

Council of Higher Secondary Education, Odisha
 SYLLABUS: TOURISM AND HOSPITALITY
 (Job Role: COUNTER SALES EXECUTIVE)

Class XI
Scheme of Syllabus

Class: XI		Paper -I		Full mark -100	
Part A	Employability Skills	No. of Theory Classes	No. of Practical Classes	Max Mark	
	Communication Skills – III	08	15	10	
	Self-management Skills – III	05	12		
	Entrepreneur skill -III	05	12		
	Total	18	39	10	
Part B	Vocational Skills				
	Introduction to Tourism	11	18	40	
	Management of Counter-sale Services	13	15		
	Receiving Customers and Taking Order	13	15		
	Health and Hygiene	06	12		
	Theory	43	60	40	
Part C	Practical Work				
	Practical Examination		06	15	
	Written Test		01	10	
	Viva Voce		03	10	
	Total		10	35	
Part D	Project Work/Field Visit				
	Practical File/Student Portfolio		10	10	
	Viva Voce		05	05	
	Total		10	15	
	Grand Total	61	119	100	

Class: XI		Paper -II		Full mark -100	
Part A	Employability Skills	No. of Classes	No. of Practical Classes	Max Mark	
	Information & Communication Technology	10	27	10	
	Green Skill	08	12		
	Total	18	39		
Part B	Vocational Skills				
	Introduction to Hospitality Industry	08	12	40	
	Familiarizing with hotel Departments	08	12		

	Counter-sale and Marketing Services	13	18	
	Process Customer's Order	13	18	
	Theory	43	60	40
Part C	Practical Work			
	Practical Examination		06	15
	Written Test		01	10
	Viva Voce		03	10
	Total		10	35
Part D	Project Work/Field Visit			
	Practical File/Student Portfolio		10	10
	Viva Voce		05	05
	Total		10	15
	Grand Total	61	119	100

PAPER-I(THEORY)
Employability Skill –I

Unit -1 :. Communication Skill: Types of communication, (-Verbal, - Non Verbal, -Visual)

Unit -2. Self-management skill: Importance of dressing appropriately, looking decent and positive body language, Grooming, Prepare a personal grooming checklist,

Unit -3. Entrepreneur Skill: Entrepreneurial value orientation with respect to innovativeness, independence, outstanding performance and respect for work, Looking for economic opportunities, Believing that we can change the environment

Vocational Skill

Unit -4 : Introduction to Tourism

Introduction, The Concept of Tourism, The Growth of Tourism Industry, Categories of Tourism (Inbound , Out bound, Domestic, International), Elements of Tourism, Components of Tourism, Types of Tourism, Impacts of Tourism Industry,

Unit -5: Management of Counter-sale Services

Definition of Management, Sales Management Service, Retail Management, Supply Chain Management, Scope of Counter Sales Service, Objective of Counter Sales Service,

Unit- 6: Receiving Customers and Taking Order

Duties & Responsibilities of F&B staff , SOP of receiving and greeting guest procedures, Receiving and Seating guests, Social skills during service at restaurant , Attributes of a good steward, Taking Guest reservations , Order taking and recording, Flowchart of taking an order, Order processing(Passing order to kitchen), Sequence of service, Presenting and collecting guest's comment card, Define and explain KOT, Triplicate and Duplicate checking system, Making Bill, Presentation of Bill, Formats of KOT

Unit- 7: Health and Hygiene

Handling pest control activities at work place, Proper ventilation of area. Importance of lightning in an area. , Standard Operating Procedure for: Safe and clean handling and disposal of linen and laundry area, Safe and clean handling of public area, Safe and clean handling of garbage area.

PAPER-1 PRACTICAL

Unit -1 :

1. Communication listening do and don't for avoiding common body language
2. Role plays on communication style

Unit -2 :

3. Demonstration of impressive appearance and groomed personality
4. Demonstration of the ability to self- explore

Unit -3 :

1. Listing of entrepreneurial values by the students.
2. Group work on identification of entrepreneurial values and their roles after listing or reading
- 3 no. stories of successful entrepreneur.

Unit -4:

1. Visit different tourist destinations, Railway station, Airport, local tourist offices, travel agency of your locality and prepare a report.
2. Chart preparation on classification of tourism

Unit -5:

1. Collect information and prepare a report on five Counter Sales Service Food Outlets in your locality under following headings
 - i. Name of the Centre
 - ii. Name of the Product
 - iii. Type of Service they offer
 - iv. Type of Customer they are entertaining.

Unit -6:

1. Prepare an organization chart of large hotel.
2. Do a role play on how to receive and greet guest at restaurant.
3. Do a role play on procedure of taking order from guest on KOT.

