



Name of the Program(s): - Graduate Diploma in Hospitality & Tourism Management (GDHTM), BA (Bachelor of Arts) in Hospitality & Tourism Management (BAHTM).

Are you interested in earning your Bachelor or Graduate Diploma in Hospitality & Tourism Management? (GDHTM, BAHTM)™ certification, but you're unsure how to start the process? While this is a great step for your individual career, it doesn't have to be a complex one really if you study from GEPEA. This is the ultimate guide on aforesaid certification and it can be your easy roadmap for navigating this process. You may explore some common questions you might have about Graduate Professional Diploma or BA in Hospitality & Tourism Management certification, and learn what steps you need to take to become an international Tourism & Hotel Management credential holder.



**PROFESSIONAL TRAININGS IN HOSPITALITY & TOURISM
MANAGEMENT, TRAVEL MANAGEMENT**

Training Hours: 90 hours.

Program Duration: 1 Year (Fast Track) for Diploma holders and 2 years studies in three semesters for distance learning self-studies(Certifications).

Admission Requirements: A diploma or an associate degree (or global equivalent),
Secondary degree (high school diploma, associate degree, or the global equivalent).

Other Requirements: No special requirements or prerequisites are needed to take this course, but using Email, Internet, Computer Application, English for communications will help.

Training Delivery: The course duration will comprise 90 hours of self-study home based or lecture based delivery. The 90 hours will be delivered in 10 to 12 sessions online distance learning based on given course materials.



Syllabus Outline

Serial No.	Syllabus component	Assignment TMA (Tutor Mark Assignment) or Case Study	Board Questions (OBS = Open Book System) Exam.	MCQ (Multiple Choice Questions) 10 Questions (each @ 2 marks)
	12 Parts/Lessons will count 6 hours each (12 parts/Lessons x 6 hours = 72 hours total) + Project Exercises Minimum 18 hours = Grand Total 90 Hours only.	45	35	20
	BA (Bachelor of Arts) in Hospitality & Tourism Management (BAHTM), or Graduate Diploma in Hospitality & Tourism Management (GDHTM).	<i>90 Credit Hours</i>		
	SEMESTER-1: <u>1. Introduction to Hospitality Industry</u> Unit 1 Introduction to Hospitality Industry Unit 2 Organizational Structure of Hotel	45 <i>6 Credits Each Subject</i>	35	20

	<p>Unit 3 Classification of Hotels Unit 4 Distribution Channel Unit 5 Introduction to Front Office Division Unit 6 Front office Services Unit 7 Front office communication & other attributes Unit 8 Front office & Guest safety and security</p> <p><u>2. Introduction to Tourism & Hotel Industry/Tourism Management</u></p> <p>Unit 1: Tourism Unit 2: Hotels Unit 3: Communication Unit 4: Grooming and Hygiene Unit 5: Role of Computers in Hospitality Industry Unit 6 : Attributes Of Front Office Personnel Unit 7 : Abbreviations</p> <p><u>3. Hotel Front Office Management</u></p> <p>Hotel Organization and the Front Office Manager Effective Interdepartmental Communications Property Management Systems Systemwide Reservations Revenue Management Guest Registration Managing the Financials Guest Checkout Preparation and Review of the Night Audit Managing Hospitality Security Executive Housekeeping</p> <p><u>4. Introduction to Food Production & Service</u></p> <p>1: Introduction to The Industry Lesson 1.1: Food Service in The Hospitality Industry Lesson 1.2: Introduction- Revenue and Expense Lesson 1.3: Sales History and Forecasting</p> <p>2: Menus and Recipes Lesson 2.1: Menus Lesson 2.2: Process HACCP for Recipes Lesson 2.3: Standardized Recipes Lesson 2.4: Recipe and Menu Costing Lesson 2.5: Menu and Recipe Pricing Lesson 2.6: Menu Analysis (Engineering)</p> <p>3: Managing Procurement and Food Production Lesson 3.1: Managing Inventory Control and Procurement Lesson 3.2: Managing Food and Beverage Production</p> <p>4: Managing and Controlling Operating Expenses Lesson 4.1: Analyzing and Managing Food and Beverage Expense Lesson 4.2: Managing Labor Costs Lesson 4.3: Managing and Controlling Other Expenses</p> <p>5: Planning for Profitable Business Lesson 5.1: Cost-Volume Profit (CVP) Analysis and Break-Even Point Lesson 5.2: Developing and Analyzing the Budget</p> <p>6: Guest Services Lesson 6.1: Managing Guest Services</p>	<p><i>6 Credits Each Subject</i></p>		
--	---	--	--	--

