



**UNIVERSITY OF JAMMU, JAMMU**  
(NAAC ACCREDITED 'A+' GRADE UNIVERSITY)

**NOTIFICATION**  
**(18/Sept./Adp/58)**

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the Syllabi and Courses of Study in the subject of **Hospitality and Tourism Management of Master Degree Programme for I to IV Semesters under the Choice Based Credit System (through regular mode)** in the main Campus for the examinations to be held in the years as per the details given below:-

Subject	Semester	for the examination to be held in the years
MBA(HT)	Semester-I	December 2018, 2019 and 2020
	Semester-II	May 2019, 2020 and 2021
	Semester-III	December 2019, 2020 and 2021
	Semester-IV	May 2020, 2021 and 2022

The Syllabi of the courses is available on the University website: [www.jammuuniversity.in](http://www.jammuuniversity.in)

Sd/-  
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/18/9438-9457  
Dated: 10-09-2018

Copy for information and necessary action to:

1. Special Secretary to the Vice Chancellor, University of Jammu for the kind information of the Worthy Vice-Chancellor please
2. Sr. P.A. to the Dean Academic Affairs/ Dean Research Studies
3. Sr. P.A. to the Registrar/Controller of Examinations
4. Dean, Faculty of Business Studies
5. HOD/Convener, Board of Studies in SHTM
6. All members of the Board of Studies
7. C.A to the Controller of Examinations
8. I/c Director, Computer Centre, University of Jammu
9. Asst. Registrar (Conf. /Exams. PG/ Inf./Pub.)
10. Incharge, University Website for necessary action please.

Assistant Registrar (Academic)

*[Handwritten Signature]*  
06/09/18 7.06/09/18

**COURSE STRUCTURE OF MBA (HOSPITALITY AND TOURISM) PROGRAMME  
OFFERED THROUGH SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT,  
FACULTY OF BUSINESS STUDIES, UNIVERSITY OF JAMMU**

**SEMESTER – I (Total Credits: 32)**

**December 2018, 2019, 2020**

<b>Course Code</b>	<b>Paper</b>	<b>Credits</b>	<b>L-T-P</b>
PSMHTC 0101	Principles of Management	4	4-0-0
PSMHTC 0102	Tourism Concepts and Linkages	4	4-0-0
PSMHTC 0103	Tourism World Geography	4	4-0-0
PSMHTC 0104	Hospitality Management	4	4-0-0
PSMHTC 0105	Managerial Economics	4	4-0-0
PSMHTC 0106	Business Research Methods	4	4-0-0
PSMHTC 0107	Business Communication	4	4-0-0
PSMHTC 0108	Foreign Language-I	2	2-0-0
PSMHVC 0109	Viva Voce	2	

**SEMESTER – II (Total Credits: 32)**

**May 2019, 2020, 2021**

<b>Course Code</b>	<b>Paper</b>	<b>Credits</b>	<b>L-T-P</b>
PSMHTC 0201	Tourism Resources of India	4	4-0-0
PSMHTC 0202	Travel Agency and Tour Operations	4	4-0-0
PSMHTC 0203	Marketing for Hospitality and Tourism	4	4-0-0
PSMHTC 0204	Accounts and Financial Management	4	4-0-0
PSMHTC 0205	Human Resource Management	4	4-0-0
PSMHTC 0206	Legal Aspects of Hospitality and Tourism	4	4-0-0
PSMHTC 0207	Soft skills for Hospitality and Tourism	4	4-0-0
PSMHTC 0208	Foreign Language- II	2	2-0-0
PSMHVC 0209	Viva Voce	2	

- ❖ *The student will have to undergo Compulsory Summer Internship for a period of 6 to 8 weeks after the examinations of Semester II*



**SEMESTER- III (Total Credits:36)**

**December 2019,2020,2021**

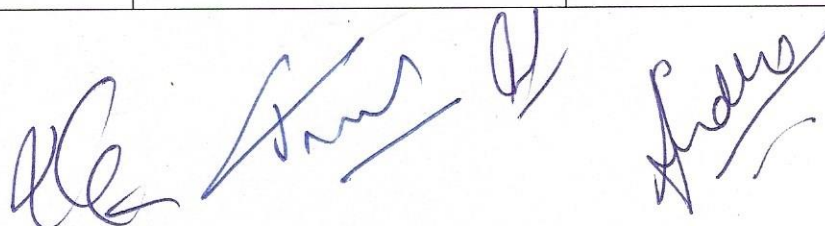
Course Code	Paper	Credits	L-T-P
PSMHTC 0301	Tourist Behavior and Marketing Research	4	4-0-0
PSMHTC 0302	Tour guiding and Interpretation	4	4-0-0
PSMHTC 0303	Tourism Resources of Jammu and Kashmir	2	2-0-0
PSMHDC 0304	Project Supervision Based on Summer Internship	4	4-0-0
PSMHVC 0305	Viva Voce	2	
PSMHTO0001	Open Course	4	
<b>STREAM – HOSPITALITY</b>			
PSMHTE 0306	Front Office Management	4	4-0-0
PSMHTE 0307	House Keeping Management	4	4-0-0
PSMHTE 0308	Food and Beverage Management	4	4-0-0
PSMHTE 0309	Customer Relationship Management	4	4-0-0
<b>STREAM – TOURISM</b>			
PSMHTE 0310	Itinerary Preparation and Tour Packaging	4	4-0-0
PSMHTE 0311	Destination Planning and Management	4	4-0-0
PSMHTE 0312	Sustainable Tourism Management	4	4-0-0
PSMHTE 0313	Event Management and MICE	4	4-0-0

❖ *The student will have to opt either of the streams i.e. either Hospitality or Tourism*

**SEMESTER – IV (Total Credits: 28)**

**May 2020, 2021, 2022**

Course Code	Paper	Credits	L-T-P
PSMHTC 0401	Strategic Management	4	4-0-0
PSMHTC 0402	E-Tourism and Digital Marketing	4	4-0-0
PSMHTC 0403	Tourism Entrepreneurship	4	4-0-0
PSMHTC 0404	Special Interest Tourism	4	4-0-0





PSMHTC 0405	Tourism Transportation	4	4-0-0
PSMHDC 0406	Dissertation Report	2	2-0-0
PSMHVC 0407	Viva Voce	2	
PSMHTO0002	Open Course	4	

❖ **Dissertation report shall be based on the project undertaken by the students during the semester.**

Total Number of Credits;

SEMESTER I	32
SEMESTER II	32
SEMESTER III	36
SEMESTER IV	28
<b>TOTAL</b>	<b>128</b>

Note(i): Apart from the courses being offered by the School of Hospitality and Tourism Management (SHTM), the student will have to undergo 2(two) course of 4 credits from any other department of University of Jammu or through MOOCs (as notified by the School) during Semester III & IV of his/ her study at SHTM for completion of the MBA(HT) degree.

(ii): The School also offers PSMHTO 0001 (Title: Foundation Course in Hospitality Management) & PSMHTO 0002 (Title: Tourism Concepts & Principles) of 4 credits each as Open Choice Course for the students of other Departments during semester III & IV respectively.

PSMHTC –Post – Graduation Selective MBA(HT) Theory Compulsory  
 PSMHTE –Post – Graduation Selective MBA(HT) Theory Elective  
 PSMHDC –Post – Graduation Selective MBA(HT) Dissertation Compulsory  
 PSMHTO –Post – Graduation Selective MBA(HT) Optional

## Examination Scheme:

### Major Exam

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

### Minor Exam

The components of Minor exams are as follows:

- a) Mid Semester Test : 15 marks
- b) Assignment : 05 marks
- c) Presentation : 05 marks
- d) Snap Test : 05 marks
- e) Case Study Based Test : 10 marks

**Course Title**  
**Principles of Management**

**Course :** MBA (HT)

**Course Code :** PSMHTC 0101

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** I

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

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**The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.**

**Learning Objectives**

*This course has been designed to familiarize the students with concepts, progresses and current issues related to Management. The emphasis would be on issues and challenges related to tourism and hospitality sector.*

**Unit 1**

Management - Meaning, Evolution, Process and Functions; Development of Management Thought; Levels of management; Importance of Management Skills, Planning - Meaning, Process, Nature, Importance and Steps, Types of plans, Essentials of effective Planning; Management by Objectives (MBO)- Features, Process & Benefits.

**Unit 2**

Corporate social responsibility; Ethics - Concept and Need; Values - Concept, Factors in Value Formation; Decision making - Meaning, Types, Process, Effective Decision Making; Organization- Meaning, Features, Importance, Types; Organizational Structure óTypes of Structures, Factors affecting Organization Structure, Span of Management, Factors Affecting Span of Management; Delegation of Authority: Steps, Principles of Delegation; Decentralization: Meaning, Factors determining degree of Decentralization.

**Unit 3**

Direction- Meaning, Importance and Principles, Direction & Supervision; Organization Culture; Organization Change; Staffing- Factors affecting Staffing, Performance Appraisal; Controlling- Meaning, Types of Control, Management by Exception, Control Techniques.

**Unit 4**

Motivation- Concept, Characteristics, Motivation Theories- Maslow's Need Hierarchy, Herzberg's Motivation Hygiene Theory, McClelland Alderfer's ERG Theory, Carrot and stick approach of motivation, Need Theory, McGregor's Theory of XYZ, Contingency approach of

Motivation;Leadership - Styles & Theories - Charismatic leadership Theory, Trait Theory, Behavioral Theory, Situational Theory.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Koontz, H., & Weihrich, H. (2015).*Essentials of Management: An International, Innovation, and Leadership Perspective*. McGraw-Hill Education.
- Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (1996). *Administration*. Pearson Educación.
- Weirich, H., Cannice, M. V., & Koontz, H. (2008). *Management: A global and entrepreneurial perspective*. New Delhi.
- Prasad, L.M. (2013 ).*Principles and Practices of Management*. Sultan Chand & Sons.