Unit -7:

1. Demonstrate hand washing Procedure.
2. Demonstration on Personal and dental hygiene.
3. Prepare a flow chart for taking precautionary health measures.

PAPER-II (THEORY)

Employability Skill

Unit -1: Employability Skill –II

Information & Communication Technology: Introduction to word processing. Creating a document , Editing text, Wrapping and aligning the text, Font size, type and face, Header and Footer, Auto correct Numbering and bullet, Creating table, Find and replace, Page numbering, Printing document, Saving a document in various formats.

Unit -2:

Green Skill: Main sectors of green economy- green transportation, renewal energy, green construction, water management , Stakeholders in green economy, Role of government and private agencies in greening cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries

Vocational Skill

Unit -3: Introduction to Hospitality Industry

Introduction, Nature of Hospitality Industry, Evolution and Growth of the Hotel Industry in the world, Hotels and their Categories, classification.

Unit -4: Familiarising with hotel Departments

Major departments of the hotel and their functions

Unit- 5: Counter-sale and Marketing Services

Define Marketing, Type of Marketing, Define Sales, Types of sales, Attributes of sales executive, F&B marketing feasibility study, Definition of product, Product knowledge, Product life cycle- (Old product, New product), Difference between sales & marketing.

Unit -6: Process Customer's Order

SOP for generating KOT from the computerized system, SOP for writing KOT, Procedure of generating customer order bill, Heating and reheating of raw/cooked food, Cooking/Heating of frozen foods and its SOPs, Safety precautions while handling vending machine , SOP for food garnishing and presentation to the customer.

PAPER-II PRACTICAL

Unit -1

1. Opening and exit the word processor
2. Creating a document
3. Demonstration and practicing the following:
 - Editing the text
 - Word wrapping and alignment
 - Changing font type, size and face
 - Inserting header and footer
 - Removing header and footer
4. Using autocorrect option
5. Insert page numbers and bullet

6. Save and print a document

Unit -2

1. Preparing a poster on any one of the sectors of green economy
2. Preparing posters on green Sectors/Areas: cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries

Unit -3

1. Conduct a survey on your local area and prepare a report on Food and beverage items served and no. of employees working there.
2. Chart preparation on classification of hotels.

Unit -4

1. Visit reputed hotels of your area and prepare a report on different departments

Unit -5

1. Visit F&B outlets near you .Study and observe their sales promotion and prepare a report on it.
2. Do a Role play activity of a counter sales executive.
3. Prepare charts explaining difference between Sales & Marketing.

Unit -6

1. Do a mock drill on procedure of generating KOT from the computerized system.
2. Prepare a chart depicting the procedure of manual system of generating KOT (Triplicate and Duplicate checking system).
3. Tea/Coffee –makers for making coffee and tea.

Reference:

1. Employability Skill by NCERT, NewDelhi
2. Hotel Front Office A Training Manual by Sudhir Andhrew, Publisher: McGraw Hill Education
3. Hotel Housekeeping: A Training Manual, by Sudhir Andhrew, Publisher: McGraw Hill Education
4. Food and Beverage Services: A Training Manual , by Sudhir Andhrew, Publisher: McGraw Hill Education
5. Tourism Development, Principles & Practices by A K Bhatia , Sterling
6. Textbook of Tourism and Hospitality by Sudhir Andhrew , Publisher : McGraw Hill Education
7. A Text Book Of Tourism And Hospitality Management (VRK Chainickaa, KCK Rakesh Kadam, VRK Shaifalee) . Bookman, Delhi

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**SYLLABUS: TAVEL, TOURISM AND HOSPITALITY
(Job Role: COUNTER SALES EXECUTIVE)**

Class: 12		Paper -III		Full mark -100	
Part A	Employability Skills (Part – A)	No. of Theory Classes	No. of Practical Classes	Max Mark	
	Unit 1 :Communication Skills – IV	10	17	10	
	Unit 2 :Self-management Skills – IV	12	20		
	Unit 3 :Entrepreneur skill -IV	13	18		
	Total	35	55	10	
Part B	Vocational Skills (Part – b)				
	Unit 4 :Communication with customers and colleagues	20	14	40	
	Unit 5 :Customer-centric Services	18	28		
	Theory	38	42	40	
Part C	Practical Work				
	Practical Examination	--	--	15	
	Written Test	--	--	10	
	Viva Voce	--	--	10	
	Total	--	---	35	
Part D	Project Work/Field Visit				
	Practical File/Student Portfolio	--	10	10	
	Viva Voce	--	--	05	
	Total	--	10	15	
	Grand Total	73	107	100	

