



UNIVERSITY OF CALICUT

Abstract

Faculty of Commerce & Management Studies- Regulations, Scheme and Syllabus of MHM, MTHM, Programmes w.e.f 2014 admission onwards- Approved- Implemented- Orders Issued

G & A - IV - E

U.O.No. 7294/2014/Admn

Dated, Calicut University.P.O, 30.07.2014

Read:-(i) Minutes of the meeting of the BOS in Hotel Management held on 20.05.2014, Vide Item No:II

(ii) Minutes of the meeting of the Faculty of Commerce and Management studies(PG) held on 20.06.2014, vide Item No:II

(iii) Orders of the Hon'ble Vice Chancellor in File even No:dt.14.07.2014

ORDER

The BOS in Hotel Management at its meeting held on 20.05.2014 has finalised and approved the MTHM and MHM courses with the following modifications.

(i)The project work should be based on the Hotel, Tourism, Travel or Airline Industry ii) Internship training in FOUR STAR or above instead of FIVE STAR

The Faculty of Commerce and Management Studies at its meeting held on 20.06.2014, vide item no:2 has approved the minutes of the meeting of the BOS in Hotel Management with the modification in respect of the eligibility for the admission for the programme as follows:

The selection of candidates for the MTHM and MHM programmes should be based on index marks computed by adding 25 marks each for any core courses related to Travel or Tourism or Hotel, subject to a maximum of 50 marks to the total marks or grade converted in to marks.

Considering the exigency of the matter the Hon'ble Vice Chancellor in exercising the powers of the Academic Council has approved the minutes of the meeting of the Faculty of Commerce and Management Studies subject to ratification by the Academic Council.

Sanction is therefore accorded to implement the Regulations, Scheme and syllabus of MTHM and MHM courses with the following modifications subject to ratifications by Academic Council

(i)The project work should be based on the Hotel, Tourism, Travel or Airline Industry.

(ii) Internship training in FOUR STAR or above instead of FIVE STAR.

The selection of candidates for the MTHM and MHM programmes should be based on index marks

computed by adding 25 marks each for any core courses related to Travel or Tourism or Hotel, subject to a maximum of 50 marks to the total marks or grade converted in to marks.

The syllabus is implemented w.e.f 2014 admission onwards.

Orders are issued accordingly. (Syllabi of MTHM,MHM courses are appended)

Muhammed S
Deputy Registrar

To

The Controller of Examinations, Copy to: PS to VC/PA to PVC/PA to Registrar/PA to CE/EX sections/EG I section/DR/AR-MHM, MTHM Tabulation sections/GA I F section/Enquiry/PRO- System Administrator-with a request to upload the syllabi in the university website

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT

REGULATIONS GOVERNING MASTER OF HOTEL MANAGEMENT(MHM) PROGRAMME UNDER CREDIT AND SEMESTER SYSTEM FOR AFFILIATED COLLEGES IMPLEMENTED WITH EFFECT FROM 2014 -15 ACADEMIC YEAR

1.0 Title of the programme

This DEGREE shall be called MASTER OF HOTEL MANAGMENT (M.H.M) *Under the faculty of Commerce and Management, .*

2.0 Eligibility for admission

Any candidate who has passed degree in Tourism or Hotel Management or in both from University of Calicut or the same degree of any other University or Institute in any state recognized by UGC or AICTE with a minimum of 45% marks is eligible for admission. The 70% of the total seats are reserved for above graduates. The remaining 30% are reserved for the candidates who have passed degree from any other stream with a minimum of 45% marks. OBC and SC/ST students are eligible for relaxation as per University rules. However in the absence of sufficient number of candidates in any of the reserved seats, then that seats are to be considered as open to other graduates/ Tourism and Hotel Management graduates.

3.0 Duration of the programme

The duration of the M.H.M programme of study is two years divided into four semesters.

4.0 Medium of Instruction

The medium of instruction and examination shall be English.

5.0 Subjects of study

The subjects of study leading to the award of M.H.M shall comprise the following courses:

5.1 Semester One

MHM1C1 TOURISM AND HOSPITALITY ORGANISATIONS
MHM1C2 ADVANCED FRONT OFFICE MANAGEMENT
MHM1C3 HOSPITALITY MANAGERIAL COMMUNICATION
MHM1C4 ORGANISATION BEHAVIOUR
MHM1C5 REVENUE MANAGEMENT FOR HOTELS

5.2 Semester Two

MHM2C6 ADVANCED FOOD PRODUCTION MANAGEMENT
MHM2C7 OPERATION MANAGEMENT FOR HOTELS
MHM2C8 INFORMATION SYSTEM IN HOTEL INDUSTRY
MHM2C9 FACILITY PLANNING AND DESIGN FOR HOTELS AND RESTAURANTS
MHM2C10 TOURISM BUSINESS ENVIRONMENT.

5.3 Semester Three

MHM3C11 ADVANCED FOOD AND BEVERAGE MANAGEMENT
MHM3C12 HOTEL LAW
MHM3C13 HUMAN RESOURCE MANAGEMENT IN HOTEL INDUSTRY
MHM3C14 EVENTS AND CONVENTION MANAGEMENT
MHM3C15 BUSINESS RESEARCH METHODOLOGY
Project Work (Project work will start in third semester and continue in fourth semester also)

5.4 Semester Four

MHM4C16 ACCOMMODATION MANAGEMENT
MHM4C17 HOSPITALITY SALES AND MARKETING
MHM4C18 INTERNSHIP AND TRAINING
MHM4P RESEARCH REPORT

6.0 Scheme of Instruction and Examination

6.1 Semester One

Course Code	Course Title	Course- Hours Theory	Course-Hours Practice	Credits
MHM1C1	Tourism and Hospitality Organisations	80	20	4
MHM1C2	Advanced Front Office Management	80	20	4
MHM1C3	Hospitality Managerial Communication	80	20	4
MHM1C4	Organisation Behaviour	80	20	4
MHM1C5	Revenue Management for Hotels	80	20	4
	Total in a semester	400	100	20

6.2 Semester Two

Course Code	Course Title	Course- Hours Theory	Course-Hours Practice	Credits
MHM2C6	Advanced Food Production Management	80	20	4
MHM2C7	Operation Management for Hotels	80	20	4
MHM2C8	Information System in Hotel Industry	80	20	4
MHM2C9	Facility Planning and Design for Hotels and Restaurants	80	20	4
MHM2C10	Tourism Business Environment	80	20	4
	Total in a semester	400	100	20

6.3 Semester Three

Course Code	Course Title	Course- Hours Theory	Course-Hours Practice	Credits
MHM4C11	Advanced Food and Beverage Management	80	20	4
MHM4C12	Hotel Law	80	20	4
MHM4C13	Human Resource Management in Hotel Industry	80	20	4
MHM4C14	Events and Convention Management	80	20	4
MHM4C15	Business Research Methodology	80	20	4
	Total in a semester	400	100	20

6.4 Semester Four

Course Code	Course Title	Course- Hours Theory	Course-Hours Practice	Credits
MHM4C16	Accommodation Management	80	20	4
MHM4C17	Hospitality Sales And Marketing	80	20	4
MHM4C18	Internship And Training	80	20	4
MHM4P	Project Report and Viva Voce			
	Project Report	80	20	6
	Viva Voce	---	---	2
	Total in a semester	400	100	20

Grand Total 1600 400 80

Note: Practice of 20 hours for each course is for the students to prepare for seminar, visit firms, do and present assignment etc

7.0 Attendance

A candidate shall attend a minimum of 75% of the number of classes actually held for each of the courses in a semester to be eligible for appearing for examination in that course. If the candidate has shortage of attendance in any course in any semester, he or she shall not be allowed to appear for any examination in that semester. However, the University may condone up to 10% of shortage if the candidate applies for it as laid down in University procedures and if the Vice Chancellor is satisfied with the reasons cited by the candidate for his absence in classes.

8.0 Schedule and Hours of Lecture

7.1 Duration of the semester

Each semester shall consist of 16 weeks of study. This does not include the time used for conducting University examinations.

9.0 Internal Assessment

All courses except project work shall have internal assessment.

8.1 Internal Assessment Marks

As per common regulations for CSS for PG

8.2 Internal assessment components

As per common regulation for CSS for PG

10.0 External Examination:

As per common regulations for CSS for PG

11.0 Research Work

11.1 During the third and fourth semesters each student shall do a project for a business organization under the guidance of a faculty member.

11.2 The project can be done individually. In no case, the project reports of two students shall be identical.

11.3 The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for one copy each.

11.4 The report shall be printed (or neatly typed) and bound (preferably spiral bound) with not less than 50 A4 size, double spaced, pages.

11.5 The project report should be submitted to the Department Head of the College where he/she is doing MHM at least one month before the last working day of the fourth semester.

11.6 Structure of the report

Title page

Certificate from the organization (for having done the project work)

Certificate from guide

Acknowledgements

Contents

Chapter I: Introduction (Significance of the study, Research problem, objectives of the study, Research methodology etc.)

Chapter II: Review of literature

Chapter III: Organization Profile/Conceptual Frame work

Chapter IV: Data Analysis

Chapter V: Summary, Findings and Recommendations.

Appendix: Questionnaire, specimen copies of forms, other exhibits etc.

Bibliography: Books, journal articles etc. used for the project work.

11.7 Project work shall have the following stages

Project proposal presentation

Field work and analysis of data

Report writing

Draft project report presentation and discussion

Final project report submission

11.8 A certificate showing the duration of the project work shall be obtained from the organization for which the project work was done and it shall be included in the project report. If the project was not done for any organization, then a certificate from the guide stating the reasons for not doing the project for any identified organization.

11.9 Evaluation of project report: As per common regulations for CSS for PG

12.0 Evaluation of Project Report

12.1 The project shall be evaluated in two stages: the first being an evaluation of presentation of project by the student at the respective department or institute.

12.2 Each student is required to make a presentation of the project. The presentation shall detail the problem studied, objectives, scope and significance, research methodology adopted, data analysis, findings and recommendations.

12.3 A committee, consisting of the guide and another member of faculty, shall evaluate the minor project based on the report and its presentation by the student. The committee shall evaluate each presentation and award a maximum of 40% of the project marks on the basis of the report, its presentation and defence by the student.

12.4 In the second stage of evaluation, the Board of Examiners appointed by the University for the evaluation shall evaluate the project report and award a maximum of 60% marks based on the content, style, research methodology, originality of the problem and solutions recommended etc.

12.5 Sum of the marks awarded, to each student in the Internal evaluation for 40% marks and the external evaluation for 60% marks, shall be the total marks to be awarded to the student for the project.

13.0 Minimum marks for Project Report

13.1 The student should get a minimum of 50 % marks for the project report for a pass.

13.2 If the student fails to get 50 % marks, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners. This can be done immediately after publication of results.

14.0 Viva Voce

14.1 At the end of fourth semester, each student shall attend a comprehensive viva voce.

14.2 The viva board shall have at least two members: one external and one internal. The external examiner(s) shall be appointed by the University. The internal examiner shall be the Head of the Department or a faculty member nominated by him or her from the Department.

14.3 The viva voce will be about all the courses of the four- semester programme, including project reports.

14.3 The student should get 50 % marks in the viva voce for a pass in viva voce

15.0 Internship

Each candidate should go minimum 45 days internship training in Managerial level of any Hotels which are having grading FOUR star or above. A teacher co-ordinator/ co-ordinators appointed by the college should monitor the internship training and do visits in the organisations if possible. The candidate should keep a logbook with them during internship training and gets signs from their superior in the organisation and submit the same into the department after the internship training.

16.0. Teaching Assistance

Each student has to take at least one lecturing class in each semester in the graduation level classes. The department teachers should monitor this class and make evaluation on this.

17.0. Division of workload of the Programme

As per year pattern, the workload for the MHM programme comprises 75 hours per week. It is bifurcated as 64 hours for Hotel/ Hospitality Management related papers and the remaining 11 hours for Management related subjects. This division of the subjects in the department shall continue in the Choice Based Credit Semester System also, so that the implementation of this regulation will not affect the existing/ future workload in the affiliated Colleges.

The implementation of this regulation shall not affect the workload, qualifications and conditions of service of existing teachers in the colleges offering this programme.

17.1 Qualifications of Teachers

Candidates who are having graduation in Hotel Management/ Hotel Administration with Post Graduation in Hotel management with NET are qualified to teach Hotel Management related courses in this programme. The Management courses should be handled by the teachers who are having MBA with NET in Management.

Candidates who are having PhD as the basic qualification instead of NET, should have their PhD in the discipline of Hotel Management

18.0 Application of the common regulation for CSS PG

In all other matters where this regulation is silent the provisions of the common regulation for PG Program under CSS of the University to be implemented with effect from 2010-11 academic year is applicable.

Note: University reserves the right to amend these schemes, regulations and syllabi from time to time without prior notice to any.

MHM1C1 TOURISM AND HOSPITALITY ORGANISATIONS

Objectives:

The students after the completion of the course shall be able to:

1. Identify the major areas of coverage of Hospitality Management
2. Figure out the different types of hotels and restaurants
3. Realize the interrelationship between travel and tourism
4. Grasp the position of Entertainment and Recreation industries in Hospitality

Module 1. The Hospitality Industry – Travel & Tourism: The Travel Industry- The Tourism Industry. Accommodation & Leisure Industry: Historical Perspective – Economic Issues- Organisations- Accommodation – Timeshare- Accommodation – Caravan & Camping- Other Activities Within the Hospitality & Leisure Industry- Accommodation: Types of Accommodation- Size & Characteristics - The Accommodation Product- Factors Influencing a Destination's Accommodation- Accommodation Mix- A Commodity.

