

PUNJAB TECHNICAL UNIVERSITY

Course Reference Guide

(M.Sc. ATHM) Bachelor in Airlines ,Tourism and Hospitality Management

Course identification	
Portfolio	ATHM
Course identification and Title:	Master in Airlines ,Tourism and Hospitality Management
Career:	Post graduate
Pre-requisite Courses and Assumed Knowledge and Capabilities:	NIL
Course Description:	As an introductory course, this course will amplify the importance of the global and regional tourism systems to the students from an open system perspective. As a basic introduction to the discipline of tourism this course will introduce the student to the basic principles of tourism as well to the intricacies of the fast growing global travel industry. The course will make the student to focus on the intricate aspects of the three major tourism industry components viz: accommodation, travel and visitor services. This course will indicate how direct and indirect links between these components are mandatory for the very success of a country's tourism industry and in turn the global tourism industry. Students will study the travel motives of the tourists and how global and regional demographic and psychographic tourist market segments determine the quality of destination promotional activities in recent times. This proves to be the Job Oriented Course which will made keeping in mind the present need of the Industry.
Objectives / Learning Outcomes / Capability Development :	<p>Capabilities</p> <p>This course will assist you to develop your ability to :</p> <ul style="list-style-type: none"> • Comprehend the general as well as specific knowledge concerning the dynamics of global tourism industry components. • Engage with tourism business activities in a disciplined and ethical manner.

	<ul style="list-style-type: none"> • Work collaboratively • Communicate ideas, intentions and outcomes clearly to a variety of audiences. • Contribute to the effective operational management challenges of the various components of global tourism industry.
	<p>Learning outcomes: The course will contribute to your ability to:</p> <ul style="list-style-type: none"> • recognize the factors necessary for the development of global and regional tourism; • identify and analyse what motivates people to travel and how tourist segments develop on the basis of motivation; • describe the characteristics of the various segments of demand for travel; • gain an overall understanding of the inter componential relationships that exist between the three major components of global tourism industry; • identify the social, cultural and environmental impacts that tourism has on a destination; • compare and contrast the direct and indirect or multiplier effects on tourism on countries and regions;
<p>Overview of Learning Activities :</p>	<p>A variety of class room and field activities, both individual and in groups will be used to help you achieve the learning outcomes specified above: They may include:</p> <ul style="list-style-type: none"> • Lectures introducing concepts, models and frame works. • Prescribed readings from textbooks and industry bulletins. • Report of tourism data sheets of World Tourism Organisation and other tourism industry bodies. • Guest Lecture by Industry Experts <ul style="list-style-type: none"> • Develop a sustainable tourism development argument to alleviate regional and global economic backwardness. • Structured face to face seminars to discuss and present effectively for debate the prevailing regional and global tourism management and marketing issues. • Participate in group field trips to tourism destinations to comprehend the effects of tourism planning and assess the quality of visitor interpretations.

Overview of Learning Resources:	There is a prescribed text for this course and this which the students can refer. Apart from the text book, there will be lecture notes and set and library Journal are made available in the college.
Overview of Assessment:	<p><i>May include:</i></p> <ul style="list-style-type: none"> • Class tests • Field trip assessments • Seminar presentations • Final examinations
Career Opportunities :	Travel agency and tour operations ,Ticketing, Airlines Cabin Crew and Ground Staff, Hospitality Industry-Front office Executive, F&B, Housekeeping ,GRE, Resorts and Restaurants
Course Coordinator Details	<p>ITFT COLLEGE CHANDIGARH</p> <p>www.itftindia.com</p>

PUNJAB TECHNICAL UNIVERSITY, JALANDHAR
M.SC IN AIRLINES TOURISM AND HOSPITALITY
MANAGEMENT

SCHEME OF SYLLABI

Semester 1

Course No	Subject	Maximum Marks	
		Internal	External
PTA 101	Tourism Product and Services	40	60
PTA 103	Global Trends in Tourism and Tourism Concept	40	60
PTA 105	Travel Agency and Tour Operations	40	60
PTA 107	Airline Management	40	60
PTA 109	Customer Care and Interpersonal Skills	40	60