Class: 12		Paper -IV		Full mark -100	
Part A	Employability Skills (Part – A)	No. of Classes	No. of Practical Classes	Max Mark	
	Unit 1 :Information & Communication Technology-IV	11	17	10	
	Unit 2 : Green Skill-IV	07	14		
	Total	18	31	10	
Part B	Vocational Skills (Part – B)				
	Unit 3 : Etiquette and Hospitable Conduct	14	20	40	
	Unit 4 : Gender and Age Sensitive Service Practices	14	14		

	Unit -5 : Administrative Duties	23	36	
	Theory	51	70	40
Part C	Practical Work	--	--	
	Practical Examination	--	--	15
	Written Test	--	--	10
	Viva Voce	--	--	10
	Total	--	--	35
Part D	Project Work/Field Visit	--	--	
	Practical File/Student Portfolio	--	10	10
	Viva Voce	--	--	05
	Total	--	10	15
	Grand Total	69	111	100

PAPER-III (THEORY)
Employability Skill –II

Unit -1 :. Communication Skill: IV

1. Importance of active listening at workplace
2. Steps to active listening

Unit -2. Self-management Skill: IV

1. Finding and listing motives (needs and desires);
2. Finding sources of motivation and inspiration (music, books, activities); think expansive thoughts; living fully in the present moment; Dreaming big
3. Describe the meaning of personality
4. Describe how personality influence others
5. Describe common personality disorders- paranoid, antisocial, schizoid, borderline, narcissistic, avoidant, dependent and obsessive

Unit -3. Entrepreneur Skill: IV

1. Barriers to becoming entrepreneur
2. Behavioural and entrepreneurial competencies – adaptability/decisiveness, initiative/perseverance, interpersonal skills, organizational skills, stress management, valuing service and diversity
3. Entrepreneurial competencies in particular: self -confidence, initiative, seeing and acting on opportunities, concern for quality, goal setting and risk taking, problem solving and creativity, systematic planning and efficiency, information seeking, persistence, influencing and negotiating, team building

Vocational Skill

Unit -4: Communication with customers and colleagues

1. Instruction and job orders.
2. Work target, output and performance.
3. Reports, delay, complaint, repair and AMC schedule.
4. Importance of work behaviour in hotel organization.
5. Communication with colleagues, sharing, and assistance and conflict.
6. Etiquette and behaviours.
7. Division of work.
8. Cooperation and coordination, communication with colleagues and avoiding error.
9. Product knowledge and anticipation of customer needs.
10. Etiquette and manners while talking to the customer.
11. Two way communication, importance of gender and culture in communication.
12. Satisfaction and dissatisfaction of customer.
13. Importance of body language, dress code.
14. Importance of maintaining positive behaviour in communication
15. Communication problems and complaints.
16. Importance of reports and feedback.

Unit- 5: Customer-centric Services

1. Hospitality
2. Customer-centricity of Hospitality Business
3. Definition of Sales
4. Methods of selling
5. Need of Sales Services
6. Definition of Requirement, Need and Demand
7. Sales Product of Hospitality sector: Service
8. Setting Price keeping customer profile in mind
9. Affordability of Selling Price
10. Definition of customer
11. Classification of customer
12. Definition and meaning of Market
13. Choices and Preferences
14. Factors influencing the sales
15. Sales Policy
16. Customer-centric Market survey/ Customer survey
17. Creating Demand
18. Product/ Service design
19. HR Policy-Recruitment and induction of sales executive
20. Training and development of sales force
21. Feedback Mechanism
22. Define and meaning of Management
23. Maintaining Customer Profile
24. Treating the loyal customers
25. Reaching the customer

26. Rectification in product/ or service as per feedback
27. Solving the customer problems and handling the complaints.
28. Studying and maintaining the data of customer choices and preferences
29. Internet
30. Social Networking
31. Customer is god
32. Briefing the staff before service
33. Periodic Staff meetings
34. Standard operating Procedures
35. Deployment of responsible staff
36. Reporting hierarchy

PAPER-III PRACTICAL

Unit -1 : Communication Skill: IV

1. Demonstration of the key aspects of becoming active listener
2. Preparing posters of steps for active listening

Unit -2: Self-management Skills – IV

1. 1.Group discussion on identifying needs and desire
2. Discussion on sources of motivation and inspiration
3. Demonstrate the knowledge of different personality types