	<p style="text-align: center;">SEMESTER-2:</p> <p><u>5. The Management of Tourism</u> The accommodation sector: managing for quality Airlines, airports and international aviation Tour operations management Managing tourism distribution Marketing management for tourism Strategy for tourism The law and tourism Managing tourism for development Site and visitor management at natural attractions Destination marketing and technology International tourism: the management of crisis Managing the heritage enterprise for liveable host communities Ethics in tourism management</p> <p><u>6. Travel Agency and Tour Operation Business</u> Unit 1 Introduction to Travel & Tour Operations Business Unit 2 Operations of Travel Agency Unit 3 Transport Network Unit 4 Itinerary Planning Unit 5 Tour Packaging & Programming Unit 6 Package Tour Costing Unit 7 Government and Professional Bodies Unit 8 Global Distribution System</p> <p><u>7. Global Event Management - Special Events</u> PART 1 Theory of Event Management PART 2 Event Administration PART 3 Event Coordination PART 4 Event Marketing PART 5 Legal, Ethical, and Risk Management</p> <p><u>8. Catering Management</u> Historical Banqueting Styles of Catering Operations Catering Foodservice Development Catering Sales and Marketing and Computer-Software Support Catering Menu Program Food-and-Beverage Operational Controls Catering Menu Pricing and Controls Catering Menu Design Catering Beverage Management Managing Catering Equipment</p>	<p style="text-align: center;"><i>6 Credits Each Subject</i></p>		
--	--	--	--	--

	<p style="text-align: center;">SEMESTER-3:</p> <p>9. <u>Services Marketing</u> Part 1 Understanding Services Part 2 Understanding Customers and Managing Relationships Part 3 Strategic Issues in Services Marketing</p> <p>10. <u>Dining Room Service</u> <ul style="list-style-type: none"> • Dining-Room Mise en Place (Everything in its proper place) • Guest Orders • Delivering the Guest's Food Order • Ensuring Accurate and Responsible Beverage Service • Take-Away Orders • Clearing and Resetting Tables </p> <p>ELECTIVE SUBJECTS: (<i>Below the options to select two subjects for BA Degree or Graduate Diploma Programs</i>)</p> <ol style="list-style-type: none"> 1. Communication Skills & Ethics in Tourism 2. Air Fare and Ticketing 3. Ticketing and Reservations 4. Adventure Tourism 5. Resort Management 6. Leisure and Recreation Studies 7. Tour Guide Training 8. Classification of Hotels <p>FOLLOWING ADDITIONAL TASKS SHOULD HAVE TO DONE BY PARTICIPANTS OR STUDENTS:</p> <ol style="list-style-type: none"> a) Hospitality & Tourism Management, Hotel Management Certification Test MCQ Questions answer practicing b) Hospitality & Tourism Management, Hotel Management Certification Test Board Questions/TMA (Tutor Mark Assignment) c) Hospitality & Tourism Management, Hotel Management Certification Case Studies <p>Exercises and projects</p>	6 Credits Each Subject		
	Project/Thesis/Case Studies			
	Student have to take a Project/Thesis/Case studies as per their major subject in order to complete his/her Diploma/Advanced Diploma or Graduate Diploma. <ul style="list-style-type: none"> • In case Project/Thesis, respective students 			

	<p>should submit 25 to 45 (A4 Size) pages long report. <i>Course Tutor or Concern Authority will assign/fix Project/Thesis Topic or Title with consultation with respective student.</i></p> <ul style="list-style-type: none"> • In Case Studies, respective students should submit case studies answer script in written form to the GEPEA within stipulated time frame. <i>Concern Authority will assign case studies question paper in time.</i> 			
	<p>TOTAL HOURS REQUIRED TO BE COMPLETED FOR THE HOSPITALTY & TOURISM MANAGEMENT PROFESSIONAL CERTIFICATIONS =</p> <p>12 Lessons will count 6 hours each (12 parts/Lessons x 6 hours = 72 hours total) + Project Exercises Minimum 18 hours = Grand Total 90 Hours only.</p>			

WHY STUDY HOSPITALITY AND TOURISM MANAGEMENT?

