

POSTGRADUATE PROGRAMME
MBA (TOURISM AND HOSPITALITY
MANAGEMENT)
DEPARTMENT OF TOURISM AND
HOSPITALITY MANAGEMENT
SCHOOL OF COMMERCE AND BUSINESS
MANAGEMENT



CENTRAL UNIVERSITY OF TAMIL NADU

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT



Faculty Profile

- Dr. Ankathi Raghu, Associate Professor
- Dr. P. Raja, Assistant Professor
- Dr. K. Kavitha, Assistant Professor
- Dr. Vaibhav Bhatt, Assistant Professor

About us

The travel and tourism sector experienced 3.5% growth in 2019 (WTTC, 2019), outpacing that of the global economy (2.5%). The sunrise industry is credited with 330 million jobs around the world, making the sector the best in employment generation. The increased avenue for jobs in the sector has created an immense demand for quality tourism and hospitality education institutions in the country. The Central and State Governments have also earmarked the sector on priority and are leaving no stone unturned to develop the Universities in the country to produce skilled manpower in sync with the demands of the industry.

In order to create quality manpower in the domain of tourism and hospitality, the Department of Tourism and Hospitality Management was established in the year 2019, under the School of Commerce and Management. The department is amongst the newly established departments of the University and offers MBA in Tourism and Hospitality Management. The department is equipped with state of the art facilities and aspires to become the apex institution in the field of tourism and hospitality education in the country by not only providing the skilled human resource in sync with the needs of the industry but also emerging as the centre for tourism and hospitality research.

Vision

To be recognized as the centre of excellence in tourism and hospitality education and research.

Mission

To provide students with an environment that inspires continuous learning, promotes innovation focusing on serving and enriching the society. DTHM is dedicated to not only produce and groom quality manpower in sync with the needs of the tourism and hospitality sector but also to find solutions to the contemporary problems of the tourism and hospitality sector by undertaking research both at national and international level.

Objectives

1. To create knowledge as per the needs of the industry.
2. To develop quality human resource professionals for the tourism and hospitality sector.
3. To work in harmony with the state and central governments and provide them with the suggestions and recommendations for the promotion and development of tourism and hospitality sector in the country.
4. To develop camaraderie between all the stakeholders of tourism and hospitality industry in the region.

Unique Features

- Regular guest lectures by national and International speakers are organized to provide holistic insights of the subject to the students.
- Industry visits and field trips are organized for students on regular basis. The objective of these visits is to not only expose the students to the life in the industry but also to provide them the requisite domain knowledge and enhance their understanding of the significance of natural and cultural resources and the need for their preservation and conservation.
- The faculty members of the department carry out research at all levels. The faculty members carry out research studies and findings are published in national and international journals including Scopus indexed journals as research articles. The students of the department are also encouraged to carry out research studies.

Programme Offered

- MBA (Tourism and Hospitality Management)
- Duration: 02 years (04 semesters)
- Student Intake Capacity: 20
- Methodology: The course structure is designed after discussions and consultations with all the tourism and hospitality stakeholders of the region and exposes the students to a perfect blend of practical and theoretical domain knowledge. Teaching pedagogy adopted includes interactive classroom sessions, case studies, group discussions, video presentation etc., to provide students with a better understanding of the concepts.

Thrust Areas

- All functional areas;
- Sustainable Tourism;
- Rural Tourism;
- Heritage Tourism;
- Eco-Tourism;
- Pilgrimage Tourism;
- Hospitality Operations Management

PROGRAMME STRUCTURE

FIRST SEMESTER		CREDITS			
CODE	NAME OF THE SUBJECTS (CORE PAPER)	L	T	P	C
THM101	INTRODUCTION TO TOURISM	3	1	0	4
THM102	TOURISM GEOGRAPHY	3	1	0	4
THM103	INDIAN HISTORY, SOCIETY AND CULTURE	3	1	0	4
THM104	INTRODUCTION TO HOSPITALITY MANAGEMENT	3	1	0	4
THM105	PRINCIPLES & PRACTICES OF MANAGEMENT	3	1	0	4
THM106	TOURISM PRODUCTS OF INDIA	3	1	0	4
THM107	APPLICATION OF COMPUTERS IN TOURISM AND HOSPITALITY INDUSTRY	2	1	2	4
TOTAL CREDITS		20	7	2	28

SECOND SEMESTER		CREDITS			
CODE	NAME OF THE SUBJECTS (CORE PAPER)	L	T	P	C
THM201	TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT	3	1	0	4
THM202	TOURISM AND HOSPITALITY MARKETING	3	1	0	4
THM203	RESEARCH METHODOLOGY	3	1	0	4
THM204	FUNDAMENTALS OF ACCOMMODATION OPERATIONS	2	1	2	4
THM205	LEGAL ASPECTS OF TOURISM AND HOSPITALITY BUSINESS	3	1	0	4
THM206	COMMUNICATION SKILLS	3	1	0	4
THM207	INTRODUCTION TO FRONT OFFICE OPERATIONS	2	1	2	4
TOTAL CREDITS		19	7	4	28

THIRD SEMESTER		CREDITS			
CODE	NAME OF THE SUBJECTS (CORE PAPER)	L	T	P	C
THM301	CONTEMPORARY ISSUES IN TOURISM AND HOSPITALITY MANAGEMENT	3	1	0	4
THM302	TOURISM AND HOSPITALITY ENTREPRENEURSHIP	3	1	0	4
THM303	DISSERTATION & VIVA-VOCE	0	0	0	2
	ELECTIVE 1	3	1	0	4
	ELECTIVE 2	3	1	0	4
	ELECTIVE 3	3	1	0	4
	ELECTIVE 4	3	1	0	4
TOTAL CREDITS		17	6	0	26

THIRD SEMESTER (OPTIONAL FOUR ELECTIVE PAPERS) – HOSPITALITY MANAGEMENT		CREDITS			
CODE	NAME OF THE SUBJECTS	L	T	P	C
THM311	FOOD AND BEVERAGE MANAGEMENT	3	1	0	4
THM312	ADVANCED ACCOMMODATION OPERATIONS	3	1	0	4
THM313	ADVANCED FRONT OFFICE OPERATIONS	3	1	0	4

THM314	HYGIENE AND FOOD SAFETY	3	1	0	4
TOTAL CREDITS		12	4	0	16

THIRD SEMESTER (OPTIONAL FOUR ELECTIVE PAPERS) – AVIATION AND CARGO MANAGEMENT		CREDITS			
CODE	NAME OF THE SUBJECTS	L	T	P	C
THM321	INTRODUCTION TO AVIATION	3	1	0	4
THM322	STRATEGIC AIRPORT PLANNING AND DEVELOPMENT	3	1	0	4
THM323	AIRLINE REVENUE MANAGEMENT	3	1	0	4
THM324	AVIATION SAFETY AND SECURITY MANAGEMENT	3	1	0	4
TOTAL CREDITS		12	4	0	16

THIRD SEMESTER (OPTIONAL FOUR ELECTIVE PAPERS) – MARKETING AND HUMAN RESOURCE MANAGEMENT		CREDITS			
CODE	NAME OF THE SUBJECTS	L	T	P	C
THM331	CONSUMER BEHAVIOR	3	1	0	4
THM332	ADVERTISING & SALES PROMOTION MANAGEMENT	3	1	0	4
THM333	STAFF AND TALENT MANAGEMENT IN HRM	3	1	0	4
THM334	CONTEMPORARY HR PRACTICES	3	1	0	4
TOTAL CREDITS		12	4	0	16

THIRD SEMESTER (OPTIONAL FOUR ELECTIVE PAPERS) – TRAVEL AND TOURISM MANAGEMENT		CREDITS			
CODE	NAME OF THE SUBJECTS	L	T	P	C
THM341	SUSTAINABLE TOURISM	3	1	0	4
THM342	DESTINATION PLANNING AND DEVELOPMENT	3	1	0	4
THM343	TOURIST TRANSPORT MANAGEMENT	3	1	0	4
THM344	GLOBAL TOURISM DESTINATIONS	3	1	0	4
TOTAL CREDITS		12	4	0	16

FOURTH SEMESTER		CREDITS			
CODE	NAME OF THE SUBJECTS (CORE PAPER)	L	T	P	C
THM401	ON THE JOB TRAINING / SUMMER INTERNSHIP	0	0	0	6
	ELECTIVE 1	3	1	0	4
	ELECTIVE 2	3	1	0	4
	ELECTIVE 3	3	1	0	4
TOTAL CREDITS		9	3	0	18

FOURTH SEMESTER (OPTIONAL THREE ELECTIVE PAPERS) – HOSPITALITY MANAGEMENT		CREDITS			
CODE	NAME OF THE SUBJECTS	L	T	P	C
THM411	HOTEL FACILITIES PLANNING	3	1	0	4
THM412	RESORT MANAGEMENT	3	1	0	4
THM413	CRUISE LINE HOSPITALITY OPERATIONS AND	3	1	0	4

	MANAGEMENT				
TOTAL CREDITS		9	3	0	12

FOURTH SEMESTER (OPTIONAL THREE ELECTIVE PAPERS) – AVIATION AND CARGO MANAGEMENT		CREDITS			
CODE	NAME OF THE SUBJECTS	L	T	P	C
THM421	EXPORT IMPORT DOCUMENTATION	3	1	0	4
THM422	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	1	0	4
THM423	GROUND SERVICE OPERATIONS AND MANAGEMENT	3	1	0	4
TOTAL CREDITS		9	3	0	12

FOURTH SEMESTER (OPTIONAL THREE ELECTIVE PAPERS) – MARKETING AND HUMAN RESOURCE MANAGEMENT		CREDITS			
CODE	NAME OF THE SUBJECTS	L	T	P	C
THM431	CUSTOMER RELATIONSHIP MANAGEMENT	3	1	0	4
THM432	RETAIL MANAGEMENT	3	1	0	4
THM433	TRAINING & DEVELOPMENT	3	1	0	4
TOTAL CREDITS		9	3	0	12

FOURTH SEMESTER (OPTIONAL THREE ELECTIVE PAPERS) – TRAVEL AND TOURISM MANAGEMENT		CREDITS			
CODE	NAME OF THE SUBJECTS	L	T	P	C
THM441	SPECIAL INTEREST TOURISM	3	1	0	4
THM442	E-TOURISM	3	1	0	4
THM443	EVENT PLANNING & MANAGEMENT	3	1	0	4
TOTAL CREDITS		9	3	0	12

SEMESTER	CREDITS
FIRST SEMESTER	28
SECOND SEMESTER	28
THIRD SEMESTER	26
FOURTH SEMESTER	18
TOTAL CREDITS	100

FIRST
SEMESTER

THM-101: INTRODUCTION TO TOURISM

Credits: 04

Learning Objectives:

- To understand the fundamental concepts of Tourism Management;
- To learn about the structure and components of Tourism industry;
- To study the impacts of Tourism and the recent trends of the sector; and
- To get insights of the Tourism policies in the national and international context.

Unit I

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

Unit II

Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

Unit III

Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Unit IV

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

Unit V

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

Text Books

1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
2. Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.