PTA 111	Front Office Operations	40	60
---------	-------------------------	----	----

Semester 2

Course No	Subject	Maximum Marks	
		Internal	External
PTA 102	Tourism Promotion and Resort Management	40	60
PTA 104	Automation in Tourism, Hospitality and Airlines	40	60
PTA 106	Geography	40	60
PTA 108	Housekeeping and Hospitality Operations	40	
PTA 110	Strategic Management	40	60
PTA 112	Computer Ethics	60	40

Semester 3

Course No	Subject	Maximum Marks	
		Internal	External
PTA 201	Business Communication, Consumer Behavior and Cross Cultural Communication	40	60
PTA 203	Tourism Management	40	60
PTA 205	Food and Beverages Services	40	60
PTA 207	Human Resource Management	40	60
PTA 209	MICE (Meeting, Incentives, Conference and Exhibitions)	40	60
PTA 211	Marketing, Sales and PR	40	60

Semester 4

Course No	Subject	Maximum Marks	
		Internal	External
PTA 202	Research Methodology	40	60
PTA 204	Management Information System	40	60
PTA 206	OJT (Dissertation)	150	250

1st SEMESTER SUBJECTS

PTA 101- Tourism Product and Services

Module I: Introduction: Tangible and Intangible products, Difference between services and product, Tourism Product 5 A's,

Accommodation Industry: Types of Hotels (*International Hotels, Resorts, Commercial Hotels, Residential Hotels, Floating Hotels, Heritage Hotels*)

Supplementary Accommodation: (*Motels, Youth Hostel, Caravan and Camping Sites, Pensions, Bed and Breakfast Establishments, Tourist Holiday Villages*)

Module II : Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits.

Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass.

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

Module III : Classification of products - Natural Tourism products - Climate - Water Features, Beaches - Bird and wildlife sanctuaries - National parks - Sports - Winter and summer sports - Water Based sports - Aero sports.

Module IV: Historical & Socio cultural tourism products - Art & architecture - Paintings - historical monuments - museums - Art galleries - Libraries - ancient literature - fairs & festivals - Folklore - music - dance - handicraft - sports & costumes - indian & international cuisine.

Module V: Religious tourism products -Pilgrimage Destinations: Hindu- Char Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyaachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura–Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar.

Buddhist:Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta.

Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana

Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars.

Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar.

Saint: Kabir, Tulasi, Raidas, Sankaracharya.

References:

- Pran Seth (1985) Successful Tourism Management, Sterling Publishers Pvt.,Ltd.
- Douglas Pearce (1987) Tourism Today - A Geographical Analysis - Longman Group Ltd.,
- A.K.Bhatia (1983) Tourism Development. Principles and Practices. Sterling Publishers Pvt.,Ltd.
- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
- Mehta. R. J. : Handicrafts & Industrial Arts of India, New York.
- Grewal, Bikram (ed) : Indian Wildlife.

PTA 02 Global Trends in Tourism and Tourism Concept

Module I: Introduction: Tourism in Asia – Overview of South Asian region, South East Asian region, Middle East and Far East, Asia Pacific region.

Tourism in India-Overview of North east states, Southern Peninsula, Himalayan region and Tourism Concept- What is Tourism? Definitions and Concepts, General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships

Module II: Ecotourism and Sustainable Tourism: Concept of ecotourism and sustainable tourism and its Management. The impacts of ecotourism in an area (positive and negatives), some best practised ecotourism sites in world. Eco-tel and Eco resorts. Theme Parks. Rural and Urban Tourism, Leiper’s Tourism System model, Destination Life Cycle

Module III: Tourism Impacts: All positive and negative Socio-cultural impacts of tourism, Economic impact and Environmental impact of tourism. Factors that have led to the growth of tourism, Barriers to the growth of tourism. Carrying capacity, Types of carrying capacity: Physical, biological, Social carrying capacity, Importance of carrying Capacity.