## **Course Title**

### **Tourism Concept and Linkages**

**Course :** MBA (HT)

**Semester :** I

**Course Code :** PSMHTC0102

**No. of Credits :** 4

**Contact Hours :** 60

**Semester Exam :** 60

**Maximum Marks :** 100

**Internal Assessment :** 40

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**The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.**

### **Learning Objective**

*This course has been designed to familiarize the students with tourism concepts and its linkages with various organizations of Tourism Industry, its impacts and to understand the various other elements of the Industry.*

#### **Unit 1**

Concept of Tourism - Definition, Approaches and evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor; Typology of Tourist; Travel Motivations; Tourism Systems-Elements, Kinds and Uses, Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC)-Doxey's Irridex Index ó Demonstration Effect ó Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preference.

#### **Unit 2**

Tourism Product- Features of Tourism Product; Types of Tourism Product; Tourism Typology; Tourism Industry- Components (Tourist Destinations and Attractions); Operating Sectors of the Tourism Industry; Tourism Paradigms- Eco, Green, Farm, Rural, Soft, Alternate, Heritage, Cultural, Ethnic, Senior Citizen and Sustainable Tourism; Special Interest Tourism- Definition, Adventure, Beach and Island, Health, Wildlife and Sports Tourism.

#### **Unit 3**

Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying capacity of destinations; Tourism Demand and Supply ó introduction, meaning, factors affecting demand; Determinants of supply; Tourism Circuits ó concept, importance and types.

#### **Unit 4**

Tourism Organizations-Role and Function of Tourism Organisations, WTO, ICAO, PATA, UFTAA, ASTA, FHRAI, IATO, TAAI, ITDC & JKTDC; Stakeholders in Tourism Development; Tourism Planning- Planning Process, Levels of Tourism Planning, Importance of Planning; Emerging Trends in Tourism.



### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Swain, S.K. and Mishra, J.M. (2012). *Tourism Principles and Practices*. Oxford Publication.
- Chand, M. (2004). *Basics of tourism: theory, operation and practice*. Kanishka Publishers.
- Sharma, K. (2014). *Introduction to Tourism Management*. Tata McGraw-Hill Education.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. Oxford University Press.
- Walker, J. R., & Walker, J. T. (2011). *Tourism concepts and practices*. Pearson Education India.
- Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.
- Goeldner, C.R and Ritchie, J.R (2012). *Tourism – Principles, Practices and Philosophies*, John Wiley & Sons, Inc.
- Venu Vasudevan, Vijayakumar B and by Saroop Roy B.R (2017). *An Introduction to the Business of Tourism*. Sage Publications

## **Course Title**

### **Tourism World Geography**

**Course :** MBA (HT)

**Semester :** I

**Course Code :** PSMHTC0103

**No. of Credits :** 4

**Contact Hours :** 60

**Semester Exam :** 60

**Maximum Marks :** 100

**Internal Assessment :** 40

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**The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.**

#### **Learning Objective:**

*This course has been designed to familiarize the students with global geography with reference to tourism and understand the basic components of the same with respect to tourism*

#### **Unit 1**

Importance of Geography in Tourism; Earth in Space ó Rotation and Revolution; Representations of Earth ó Earth Shape and Size, Latitude and Longitude, Great Circles, Parallels and Meridians, International Date Line, Time Zones; World Continents and Oceans; Climatic Regions of the World.

#### **Unit 2**

Europe and Asia: Political Map of Europe and Asia: Europe - France, Germany, Italy, Spain, Switzerland, Turkey, UK; Asia ó China, Malaysia, Singapore, Sri Lanka, Thailand, UAE; Major Seas and Rivers; Major Mountain Ranges; Major Deserts; Major Languages; Popular Tourist Attractions; Transportation Network with Major Airports and Ports in the above specified countries.

#### **Unit 3**

North and South America, Australia: Political Map; North America ó Canada, Mexico, USA; South America ó Argentina, Brazil; Australia ó Australia and New Zealand; Africa ó Egypt, South Africa; Major Seas and Rivers; Major Mountain Ranges; Major Deserts; Major Languages; Popular Tourist Attractions; Transportation Network with Major Airports and Ports in the above specified countries.

#### **Unit 4**

Political Geography of India ó States and Territories, International Borders; Physiographic Regions ó Mountain Ranges, Plateaus, Deserts, Coastal Areas, Islands; Major Rivers and Lakes in India; Wetlands in India; Climatic Regions of India, Transportation Network with Major Airports and Ports.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **.Suggested Readings**

- Williams, S., & Lew, A. A. (2014). *Tourism geography: Critical understandings of place, space and experience*. Routledge.
- Page, S. J., & Hall, C. M. (2014). *The geography of tourism and recreation: Environment, place and space*. Routledge.
- Brian G. Boniface, Chris Cooper, Robyn Cooper (2012) *Worldwide Destinations: The Geography of Travel and Tourism*, Routledge.
- *World and Indian Atlas*
- *Lonely Planet Series*

**Course Title**  
**Hospitality Management**

**Course :** MBA (HT)

**Semester :** I

**Course Code :** PSMHTC0104

**No. of Credits :** 4

**Contact Hours :** 60

**Semester Exam :** 60

**Maximum Marks :** 100

**Internal Assessment :** 40

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**The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.**

**Learning Objective**

*This course has been designed to introduce the students to the basics of hospitality sector and also familiarize them with the modern concepts of the industry.*

**Unit 1**

Concept, overview and historical development of hotel industry - International and Indian perspective; Defining the term-Hotel, types and characteristics; Hotels organizational structure of Hotel-Small, Medium and Large; Departments of a hotel and their functions; Linkages & integrations in hotel industry; International hotel regulation; Ethical dilemmas in hospitality; Star categorization of Hotels.

**Unit 2**

Front office operations: Introduction;Competencies of front office Personnel; Functions of front office at the arrival & departure of the guest;Front office procedure for emergencies; Guest History; Budgeting and yield management; Types of rooms and rates offered in Hotels; Guest Relations Executive.

**Unit 3**

House-keeping: Layout of housekeeping department; Competencies of a housekeeping professional; Duties of an Executive Housekeeper; Duties of a Room Attendant- Rules on a guest



floor, The Maids Cart, Procedure for cleaning room & bathroom; Public Area Management and Service.

#### **Unit 4**

Food & Beverage (F&B) department and its types; Types of equipments used in F&B services & production; Functional catering and its types; Departments of a kitchen; Menu: definition, characteristics, Classification of menus, menu planning- process; Types of services; Understanding Guest Service.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Walker, J. R., & Walker, J. T. (2011). *Tourism concepts and practices*. Pearson Education India.
- Andrews, S. (2007). *Introduction to tourism and hospitality industry*. Tata McGraw-Hill.
- Andrews, S. (2013). *Hotel front office: A training manual*. Tata McGraw-Hill Education.
- Andrews, S. (2009). *Hotel housekeeping management*.
- Andrews, S. (2013). *Food and beverage service: A training manual*. Tata McGraw-Hill Education.
- Tewari, Jatashankar (2016). *Hotel Front Office: Operations and Management*, Oxford Higher Education
- Raghubalan, G., Raghubalan, S. (2015) *Hotel Housekeeping: Operations and Management*, Oxford University Press

**Course Title**  
**Managerial Economics**

**Course :MBA (HT)**

**Semester :I**

**Course Code :PSMHTC0105**

**No. of Credits :4**

**Contact Hours :60**

**Semester Exam :60**

**Maximum Marks :100**

**Internal Assessment :40**

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**The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.**

**Objective:**

*This course has been designed to familiarize the students to fundamental aspects of macro and micro economics with special reference to tourism.*

**Unit 1**

Introduction to Tourism Economics - Nature and scope; Demand Analysis ó Law of Demand, demand function, price, income and cross elasticity of demand, demand forecasting ó concept, importance, methods; factors influencing tourism demand; Law of diminishing utility.

**Unit 2**

Concept of Production function; Law of Diminishing Marginal Returns; Break Even Analysis ó concept, determination and significance; Market Structure ó definition, classification: perfect competition, imperfect competition, monopolistic competition, pure oligopoly; Pricing discrimination and Pricing strategies - price skimming, penetration pricing and loss leader pricing.

**Unit3**

Macro Economics ó concept, overview and importance; Gross Domestic Product (GDP), Gross National Product (GNP), National Income; Inflation and Deflation - Meaning and Types, Measures to control Inflation and Deflation; Business Cycles - Theories of Business Cycle - Consequences and Measures.

## Unit 4

Indian Monetary Policy ó concept, scope, importance and measures; Indian Fiscal Policy ó definition, objectives, direct and indirect taxes, concept of GST; Taxes with reference to hospitality and tourism industry; International Trade ó concept, theories, trade policy.

### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings

- Mithani, D. M. (2013). *Managerial Economics: Theory and Applications*. Himalaya Publishing House.
- Ahuja, H. L. (2007). *Managerial Economics*. Chief Patrons, 92.
- Dwivedi, D. N. (1980). *Managerial economics*. Vikas Publishing House.
- Follet, P., Likert, R., Bernard, C., McGregor, D., Drucker, P., Porter, M., & Prahlad, C. K. (1989). *Management Concepts and Applications*.
- Salvatore, D. (2012). *Managerial Economics: Principles and Worldwide Application: (adapted version)*. OUP Catalogue.
- Norbert Vanhove (2017). *The Economics of Tourism Destinations: Theory and Practice*

## Course Title

### Business Research Methods

Course : MBA (HT)

Semester : I

Course Code : PSMHTC0106

No. of Credits : 4

Contact Hours : 60

Semester Exam : 60

Maximum Marks : 100

Internal Assessment : 40

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The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.