References

1. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.

2. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
3. Ray Youell (1998),
- 4.
5. Tourism-an introduction, Addison Wesley Longman, Essex.
6. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
7. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
8. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press.
9. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.

THM-102: TOURISM GEOGRAPHY

Credits: 04

Learning Objectives:

- To study the relationship between Geography and Tourism;
- To know the fundamental concepts of Geography and map reading;
- To analyse the transportation systems across the globe; and
- To gain knowledge of the itineraries of major tourist destinations of the world situated across different climatic regions.

Unit I

World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia.

Unit II

Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.

Unit III

Map Reading: Latitude, Longitude, International Date Line – Altitude – Direction - Scale Representation - GIS & Remote Sensing - Time Zones - Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time.

Unit IV

Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks - Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.

Unit V

Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.

Text Books

1. Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.

References

1. Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation Environment, Place and Space, Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, ltd.,
4. Travel Information Manual, IATA, Netherlands, 2009.
5. World Atlas.

THM-103: INDIAN HISTORY, SOCIETY AND CULTURE

Credits: 04

Learning Objectives:

- To study the diverse and rich history of India;
- To have an understanding of different religions practiced in India; and
- To analyse the cultural and architectural heritage of India.

Unit I

Glimpses of Indian cultural history – Pre and Post Vedic periods - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Ashramas - Varna System – Purushartha - Indian vs. Western Culture.

Unit II

Religions of India-Religious Shrines & Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Indian Vs Western Philosophy.

Unit III

Cultural Heritage - Ayurveda, Yoga and meditation - Performing Arts: Dance Forms - Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture.

Unit IV

Architectural Heritage - Rock cut Architecture - Buddhist Architecture - Gandhara & Mathura Schools of Art - Hindu Temple Architecture - Indo-Islamic Architecture - Modern Architecture - Forts, Palaces and Havelis.

Unit V

Museums and Art Galleries - Fairs and Festivals - Indian Cuisine - Traditional Arts and Crafts - World Heritage sites in India - Problems and Prospects of Cultural Tourism in India.

Text Books

1. Basham.A.L (1988), The Wonder that was India, Rupa and Com, Delhi

References

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Hussain.A.K (1987), The National Culture of India, National Book Trust, New Delhi.
3. Robinet Jacob (2007), Indian Tourism Products, Abhijeet publications.
4. Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
5. The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting, Government of India, 1988.

THM-104: INTRODUCTION TO HOSPITALITY MANAGEMENT

Credits: 04

Learning Objectives:

- To understand the fundamentals of hospitality industry;
- To familiarize with the different departments in a hotel and their functions; and
- To study the methods to evaluate hotel performance in the hospitality industry.

Unit I

Introduction to Hospitality Industry: Classification of Hotels - Star Rating of Hotels - Classification on the basis of size, Location, Clientele, Duration of stay, level of Service - Classification on the basis of ownership - Alternative Accommodations - Hotel Tariff Plans - Types of Guest Rooms.

Unit II

Hotel Organization: Need for Organizational - Organizational charts, major departments of a hotel - Front Office, Housekeeping, Food and Beverage Service Departments, Food Production, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase etc..

Unit III

Room Reservations: Registration - Allotment of rooms - Stay, Departure - Handling FIT – GIT - Guest Services - Various Guest Services - Handling guest mail - Message Handling - Custody and control of keys - Guest paging - Safe deposit locker, left luggage handling, wake up call, Handling Guest Complaints.

Unit IV

Evaluating hotel Performance: Methods of Measuring Hotel performance - Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index - Evaluation of hotel by Guest.

Unit V

Yield Management: Elements of yield management, Measuring yield in the Hotel industry, benefits of yield Management, Challenges or problems in yield management.

Text Books

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations and Management.

References

1. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
2. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
5. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
6. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)

THM-105: PRINCIPLES AND PRACTICES OF MANAGEMENT

Credits: 04

Learning Objectives:

- To understand the fundamentals of management concepts, theories and practices;
- To have a theoretical knowledge to take managerial decisions; and
- To study the importance of communication in management.

Unit I

Meaning, Nature and Levels in Management –Roles, Skills, Tasks of a Manager, Functions of Management- Planning, Organizing, Directing & Controlling

Unit II

Meaning, Nature of a Sound Plan, Types-Short, Medium and Long-Range Planning, Scope and Limitations and Steps in Planning Process, Management by Objectives (MBO) – Decision-Making Ability

Unit III

Meaning, Organisation Structure & Design – Delegation and Decentralisation of Authority, Relationship and Interactions between Authority - Interdepartmental Coordination – Present

Trends in Corporate Structure, Strategy and Work Culture – Use of Technology on Organizational Design – Mechanistic vs. Adaptive Structures

Unit IV

Types and Nature of Motives, Theories of Motivation and Productivity – Leadership Styles & Models

Unit V

Process of Communication - Formal and Informal Communication – Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

Text Books

1. Koontz, H. and Weihrich, H. (2010). Essentials of Management. McGraw Hill Publishing House, Singapore.
2. Prasad, L.M. (2008) Principles of Management, Sultan Chand & Sons, New Delhi.

References

1. Richard .M H. (1993). Management, Academic Press, New Jersey.
2. Hampton, D. R. (1992). Management, TATA McGraw Hill, International Edition, Tokyo.
3. Stoner, J. A. F. & Wankel, I.C. (1999). Management, Prentice Hall India, New Delhi.
4. Peter F. D. (1987). Practice of Management, Pan Books, London.
5. Peter F. D. (1983). Innovation and Entrepreneurship, Butterworth & Heinemann, New York.
6. Virmani B. R. (2006). The Challenges of Indian Management, Response Books, New Delhi.
7. Important Business Magazines like Business India, Business World and Fortune International.

THM-106: TOURISM PRODUCTS OF INDIA

Credits: 04

Learning Objectives:

- To understand the meaning and importance of Tourism products.
- To study the diverse Tourist resources of India;
- To enable the students to prepare a tour itinerary; and
- To study the emerging themes and tourist destinations.

Unit I

Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

Unit II

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India.

Unit III

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Case studies of select destinations - Kerala, Rajasthan & Goa.

Unit IV

Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

Unit V

Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.

Text Books

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

References

1. Stephen Ball (2007), Encyclopedea of Tourism Resources in India, B/H.
2. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
4. Sarina Singh (2008), Lonely Planet India.
5. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

THM-107: APPLICATION OF COMPUTERS IN TOURISM AND HOSPITALITY INDUSTRY

Credits: 04

Learning Objectives:

- To make the students familiar with the basics of the computer skills;
- To understand Management Information System vis-à-vis tourism and hospitality industry; and
- To study the applications of computer softwares in the tourism and hospitality industry.

Unit I

Introduction to Computer: Components, Classification, Organization, Characteristics & Limitations, Operating System, Application of Computer in Tourism business.

Unit II

Concept and definitions of Application and operating software and their functioning in travel business. MS Office: MS Word, Ms Excel, MS PowerPoint, Access and outlook Express and their use.

Unit III

Management Information System for strategic advantage, Different types of typologies and networks used in networking of computers. Networking: Concept, User, Types. Introduction to Internet and www: Introduction, Evolution, Benefits, Application, Working, Hardware and Software requirements, E- mail and mail merge.

Unit IV

Introduction, characteristics, features & usage of the tourism and hospitality software: Galileo, Amadeus, World Span, Sabre & Car rentals Software.

Unit V

Introduction to hotel Software, their characteristics, features and usage. CRS, IDS, Opera, Host and Fidelio.

Text Books

1. Lucey T, Management information system: New Delhi: BPB Publication.
2. Obrien James, A, Management Information Systems: managing information technology in the e-business enterprise, New Delhi: Tata McGraw- Hill Publication Company.

References

1. Michael I. Kasavana, John J. Cahill, Managing Computers in the Hospitality Industry, EI-AH&LA, USA.
2. Basandra SK, Computer Today" New Delhi Galgotia Publications Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi.
3. Bhatnagar S C and Ramani K V, Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd. Bansundara, S: Computer Today.
4. Goel Ritender and D N Kakkar, Computer Application in Management, New Age International Publishers, New Delhi.
5. Jaggi V P and Jain Sushma, Computers for Everyone, Academic India, New Delhi Publishers.
6. Simpson Alan, Your First Computers (2nd Edition), BPB Publications. New Delhi.
7. Saxena S and Prabhpreet Chopra, Computer Applications in Management, Vikas Publishing House Pvt. Ltd. New Delhi.

SECOND
SEMESTER

THM-201: TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

Credits: 04

Learning Objectives:

- To understand the conceptual meaning and differentiation between Travel agency and Tour operations;
- To know formalities and documentation needed to set up Travel Agents and Tour operator units; and
- To develop the knowledge and skills applicable for travel Agents and tour operator.

Unit I

Introduction to travel intermediaries: Travel and tourism industry structure and the travel Intermediaries - Travel Agency and Tour Operation Business - History – Growth and present status of Travel Agency - Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business - Travel Agency and Tour Operators: Linkages and arrangements with hotels - airlines and transport agencies - other segments of tourism organization structure - departmentation of large-scale and small scale travel intermediary - The future role of travel intermediaries.

Unit II

Travel and tourism retailing: Functions of a standard travel agency - travel information and counseling – reservation – ticketing - immigration related services- passport – visa -health regulations - currency regulations - baggage rules - travel Insurance - source of income-commission - service charges and mark up on tours - Travel Terminology - Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit III

Tour operations: Major functions of tour operator- tour package formulation - return management - tour operations and post-tour management - designing and printing of tour brochure - Tour package marketing and promotion - Source of income of tour operator - The social responsibility of tour operators.

Unit IV

Setting up of travel agency and tour operations and their approval: Business setting procedure and process -type of organization to be incepted –proprietorship – partnership – private – franchise - approval from Ministry of Tourism and IATA - various incentives available to travel trade in India.

Unit V

Understanding the role of Govt. and other organizations in travel trade: Roles and contribution of PATA - ASTA – TAAI - IATO - UFTAA - ADTOI – IAAI - TAFI– ATOI - selected case studies of Thomas Cook - Cox and Kings Ltd - Make My Trip.com.

Text Books

1. Mohinder Chand, Travel Agency Management-An Introductory , Anmol Publication New Delhi.
2. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

References

1. Negi, J. (2005). Travel Agency Operations: Concepts and Principles. New Delhi, Kanishka.
2. Negi, K.S. (2011), Travel Agency Management. New Delhi: Wisdom Press.
3. Roday, S, Biwal A., & Joshi. V, (2009). Tourism Operations and Management, New Delhi, Oxford University Press.
4. Swain, S.K. & Mishra, J.M. (2011). Tourism Principles and Practices, Oxford University Press, New Delhi.
5. Bhatia. A.K. (2013). The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers (P) Ltd.

THM-202: TOURISM AND HOSPITALITY MARKETING**Credits: 04****Learning objective:**

- To expose the students to concepts and components of marketing;
- To acquaint them with tourism and Hospitality marketing skills; and
- To familiarize them with the social and online marketing practices.