Module IV: Legal issues and Tourism Related Laws: Principles and practices in Business ethics. Ethical and legal responsibilities of Travel Agencies. A study of laws relating to accommodation, Travel Agency, Airways, and Surface Transport. Consumer Protection Act, 1986; A study of laws related to Ancient Monuments Preservation Act, 1904; Ancient Monuments & Archaeological site and Remains Act, 1972; A study of laws relating to foreigners

Act, 1946; Foreign Exchange Regulation Act, 1973, Passport Act, 1967 and Wildlife Protection act, 1972.

Module V: International / National organizations in Travel and Tourism: WTO, WTTC, PATA, ASTA, UFTAA, IATA, ICAO, IATO, TAAI,

Case Study- ITDC

References:

- Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development, Routledge
- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Dixit, M. Tourism Products, Royal Publishers.

PTA 105 Travel Agency and Tour Operation

MODULE 1-Itinerary planning, Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary, *Itineraries for Inbound and domestic tourists:-* Golden triangle, Rajasthan Tour, Kerala Tour, *Popular outbound Itineraries* of Singapore, Malaysia, Thailand, Europe Tour, Australia Tour

MODULE 2-PACKAGE TOURS

Package tour and its components

Practical components of a standard package tour

Designing & Costing of a package tour

MODULE 3-HOTEL BOOKINGS

Booking a domestic and International hotel

How to send the bookings to the Hotel suppliers (the check-list)

MODULE 4-VISAS

Difference between Passport and Visa

Types of Passport & Visa

Preparing Visa cases

Formalities required for Various Visas like:- Schengen, UK, US, Dubai and Far East

MODULE 5: HOW TO SET UP A TRAVEL AGENCYIATA Rules and Regulations, STAR CRUISE, An Overview of Star Cruises Boarding formalities of star cruise

CASE STUDY DISCUSSION

(Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots)

Cox & Kings
Kuoni travels
Make my Trip.com

PTA 107 Airline Management

MODULE I : Introduction of Aviation Industry: History of Aviation, Development of Commercial Airlines, Impact of World War I , Impact of World War II – 1945 to 1960 The Jet Age, Growth of Airline Passenger Traffic, Airline Cargo Traffic, Scope of the Airline Industry

MODULE II : Airline Terminology ,Airlines codes , Phonetic Alphabet, Aircraft Types- Types of Airliners (Wide-body Jet , Regional Airliners, Narrow-body Jets), Introduction to Airplanes and How They Fly- Parts of an Airplane, How Planes Fly, Gravity and Lift, Drag and Thrust.

MODULE III : Introduction to Airports, Airport Codes and Names, city codes How Airports work , Baggage Handling system, Baggage check, Boarding pass, Airport security, Cargo handling, Freight, Ten Best Airport Lounges.

MODULE IV : Career in Airlines: Cabin Crew (Duties and Responsibilities), Ground Staff, City Offices, Technical and Non Technical staff, Aviation Organizations-IATA, ICAO, DGCA,

MODULE V : Manufacturing Companies (Airbus Industrie – AI – FRANCE, The Boeing Company – USA, Bombardier Aerospace Group – CANADA ,Embraer – Empresa Brasileira de Aeronautica (EMB) – BRAZIL), Aviation Industry scenario of India and World.

Case Study Discussions: Jet Airways , Cathay pacific, Lufthansa , Emirates, Singapore Airlines

PTA 109 CUSTOMER CARE & INTERPERSONAL SKILLS

MODULE I: Introduction - Who is a customer? Internal customer, External customer, Who is a service provider? Why are some service providers better than others?What is customer satisfaction?What is customer delight?Who is a satisfied/ dissatisfied customer?What are the consequences of satisfied/ dissatisfied customers?