Module 2. The Importance of Hotels- Hotels in the Total Accommodation Market-Types of Hotels. Hotel Facilities & Services as Products- Hotel Accommodation Markets-Hotel Catering Markets- Hotel Demand Generating Sources-Hotel Market Areas-Hotel Market Segmentation- Buying & Paying for Hotel Services. Rooms- Food & Beverages- Miscellaneous Guest Services- Hotel Support Services- Organisational Structure of a Large Hotel: Room Division- Rooms- Housekeeping- Planning & Organising the Housekeeping

Department- Human Resource Management -Financial Control- Leisure Facilities. Restaurant & Fast – Food Industry: Catering Market- The Catering Markets by Sector- Market Sectors- Major Operations- Food & Beverage Management. Brewing Industry: Background to the Industry- Major Operations.

Module 3. Introduction to Tourism Industry: Definitions- The Tourism System- Types of Tourism- Leisure Tourism- Motivations- Conclusion. Urban Tourism: Tourism Markets – Leisure- Tourism Markets – Business. Conferences & Exhibitions: Conferences, Conventions, Congresses & Meetings- Exhibitions, Expositions, Trade Shows & Fairs. Urban Attractions: Museums- Museums Attendances- Museums Visitors- Museums & Urban Tourism- New Types of Attraction-Other Attractions- Impact. Culture, Sport & Special Events: The Arts- Special Event Tourism- Arts Festivals- The Olympic Games- World Fairs & Expos- Historical Celebrations- Garden Festivals- Glasgow. Structure of the Formal Tourism Industry- Ethics.

Module 4. Sustainable Tourism: Introduction. Ecotourism: Definitions and Criteria- Ecotourism Industry. Alternative Tourism: Farm-based Tourism-Volunteer Tourism- Guesthouse Tourism-Backpacking- Urban Alternative Tourism- Education Tourism. Tourism Product- Product Components- Diversification- The Intangibles- Accommodation- Predominant Features- Completeness- The Marketing Mix. The Place: What Makes a Place?- Population Growth- Natural Characteristics-The Built Environment- The People & the Patterns of Life- The Economic Situation- Political Standards & Systems- Historic & Artistic Characteristics- Media, Entertainment & Recreation- International Links- Pace of Change- Urbanisation. Tourist Destinations: Types of Destination- Purposes of Travel- General Interest Tourism- Special Interest Tourism- Business & Professional Travel- VFR, Health, Religious & Other Travel- The Destination & its Three Stages-The Destination as a Marketing Mix. Travel Motivations- Popular Culture & Mass Tourism- The Tourism Product Includes Other Tourists-Tourism Communities

Module 5. Transport: Access- Change- The Travel Marketing Mix- International Links- Road Transport- Railways- Air Transport- Marine Transport & Inland Waterways- Visas & Facilitating Entry- Key Transportation Points. The Facilitating Sectors: Travel Agencies- Tour Operators- Transportation Providers- Hospitality Providers

References:

1. Sudhir Andrews: Introduction to Tourism and Hospitality Industry
2. Rocco M Angelo & Andrew N Vladimir: Hospitality Today An Introduction
3. John R Walker: Introduction to Hospitality Management
4. Roger Doswell (ICM/Columbus Publishing)- The Management of the Tourism Sector
5. S Medlik (Butterworth/Heinemann)- The Business of Hotels (Third Edition)
6. Burkart & Medlik (Heinemann)- The Management of Tourism
7. David Weaver (Elsevier Butterworth-Heinemann)- Sustainable Tourism.

Objective:

1. To summarize front office operations during the four stages of guest cycle
2. To help a student to understand, organize, perform and evaluate front office functions that are critical to a hotel's success
3. To impart knowledge on the concept of disaster Management & its importance and the key principles of sustainability of business operations in the corporate world

Module 1. Basics of Front Office Operations - Reservations –distribution channels – Registration process –Check-out & account settlement. Front office accounting – Front office audit – Establishing room rates – Forecast formula

Module 2. The concept of revenue management – measuring yield – elements of revenue management – using revenue management – revenue management software. Guest services – guest relations – complaints handling – Legal Concerns for Front Office Operations - Guest Safety - Guest Privacy - Guest Removal - Guest property - Guest Non-payment - Illness and death of a guest

Module 3. Introduction to MIS - Infrastructural Resources required for MIS - Impact of internet revolution on Hospitality Business - Information Systems for Rooms Division Management - Property Management System - Introduction to GDS & Hotel Distribution on GDS - MIS for key Decisions - Guests data base - Keeping track of guests profile, needs, expectations etc; - Projection and Monitoring of Occupancy levels - Information System for Accounting - Night Audit - Reports generation and analysis. Modern trends in hospitality – technology trends that are changing hospitality –impact of globalization – ranking – impact of social media –hi tech meeting spaces – boutique hotels – unusual hotels - mega hotels – intelligent hotels.

Module 4. Disaster Management - Distinction between Hazard and disaster - Types of Disasters - Impact of Disasters - Man Made Disasters and Management - Gas Leaks, Nuclear Radiation leaks, Terrorist attacks, Health Hazards, Accidents - Human Errors, Pollutions, Air Pollution, Green House Gases, Social Problems, Terrorism - Vigilance, Motivation - Disaster prevention through Sustainable Development, Targets for Sustainable Development. Case study and analysis – presentations.

Module 5. Green Practices in Hospitality Industry – Introduction, scope & need - Energy Efficiency - Waste Management - Water Conservation – Eco-Design in Hospitality Architecture - Recycling - Eco-purchasing - Energy & Water Conservation – Landscaping. Corporate Sustainability - Corporate Sustainability - Principles of Sustainability - Corporate Social Responsibility - Corporate Ethics & Governance - International certifications of green practices - Eco-leaf rating - Green Globe rating - Green Key rating - Nordic Swan rating - LEEDS

Reference:

1. Managing Front Office Operations - Michael L Kasavana & Richard M Brooks – Eighth Edition
2. Hotel Organization & The Front Office Management – A.P. Rastogi – First Edition
3. Front Office Operations & Management – Ahmed Ismail – First Edition
4. Front Office Management – S.K. Bhatnagar – Second Edition
5. Hotel Front Office Management – James Bardi – Fourth Edition
6. Sustainability in the Hospitality Industry - Philip Sloan, Willy Legrand, Joseph S. Chen , Butterworth Heinemann

MHM1C3 HOSPITALITY MANAGERIAL COMMUNICATION

Objective:

- This course aims to develop the soft skills required in the hospitality industry for handling guests in a sophisticated manner.
- The syllabus aims to impart etiquette training and to make them proficient in the basic conversational skills
- It also intends to train the students to face interviews efficiently and to effectively engage in business communication, both oral and written.

Module 1. Meaning, Importance And Objectives Of Communication - Forms Of Communication – Verbal & Non-Verbal Communication - Barriers to Effective Communication. Meaning Of Social Image - Importance Of Looking Presentable & Attractive - Right Dressing & Make-Up - Hair Care & Inner-Glow - Poise & Posture – Eye Contact & Body Language - Physical Fitness.

Module 2. Etiquettes – Corporate Etiquette, Social Etiquette, Telephone Etiquette, Business Etiquette – Role Play & Body Language – Impression Management

Module 3. Managerial Speeches - Principles Of Effective Speech And Presentations, Technical & Non Technical Presentations, Speech Of Introduction – Speech Of Thanks - Occasional Speech - Theme Speech - Use Of Audio Visuals Aid

Module 4. Group Communication – Meetings – Group Discussions - Video Conferencing. Interview Techniques - Mastering The Art Of Conducting and Giving Interviews - Placement Interviews, Discipline Interviews, Appraisal Interviews, Exit Interviews

Module 5. Introduction To Managerial Writings - Business Letters, Inquiries, Circulars, Quotations, Order, Acknowledgements, Sales Letters, Job Application Letters Bio Data, Covering Letter, Interview Letters, Letter Of Reference , Memos, Minutes, Circulars And Notices - Reports - Types Of Business Reports – Formats, Choice Of Vocabulary, Coherence And Cohesion - Paragraph Writings, - Reports By Individual - Report By Committee

Reference:

1. Lesikar, R.V. & Flatley, M.E. (2005): Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw hills Publishing Company Lts. New Delhi.
2. Ludlow,R. & Panton, F. (1998) The Essence of Effective Communications Prentice Hall of India Pvt. Ltd.
3. Adair J. (2003) Effective Communication Pan McMillan
4. Thill J.V. & Bovee G.L. (1993) Excellence in Business Communication McGraw Hill, New York.
5. Bowman, J.P. & Branchaw, P.P. (1987) Business Communications: From Process to Product. Dryen Press, Chicago

MHM1C4 ORGANISATION BEHAVIOUR

Learning Objectives:

After the completion of the programme the students must be able to:

1. Understand the factors that determine individual's behaviour in an organisation
2. Evaluate the individual's behaviour in the light of various theories of personality and attitudes
3. Develop effective interpersonal skills and group decision making skills
4. Apply theories of motivation in the organisational context
5. Effectively apply conflict resolution strategies in group decision making
6. Understand stressors and be able to successfully use them for personal and organisational benefits
7. Realise the role of leadership in an organisation and also be able to enhance their own leadership abilities

Module 1. Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

Module 2. Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification. Misbehaviour – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing

perception – Interpersonal perception- Impression Management. Motivation – importance – Types – Effects on work behavior.

Module 3. Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

Module 4. Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

Module 5. Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness

Reference Books

- 1 Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.
- 2 Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
- 3 Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008. 4 Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004.
- 5 Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
- 6 Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007.
- 7 Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.

MHM1C5 REVENUE MANAGEMENT FOR HOTELS

Objectives:

1. To Understand application of fundamental concepts of finance and revenue management in the tourism and hospitality industry
2. To read and understand the components of Income Statement and Balance Sheet
3. To perform various financial statement analyses including horizontal and vertical analysis, and financial ratio analysis
4. To make sound capital budget decisions
5. Understand various cost concepts and implement CVP analysis in a hospitality organisation

6. To impart knowledge on yield management and pricing strategies for a Hospitality and Tourism undertaking

Module 1: Finance and the Hospitality Industry- Review of Accounting Basics-Accounting and the Business Environment. Financial Reporting- Restaurant Income Statement and Balance Statement- Finance in Action (FIA), Preparation of the Income Statement

Module 2: Analyzing Financial Statements- Vertical or common size Analysis-Horizontal or Comparative Analysis- Ratio Analysis- Cost Volume Profit Analysis-Preparing the Operating Budget. Managing Working Capital and Controlling Cash-Gross working capital, net working capital- Ingredients for working capital- How much does it cost to build a hotel or a restaurant? Budgeting?- Cash budget, cash flow statement, fund flow statement

Module 3: Growing the restaurant business- The Investment Package- The Time Value of Money- Investment Analysis. Financing Growth- Capital structure-Debt financing- Equity financing- WACC (Weighted Average Cost Of Capital). Applications of Time Value Concepts and Skills- Hotel Valuation-NPV application of lease V/s purchase; Alternative investment analysis.

Module 4: Introduction to Revenue Management- Revenue management – meaning and definition- Revenue Manager's Role- Revenue Management System (RMS). Revenue Management for Food and Beverage Services- Revenue Management Efforts in Lodging- Hotel Performance Reports- Hotel Performance Evaluation

Module 5: Strategic Pricing- Differential Pricing- Forecasting demand- Forecasting Data Review, Special Events Forecasting- Inventory and Price Management- Distribution Channel Management

Reference Books:

- 1) Revenue Management for the Hospitality Industry (2010): David K. Hayes, Allisha Miller, Publisher: John Wiley & Sons, ISBN: 978-0470393086, 528 pages
- 2) Essential Financial Techniques for Hospitality Managers-A practical approach (2010): Cathy Burgess, Publisher: GoodFellow publishers, ISBN: 978-1906884161
- 3) Revenue Management for Hospitality & Tourism (2013): Patrick Legohérel, Elisabeth Poutier, Alan Fyall, Publisher: GoodFellow publishers, ISBN: 978-190899948-1
- 4) Revenue Management, Cost Control, and Financial Analysis in the Hospitality Industry (2014): Godwin-Charles Ogbeide, Publisher: cognella academic publishing, ISBN: 978-162661752-0, 172 pages
- 5) An Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World (2008): Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, Publisher: Pearson Prentice hall, Upper Saddle River, New Jersey, ISBN: 978-0131885899
- 6) Management Accounting (2006): M.Y. Khan and Jain, Tata McGraw-Hill Education, ISBN: 978-0070620230

- 7) Revenue Management: Maximizing Revenue in Hospitality Operations (2010): Gabor Forgacs, Publisher: Amer Hotel & Motel Assn, ISBN: 978-0866123488, 121 pages
- 8) Hotel Operations Management (2006): David K. Hayes, Jack D. Ninemeier, Publisher: Prentice Hall; 2nd edition, ISBN: 978-0131711495, 592 pages

MHM2C6 ADVANCED FOOD PRODUCTION MANAGEMENT

Objectives:

- To describe the scope of today's managerial requirement in food production department.
- To describe the latest trends involved in modern culinary.
- To describe menu Engineering.
- To describe different production systems
- To identify different pricing methods in menu.

