



Shri Ramasamy Memorial University, Sikkim

SCHOOL OF HOSPITALITY & TOURISM STUDIES

TITLE THE PROGRAMME

M.Sc.HTM

**MASTER OF SCIENCE
HOSPITALITY AND TOURISM MANAGEMENT**

Two Year Regular Full-Time Four Semester PG Degree Course

CURRICULUM AND SYLLABI

Syllabus to be effective from the academic year 2018-2019 onwards

**SHRI RAMASAMY MEMORIAL UNIVERSITY, SIKKIM
5TH MILE, TADONG GANGTOK-737102**

INDIA

PREAMBLE

Hospitality and Tourism is one of the World's largest and fastest growing industries. In terms of revenue and the number of people involved, it has become world's number two industry next to Petroleum Industry. Hospitality and Tourism helps nations to earn a large sum of foreign exchange without exporting any tangible product. Besides, tourism provides employment to a large number of people directly and indirectly. Tourism is a multi-dimensional phenomenon that incorporates the Hospitality and the Travel sector. The Hospitality sector in particular in India is having a wonderful development. It also provides a great employment opportunity. Moreover, it is important for the professionals of both the Tourism sector and the Hospitality sector to have appropriate knowledge in each other as both the sectors are inter-twined with each other. In this context, it was felt that a course blending these two sectors will be of great help to the students in getting better placements too.

AIM

The postgraduate course in Hospitality and Tourism aims to further students' knowledge and understanding of the Hospitality and Tourism industry and to develop critical awareness of current issues and new insights in the areas of professional practice. The course also encourages students to research on core and allied fields in Hospitality and Tourism. M.Sc. Hospitality and Tourism Management students are taken up for supervisory and middle managerial positions in the Hospitality, Travel and Tourism sectors as well as to encourage the Master's students pursue research (Ph.D) in this field.

After successfully completing the programme (M.Sc.HTM) the student would; be able to integrate knowledge from various academic fields into operational wisdom and be prepared to assume leadership roles in the Hospitality and Tourism sectors.

The course has been designed uniquely with the following objectives.

- ✓ To create a comprehensive Integrated Course in the emerging field of Hospitality and Tourism
- ✓ To blend the Hospitality and Tourism Subjects appropriately.
- ✓ To develop more job opportunities as per the today's industry demands.
- ✓ To impart professionalism and administrative orientation through appropriate Hospitality and Tourism Education.
- ✓ To inculcate service orientation through the Hospitality Subjects.

In short, every aspect of the requirement in Tourism as well as in the Hospitality sector has been given due weightage while framing the syllabus. It is sure that this course being a job-oriented course will be welcomed widely.

1. DURATION OF THE COURSE

The course will be conducted for Two years under Semester pattern. On completion of two years (As per the SRMUS guide line), the students will be awarded Degree in M.Sc. Hospitality & Tourism Management by SRM University Sikkim.

2. MEDIUM OF INSTRUCTION & EXAMINATION

The medium of instructions and examination shall be in English.

M.Sc. Hospitality and Tourism Management

SEMESTER -I	SEMESTER -II
I. Introduction to Hospitality Management II. Introduction to Tourism and Travel Management III. Culture and Heritage Tourism IV. Hotel Accommodation operations V. Communication Skills Development	I. Hospitality and Tourism Marketing II. Food & Beverage operations III. Kitchen operation Management IV. Information Technology for Hospitality & Tourism V. Human Resource management for Hospitality and Tourism VI. Hospitality and Tourism Entrepreneurship

Industrial visit

It is recommended, that each students shall undergo Industrial visit for a period of 30 days during vacation (summer /winter) at the end of 2nd semester. After the completion of the visit students shall submit the report and Photo copies of the certificate (if applicable).

Specializations: Students shall have to undertake any two electives from the Semester III.

SEMESTER -III	SEMESTER -IV
I. Managerial Accounting for Hospitality & Tourism II. Tourism Policy and Planning III. Customer Relationship and service management IV. MICE Tourism V. Room Division Management/Culinary Management VI. Adventure and Sports Tourism/ Destination Development VII. Industrial visit	I. Research Methodology II. On The Job Training & Dissertation (18 weeks On the Job Training in Hospitality & Tourism Industry)

Each credits can be visualized as a combination of 3 components viz. Lecturer (L) + Tutorials (T) + Practical / Project Work (P) i.e. LTP Pattern.