Unit I

Developing Marketing Opportunities and Strategies: Marketing Information - Systems and Marketing Research - Consumer Markets and Consumer Behaviour - Business Markets and Buyer Behaviours - Market Segmentation - Targeting and Positioning for competitive Advantage.

Unit II

Developing the Tourism and Hospitality Marketing Mix: Managing the Product / Service - Product Decisions-Product Line - Product Mix - Product Life Cycle, New Product Development - Branding and Packaging Decisions - Pricing Products - Pricing Considerations and Approaches - Pricing Strategies and Methods.

Unit III

Components of Destination Marketing Mix - Product Strategy - Nature & Characteristics - Managing existing Tourism Products - New Product development in Regional Tourism - Pricing Strategies - Tourists Perception of Price.

Unit IV

Service Marketing Concepts and marketing of tourism packages - Concept of value - customer satisfaction and service quality - Service quality Gaps Model -Strategy and the role of marketing

for competitive advantage for tourism businesses - the national and international tourism package offerings by major tourism companies in India.

Unit V

Social networking and E-tourism: Meaning - importance and its impacts on tourism business. Current debates in e-tourism - Future of e-tourism – Affiliate marketing - Email marketing and web advertising - Online and Social Media Marketing in Hospitality - other issues in Marketing - E-Business security and privacy issues.

Text Books

1. Neelamegham, S., Marketing in India: Text and Cases, Vikas Publishing House.
2. Rajgopalan, Marketing Management: Text and Cases, Vikas Publishing House.

References

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson, Newjersey.
2. Kotler.T.Phillip, Brown.T.John, Makens. C.James & Baloglu seyhmus (2016), Marketing for Hospitality and Tourism, 7th edition, Pearson,
3. Etzel Michael J.Walker, Bruce J., Staton, William J., and Ajay Pandit, Marketing Concepts and Cases, Tata McGraw Hill (Special Indian Edition).
4. Jha. S.M. (2013), Tourism Marketing, Himalaya Publishing House, Bengaluru.
5. Morrison. M. Alstair (2002), Hospitality and Travel Marketing, 3rd Edition, Nelson Education Ltd.,
6. Gupta Das Devashish (2008), Tourism Marketing, 2nd Edition, Darling Kindersley.

THM-203: RESEARCH METHODOLOGY

Credits: 04

Learning Objectives:

- To understand the scientific methods of research; and
- To acquire research knowledge, skills and competencies for undertaking independent research activities.

Unit I

Introduction to Research: Nature - Objectives - Significance and Types of Research – Ethical Issues in Research - Steps in research – process - Research Problem formulation. Research Design - Exploratory - Descriptive - Experimental Research designs.

Unit II

Data Collection and Sampling: Data types - measurement –methods of data collection - Sources of Error - Basics of Sampling Theory - Probability and Non-Probability Sampling.

Unit III

Data Analysis: Processing - Classification and coding – Tabulation- Analysis - Measures of Relationship - Problems in processing - Use of EXCEL and SPSS in data analysis

Unit IV

Hypothesis Testing: Concept –Types - Sources of hypothesis - Procedure for formulation of Hypothesis - Testing of hypothesis - ‘Z’ test -‘t’ test – ‘f’ test - Chi square test - ANOVA.

Unit V

Advance Techniques of Data Analysis and Research Communication: Introduction to Discriminant Analysis – Cluster Analysis - Factor Analysis - Conjoint Analysis - Types of Reports – Format of research report – Documentation - Data and Data Analysis Reporting Precautions in Report writing - Footnoting – Bibliography - Index Preparation.

Text Books

1. Kothari.C.R. (2019), Research Methodology, methods and Techniques, New Age International Publishers, Fourth edition, New Delhi.

References

1. Floyd .J, Fowler.Jr. (2013) Survey Research Methods, 5th ed., Sage Pub, New Delhi.
2. James Alan Fox, Paul E. Tracy (1986), Randomized Response; A Method of Sensitive Surveys, Sage Pub., New Delhi.
3. Gupta S.P. (1976), Statistical Methods, 43rd ed., Sultan Chand, New Delhi.
4. Golden-Biddle Karen, Karen Locke. (2006), Composing Qualitative Research, 2nd ed.,Sage Pub., Newdelhi.
5. Salkind.J. Neil., Exploring Research, 8th ed., Pearson, New Jersey.

THM-204: FUNDAMENTALS OF ACCOMMODATION OPERATIONS

Credits: 04

Learning Objectives:

- To impart the knowledge about Accommodation Management; and
- To develop a comprehensive knowledge to work in the Accomodation Management Sectors.

Unit I

Introduction to Accommodation Management - Meaning - Definition & Importance of Housekeeping Department - Role of Housekeeping in hospitality industry

Unit II

Layout of Housekeeping - Department Organizational Structure of Housekeeping department (Small, Medium & large) - Interdepartmental relationship - Relevant sub section.

Unit III

Role of key personnel in Housekeeping department - Quality of the House Keeping Staffs - Job description & Job specification of Housekeeping staff - Executive Housekeeper - Deputy housekeeper - Floor supervisor- Public area supervisor - Night supervisor - Room attendant - House man - Head gardener.

Unit IV

Planning Work of Housekeeping Department: Identifying Housekeeping department - Briefing & Debriefing - Control desk (importance – role - coordination) - Role of Control Desk during emergency - Duty Rota & work schedule - Files with format used in Housekeeping department

Unit V

TYPES OF ROOM – DEFINITION - Standard layout (single - double – twin - suite) Difference between Smoking & Non Smoking room's - Barrier free room's. Furniture - Fixture - Fitting - Soft Furnishing - Accessories - Guest Supplies - Amenities in a guest room, - Layout of corridor& floor Pantry.

Text Books

1. Sudhir Andrews (1985), Hotel Housekeeping: Training Manual, Tata McGraw Hill, New Delhi.

References

1. Raghubalan.G., & Smritee. R. (2015). Hotel Housekeeping Operations and management, New Delhi, Oxford university press.
2. Negi.J. (2015). Professional Hotel Management, S.Chand, New Delhi.
3. Malini Singh & Jaya B.George (2008), Jaico Publication, Mumbai.

THM-205: LEGAL ASPECTS OF TOURISM AND HOSPITALITY BUSINESS

Credits: 04

Learning Objectives:

- To understand the basic principles of various Laws, Codes, rules and regulations relating to tourism for providing professional assistance and advice to tourists; and
- To acquire knowledge on documentations and permits related to tourist.

Unit I

Introduction – Law and society - Branches of Law – Commercial Law- Company Law- Industrial Law – Environmental Law - Basic Principles of Company Law - Registration of Company – Types of companies – Types & administration of Meetings – winding up of companies.

Unit II

General Principles of Contract Act - Essential elements of Contract – Breach of Contract – Performance of Contract – Indemnity & Guarantee – Bailment - Consumer Protection Act.

Unit III

Legal aspect in Tourism: Laws relating to accommodation – travel agencies - land tour operation sector. Law and regulations related to airlines and airways - laws related to surface transport - recreational flying in India.

Unit IV

Citizenship – Passport - Visa - Travel Insurance - FEMA – Foreigners Registration Act – Customs – Authorities and permits -Special permits to restricted areas for foreign tourist in India - permits related to various monasteries - Law designed for Adventure Tour operation - special permits for rafting –paragliding - heli-skiing and angling - IMF rules for mountain expeditions.

Unit V

Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act – Safety and security of tourist - Tourist Police - place of Tourism in the constitution - need of tourism legislation - General suggestions to improve tourism in India. Contract Act - Consumer Protection Act, 1986 - Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - Wildlife Protection Act 1972.

Text Books

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.

2. M.C.Kuchhal (1994), Company Law, Vikas Publication House, New Delhi.

References

1. Avtar Singh (2007), Company Law, Eastern Book & Co., Lucknow.
2. Chandra P.R (2007), Mercantile Law, Galgotia Publishing House, New Delhi.
3. Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
4. Malhotra .R.K. (2005), Socio – Environmental and Legal Issues in Tourism, New Delhi.
5. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.
6. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
7. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.

THM-206: COMMUNICATION SKILLS

Credits: 04

Learning Objectives:

- To understand the importance of business communication; and
- To familiarize the student on skills of effective communication.

Unit I

Communication: Concept – Need – Process - Methods - Types and Barriers to communication - Factors affecting communication - Essentials of effective communication - Need of effective communication in business.

Unit II

Communication Skills : Concept - Humor in communication - Interpersonal communication - Communication skills and leadership - Verbal and Non Verbal Communication - written and oral - body language - Postures and Gestures – Attire – Appearance – Handshake - Personal space – Timing – behavior – smile - Listening Skills - Process - Types - Barriers – Importance - essentials of good listening.

Unit III

Business letters: Essentials of business letter - Parts - Forms – Types - Preparation of Business letter related to tenders - Quotations - Orders – Sales - Enquiry and Complaints - Internal Communication - letters to staff - Circulars and Memos - Office note - Representations and suggestions – Motivational Communication - letters from top management - Reminders and follow up - Employee newsletters.

Unit IV

Mass Communication: Meetings - Conferences - Presentation skills – Advertisements – Publicity - Press Releases - Media mix - Public relations - Newsletters - Direct Marketing - Report writing - Types - Essentials of a good report - Committee report - Annual report - modern modes of communication - cross cultural communication.

Unit V

Interview: Types of Interview - Job interview - Telephonic interview - Conducting the Interview - sending a job application - Preparation of Resume - Group discussion - Types of pictorial presentation - Charts - Graphs and Pictures - New trends in business communication – Communication overload - BPO / Call centers - Technical writing - Professional presentation - Cardinal principles of communication - communication policy and Ethical dimensions.

Text Books

1. Hema Srinivasan (2009), Communication Skill Practice and Approach, Frank Brothers.
2. Krishna Mohan (2007), Communication Skill, Bloombury publishing, New Delhi.
3. Rai & Rai, Business Communication, Himalaya Publishing House, Bengaluru.

References

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
4. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
5. Balu, V. (2006), Communication Skill, Sri Venkateshwara Publishers, Chennai.
6. Courtland, L. Bovee, John Thrill (2010), Business Communication Today, Frank Brothers, New Delhi.

THM-207: INTRODUCTION TO FRONT OFFICE OPERATIONS

Credits: 04

Learning Objectives:

- To impart the knowledge about Hospitality Industry; and
- To develop a comprehensive knowledge to work in the Front Office Department.

Unit I

Introduction to hotel industry: Evolution of Hotel Industry - Classification of Hotels - Other types of Accommodations - Star Classification - Organizational structure of Hotel - Brigade of Front office department - Duties & responsibilities of front office personnel - Layout of front office department - Qualities of front office personnel

Unit II

Rooms and rates: Defining Tariff - Types of plans - Types of Rooms - Types of Rates - Coordination and cooperation with other departments – Housekeeping - Engineering & Maintenance - Revenue centers - Marketing & Public relations

Unit III

Reservation and Registration process; Sources of reservation - Modes of reservation - Types of reservation - Reservation records Reservation confirmation amendment & cancellation - Check in procedure for VIP - Check in procedure for Group - Check in procedure for FIT - Rooming the guest - Room rack (manual & computerized) - Registration records.