MODULE II: Concept of TQM,What is Quality? Key areas of customer care

- * The product or the service itself
- * Sales and promotion of the service
- * After sales support to the customer
- * Organizational culture

Developing a Winning Customer Service Strategy

MODULE III: Working in the World of the WEB- Automating the personal touch? Clicking with your Customers, Developing Trust & Loyalty – online, Customer Acquisition, Customer Feedback, feedback tools, Service Recovery, Grooming and Etiquette, Telephone Handling Skills,

MODULE IV: CRM Exactly what is CRM? Choosing the right CRM tools, The amazing power of CRM, Complaint Management. Transactional Analysis in Customer Care.

MODULE V: Customer Service Management Options of the Future! People Orientated? Technology Orientated? Strategies, How to best organize Customer Service for the future

Case studies and Role Plays

PTA 111 Front Office Management

MODULE I: Front office operations- Terminology, Front of the House, Back of the House, Hotel Organisational structure, Concierge, Bell Desk, Front office Manager, Room Division Manager. Responsibilities and Duties of Front Office Executive. Interaction with other departments of the hotel.

MODULE II: Reservation System and Procedure- Manual Reservation, Automated Reservation, Central Reservation Office, Individual Reservations, Group Reservations, Walk-ins, Reservation Holder, Room Assignment.

MODULE III: Determining Room Availability and Assignment- Terminology (room revenue, corporate traveler, no-show, due-out, turn-away, walk-in, group booking, stay-over, full-house management, run of the house, occupancy rate, blocked rooms, yield management, and guaranteed payment), Full House Management (State the formula used to find percent of occupancy, Name the forms and charts which aid front desk personnel in full-house management.), Room Availability, Rates.

MODULE IV: Registration Procedure- Registration Card / Form, Payment Method, Rooming, Housekeeping Report, Special Situation, Special Guests, Reports, Overbooking.

MODULE V: Cashier and Billing Procedures- Terminology (source documents, voucher, department journal, folio, posting, city ledger, cash sheet, petty cash, float, and point-of-sale), Billing procedures, Guest Accounting cycle, Charges, Late Charges, Cashier's Responsibilities, Payment.

Night Auditor- Purpose of Hotel Night Audit, Elements necessary for completing night audit, Manual and Automatic Posting, Process of Night Auditing.

References

- Professional Front Office Management by Robert Woods, Jack Ninemeier, David Hayes, & Michele Austin. 2007. Pearson/Prentice Hall. ISBN 0-13-170069-3
- Front Office Operations by Sudhir Andrew.

2ND SEMESTER SUBJECTS

PTA 102 Tourism Promotion and Resort Management

MODULE I: ADVERTISING:

- Advantages of Advertising
- Planning the Advertising:
- Media Selection
- # Message Selection
- # Cost of Advertising
- # Determining Advertising Effectiveness: Inquiries, Recall Tests, Recognition Tests, Sales Tests
- Steps in Planning an Advertising Campaign:
- # Stage One- Defining the Product
- # Stage Two – Defining the market segments
- # Stage Three – Interpreting the Marketing Objectives
- # Stage Four – Planning the Advertising Campaign
- # Stage Five – Implementing the Campaign
- # Stage Six – Assessing the Impact and Value of a Campaign
- Advertising Agency:
- # Selecting an Agency
- # Agency Procedure
- # Departments in an Advertising Agency

MODULE II: SALES SUPPORT:

Sales Support Techniques:

- Brochure
- Folder
- Shell Folder
- Sales Letter
- Display Material
- Special Offers
- Newsletters: Essential Ingredients to Production of Newsletter

MODULE III. PUBLIC RELATIONS:

- Public Relations in Tourism
- Public Relation Techniques
- Handling the PR Functions
- Public Relations Agency

Resort Management:

MODULE IV: Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario, types of Resorts.

Resort Management: Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

MODULE V: Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dining and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

PTA 104 Automation in Tourism, Hospitality and Airlines

Module I: Introduction- Automation, What is information, its need and sources of its generation, Resource and its utilization, An introduction to automation with computers.

Module II: Airline Ticketing- Aviation Geography: Time Difference, Flight Time, Elapse Time, Division of World by IATA. OAG (ABC) Book Familiarisation, Important Airlines, Airports of World, Minimum connecting time, Special Fares (Excursion, Students & Seaman), Passenger Ticket & Baggage check, One way (OW) Trip, Return (RT), Circle Trip (CT), Universal Air Travel Plan (UATP), Baggage Rules.