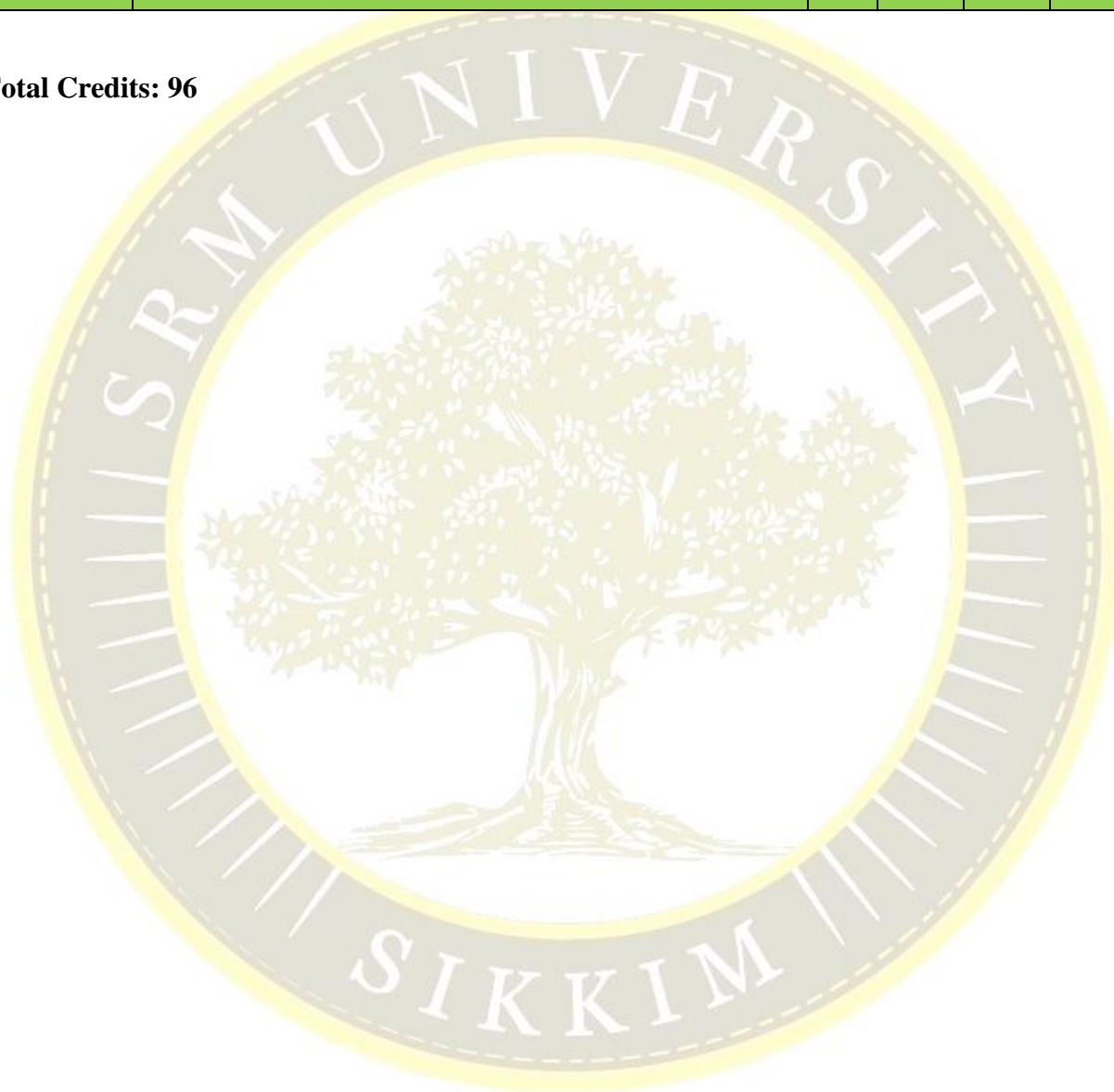
**M.Sc. Hospitality and Tourism Management - Curriculum
Credits – Subject wise**

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
I YEAR SEMESTER-I							
Core	MHT1811	Introduction to Hospitality Management	3	1	0	4	4
Core	MHT1812	Introduction to Tourism and Travel Management	3	1	0	4	4
Core	MHT1813	Culture And Heritage in Tourism	3	1	0	4	4
Core	MHT1814	Hotel Accommodation operations	3	0	2	4	4
Skill	CSD1815	Communication Skills Development	3	1	0	4	4
TOTAL						20	20
I YEAR SEMESTER-II							
Allied Core	MHT1821	Hospitality and Tourism Marketing	3	1	0	4	4
Core	MHT1822	Food & Beverage operations	3	0	2	4	4
Core	MHT1823	Kitchen operation Management	2	1	2	4	4
Skill	MHT1824	Information Technology for Hospitality and Tourism	2	1	2	4	4
Allied core	MHT1825	Human Resource Management for Hospitality and Tourism	3	1	0	4	4
Allied core	MHT1826	Hospitality And Tourism Entrepreneurship	3	1	0	4	4
TOTAL						24	24
II YEAR SEMESTER –III							
Allied Core	MHT1831	Managerial Accounting for Hospitality & Tourism	3	1	0	4	4
Core	MHT1832	Tourism Policy And Planning	3	1	0	4	4
Allied-Core	MHT1833	Customer Relationship & Service Management	3	1	0	4	4
Allied-Core	MHT1834	MICE Tourism	3	1	0	4	4
Core- Elective	MHT1835 MHT1836	Room Division Management/Culinary Management	3	0	2	4	4
Core- Elective	MHT1837 MHT1838	Adventure and Sports Tourism / Destination Development	3	0	2	4	4
Skill	MHT1839	Industrial visit				4	4
TOTAL						28	28

**II YEAR
SEMESTER-IV**

Core	MHT1841	Research Methodology	3	1	0	4	4
Skill Core	OJT1842	On The Job Training & Dissertation					20
		TOTAL				24	24

Total Credits: 96



**I YEAR
SEMESTER-I**

MHT1811	INTRODUCTION TO HOSPITALITY MANAGEMENT	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

The Course aims at familiarizing the students with the hospitality management concepts. It will give an understanding of the functioning of Hospitality in the Tourism industry. It will throw light on the different departments involved in the working of Hospitality.

UNIT 1**FUNDAMENTALS OF HOTEL**

Fundamentals and Revolution of hospitality industry, Classification of Hotel-Star categorization- Location – Size- Ownership, Organization Structure-operational department – Front office, Housekeeping, Food & Beverage Service and Food Production and non-operational department – Human Resource, Sales & Marketing, Finance, IT, Purchase & Receiving, Engineering & Maintenance, Store, Security department.

UNIT 2**THE HOSPITALITY INDUSTRY: NATURE AND CONCEPTS**

Meaning & Nature of Hospitality, Features of Hospitality Services, Evolution of hospitality services; Structure of Accommodation Industry, Operation of Accommodation Units, Significance of Accommodation in the Tourism Industry, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation

UNIT 3**MANAGEMENT FUNCTION IN HOSPITALITY INDUSTRY**

Front Office Desk – Front Office Staff – Qualities of Front Office Staff – Hotel Reservation, Housekeeping, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, Type of Rooms - Managing Guest Amenities

UNIT 4**SUPPLEMENTARY ACCOMMODATIONS**

Home-stays – Youth Hostels – Guest Houses – Emerging Concepts of accommodation – Major Hotel Chain's world-wide-Logistics in Accommodation for guest New-Reservation system-Concierge Rooming of-guest-Handling specially abled guest

UNIT 5**INTRODUCTION TO GASTRONOMY**

Cuisine and Food outlets, Food Commodity, Food processing, Food and Nutrition, Fundamentals of Bakery and Confectionery

TEXT BOOK

1. *Hotel Front Office: A Training Manual* By Sudhir Andrews- Tata McGraw-Hill Education
2. *Hospitality Management* By Prof. Jagmohan Negi, Gaurav Manohar - Published by Laxmi Publications, Ltd.

REFERENCES

1. Yogendra K. Sharma (2003) *Hotel Management*, Kanishka Publishers, New Delhi
2. Vijay Dhawan (2004) *Food Beverage Service*, Frank Bros and Co.

3. S. Kannan (2003) *Hotel Industry in India*, Deep and Deep Publications, Pvt. Ltd., New Delhi

MHT1812	INTRODUCTION TO TOURISM AND TRAVEL MANAGEMENT	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

The Students will understand the meaning, concepts, Growth and development of Tourism and travel industry. They possess the knowledge about the procedures & processing style of Travel agency and tour operator business, and they develop their skills on designing the tour itinerary and costing

UNIT 1

INTRODUCTION TO TOURISM AND TRAVEL INDUSTRY

Meaning, Definition, Growth & Development, Concepts, Types of tourism and Travel Business, (Travel Agency & Tour Operations) – Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries – Interplay of Push & Pull Factors

UNIT 2

TRAVEL AGENTS & TOUR OPERATORS

Indian Travel Agents & Tour Operators - Differentiation and Interrelationship- Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies- Incentive and Concessions Applicable to Tour Operators in India – How to Set up Travel Agency / Tour Operation Business (Sources of Funding, Comparative Study of Various Type of Organisation), Government Rule of Getting Approval, IATA Rules, Regulations and Accreditation, Documentation – Sources of Earning: Commissions, Service Charges etc.

UNIT 3

FUNCTIONS OF TRAVEL AGENCY AND TOUR OPERATIONS

Functions and Organizational Structures of Travel Agency and Tour Operation Business – Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Do Not's of Itinerary Preparation Tour Costing: Tariffs, FITS & GITS – Confidential Tariff - Packaging: Types and Forms of Package Tours

UNIT 4

TRAVEL DOCUMENTATION

Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Travel Insurance, Forex, Credit & Debit Card, Customs, Baggage and Airport Information.

UNIT 5

AIRLINE TICKETING

Aviation Geography Time Difference, Flight Time, Elapse Time, Division of World by IATA, OAG (ABC) Book, Important Airlines, Airports of the World, Coding and Decoding of Country, City, Airport, Airline, Domestic Ticketing, Introduction to Fare Construction Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) and Extra Mileage Principle, Highest Intermediate Point (HIP), Back Haul Check, Circle Trip Minimum (CTM), Add-ons, General Limitations on Indirect Travel Mixed Class Journeys, Special Fares.

TEXT BOOK

1. Bhatia. A. K, *The Business of Travel Agency and Tour Operations Management*, Sterling Publication, 2012

REFERENCES

1. D.L. Foster , *The Business of Travel agency Operation & Administration*
2. Malik, Haris & Chatterjee, *Indian Travel Agents*
3. J.M.S. Negi, *Travel Agency & Tour Operatiuons: Concepts & Principles*, Kanishka Publications
4. Mohinder Chand, *Travel Agency Management: An Introductory Text*, Anmol Publications, 2009
5. C.Y. Gee, *Travel Industry*
6. Yale P, *The Business of Tour Operations Travel Information Manual(TIM)*
7. IATA Ticketing Handbook – Published by IATA.

MHT1813	CULTURE AND HERITAGE TOURISM	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

This course the students develop the understanding about the conceptual and theoretical basis of Indian Culture and Heritage as tourism products and resources of India, in particular. They can peruse a comprehensive view of culture- heritage tourism relationship to acquaint them with the possible impacts arising in that relationship. The Indian culture and heritage shall be taught with the purpose of application of the same in tourism sector.

UNIT 1

GLIMPSES OF CULTURAL HISTORY

Glimpses of Culture & Heritage – World Civilization – Indian Culture - Pre and Post Vedic periods - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Ashram’s - Varna System – Purushartha - Indian

UNIT 2

SOCIO - CULTURAL TOURISM

Ayurveda, Yoga and meditation (AYUSH) - Performing Arts: Dance Forms - Music – Vocal & Instruments - Folk Arts – Drama – Tradition & Modern – Socio–Cultural Fairs & Festival Tourism

UNIT 3

ART & ARCHITECTURAL TOURISM

Significance of Art & Architecture (Buddhist, Hindu, Islam & Modern), Historical Monuments (Sculptures, Forts, Palaces etc), Traditional Arts Paintings & Crafts

UNIT 4

RELIGIOUS TOURISM

Religious Shrines & Centers - Hinduism, Jainism, Buddhism, Sikhism, Islam, Christianity and Others – Basic Tenets – Values of Religion – Religious Tour Circuits

UNIT 5

SHOWCASE OF HERITAGE TOURISM

Museums and Art Galleries – Traditional Arts and Crafts - World Heritage sites – UNESCO Considerations – Case Study in India – Problems and Prospects of Cultural Heritage Tourism in India.

TEXT BOOK

1. Basham. A.L, *The Wonder that was India*, Rupa and Com, Delhi.
2. Dallen J. Timothy, *Cultural Heritage and Tourism – An Introduction*, Channel View Publications, 2011.

REFERENCES

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

MHT1814	HOTEL ACCOMMODATION OPERATIONS	L	T	P	C
		3	0	2	4

LEARNING OUTCOMES

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

UNIT 1

INTRODUCTION TO H/K/ACCOMMODATION DEPT

Meaning, definition & importance of H/K/Accommodation department; Role of H/K in hospitality industry; Layout of HK dept. Organizational structure of H/K department, Job description & Job specification of H/K Staff-Planning work of H/K departments: Briefing; Control desk (importance, role, coordination- Role of control desk during emergency; Duty Rota & work schedule

UNIT 2

INTER DEPARTMENTAL RELATIONSHIP, TARIFF PLAN

Inter and Intradepartmental Co- ordination of Front office and accommodation (emphasis on BOH and FOH), Tariff Plans-Room rate- Types & Criterion of establishing Room Rates, Meal Plan- EP, AP, MAP,CP, Go plan etc.

UNIT 3

FUNCTIONS OF ACCOMMODATION OPERATION

Laundry operations; H/K console- General Daily H/K operations; Maintenance of Hotel, upkeep & functions; Rules on the Guest floor - Care and cleaning of Room procedure, Key Handling procedure- Linen/ Uniform/ Tailor Room: Par stock; Types of Linen; Procedure for Requisitioning-Fresh Linen; Procedures for requisitioning Guest and cleaning supplies; Records kept in-Floor Linen Room; Linen Exchange Procedure; Functions of Tailor Room

UNIT 4

ROLE OF FRONT OFFICE IN HOTELS

Basic Layout and Design-Departmental Organizational Structure-Attitude and Attributes of Front Office Personnel-Job descriptions and Job Specifications of Front Office Personnel- - Reservations Need for Reservations, Definitions, and Importance of Reservations-Types of Reservations-Sources and Modes of Reservations-Individual and Group Bookings-Systems of Reservations-Hotel Reservation Cycle-Equipment's

UNIT 5

RECEPTION, REGISTRATION AND CASHIERING

Guest registration Cycle-Registration- Process (Indian & Foreign Guests)-Guest History-Maintenance and Importance-Emergency Situation Handling-Lobby, its layout and its Functions-Key- Types & Controls-Cashiering- role & importance of Front Desk Cashier-Check out & Account settlement, Modes of payment, Role of Computers and Software's at front office-Night Audit and its Functions, Complaints and Situation Handling-Changes/ Modern Trends in Front office

TEXT BOOK

1. *Hotel Housekeeping: Operations and Management- G. Raghubalan, Smritee Raghubalan Oxford University Press, 2015*
2. *Textbook Of Front Office Mgmt & Op By Andrews -Tata McGraw-Hill Education.*

REFERENCES

1. Introduction to Tourism & Hotel Industry with special focus on Front Office Management Mohammed Zulfikar
2. Managing Front office Operations-Kasavana& Brooks
3. Front office-Operations and Management- Ahmed Ismail
4. Hotel Front Office Training Manual –Suvradeep,Gauranga,Ghosh
5. Hotel Management-Education and Environmental Aspects-Yogendra K. Sharma

CSD1815	COMMUNICATION SKILL DEVELOPMENT	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

This course intends to develop good communication skills in students for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

UNIT 1

INTRODUCTION, NEED FOR COMMUNICATION, PROCESS OF COMMUNICATION

Written and Verbal Communication, Visual communication, Signs, Signals and Symbols, Silence as a Mode of Communication - Inter-cultural, Intra-cultural, Cross-cultural and International communication - Communications skills, Communication through Questionnaires, Business Letter Writing.

UNIT 2

BUSINESS CASES AND PRESENTATIONS

Letters within the Organizations, Letters from Top Management, Circulars and Memos - Business Presentations to Customers and other stakeholders, Presenting a Positive Image through Verbal and Non-verbal Cues

UNIT 3

BARRIERS OF COMMUNICATION

Improving Communication Skills -Preparation of Promotional Material -Non-verbal communication -(Body language -Postures and gestures) -Value of time -Organizational body language - Importance of Listening -Emotional Intelligence.

UNIT 4

WORKING INDIVIDUALLY AND IN A TEAM

Leadership skills , Leadership Lessons through Literature , Team work & Team building , Interpersonal skills – Conversation, Feedback, Feed forward Interpersonal skills – Delegation, Humor, Trust, Expectations, Values, Status, Compatibility and their role in building team – Conflict Management – Types of conflicts, how to cope with them Small cases including role – plays will be used as teaching methodology.

UNIT 5

NEGOTIATION SKILLS (TO BE TAUGHT THROUGH ROLE PLAYS AND CASES)

Types of Negotiation, Negotiation Strategies Selling skills – Selling to customers selling to Superiors Selling to peer groups, team mates & subordinates Conceptual selling, Strategic selling skills – Body language.