Unit IV

Information: Handling mails - Handling message - Handling insured mail - Telephone service – Facsimile - Wake up calls – Telex - E-mail – Internet – Complaints - Front office security function - Foreign exchange

Unit V

Check-out procedures: Functions of check out settlements - Method of payments - Departure procedure - General Procedure of Check Out - Method of settlement - Account settlement procedures (Book Keeping)

Text Books

1. Sudhir Andrews (2013), Hotel Front Office: A Training Manual, Tata McGraw Hill, New Delhi.

References

1. Tewari.J.R (2009), Hotel Front Office Operations and Management, Oxford Higher Education, New Delhi.
2. David K.Hayes, Jack D.Ninemeier, Alisha. A.Miller (2016), Hotel Operations Management, 3rd Ed Edition, Pearson, New Delhi.

THIRD
SEMESTER

THM-301: CONTEMPORARY ISSUES IN TOURISM AND HOSPITALITY
MANAGEMENT

Credits: 04

Learning Objectives:

- Demonstrate an understanding of the latest issues in the hospitality and Hotel Industry;
- Demonstrate an in-depth understanding of the key dynamic forces and developments which may lead to crisis issues in international tourism and hospitality and their subsequent impact on a business or a destination; and
- Learners investigate how the tourism sector is responding to such contemporary issues and will identify opportunities and challenges these issues may present.

Unit I

Contemporary Issues in Tourism Industry New trends and emerging patterns; current initiatives of Ministry of Tourism, Department of Tourism; Climate change and environmental issues: Community Based Tourism; Concept of Home-stays, Responsible tourism; Tourism and poverty alleviation; Social media for tourism promotion; Social responsibility and ethical concerns; Special Tourism Zones.

Unit II

Contemporary Issues in Hospitality Industry Effect of Globalization on hotel Industry, Trends and Issues in Hospitality Industry, Americanization of food industry.

Unit III

Introduction to Information Technology Basics of Computer; Computer networks; internet and internet technologies; tourism websites and design principles; E- commerce, E-tourism Concept of Database Management Systems: online reservation system for air, rail, road, hotels. Need and importance of Management Information Systems in Tourism; Travel and Tourism Information System.

Unit IV

Contemporary Issues in Tourism Development Contemporary trends in international tourist movements, Issues affecting World Tourism, Political aspects of the international travel. Cultural exchange among nations and international understanding through tourism, Need for government support of tourism, Global tourism statistics, Tourism in WTO regions (Africa, Americas, Asia and the Pacific, Europe, Middle east), Factors affecting growth of tourism in each region.

Unit V

During and Post COVID issues in Tourism and Hospitality Management

Text Books

1. Salah Wahab and John J. Pigram (1997) *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, U.K.

References

1. Rao, P.K. (2000) *Sustainable Development – Economics and Policy*, Wiley-Blackwell, New Jersey.
2. Pearce D.G. and Butler R.W(1999)*Contemporary issues in Tourism Development*, Routledge, New York.

THM-302: TOURISM AND HOSPITALITY ENTREPRENEURSHIP

Credits: 04

Learning Objectives:

- To highlight the importance of entrepreneurship in economic development;
- To expose students to the success stories in travel & tourism; and
- To help them become job creators rather than job seekers.

Unit I

Entrepreneurship: Theories & Approaches – Types of Entrepreneurs– Entrepreneurial Motivation – Entrepreneurial Climate- Myths about Entrepreneurship - Role of Entrepreneurship in Economic Development.

Unit II

Creativity & Innovation: Process of Creativity-Roadblocks for Creativity-Innovation-Types of Innovation- Role of Creativity & Innovations in Travel & Tourism Businesses-Contemporary Trends

Unit III

Entrepreneurship in Tourism: Opportunity Identification –Sources of Ideas- New Product Development -Business Plan - Feasibility Report – Technical Feasibility vs. Economic Viability

Unit IV

Funding Options: Sources of Finance for Tourism Enterprises, Subsidies & Incentives-Promotion and Development of Tourism - Institutional Framework - Venture Creation-Forms of Organization-Management.

Unit V

Managing Growth: Business Integration – Diversification-Mergers & Acquisitions-Business Failure-Causes for failure-Revival of Sick Enterprises-Strategies for revival-Women Empowerment in Tourism

Text Books

1. Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. *Journal of Enterprising Culture*, 19(01), 1-40.
2. Kuratko, D.F. & Hodgets, R.M. (2008), *Entrepreneurship*, Harcourt College Publishers, New York

References

1. Drucker, P.F. (1985), *Innovation & Entrepreneurship*, Harper & Row, New York.
2. Bezbaruah, M.P (2000), *Beyond the Millennium*, Gyan Pub House, New Delhi.
3. Jeffrey, T. (1984), *New Venture Creation*, Homewood, Illinois.

THM-303: DISSERTATION-VIVA VOCE

Credits: 02

Learning Objectives:

- The objective of the Comprehensive Viva Voce is to test the knowledge of the students over the courses studied during the second semester.
- It is to provide feedback on the communication and confidence level of the students.

Mode of conducting the Viva Voce Examination:

- Two examiners, one from academia and one from industry, will be involved in conducting viva voce exam.
- The two examiners shall award marks separately. The average of the two marks would be taken in to consideration for final conversion into grades.

ELECTIVE:
HOSPITALITY
MANAGEMENT

THM-311: FOOD AND BEVERAGE MANAGEMENT

Credits: 04

Learning Objectives:

- To develop an awareness of planning, co-ordination and control of resources in F&B service establishments;
- To develop an understanding as how space requirements and traffic flow patterns affect an operation's overall layout; and
- To introduce the concept of Food Service Menu Planning and Design so that the students are able to cope with the current trends of service industry

Unit I

FOOD AND BEVERAGE SERVICES-Introduction-Objectives-Origin and growth of F& B Service-Classification of Catering Establishment-F&B Service Outlets and their layout- Types of F&B Services Operations-F & B Services Cycle-F&B Services -Terminology-F & B Services Organization-Types of Service-F & B Services Outlets-Operations.

Unit II

F & B Services — Menu Preparation-Menu Planning-Ethnic Food Menus-Indian Food Menu-Menu Courses-Beverages-Broad Types of Menus-Non-Alcoholic Beverages –French Food Menu-Food Garnishing-Beverage Service

Unit III

F & B Services Beverage Service -Use of Cutlery-Use of Linen in F&B Services -F&B Services Analysis and Decision Making- Standardized Recipes - Components of a Standardized recipe - F&B Services Equipment-Pantry Equipment -Cleaning and Maintenance

Unit IV

F & B Services — Preparation- Mise-en-scène- Preparing the Table- Setting Table for Formal Dining- Setting Table for Casual Dining- F & B Service SOPs - SOP for Laying Out a Guest Table- SOP for Handling Telephone Calls- Presenting and Settling Guest Bills

Unit V

Supervisory aspects of food and beverage service- legal considerations-licensing-Sale of goods and trades descriptions-Food and beverage revenue control- Functions of a revenue control system-Staff organization and training- Customer relations.

Text Books

1. Lilicrap, D. and Cousins, J. (2010). Food and Beverage Service; Eighth Edition, Hodder Education, London.

References

1. Davis, B., Lockwood, A. and Stone, S. (2008). Food and Beverage Management; Third Edition, Elsevier, New Delhi.
2. Bhatnagar, S., K., (2009). Managing Food & Beverage Operations, First Edition, Frank Brothers & Co., New Delhi.
3. Bagchi, S., N. and Sharma, A. (2012). Text Book of Food & Beverage Service, Third Edition, Aman Publications, New Delhi.

THM-312: ADVANCED ACCOMMODATION OPERATIONS

Credits: 04

Learning Objectives:

- To develop the right skills necessary in accommodation operation;
- To enable the student to manage accommodation operation; and
- To study the day today activities in managing accommodation operation.

Unit I

Accommodation Facility Planning: Planning and design - Room dimensions (length, width, height, space management) - Facilities and services for disabled guest room - Balconies and terraces - Eva floor - Work ergonomics - Bathroom layouts - Fitting and fixtures - Disabled guest bathroom features.

Unit II

Planning the Front Office Layout: Ergonomics - Lobby layout - Front Desk layout - Bell Desk layout - Back Office layout.

Unit III

Budgeting for Housekeeping: Inventory control and stock taking - Types of budgets (operational and capital) - Budget preparation - Cost control in specific areas, guest room, public areas, linen room, stores, cleaning - material and supplies, flowers) - Purchasing.(Principles involved, stages, types).

Unit IV

Daily Routines and Housekeeping Procedures: A day in the life of an Executive Housekeeper/ Accommodation Manager - A day in the life of an Assistant Housekeeper - A day in the life of a Floor Supervisor - A day in the life of a Public Area Supervisor - A day in the life of a Desk Housekeeper - A day in the life of a Uniform, Linen Supervisor.

Unit V

Security and Lodging Industry: Developing the security program – Management role in security - Setting up the security program - Security and law. **Eco-Friendly Concepts in Housekeeping:** Ecotels - Ecotel Certification - Energy and water conservation - Eco friendly products - Waste disposal in housekeeping.

Text Books

1. Sudhir Andrews (1985), Hotel Housekeeping, Tata McGraw Hill, New Delhi.

References

1. Raghubalan.G., & Smritee. R. (2015). Hotel Housekeeping Operations and management, New Delhi, Oxford university press.
2. Negi.J. (2015). Professional Hotel Management, S.Chand, New Delhi.
3. Malini Singh & Jaya B.George (2008), Jaico Publication, Mumbai.

THM-313: ADVANCED FRONT OFFICE OPERATIONS

Credits: 04

Learning Objectives:

- To understand the front office Accounting and Auditing system;
- To familiarize the reservation management and procedure followed at Reception; and
- To enable the students to manage the front office operations.

Unit I

Front Office Accounting: Accounting Fundamentals – Accounts, folios, vouchers, POS, ledgers - FO accounting cycle - Creation and maintenance of accounts - Guest and non guest accounts - Accounting system – non automated, semi automated and fully automated.

Unit II

Front Office Audit: Role and importance of Night Audit - Job Description of the night auditor - Establishing an End of day - Guest Credit monitoring - Preparation of Transcription
Front Office audit process.

Unit III

Reservations Management and Reception: Overbooking – Forecasting - Legal implications – Packages - Potential reservation problems. Day & Night Reception – Calculations - Room selling techniques – Up selling and Discounts.

Unit IV

Hospitality and Lobby Desk: Role of the GRE - Welcome Procedure - Identifying complaints - Complaint Handling - Role of the Lobby Desk - Job Description of the Lobby Manager.

Unit V

Check-out and Settlement: Tracking transaction – cash payment, charge purchase, account correction, account allowance, account transfer, cash advance - Internal control – Cash Bank -

Check-out and account settlement - Control of cash and credit - Methods of settlement - Checkout options - Express checkout, Self check out, In-room check out - Late check-out - Unpaid account balances - Account collection – account ageing - Updating FO records - Late Charges.