Unit -3 : Entrepreneur Skill: IV

1. Administering self- rating questionnaire and score responses on each of the competencies
2. Collect small story/ anecdote of prominent successful entrepreneurs
3. Identify entrepreneurial competencies reflected in each story and connect it to the definition of behavioural competencies
4. Games and exercises on changing entrepreneurial behaviour and development of competencies for enhancing self-confidence, problem solving, goal setting, information seeking, team building and creativity

Unit -4: Unit -4: Communication with customers and colleagues

1. Visit a hotel near you and study how hotel staff handles the guest complaints in different situations.
2. Visit a hotel near you and study the Etiquette and behaviour of hotel staff.
3. Prepare a report on how hotel staff cooperates and coordinates between each other during operational hours.
4. Demonstrate etiquette and manners to be followed while talking to the customer.
5. Demonstrate usage of body language.
6. Visit a hotel near you and prepare a report on various problems related to communication faced by hotel staff.
7. Prepare a list of types of grievances.

Unit -5 : Customer-centric Services

1. Formulate the customer satisfaction measurement questionnaire with proper marking for customer choices and preferences that will reflect the picture of customer choice

2. Survey 10 restaurants or food outlets in a selected area for most running food items and interpret.
3. Design a feedback form for the customer of a selected hotel. Interpret and analyze its influence on sales
4. Role Play for Telephonic customer Survey for the services enjoyed by the customer last week at your hotel.
5. 1.Prepare the staff Schedule deploying the most experienced staff member for the VIP service at your hotel for today's high tea event

PAPER-IV (THEORY)

Employability Skill

Unit -1: Employability Skill –II

Information & Communication Technology: IV

1. Introduction to spreadsheet application
2. Spreadsheet applications
3. Creating a new worksheet
4. Opening workbook and entering text
5. Resizing fonts and styles
6. Copying and moving
7. Filter and sorting
8. Formulas and functions
9. Password protection.
10. Printing a spreadsheet.
11. Saving a spreadsheet in various formats.
12. Introduction to presentation
13. Software packages for presentation
14. Creating a new presentation
15. Adding a slide
16. Deleting a slide
17. Entering and editing text
18. Formatting text
19. Inserting clipart and images
20. Slide layout
21. Saving a presentation
22. Printing a presentation document.

Unit -2: Green Skill: IV

1. Role of green jobs in toxin-free homes,
2. Green organic gardening, public transport and energy conservation,
3. Green jobs in water conservation
4. Green jobs in solar and wind power, waste reduction, reuse and recycling of wastes,
5. Green jobs in green tourism
6. Green jobs in appropriate technology
7. Role of green jobs in Improving energy and raw materials use

8. Role of green jobs in limiting greenhouse gas emissions
9. Role of green jobs minimizing waste and pollution
10. Role of green jobs in protecting and restoring ecosystems
11. Role of green jobs in support adaptation to the effects of climate change

Vocational Skill

Unit -3: Etiquette and Hospitable Conduct

1. Traits that a Counter Sale Executive should be able to Display:-
 - a. Hospitality
 - b. Need of Hospitable Conduct
2. Meaning of Hospitable conduct
3. Components of Hospitality
4. Define Customer
5. Customer centricity in Service
6. Role of Counter sales Executive in a hospitable conduct
7. Define etiquettes and Manners
8. Need of etiquettes and Manners,
9. Necessity of etiquettes and Manners for counter sales executive
10. Telephone Etiquettes, Language, Positive Body Language and good hospitable Dressing and Uniform sense for counter sales executive
11. Do's and Don'ts while dealing with the guest
12. How to Measure Customer satisfaction
13. Contribution to the Brand Value
14. Importance of Formalities
15. Communicating with co-workers
16. Inter departmental Coordination
17. Reading and Writing Skills
18. Customer Feedback
19. Log Book
20. Job Cards
21. Company Policy
22. HR Policy
23. Sales Policy
24. Reporting Structure
25. Documentation
26. Customer Profile
27. Working with SOPs
28. Dealing with Customer Complaints
29. Feed Back Mechanism
30. Handling Productivity Targets
31. Departmental Orientation Program
32. Briefing
33. Staff Training

Unit- 4: Gender and Age Sensitive Service Practices

1. Women's rights and respect at workplace.
2. Company's policies to prevent sexual harassment.
3. Facilities available at work for female colleagues such as transport, night drop, night shifts, reporting abuse, maternity leaves and other grievances.
4. Facilities related to female traveler safety and security.
5. Quality of service and facilities for each age and gender.
6. Customer unique need and wants.
7. Recreational facilities for children tourist.
8. Education of parents and attendants of senior citizens for procedure for handling emergency situations.
9. Importance and need of medical facility and doctor
10. Equality of work for women at workplace.
11. Motivating women at workplace to utilize their skills such as involvement in decision making process.
12. Avoid specific discrimination and give women their due respect.
13. Behavioural etiquettes while dealing with female colleagues and guests.