Module 1. Employees Sanitation and Safety Procedure in Kitchen Environment. Safety Regulations and Sanitation Procedures- Personal Safety and First Aid Procedures. Explore the professionalism in Food Industry- History of the Food Industry- Industry-related Professional Organizations- Qualities of a Professional Chef. Food Production Equipment management- Use of Commercial Food Production Equipment- Cleaning and Sanitation- Equipment Maintenance-. Cookware, Bake ware, and Utensils-E. Knives

Module 2. Apply appropriate cooking techniques for desired results- Basic Cooking Techniques- Scratch versus Speed Preparation- Cooking Methods- Prepare variety of food products using appropriate techniques and procedure for food service operations- Meat, Seafood, and Poultry- Stocks, Soups, and Sauces- Grains and Starches- Vegetable Dishes-. Fruit Dishes- Salads- Sandwiches, Canapés, Appetizers, and Hors D'oeuvres- Baked Goods- Dishes Using Dairy Products- Eggs and Breakfast Foods- Plate Presentation-

Module 3. Menu engineering and Merchandising- Developing and Modifying Menus- Recipes and Formulas- Menu Layout and Design- Marketing Implication of the menu- Menu planning strategies- Building menu- Dining Trends. Calculating Menu Pricing- Subjective Pricing Methods- Simple Mark up Pricing Method- Contribution Margin Pricing Methods- Ratio Pricing Methods- Simple Prime Cost Method- Specific Prime Cost Method. Evaluating menu. Computer- based menu management- Menu engineering analysis- Menu Item analysis- Menu mix analysis-Menu engineering summery- Four box analysis- Menu engineering graph.

Module 4. Quality food service Management- Duties and Responsibilities of Management- Standards, Regulations, and Laws- Customer Service- Controlling Food Costs- Front- and Back-of-House Operations- Skills as a Food Server. Production Planning- Kitchen Planning- Installation of Equipment- Energy Conservation- Production Systems- Chemistry in the Kitchen and Product development

Module 5. Trends and Influences- Food and Society- Influence of Ethnic Culture- Culinary importance of different countries- French- Italian- German- England- Mexican-Oriental countries- Indian- Middle eastern- -Spain- Scandinavian countries. Modern Trends in Presentation. Control Functions- Management Resources and Objectives- Management as a Process- The Control Process- Establish Standards- Measure actual operating results- Compare actual result with standards- Take corrective action-. Review corrective action- Consideration in Designing control systems- Responsibilities for control

Reference:

- Theory of Catering- David, Fosket, Victor Ceserani and Ronald Kinton- 10th edition

- Food and Beverage management and cost control- Jagmohan Negi
 - Design and Layout of Food Service Facilities- John C Birchfield
 - Food and Beverage Management- Jack D Nienmeier.
 - Menu Planning for the Hospitality Industry- Jaksu Kivela
 - Profitable Menu Planning- John A Drysdale
 - Professional Cooking- Wayne Gisslen- 5th Edition
 - Planning and Control for F&B Operations- Jack Nienmeier- 3rd Edition
-

MHM2C7 OPERATION MANAGEMENT FOR HOTELS

Course Objectives:

- 1 To acquaint the students with the service operations strategy aspects.
- 2 To provide students with the concepts and tools necessary to effectively manage field service operations.
- 3 To familiarize the students with the concepts of CRM and role of IT in managing service operations.

Module 1. Service Operations Concept: Nature of Services , Difference between Manufacturing and Service Operations, Service Operations Characteristics, Purpose and objectives of service operation, Functions and processes in service operation, Different Pure Service Organizations and their peculiarities.

Module 2. Service Operation Strategy: Service objectives and goal formulation, Service organization: In house Vs. Outsourcing, Centralized Vs. Decentralized, Creating Customer Connection, Effect of technology on service operations- strategic and tactical problems of managing operations functions in service environment, economies of customer loyalty, alignment between target market segments, manpower implications. Enhancing customer satisfaction, Service Operations as Profit Centre.

Module 3. Designing & Managing Service Operations: Technology and its Impact on Services, Design and Development of Service Delivery Systems, Factors determining design of service systems- Impact of customer contact on design of service system , Work Measurement, Locating Facilities, Designing their Layout. Service capacity, Capacity Planning process design in service systems - basic structure of waiting line model- Principles of queuing theory for capacity analysis issues- Short term capacity planning problems- service quality measurements. Service operation processes for Event management, Financial management, IT service consultancy management.

Module 4. Field Service Management, Service Manpower Planning & Scheduling: Field Service Organization, Field Service Inventory Management, Field Technical Support Service, Integrating Field Service with Information Technology, Field Service Effectiveness Evaluation, Field Service and its impact on Customer satisfaction, Field Service and Customer Relations Management, Uncertainty in Manpower Requirements, Cyclical and Seasonal nature of demand, Service Level Considerations and Cost Considerations in Manning.

Module 5. Customer Relationship Management: Customer requirement assessment, Customer satisfaction parameters and indices, Manpower recruitment and training, Customer feedback collection and analysis, Customer service evaluation. IT Enabled Customer Service: Call Centre Operations and Management, Web- enabled Services, ERP enabled Field and Technical Support Services, Tele marketing and servicing.

MHM2C8 INFORMATION SYSTEM IN HOTEL INDUSTRY.

Objective: To enable the students to acquire knowledge in applications of Information Technology in the Hospitality industry

Module 1. BASICS OF INFORMATION TECHNOLOGY: Information -Prerequisites and Needs –IT And Its Components - IT and Internet-The internet and the Hospitality Industry - The Internet and E-Commerce- The internet and Communication – The impact of the Internet in the Hospitality Industry. SOCIAL INFORMATICS: IT& Society-Issues and Concerns- IT and Industry-New opportunities and threats- Cyber Crime –Security & Privacy issues- Cyber Ethics- Cyber Laws- IT (amendment) Act 2008 - Guidelines for proper Usage of Computers and Internet.

Module 2. HOTEL COMPUTER APPLICATIONS: Computers in the Hospitality Industry - Integrated packages-Hotel and catering software applications- property management systems (PMS) - Reservation systems - Central reservation system(CRS)- Housekeeping -Guest accounting-Night audit-ancillary systems- electronic door locking systems, energy management systems, Call accounting and Telephone Systems.

Module 3. CATERING COMPUTING SYSTEMS: Recipe Costing Systems-Recipe Costing system Operation-stock Control Systems-Stock Control Systems operations-Stock Taking – Conference and banqueting Systems - Specialist catering computer systems-Mini-Bars-Automatic Vending Systems-Nutritional Analysis Systems-Beverage Control Systems. BACK-OFFICE SYSTEMS: Payroll Systems – Personnel Systems – Accounting Systems – Guest History Systems – Sales Analysis Systems.

Module 4. HOTEL ELECTRONIC DISTRIBUTION: Global Distribution systems(GDS)-Hotel Distribution on the GDS-Hotel Central reservations Offices- Computerized Reservation Systems-Levels of GDS Connectivity-The allocation Issue-switching Companies-Hotel representative Companies-Reservation System Operation-Destination Management systems Hotel distribution and the World Wide Web-Internets and Extranets in tourism.

Module 5. MANAGING COMPUTERS IN THE HOSPITALITY INDUSTRY: Information technology planning-Managing computer use in the organization-standards-End-user Support-Budget–Purchasing a computer systems-Appoint the selection Team- Identify business objectives – Determine Current and Future Information needs – Define system requirements - Installation-the type of change over-site preparation-data entry-maintenance-Training.

References :

1. Using Computers in Hospitality 2nd Edition – Peter O-Connor, Continuum, London and New York
2. E-Commerce and Information technology in Hospitality and Tourism, Zongqing Zhou, Thomson, Delmar Learning

MHM2C9 FACILITY PLANNING AND DESIGN FOR HOTELS AND RESTAURANTS.

Objectives:

- To disseminate information on how hotels are planned and designed to meet the basic objective of the organization of providing accommodation and services to the guest.
- To provide a comprehensive plan of developing hotels layout and design as per the specifications of the statutory rules of the state and central government.

Module 1. Hotel Classification in India- Regional tourism offices in India- HRACC and its constitution- Advantages of classification- Heritage Hotels- Quality Parameter checklist for grading

Module 2. Hotel Design: Components of Hotel Design- Systematic Layout planning- Guidelines for allocating space in hotels- Feasibility study- Guest room planning and construction

Module 3. Kitchen and Restaurant- Design and Layout- Principles of Kitchen and Restaurant layout and design- Areas of various kitchen with dimensions- Factors effecting kitchen and Restaurant Design- Flow of work / kitchen work triangle- Layout of a commercial kitchen (types and drawing)- Budgeting for kitchen and Restaurant equipment- Layout for various Food Service outlets.

Module 4. Planning areas in Hotel- Management / administrative areas- Front Office department planning- Housekeeping department planning- Planning of storage area , back area of the hotel , Ancillary units like offices , Time office , security , cafeteria , staff facilities , etc- Kitchen Stewarding – layout & design

Module 5. Energy Conservation and Special Facilities: Different energy conservation methods- Need for energy conservation- Planning for differently abled guests in rooms and public areas- Car parking area calculation

References

- Hotel Facility planning – Tarun Bansal
 - The Professional Housekeeper – Margaret Shneider and Georgina Tucker
 - Catering management – Mohini sethi
 - Website – www.hrani.net.in/guidelines 2013/guidelines – hotels.pdf
- MHM2C10 TOURISM BUSINESS ENVIRONMENT.

Objectives: To enable the students to understand and analyze the national and global environment of Business through a macro and micro perspective of business in general and Tourism Industry in particular.

Module 1. Business: meaning – nature and scope – objectives of business – characteristics of today’s business – Environment: meaning – constituents of environment (external and internal environment) – factors influencing environment – features – Environmental analysis: meaning – process of environmental analysis – limitations of environmental analysis. **Globalisation:** Meaning - Nature - Reasons for going global, Process of globalization/internationalization, benefits and problems of globalization – globalization in tourism and hospitality. Drivers of globalization. Impacts up on hospitality and tourism. Globalization and international competition- industrial strategies- alliances.

Module 2. World Trade Organisation (WTO): General Agreement on Trade in Services – (GATS) – Modes of Services and trade cross border trade consumption, abroad commercial presence, - Movement of natural persons – Regulation of Services, Trade Infrastructural services. Professional Services, Air transport services, tourism services, GATS commitments in Air transport services, tourism services, India’s strategy in air transport and tourism services.

Module 3. Economic Environment for Tourism: meaning – factors constituting economic environment: Sectoral approach – economic systems – Policies and Reforms etc. Trans national Business integration: Foreign market entry strategies, foreign investments, mergers and acquisitions, strategic alliances, franchising- management contracts- joint ventures-Globalization and human resources- Personal movements- Impacts on HRM- Effects of Transnational Business on small enterprises in tourism and working conditions in the tourism and hospitality industry- unskilled workers and pay- legislation- turnover of personnel.

Module 4. Political and Legal Environment in Tourism: Political institutions: Legislature – Executive and Judiciary – Responsibility of business to government and of government to business – role of government: economic, regulatory, promotional, entrepreneurial and planning roles –Govt. intervention and controls – levels of control- rationale for govt. interference.

Module 5. Socio-Cultural Environment and Tourism: meaning of culture – Elements of culture - organization of culture – complexities in multi-cultural business (cultural adaptation, cultural shock, cultural transmission, cultural conformity and Cultural lag) – impact of culture on business – social responsibilities of business – Business ethics – tourism and socio-cultural environment. Technological and Natural Environment: meaning of technology – features of technology – impact of technology (social, economic and plant level implications) – technology in tourism – natural environment and impact on tourism business

Reference Books:-

1. Essentials of Business Environment- K. Aswathappa, Himalaya Publishing House
2. Business Environment -Francis Cherunilam, Himalaya Publishing House
3. Global Economy and Business Environment- Francis Cherunilam
4. WTO and Indian Economy- G.K. Chadha
5. Marketing Management-Philip Kotler, Prentice Hall
6. Strategic Management in Tourism -L.Moutinho, CABI Publishing, U.K., Edition
7. Knowles Tim, Diamantis Dimitrios et al, Globalization of Tourism and Hospitality-Strategic Perspective”. Continuum, London, edition 2001.
8. Chanda Rupa, Globalisation and services, Oxford University Press, Delhi edition 2002

MHM3C11 ADVANCED FOOD AND BEVERAGE MANAGEMENT

Objective

- To illustrate and inculcate within the students a high degree and level of understanding in Food & Beverage service department successfully.
- To harness skills and knowledge in effective Food and beverage operations with adequate relevance and emphasis to profitability.

Module 1. Food and beverage Management. Introduction to Food & beverage service department and its role in a hotel- Restaurant concepts – hierarch concept- Conceptualizing & developing a restaurant with regard to Policy design, Site, Market feasibility, Finance, Restaurant planning design, Menu designing, Developing food preparation methods and style of service, Planning equipments. Menu Engineering-Definition , scope , Importance, Menu Engineering Matrix

Module 2. Legal licenses to new bars and restaurants- Licenses from local authorities- FSSAI – rules and implementation. Licenses to run catering establishments/hotels (including lodging)

Module 3. Quality management in Food and Beverage operations- Definition of quality and its importance- Methods of managing quality in Food & Beverage operations-

Approaches to quality management- Quality management examples- Designing a quality system for the concept- Quality characteristics Matrix

Module 4. Food and Beverage Financial Management- Revenue control system-Catering operation budgets- Budget and trading results : comparison & Evaluation- Variance analysis- Operational calculation- Operational & financial ratios

Module 5. Emerging trends in Food & Beverage business- Software and equipments- Procedure and practices- Consumer trends- Environmental issues and ethical issues- Fast food and generation next

References:

- Introduction to management in Hospitality industry by Tom Powers and Clayton W Barrows – John Wiley & sons
- Menu design – Merchandising and Marketing (3rd edition) by Albin G Seaberg , Nostrand Reinhold company
- Food and beverage Management , John Cousins , David Foskett , Gillespie , Pearson
- Restaurant operation and control – Marcel Robert Escoffier-Prentice Hall

MHM3C12 HOTEL LAW

Module 1. Principles of governing Hospitality organisations- The Hotelkeeper and law of contract- Agents and agencies. The Hotelkeeper and the Laws of Torts and Negligence- Hotel's duties and rights.