Text Books

1. Sudhir Andrews (1985), Hotel Front Office, Tata McGraw Hill, New Delhi.

References

1. Michael L Kasavanna & Richard M. Brooks (1998), Managing Front Office Operations, New Delhi.
2. Dennis L. Foster, An introduction to hospitality
3. Su Baker, Pam Bradley & Jeremy Huyton, Principles of Hotel Front Office Operations.
4. Tewari, J.R. (2016). Hotel front office operations and Management. New Delhi: Oxford publication.
5. James A. Bardi (2013), Hotel Front Office Management, John Wiley & Sons, New Jersey.

THM-314: HYGIENE AND FOOD SAFETY

Credits: 04

Learning Objectives:

- To expose the learners to Understand the concepts and responsibility for food safety;
- To help them acquire knowledge and skills to explain integration between food safety and the impact of food borne illness; and
- To enable students Understand the importance of maintaining a written food safety management system to control food safety hazards

Unit I

Introduction to Hygiene and Sanitation- Introduction to Food safety- Quality in food- Types of hazards- Benefits of quality systems in food -Importance of hygiene in catering establishments- Sanitation and its importance

Unit II

Contamination and Spoilage- Conditions which lead to spoilage-What are the factors that affect food spoilage- Signs of spoilage in various foods- Factors affecting the growth of microorganisms in foods -Microbes and their role in food spoilage- Factors affecting and controlling microbial growth- Food borne illness

Unit III

Purchasing, Receiving and Storage of Foods- **Procedures** while purchasing and receiving foods- Importance of storage of food- Various storage zones-dry, refrigerator- Points to be considered while storing food- The Pros and Cons of 6 Ways to Store Food- , freezer- special reference to temperatures

Unit IV

ESTABLISHMENT – CONTROL OF OPERATIONS- Food Receipt (Procurement of raw materials and ingredients)- Food and packaging materials storage- Pre-preparation—Preparation- - Food Display and Service- Food Packaging and wrapping- Food Transportation

Unit V

MAINTENANCE & SANITATION- Cleaning & sanitation- Maintenance- Pest Control Systems- Waste disposal management- Establishment – Personal Hygiene- Health Status- Illness & injury- Personal cleanliness- Personal Behaviors

Text Books

1. Food hygiene and sanitation - S. Roday
2. Managing food hygiene - Nicholas John

References

1. Principles of food sanitation – Marriott
2. Essentials of food safety and sanitation - David M S Swane, Nancy R Rue, Richard Linton

ELECTIVE:
AVIATION &
CARGO
MANAGEMENT

THM-321: INTRODUCTION TO AVIATION

Credits: 04

Learning Objectives:

- To provide students' an overview of the aviation industry;
- To establish and identify key characteristics of aviation industry; and
- To explain the functions of airports and air traffic management.

Unit I

Introduction: Airline Industry – Scope – Types – Scheduled and Non Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators

Unit II

Characteristics: Airline Profitability – Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics

Unit III

Organisational Structure: Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture

Unit IV

Airports and its services: Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers – Types of Aircraft

Unit V

Safety and security: Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry

Text Books

1. AEROSPACE: The Journey of Flight, 2nd Edition.

THM-322: STRATEGIC AIRPORT PLANNING AND DEVELOPMENT

Credits: 04

Learning Objectives:

- To understand about the Aviation's History, its major players and its current trends and challenges;
- To do the Planning of the Airport and to perform operations involved in the Airport; and
- To understand and adhere to the various Regulations involved Aviation Industry.

Unit I

Introduction – Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport Planning process – Ultimate consumers – Airline decision – Other Airport operations.

Unit II

AIRPORT CHARACTERISTICS RELATED TO AIRPORT DESIGN -Components Size, turning radius, speed, airport characteristics. CAPACITY AND DELAY: Factors affecting capacity, determination of runway capacity related to delay, gate capacity, and taxiway capacity.

Unit III

AIRPORT PLANNING AND SURVEYS: Runway length and width, sight distances, longitudinal and transverse, runway intersections, taxiways, clearances, aprons, numbering, holding apron. PLANNING AND DESIGN OF THE TERMINAL AREA: Operational concepts, space relationships and area requirements, noise control, vehicular traffic and parking at airports. AIR TRAFFIC CONTROL AND AIDS: Runways and taxiways markings, day & night landing aids, airport lighting and other associated aids.

Unit IV

The role and scope of activity of the Airport Enterprise – The economic impact on countries and regions – the main governance patterns in the airport business – The International path of evolution in the air port business – Airport transport value chain – Air enterprises – two primary actors in the air transport value chain – Skipping peripheral positions in the value chain.

Unit V

Rise of airport marketing for the aviation related business – airports market positioning – primary hub – secondary hub – regional airport – all cargo airport – airport positioning criteria – role on the market – identification of partners for airport development – first quantum leap of the airport enterprises – low cost airports – role of helicopters as a complimentary feeder and defender of hub airports – Airport revenue management – Airport alliances – management contract.

Text Book

1. Strategic Airport Planning –Robert E.Caves & Geoffrey D.Gosling-Elsevier Science Ltd.
2. Airport Marketing –David Jarach –Ashgate Publishing Limited

References

1. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.
2. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill
3. Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.
4. Marketing Management –Philip Kotler – Pearson Education/PHI
5. Marketing Management – RAJAN SAXENA –Tata McGraw Hill
6. International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.

THM-323: AIRLINE REVENUE MANAGEMENT

Credits: 04

Learning Objectives:

- Understand the basic principles of passenger revenue management;
- List the factors that affect demand for seats;
- Demonstrate revenue management skills and strategies; and
- To discover the techniques applied by Airlines to derive revenue from sales to maximize profitability.

Unit I

Introduction to Revenue Management – Managing Passenger Demand – Demand Strategies

Unit II

Pricing – The Price Demand Relationship – Inventory Control – Pricing Strategies

Unit III

Booking Class Assignment – Seat Inventory Control – Spoilage Management

Unit IV

Group Management – Scheduling and Capacity Adjustments – Monitoring Performance

Unit V

Product Distribution – Revenue Management Organization – Revenue Management – Current and Future

Text Books

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill

References

1. Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London-2000.
2. Doganis.R.-The Airport Business-Routledge, London-1992.
3. Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 2003

THM-324: AVIATION SAFETY AND SECURITY MANAGEMENT

Credits: 04

Learning Objectives:

- Appreciate the safety, reliability and security provisions and infrastructure in aviation administration and service providers;
- Identify major causes of aviation accidents and security infiltrations; and
- Participate in the management functions for aviation safety and security.

Unit I

Airport Security–I: Introduction, security planning, responsibility and organisation, air side security procedures, land side security procedures – passenger terminal, cargo terminal.

Unit II

Airport Security–II: Airport security programme, Airport security authority, Airport civil aviation security committee, preventative measures, security v/s facilitation training and awareness, testing inspection and audit. Bureau of Civil Aviation Security (BCAS).

Unit III

Physical Security for the Aviation Environment: Introduction Intrusion detection system, security cameras, determining total security system cost, locks and key control, security barriers and fencing security lighting, window security.

Unit IV

Airport Aircraft Emergencies: Types of emergencies, level of protection required, water supply and emergency access roads communication and alarm requirements. Rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft.

Unit V

Airport Emergencies Response and Noise Control: Emergency response – accident, medical emergencies, natural gas leaks, severe weather and natural disasters, terrorism – bomb threats, hijacking, hostage situation, functions of Aerodrome committee.

Text Books

1. Airline Management – Page S J

ELECTIVE:
MARKETING &
HUMAN RESOURCE
MANAGEMENT

THM-331: CONSUMER BEHAVIOUR

Credits: 04

Learning Objectives:

- To develop an understanding about the many aspects of consumer behaviour and its applications in marketing.

Unit I

Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation , Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications.

Unit II

Consumer needs, theories of Motivation and their applications. Process theories and content theories. Personality and self concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi dimensional scaling. Consumer imagery.

Unit III

Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change.. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.

Unit IV

Self Concept. Concept of Multiple Selves. Development of the self. Image Congruence assumptions . Social Comparison theory . Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption. Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications . Endorsements and reference group influence. Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture., Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing.

Unit V

Family, family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership . Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. . Consumer materialism. Consumer behaviour knowledge for public policy.

Text Books

1. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995.
2. Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, 1993

References

1. Howard, John A etc. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.1989.
2. Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business, 1995.
3. Mowen, John C. Consumer Behaviour , New York, MacMillan, 1993 .
4. Schiffman, L G and Kanuk, L L Consumer Behaviour New Delhi, Prentice Hall of India, 1994.

THM-332: ADVERTISING AND SALES PROMOTION MANAGEMENT

Credits: 04

Learning Objectives:

- To understand the concept of advertising;
- Understanding the frame work of advertising planning; and
- To Understand the importance of planning and strategy in advertising

Unit I

Advertising - an introduction- Origin and Development - Definition and Classification - Planning Framework - Organising Framework - the Advertiser and the Advertising Agency interface -

Strategic Advertising Decisions - Setting Advertising Objectives - The Budget Decision - Preparing the Product and Media Brief

Unit II

Copy Decisions - Visualization of Ad Layout - Elements of Ad Copy and Creation Principles of verbal versus visual thinkers - Styles and Stages in advertising copy creation Copy (Pre-) Testing methods and measurements.

Unit III

Media Decisions - Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity - Measures of Media Cost Efficiency – Media (Readership / Viewership) Research - The Internet as an Advertising Medium - Tracking Website visits, page views, hits, and click-stream analysis – permission marketing and privacy - ethical concerns.

Unit IV

Measuring Advertising Effectiveness - Control of Advertising by practitioners, media and the market - Advertising in the International Market-place - Advertising and Principles of Integrated Marketing Communication and Image Building

Unit V

Sales Promotion - Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues. Brand Equity - Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve ‘brand-standing’ - Leveraging Brand Values for business and non-business contexts

Text Books

1. Kazmi & Batra, ADVERTISING & SALES PROMOTION, Excel Books, 2008.
2. Aaker, Batra & Myers, ADVERTISING MANAGEMENT; Prentice Hall, India. 2008

References

1. Kruti Shah & Alan D'souza, ADVERTISING & PROMOTION, Tata McGraw-Hill New delhi, 2009.
2. Kelley & Jugenheimer, ADVERTISING MEDIA PLANNING A BRAND MANAGEMENT APPROACH, Prentice Hall, India. 2008
3. J. T Russel & Ronald Lane, KLEPPNER'S ADVERTISING PROCEDURE; Prentice Hall.
4. June Valladares, THE CRAFT OF COPYWRITING, Sage Publications.

THM-333: HUMAN RESOURCES MANAGEMENT

Credits: 04

Learning Objectives:

- To understand basic concepts of human resource management;
- To know the human resource management practices in tourism industry; and
- To be aware of the contribution of human resources in tourism business.

Unit I

Human Resources Management: Context and Concept of Human Resources Management- Organization and Functions of the HR – Structure and Strategy in Tourism - HR Manager – Evolution of HR Practices in Indian Context

Unit II

Human Resource Planning: Job Terminologies – Job Analysis – Job Description and Job Specification - Manpower Planning – Recruitment - Selection and Induction – Hiring Trends in Tourism Industry.