### Objective

*This course has been designed to familiarize and appraise the students with various statistical and research methods and their relevance and application with special reference to tourism*

#### Unit 1

Statistics and its Relevance; Data ó Types, Sources; Measures of central tendency ó Mean , Median , Mode; Measures of Dispersion ó Range , Quartile Deviation, Standard Deviation, Coefficient of Variation ; Skewness and Kurtosis - Karl Pearson , Bowley and Kelly's coefficient.

#### Unit 2

Correlation Analysis ó Significance, Types; Methods of Correlation - Karl Pearson coefficient, Spearman's Rank Correlation; Coefficient of Determination; Regression Analysis ó Meaning, Simple and Multiple Regression, Estimating regression equations (Y on X and X on Y).

#### Unit 3

Time series Analysis ó components of time series, importance of components of time series in tourism, methods of least squares, Moving average method, Measurement of Seasonal Variation.



## Unit 4

Sampling & Probability and Non Probability sampling methods; Hypothesis Testing & Procedure; Level of significance; Student t-distribution; Chi- square Distribution; Analysis of variance (one-way only).

**Note for paper setting:** The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings:

- *Business Statistics*, J K Sharma, Pearson Education
- *Fundamentals of Statistics*, S C Gupta, Himalaya Publishing House
- *Statistical Methods*, S P Gupta, Sultan Chand
- *Statistics for Management*, Levin and Rubin, Pearson Education

## **Course Title**

### **Business Communication**

**Course :** MBA (HT)

**Semester :** I

**Course Code :** PSMHTC0107

**No. of Credits :** 4

**Contact Hours :** 60

**Semester Exam :** 60

**Maximum Marks :** 100

**Internal Assessment :** 40

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**The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.**

#### **Learning Objective.**

*This course has been designed to develop oral and written communication skills of the students so as to enable them to present their ideas logically and effectively.*

#### **Unit 1**

Communication - Meaning, Types, Process and Importance; Characteristic of Effective Business communication. Barriers to Effective Communication; Seven C's of Communication; Active Listening Skills and their Importance in Communication, Developing Active Listening Skills; Non-Verbal Communication - Body Language, Physical Expression, Gestures, Hand Movements, and Spatial Relationships; Principles of Business Communication: Choosing Words, Developing Sentences, Forming Paragraphs; Message Formats-Letters, Envelops, Memos and E-Mail.

#### **Unit 2**

Business Messages- Positive, Neutral, and Social Business Messages, Negative and Persuasive Messages; Developing Electronic Messages; Electronic Mail-Features and Guidelines; Blogs;

Web Sites and Web Pages; Writing Travelogues; News Release; Business Reports - Types, Characteristics and Components; Business Proposals - Types, Contents, and Elements; Business Letter -Types and Layout of Business Letter.

### **Unit 3**

Introduction to Oral communication, Principles of successful oral communication; Oral communication Essentials: Enhancing Voice Quality, Using Voice Effectively; Preparing and Delivering Presentations- Types of Oral Presentations, Elements of an Effective Presentation, Audience Analysis, Structure of a Presentation, Presentation Tools; Group Communication; Meeting - Need, Importance and Planning of Meetings, Drafting of Notice, Agenda, Minutes and Resolution of Meeting, writing memorandum, Press release.

### **Unit 4**

Employment Communication- Resume Styles, Resume Writing, Elements of an Effective Resume; Employment Messages- Following up an Application, Accepting an Interview Invitation, Following up an Interview , Accepting Employment, Resignation Letter; Job Interview- Purpose, Types; Interview Skills- Before, During and After the Interview; Interview & Corporate Dressing; Impact of Technological Advancement on Business Communication.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

### **Suggested Readings**

- Braun, K., Locker, K. O., &Kaczmarek, S. K. *Building Critical Skills*.
- Bovee, C. L., Thill, J. V., &Schatzman, B. E. (2000).*Business communication today* .Upper Saddle River, NJ: Prentice Hall.
- A.C. Buddy Krizan, Patricia Merrier, Joyce P. Logan (2010). *Business Communication*. Cengage Learning

**Course Title**

**Foreign Language - I**

**Course : MBA (HT)**

**Semester : I**

**Course Code : PSMHTC 0108**

**No. of Credits : 2**

**Contact Hours : 30**

**Semester Exam : 30**

**Maximum Marks : 50**

**Internal Assessment : 20**

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**The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.**

**Objective**

*To orient the students with the basics of any foreign language enabling them to develop competencies to interact with international tourists.*

*The language and the content of the course shall be proposed in consultation with language expert and approved by the DAC prior to the semester.*



## **VIVA VOCE**

**Course : MBA (HT)**

**Semester : I**

**Course Code : PSMHVC0109**

**No. of Credits : 2**

**The syllabus is for the examination to be held in Dec 2018, Dec 2019 and Dec 2020.**

The Viva Voce examination shall be conducted be held for 50 marks (2 credits). The viva shall be evaluated by one internal examiner and one external examiner.

**Course Title**  
**Tourism Resources of India**

**Course : MBA (HT)**

**Course Code : PSMHTC0201**

**Contact Hours : 60**

**Maximum Marks : 100**

**Semester : II**

**No. of Credits : 4**

**Semester Exam : 60**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.**

**Learning Objective**

*This course has been designed to familiarize the students with various Tourism Resources, Heritage, Culture and various other Natural Resources in India. Students should be able to understand the significance of tourism products and develop adequate knowledge applicable in travel industry.*

**Unit 1**

Tourism Resources: Concept, definition and classification; difference between tourism resources and products; Culture ó definition and components; Heritage ó meaning and types; Philosophies of different religions of India; Popular religious centers ó Hinduism (Char Dham, Jyotirlinga Yatra, Mathura ó Vrindavan, Haridwar, Tirupati, Vaishno Devi), Islam (Ajmer Sharif, Haji Ali Dargah, Nizammudin Dargah), Buddhism (Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi), Jainism (Dilwara Temples, Vaishali), Christianity (Churches of Goa), Sikhism (Golden Temple, Patna Sahib).

**Unit 2**

World Heritage Sites in India - Monuments (Mahabalipuram, Khajurao, Hampi), Forts (Red Fort, Amer Fort,); Caves (Ajanta, Ellora, Elephanta); Others (Taj Mahal, Sun Temple); Museums ó meaning, classification, major museums of India; Palaces (Mysore, Laxmi ó Vilas, City Palace ó Jaipur); Excavated Sites in India (Nalanda, Ambaran, Dholavira).

**Unit 3**

Living Culture in India - Fairs, festivals (national, regional, religious, harvest and seasonal); Performing arts: music (Classical and Folk), dances (Classical and Folk) and theatre; Handicrafts; Regional cuisines of India; Amusement Parks and Shopping Centers.

**Unit 4**

Natural Resources in India ó National Parks and Wildlife Sanctuaries, Biosphere Reserves; Major Hill Stations, Beaches, Waterfalls, Major Treks; Botanical and Zoological Gardens.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Robinet Jacob, Mahadevan P. and Sindhu Joseph, *Tourism Products of India : A National Perspective*, Abhijeet Publication, New Delhi, 2012
- Dixit, Manoj, *Tourism Products*, New Royal Book Co., Lucknow. 2007
- Sajjani, M., *Encyclopedia of Tourism Resources in India*, Volume 1-2, Kalpaz Publication, Delhi, 2011
- Gupta, K.R And Amita Gupta Ed., *Encyclopedia OF India: Natural And Cultural Tourist Destinations*, Atlantic Publications, Delhi, 2012
- Dallen J. Timothy, *Managing Heritage and Cultural tourism Resources*, Routledge, England, 2007.
- *India Travel Guide*, Lonely Planet

## Course Title

### Travel Agency and Tour Operations

Course : MBA (HT)

Semester : II

Course Code : PSMHTC0202

No. of Credits : 4

Contact Hours : 60

Semester Exam : 60

Maximum Marks : 100

Internal Assessment : 40

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**The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.**

#### **Learning Objective**

*This course has been designed to familiarize the students about the working of travel agency, its organization and management as well as different operations carried out by it which will help them to develop adequate knowledge and skills required in the sector.*

#### **Unit 1**

Travel Agency - meaning, concept, importance; Evolution of travel agency business; functions of travel agency; types of travel agents ó full service agency, commercial agency, implant agency, group / incentive agency; sources of Income of a travel agency; skills and competencies for Travel agency; Tour Operations ó meaning, concept, importance; difference between travel agency and tour operator; types of tour operators ó inbound, outbound, domestic, specialized; organizational structure ó departments and their functions.

#### **Unit 2**

Types and Classification of Tours ó Independent tour, escorted tour, hosted tour, incentivized tour, packaged tours, specialized tours with case studies from leading international and national tour operators; Inbound and Outbound Tours; Tour planning - market research, negotiation with suppliers and vendors, costing, financial evaluation and pricing, marketing (brochures, advertising and sales promotion, trade & publicity), execution of a tour, post tour management ; Accreditation and approval agencies

#### **Unit 3**

Airline Reservations ó carrier and airline IATA codes; elements of air fares; IATA traffic conference areas; Types of airlines; Hub and Spoke System; IATA bill settlement plan; International Sales Indicators ó SITI, SITO, SOTI, SOTO; Computerized Reservation Systems (CRS) ó Amadeus and Galileo; Railway Reservation ó types of classes, booking, cancellation, concessions, refund rules; Accommodation and Hotel reservations.

#### Unit 4

Documentation : Passport , Citizenship, Types of passport, Procedure to apply for Passport, Procedure for new and duplicate passport, Tatkal scheme, documents to pass a port, VISA; Concept and definition, Travel Information manual, Types of VISA, VISA Requirements for popular tourism destination countries, Health Regulation for International Travel, Custom regulations, Foreign Exchange (Buying and Selling rates), Tax paid by travelers, Travel Insurance.

#### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

#### Suggested Readings

- Negi, Jagmohan (2006). *Travel Agency and Tour Operation- Concepts and Principles*. New Delhi: Kanishka Publishers, Distributors.
- Chand, Mohinder (2009). *Travel Agency Management- An Introductory Text, 2/e*. New Delhi: Anmol Publications Pvt. Ltd.
- Gee, Chuck and Makens, Y. (2000). *Professional Travel Agency Management*, New York: Prentice Hall.
- Syrratt, Gwenda and Archer, Jane (2003). *Manual of Travel Agency Practice, 3/e*. Burlington: Butterworth-Heinemann.
- Bhatia, A.K. (2017). *The Business of Travel Agency and Tour Operations Management*, Sterling Publishers

## **Course Title**

### **Marketing for Hospitality and Tourism**

**Course : MBA (HT)**

**Semester : II**

**Course Code : PSMHTC0203**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.**

#### **Learning Objective**

*This course has been designed to familiarize the students about the Marketing for Hospitality and Tourism which will enable the Students to understand the significance of Marketing, know the current trends and practices in the tourism and hospitality sector and develop adequate knowledge and skills applicable in industry.*

#### **Unit 1**

Marketing: concept, definition, importance, process; core marketing concepts ó needs, wants, demand, customer value, customer satisfaction, quality, relationship marketing; core marketing philosophies; marketing environment - macro-environment and micro-environment.

#### **Unit 2**

Marketing Information System and Marketing Research; Marketing Intelligence; Market Segmentation ó levels of segmentation, bases of segmentation, effective segmentation criterion; Market Targeting - meaning, evaluating and selecting market segments; Market Positioning- meaning, choosing and implementing a positioning strategy; Differentiation ó concept and approaches; Competitor Analysis.

#### **Unit 3**

Marketing Mix - meaning and definition; Product Decision - product levels, new product development, product life cycle (PLC) strategies, and branding strategies; Pricing Decisions - factors to consider while setting prices; general pricing approaches, Pricing Strategies; Promotion Decisions - integrated marketing communication process, major decisions in

advertising, public relations process, sales promotion techniques; Distribution Channels ó nature, types and importance, channel decisions.

#### **Unit 4**

Services Marketing ó concept, characteristics; service quality GAPS Model; Extended marketing mix; Service failure and Service Recovery; Service Guarantees; Service Blueprint.

#### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

#### **Suggested Readings**

- Kotler, P., Bowen, J., & Makens, J. (2009). *Marketing for Hospitality and Tourism*. 4<sup>th</sup> Ed., Prentice Hall / Pearson Education: New Delhi.
- Bowie, D. et al. (2017). *Hospitality Marketing*. 3<sup>rd</sup> Ed., Routledge: New York.
- Lovelock, C., Wirtz, J. & Chatterjee, J. (2011). *Services Marketing: People, Technology, Strategy*, 7<sup>th</sup> Ed., Pearson India.
- Zeithaml, V. A., et al. (2008). *Services Marketing*. 4<sup>th</sup> Ed., Tata McGraw-Hill, India.
- Shanker, R. (2002). *Services Marketing – The Indian Perspective*. Excel Books: New Delhi.

**Course Title**

**Accounts and Financial Management**

**Course : MBA (HT)**

**Semester : II**

**Course Code : PSMHTC0204**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.**

**Learning Objective**

*To provide basic knowledge about accounting procedures and to understand the tools and techniques of financial management.*

**Unit-1**

Accounting: Accounting Objectives, Advantages and Limitations; Accounting Terminology  
Branches of Accounting; Fundamental Accounting Assumptions & Principles; Concept of  
Journal, Ledger, Trial Balance.

**Unit-2**

Double Entry System: Features and Advantages of Double Entry System; Financial Statement:  
Objectives and Importance, Preparation of Trading & Profit and Loss Account: Closing Entries,  
Adjustments and Balance Sheet: Opening Entries, Limitations of Financial Statements.

**Unit-3**

Ration Analysis: Liquidity Ration: Current Ration, Acid Test Ration, Inventory Turnover Ratio,  
Solvency Ratio: Debt Equity Ratio, Profitability Ratio: Gross Profit Margin, Operating Profit  
Ratio, Return on Asset and Return on Capital Employed.



#### **Unit-4**

Financial Decision Making, Financial System: Functions, Financial Markets, Financial Intermediaries, Regulatory Framework in India, Time Value of Money, Future Value, Sources of Long Term Finance: Equity Capital, Internal Accruals, Preference Capital, Term Loans, Debentures, Working Capital Management- Concept of Current Assets & Current Liabilities.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Khan, M. Y., & Jain, P. K. (2000). Management accounting.
- Pandey, I. M. (1995). *Essentials of Financial Management, 4th Edition*. Vikas publishing house.
- Banerjee, B. (2015). *Fundamentals of financial management*. PHI Learning Pvt. Ltd.
- Juneja, Arora, Chawla (2012). *Elements of Book Keeping*. Kalyani Publishers.
- Rao. (2012). *Fundamentals of Accounting*. PHI Learning Pvt. Ltd.

## **Course Title**

### **Human Resource Management**

**Course : MBA (HT)**

**Semester : II**

**Course Code : PSMHTC0205**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.**

#### **Learning Objective**

*This course has been designed to familiarize the students about the concept of Human Resource Management and its importance which will help them to manage and direct the people in the organization effectively.*

#### **Unit 1**

Human Resource Management - concept, nature and scope, objectives and importance; Evolution of HRM; HRM functions; Strategic HRM; Roles of HR Manager; HRM and Environment Scanning; Challenges of HRM in Hospitality and Tourism; Human Resource Information System (HRIS); Human Resource Planning.

#### **Unit 2**

Job Analysis- Concept, Process and benefits of Job Analysis; Job Descriptions and Job Specifications; Job Designing- Concept and approaches, job enlargement and enrichment; Recruitment and Selection - sources of recruitment, procedure and evaluation; Training - significance of training, types of trainings, designing of training programs, importance; career and succession planning.

#### **Unit 3**

Compensation - Concept and elements of compensation, factors affecting compensation, methods of wage payment and incentive plans, employee benefits; Job Evaluation - concept and nature, principles of job evaluation, methods of job evaluation; Performance Appraisal ó concept, objectives and importance, methods of performance appraisal; HR Audit.

#### **Unit 4**

Industrial Relations ó concept, importance; salient features of various HR related laws- Trade Unions Act 1926, Payment of Wages Act 1936, Industrial Disputes Act 1947, Employee

Provident Fund Act 1952; organization culture; organizational climate, Organizational change;  
Work life balance; talent management; managing diversity in workforce; technology and HR.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **.Suggested Readings**

- Sanghi, S. (2017). *Human Resource Management*. Vikas Publishing.
- *Human Resource Management: Concept and Issues*, T. N. CHHABRA, Dhanpat Rai &CO(2014).
- *Human Resource Management*, K Aswathapa, McGraw Hill, 7<sup>th</sup>Edition(2013).
- *Human Resource Management*, V.S.P. Rao, Excel Books, third Edition (2010).
- *A framework of HR Management*, Garry Dessler & Biju Varkkey, Person Education India, 7<sup>th</sup> Edition (2012).

## Course Title

### Legal Aspects of Hospitality and Tourism

Course : MBA (HT)

Semester : II

Course Code : PSMHTC0206

No. of Credits : 4

Contact Hours : 60

Semester Exam : 60

Maximum Marks : 100

Internal Assessment : 40

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The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.

#### Learning Objective

*This course has been designed to familiarize the students about the legal Aspects of hospitality and tourism which will enable the Students to understand the significance and importance of various laws and Acts applicable to business in general and travel industry in particular.*

#### Unit 1

Introduction to Law and Business; Need and Scope of Laws in Tourism; Indian Contract Act, 1872 ó Types of Contracts, Offer, Consideration; Sale of Goods Act 1930 ó salient features, sale and agreement to sell, condition and warranty, duties of seller and buyer, breach of contracts, caveat emptor and caveat venditor; Indian Partnership Act, 1932 ó salient features, definition, duties of partners, liability of partner, dissolution; The Companies Act 2013 ó salient features, formation of company, memorandum and articles of association, types of companies, steps in registration of a company; MSME Act, 2006 ó salient features, classification of enterprises, process of registration under MSME.

#### Unit 2

Salient features and importance of following Acts: Environment Protection Act 1986; Wildlife Protection Act 1972; National Green Tribunal Act, 2010; Consumer Protect Act, 1986; Special Permits - Foreigners (Protected Areas) Order 1958; Foreigners (Restricted Areas) Order, 1963.

#### Unit 3

Salient features and importance of following Acts: Ancient Monuments and Archaeological Sites and Remains Act, 1958; The Passport (Entry into India) Act, 1920; Registration of Foreigners

Act, 1939; The Foreigners Act, 1946; Baggage Rules, 1998; Central Goods and Services Tax Act, 2017.

#### **Unit 4**

Salient features and importance of following Acts: Insurance Act, 1938 (with special reference to travel insurance); Foreign Exchange Management Act, 1999; International Perspective - Warsaw Convention 1929, Chicago Convention 1944, Manila Declaration 1980, Montreal Convention 1999.

#### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

#### **Suggested Readings**

1. *Tourism Laws in India- A comprehensive Manual of Concepts, regulations and Guidelines*, Shashank Garg, Universal Law Publishing (2017).
2. *Social-Environmental & Legal Issues in tourism*, R.K Malhotra, Anmol Publication 2007.
3. Legal aspects for hospitality and travel-tourism industry, 2012, Dr. Atul Bansal, SR publications.
4. Hospitality and hotel laws by Satish C Kaul, 2012, Axis books Pvt ltd.
5. Tourism and hospitality law, 2013, Sheikh Bilal.
6. Tourism travel and hospitality law- 2<sup>nd</sup> edition by Trevor Atherton, Trudie Atherton. Lawbook Co. Australia.
7. Hospitality law: managing legal issues in the hospitality industry- 3<sup>rd</sup> edition by Stephen Barth.

## Course Title

### Soft Skills for Hospitality and Tourism

Course : MBA (HT)

Semester : II

Course Code : PSMHTC0207

No. of Credits : 4

Contact Hours : 60

Semester Exam : 60

Maximum Marks : 100

Internal Assessment : 40

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The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.

#### Learning Objective

*This course has been designed to familiarize the students about the Soft Skills and significance of Soft Skills for Hospitality and Tourism in order to enhance an individual's interactions, job performance, and career prospects.*

#### Unit 1

**English language skills:** basic grammar ó sentence structures and common errors; vocabulary building, word power; pronunciation; reading comprehension; corporate dress code; value system, self-esteem, building of self-confidence; practice speaking in English.

#### Unit 2



**Basic communication skills:** listening and speaking skills, merits of being a good listener and observation, barriers; phonetics - pitch, tone, intonation, clarity of speech; public speaking; activities - JAM, debate, elocution, etc; different kinds of conversations; role play (situational).

### Unit 3

**Personality grooming:** body language, gestures and postures, dressing up for the occasion; business etiquettes, social etiquette, corporate etiquette, telephone etiquette, basic etiquettes; body language ó assessment of postures and gestures, eye contact, hand movements etc. **Time, stress and conflict management techniques:** Quality/Productive time management, stress inoculation trainings, game plays.

### Unit 4

**Group Discussions:** structure of a GD, kinds of GDs, strategies in GD, team work, mock GD; **Interview Skills:** Types of interviews, formal and informal interviews- ambience and polemics, interviewing in different settings and for different purposes, required key skills, mock interview; developing resumes.

**Presentation Skills:** Elements of an effective presentation, presentation tools, structure of a presentation, audience analysis, body language, voice modulation. Power-point presentation skills.

#### Note for paper setting:

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

#### Suggested Readings

- Krizan, A.C. & Buddy, et al. (2008). *Effective Business Communication*. India Ed., South-Western, Cengage Learning India Pvt. Ltd.: New Delhi
- Mitra, B.K. (2012). *Personality Development and Soft Skills*. Oxford University Press.
- Bovee, L.C., Thill, J.V., & Chatterjee, A. (2011). *Business Communication Today*. 10<sup>th</sup> Ed., Pearson Education: New Delhi.
- Lehman, C.M., DuFrene, D.D., & Sinha, M. (2011). *BCOM: An Innovative Approach to Learning and Teaching Business Communication*. Cengage Learning India Pvt. Ltd.: New Delhi.
- Locker, K.O., & Kaczmarek, S.K. (2007). *Business Communication: Building Critical Skills*. Tata McGraw-Hill: New Delhi.
- Barker, A. (2006). *Improve your communication skills*. New Delhi: Kogan Page India Pvt Ltd.

**Course Title**

**Foreign Language - II**

**Course : MBA (HT)**

**Semester : II**

**Course Code : PSMHTC0208**

**No. of Credits : 2**

**Contact Hours : 30**

**Semester Exam : 30**

**Maximum Marks : 50**

**Internal Assessment : 20**

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**The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.**

**Objective**

*To orient the students with the basics of any foreign language enabling them to develop competencies to interact with international tourists.*

*The language and the content of the course shall be proposed in consultation with language expert and approved by the DAC prior to the semester.*

## **VIVA VOCE**

**Course : MBA (HT)**

**Semester : II**

**Course Code : PSMHVC0209**

**No. of Credits : 2**

**The syllabus is for the examination to be held in May 2019, May 2020 and May 2021.**

The Viva Voce examination shall be conducted be held for 50 marks (2 credits). The viva shall be evaluated by one internal examiner and one external examiner.

**Course Title**  
**Tourist Behaviour and Marketing Research**

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0301**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

**Learning Objective**

*This course has been designed to familiarize the students about the tourist behavior and to make them understand the significance of market research in tourism and hospitality industry*

**Unit 1**

Introduction: Concept of tourist behaviour; importance of understanding tourist behaviour; factors affecting tourist behaviour; models of tourist behaviour; Tourist motivation ó types and systems of need; Personality and tourist behaviour ó theories, self and self image.

**Unit 2**

Tourist perception ó elements, dynamics, perceived risk; Tourist learning ó behavioural learning and cognitive learning theories, measures of learning; tourist attitude formation and change ó structural models (tri-component, multi-attribute, tying to consumer) and strategies for attitude change (ELM, cognitive dissonance and attribution theory).

**Unit 3**

Culture and Tourist Behaviour ó concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behaviour ó concept and challenge, cultural shock, differences among societies, multi cultural competence.

**Unit 4**

Marketing research: meaning, definition, characteristics; marketing research process, research design; sampling design and procedures, sample size determination; questionnaire development; measurement and scaling techniques, data analysis techniques, report preparation and presentation, ethics in marketing research.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

### **Suggested Readings**

- Schiffman, L.G and Wisenblit, J. (2018). *Consumer Behaviour*. Pearson Education
- Horner, Susan and Swarbrooke, John (2016). *Consumer Behaviour in Tourism*, 3/e. Burlington: Butterworth-Heinemann. (L)
- Pizam, A. and Mansfield, Y. (2000). *Consumer Behaviour in Travel and Tourism*, New York: Routledge.
- Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
- Malhotra, N.K. and Dash, S. (2016). *Marketing Research – An Applied Orientation*, Pearson

**Course Title**

## **Tour Guiding and Interpretation**

**Course :** MBA (HT)

**Semester :** III

**Course Code :** PSMHTC0302

**No. of Credits :** 4

**Contact Hours :** 60

**Semester Exam :** 60

**Maximum Marks :** 100

**Internal Assessment :** 40

**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

### **Learning Objective**

*This course has been designed to familiarize the students about the Tour Guide and Interpretation; its significance, current trends and skills applicable in tourism industry.*

#### **Unit 1**

**Tour Guiding-** Introduction to tour guiding and tour escorting; Roles and Importance of a tour guide; types of tour guides; difference between tour guide and tour escort; characteristics of a Tour Guide; code of conduct for tour guides in India ó Ministry of Tourism; steps to become a tour guide; ethics in tour guiding.

#### **Unit 2**

Tour guiding in India; dynamics of tour guiding ó top visual priority, position triangle; doø and donøts of a tour guide; mechanics of tour guiding; tools of tour guiding trade; designing and conducting heritage tours.

#### **Unit 3**

Guiding during coach tour, religious sites; designing and conducting heritage walks; Guiding at museum; guiding at ASI site, guiding at walking tours, guiding during cycling tours, guiding during adventure trips, guiding during forest tours, guiding during market tours.

#### **Unit 4**

Responsible guiding; handling difficult tourists; handling questions; handling cross cultural issues; handling emergencies -medical emergencies, local unrest, theft, loss of passport; itinerary planning and implementation.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Chowdhary, N. (2013). *Handbook of Tour Guides*. Matrix Publications
- Mitchell, G.E. (2005). *How to start a Tour guiding business*.
- Lansangan, Z. (2008). *Principles and Ethics of Tour Guiding*.
- Perks. J. and Barrie, J. *How to be award winning Tour guide*.



**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0303**

**No. of Credits : 2**

**Contact Hours : 30**

**Semester Exam : 30**

**Maximum Marks : 50**

**Internal Assessment : 20**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

### **Learning Objective**

*To know about the various tourism products and tourism potential of Jammu & Kashmir State.*

#### **Unit 1**

Tourism Products of Jammu- Leisure tourism Destinations; Pilgrimage Tourism Sites and Important Temples of Jammu; Adventure Tourism in Jammu; Important Lakes & Rivers of Jammu; Culture of Jammu; Sports; Historic Sites, Handicrafts.

#### **Unit 2**

Tourism Products of Kashmir- Tourist Attractions in Kashmir Region; Tourist Resorts: Gulmarg, Tangmarg, Pahalgam, Sonamarg, Historical Gardens; Historical Shrines and Places of Religious Importance; Ancient Monuments; Trekking Attractions; Sports; Shikaras and House Boats

#### **Unit 3**

Tourism Products of Ladakh- Interesting Places; Monasteries in Ladakh Region; River, Lakes and springs of the Region; Rafting in Ladakh; Mountaineering and Trekking in Ladakh; Sports; Ancient Monuments; Holy Places in the Region.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question in this section shall be from Unit 3. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 7.5 (7.5\*4 = 30).

### **Suggested Readings:**

- Jammu Kashmir and Ladakh, Dr. DeshBandhu Gupta, Anmol Publications, 2009.
- Jammu, Kashmir & Ladakh, Parwaiz Dewan, Manas Publications, 2004.

**Course Title**

**Project supervision based on summer internship**

**Course :MBA (HT)**

**Semester :III**

**Course Code :PSMHDC0304**

**No. of Credits :4**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

**Objective:** The students shall go for industrial training for a period of 6-8 weeks and after completing the Industrial Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.

### **VIVA VOCE**

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHVC0305**

**No. of Credits : 2**

**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

The Viva Voce examination shall be conducted be held for 50 marks (2 credits). The viva shall be evaluated by one internal examiner and one external examiner.

**Course Title**  
**Front Office Management**

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0306**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

## **Learning Objective**

*To provide requisite framework to the Front Office operations of hotel industry.*

### **Unit 1**

Front Office Organisation & Personnel: Basic Layout and Design; Departmental Organisational Structure; Departmental Hierarchy; Attitude & Attributes and Salesmanship; Job Description and Job Specifications of F.O Personnel.

### **Unit 2**

Front Office Responsibilities: Functions On Arrival Of The Guest; Guest History, Maintenance And Importance; Communication Internal And Interdepartmental; Emergency Situations; Telecommunications-Equipment & Communication over Telephones, Guest Complaint Handling; Concept of No- Shows .

### **Unit 3**

Front Office Operations: The Front-Office Desk-Equipment In Use; The Guest Room - Types & Status Terminology; Key Controls; Tariff Plans; Types Of Rates; Reservations: Need, Definition & Importance; Types of Reservations; Sources & Modes of Reservations; Individual and Group Bookings; Booking Instruments-Whitney Slips, Whitney Racks, Density Charts, Booking Conventional Charts. A&D Register etc.

### **Unit 4**

Front Office cash/ check out settlement: Functions at the time of Departure; F.O. Cashier-role and responsibilities; F.O. Cash-Importance, Take Over & Handover; checkout & ill settlement-individual and group; Night Audit; Unpaid Account Balances.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- *Front Office Management, J.R Tewari, Oxford Publications, 2009.*
- *Check-In & Check-out, Gary k. Vallen & Jerome J. Vallen, Pearson Publications, 2013.*

- *Front office management , S K Bhatnagar, Frank Bros& company, 2011.*
- *Professional Hotel Management, Jagmohan Negi, S Chand & Company Pvt Ltd. 2012.*
- *Font office management & operation, Sudhir andrews, McGraw -Hill Companies, 2013.*

**Course Title**  
**House Keeping Management**

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0307**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

**Learning Objective**

*To familiarize the students with theoretical concepts related to house-keeping department of hotel.*

### **Unit 1**

Introduction to HK Department: Meaning, definition & importance of H/K department; role H/K in hospitality industry; Layout of HK department; Organisational Structure of H/K department; H/K Personnel: Inter departmental relationship (emphasis on F.O and Maintenance); Role of key personnel in H/K department; Job description and Specification of H/K staff.

### **Unit 2**

Planning work of HK departments: Briefing; control desk (importance role and coordination); role of control desk during emergency; duty ROTA & work schedules; care and cleaning of room procedure

### **Unit 3**

Functions: Laundry Operations; H/K control; General Daily H/K operations; maintenance of hotel upkeep & functions; rules on the guest floor; key handling procedure.

### **Unit 4**

Linen/Uniform/ Tailor Room: Par Stock; Types Of Linen; Procedure For Requisitioning Fresh Linen; Procedures For Requisitioning Guest And Cleaning Supplies; Records Kept In Floor Linen Room; Linen Exchange Procedure; Functions of Tailor Room

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- *Hotel Housekeeping operations and management, G.Raghubalan, Oxford Publications, 2013.*
- *Housekeeping Operations , Malini singh, Jaico Publishing House, 2008.*
- *Hotel Housekeeping Management & Operations, Sudhir Andrews, McGraw-Hill Publishing Company, 2013.*
- *Hotel Housekeeping Training manual , Sudhir andrews, McGraw-Hill Publishing Company, 2013.*



## **Food and Beverage Management**

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0308**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

### **Learning Objective**

*To provide the requisite knowledge of the food and beverage management operations of hotel industry.*

#### **Unit 1**

Introduction to F&B service industry: the evolution of catering industry; F&B service personnel-staff organisation; basic etiquettes for catering staff; duties & responsibilities of service staff; attitudes & attributes of F&B service personnel.

#### **Unit 2**

F&B service Areas in a hotel: Restaurants and Their Subdivisions -Coffee Shop, Room Service, Bars, Banquets, Discotheques, Grill Room, Snack Bar, Night Club, Business Centers, Executive Lounges, Back Areas- Still Room, Wash Room, Hot Plate, Plate Room, and Kitchen Stewarding.

#### **Unit 3**

F&B service methods: Table service: silver/English, family. American, Butler/French, Russian, Self-Service; Buffet, Cafeteria Service, Specialized Service; Guerdon Trolley, Room Single Point Service: Takeaway, Vending, Kiosks, Food Courts, Bars.

#### **Unit 4**

Beverages and F&B Equipment: Types of Beverages; Introduction, Definition & Classification of Wares: Glasses & Service Equipment- Crockery, Cutlery, Holloware, Flatware; Menus & cover Types: Types of Meals-Breakfast-Introduction, Types-Brunch, Lunch, Hi-Tea; The Covers-Standard Types of Covers; Taking an Order' Beverage Service.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- *Food and Beverage service, Sudhir Andrews, Tata McGraw Hill, 2013.*
- *Food and Beverage service, Lillicrap D R , Hodder Education, 2012.*
- *Food & Beverage Service, Vijay Dhawan, Frank Bros & Co, 2011.*

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0309**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

### **Learning Objective**

*The Objective of this course is enabling the students to develop an understanding of the concept and application of the principles of customer relationship management (CRM) in hospitality and tourism context. The course stresses the importance of understanding the needs and aspirations of the customer as the basis of building an effective, long term relationship.*

#### **Unit 1**

Introduction to customer relationship management (CRM), facets of CRM, importance of CRM; CRM categories.

#### **Unit 2**

Customer-supplier relationships; relationship oriented organisation; customer Knowledge; market driven CRM, CRM payback.

#### **Unit 3**

Customer acquisition; customer retention; customer satisfaction; customer loyalty; loyalty programs.

#### **Unit 4**

Customer equity; customer profitability analysis; lifetime value of customer satisfaction- profit chain. CRM implementation; CRM as a competitive advantage; strategies to win customer loyalty.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Customer Relationship Management, Ed Peelen, Pearson, 2008.
- Customer Relationship Management, H Perru Mohamed, Vikas Publishing House, 2013.
- Customer Relationship Management, Getting it right!, Judith W. Kincaid, Pearson, 2014.
- Customer Relationship Management, Kristin Anderson, Tata McGraw Hill, 2007.

### **Course Title**

### **Itinerary Preparation and Tour Packaging**

**Course : MBA (HT)**

**Course Code : PSMHTC0310**

**Semester : III**

**No. of Credits : 4**

**Contact Hours : 60**  
**Maximum Marks : 100**

**Semester Exam : 60**  
**Internal Assessment : 40**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

### **Learning Objective**

*To familiarize the students with concepts, progresses and preparation of an Itinerary. The emphasis would also be on trends and challenges related to itinerary preparation.*

#### **Unit 1**

Package tours: definition, forms and components, basic principles in packaging; Itinerary Preparation: Concept, Typology: Duration, GITs, FITs, Do& and don&ts of itinerary preparation, steps of itinerary preparations, Limitations and Constraints of Itinerary, Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary, Seasonal Itinerary, Product based itinerary, All inclusive itinerary.

#### **Unit 2**

Costing a Tour: Meaning, Components and Considerations; Factors influencing tour cost; Types of costs: Fixed and variable cost, direct and indirect cost; Cost sheet, Advantages of cost sheet; FIT Costing and Group Costing; accommodation costing: Differential Tariff Plan, Accommodation Cost; Transportation Cost; Meals Plans cost; Ancillary costs; Pricing Strategies and Distribution Mechanism; Steps of tour handling: Creation of Docket/ File, bookings and Reconfirmation with Airlines, Hotels and ground service providers, final tour operations, crisis management in tour, preparation of feedback or guest comment sheet and its analysis.

#### **Unit 3**

Package Tour: Preparing a feasible itinerary of various circuits: Golden triangle, Buddhist Circuit, Char- Dham, Sufi Circuit; Preparation of some important itineraries of Goa, Rajasthan, Madhya Pradesh, Jammu and Kashmir, Kerala and North- East.

#### **Unit 4**

Preparation of product-oriented package tour: Ayurveda, health and wellness, yoga, meditation and nature cure; Preparation of International itineraries: Europe; Singapore, Malaysia, Thailand; Australia, New Zealand; USA, Hajj and Umrah.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Negi, J. (2006), *Travel Agency and Tour Operations: Concepts and Principles*, Kanishka Publishers.
- Chand M. (2009), *Travel Agency Management: An introduction text*, Anmol Publications Pvt. Ltd.
- The business of travel agency and tour operations management by A.K Bhatia, Sterling publications.
- Swain, S.K and Mishra, J.M. *tourism principles and practices*, Oxford university press.
- Roday.S, Biwal.A and Joshi.B. 2009, *tourism operations and management*, Oxford university press.
- Walker, J.R. and walker, J.J. 2011. *Tourism concepts and practices*, Pearson New delhi.

**Course Title**  
**Destination Planning and Management**

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0311**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

### **Learning Objective**

*The course aims to understand the current issues related to Destination Planning and Management.*

#### **Unit 1**

Destination Management ó introduction, concept and importance; elements of tourist destination; destination management organizations; stakeholders in destination management; ten Aø of successful destinations; tourism planning ó need, objective, institutional framework; National level tourism policy - L.K. Jha Committee (1963), National Tourism Policy (1982), National Committee Report (2002); stimulating tourism investment.

#### **Unit 2**

Destination Planning ó introduction, characteristics, history; destination management planning process; destination visioning; destination management research; destination image; destination product development ó components of destination product, destination life cycle, destination quality, product development strategies and models, development of packages; Destination Master Plan.

#### **Unit 3**

Destination partnerships ó concept, need , types, benefits; public ó private partnership ó role in destination development, challenges and barriers; destination team building; destination community relations; destination stakeholders - types, need for building relations; tourism and destination management boards; destination governance ó dimensions, accountability, transparency ; destination leadership.

#### **Unit 4**

Destination segmentation, Destination branding ó importance, challenges, characteristics of good destination brand; steps in destination brand development; destination integration marketing communication; destination positioning; destination marketing and technology; destination competitiveness; Ensuring quality and standards at the destination; Utilization of destination benchmarking to set standards.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Morrison, Alastair M. (2013). *Marketing and Managing Tourism Destinations*. New York: Routledge.
- Pike, Steven (2008). *Destination Marketing*, UK: Butterworth Heinemann.

### **Course Title**

**Sustainable Tourism Management**

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0312**

**No. of Credits : 4**



**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

**Objective:**

*To understand the concept of sustainable tourism management and also the impact of tourism on environment, society, economy and culture.*

**Unit 1**

Sustainable Development - concept, definition, principles, dimensions and theories; sustainable tourism ó definition, goals and objectives; global sustainable tourism council ó introduction and objectives; Indian sustainable tourism council ó introduction, objectives and activities; guiding principles of sustainable tourism; United Nations sustainable development goals; role of NGOs in sustainable tourism; sustainable tourism criteria of India.