Module 2. Hotel's right to evict a Guest, tenant, restaurant patron and others- The Hotel's liabilities- Frauds committed against Hotels and crime of trespass. Food Safety Act- Liquor Licensing Legislation- Health & Safety at Work. HACCP

Module 3. Shops and Establishments Act- Procedure relating to registration of hotel, Lodges, Eating Houses, Restaurants, and other related provisions. Licenses and Permits- Licenses and permits for hotels and catering establishments – Procedure for procurement, bye laws of hotels and restaurant under municipal corporation – Renewal Suspension and termination of licenses. Laws relating to food service-Wages and Hour laws applicable to Hotel employees- Consumer protection Laws affecting Hotels- Public health and safety requirements.

Module 4. Food Adulteration Act- Principles of food laws regarding prevention of food adulteration, definition, authorities under the act, procedure of taking a sample purchase right, warranties, guest control order or food services, order in force from time to time. Essential commodities etc., and AGMARK

Module 5. Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act. The Water (Prevention and Control of Pollution) Act. The Air (Prevention and Control of Pollution) Act

Reference

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
2. Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.

3. The Environment (Protection) Act, 1986, amended 1991,
<http://envfor.nic/legis/legis.html>
4. Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco_affairs/America_Canada/Fema_acts/index.html
5. Foreigners Registration Act,http://www.immigrationindia.nic.in/registration_requirements.html

MHM3C13 HUMAN RESOURCE MANAGEMENT IN HOTEL INDUSTRY

Module 1. Introduction to HRM- Human Resource Management- Job Design- Recruitment- Selection- Appointment and Induction- Performance Management- Training- Job Evaluation- Administration of Wages and Salaries- Incentives- Fringe Benefits.

Module 2. Learning & Development: Definitions- Quality & Flexibility- The Learner & Barriers to Learning- Learning Outcomes- Processes of Learning. **Development:** Definitions- Self Development- Employee Development- Management Development- Types of Learning & the Learning Organisation. **Training & Human Resource Development:** Definitions- Creating an HRD Plan- Training Needs Analysis-Training Methods

Module 3. Management Development: Definitions- Role of Management & Organisation Strategy- Open Systems Approach- Unified Approach- Developing Programmes- Brief International Overview- Management Competencies. **Remuneration & Reward:** Theoretical Foundation- Maslow, Herzberg, Porter & Lawler- Payment Systems – Objectives & Equity- Time Systems, Incentive Systems, Payment by Results- Bonus Schemes & Collective Bonuses- Performance Related Pay- Variable Payments- Employee Benefits

Module 4. Employment Contracts: Common Law Duties of Employer & Employee-Statute Law & the Employment Contract-The Employment Relationship – Operational Control- Management & Management Functions- Labour Process & Management

Module 5. Collective Bargaining: Definitions- Principles & Theoretical Approaches- Collective Agreements

Recommended Reading

1. Human Resource Management: A Contemporary Perspective – I Beardwell & L Holden (Pitman)
2. Human Resource Management in the Hospitality Industry (7th edition) – M J Boella
3. Personnel Management & Industrial Relations – Dr P C Shejwalkar & Mr S Malegaonkar
4. Human Resource Management in the Hospitality Industry -Frank M /Mary L Monochello
5. Human Resource Management & Human Relations – V P Michael

MHM3C14 EVENTS AND CONVENTION MANAGEMENT

Objective:

1. To describe the scope of today's meetings market, including the various types of meetings hosted by the convention & meetings industry
2. To describe the latest trends in meetings industry.
3. To identify those factors that have the greatest impact on the growth of the meetings and conventions industry.

Module 1 Introduction to Convention, Meetings & Trade Show Industry – the convention & meetings industry today – trends in the meetings industry. Definition & the scope of meetings market – lodging facilities in the meeting environment – meeting planners – size of meetings market – growth of the convention industry. Developing a marketing plan – the four steps in the marketing plan – putting the plan into action

Module 2. Group markets – associations – incentive travel market – leisure market – education market – sports market – increasing group business through exhibits and trade shows. Advertising to the meetings market – print advertising – using technology for advertising – collateral materials – direct mail advertising – planning an advertising strategy – public relations & publicity. Servicing the Group – before, during & after meeting – intra-property coordination – guest rooms & amenities – function rooms – handling VIPs – final evaluation meeting

Module 3. Catered Functions & Special Events – banquet service – setting up the banquet – theme parties – receptions – banquet contracts. Guest rooms – reservation systems – room assignment – managing room blocks – check-in/check-out Function rooms & meeting set ups – types – size & layout – breakdown of function rooms – meeting rooms of future. Food & beverage service – types of food functions – types of setups for beverage functions – off-premises catering – themed or special events

Module 4. Negotiations & contracts – letter of agreement/contract – contract standardization – multiple-meetings contract- Meeting technology - projectors & screens – audio-visual equipments – staging – theatrical lighting – signs & printing – language interpretation systems Sound systems – lighting – multimedia presentation equipments – virtual conferencing equipments.

Module 5. Preparing for the event – preconvention meeting – resume – banquet event order – communicating details electronically. Admission system & other services. Exhibits & trade shows. Convention billing & post convention review- Trends.

Reference:

Convention management & service – Milton T Astroff – Eighth Edition

Managing conventions & group business – Leonard H Hoyle, David C Dorf, Thomas
J A Jones – First Edition

Convention sales – Margaret Shaw – First Edition

MHM3C15 BUSINESS RESEARCH METHODOLOGY

Course Objectives:

- 1 To understand the concept and process of business research in business environment.
- 2 To know the use of tools and techniques for exploratory, conclusive and causal research.
- 3 To understand the concept of measurement in empirical systems.
- 4 To use statistical techniques for analysis of research data.

Module 1. Foundations of Research: Research: – Definition, Why study Business Research? What is good research? Decision- Support, Business Intelligence, Research applications in functional areas of Business, Emerging trends in Business research. Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process. Concept of Scientific Enquiry - Formulation of Research Problem –Management Question – Research Question – Investigation Question. Research Proposal: – Elements of a Research Proposal, Drafting a Research Proposal, Evaluating a research proposal (Students are expected to draft and evaluate a real life research proposal)

Module 2. Research Design: Concept, Features of a good research design, Use of a good research design. Qualitative research and Quantitative research approaches, Comparison - Pros and Cons of both approaches. Exploratory Research Design: Concept, Types: Qualitative techniques - Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation. Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group. (Elementary conceptual treatment expected) Hypothesis: Qualities of a good Hypothesis – Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance.

Module 3. Measurement & Data: Concept of Measurement: what is measured? Problems in measurement in management research - Validity and Reliability. Levels of measurement - Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale– Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum scales, Graphic Rating Scales– Ranking Scales– Paired Comparison & Forced Ranking- Concept and Application. Types of Data- Secondary Data: Definition, Sources, Characteristics, Searching world wide web for data, Issues to be considered for secondary data, sufficiency, adequacy, reliability, consistency. Types of Data - Primary Data: Definition, Advantages and disadvantages over secondary data. Questionnaire Method: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Email/Internet survey, online survey sites, their utility, constraints.

Module 4. Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach

for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample-Practical considerations in sampling and sample size, (sample size determination formulae and numerical not expected)

Module 5. Data Analysis & Report Writing: Data Analysis : Editing, Coding, Univariate analysis- Tabular representation of data, frequency tables, Construction of frequency distributions and their analysis in the form of measures of central tendency – Mean, Median and Mode; their relative merits and demerits. Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram, Leaf and stem, Candle stick, Box plots. (Use of MS Excel): Bivariate Analysis: Cross tabulations, Use of percentages, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation; Scatter plots, Chi-square test including testing hypothesis of association, association of attributes. (Formulae and calculation are not expected. Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.) Linear Regression Analysis: Meaning and two lines of regression; relationship between correlation and regression co-efficient (Formulae and calculation are not expected. Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.). Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test, Non-parametric tests: Binomial test of proportion, Randomness test; Analysis of Variance: One way and two - way Classifications (Formulae and calculation are not expected. Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.). Research Reports: Structure of Research report, Report writing and Presentation.

Reference Books

1. Research Methods for Leisure Recreation and Tourism: Ercan Sirakayr –Turk, Muzffer Uysal, William Hammitt & Jerry J Vaske
2. Research Methods in Social Sciences – A Manual for Designing Questionnaires: S.P Singh
3. Data Analysis for the Helping Professions- A Practical Guide: Donald M Pilcher
4. Research Methodology a Step by Step Guide to Beginners (2ed) : Ranjit Kumar
5. Theory and Methods of Social Research : Johan Galtung
6. Method of Social Research : W J Woods
7. Social Statistics: Blalock and Blalock
8. Scientific Methods in Social Research: P V Young
9. Survey Methods in Social Investigations : Mores and Calton
10. Statistical Methods : S D Gupta
11. Statistics for the social sciences: William L. Hays

Objectives

- The importance of Housekeeping in Hospitality operations specified.
- To know about the various personnel in a Housekeeping department and their duties and responsibilities.
- To understand the coordination between Housekeeping and other hotel departments.
- To understand the concept of a budget and the advantages of preparing a budget.
- To explain the budget-planning process in the Housekeeping department.
- To understand the meaning and significance of ergonomics at workplace.
- To establish goals for pest control.
- To practice the basics of integrated pest management using different methods of pest control.
- To undertake hygienic waste disposal and recycling of wastes.
- To explain the importance of horticulture as an aspect of housekeeping.
- To list the applications of Information technology in the Housekeeping department.
- To describe the emerging trends in Housekeeping at hospitality properties.

Module 1 The Housekeeping Department- Importance of Housekeeping- Responsibilities of Housekeeping Department- Housekeeping Personnel- Lay-out of Department- Co-ordination with other departments- Planning process in Housekeeping.

Module 2. Budgeting for Housekeeping expenses- Types of Budget- Housekeeping expenses- Budget Planning process- Income statement of Rooms Division- Controlling expenses- Inventory control and stock-taking- Purchasing.

Module 3. Ergonomics in Housekeeping- Ergonomics- Ergonomics in Hotel Housekeeping- Team-work and leadership- Time & Motion studies- Employee welfare & Discipline.

Module 4. Pest control, waste disposal & Horticulture- Pest control- Common pests & their control- Integrated pest management- Waste disposal- Essential components of Horticulture- Landscaping- Indoor plants- Flower arrangement basics

Module 5. Changing trends in Housekeeping- Hygiene, not just cleanliness- Outsourcing- Training and Motivation- Eco-friendly amenities, products and processes- New-scientific techniques- IT-savvy Housekeeping- Transactional Analysis.

Reference Books

- Professional Housekeeper by Madeline Schneider & Georgina Tucker
- Commercial Housekeeper and maintenance by Iris Jones & Cynthia Philips
- Hotel, Hostel and Hospital housekeeping by Joan C Bransoin and Margaret Lennox
- Human resource management by Dr. Aswathappa
- Managing Housekeeping operations by Margaret M. Kappa
- Hotel Housekeeping Operations & Management by G.Raghubalan

MHM4C17 HOSPITALITY SALES AND MARKETING

Module 1. Introduction: Marketing for Hospitality: Customer Orientation- What is Hospitality?- Marketing Management- Marketing Management Philosophies. **Service Characteristics of Hospitality & Tourism Marketing:** The Service Culture- Characteristics of Service Marketing- Services Marketing Mix. **The Marketing Environment:** The Company's Micro-environment-The Company's Macro-environment. **Electronic Marketing: Internet Marketing and Direct Marketing:** Internet Marketing- Business-to-Business E-commerce- Direct Marketing

Module 2. Consumer Markets & Consumer Buying Behaviour: Personal Characteristics Affecting Consumer Behaviour- The Buyer Decision Process- Unique Aspects of Hospitality- **Organisational Behaviour of Group Market:** The Organisational Buying Process- Participants in the Organisational Buying Process- Major Influences on Organisational Buyers- Organisational Buying Decisions- Group Business Markets. **Market Segmentation, Targeting and Positioning:** Markets- Market Segmentation- Targeting Families by Targeting Kids- Market Targeting-Market Positioning.

Module 3. Designing & Managing Products: What is a Product?- Product Levels- Augmented Product- Brand Decisions- New Product Development- Restaurants & Hotels Develop New Product Ideas- Product Development Through Acquisition- Product Life-cycle Strategies. **Internal Marketing:** Internal Marketing- When Employee Communications Go Against Customer Expectations-The Internal Marketing Process.