Unit III

Employees Assistance Programmes - Coaching and Mentoring – Performance Appraisal - Career Development – Promotions and Transfers – Employees Empowerment - Competency Standards in Tourism Sector- Retention and Retirement.

Unit IV

Human Resource Development: Concept – Climate and Culture of HRD – Mechanisms of HRD: Training and Development – Methods, Design and Evaluation of T & D Programmes - Potential Appraisal

Unit V

Compensation: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Compensation Issues in Tourism Sector - Quality of Work Life (QWL).

Text Books

1. Edwin B. Flippo (1995), Personnel Management, Tata McGraw Hill, New Delhi.
2. Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co.Ltd, New Delhi
3. Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw Hill, New Delhi

References

1. S.K.Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.

2. Robert L.Mathis&John.H.Jackson (2005), HRM, South Western Pub.
3. SaiyadainS.Mirza (2003), HRM, TMH, New Delhi.
4. Dessler (2001), A Framework for HR Management, Pearson Edn India.
5. Edmund Heery (2001), A Dictionary of HRM, Oxford University Press

THM-334: CONTEMPORARY HR PRACTICES

Credits: 04

Learning Objectives:

- To understand the concepts of globalization in HR Perspective;
- To familiarize the key aspects and contemporary issues to the students; and
- To understand the developments in global HR practices and its challenges

Unit I

Introduction - Growth of International Business and Globalization – Operational Objectives and Means of Globalization in HR Perspective - Use of Balanced Score Card - Choosing an International Competitive Strategy - Forms of Operations.

Unit II

HR Challenges & Opportunities - National Differences Facing Operations – Domestic & MNC Perspectives - Linkages among Countries - Governance of Operations - Individual and Company Concerns – Multi cultural orientation to employees – Research and documentation Orientation in Global organizations - Ethical and Socially Responsible Behavior - Careers in International Business

Unit III

HR Policies and Operations in a Global Setting - Distinctive Features of HR Functions - Planning, Organizing, Directing & Control - Operations - Manpower Planning to Separations in a Global Set-up - Staffing - Skill & Knowledge Development – Incentives & Compensation Package - Motivational Systems – Reporting Relationships – Performance Appraisal Systems – Employee Empowerment – Value systems – Shared Corporate Culture and Grievance Handling – Reactive & Proactive Mechanisms

Unit IV

Change Management Model - Appreciating Change - Industry Analysis – Business Models - Mobilizing Support - Executing Change - Building Change Capability – Leadership and Change

– Diversity as Enhancer of Learning and Effectiveness Within Groups and Organizations – HR to Develop Global Organisational Learning Systems.

Unit V

Quality Performance in Knowledge Based Organizations - Technology – Behavioral & Technical - Universal Quality Standards & HRM – Eastern Management Thought for Global Management -Commitment, Quality, and Stress Free Work Life.

Text Books

1. Edwin B. Flippo (1995), Personnel Management, Tata McGraw Hill, New Delhi.
2. PramodVerma (2002), Personnel Management in Indian Organizations, Oxford & IBM Publishing Co.Ltd, New Delhi.
3. Monir Tayeb, International Hrm, Oxford University Press.

References

1. Punnett Betty Jane, International Perspectives on Organizational Behavior And Human Resource Management, M.E. Sharpe.
2. Dowling & Welch, International Hrm: Managing People In Multinational Context, Cengage Learning, New Delhi.

ELECTIVE:
TRAVEL &
TOURISM
MANAGEMENT

THM-341: SUSTAINABLE TOURISM

Credits: 04

Learning Objectives:

- understand and appreciate the significance of sustainable development;
- be familiar with the various approaches and practices for STD; and
- gain exposure to the implementation of STD principles through relevant case studies.

Unit I

Sustainable Development- Evolution - Principles, Major Dimensions of Sustainability - Reasons for Unsustainable Development - Stockholm Conference 1972 - World Conservation Union 1980 - WCED 1987 and Brundtland Commission - Rio Declaration 1992 - Kyoto Protocol 1997 - WSSD 2002 - Global Warming & Climate Change.

Unit II

Sustainable Tourism Development: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declaration - Bali Declaration 2005 - Cape Town Declaration 2002 and Kerala Declaration.

Unit III

Sustainable Tourism Planning: - Topographical Analysis - Analysis of Local Resources - Land use Pattern (EIA, EIS, EMS) & Community and socio- economic and cultural conditions - Evaluation of impact of tourism site - Zoning system - Carrying capacity.

Unit IV

Approaches to Sustainable Tourism- Standardization and Certification - Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.

Unit V

Quality Standards for Sustainable Tourism: ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN - Code of Conduct for Accommodation and Transport Operators - Tourism Code & Tourism Bill of Rights - Case Studies on Island Tourism in Andaman & Nicobar- Hill Tourism in Udhagamandalam and Sikkim-Beach Tourism in Goa.

Text Books

1. Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination – A Sustainable Tourism Perspective*, CABI Publishing, UK.

References

1. Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
2. Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
3. Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.
4. Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

THM-342: DESTINATION PLANNING AND DEVELOPMENT

Credits: 04

Learning Objectives:

- To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan as well as marketing techniques;
- To familiarize with the destination branding practices; and
- To introduce advanced analysis and research in the field of destination development.

Unit I

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.

Unit II

Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

Unit III

Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges- Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web.

Unit IV

Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

Unit V

Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning- Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping (practical assignment).

Text Books

1. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

References

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.

2. Richard W. Butler (2006), *the Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
3. Claire, Haven Tang & Eleri Ellis Jones (2005), *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing.
4. Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), *Tourism in Destination Communities*, CABI Publishing.
5. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), *the Competitive Destination: a Sustainable Tourism Perspective*, CABI Publishing.

THM-343: TOURIST TRANSPORT MANAGEMENT

Credits: 04

Learning Objectives:

- To find the clear differences of functions of air, surface and water transportation system in the world vis-à-vis India.

Unit I

Fundamentals of Transport: Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India.

Unit II

Road Transport: Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services.

Unit III

Air Transport: Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, In-flight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India (AAI) & Its Roles and Functions.

Unit IV

Basic Airfares & Ticketing: Types of Journey, MPM, TPM, Extra Mileage Allowance, One-way, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter

Services, Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.

Unit V

Water Transport Services: Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK, KPN Transport Services, Indigo Airlines, Star Cruise Line.

Text Books

1. Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
2. Duval, D Timothy (2007). Tourism and Transport: Modes, Networks and Flows, Channel View Publications, New York.

References

1. Ratandeeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.
3. IATA Training Manual.
4. Air Cargo Tariff Manual.
5. IATA Live Animals Regulation Manual.

THM-344: GLOBAL TOURISM DESTINATIONS

Credits: 04

Learning Objectives:

- To provide an overview of global tourism trends along with major places of tourist importance in different continents.

Unit I

Global Tourism - Past, Present and Future Trends: Global Tourism Trends, Tourist Arrivals, Receipts & GDP of First Ten Leading Country, India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.

Unit II

Tourism places of Asia: Major Tourism Places of Interest in Nepal, Sri Lanka, Maldives, UAE, Singapore, Thailand, Malaysia, Hong Kong, China, Japan, Cambodia, Philippines, Indonesia and Russia

Unit III

Tourism places of Europe: Major Tourism Places of Interest in UK, France, Germany, Spain, Portugal, Belgium, Austria, Switzerland, Greece, and Italy.

Unit IV

Tourism places in North and South America: Major Tourism Places of Interest in USA, Canada, Mexico, Cuba, Brazil, Argentina, Peru, and Chile.

Unit V

Tourism places of Africa and Australasia: Egypt, South Africa, Zimbabwe, Kenya, Mauritius, Seychelles, Madagascar and Australia, New Zealand.

Text Books

1. Swain, S.K. & Mishra, J.M. (2012). Tourism: Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi

References

1. Reisinger Y, (2009), International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.
2. William F. Theobald, W.F. (2013) Global Tourism, Elsevier Science, London.
3. Cochrane, J. (2008) Asian Tourism Growth and Change, Elsevier, London.
4. UN World Tourism Organization (2002). Performance Indicators for Tourism Destinations in Asia and the Pacific Region, Business & Economics.
5. Vellas François (1995). International Tourism: An Economic Perspectives. St. Martin's Press.

FOURTH
SEMESTER

THM-401: ON THE JOB TRAINING / SUMMER INTERNSHIP

Credits: 06

Learning Objectives:

- To provide extensive exposure to the participant of hands on experience in a corporate environment;
- To provide participants an opportunity for application of knowledge and techniques learnt in the first year of their programme to real business problems and to test out and enrich one's understanding, knowledge and skills;
- To give participants an insight into the working of the real organizations and gaining deeper understanding of specific functional areas;
- To help participants develop an appreciation for the linkages among different functions and developing a realistic managerial perspective about organizations; and
- To provide a platform for the corporate to test the reliability, quality and performance of the participants and make a match for final job offer later if they so deem fit.

Preamble

The students shall undergo Summer Internship in any reputed Tourism and Hospitality organization for 6 weeks (45 days) during summer vacation (May & June) under the guidance of a faculty member. At the end of the project period, each student shall make a presentation of

his/her project work and submit a structured project report with duly signed by the Faculty Guide within 15 days from the date of the completion of the project period. The Summer Internship Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner. The list of external examiners shall be approved by the Head of the Department. Summer Project Report will be valued for a weightage of 100 marks

Guidelines

The precise rule on what constitutes an acceptable project is that it should be an ordered critical exposition, which affords evidence of reasoning power and knowledge of the relevant literature in an approved field falling **within the subject matter of the programme – Tourism or Hospitality Management**. The emphasis should be on empirical research and the investigation of some practical problem or issue related to the situation in which an organisation or system operates.

An Overview of Summer Internship

The project is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, you will be required to define an area of investigation, carve out research design, assemble relevant data, analyse the data, draw conclusions and make recommendations. Your project should demonstrate organisational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure. The project will be 80-100 Pages and one of the most original piece of work which you will undertake in your post-graduate study.

The purpose of the project is to give students the opportunity to carry out an in-depth study of an applied nature, synthesizing various elements, yet pursuing one area of interest in depth. Your project report should make clear what you have attempted and why you have attempted it; the methods that you have used to collect, collate and analyze the information obtained; and how you have evaluated it. Any recommendations made should be supported by the evidence presented and by logical argument using deductive and inductive reasoning. For a Project to be of a high quality it is imperative to avoid detailed description devoid of analytical content. You should ensure through the entire period that you work on your project that it meets these requirements.

Choose a Topic

Choosing your topic involves seeking novelty, creativity, practicality, and productivity. **The choice of topic is decided by the students, with guidance from the supervisors.** To a large extent, your ideas will be influenced by your situation. If you are in employment you may be able to research into a real life problem or, if you are not employed, you may choose a more general business issue. In either case, initial ideas are likely to originate in a vague form and may lack a clear focus. These then need to be developed into something manageable and practical by consideration of available literature/ texts and discussion with your project supervisors.