A Ticket- Components of a ticket, Types of tickets: Manual ticket/ Automated Ticket/ e- ticket. Role of BSP in ticketing.

Module III: Computer Reservation System- Basic Commands and procedure of reservation of airline ticket in AMADEUS.

Module IV: CRS in Hotels- Basic Commands and procedure of reservation of Hotel room in Fidelio.

Module V: Case Studies-

(a) Galileo

(b) Sabre

References:

- Travel Information Manual (TIM)
- IATA Ticketing Hand Book.
- Chand, Mohinder, Travel Agency Management

PTA 106 Geography

MODULE I: Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps, longitude & latitude, international date line, time variations, time difference.

MODULE II: Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions of North East, Himalayan Region, Southern Peninsula and Central India.

MODULE III: Political and physical features of world geography. Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico). Central America (Costa Rica, Panama, Belize etc) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

MODULE IV: Africa: South Africa, Mauritius, Kenya. Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina. North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan. South Asia : SAARC Countries.

Suggested Readings:

- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Sinha, P.C. Tourism Geography, Anmol Publication

PTA 108 Housekeeping in Hospitality Operations

MODULE I: ORGANISING THE HOUSEKEEPING DEPARTMENT

1. Housekeeping Personnel
2. Organizational structure of a large Hotel (Chart)

3. Importance of Job Description of Housekeeping Personnel
4. Job Description of:-
 - # Executive Housekeeper
 - # Housekeeping Supervisor
 - # Uniform/ Linen room supervisor
 - # Night Supervisor, Room Attendant etc.

MODULE II:- ROOMS AND FLOORS- PRACTICES AND PROCEDURES

1. Knowledge of rooms
2. Rules on guest floors
3. Bathroom cleaning procedure
4. Reportable matters list

MODULE III: - Layout of House Keeping Department, Sections of the housekeeping department, their functions and layout, Organization of Housekeeping Department, Hierarchy in large, medium & small hotels, Attributes of staff, Job Descriptions and Job Specifications.

MODULE IV:- HOUSEKEEPING PROCEDURES

1. Lost and found procedures
2. Stains and classification
3. Cleaning agents

MODULE V:- Housekeeping terms, Importance & Functions of Housekeeping
House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas, Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

References:

1. Housekeeping Training Manual - Sudhir Andrews
2. Hotel, Hostel & Hospital Housekeeping – Brenson & Lanox

MTA 110 Strategic Management

MODULE I: Management: Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession, skills and roles of managers in organisation; Evaluation of management theory, schools of management thoughts.

MODULE II: Functions of Management: An overview of functions of management; Concepts of POSDCORB Planning : Nature, purpose, types and process, Management By Objectives (MBO) Decision Making process, tools and techniques. Decision making components of effective decision making.

MODULE III: Basic Concepts of Strategic Management-Understanding Strategy,defining and explaining Strategy,Levels at which strategy,operates,strategic decision making ,the process of strategic management,

Strategy Formulation- Strategic Intent,vision,Mission,business definition,Goals and objectives, Environmental Appraisal ,Concepts of environment ,environmental sectors (political,economical,social and technological),environmental techniques (SWOT,TOWS)

MODULE IV: Service Culture: Characteristics of Service Marketing Marketing Strategies For Service Business, Managing Differentiation, Managing Service Quality, Tangibilizing The Product, Managing The Physical Surroundings, Advantages of Non-Ownership, Managing Employees, Managing Perceived Risk, Managing Consistency.

MODULE V: Market Segmentation, Targeting And Positioning: Market Segmentation, Bases of Segmentation, process of segmentation, Market Targeting, Positioning
Designing And Managing Product: Product, Product Issues, Broad Descions, New Development, Product Life Cycle Strategies

References:

- Management – H. Koontz & Cyrill O'Donnell.
- Management Theory – Jungle, H. Koontz.