**Unit 2**

Community Based Tourism ó definition, concept, need, benefits; typologies of community participation ó Arnstein (1969), Petty (1995), Tosun (2000); barriers to community participation; strategies to promote community participation in tourism; Pro-poor tourism; Responsible Tourism ó definition, objectives, guidelines.

**Unit 3**

Eco Tourism ó definition, concept, need, benefits; role of stakeholders in eco-tourism; pro-environmental behaviour; profiling the eco-tourism; environmental management system in tourism organizations; guidelines of eco-tourism; eco-hotels ó concept and certifications; international and national eco-tourism destinations; ethics in eco-tourism.

**Unit 4**

Standardization and certification for tourism sustainability; ISO 14000; Role of WTTC, UNWTO, PATA, UNEP, IUCN in sustainable tourism development; climate change and tourism development; Paris Convention on Climate Change (2015); Tourism disaster planning and management.

**Note for paper setting:** The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and

Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

**Suggested Readings:**

- Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
- Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination óA Sustainable Tourism Perspective*, CABI Publishing, UK.
- Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
- Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth ó Heinemann, Oxford.
- Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.
- Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

**Course Title**  
**Event Management and MICE**

**Course : MBA (HT)**

**Semester : III**

**Course Code : PSMHTC0313**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

### **Learning Objective**

*To familiarize the students with the essentials of event management and MICE.*

#### **Unit 1**

Event Management ó meaning, definition, importance, types; need and functions of events, key elements of events; key players in event industry; structure of event industry; principles of event management; major elements of events; role of events in tourism and hospitality.

#### **Unit 2**

Event planning ó concept, features, planning process steps, defining scope, developing programmes, analyzing staging requirements, APEX event specification guide; event coordination ó establishing business relationships, request for proposals, event budgeting; On site operations ó risk management, plan and organize work flow, event team management.

#### **Unit 3**

Event marketing ó research, marketing plan, developing marketing strategy; Visitor management; Post Event management ó feedback; evaluation of event performance ó concept research, formative evaluation, objective evaluation, summative evaluation; correcting deviations; preparation of documents / reports, bill settlement.

#### **Unit 4**

MICE ó definition, concept, need, trends; Meetings ó types, planning, layout; Incentives ó motivations, types, role of destinations; Conventions ó process, components of convention / conference markets, key players, impacts of conferences and conventions; Exhibitions ó purpose, types, attracting visitors, leading hospitality and tourism trade fairs (WTM, ITB, SATTE, GITB, TTF), role of exhibitions in industry development.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Lynn Van der Wagen, Lauren White ,Event Management: For Tourism, Cultural, Business and Sporting Events
- Gaur, S.S. and Saggere, S.V. (2003). Event Marketing and Management , Vikas Publishing
- Fenich, G. (2011). Meetings, Expositions, Events and Conventions. Pearson Education Inc.
- Goyal, S.K. (2010). Event Management. Adhyan Publishing
- Montgomery, R.J. and Strick, S.K. (1995) Meetings, Conventions and Expositions, New York,

**Course Title: Foundation Course in Hospitality Management**

Course MBA(HT)

Contact Hours: 60

Course Code: PSMHTO0001

Maximum Marks: 100

Semester 3

No. of Credits: 4

**The syllabus is for the examination to be held in Dec 2019, Dec 2020 and Dec 2021.**

**Objective:** To appreciate the significance of Hospitality industry and to provide basic knowledge about the principles and practices of Hospitality industry.

**Unit-1**

Concept, Origin and Development of Hotel Industry over the period; Definition of Hotel, Development and Growth of Hotels in India; Classification of Hotels; Star Categorisation; Organisational Structure of Hotels- Small, Medium and Large Hotels.

**Unit-2**

Introduction to different Departments of a Hotel; Role of FHRAI, HRACC and HAI in promoting Hospitality in India; Features of Hospitality Industry; Guest Cycle-Stages of Guest contact with Hotel; Differentiation of Guests; Career Prospects in Hospitality Sector.

**Unit-3**

Front Office: Introduction, Functions, Competencies of Front Office Personnel; Functions of Front Office at the Arrival and Departure of Guest; Customer Relationship Management (CRM); Handling Guest complaints; Night Audit; Soft Skills in Hospitality Sector.

**Unit-4**

F&B: Types of Services; Departments of a Kitchen; Menu: Features; Types of Restaurants and Bars; Types of Rooms; Housekeeping: Competencies of Housekeeping employees; Responsibilities of Housekeeping Department; Procedure for Cleaning Guestroom and Bathroom.

### **Note for Paper Setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings:**

- Tewari, J. R., & Tewari, J. R. (2009). *Hotel front office: operations and management*. Oxford University Press.
- Bhatnagar, S. K. (2011). *Front office management*. Frank Brothers.
- Andrews, S. (2007). *Introduction to tourism and hospitality industry*. Tata McGraw-Hill.
- Walker, J. R., & Walker, J. T. (2004). *Introduction to hospitality management* (pp. 20-23). Upper Saddle River, NJ: Prentice Hall.

**Course Title**  
**Strategic Management**

**Course :MBA (HT)**

**Course Code :PSMHTC0401**

**Contact Hours :60**

**Maximum Marks :100**

**Semester :IV**

**No. of Credits :4**

**Semester Exam :60**

**Internal Assessment :40**

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**The syllabus is for the examination to be held in May 2020, May 2021 and May 2022.**

**Learning Objective**

*To introduce the concept of strategic management and familiarize the students with the importance and relevance of strategy in improving business performance of an enterprise.*

**Unit 1**

Strategy ó concept, relevance and benefits; Strategic Management Process, Levels of Strategy; Approaches to Strategic Decision Making; Strategic Intent ó Vision, Mission, Goals and Objectives; Strategy and Corporate Governance.

**Unit 2**

Strategy Formulation ó concept of environment, environmental sectors, environmental scanning; organizational appraisal ó competence vs. capability, techniques for organizational appraisal; Industry and Competition Analysis.

**Unit 3**

Corporate Level Strategies; Stability Strategy ó BCG portfolio model, Generic strategies; Expansion strategies ó Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies ; Retrenchment Strategies; Strategic Analysis and Choice.

**Unit 4**

Strategy Implementation ó Nature, barriers and inter relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation; Strategy Evaluation and Control

**Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts.

Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

### **Suggested Readings**

- *Kazmi, A. (2014). Strategic Management and Business Policy, McGraw Hill Companies*
- *Nag, A. (2011). Strategic Management – Analysis, Implementation and Control, Vikas Publishing House*
- *Kachru, U. (2005). Strategic Management – Excel Books*



**Course Title**

**E- Tourism and Digital Marketing**

**Course :** MBA (HT)

**Semester :IV**

**Course Code :** PSMHTC 0402

**No. of Credits : 4**

**Contact Hours :** 45

**Semester Exam : 60**

**Maximum Marks :** 100

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in May 2020, May 2021 and May 2022.**

**Objectives:**

*This course has been designed to familiarize the students with the importance of Digital marketing in E- Tourism and to make them aware about current trends, issues and changing pattern in tourism and hospitality Industry.*

**Unit-1**

Introduction to E-Tourism, Scope of E-Tourism, Benefits of E-Tourism, Typologies of E-Tourism, Problems of E- tourism, Future of E-Tourism, Digital Marketing overview, Principles of digital marketing, Components of Digital Marketing, Tools of Digital marketing, Digitizing Marketing Processes, Steps in digitizing marketing, Digital Marketing plan.

**Unit 2**

Advertising, Online advertisement, Types of advertising, rules/guidelines of online advertising E-Mail Marketing, Internet Promotion: PR, Online direct marketing, Consumer to Consumer, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Blogging, Social Media Marketing (SMM), Benefits, Social Media Strategy, Impact of Social Media on SEO, Email Marketing, Online Focus groups Web surveys, Email surveys.

### **Unit 3**

Definition of E-Customers, Customer support: Online quality, lower costs, online publishing, electronic distribution; Virtual problem solving: inexpensive communications, online quality enhancements, online customer supports, personalization and marketing, choice assistance customization, relationship marketing, implementing personalization; Online mass customization: Transparent customization, collaborative customization, internet marketing plan.

### **Unit-4**

Digital Marketing and the Laws, Ethical practices in digital Marketing, Strategic legal issues for marketers, Real-time legal issues for marketers, Ethical concerns with social media, Privacy, Fears and Phobias of Online Customers, cyber laws, Emerging Issues In Digital Marketing.

#### **Note for Paper Setting:**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

#### **Suggested Reading:**

- Barwise, P., Elberse, A., & Hammond, K. (2002). *Marketing and the Internet: a research review* (pp. 01-801). London: London Business School.
- Chaffey, D., & Ellis-Chadwick, F. (2012). *Digital marketing: strategy, implementation and practice* (Vol. 5). Harlow: Pearson.
- Hanson, W. A., & Kalyanam, K. (2000). *Principles of Internet marketing*. Cincinnati: South-Western College Pub.
- Hanson, W. A., & Kalyanam, K. (2007). *Internet marketing & e-commerce*. Mason, OH: Thomson/South-Western.

**Course Title**  
**Tourism Entrepreneurship**

**Course :MBA (HT)**

**Semester :IV**

**Course Code :PSMHTC0403**

**No. of Credits :4**

**Contact Hours :60**

**Semester Exam :60**

**Maximum Marks :100**

**Internal Assessment :40**

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**The syllabus is for the examination to be held in May 2020, May 2021 and May 2022.**

**Learning Objective**

*The objective of this course is to recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism industry. The basic aim of the course is to expose the students to the basic concepts of entrepreneurship and small business management.*

**Unit 1**

Entrepreneurship: Meaning, Concept, Importance and Features; Classification of Entrepreneurship; Entrepreneurial Competencies: Entrepreneurial Traits, Characteristics & Skills; Role of Entrepreneurship in Economic Development; Barriers to Entrepreneurship; Scope of Entrepreneurship in India; Entrepreneurial Culture: Definition & Features, Steps to Change Entrepreneurship Culture.