Most Project ideas come from:

- **Personal experience:** this is an obvious starting point for the project because in every organisation there would be some issue that can be researched into. An example of a

project originating from this way could be an evaluation of the Training Department of your organisation or an evaluation of the performance appraisal systems used for salesmen in your organisation.

- **Observation of events:** Personal observation of events in the organisation/ environment can serve as a starting point for a project idea. An example of this could be that you observe that the employee turnover in your organisation is very high and as your project you could research into the reasons for this and make suitable recommendations.
- **Issues of current interest:** Reviewing key issues of broader relevance may be another useful indicator for a project idea. Specific consideration of the aspects of the effect of a government policy or a phenomenon on the performance of an organisation/segment/system may provide suitable ideas for a Project. You need to take care when dealing with issues such as these. It may be necessary to confine yourself to an aspect of the issue or you could find yourself tackling something that is too big to handle effectively and gives you a very wide project area, which inevitably lacks depth of analysis. Whatever the source of your project idea, familiarity with the area is imperative for the successful completion of the project.

Scope of the Summer Internship

An acceptable project will normally fall into one of the following categories:

- **Exploratory-** a study that involves carrying out original research in order to meet the organization's continual need for new information for forward decision-making. The main issues may be human, economical, functional etc, but the construction and/or application of some kind of research instrument are the focus of the study. The analysis of the research findings (*e.g.* client's responses to questionnaire about changing product specifications) should take place, resulting in proposals about how to manage relevant aspects of the organisation's future
- **Explanatory-** a study, which would involve studying relationships between different variables like a cause & effect relationship study.
- **Descriptive-** a study that would need an in-depth portrayal of an accurate profile of events or situations from the business environment.

Organization of Summer Internship Report

This section presents some of the norms associated with a project. It is recommended that you **follow these guidelines**. The final report should be presented in the following sequence:

- Title Page
- Students Declaration
- Supervisors Certificate
- Abstract
- Acknowledgements

- Table of contents

- ❖ **Chapter 1. Introduction:** : This chapter includes the prologue to the study, research problem, need for study/significance of the project, objectives, hypotheses, methodology – scope, sample design, sources of information, tools and techniques of analysis, structure of the study with sound justifications/explanations (whichever applicable and will give credence to the work). In case a detailed account of the topic needs to be featured as Introduction, research design can be made a separate second chapter.

- ❖ **Chapter 2. Literature Review:** This chapter should reflect the student’s understanding of the relevant theoretical and empirical background of the problem. Focus should be more on the logical presentation of the empirical evolution of conceptual and methodological issues pertaining to research problem. Also highlight the methodological clues drawn through this review for your project.

- ❖ **Chapter 3. The Company/Organisation/System/Issue:** This chapter should contain a brief historical dimension about the area of your study.

- ❖ **Chapter 4.** In this chapter you may deal with the topic and provide information and facts confirming to the same in a descriptive mode under relevant headings.

- ❖ **Chapter .5** Present your data analysis and inferences

- ❖ **Chapter 6. Summary of Findings, Suggestions, and Conclusions:** Gives an overview of the project, conclusions, implications and recommendations. Also specify the limitations of your study. You may indicate the scope for further research

- ❖ **Bibliography:** List the books, articles, websites that are referred and useful for research on the topic of your specific project. Follow Harvard style of referencing.

ELECTIVE - **HOSPITALITY** **MANAGEMENT**

THME-411: HOTEL FACILITIES PLANNING

Credits: 04

Learning Objectives:

- This course introduces students to the main components of design and management facilities for hospitality;
- The student must discover the following: hospitality design Installations, maintenance requirements, primary structures, accommodation and food service architecture and Renovation; and
- This course gives students the knowledge they need to become expertise in their fields.

Unit I

HOTEL DESIGN- Design Consideration- Attractive Appearance- Efficient Plan- Good location- Suitable material- Good workmanship- Sound financing- Competent Management- Facilities Planning- Planning consideration

Unit II

STAR CLASSIFICATION OF HOTEL - Criteria for star classification of hotel(Five, four, three, two, one & heritage)- Kitchen Equipment requirement for commercial kitchen- Developing Specification for various Kitchen equipments- Planning of various support services

Unit III

KITCHEN LAY OUT & DESIGN- Principles of kitchen layout and design- Areas of the various kitchens with recommended dimension- Factors that affect kitchen design- Placement of equipment- Flow of work- Space allocation- Kitchen equipment, manufacturers and selection- Layout of commercial kitchen- Budgeting for kitchen equipment

Unit IV

STORES – LAYOUT AND DESIGN- Stores layout and planning (dry, cold and bar)- Various equipment of the stores- Work flow in stores

Unit V

ENERGY CONSERVATION & PLANNING FOR PHYSICALLY CHALLENGED - Necessity for energy conservation- Methods of conserving energy in different area of operation of a hotel- Developing and implementing energy conservation program for a hotel-- Calculation of car park area for different types of hotels-- Planning For Physically Challenged

Text Books

1. Stipanuk, David M. (2006). Hospitality Facilities Management and Design. 3rd Edition. Educational Institute of the American Hotel & Lodging Association. ISBN: 978-0-86612-285-6.
2. Bhasal .Tarun(2013), Hotel facility Planning, Oxford Higher Education

References

1. Hotel Facility Planning: Hotel Facility Planning Paperback – 1 February 2010 by Tarun Bansal.

THME-412: RESORT MANAGEMENT

Credits: 04

Learning Objectives:

- To identify important ways in which resorts and resort management differ from classic hotels and hotel management;

- To describe the origins and development of the resort form;
- To summarize economic, social, and environmental considerations in the resort planning and development process;
- To identify the participants in the resort planning and development process and how their efforts are organized and coordinated; and
- To detail the many factors involved in developing and operating golf, tennis, ski, and boating, swimming, and health club/spa facilities at a resort.

Unit I

Resort: Concept, Evaluation. Scope, Trends and development. Roles of Resorts in Tourism and Hospitality, Nature of Demand of Resort.

Unit II

Different Types of Resorts- Product, Functional specifications. Strategy and organizational structures.

Unit III

Resort Planning: Location, Feasibility analysis, Architecture, Macro & Micro business environment. The five phases of Resort planning and development.

Unit IV

Economic analysis of Resort operation and Forecasting.

Unit V

Impact analysis of Resorts: Social Impact, the economic impact, physical and environmental

Text Books

1. Gee Chuck Y., Resort Development and Management
2. Resorts: Management and Operation 3rd Edition by Robert Christie Mill

References

1. Stipnauk, David M. and Roffman, Harold, Facilities Management.
2. Lawson , Hotels and Resorts: Planning, Design and Refurbishment

THME-413: CRUISE LINE HOSPITALITY OPERATIONS AND MANAGEMENT

Credits: 04

Learning Objectives:

- Possess and be able to apply the skills, knowledge and abilities relevant to managerial concepts in of cruise line services management;
- Explain various concepts in cruise management; and
- Appraise, analyse and evaluate issues relating to cruise services and management.

Unit I

The Elements of Cruising – History of Cruising - Image of Cruising – The Cruise Market – Cruise Brands – Cruise Operators – Maritime Issues and Legislation.

Unit II

Planning the Itinerary: Cruise Destination – Port of Call – Analysis and Motivation – Tourist Motivation – Logistics, Positioning and Planning.

Unit III

Role and Responsibilities on a Cruise Ship – Management of Hotel Services – Recruitment Practices – Managing Customer Service.

Unit IV

Managing Food and Beverage Operations – Supplies and Services – Food Production and Service Delivery Systems.

Unit V

Galley design and layout – Health, Safety and Security – Safety at Sea – Assessing risks – Providing service to customer with special needs.

Text Books

1. Cruise Operations Management – Philip Gibson - Elsevier

ELECTIVE – **AVIATION AND** **CARGO** **MANAGEMENT**

THME-421: EXPORT IMPORT DOCUMENTATION

Credits: 04

Learning Objectives:

- Understand the concepts in export import documentation in international business with respect to foreign trade;

- Learn the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects; and
- Integrate concept in international business concepts with functioning of global trade.

Unit I

Preliminaries for exports – Registration – Categories of Export

Unit II

Shipping documents and terms used in shipping – Export procedures – Benefits of Exports

Unit III

Shipment and Transport – Role of overseas agent

Unit IV

Export promotion schemes – Duty drawback – Advance license – Remission scheme

Unit V

Export promotion Capital goods scheme – Export of principal commodities in India – Types of Export Houses

Text Books

1. Mahajan, A Guide on Export Policy Procedure & Documentation

References

1. New Export import Policy, Nabhi Publications
2. Kapoor, D.C., Export Management

THME-422: LOGISTICS SUPPLY CHAIN MANAGEMENT

Credits: 04

Learning Objectives:

- Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage;
- Formulate and implement Warehouse Best Practices and Strategies; and
- Plan Warehouse and Logistics operations for optimum utilization of resources.

Unit I

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive Advantages of Logistics – Functions of Logistics management – principles – Logistics Network – Integrated Logistics system.

Unit II

Elements of Logistics and Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Performance measurements.

Unit III

Introduction to Supply Chain- Historical perspective Understanding Supply Chain :key issues in supply chain management Objectives, importance, Decision phases -Examples of supply chains Supply chain strategies, The supply chain becomes value chain Supply chain as a competitive weapon

Unit IV

Supply chain synergies Collaborate with supply chain partners Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring Facilities, including warehouse, Inventory, Transportation, Information, Sourcing, and Pricing – Yield management /Revenue management

Unit V

Sales and Operations Planning-Demand management Demand forecasting, Aggregate Planning and Managing Supply, Demand and Inventory Aggregate Planning in a Supply Chain: role, aggregate planning problems, strategies, role of IT, Implementation Responding to predictable variability in supply chain – Types of supply chains-creating responsive supply chains lean and agile supply chain their characteristics

Text Books

1. Krishnaveni Muthiah Logistics Management and Seaborne Trade Himalaya Publishing House.
2. D.K. Agarwal, Textbook of Logistics and Supply chain Management Mac Millian India Ltd.

References

1. Coyle, J., Langley, J., Gibson, B. and Novack, R., A Logistic Approach to Supply Chain Management, Cengage Learning, 2009.
2. Handfield, R. and Monczka, R., Sourcing and Supply Chain Management, 5 th Edition, Cengage Learning, 2012.
3. Hugos, M., Essentials of Supply Chain Management, 3rd Edition, John Wiley and Sons, 2011.
4. Liu, J., Supply Chain Management and Transport Logistics, Routledge, 2011.

THME-423: GROUND SERVICE OPERATIONS AND MANAGEMENT

Credits: 04

Learning Objectives:

- To understand about the ground service management in the airports; and

- To understand and adhere to the various Regulations involved Aviation Industry.