Module 4. Pricing Products: Pricing Considerations, Approaches and Strategy: Price- Factors to Consider When Setting Prices- General Pricing Approaches- Pricing Strategies- Segmented Pricing- Price Fixing- Other Pricing Considerations. **Distribution Channels:** Nature & Importance of Distribution Systems- Nature of Distribution Channels-Marketing Intermediaries- Channel Behaviour & the Organisation- Restaurant Franchising- Selecting Channel Members- Responsibilities of Channel Members & Suppliers- Business Location

Module 5. Promoting Products: Communication & Advertising: The Communication Process- Establishing the Total Marketing Communications Budget- Managing & Coordinating Integrated Marketing Communications- Manage the Integrated Marketing Communication Process- Advertising- Advertising Agency- Major Decisions in Advertising- Association Advertising. **Promoting Products: Public Relations & Sales Promotion:** Public Relations- Major Activities of PR Departments-Publicity- The Public Relations Process- Major Tools in Marketing PR- Public Relations Opportunities for the Hospitality Industry- Crisis Management- Sales Promotion. **Professional Sales:** Management of Professional Sales- Nature of Hospitality Sales- Sales Force Objectives- Sales Force Structure & Size- Organising the Sales Department- Relationship Marketing & Strategic Alliances- Recruiting & Training a Professional Sales Force- Managing the Sales Force
References:

1. Marketing for the Hospitality Industry – John Rodgers (Hodder & Stoughton)
2. Fundamentals of Marketing – William Leader & Nick Kyritsis (Stanley Thornes)
3. Hospitality Sales: A Marketing Approach – Margaret Shaw & Susan Morris (John Wiley & Sons)
4. Marketing for Hospitality & Tourism – Kotler, Bowen & Makens (Prentice Hall)

UNIVERSITY OF CALICUT

REGULATIONS GOVERNING MASTER OF TOURISM AND HOSPITALITY MANAGEMENT(MTHM) PROGRAMME UNDER CREDIT AND SEMESTER SYSTEM FOR AFFILIATED COLLEGES IMPLEMENTED WITH EFFECT FROM 2014 -15 ACADEMIC YEAR

1.0 Title of the programme

This DEGREE shall be called MASTER OF TOURISM AND HOSPITALITY MANAGEMENT (M.T.H.M), *Under the faculty of Commerce and Management.*

2.0 Eligibility for admission

Any candidate who has passed degree in Tourism or Hotel Management or in both from University of Calicut or the same degree of any other University or Institute in any state recognized by UGC or AICTE with a minimum of 45% marks is eligible for admission. The 70% of the total seats are reserved for above graduates. The remaining 30% are reserved for the candidates who have passed degree from any other stream with a minimum of 45% marks. OBC and SC/ST students are eligible for relaxation as per University rules. However in the absence of sufficient number of candidates in any of the reserved seats, then that seats are to be considered as open to other graduates/ Tourism and Hotel Management graduates.

3.0 Duration of the programme

The duration of the M.T.H.M programme of study is two years divided into four semesters.

4.0 Medium of Instruction

The medium of instruction and examination shall be English.

5.0 Subjects of study

The subjects of study leading to the award of M.T.H.M shall comprise the following courses:

5.1 Semester One

MTHM1C1 TOURISM AND HOSPITALITY ORGANISATIONS
MTHM1C2 ROOMS DIVISION MANAGEMENT
MTHM1C3 SERVICES OPERATIONS MANAGEMENT
MTHM1C4 BUSINESS OF TRAVEL
MTHM1C5 ORGANISATION BEHAVIOUR

5.2 Semester Two

MTHM2C6 REVENUE MANAGEMENT IN HOSPITALITY INDUSTRY
MTHM2C7 MARKETING FOR HOSPITALITY AND TOURISM
MTHM2C8 INFORMATION SYSTEM IN TOURISM AND HOSPITALITY
INDUSTRY
MTHM2C9 HOTEL FACILITY MANAGEMENT
MTHM2C10 TOURISM DESTINATION PLANNING AND DEVELOPMENT

5.3 Semester Three

MTHM3C11 EVENT AND CONVENTION MANAGEMENT
MTHM3C12 HOSPITALITY AND TOURISM LAWS

MTHM3C13 AIRPORT AND AVIATION MANAGEMENT
MTHM3C14 SERVICES BUSINESS-STRATEGIC MANAGEMENT AND
ETHICS

MTHM3C15 BUSINESS RESEARCH METHODS
Project Work (Project work will start in third semester and continue in
fourth semester also)

5.4 Semester Four

MTHM4C16 ADVANCED FOOD AND BEVERAGE MANAGEMENT
MTHM4C17 HUMAN RESOURCE MANAGEMENT IN TOURISM AND
HOSPITALITY INDUSTRY

MTHM4C18 INTERNSHIP AND TRAINING

MTHM4P RESEARCH REPORT

6.0 Scheme of Instruction and Examination

6.1 Semester One

Course Code	Course Title	Course-	Course-	Credits
		Hours Theory	Hours Practice	
MTHM1C1	Tourism and Hospitality Organisations	80	20	4
MTHM1C2	Rooms Division Management	80	20	4
MTHM1C3	Services Operations Management	80	20	4
MTHM1C4	Business of Travel	80	20	4
MTHM1C5	Organisation Behaviour	80	20	4
	Total in a semester	400	100	20

6.2 Semester Two

Course Code	Course Title	Course-	Course-	Credits
		Hours Theory	Hours Practice	
MTHM2C6	Revenue Management in Hospitality Industry	80	20	4
MTHM2C7	Marketing for Hospitality and Tourism	80	20	4
MTHM2C8	Information System in Tourism and Hospitality	80	20	4

	Industry			
MTHM2C9	Hotel Facility Management	80	20	4
MTHM2C10	Tourism Destination Planning and Development	80	20	4
	Total in a semester	400	100	20

6.3 Semester Three

Course Code	Course Title	Course-Hours Theory	Course-Hours Practice	Credits
MTHM4C11	Event And Convention Management	80	20	4
MTHM4C12	Hospitality and Tourism Laws	80	20	4
MTHM4C13	Airport and Aviation Management	80	20	4
MTHM4C14	Services Business-Strategic Management and Ethics	80	20	4
MTHM4C15	Business Research Methods	80	20	4
	Total in a semester	400	100	20

6.4 Semester Four

Course Code	Course Title	Course-Hours Theory	Course-Hours Practice	Credits
MTHM4C16	Hospitality-Business Environment	80	20	4
MTHM4C17	Human Resource Management in Tourism and Hospitality Industry	80	20	4
MTHM4C18	Internship And Training	80	20	4
MTHM4P	Project Report and			

Viva Voce			
Project Report	80	20	6
Viva Voce	---	---	2
Total in a semester	400	100	20

Grand Total 1600 400 1200 80

Note: Practice of 20 hours for each course is for the students to prepare for seminar, visit firms, do and present assignment etc.

7.0 Attendance

A candidate shall attend a minimum of 75% of the number of classes actually held for each of the courses in a semester to be eligible for appearing for examination in that course. If the candidate has shortage of attendance in any course in any semester, he or she shall not be allowed to appear for any examination in that semester. However, the University may condone up to 10% of shortage if the candidate applies for it as laid down in University procedures and if the Vice Chancellor is satisfied with the reasons cited by the candidate for his absence in classes.

8.0 Schedule and Hours of Lecture

7.1 Duration of the semester

Each semester shall consist of 16 weeks of study. This does not include the time used for conducting University examinations.

9.0 Internal Assessment

All courses except project work shall have internal assessment.

8.1 Internal Assessment Marks

As per common regulations for CSS for PG

8.2 Internal assessment components

As per common regulation for CSS for PG

10.0 External Examination:

As per common regulations for CSS for PG

11.0 Research Work

11.1 During the third and fourth semesters each student shall do a project for a Tourism/ Hotel organization under the guidance of a faculty member.

11.2 The project can be done individually. In no case, the project reports of two students shall be identical.

11.3 The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for one copy each.

11.4 The report shall be printed (or neatly typed) and bound (preferably spiral bound) with not less than 50 A4 size, double spaced, pages.

11.5 The project report should be submitted to the Head of the Department of the

College where he/she is doing MTHM at least one month before the last working day of the fourth semester.

11.6 Structure of the report

Title page

Certificate from the organization (for having done the project work)

Certificate from guide

Acknowledgements

Contents

Chapter I: Introduction (Significance of the study, Research problem, objectives of the study, Research methodology etc.)

Chapter II: Review of literature

Chapter III: Organization Profile/Conceptual Frame work

Chapter IV: Data Analysis

Chapter V: Summary, Findings and Recommendations.

Appendix: Questionnaire, specimen copies of forms, other exhibits etc.

Bibliography: Books, journal articles etc. used for the project work.

11.7 Project work shall have the following stages

Project proposal presentation

Field work and analysis of data

Report writing

Draft project report presentation and discussion

Final project report submission

11.8 A certificate showing the duration of the project work shall be obtained from the organization for which the project work was done and it shall be included in the project report. If the project was not done for any organization, then a certificate from the guide stating the reasons for not doing the project for any identified organization.

12.0 Evaluation of Project Report

12.1 The project shall be evaluated in two stages: the first being an evaluation of presentation of project by the student at the respective department or institute.

12.2 Each student is required to make a presentation of the project. The presentation shall detail the problem studied, objectives, scope and significance, research methodology adopted, data analysis, findings and recommendations.

12.3 A committee, consisting of the guide and another member of faculty, shall evaluate the minor project based on the report and its presentation by the student. The committee shall evaluate each presentation and award a maximum of 40% of the project marks on the basis of the report, its presentation and defence by the student.

12.4 In the second stage of evaluation, the Board of Examiners appointed by the University for the evaluation shall evaluate the project report and award a maximum of 60% marks based on the content, style, research methodology, originality of the problem and solutions recommended etc.

12.5 Sum of the marks awarded, to each student in the Internal evaluation for 40% marks and the external evaluation for 60% marks, shall be the total marks to be awarded to the student for the project.

13.0 Minimum marks for Project Report

13.1 The student should get a minimum of 50 % marks for the project report for a pass.

13.2 If the student fails to get 50 % marks, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners. This can be done immediately after publication of results.

14.0 Viva Voce

14.1 At the end of fourth semester, each student shall attend a comprehensive viva voce.

14.2 The viva board shall have at least two members: one external and one internal. The external examiner(s) shall be appointed by the University. The internal examiner shall be the Head of the Department or a faculty member nominated by him or her from the Department.

14.3 The viva voce will be about all the courses of the four- semester programme, including project reports.

14.3 The student should get 50 % marks in the viva voce for a pass in viva voce.

15.0 Internship

Each candidate should go minimum 45 days internship training in Managerial level of any Hotels which are having grading FIVE star or above or any IATA approved travel agency/ tour operation companies/ Airports. A teacher co-ordinator/ co-ordinators appointed by the college should monitor the internship training and do visits in the organisations if possible. The candidate should keep a logbook with them during internship training and gets signs from their superior in the organisation and submit the same into the department after the internship training.

15.0 Teaching Assistance

Each student has to take at least one lecturing class in each semester in the graduation level classes. The department teachers should monitor this class and make evaluation on this.

16.0 Division of workload of the Programme

As per year pattern, the workload for the MTHM programme comprises 75 hours per week. It is bifurcated as 32 hours for Hotel/ Hospitality Management related papers and 32 Hours for Tourism/ Tourism related papers. The remaining hours in this programme should be handled by the Teacher who is having MBA with NET. This division of the subjects in the department shall continue in the Choice Based Credit Semester System also, so that the implementation of this regulation will not affect the existing/ future workload in the affiliated Colleges.

The implementation of this regulation shall not affect the workload, qualifications and conditions of service of existing teachers in the colleges offering this programme.

17.0 Faculty Qualifications

17.1. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and Masters Degree in Hotel Management with NET in that subject can teach both Tourism and Hotel Management courses in this Programme. (If NET is not conducted by UGC, Then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

17.2. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach both Tourism and Hotel Management courses in this Programme.

17.3. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and MBA in Tourism and/or Hotel Management with NET in Tourism/ Hotel Management can teach both Tourism and Hotel Management courses in this Programme.

(If NET is not conducted by UGC, Then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

17.4. Candidates who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach both Tourism and Hotel Management courses in this Programme.

17.5. Candidates who are having Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach only tourism Courses in this Programme

17.6. Candidates who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Hotel Management with NET in that subject can teach only Hotel Management courses in this Programme. (If NET is not conducted by UGC, then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

17.8 Candidates who are having PhD as the basic qualification instead of NET, should have their PhD in the discipline of Tourism and/or Hotel Management

18.0 Application of the common regulation for CSS PG

In all other matters where this regulation is silent the provisions of the common regulation for PG Program under CSS of the University to be implemented with effect from 2010-11 academic year is applicable.

Note: University reserves the right to amend these schemes, regulations and syllabi from time to time without prior notice to any.

MTHM1C1 TOURISM AND HOSPITALITY ORGANISATIONS

Objectives:

The students after the completion of the course shall be able to:

1. Identify the major areas of coverage of Hospitality Management
2. Figure out the different types of hotels and restaurants
3. Realize the interrelationship between travel and tourism
4. Grasp the position of Entertainment and Recreation industries in Hospitality

Module 1. The Hospitality Industry – Travel & Tourism: The Travel Industry- The Tourism Industry. Accommodation & Leisure Industry: Historical Perspective – Economic Issues- Organisations- Accommodation – Timeshare- Accommodation – Caravan & Camping- Other Activities Within the Hospitality & Leisure Industry- Accommodation: Types of Accommodation- Size & Characteristics - The Accommodation Product- Factors Influencing a Destination’s Accommodation- Accommodation Mix- A Commodity.

Module 2. The Importance of Hotels- Hotels in the Total Accommodation Market-Types of Hotels. Hotel Facilities & Services as Products- Hotel Accommodation Markets-Hotel Catering Markets- Hotel Demand Generating Sources-Hotel Market Areas-Hotel Market Segmentation- Buying & Paying for Hotel Services. Rooms- Food & Beverages- Miscellaneous Guest Services- Hotel Support Services- Organisational Structure of a Large Hotel: Room Division- Rooms- Housekeeping- Planning & Organising the Housekeeping Department- Human Resource Management -Financial Control- Leisure Facilities. Restaurant & Fast – Food Industry: Catering Market- The Catering Markets by Sector- Market Sectors-

Major Operations- Food & Beverage Management. Brewing Industry: Background to the Industry- Major Operations.