PTA 112 Computer Ethics

MODULE I: Basic Computing: An appreciation of computer hardware and terminology, The use of an operating system, various programming languages, A descriptive survey of some of the important application: communication, office systems, information storage and retrieval of Data.

MODULE II:Office Work: The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Powerpoint, Access and Outlook Express)

MODULE III:Internet: Management information systems, Office automation, E-mail and electronic highway, Internet, Web Page Designing.

MODULE IV:Computer Networking: What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS.

MODULE V: Computer Presentation: Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.

Suggested Readings:

- Lucey T, Management Information Systems, DP Publications.
- Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
- Parkinson LK & Parkinson ST, Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.

3RD SEMESTER SUBJECTS

PTA 201 Business Communication, Consumer Behavior and Cross Cultural Communication

MODULE I: Introduction- Effective Communication, Communications Process Model, Interpersonal Communications, Speaking as a Communication Method, Writing as a Communication Method.

MODULE II: Body Language, Barriers to Interpersonal Communication, Organizational, Communication, Cross-Cultural Communication.

MODULE III: Consumer Behavior- why we study consumer behaviour. Effects of motivation personality , perception , attitude , learning , family , social class , culture , groups in shaping consumer behaviour. Consumer decision making : howard – sheth , engellkollat-blackwell models. Consumer gifting behaviour. Relationship marketing. Consumer vis-à-vis buying behaviour.

MODULE IV: Consumer in Social and Cultural Setting- Reference Group and Family influences, Social class and Consumer behavior, Influence of Culture on consumer, Subculture and Consumer behavior, Cross Cultural consumer behavior.

MODULE V: Factors affecting Consumer Behavior- Psychological factors, Social Factors, Cultural and Subcultural factors, Personal Factors.

References:

Leon G. Schiffman & Leslie Lazar Kanuk.

PTA 203 Tourism Management

Module I : Management concept- Introduction to tourism management Development of management-managerial skills of tourism-management of tourism-components of tourism-accommodation-attractions-accessibility-management of environment.

Module II: Marketing as Management function -segmentation-marketing mix-tour pricing-types of demand and supply and marketing research.

Module III: Human resource in tourism - co-ordination - special training-technical skills-guide services-event management like exhibitions-meetings-fairs and festivals.

Module IV: Financial management-accounting-book keeping - requirement of finance for development-promotion and administration-sources of finance-public and private, investments-sectoral investment and foreign investment.

Module VI: Tourism planning-role of govt. and non-govt. organisations-approaches to tourism planning-tourism policies and issues-tourism and regional development.

Reference:

1. Douglas Pearce (1987) Tourism Today - A Geographical Analysis - Longman Group vk Ltd.
2. Pran Seth (1985) Successful Tourism Management, Sterling Publishers Pvt., Ltd.,
3. A.K. Bhatia (1983) Tourism Development.- Principles and Practices. Sterling Publishers Pvt.,Ltd.
4. Tourism management, stephen j. Page

PTA 205 Food and Beverages Services

MODULE I : The Food & Beverage Service Industry - Introduction to the Food & Beverage Industry, Classification of Catering Establishments (Commercial & Non-Commercial), Introduction to Food & Beverage Operations (Types of **F&B Outlets**)

MODULE II : Food & Beverage Service areas in a Hotel -Restaurant, Coffee Shop, Room Service, Bars, Banquets, Snack Bar, Executive Lounges, Business Centers, Discotheques & Night Clubs, Auxiliary areas.

MODULE III : Food & Beverage Service Equipment- Types & Usage of Equipments- Furniture, Chinaware, Silverware & Glassware, Linen, Disposables, Special Equipment Care & maintenance.

MODULE IV : Food & Beverage Service Personnel- Food & Beverage Service Organization, Structure -Job Descriptions & Job Specifications, Attitudes & Attributes of Food & Beverage personnel, competencies, Basic Etiquettes, Interdepartmental relationship.

MODULE V : Types of Food & Beverage Service -Table Service –English / Silver, American, French, Russian, Self Service – Buffet & Cafeteria, Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc., Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Automats, Mis-en-place & Mis-en-scene.

References:

1. Food & Beverage Service – Lillicrap & Cousins, ELBS
2. Modern Restaurant Service – John Fuller, Hutchinson
3. Food & Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill

PTA 207 Human Resource Management

MODULE I: Definition & role of human resource development- Role of human resources manager **Manpower planning-** Definition, Need for manpower planning, Analyzing & forecasting human resource demand and supply.

Job design- Job analysis, Job description, Job enlargement/rotation, Job enrichment, Job specification.

MODULE II: Recruitment and placement- Sources of recruitment - internal ; external, Selection procedures & techniques, Application, Interviews-types, Tests-types, Group selection procedures, References, Job offer, Induction / orientation programme, General property orientation; specific job orientation, Follow- up & evaluation

MODULE III: Training-Meaning & advantages, Purpose of training, Analysing training needs, Types & methods of training: on-the-job ; off-the-job, Aids used while training, Evaluations and monitoring of training.

Development programmes - Functions of a development programme in HR, Career development programmes in hospitality industry, Management development programmes, Management development & organizational strategy, Organizing & implementing management development programmes, Mentoring.

MODULE IV: Performance appraisal -Definition & importance, Objectives of performance appraisal, Components of a performance appraisal system, Performance appraisal systems, Self appraisal, Peer evaluation, Staff evaluation, 360 degree appraisals, Compensation, Considerations in developing a compensation plan, Job evaluation, Establishing pay structures, Effects of collective bargaining.

MODULE V: Incentives and benefits- Advantages of incentive programmes, Individual incentives - commissions; Bonus; Pay-forknowledge; Merit pay, Group incentive programmes –

Cost- saving plans; Profitsharing plans; esop role of employee benefits, Mandatory benefits, Voluntary benefits, Pension & Retirement benefits, Other benefits.

Labour relations in the hospitality industry - Trade unionism-definition, Role of trade union in the indian scenario, Collective bargaining, Concept of collective bargaining & barriers, Grievance handling-procedure, Employee participation in management in relation to good industrial relations, labour welfare measures, Disciplinary procedures.

References:

HUMAN RESOURCE MANAGEMENT – DR. JAGMOHAN NEGI

PTA 209 MICE

MODULE I: Event Management: Role of events for promotion of tourism, Types of Events- Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava)

MODULE II: Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

MODULE III: Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

MODULE IV: Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

MODULE V: Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

References:

- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.

- Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

PTA 211 Marketing, Sales and PR

MODULE I: Marketing: Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

MODULE II: Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

MODULE III: Marketing Strategies: Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. product life cycle, Customer satisfaction and related strategies in internal and external marketing; Interactive and relationship marketing.

MODULE IV: Internal Marketing: Internal Marketing, Internal Marketing Process, Building Customer Loyalty, Customer Satisfaction Vs Customer Loyalty, Retailing Customers, Retaining Good Employees, Capacity And Demand Management

Pricing Products: Price, Factor Influencing Prices, Price Approaches, Pricing Strategies, Price Changes.

Distribution Channels: Nature And Importance of Distribution System, Functions of Channel Distribution, Marketing Intermediaries, Travel Agents, Wholesalers brokers, Multinational House, Hotel Representation, Selecting Channel Members.

MODULE V: Promotion Product: Advertising :Major Decision ,Setting Objectives ,Setting Advertising Budget, Manage Descions, Media Descions, Campaign Evaluation. Direct Marketing: Tele Marketing, Relationship Marketing Sales Promotion: Setting Objectives, Selecting Sales Promotion Tools, Developing Sales Promotion Programme Evaluating The Results.

Publicity: The Public Relation Process, Major Tools In Marketing PR, Professional Sales: Sales Force Objectives, Sales Force Structure And Size, Organizing Sales Department, Recruiting And Training Sales Force, Marketing The Sales Force.

Reference:

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C : Tourism marketing
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999

4th SEMESTER SUBJECTS

PTA 202 Research Methodology

Module I Research Methodology: Concepts of Research: pure research and applied research, social science research, research design – exploratory research, descriptive research and diagnostic research and experimental research.

Module II Surveys: Census and Sample surveys, sample design, Probability sampling and non Probability sampling its Merits and demerits, Sample size, sampling and non sampling errors.

Module III- Planning a Research: Selection of Problem; setting objectives, formulation of problem, hypothesis, study variables, measurement of variables, research plan.

Module IV- Collection of Data: Primary and Secondary data; sources of secondary data, Methods of collecting primary data: Observation, Experimentation, Simulation, Interviewing, Mail Survey, Projective Techniques, Sociometry, Focus group discussion and Content analysis, Tools for data collection: Schedule and Questionnaire, measurement scales, pilot study and pre-testing questionnaire, nature of field work, field administration, editing, classification and codification of data. Tools for statistical analysis.

Module V- Report writing: Types of report, Planning report writing, research report format, documentation – footnotes and bibliography, writing the report and typing the report.

References :

Suresh Gupta : Research Methodology, Deep and Deep Publications; New Delhi.

Ranjith Kumar : Research Methodology, A step by step guide for beginners, sage publications, New Delhi.

Tripanthi PC : A text book of research methodology in social sciences, Sultan chand, New Delhi.

Kothari CR, Research Methodology

PTA 204 Management Information System

MODULE I: Introduction: Definition & Significance,, Evolution, MIS Support for Programmed and Non-Programmed Decision Making, Model of Decision Making.

MODULE II: Structure of MIS: Based on Management Activity & Organizational Function,

Conceptual & Physical Structure of MIS.

Systems Concept: Definition of a system, Types of Systems. Sub-System, and Systems Concepts & Organization.

MODULE III: Information Concept: Definition of information, Information Presentation. Quality of Information.

Decision Support Systems: Characteristics of DSS, Decision Support & Structure of Decision Making . Decision Support & Repetitiveness of Decisions. Class of DSS. DSS Users. GDSS, Characteristics of GDSS..

MODULE IV: Organization & Information Systems: Relationship, Salient Feature of Organization. Effect of organization on Information Systems and Vice Versa.

Advanced Information Systems: Knowledge Work Systems. Executive Support Systems. Expert Systems Artificial intelligence.

MODULE V:ERP: An Introduction, Application Examples of Information Systems, Introduction to CRM. Business intelligence, supply chain management, Business process re-engineering, Business Process management.

References:

1. Management Information Systems: Organization & Technology; Laudon & Laudon
2. Management Information Systems, Managerial Perspectives; Goyal
3. Information Systems: Management Perspective ;Alter
4. Information Systems for Modern Management; Murdick, Ross & Claggett
5. Managing with Information; Kanter
6. Management Information Systems ; Davis & Olson

PTA 206 DISSERTATION

1 purpose of project

1.1 the project is intended to serve the student develop
Ability to apply multi-disciplinary concepts, tools and
Techniques to deal with the operational problems
Related to core areas of the airlines, tourism and hospitality industry

2 type of project (any one)

2.1 comprehensive case study
2.2 inter-organizational study
2. field study

3 project supervision

3.1 each project shall be guided by a supervisor duly
Appointed by the academic coordinator

4 project proposal (synopsis)

4.1 synopsis of the project should be prepared in Consultation with the guide and submitted in the Department. The synopsis should clearly state the Objectives and research methodology of the proposed Project to be undertaken.

It should have full details of the rationale, description Of universe sampling research instruments to be used, Limitations, if any, and future directions for further Research.

5 project documentation

5.1 project report should be properly documented and will Include the following:

5.1.1 executive summary

5.1.2 research design and methodology

5.1.3 literature review

5.1.4 data collection and analysis

5.1.5 conclusions and recommendations

5. bibliography

6 project submission

6.1 final draft of the project should be submitted in Computer-typed and bound form, in the department after Being duly certified by the guide

7 project presentation and evaluation

7.1 formal presentation of the project using audio-visual Tools before a panel constituted by the academic Coordinator and evaluation