Unit -5: Administrative Duties

1. SOP of Generating Electronic Food Order Bill.
2. Procedure of receiving cash from guest against Food Bill.
3. Maintaining cash ledger and matching total sales with Petty cash.
4. Procedure of submitting cash.
5. Communication with kitchen staff about requirement of supplies and materials.
6. Inventory of all types of Raw material and Supplies.
7. Uninterrupted Service delivery
8. Restaurant operation and maintenance
 - a) Gathering items.
 - b) General Housekeeping.
 - c) Opening and closing procedure.
 - d) Cleaning procedure
 - e) Administration Management checklist
 - f) Safety
9. Availability of Knowledgeable Sales Attendant.
10. F and B selling techniques.
11. Food price Tags and Displays.
12. Sales summary reports.
13. Coupon system records.
14. K.O.T record
- 15. Menu and Price list**

PAPER-IV PRACTICAL

Unit -1 Information & Communication Technology: IV

1. Demonstration and practice on the following:
 - Creating a new worksheet
 - Opening the workbook and enter text
 - Resizing fonts and styles
 - Copying and move the cell data
 - Sorting and Filter the data
 - Applying elementary formulas and functions
 - Protecting the spreadsheet with password
 - Printing a spreadsheet
 - Saving the spreadsheet in various formats.
2. Demonstration and practice on the following:
 - Creating a new presentation
 - Adding a slide to presentation.
 - Deleting a slide
 - Entering and edit text
 - Formatting text
 - Inserting clipart and images
 - Sliding layout
 - Saving a presentation
 - Printing a presentation document

Unit -2: Green Skill: IV

1. Listing of green jobs and preparation of posters on green job profiles
2. Prepare posters on green jobs.

Unit -3: Etiquette and Hospitable Conduct

1. Visit a Hospitality organization and observe the guest dealing by Counter Sales Executive
2. Role Play for etiquettes and manners while dealing with the arrogant guest, VIP, Lady guest, Senior aged guest, Child.
3. Visit a hotel and study how different complaints are tackled by the Counter sales executive at different levels(Escalation Matrix)
4. Visit a hotel food outlet counter. Collect customer feedback by filling the feedback forms and critically analyzing the data, identify and interpret weakness in the service and fix the problem.
5. Interview the Counter sales executive of a hotel and evaluate their knowledge about the documentation process they need to do on duty.
6. Visit an industry and study the SOPs for Hospitable conduct of Counter Service
7. Attend the daily briefing of Counter Service/ Food and Beverage Service Department of a hotel.

Unit -4: Gender and Age Sensitive Service Practices

1. Visit a hotel near you and study the policies & procedures the hotel follows to prevent sexual harassment.

2. Prepare a flow chart depicting handling procedure of a drunk guest.
3. Visit a nearby hotel and in a tabular format note down the various facilities available in the hotel for each gender.
4. Give suggestion for various recreational activities that could be arranged for children tourists in a hotel.
5. Visit a hotel in your area and observe the various standard etiquette practices followed while dealing with females. On the basis of your observation prepare a report on “Standard etiquette while dealing with women colleagues and guests”

Unit -5: Administrative Duties

1. Visit a Restaurant of Five star hotel and note the work of Counter Sale Executive.
2. Write Computer Feeding method.
3. Identify kitchen supplies.
4. Identify Restaurant supplies.
5. Discuss and Demonstrate Pictorial form of various Supplies of kitchen and Restaurants.
6. List the task of maintenance of restaurant on a regular Basis.
7. Identify the items which are required and provide recommendations for maintenance.
8. Visit a Fast Food Outlet and observe the sales counter and record the observations
9. Visit in-house fast food outlet of a hotel and collect the data about the various reports prepared and maintained by them.
10. Collect the format of each.

Reference book on T HS (Counter Sales Executive)

1. Class 12 Employability skill by PSSCIVE, Bhopal
2. Participant Handbook THC /Q3902 by N.S.D.C.
3. Food and Beverage Services: A Training Manual , by Sudhir Andhrew, Publisher: McGraw Hill Education
4. Essential Communication Skills for Hospitality Professionals by Sourabh Srikant Jadhav:- Blue Rose Publisher
5. Etiquette and Manners for hotel staffs : WWW.Scribd.com
6. Textbook of food & beverage service and management by Prasanta Mukherjee: The Hospitality Press
7. Business on a Platter by Anoothi Vishal: Hachette India