A hospitality management degree prepares you for a successful career with the potential to grow into a number of high-level positions. One of the main reasons to study hospitality management is because it offers great job and career opportunities for anyone who wants to get involved in the world of tourism.

WHAT DOES HOSPITALITY AND TOURISM MANAGERS DO?

Hospitality Manager is the person who manages and coordinates all the different departments in an establishment in the hospitality or restaurant sector. Their role is to define the commercial and management strategy of the establishment in line with profit targets, the quality charter and hygiene and safety norms. On the other side, Tourist Managers provide travel, hospitality and accommodation information and services to tourists, promote tourism, and assess tourist opportunities for local and global communities.

SCOPE OF HOSPITALITY AND TOURISM MANAGEMENT

After ensuing courses in hotel & tourism management at GEPEA. There are lot of job opportunities are waiting for you in various areas such as Cafeteria, Airline supply and Cabin Services, Cruise Ship Hotel Management, Hospital administration and catering, Hotel and Tourism Associations and many more. While tourism area on achievement of the education program, one come able to access various job opportunities possible in this domain. Different job profiles have tour operator, travel manager, holiday consultant, event manager, etc. Hospitality and Tourism earn will find jobs in hotels, aviation industry, restaurants, bars etc. where skilled expert are required to help tourists with their travel and stay in different places.

COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- **Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.
- The focal point of **GEPEA** study materials is enhancing Practical Education. **GEPEA** Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-

explanatory & easy to understand.

- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

EXAMINATION

GEPEA Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of GEPEA. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by **GEPEA** panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or theory in order to complete the respective Diploma Program.
- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing students to display their potential.
- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to GEPEA office or GEPEA directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many GEPEA exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

CASE STUDY METHOD & STUDY MATERIAL:

Today communication systems have advanced so much that it is much easier, convenient and quicker to gain expertise via online distance learning. GEPEA offer potential students the opportunity to study through an autonomous online distance learning program. This means that people who can't get traditional further education can still achieve what they want and get their qualifications through Online Distance Learning. That gives the opportunity for a much wider range of people to get the qualifications that they want. Today, thanks to technological advances, higher education is more readily available to those who want it.

GEPEA is an institute of excellence offering widest range of autonomous programmes in the field of Business Management and different Professional Training education. In response to the rapidly changing economic environment and the process of globalization, the Academy has made sustained efforts to bring an international perspective to all its wide range of areas and activities.

BENEFITS AND FEATURES:

- (i) **Flexible Programs & Curriculum:** You can earn and study at the same time! From GEPEA International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.
- (ii) **Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.

- (iii) **MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples of African, Asian and International companies. Allowing the students to put their theoretical knowledge to practice.
- (iv) **Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) **Saves Money:** These courses are almost always cheaper as compared to their on-campus counter-parts. You also cut down on the costs incurred while commuting etc.
- (vi) **Personal Fulfillment:** An MBA is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can build lifelong business and personal achievements. The GEPEA MBA program is designed to enrich your personal life, as well as to keep you informed about a constantly changing industry.
- (vii) **Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!
- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.
- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence MBA program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business topics.

ACCREDITATIONS AND RECOGNITIONS:

ITQSM Accredited & International Partnered Professional Academies.

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

PROFESSIONAL FACULTIES:

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.

GEPEA (Global Educational & Professional Excellence Academy)

*In case any query, please feel free to contact us via E-Mail:
gepea.official@gmail.com , office@gepea.eu or visit Website: www.gepea.eu or
www.gepea.education*