Unit I

Aviation Organizations – Aviation Terminology – Types of Airlines and Aircrafts – Airport Terms

Unit II

Check-in procedures – Travel Documents – Customs and Currencies – Landslide facilities

Unit III

Security Checks – Arrival Facilities – Baggage handling procedures

Unit IV

Cargo Abbreviations – Cargo Handling - Special Cargo – Dangerous Goods

Unit V

In-flight procedures and emergencies – Duties before and after landing – Passenger with special needs – Food and Beverage services

Text Book

3. Strategic Airport Planning –Robert E.Caves & Geoffrey D.Gosling-Elsevier Science Ltd.
4. Airport Marketing –David Jarach –Ashgate Publishing Limited

References

7. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc.
8. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill
9. Strategic Management: An Integrative Perspective-A.C.Hax and NS-Majifu, Prentice Hall.
10. Marketing Management –Philip Kotler – Pearson Education/PHI
11. Marketing Management – RAJAN SAXENA –Tata McGraw Hill
12. International Marketing – Philip R.Cateora-Irwin McGraw Hill, 9th Edition.

ELECTIVE -
MARKETING
AND HUMAN
RESOURCE
MANAGEMENT

THME-431: CUSTOMER RELATIONSHIP MANAGEMENT

Learning Objectives:

Credits: 04

- To understand the need and importance of maintaining a good customer relationship; and
- To use strategic customer acquisition and retention techniques in CRM.

Unit I

INTRODUCTION - Definitions - Concepts and Context of relationship Management – Evolution - Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.

Unit II

UNDERSTANDING CUSTOMERS - Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments.

Unit III

CRM STRUCTURE - Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

Unit IV

CRM PLANNING AND IMPLEMENTATION - Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

Unit V

TRENDS IN CRM - e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

Text Books

1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2005.
2. Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2008.

References

1. H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2010.
2. Jim Catheart, The Eight Competencies of Relationship Selling, Macmillan India, 2005.
3. Assel, Consumer Behavior, Cengage Learning, 6th Edition.
4. Kumar, Customer Relationship Management - A Database Approach, Wiley India, 2012.
5. Francis Buttle, Customer Relationship Management: Concepts & Tools, Elsevier, 2008.
6. Zikmund. Customer Relationship Management, Wiley 2012.

THME-432: RETAIL MANAGEMENT

Credits: 04

Learning Objectives:

- To understand the overview of Global Retailing; and
- To understand the Retail formats, and Retailing decisions, managing retail business effectively.

Unit I

INTRODUCTION

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

Unit II

RETAIL FORMATS

Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats

Unit III

RETAILING DECISIONS

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions

Unit IV

RETAIL SHOP MANAGEMENT

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends

Unit V

RETAIL SHOPPER BEHAVIOUR

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India- Case studies

Text Books

1. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2007.
2. Ogden, Integrated Retail Management, Biztranza, India, 2008.

References

1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
3. Swapna Puadham, Retail Management -Text and Cases, Tata McGraw Hill, 2nd Edition, 2008.
4. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008.
5. Sivakumar, Retail Marketing, Excel Books, First Edition, 2007.

6. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

THME-433: TRAINING & DEVELOPMENT

Credits: 04

Learning Objectives:

- To know the role and function of training and development in organization, learning theories, and principles and their implications for the effectiveness of training programs; and
- To develop the skills, abilities, and practical elements of employee development and performance improvement in organization and application of various and appropriate methods and techniques for identifying training needs

Unit I

INTRODUCTION - Training, Development and Performance consulting – Design of HRD systems – Development of HRD strategies – Learning and Learning organizations – Training Policies – organizational climate for training and development – a system model

Unit II

TRAINING NEEDS ANALYSIS - Objectives of training needs analysis - Identification of training needs and the process, tools and techniques – organizational analysis, task analysis and individual analysis – consolidation.

Unit III

DESIGN OF TRAINING PROGRAMS - Linking training needs and objectives of various theories of learning and methods of training – Learning cycles – factors for fixing duration – selection of participants – choice of trainers – course contents – inhouse arrangements and outsourcing – E learning – training for trainers

Unit IV

DELIVERING THE TRAINING PROGRAMS - Conducting the programs – ice breaking and games – relevance of culture of participants – layout facilitating interactions – audio visual aids.

Unit V

EVALUATION OF TRAINING PROGRAMS - Objectives of evaluation – micro and macro levels – methods of evaluation – reaction, learning, behavior and results – Cost benefit analysis – Role of trainer and line manager in evaluations – Design of Evaluation – Kirkpatrick's mode

Text Books

1. Human Resources Development – Theory and Practice, Tapomoy Deb Ane Books India, (2008)

References

1. Human performance consulting, James. S. Pepitone, Guey publishing Company, Houston, 2006.
2. How to write and prepare training materials, Stimson N, Kogan page, 2nd edition, 2002.
3. Journals of Indian Society for Training and Development, New Delhi, 2010.

ELECTIVE –
TRAVEL AND
TOURISM
MANAGEMENT

THME-441: SPECIAL INTEREST TOURISM

Learning Objectives:

- To familiarize with special interest tourism concept;
- To acquaint with ecotourism, sports tourism, adventure tourism; and
- To give insights into functioning of SIT

Unit I

Special Interest Tourism: Characteristics, socio-economic impact-Types of SIT - Strategic approaches- Management tools and Techniques-Marketing of Special Interest attractions Sustainability and Special Interest Tourism

Unit II

Health & Wellness - Determinants of Health and Wellness- Factors Responsible for Growth of Health and Medical Tourism, Global Medical Tourism Scenario-Stakeholders, Certification and Accreditation- Tourism and wellness –Dimensions of wellness- types of Spas -Ethical, Legal, Economic and Environmental Issues in Health and Medical Tourism –Case studies about selected medical and wellness tourism destinations

Unit III

Adventure Tourism: Adventure in Water , Adventure on Land , and Air-Considerations in adventure tourism development - Basic minimum standards for adventure tourism related activities -Profile of Adventure tourists - Preferences and perceptions - Adventure tour packages - mode of operation -Impacts of adventure tourism -Selected case studies on adventure destinations

Unit IV

Rural Tourism: Rural areas as a tourism product- Rural Life, Art, Culture and HeritageDevelopment and Conservation of Rural Tourism Resources: Festivals, Agricultural Exhibitions, Thematic Routes, Special Markets, Ethnic Restaurants- Needed indicators and monitoring - Holistic benefits to the society - Challenges of Rural Tourism-Selected case studies on popular rural destinations

Unit V

Emerging Special Interest Areas – Ethnic tourism, Agro tourism, Slow Tourism, Food Tourism, Shopping tourism, sports tourism, Film Tourism, Music Tourism, Literary Tourism, Accessible Tourism, Volunteerism- Impact of SITs : social, economical, environmental –Future trends

Text Books

1. Myers, J.E., Sweeney, T.J. (2005). Counselling for Wellness: Theory, Research and Practice. Alexandria: American Counselling Association
2. Novelli, M. (Ed.). (2005). Niche Tourism: Contemporary Issues, Trends and Cases. London: Routledge.

References

1. Agarwal, S., Busby , G., & Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. London: CABI
2. Douglas, N., Douglas, N., & Derrett, R. (2002). Special Interest Tourism. Brisbane: Wiley.
3. E-Pathshala. (2018). Retrieved from E-Pathshala an MHRD Project Website: <http://epgp.inflibnet.ac.in/ahl.php?csrno=1827>Select- P-09>
4. Inskip, E. (1991). Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold

THME-442: E-TOURISM

Credits: 04

Learning Objectives:

- To familiarize with digital tourism business concept;
- To acquaint with E-commerce; and
- To give insights into E-business and its strategies

Unit I

Digital Tourism Enterprise: Electronic Market - Physical Economy vs. Digital Economy - Drivers of Digital Tourism Business - Digital Tourism Business Models – Opportunities & challenges of Digital Business

Unit II

Digital Tourist: Online Consumer Behavior – Consumer decision journey and Marketing funnel – Value of online communities, user-generated content (UGC) – Online reviews and reputation management – Unique features of online market research – Sentiment analysis for decision-making

Unit III

Digital Marketing: Characteristics - Process for Products & Services – Online Segmentation-Targeting-Positioning – Inbound Vs Outbound Marketing – Search engine marketing: search engine optimization and search engine advertising

Unit IV

Social Media Marketing: Social Media Campaign Process - Social Media Marketing – Development of Social Media Content and Communities - Deliver Social Media Promotions - Measure Social Media Performance - Manage Social Media Activities.

Unit V

Digital Marketing Analytics: Organizational Maturity - Maturity Model - Digital Analytics, Maturity Model - Management, Governance, and Adoption, Objective and Scope, Team and Expertise, Continuous Improvement, Process and Methodology, Tools, Technology and Data Integration

Text Books

1. Chaffey, D. (2014). Digital Business and E-Commerce Management. New Delhi Pearson Education Limited, New Delhi

References

1. Bones, C., & Hammersley, J. (2015). Leading Digital Strategy: Driving Business Growth through Effective E-commerce. Kogan Page Limited
2. Buhalis, D. (2003). E-tourism: Information Technology for Strategic Tourism Management. London: Pearson (Financial Times/Prentice Hall
3. Chaffey, D. (2013). E-Business and E-Commerce Management: Strategy, Implementation and Practice. England: Prentice Hall
4. HBR. (2014). Leading Digital: Turning Technology into Business Transformation. London: Harvard Business Review Press.
5. Morabito, V. (2016). Trends and Challenges in Digital Business Innovation. London: Springer Publications

THME-443: EVENT PLANNING AND MANAGEMENT

Credits: 04

Learning Objectives:

- To enrich the level of knowledge about management of different types of events;
- To help the students understand different aspects and functions of events; and
- To provide sufficient opportunities to use knowledge and skill in event business.

Unit I

Event Business: Types of Events - Size of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager -Attributes of Technical Staff - Preparation of Operation Manual - Developing Record Keeping Systems.

Unit II

Selection of Event Site: Layouts and Designs - Site Map or Plan – Audiovisual - Lighting and Sound - Special Effects and Video - Event Technology, Event Laws & Regulations: Permissions Required for Holding An Event: Police Permissions - Traffic Police, Ambulance, Fire Brigade and Municipal Corporation- Indian Performing Rights Society (IPRS) - Performing License - Entertainment Tax - Permissions for Open Ground Events - License for Serving Liquor - Waste Management & Green Certification

Unit III

Planning and Scheduling Events: Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies - Ethical Behavioral Practices in MICE industry.

Unit IV

Bidding for Events: Events Theme- Color, Decor, Focal Points, Fabrics, Furnishing, Lighting, Audio visual - Event Logistics: Security, Transport, Parking, Accommodation, Special Needs and Disabled Requirements

Unit V

Logistic Policy – Procedures - Performance Standards - Event Networks and Supply Chain - Handling Vendors and Service Contractors -Negotiating With Vendors and Service Contractors.

Text Books

1. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
2. Robincon, P., Wale, D. & Dickson, G. (2010). Events Managemet 'Ed'. London : CABI

References

1. Editorial DataGroup USA (2018). Exhibition & Conference Organisers United States: Market Sales in the United States Kindle Edition.
2. George G. Fenich (2014). Production and Logistics in Meeting, Expositions, Events and Conventions.
3. Natalie Johnson (2014). Event Planning Tips: The Straight Scoop on How to Run a Successful Event (Event Planning, Event Planning Book, Event Planning Business) Kindle Edition.
4. Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition.