

Master of Science (M.Sc) Tourism, Travel and Hospitality Management

SEMESTER - 1

Paper No	Subject	Contents Of Syllabus
Paper - I	Introduction to Tourism, Travel and Hospitality - I	<p>Hospitality Management: Contemporary Issues: Introducing Hospitality Management, Contemporary Practices of Hospitality, Hospitality Paradigms, Meaning of Facilities Management, Understanding the Stakeholder Roles in Service Quality, Marketing and Brand Management in Global Hospitality Industry, Incorporating Innovations in Hospitality Firms, Universal Fixed Assets Solution, Strategies and Operations, Legal Considerations in Hospitality Industry, Case Studies of Select Small Hospitality Firms.</p> <p>Hospitality Business Management: Conceptual Understanding: Business in General, Types of Business, Relationships between Business of Tourism and Hospitality, Organisation & Management of Regional Tourism, Views of Main Stakeholders, EICs and the Hospitality Industry, Need for Management Training, Management and Supervision in Hospitality Services, Hospitality Education and Training Literature.</p>
Paper - II	Management of Tourism & Hospitality Industry - I	<p>Hospitality Industry: Regional Experiences and Enterprises</p> <p>Introduction to Hospitality and Manpower Development: Designing Organization and Staff Hospitality Management, General Principles and Guidelines for Planning the Organizing, Administrative Services Managers in Hospitality Industry, Changing needs of Industry, The Generic Skills Framework, The Competitive Position of Tourism and Hospitality Degree Programmes in Higher Education, General Discussion, Stakeholders Outside Academia</p>
Paper - III	Hospitality Professional Services - I	<p>Hospitality Management: Debating Options : Nature-Employees, Speculating on a way Forward with respect to facilities Management, Hospitality Management in Asia Pacific, Forecasting, Managing, Scheduling demand in Hospitality Operations, Career Development in Food and Beverage Industry- further research, future trends- contract catering. Discussion and conclusions regarding Service Innovation and Customer Choice, Reviewing International Hospitality Business, Introducing the Social Action/ Interaction Approach, Hospitality Education in Brazil & UK, North American Tourism & Hospitality Industry, Hospitality Management Programmes and overviews of the Private Club Industry, The Role and Benefits of Professional Associations in Lifelong Learning and Development, The current Status of the Relationship between Universities and Private Clubs and Research in Club Management. Interaction between Programmes and Industry.</p>
Paper -IV	Hospitality Administration and Manpower Development -I	<p>Management Process, Results in Hospitality Occupation Preferences, An Alternative Source of Labor for Hospitality Industry Uneven Distribution of the World's Population, Training Technology in the Hospitality Industry, Review of the Literature, Industry Perspectives & Vocational Work in Hospitality Sector. Guidelines for Inter- Vendor Cooperation and Systems Integration.</p> <p>Recommendation for Human Resources Development in Hospitality Industry: Key Strategies for Change in Vocational Work in Hospitality Business, Enhanced tuning of supply from education with demand from industry, Employment Legislation in Hospitality Business, Awards and their Impact in Hospitality Industry, Key Messages for Policy Makers, Hospitality Industry & Jobs for Women, Educators' Perspective, The Full Impact of Sexual Harassment in Hospitality Industry High Turnover- Its Policy in Hospitality Sector</p>

Paper - V	Hospitality Project Management -I	Management of Tourism and Hospitality, Major Factors in Attracting Tourism and Hospitality Industries, Strategy for Regional Tourism Development, Structure of Pleasure Travel Market, Business of Tourism and Hospitality, Organization & Management of Regional Tourism, Current Trends in Hotel Classification, Hotel Industry- the Role of Branding, Travel Industry – Tour Operations, Ecotour Operators in the Literature, Ecotourism Associations, Community-based Operator, Non-Profit Environmental Organizations Offering Travel, Tour Guides and Interpretation, Tour Guides and Interpretation as Factors in Tourist Decision-making, Tour Guides and Interpretation as Integral Elements of the Ecotourist Experience.
SEMESTER - 2		
Paper No	Subject	Contents Of Syllabus
Paper - I	Introduction to Tourism, Travel and Hospitality - II	<p>Hospitality Management: Understanding the Factors Affecting Tourism and Hospitality Industries, Strategy for Regional Tourism Development, Ecotour Operator Networks and Organisation, Tour Guides and Interpretation as Factors in Tourist Decision Making, Market Concept in Hospitality Management, Tourism Development Planning Structure, Hospitality & Tourism: The World’s Peace Industries.</p> <p>Hospitality Business Management: Customers and Service Quality in Global Hospitality Industry Consumer Behaviour and Customer Service, Hospitality Services and Performance Measurement Literature, Major Tourism Products affecting Hospitality Industry, Engineering, Design and Planning Department, Role of Tourism in Building Bridges of Reality and Understanding</p>
Paper - II	Management of Tourism & Hospitality Industry - II	Introduction to Hospitality and Manpower Development: Introducing Implications for Hospitality Managers in Emerging Locations, Participation in Tertiary Education Among Hospitality Employees, Background to the Study, Literature and Barriers, Hospitality Employment, Explaining Work Stress and Personality Measures Among Hospitality Industry Employees, Hiring (advertising, Screening and Selecting) in Hospitality Industry, Building Teams as Skill in Hospitality Management, Hotel Employment, Migration of Labor in the Hospitality Industry. Improving Hotel and Hospitality Services: Explaining Future Steps
Paper - III	Hospitality Professional Services - II	Introduction to Hospitality Professional Services and Information Management: Hotel Accounting, Internal Control Auditing, Business Information Systems, Information Technology Infrastructure Library in General Terms (ITIL) and benefits and overview of frameworks. Case Studies E21Software, RSI Products- INNQUICK, Restaurant/ Hospitality Accounting, Approach to Currency Changeover, Case Study: Software for Hotels, Resorts, Vacation Rentals, Condo-Hotels & Timeshare, Problem Solving and Decision Making as Core Skill, Planning Skill in Hospitality Management and Supervision, Functions of Hotel and Hospitality Management and Human Resource Management. Processes and Strategies for Improving Hospitality Administration and Management: Operational Strategies in the Hospitality Industry, Hospitality and Tourism Industry Structure and Management, Methodology in Hospitality Management, Hotel Employment, Multi-unit Management & Hospitality Sector – Illustrations, Nature of Work Experience in Hospitality Industry, Literature Review Regarding Job of Controller in Hospitality Sector, AIDS in the Hospitality Literature, Disaster Recovery and Hospitality Industry

Paper -IV	Hospitality Administration and Manpower Development - II	Branding, Service, Delivery and Customer Relationship Management in Hospitality Industry: Brand Loyalty in the Hospitality Industry, Understanding Customer Relationship Management (CRM), Performance Management: Understanding the Roles of Processes, Quality and Team working, Setting Goals in Employee Performance Management Skill in Hospitality Management and Supervision – addressing employee performance issues/appraisals/reviews, Supporting Employee Motivation, Hospitality Industry: Impact of the Working Time Regulations, Role of Older Employees in Hospitality Management, Human Resource Management in Hospitality Industry, Developing Personnel Policies- Employee Manual, Business Performance in Hospitality Operations, Measuring Service Quality, Managing Hospitality Service Delivery Systems, Recruiting and Selecting, Managing the Guest as Partial Employee, Integration for Improvement of Overall Corporate Performance, Human Resource Issues in International Hospitality Sector, Total Quality Management, Market Sensitivity and Competitiveness in Hospitality Service Improvement, Review of Literature on QM in the Hospitality Industry. Project Management, Quality Management and Services Management in Hospitality Sector: Review of Emerging Patterns in Hospitality Industry During 1989 to 1994- Structural Relationships in
Paper - V	Hospitality Project Management - II	Tourism Promotion Strategies in Urban, Rural and Mountain Areas: Tourism Promotion, Steps in Planning and Advertising Campaign, Public Relations in Tourism, Sales Support, Methods of Tourist Publicity, Major Strategies for Area Improvement & Tourism Development, Sustainable Tourism Development, Concept of Rural Tourism and Sustainability and Case Studies- Examples and Implications, Tourism Promotion: Importance of Development of Rural Areas, Major Contributors in Rural Development, Tourism and Economic Development, Environmental Impact, Impact on Demography and Human Settlement, Positive and Negative Economic Effects, Problems Associated with Mountaineering and Trekking, Problems due to Haphazard Tourism Development, Ecological Degradation due to Exploitation of Natural Resources and Development, Environment: A concept of Wholeness
SEMESTER - 3		
Paper No	Subject	Contents Of Syllabus
Paper - I	Hospitality Management, Training and Development - I	Toward Better Hospitality Operations, Human Resources Management and Training: Relevance of Education and Training in Hospitality Industry, Making Trends Analysis in Food Service Sector in Hospitality Industry- Case Study, Research Methodology for Finding Employees Attitudes, Regional HR Challenges in Hospitality Industry: A case Study of Caribbean, The Practice of HRM, Role of Internal Marketing in Hospitality Industry, Future Role of Human Resource Management. Introduction to Hospitality Management Courses, Programmes and Ethical Issues: Vol I: Reflective Practitioners in Hospitality Management Education, Clusters and Gaps in Hospitality Academic Research, Hospitality Ethics Curriculum, Family Values and Hospitality Industry, Hospitality Operations and Managerial Effectiveness, The Importance of Examining Philosophical Relationships between Tourism & Hospitality Curricula, Students as Environmental Change Agents in Hospitality Sectors, General Issues in Hospitality Academic Research

Paper - II	Eco- Tourism and Environment - II	<p>Introduction to History and Evolution of Travel and Tourism: A brief History of Voyage and Travellers, Growth of the 20th Century Travel and Tourism Industry, Continuity and Change in Tourism Industry at the New Millennium, Opportunities and Obstacles in Currents Trends of Tourism, The Future of World Tourism, Tourism Megatrends for the 21st Century.</p> <p>Geography of Travel, Tourism and Adventure Tourism: Europe, The Americas, Africa, Historical Review and Geography of Tourism and Adventure Tourism, Rivers, Natural Springs, Wildlife, Flora & Fauna, National Parks, Climate, Religious Attractions, Social Attractions, Economics of Mountaineering and Trekking</p>
Paper - III	Tourism Planning: Approaches and Techniques	<p>Tourism, Ecotourism and Economic Development at Local, National and Global Levels: Tourism and National Development, Comparative Performance of Developing Countries and LDCs in International Tourism</p> <p>Tourism: A tool for Economic Development, Economic Impacts: Issues in Retaining Foreign Exchange Earnings, Strategies to Maximise the Economic Benefits from Tourism in Developing Countries</p> <p>Tourism Fees: Revenue Objectives and Demand Estimation, Financing Ecotourism and Conservation Programmes, Elements of Tourism Promotion: A Case Study of Region's Policy towards Residents</p> <p>Tourism Promotion: Role of Export and Foreign Investment, GATS and Tourism, Global Distribution System through CRS, Enhancing Economic Benefits.</p> <p>Tourism Planning: Concepts, Approaches and Techniques: Need for Planned Development, Levels of Planning, Government's Role in Planning of Tourism, Tourism Planning in India, UN Conference, Coordinated Planning, Administrative Structure, Environmental Aspects, International Tourism, WTO Environmental Communities, Media Timing Management Tools and Techniques: An Integrated Approach to Planning, Model for Ecotourism Planning, Management Information System, Ecotourism Management Decisions, Distribution of Products/ Experiences, Applications in Tourism Promotion of Regional Developmental Planning Techniques, Economic and Demographic Characteristics, Identification of Issues</p>
Paper -IV	Tourism Ethics & Code of Conduct	<p>The nature of Business Ethics. Moral versus non moral standards. Ethics and law. Ethics and religion. Ethical relativism. Ethical issues in tourism business. Social responsibility of tourism business.</p> <p>Ethical Theories and principles. Consequentialist and non-Consequentialist theories of Ethics, Egoism, Utilitarianism, Kants Ethics. Rights and Duties. Justice and fairness. The Ethics of care. Virtue Ethics. Implications for Tourism Industry.</p> <p>Tourism Legislation, Sources of Tourism Law. The Indian Scenario Laws related to Ancient Monuments. The Ancient Monuments Act. Regulations made by the Archaeological Survey of India, Guidelines issued by the Ministry of Culture. Legislation for hospitality and catering.</p>
SEMESTER - 4		
Paper No	Subject	Contents Of Syllabus

Paper - I	Hospitality Management, Training and Development - II	Introduction to Hospitality Management Courses, Programmes and Ethical Issues: Vol-II: Towards a More Interdisciplinary Approach in Hospitality Management Education, Results of Hospitality Ethics Study, Case Study: GTCC Model Hotel and Restaurant Management (HRM) Course, Methodology for Incorporating Environmental Education in Hospitality Courses. Select Hospitality Courses and their Future Prospects: Case Studies: Hospitality Management Education, BA(Hons) Hospitality Business Management, Nature of Work, Environmental Education & Hospitality Management, Understanding the Issues Affecting Hotel Companies' Performance, Glossary
Paper - II	Eco- Tourism and Environment - II	Impacts of Tourism and Ecotourism Development: Limitations & Solutions: Impacts of Tourism Development, Ecotourism Impacts, Fiscal Impacts, Expenditure Linkage and Leakage: A Basic Description of Ecotourism's Money Flows, Estimating Economic Impacts: Concepts and Methods, Extensions, Environmental Impacts, Major Impacts of Travel, Accommodation and Activities, Type and Degree of Impacts from Ecotourism Activities, Environmental Management by Tour Operators, Socio- Cultural Impacts of Ecotourism, Creating Supportive Communities, Access and Research, Determinants and Motivations for Travel, Tourism Development: Role of Problems and Prospects of the Region, Limitations of Tourism, Social Impact of Tourism, Tourism Euphoria and Xenophobia, Tourism and Moral Values, Tourism and Health, Tourism and Language, Tourism and Religion, WTO Calls on Media to play responsible Role in covering high Impact Events, Tourism Resource Conservation: Solution for the Future, Finance and Development of Tourism, Frontier Formalities & Facilities, Promotion and Sales Techniques, Tourism & Environment: Public Awareness, Global Tourism Development and Impact on Environment: North Europe, The Mediterranean Region and North America, East Asia and the Pacific; the Caribbean; Eastern Europe and States of the Former USSR and the Rest of the World
Paper - III	Tourism Planning: Approaches and Techniques - II	Global Growth and Magnitude of Tourism and Ecotourism: Tourism by World Region, Tourism killing World's Eighth Wonder, Threats to Cooperative Farming, Ecotourism as Marketing Gimmick, Ecotourism and Nature- Based Tourism, International Funding or Aid, Green Certification and Eco-Labels for Tourism, Ecotourism: The Growth Industry, Business Planning and Marketing Issues in Ecotourism, Commercial Ecotourists, Ecotourism 'Products' Provide Personal Needs Satisfaction, Conceptualisation of a Product, Explosive Growth Global Ecotourism, Ecotourism Strategies. Tourism in India: Useful Links: Airlines, Railways, State Tourism, Others
Paper -IV	Tourism Ethics & Code of Conduct	Regulatory Laws for Tourism Business in India: Inbound and outbound travel. Transport industry and Airlines. Accommodation and Hotel Industry. Foreign Exchange Regulation Act. Tourist related Laws: Citizenship, Passport, Visa, Foreigners, Registration, Customs Acts. Definition of Environment, Environmental Protection Act, Fair Trade Practices. Fulfilling all National obligations under various Laws, Safeguarding Health and well being of Customers. Customer Protection Act, Right to Information Act.
Paper - V	Dissertation	