Module 3. Introduction to Tourism Industry: Definitions- The Tourism System- Types of Tourism- Leisure Tourism- Motivations- Conclusion. Urban Tourism: Tourism Markets – Leisure- Tourism Markets – Business. Conferences & Exhibitions: Conferences, Conventions, Congresses & Meetings- Exhibitions, Expositions, Trade Shows & Fairs. Urban Attractions: Museums- Museums Attendances- Museums Visitors- Museums & Urban Tourism- New Types of Attraction-Other Attractions- Impact. Culture, Sport & Special Events: The Arts- Special Event Tourism- Arts Festivals- The Olympic Games- World Fairs & Expos- Historical Celebrations- Garden Festivals- Glasgow. Structure of the Formal Tourism Industry- Ethics.

Module 4. Sustainable Tourism: Introduction. Ecotourism: Definitions and Criteria- Ecotourism Industry. Alternative Tourism: Farm-based Tourism-Volunteer Tourism- Guesthouse Tourism-Backpacking- Urban Alternative Tourism- Education Tourism. Tourism Product- Product Components- Diversification- The Intangibles- Accommodation- Predominant Features- Completeness- The Marketing Mix. The Place: What Makes a Place?- Population Growth- Natural Characteristics-The Built Environment- The People & the Patterns of Life- The Economic Situation- Political Standards & Systems- Historic & Artistic Characteristics- Media, Entertainment & Recreation- International Links- Pace of Change- Urbanisation. Tourist Destinations: Types of Destination- Purposes of Travel- General Interest Tourism- Special Interest Tourism- Business & Professional Travel- VFR, Health, Religious & Other Travel- The Destination & its Three Stages-The Destination as a Marketing Mix. Travel Motivations- Popular Culture & Mass Tourism- The Tourism Product Includes Other Tourists-Tourism Communities

Module 5. Transport: Access- Change- The Travel Marketing Mix- International Links- Road Transport- Railways- Air Transport- Marine Transport & Inland Waterways- Visas & Facilitating Entry- Key Transportation Points. The Facilitating Sectors: Travel Agencies- Tour Operators- Transportation Providers- Hospitality Providers

References:

1. Sudhir Andrews: Introduction to Tourism and Hospitality Industry
2. Rocco M Angelo & Andrew N Vladimir: Hospitality Today An Introduction
3. John R Walker: Introduction to Hospitality Management
4. Roger Doswell (ICM/Columbus Publishing)- The Management of the Tourism Sector
5. S Medlik (Butterworth/Heinemann)- The Business of Hotels (Third Edition)
6. Burkart & Medlik (Heinemann)- The Management of Tourism
7. David Weaver (Elsevier Butterworth-Heinemann)- Sustainable Tourism.

MTHM1C2 ROOMS DIVISION MANAGEMENT

Objective:

1. To summarize front office and housekeeping operations during the four stages of guest cycle.
2. To help a student to understand, organize, perform and evaluate accommodation functions that are critical to a hotel's success

3. To impart knowledge on the concept of disaster Management & its importance and the key principles of sustainability of business operations in the corporate world

Module 1 Basics of Front Office Operations - Reservations –distribution channels – Registration process –Check-out & account settlement .Front office accounting – Front office audit – Establishing room rates – Forecast formula. Guest services – guest relations – complaints handling – Legal Concerns for Front Office Operations - Guest Safety - Guest Privacy - Guest Removal - Guest property - Guest Non payment - Illness and death of a guest

Module 2 Modern trends in hospitality – technology trends that are changing hospitality –impact of globalization – ranking – impact of social media –hi tech meeting spaces – boutique hotels – unusual hotels - mega hotels – intelligent hotels. Disaster Management - Distinction between Hazard and disaster - Types of Disasters - Impact of Disasters - Man Made Disasters and Management - Gas Leaks, Nuclear Radiation leaks, Terrorist attacks, Health Hazards, Accidents - Human Errors, Pollutions, Air Pollution, Green House Gases, Social Problems, Terrorism - Vigilance, Motivation - Disaster prevention through Sustainable Development, Targets for Sustainable Development. Case study and analysis – presentations

Module 3. The Housekeeping Department- Importance of Housekeeping- Responsibilities of Housekeeping Department- Housekeeping Personnel- Lay-out of Department- Co-ordination with other departments- Planning process in Housekeeping. Budgeting for Housekeeping expenses. Types of Budget- Housekeeping expenses- Budget Planning process- Income statement of Rooms Division- Controlling expenses- Inventory control and stock-taking-Purchasing.

Module 4 Pest control, waste disposal & Horticulture. Pest control- Common pests & their control- Integrated pest management- Waste disposal- Essential components of Horticulture- Landscaping- Indoor plants- Flower arrangement basics. Changing trends in Housekeeping. Hygiene, not just cleanliness- Outsourcing- Training and Motivation- Eco-friendly amenities, products and processes- New-scientific techniques- IT-savvy Housekeeping-Transactional Analysis.

Module 5 Green Practices in Hospitality Industry – Introduction, scope & need - Energy Efficiency - Waste Management - Water Conservation – Eco-Design in Hospitality Architecture - Recycling - Eco-purchasing - Energy & Water Conservation – Landscaping. Corporate Sustainability - Corporate Sustainability - Principles of Sustainability - Corporate Social Responsibility - Corporate Ethics & Governance - International certifications of green practices - Eco-leaf rating - Green Globe rating - Green Key rating - Nordic Swan rating - LEEDS

Reference Books:

Managing Front Office Operations - Michael L Kasavana & Richard M Brooks – Eighth Edition

Hotel Organization & The Front Office Management – A.P. Rastogi – First Edition

Front Office Operations & Management – Ahmed Ismail – First Edition

Front Office Management – S.K. Bhatnagar – Second Edition

Hotel Front Office Management – James Bardi – Fourth Edition

Sustainability in the Hospitality Industry - Philip Sloan, Willy Legrand, Joseph S. Chen , Butterworth Heinemann

Professional Housekeeper by Madeline Schneider & Georgina Tucker

Commercial Housekeeper and maintenance by Iris Jones & and Cynthia Philips

Hotel, Hostel and Hospital housekeeping by Joan C Bransoin and Margaret Lennox

Human resource management by Dr. Aswathappa

Managing Housekeeping operations by Margaret M. Kappa

Hotel Housekeeping Operations & Management by G.Raghubalan

MTHM1C3 SERVICE OPERATIONS MANAGEMENT

Course Objectives:

- 1 To acquaint the students with the service operations strategy aspects.
- 2 To provide students with the concepts and tools necessary to effectively manage field service operations.
- 3 To familiarize the students with the concepts of CRM and role of IT in managing service operations.

Module 1. Service Operations Concept: Nature of Services , Difference between Manufacturing and Service Operations, Service Operations Characteristics, Purpose and objectives of service operation, Functions and processes in service operation, Different Pure Service Organizations and their peculiarities.

Module 2. Service Operation Strategy: Service objectives and goal formulation, Service organization: In house Vs. Outsourcing, Centralized Vs. Decentralized, Creating Customer Connection, Effect of technology on service operations- strategic and tactical problems of managing operations functions in service environment, economies of customer loyalty, alignment between target market segments, manpower implications. Enhancing customer satisfaction, Service Operations as Profit Centre.

Module 3. Designing & Managing Service Operations: Technology and its Impact on Services, Design and Development of Service Delivery Systems, Factors determining design of service systems- Impact of customer contact on design of service system , Work Measurement, Locating Facilities, Designing their Layout. Service capacity, Capacity Planning process design in service systems - basic structure of waiting line model- Principles of queuing theory for capacity analysis issues- Short term capacity planning problems- service quality measurements. Service operation processes for Event management, Financial management, IT service consultancy management.

Module 4. Field Service Management, Service Manpower Planning & Scheduling: Field Service Organization, Field Service Inventory Management, Field Technical Support Service, Integrating Field Service with Information Technology, Field Service Effectiveness Evaluation, Field Service and its impact on Customer satisfaction, Field Service and Customer Relations Management, Uncertainty in Manpower Requirements, Cyclical and Seasonal nature of demand, Service Level Considerations and Cost Considerations in Manning.

Module 5. Customer Relationship Management: Customer requirement assessment, Customer satisfaction parameters and indices, Manpower recruitment and training, Customer feedback collection and analysis, Customer service evaluation. IT Enabled Customer Service: Call Centre Operations and Management, Web- enabled Services, ERP enabled Field and Technical Support Services, Tele marketing and servicing.

MTHM1C4 BUSINESS OF TRAVEL

Objectives

- To familiarise the students with the business of travel industry
- To give the students an idea about Air Transportation formalities.
- To make them aware about the Land Transportation Business
- To give them an idea about the Sea Transportation Business

Module 1. Passenger transport-Prime force in expansion of tourism- Transportation (Air, Water, Land) – Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals, etc.)-Important modes of transport-Road transport-interstate road transportation in India, major roads in India- Car rentals-importance-the scope of this business-major companies operating car rentals and their business- Coaches-Importance and Operations-major companies and their business-Railways- Indian Railways: Past, Present, future, High speed trains, Indrail Pass, Special schemes & packages available, Importance of railways in India, the business of rail transport in India and other countries, Luxury trains(Palace on Wheels, Royal Orient, fairy queen) and toy trains-Foreign Railway Systems (Canrail, Eurail, Amtrack etc.).

Module 2. Airport and airline industry-Airport management, different airports in India (domestic & international) – Guidelines for airport management – airport facilities – the check-in formalities.

Module 3. Baggage and excess baggage checking – registered and unregistered baggage – piece & weight concept – excess baggage ticket (EBT) – pooling of baggage – free carryon items – carriage of live animals – dangerous goods-The scope and business of Air transportation, its importance, major international companies and their successful strategies.

Module 4. Travel formalities, passport, types, visa, types, health related documents required, travel documents required for a tourist to visit India and north eastern states – emigration requirements, ECNR, documents required to get passport in India–Airports and offline stations served by airlines-Functions and Role of Airport Authority of India (AAI)– Major airlines operating in India and abroad.

Module 5. Water transportation-Ocean transport- Cruise liners-Role of cruise transportation in tourism industry-Growth of cruise industry-Scope and Business of cruise industry, some important operators-Types of cruises-facilities provided in luxury cruise lines-Major cruise lines in the world-Cargo, meaning definition - Cargo transportation – scope of cargo business, structure of cargo industry, movement of cargo, basics of cargo rate preparation, airway bill preparation.

References

1. Introduction to Airline Industry: IATA Study KIT
2. JagmohanNegi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
3. Dennis. L. Foster: The Business of Travel Agency Operations andAdministration (Mc. Graw Hill)
4. Airport, aircraft and airline security, Kenneth C Moore, utterworthheinmann
5. Airline Business in 21st Century, RegasDoganis, Routledge
6. JagmohanNegi – Travel Agency and Tour Operations.
7. Mohinder Chand - Travel Agency and Tour Operations: An IntroductoryText
8. Dennis L Foster – Introduction to Travel Agency Management
9. JagmohanNegi: Travel Agency & Tour Operation – Concepts andPrinciples. (Kanishka Pub, New Delhi)

MTHM1C5 ORGANISATION BEHAVIOUR

Learning Objectives:

After the completion of the programme the students must be able to:

1. Understand the factors that determine individual's behaviour in an organisation
2. Evaluate the individual's behaviour in the light of various theories of personality and attitudes
3. Develop effective interpersonal skills and group decision making skills
4. Apply theories of motivation in the organisational context
5. Effectively apply conflict resolution strategies in group decision making
6. Understand stressors and be able to successfully use them for personal and organisational benefits
7. Realise the role of leadership in an organisation and also be able to enhance their own leadership abilities

Module 1. Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

Module 2. Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories – Organizational behaviour modification. Misbehaviour – Types – Management Intervention. Emotions - Emotional Labour – Emotional Intelligence – Theories. Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management. Motivation – importance – Types – Effects on work behavior.

Module 3. Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

Module 4. Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

Module 5. Organizational culture and climate – Factors affecting organizational climate – Importance. Job satisfaction – Determinants – Measurements – Influence on behavior. Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress – Work Stressors – Prevention and Management of stress – Balancing work and Life. Organizational development – Characteristics – objectives –. Organizational effectiveness

REFERENCE BOOKS

- 1 Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11th edition, 2008.

- 2 Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
- 3 Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008. 4 Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004.
- 5 Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
- 6 Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007.
- 7 Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.

MTHM2C6 REVENUE MANAGEMENT IN HOSPITALITY INDUSTRY.

Objectives:

1. To Understand application of fundamental concepts of finance and revenue management in the tourism and hospitality industry
2. To read and understand the components of Income Statement and Balance Sheet
3. To perform various financial statement analyses including horizontal and vertical analysis, and financial ratio analysis
4. To make sound capital budget decisions
5. Understand various cost concepts and implement CVP analysis in a hospitality organisation
6. To impart knowledge on yield management and pricing strategies for a Hospitality and Tourism undertaking

Module 1: Finance and the Hospitality Industry- Review of Accounting Basics-Accounting and the Business Environment. Financial Reporting- Restaurant Income Statement and Balance Statement- Finance in Action (FIA), Preparation of the Income Statement

Module 2: Analyzing Financial Statements- Vertical or common size Analysis-Horizontal or Comparative Analysis- Ratio Analysis- Cost Volume Profit Analysis-Preparing the Operating Budget. Managing Working Capital and Controlling Cash-Gross working capital, net working capital- Ingredients for working capital- How much does it cost to build a hotel or a restaurant? Budgeting?- Cash budget, cash flow statement, fund flow statement

Module 3: Growing the restaurant business- The Investment Package- The Time Value of Money- Investment Analysis. Financing Growth- Capital structure-Debt financing- Equity financing- WACC (Weighted Average Cost Of Capital). Applications of Time Value Concepts and Skills- Hotel Valuation-NPV application of lease V/s purchase; Alternative investment analysis.

Module 4: Introduction to Revenue Management- Revenue management – meaning and definition- Revenue Manager's Role- Revenue Management System (RMS). Revenue Management for Food and Beverage Services- Revenue Management Efforts in Lodging- Hotel Performance Reports- Hotel Performance Evaluation

Module 5: Strategic Pricing- Differential Pricing- Forecasting demand- Forecasting Data Review, Special Events Forecasting- Inventory and Price Management- Distribution Channel Management

Reference Books:

- 1) Revenue Management for the Hospitality Industry (2010): David K. Hayes, Allisha Miller, Publisher: John Wiley & Sons, ISBN: 978-0470393086, 528 pages
- 2) Essential Financial Techniques for Hospitality Managers-A practical approach (2010): Cathy Burgess, Publisher: GoodFellow publishers, ISBN: 978-1906884161
- 3) Revenue Management for Hospitality & Tourism (2013): Patrick Legohérel, Elisabeth Poutier, Alan Fyall, Publisher: GoodFellow publishers, ISBN: 978-190899948-1
- 4) Revenue Management, Cost Control, and Financial Analysis in the Hospitality Industry (2014): Godwin-Charles Ogbeide, Publisher: cognella academic publishing, ISBN: 978-162661752-0, 172 pages
- 5) An Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World (2008): Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, Publisher: Pearson Prentice hall, Upper Saddle River, New Jersey, ISBN: 978-0131885899
- 6) Management Accounting (2006): M.Y. Khan and Jain, Tata McGraw-Hill Education, ISBN: 978-0070620230
- 7) Revenue Management: Maximizing Revenue in Hospitality Operations (2010): Gabor Forgacs, Publisher: Amer Hotel & Motel Assn, ISBN: 978-0866123488, 121 pages
- 8) Hotel Operations Management (2006): David K. Hayes, Jack D. Ninemeier, Publisher: Prentice Hall; 2nd edition, ISBN: 978-0131711495, 592 pages

MTHM2C7 MARKETING FOR HOSPITALITY AND TOURISM

Objectives:

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

Module 1. Introduction: Marketing for Hospitality & Tourism: Customer Orientation-What is Hospitality & Tourism Marketing?- Marketing Management- Marketing

Management Philosophies. **Service Characteristics of Hospitality & Tourism Marketing:** The Service Culture- Characteristics of Service Marketing- Services Marketing Mix.

Destination Marketing: The Globalization of the Tourist Industry- Importance of Tourism to a Destination's Economy- Tourism Strategies & Investments- Segmenting & Monitoring the Tourist Market- Communicating with the Tourist Market- Organising & Managing Tourism Marketing- National Tourism Organisations: How They Work. **The Marketing**

Environment: The Company's Micro-environment-The Company's Macro-environment.

Electronic Marketing: Internet Marketing and Direct Marketing: Internet Marketing- Business-to-Business E-commerce- Direct Marketing

Module 2. Consumer Markets & Consumer Buying Behaviour: Personal Characteristics Affecting Consumer Behaviour- The Buyer Decision Process- Unique Aspects of Hospitality & Travel Consumers- **Organisational Behaviour of Group Market:** The Organisational Buying Process- Participants in the Organisational Buying Process- Major Influences on Organisational Buyers- Organisational Buying Decisions- Group Business Markets. **Market Segmentation, Targeting and Positioning:** Markets- Market Segmentation- Targeting Families by Targeting Kids- Market Targeting-Market Positioning.

Module 3. Designing & Managing Products: What is a Product?- Product Levels- Augmented Product- Brand Decisions- New Product Development- Restaurants & Hotels Develop New Product Ideas- Product Development Through Acquisition- Product Life-cycle Strategies. **Internal Marketing:** Internal Marketing- When Employee Communications Go Against Customer Expectations-The Internal Marketing Process.

Module 4. Pricing Products: Pricing Considerations, Approaches and Strategy: Price- Factors to Consider When Setting Prices- General Pricing Approaches- Pricing Strategies- Segmented Pricing- Price Fixing- Other Pricing Considerations. **Distribution Channels:** Nature & Importance of Distribution Systems- Nature of Distribution Channels-Marketing Intermediaries- Channel Behaviour & the Organisation- Restaurant Franchising- Selecting Channel Members- Responsibilities of Channel Members & Suppliers- Business Location

Module 5. Promoting Products: Communication & Advertising: The Communication Process- Establishing the Total Marketing Communications Budget- Managing & Coordinating Integrated Marketing Communications- Manage the Integrated Marketing Communication Process- Advertising- Advertising Agency- Major Decisions in Advertising- Association Advertising. **Promoting Products: Public Relations & Sales Promotion:** Public Relations- Major Activities of PR Departments-Publicity- The Public Relations Process- Major Tools in Marketing PR- Public Relations Opportunities for the Hospitality Industry- Crisis Management- Sales Promotion. **Professional Sales:** Management of Professional Sales- Nature of Hospitality Sales- Sales Force Objectives- Sales Force Structure & Size- Organising the Sales Department- Relationship Marketing & Strategic Alliances- Recruiting & Training a Professional Sales Force- Managing the Sales Force

Reference Books:

Marketing for the Hospitality Industry – John Rodgers (Hodder & Stoughton)

Fundamentals of Marketing – William Leader & Nick Kyritsis (Stanley Thornes)

Hospitality Sales: A Marketing Approach – Margaret Shaw & Susan Morris (John Wiley & Sons)

Marketing for Hospitality & Tourism – Kotler, Bowen & Makens (Prentice Hall)

Marketing for Hospitality & Tourism (3rd edition) – P. Cotler, J. Bowen & J. Makens (Prentice Hall)

MTHM2C8 INFORMATION SYSTEM IN TOURISM AND HOSPITALITY
INDUSTRY

Objective: To enable the students to acquire knowledge in applications of Information Technology in the Hospitality industry

Module 1. BASICS OF INFORMATION TECHNOLOGY: Information -Prerequisites and Needs –IT And Its Components - IT and Internet-The internet and the Hospitality Industry - The Internet and E-Commerce- The internet and Communication – The impact of

the Internet in the Hospitality Industry. SOCIAL INFORMATICS: IT& Society-Issues and Concerns- IT and Industry-New opportunities and threats- Cyber Crime –Security & Privacy issues- Cyber Ethics- Cyber Laws- IT (amendment) Act 2008 - Guidelines for proper Usage of Computers and Internet.

Module 2. HOTEL COMPUTER APPLICATIONS: Computers in the Hospitality Industry - Integrated packages-Hotel and catering software applications- property management systems (PMS) - Reservation systems - Central reservation system(CRS)- Housekeeping -Guest accounting-Night audit-ancillary systems- electronic door locking systems, energy management systems, Call accounting and Telephone Systems.

Module 3. CATERING COMPUTING SYSTEMS: Recipe Costing Systems-Recipe Costing system Operation-stock Control Systems-Stock Control Systems operations-Stock Taking – Conference and banqueting Systems - Specialist catering computer systems-Mini-Bars-Automatic Vending Systems-Nutritional Analysis Systems-Beverage Control Systems. BACK-OFFICE SYSTEMS: Payroll Systems – Personnel Systems – Accounting Systems – Guest History Systems – Sales Analysis Systems. SOFTWARE USED IN TRAVEL INDUSTRY

Module 4. HOTEL ELECTRONIC DISTRIBUTION: Global Distribution systems(GDS)-Hotel Distribution on the GDS-Hotel Central reservations Offices- Computerized Reservation Systems-Levels of GDS Connectivity-The allocation Issue-switching Companies-Hotel representative Companies-Reservation System Operation-Destination Management systems Hotel distribution and the World Wide Web-Internets and Extranets in tourism.

Module 5. MANAGING COMPUTERS IN THE HOSPITALITY INDUSTRY: Information technology planning-Managing computer use in the organization-standards-End-user Support-Budget–Purchasing a computer systems-Appoint the selection Team- Identify business objectives – Determine Current and Future Information needs – Define system requirements - Installation-the type of change over-site preparation-data entry-maintenance-Training.

References :

1. Using Computers in Hospitality 2nd Edition – Peter O-Connor, Continuum, London and New York
2. E-Commerce and Information technology in Hospitality and Tourism, Zongqing Zhou, Thomson, Delmar Learning

MTHM2C9 HOTEL FACILITY MANAGEMENT

Objectives:

- To disseminate information on how hotels are planned and designed to meet the basic objective of the organization of providing accommodation and services to the guest.
- To provide a comprehensive plan of developing hotels layout and design as per the specifications of the statutory rules of the state and central government.

Module1 Hotel Classification in India: Regional tourism offices in India- HRACC and its constitution- Advantages of classification- Heritage Hotels-Quality Parameter checklist for grading

Module 2 Hotel Design: Components of Hotel Design- Systematic Layout planning-Guidelines for allocating space in hotels- Feasibility study- Guest room planning and construction

Module 3 Kitchen Design and Layout- Principles of Kitchen layout and design- Areas of various kitchen with dimensions- Factors effecting kitchen design- Flow of work / kitchen

work triangle-Layout of a commercial kitchen (types and drawing)- Budgeting for kitchen equipment

Module 4 Planning areas in Hotel: Management / administrative areas- Front Office department planning- Housekeeping department planning- Planning of storage area , back area of the hotel , Ancillary units like offices , Time office , security , cafeteria , staff facilities , etc- Kitchen Stewarding – layout & design

Module 5 Energy Conservation and Special Facilities: Different energy conservation methods-Need for energy conservation- Planning for differently abled guests in rooms and public areas-Car parking area calculation

References

- Hotel Facility planning – Tarun Bansal
- The Professional Housekeeper – Margaret Shneider and Georgina Tucker
- Catering management – Mohini sethi
- Website – [www.hrani .net.in/guidelines 2013/guidelines – hotels.pdf](http://www.hrani.net.in/guidelines%202013/guidelines%20-%20hotels.pdf)

MTHM2C10 TOURISM DESTINATION PLANNING AND DEVELOPMENT

Objectives

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

MODULE I

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

MODULE II

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

MODULE III

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

MODULE IV

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

MODULE V

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

REFERENCES

1. C. Gunn (2002), *Tourism Planning: Basic, Concepts and Cases*, Cognizant Publication.
2. Nigel Morgan, Annette Pritchard & Roger Pride (2001), *Destination branding: Creating the Unique Proposition*, Butterworth and Heinemann.
3. Richard W. Butler (2006), *the Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.
4. Claire, Haven Tang & Eleri Ellis Jones (2005), *Tourism SMEs, Service Quality and Destination Competitiveness*, CABI Publishing.
5. Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), *Tourism in Destination Communities*, CABI Publishing.
6. Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), *the Competitive Destination: a Sustainable Tourism Perspective*, CABI Publishing.

MTHM3C11 EVENT AND CONVENTION MANAGEMENT

Objective:

1. To describe the scope of today's meetings market, including the various types of meetings hosted by the convention & meetings industry
2. To describe the latest trends in meetings industry.
3. To identify those factors that have the greatest impact on the growth of the meetings and conventions industry.

Module 1 Introduction to Convention, Meetings & Trade Show Industry – the convention & meetings industry today – trends in the meetings industry. Definition & the scope of meetings market – lodging facilities in the meeting environment – meeting planners – size of meetings market – growth of the convention industry. Developing a marketing plan – the four steps in the marketing plan – putting the plan into action

Module 2. Group markets – associations – incentive travel market – leisure market – education market – sports market – increasing group business through exhibits and trade shows. Advertising to the meetings market – print advertising – using technology for advertising – collateral materials – direct mail advertising – planning an advertising strategy – public relations & publicity. Servicing the Group – before, during & after meeting – intra-property coordination – guest rooms & amenities – function rooms – handling VIPs – final evaluation meeting

Module 3. Catered Functions & Special Events – banquet service – setting up the banquet – theme parties – receptions – banquet contracts. Guest rooms – reservation systems – room assignment – managing room blocks – check-in/check-out. Function rooms & meeting set ups – types – size & layout – breakdown of function rooms – meeting rooms of future. Food & beverage service – types of food functions – types of setups for beverage functions – off-premises catering – themed or special events

Module 4. Negotiations & contracts – letter of agreement/contract – contract standardization – multiple-meetings contract. Meeting technology - projectors & screens – audio-visual equipments – staging – theatrical lighting – signs & printing – language interpretation systems. Sound systems – lighting – multimedia presentation equipments – virtual conferencing equipments

Module 5. Preparing for the event – pre-convention meeting – resume – banquet event order – communicating details electronically. Admission system & other services. Exhibits & trade shows, Convention billing & post-convention review. Trends

References:

Convention management & service – Milton T Astroff – Eighth Edition

Managing conventions & group business – Leonard H Hoyle, David C Dorf, Thomas J A Jones – First Edition
Convention sales – Margaret Shaw – First Edition

MTHM3C12 HOSPITALITY AND TOURISM LAWS

Module 1. Principles of governing Hospitality organisations- The Hotelkeeper and law of contract- Agents and agencies. The Hotelkeeper and the Laws of Torts and Negligence- Hotel's duties and rights.

Module 2. Hotel's right to evict a Guest, tenant, restaurant patron and others- The Hotel's liabilities- Frauds committed against Hotels and crime of trespass. Food Safety Legislation- Liquor Licensing Legislation- Health & Safety at Work.