**Unit 2**

Entrepreneurial Process: Identification of opportunities; Business Planning Process: concept of Business Plan, Preparing a Business Plan, Project Report Preparation; Market Plan: Market Segmentation, and Marketing Mix; Operation Plan: definition, types of layout, capacity plan, Inventory management, TQM.

**Unit 3**

Entrepreneurial Process: Financial Plan: Sources of Finance, Working Capital Management, Profit & Loss Account, Institutions in Aid of Entrepreneurship Development- IIE, NSIC, SIDIBI, MDI, NIESBUD, EDII; Organizational Plan: Concept, staffing, organizational structure.

**Unit 4**

Entrepreneurship Training: Importance, Objectives & Methods for Entrepreneurship Development; Management Issues in Tourism & Hospitality Industry: Financial Management Issues, HR Issues; Managing Family Enterprises; Women Entrepreneurship; Corporate Entrepreneurship: Innovation, Creativity & Entrepreneurship.

### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- Desai, Vasant. *Entrepreneurship & Small Scale Business Management*. Himalaya Publishing House.
- Drucker, Peter. *Innovation & Entrepreneurship*. Harper Business.
- Khanna, S.S. *Entrepreneurial Development*. S. Chand & Company Ltd.
- Gupta, C.B., Srinivasan, N.P. *Entrepreneurial Development*. Sultan Chand & Sons.
- Mishra, D.N., *Entrepreneurship & Entrepreneurial Development & Planning in India*, South Asia Books.
- Lall, Madhurima, Sahai, Shikha, *Entrepreneurship*, Excel Books.
- Desai, Vasant. *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House.
- H. Holt David, *Entrepreneurship*, PHI Learning Private Limited

**Course Title**  
**Special Interest Tourism**

**Course : MBA (HT)**

**Semester : IV**

**Course Code : PSMHTC0404**

**No. of Credits : 4**

**Contact Hours : 60**

**Semester Exam : 60**

**Maximum Marks : 100**

**Internal Assessment : 40**

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**The syllabus is for the examination to be held in May 2020, May 2021 and May 2022.**

**Learning Objective**

*To familiarize the students with concepts of Special Interest Tourism and its types. The emphasis would be on issues and challenges in these forms of tourism.*

**Unit 1**

Special interest tourism -concept, definition, importance; classification of special interest tourism; determinants of special interest tourism; trends in special interest tourism development. Culture and heritage tourism –definition, concept, benefits, challenges, forms of cultural heritage; culture and heritage tourism products; institutional framework ó UNESCO, ASI, INTACH, ICCROM, ITRHD; educational tourism- definition, forms, importance and global trends.

**Unit 2**

Medical tourism - concept, definition, benefits, trends, global scenario of medical tourism, major destinations; health and wellness tourism in India; Adventure Tourism - concept, definition, types, guidelines for adventure tourism related activities, major destinations for adventure tourism; Sports Tourism ó concept, benefits, trends, classification; major sporting events and destinations.

**Unit 3**

Gastronomy and Culinary Tourism -definition, importance and trends; cultural dimensions of culinary tourism, Food and drink festivals, major food and wine destinations; shopping tourism- concept and importance, major shopping destinations, shopping festivals, future trends in shopping tourism; Movie inspired tourism- definition, forms and importance, government initiative and plans to promote film tourism, important film tourism destinations.

## Unit 4

Dark and doom tourism - definition and types, motivation for dark and doom tourism, famous dark and doom tourism destinations; Rural tourism- definition, types, opportunities and challenges, major destinations; Avitourism - Definition, types and benefits of birding travel, top birding travel destinations.

### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

### Suggested Readings

- Agarwal, S., Busby, G., & Huang, R. (Eds.). (2018). *Special Interest Tourism: Concepts, Contexts and Cases*. CABI.
- Douglas, N., & Derrett, R. (2001). *Special interest tourism*. John Wiley and Sons Australia, Ltd.
- Hall, C. (2013). *Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility*. Routledge.
- Hjalager, A. M., & Richards, G. (Eds.). (2003). *Tourism and gastronomy*. Routledge.
- Beeton, S. (2016). *Film-induced tourism*. Channel view publications.
- Timothy, D. J. (2005). *Shopping tourism, retailing and leisure*. Channel View Publications.
- Lennon, J. J., & Foley, M. (2000). *Dark tourism*. Cengage Learning EMEA.

**Course Title**  
**Tourism Transportation**

**Course :** MBA (HT)

**Semester :** IV

**Course Code :** PSMHTC0405

**No. of Credits :** 4

**Contact Hours :** 60

**Semester Exam :** 60

**Maximum Marks :** 100

**Internal Assessment :** 40

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**The syllabus is for the examination to be held in May 2020, May 2021 and May 2022.**

**Learning Objective**

*To provide an insight into various modes of transportation and make the students aware about the recent trends in government policies, problems and management of transportation in the context of tourism industry.*

**Unit 1**

Nature, scope and importance of transport in tourism; modes of transportation; landmarks in the development of transport sector and the consequent socio-economic, cultural and environmental implications; marketing of passenger transportation; patterns of demand for tourist transportation; characteristic of supply and marketing strategies.

**Unit 2**

Air Transportation ó evolution and growth of civil aviation in world and India; institutional framework ó ICAO, IATA, AAI, DGCA; International protocols and treaties ó Bermuda convention, Chicago convention, Beijing convention (2010), Montreal protocol (2014); open sky policy; India national civil aviation policy (2016) ó salient features; Major airline alliances ó Star Alliance, Sky team, One world; international airports in India.

**Unit 3**

Road Transport ó overview and history; classification of roads ó expressways, national highways, state highways; types of permits in India; major players in road transportation; Bus Rapid transit system in India; International road networks ó Asian Highway network, European Road

Network; Rail Transport ómajor railways of world, Indian railways ó past, present and future, major tourist trains in India, special tourist packages, hill trains, urban rail network in India.

#### **Unit 4**

Water Transport ótypes (inland, coastal, oceanic); major national waterways of India; major and minor ports of India; Cruise tourism ó concept, trends, types of cruises, major cruise lines in the world; Indian cruise tourism scenario.

#### **Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

#### **Suggested Readings**

- Ratandeeep Singh (2008), *Handbook of Global Aviation Industry and Hospitality services*, Kanishka Publishers, New Delhi.
- Page Stephen (2005), *Transport and Tourism: Global Perspectives*, Pearson Prentice Hall, New Delhi.
- IATA Training Manual.
- Air Cargo Tariff Manual.
- IATA live Animals Regulation Manual
- Dowling, R. K. (2006). The cruising industry. *Cruise ship tourism*, 3-17.



**Course Title**  
**Dissertation Report**  
**(Presentation and Viva-Voce)**

**Course :** MBA (HT)

**Semester :** IV

**Course Code :** PSMHDC0406

**No. of Credits :** 4

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**The syllabus is for the examination to be held in May 2020, May 2021 and May 2022.**

**Objective:** The evaluation of summer training shall be 50 marks (2 credits) which is on the basis of 4-6 weeks on the job training conducted by the students during summer break. A committee of 2-3 members from faculty shall evaluate the report. The evaluation shall be done on the basis of report (25 marks) and presentation (25 marks).

## **Course Title: Tourism Concepts & Principles**

Course MBA(HT)

Contact Hours: 60

Course Code: PSMHTO0002

Maximum Marks: 100

Semester 4

No. of Credits: 4

**The syllabus is for the examination to be held in May 2020, May 2021 and May 2022.**

**Objective:** to appreciate the significance of tourism industry and to provide basic knowledge about the principles and practices of tourism industry.

### **Unit-1**

Concept of Tourism, Tourist, Traveler, Visitors, Excursionist, Transit Visitor, Evolution of Tourism, Travel Motivations, Travel Deterrents, Tourism Product, Features of Tourism Products, Types of Tourism Product, Development of Transport Systems

### **Unit-2**

Components of Tourism Industry; Tourism Paradigms- Cultural Tourism, Ethnic Tourism, Adventure Tourism, Religious Tourism, Health Tourism, Rural Tourism, Eco Tourism, Heritage Tourism, Community Based Tourism, Sustainable Tourism, Virtual Tourism, Dark Tourism; Carrying Capacity, Types and its dimensions.

### **Unit-3**

Tourism Impacts- Economic, Environmental, Socio-cultural, Political, Cultural, Tourism Demand, Factors Affecting Tourism Demand, Tourism Supply, Determinants of Tourism Supply, Balance between demand & supply.

### **Unit-4**

Tourism Planning : Need for Tourism Development, Planning Process, Levels of Tourism Planning; Passport: Types of Passports; Visa and types of Visas; Tourism System: Elements of Tourism System; Tourism Organizations- Role & functions in Tourism Development- WTO, IATA, UFTAA, TAAI, PATA; Service Marketing Mix; Destination Development & Destination Life Cycle.

**Note for Paper Setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

**Suggested Readings:**

- Bhatia, A. K. (2006). *The business of tourism: concepts and strategies*. Sterling Publishers Pvt. Ltd.
- Swain, S. K., & Mishra, J. M. (2012). *Tourism: Principles and practices*. Oxford University Press.
- Roday, S., Biwal, A., & Joshi, V. (2009). *Tourism operations and management*. Oxford University Press.

**VIVA VOCE**

**Course :** MBA (HT)

**Semester :** IV

**Course Code :** PSMHVC0407

**No. of Credits :** 2

**The syllabus is for the examination to be held in May 2020, May 2021 and May 2022.**

The Viva Voce examination shall be conducted be held for 50 marks (2 credits). The viva shall be evaluated by one internal examiner and one external examiner.