting up a Slide Show</li> </ul> </li> <li>• Creating an Organizational Chart</li> </ul>
05	<p><b>Internet &amp; E-mail</b></p>

**Course:- Diploma In Front office**

<b>S.No</b>	<b>Subject</b>
<b>1</b>	<b>(Industrial Training 24 Weeks)</b>