Module 3. Shops and Establishments Act- Procedure relating to registration of hotel, Lodges, Eating Houses, Restaurants, and other related provisions. Licenses and Permits- Licenses and permits for hotels and catering establishments – Procedure for procurement, bye laws of hotels and restaurant under municipal corporation – Renewal Suspension and termination of licenses. Laws relating to food service-Wages and Hour laws applicable to Hotel employees- Consumer protection Laws affecting Hotels- Public health and safety requirements.

Module 4. Food Adulteration Act- Principles of food laws regarding prevention of food adulteration, definition, authorities under the act, procedure of taking a sample purchase right, warranties, guest control order or food services, order in force from time to time. Essential commodities etc., and AGMARK

Module 5. Citizenship – Passport - Visa - FEMA – Foreigners Registration Act – Customs – RBI guidelines - Criminal Law - Registration of cases. Environment Act – Environment rules – EIA guidelines - Forest Act – Forest Conservation Act – Wild life Protection Act. The Water (Prevention and Control of Pollution) Act. The Air (Prevention and Control of Pollution) Act

Reference

1. Shyam Divan, Armin Rosencranz (2008), Environmental law and policy in India, Oxford University Press.
2. Constitution of India - Criminal Procedure Code 1973 - Environmental Protection Act 1986 - Foreign Exchange Management Act - Forest Conservation Act 1980 - Negotiation Instruments Act 1881 - Prevention of Food Adulteration Act 1954 - Passports Act 1967 - RBI guidelines - Sale of Goods Act 1930 - The Pondicherry code-volume I - Wildlife Protection Act 1972.
3. The Environment (Protection) Act, 1986, amended 1991, <http://envfor.nic/legis/legis.html>
4. Foreign Exchange Management Act, http://finmin.nic.in/the_minister/dept_eco_affairs/America_Canada/Fema_acts/index.html
5. Foreigners Registration Act, http://www.immigrationindia.nic.in/registration_requiements.html

MTHM3C13 AIRPORT AND AVIATION MANAGEMENT

Objective

- To familiarise with the Aviation Industry

- To study about the ticketing formalities and Calculation

Module I: History

Origin of civil aviation – History of civil aviation in India – public and private sector airlines in India – open sky policy. Role of AAI and DGCA. A brief account of IATA/ICAO – Warsaw – Chicago Conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air, Air Corporation Act, 1953, Role of Aviation Sector in tourism.

Module II: Airlines

Types of Airlines: Scheduled and non-scheduled, Air taxis, domestic and international, commuter, short haul and long haul, low cost carriers, cabin crew– inflight services – types of class-up grading and down grading- major airlines in the world– IATA Traffic Areas (ITCS)– countries, capital cities and codes, airports and codes, currencies, currency codes-TIM, types of information in TIM

Module III: Geography

Aviation Geography, role of geography in aviation, Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities- Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries- Europe & America – tourism destinations, attractions and accessibilities of major countries

Module IV: Ticketing

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) -types of journeys (OW, CT, RT, OJ, RTW) – International sale indicators – Global indicators-International fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT.

Reference

1. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, NewDelhi 2004
2. Study Kit for IATA/UFTAA
3. Stephen Shaw, Airline Marketuing and Mabnagement, Ashgate
4. Dennis. L. Foster: The Business of Travel Agency Operations andAdministration (Mc. Graw Hill)
5. Study Kit for IATA/UFTAA
6. Foundation Course:
 - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport
 - Module – IV – Air Fares & Ticketing
7. Introduction to Airline Industry: IATA Study KIT
8. Dennis. L. Foster: The Business of Travel Agency Operations andAdministration (Mc. Graw Hill)
9. Airpotrt, aircraft and airline security, Kenneth C Moore, utterworthheinmann
10. Airline Business in 21st Century, RegasDoganis, Routlege

MTHM3C14 SERVICES BUSINESS-STRATEGIC MANAGEMENT AND ETHICS

Module 1. Nature of Strategic Management: Definitions- Stages of Strategic Management- Key Terms in Strategic Management- Strategic Management Model-Benefits of Strategic Management- Business Ethics & Strategic Management- Business & Military strategy.

Strategies in Action. Types of Strategies- Integration Strategies- Intensive Strategies- Diversification Strategies- Defensive Strategies- Strategic Management in Small Firms

Module 2. Business Mission- Importance of a Clear Mission- Nature of a Business Mission- Components of a Mission Statement- Writing & Evaluating Mission Statements. External Assessment- Nature of an External Audit- Economic Forces- Social, Cultural, Demographic & Environmental Forces- Political, Governmental & Legal Forces- Technological Forces- Competitive Forces- Sources of External Information- Forecasting Tools & Techniques- Competitive Analysis- Industry Analysis. Internal Assessment: Nature of an Internal Audit- Relationships Among Functional Areas- Management- Marketing- Finance- Productions- Operations- R&D- Computer Information Systems.

Module 3. Strategy Implementation, Management Issues: Nature of Strategy Implementation- Annual Objectives- Policies- Resource Allocation- Managing Conflict- Matching Structure with Strategy- Restructuring & Reengineering- Linking Performance & Pay to Strategies- Managing Resistance to Change- Managing the Natural Environment- Creating a Strategy-Supportive Culture- Production- Operations Concerns when Implementing Strategies- Human Resource Concerns when Implementing Strategies

Module 4. Strategy Analysis & Choice: Nature of Strategy Analysis & Choice- Long Term Objectives- Comprehensive Strategy Formulation Framework- Input Stage-Matching Stage- Decision Stage- Cultural Aspects of Strategy Choice- Politics of Strategy Choice- Role of Board of Directors

Module 5. Strategy Review, Evaluation & Control: Nature of Strategy Evaluation- Strategy-Evaluation Framework- Characteristics of an Effective Evaluation System- Guidelines for Effective Strategic Management. Defining a Service Strategy: The Nature of Strategic Management-The Challenges of Strategic Management for Services

Recommended Reading

Strategic Management – Fred R David (Prentice Hall)

Exploring Corporate Strategy – Gerry Johnson & Kevin Scholes (Prentice Hall)

Services Management – An Integrated Approach (2nd edition) – B. Van Looy, P. Gemmel & R. Van Dierdonck (Prentice Hall)

MTHM3C15 BUSINESS RESEARCH METHODS

Course Objectives:

- 1 To understand the concept and process of business research in business environment.
- 2 To know the use of tools and techniques for exploratory, conclusive and causal research.
- 3 To understand the concept of measurement in empirical systems.
- 4 To use statistical techniques for analysis of research data.

Module 1. Foundations of Research: Research: – Definition, Why study Business Research? What is good research? Decision- Support, Business Intelligence, Research applications in functional areas of Business, Emerging trends in Business research. Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process. Concept of Scientific Enquiry - Formulation of Research Problem –Management Question – Research Question – Investigation Question. Research Proposal: – Elements of a Research Proposal, Drafting a Research Proposal, Evaluating a research proposal (Students are expected to draft and evaluate a real life research proposal)

Module 2. Research Design: Concept, Features of a good research design, Use of a good research design. Qualitative research and Quantitative research approaches, Comparison - Pros and Cons of both approaches. Exploratory Research Design: Concept, Types: Qualitative techniques - Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation. Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group. (Elementary conceptual treatment expected) Hypothesis: Qualities of a good Hypothesis – Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance.

Module 3. Measurement & Data: Concept of Measurement: what is measured? Problems in measurement in management research - Validity and Reliability. Levels of measurement - Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale– Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum scales, Graphic Rating Scales– Ranking Scales– Paired Comparison & Forced Ranking- Concept and Application. Types of Data- Secondary Data: Definition, Sources, Characteristics, Searching world wide web for data, Issues to be considered for secondary data, sufficiency, adequacy, reliability, consistency. Types of Data - Primary Data: Definition, Advantages and disadvantages over secondary data. Questionnaire Method: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Email/Internet survey, online survey sites, their utility, constraints.

Module 4. Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample-Practical considerations in sampling and sample size, (sample size determination formulae and numerical not expected)

Module 5. Data Analysis & Report Writing: Data Analysis : Editing, Coding, Univariate analysis- Tabular representation of data, frequency tables, Construction of frequency distributions and their analysis in the form of measures of central tendency – Mean, Median and Mode; their relative merits and demerits. Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram, Leaf and stem, Candle stick, Box plots. (Use of MS Excel): Bivariate Analysis: Cross tabulations, Use of percentages, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation; Scatter plots, Chi-square test including testing hypothesis of association, association of attributes. (Formulae and calculation are not expected. Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.) Linear Regression Analysis: Meaning and two lines of regression; relationship between correlation and regression co-efficient (Formulae and calculation are not expected. Interpretation of the given data and scenario analysis is expected for appropriate managerial decision inferences to be drawn.). Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test, Non-parametric tests: Binomial test of proportion, Randomness test; Analysis of Variance: One way and two - way Classifications (Formulae and calculation are not expected. Interpretation of the given data and scenario

analysis is expected for appropriate managerial decision inferences to be drawn.). Research Reports: Structure of Research report, Report writing and Presentation.

1. Research Methods for Leisure Recreation and Tourism: Ercan Sirakayr –Turk, Muzffer Uysal, William Hammitt & Jerry J Vaske
2. Research Methods in Social Sciences – A Manual for Designing Questionnaires: S.P Singh
3. Data Analysis for the Helping Professions- A Practical Guide: Donald M Pilcher
4. Research Methodology a Step by Step Guide to Beginners (2ed) : Ranjit Kumar
5. Theory and Methods of Social Research : Johan Galtung
6. Method of Social Research : W J Woods
7. Social Statistics: Blalock and Blalock
8. Scientific Methods in Social Research: P V Young
9. Survey Methods in Social Investigations : Mores and Calton
10. Statistical Methods : S D Gupta
11. Statistics for the social sciences: William L. Hays

MTHM4C16 ADVANCED FOOD AND BEVERAGE MANAGEMENT

Objective

- To illustrate and inculcate within the students a high degree and level of understanding in Food & Beverage service department successfully.
- To harness skills and knowledge in effective Food and beverage operations with adequate relevance and emphasis to profitability.

Module 1. Food and beverage Management. Introduction to Food & beverage service department and its role in a hotel- Restaurant concepts – hierarch concept- Conceptualizing & developing a restaurant with regard to Policy design, Site, Market feasibility, Finance, Restaurant planning design, Menu designing, Developing food preparation methods and style of service, Planning equipments. Menu Engineering-Definition , scope , Importance, Menu Engineering Matrix

Module 2. Legal licenses to new bars and restaurants- Licenses from local authorities- FSSAI – rules and implementation. Licenses to run catering establishments/hotels (including lodging)

Module 3. Quality management in Food and Beverage operations- Definition of quality and its importance- Methods of managing quality in Food & Beverage operations- Approaches to quality management- Quality management examples- Designing a quality system for the concept- Quality characteristics Matrix

Module 4. Food and Beverage Financial Management- Revenue control system-Catering operation budgets- Budget and trading results : comparison & Evaluation- Variance analysis- Operational calculation- Operational & financial ratios

Module 5. Emerging trends in Food & Beverage business- Software and equipments- Procedure and practices- Consumer trends- Environmental issues and ethical issues- Fast food and generation next

References:

- Introduction to management in Hospitality industry by Tom Powers and Clayton Barrows – John Wiley & sons
- Menu design – Merchandising and Marketing (3rd edition) by Albin G Seaberg, Nostrand Reinhold company
- Food and beverage Management, John Cousins, David Foskett, Gillespie, Pearson
- Restaurant operation and control – Marcel Robert Escoffier-Prentice Hall

MTHM4C17 HUMAN RESOURCE MANAGEMENT IN TOURISM AND HOSPITALITY INDUSTRY

Aim of the Course:

The understanding of Human Resources Management will help the students in identifying the significance and its role in the Hotel & Catering Industry. It will also help them to develop an attitude for positive Human Behaviour at work.

Module 1. Introduction to HRM- Human Resource Management- Job Design- Recruitment- Selection- Appointment and Induction- Performance Management- Training- Job Evaluation- Administration of Wages and Salaries- Incentives- Fringe Benefits.

Module 2. Learning & Development: Definitions- Quality & Flexibility- The Learner & Barriers to Learning- Learning Outcomes- Processes of Learning. **Development:** Definitions- Self Development- Employee Development- Management Development- Types of Learning & the Learning Organisation. **Training & Human Resource Development:** Definitions- Creating an HRD Plan- Training Needs Analysis-Training Methods

Module 3. Management Development: Definitions- Role of Management & Organisation Strategy- Open Systems Approach- Unified Approach- Developing Programmes- Brief International Overview- Management Competencies. **Remuneration & Reward:** Theoretical Foundation- Maslow, Herzberg, Porter & Lawler- Payment Systems – Objectives & Equity- Time Systems, Incentive Systems, Payment by Results- Bonus Schemes & Collective Bonuses- Performance Related Pay- Variable Payments- Employee Benefits

Module 4. Employment Contracts: Common Law Duties of Employer & Employee-Statute Law & the Employment Contract-The Employment Relationship – Operational Control- Management & Management Functions- Labour Process & Management

Module 5. Collective Bargaining: Definitions- Principles & Theoretical Approaches- Collective Agreements

Recommended Reading

1. Human Resource Management: A Contemporary Perspective – I Beardwell & L Holden (Pitman)
2. Human Resource Management in the Hospitality Industry (7th edition) – M J Boella
3. Personnel Management & Industrial Relations – Dr P C Shejwalkar & Mr S Malegaonkar
4. Human Resource Management in the Hospitality Industry -Frank M /Mary L Monochello
5. Human Resource Management & Human Relations – V P Michael