TEXT BOOKS

1. *Communication & Skill Development- Air Cmde P C Sharma- Nirali Prakashan*

REFERENCES

1. Communication: Making Connections (7th edition)-William J. Seiler, Addison Wesley.
2. Chrissie Wright, Handbook of Practical Communication Skills, Jaico Publishing House.

3. Chaturvedi, P. D., Business Communication: Concepts, Cases and Applications, Pearson Education.
4. Kaul, Asha (2006), Business Communication, Prentice Hall.
5. Taylor, Shieley, (2003) Communication for Business, Pearson Education.
6. Sharma, R. C. & Mohan Krishna, Business Correspondence and Report Writing, McGraw Hi



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SEMESTER –II**

MHT1821	HOSPITALITY & TOURISM MARKETING	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

The Students will get both theoretical and applied understanding of the tourism marketing. Students will learn about importance of tourist orientation and marketing strategies. The emphasis on the tourism marketing mix and Promotional activities

UNIT 1**MARKETING FOR 21ST CENTURY**

Core marketing concept - Relationship Marketing (Holistic Marketing) - Consumer buying behavior – 5 Stage Model - Internal marketing concept, scope and objective

UNIT 2**MARKETING INFORMATION SYSTEM & MARKET RESEARCH**

Core marketing concept - Meaning, definition - Analysis - Marketing research process for hospitality & Tourism - Forecasting and Demand Management

UNIT 3**PRODUCT STRATEGIES FOR HOSPITALITY AND TOURISM**

Product life cycle – Marketing strategies - Branding – creating brand equity - Role of Brand - Scope and definition - Branding decision

UNIT 4**PRICING STRATEGIES FOR HOSPITALITY AND TOURISM**

Setting the price - Analyzing the cost - Determine demand - Factors affecting pricing

UNIT 5**NEW AGE PROMOTION STRATEGIES FOR HOSPITALITY AND TOURISM**

Media - Advertising - Sales promotion - Event - Electronic - Internet Marketing - Data base marketing - New age tourism marketing – B2B (Business to Business), C2C (Client to Client) , C2B (Client to Business)

TEXT BOOK

1. Jha, S.M., *Tourism Marketing*, Himalayan Publication, Delhi.
2. Philip Kotler, Keller, Koshy, *Marketing Management*, Prentice Hall, Inc, 2012.

REFERENCES

1. Philip Kotler / Bowen / Maken, *Marketing for Hospitality and Tourism*, Prentice Hall, 1999
2. Prasana Kunmar, *Marketing of Hospitality and Tourism Service*, Tata McGraw Hill
3. David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen, *Hospitality Marketing*, Routledge Publications, 2017
4. *Marketing for Tourism & Hospitality & Events – Global & Digital Approach*
5. *Tourism Marketing and Communication – Romila Chawla*

MHT1822	FOOD & BEVERAGE OPERATIONS	L	T	P	C
		3	0	2	4

LEARNING OUTCOMES

Advance knowledge of F&B operations function, banquet function, room service, beverage knowledge.

Budget control systems

UNIT 1**INTRODUCTION DEFINITION OF FOOD & BEVERAGE**

Need- Objectives - Fundamentals of Control –Elements of Control-Special Problems of Food & Beverage Control - The Reality of Control

UNIT 2**PROCUREMENT, PRODUCTION AND SERVICE CONTROL**

10 Aids to Purchasing - Purchasing of F&B- Specifications- Selection of a Supplier, Rating-EOQ Analysis-Receiving of F&B- Quantity, Quality & Inspection- Storing and Issuing of F&B - Transfer Notes, Breakages and Damaged Goods - Stocktaking of F&B- Stock Turnover, Stock Levels- ABC Analysis. F&B Production Methods- - F&B Service Methods-Classification of F&B Service- F&B Control

UNIT 3**TYPES OF BUDGET**

Basic Stages in the Preparation of Budgets-Welfare Operations -Costs, Profits & Sales - Breakeven Analysis-Pricing Considerations-Menu Pricing- Revenue control Manual Systems- Machine Systems

UNIT 4**ESSENTIALS OF A CONTROL SYSTEM**

Necessity and Functions of a control system- Calculation of F&B cost- Methods of F&B control, F&B Control Checklist – Frauds in Purchasing, Receiving, Storing, Issuing, Preparing and Selling.

UNIT 5**F&B CONTROL SYSTEM**

Frauds in Inventory- Methods, Levels, Techniques, Perpetual Inventory, Monthly Inventory, Comparing of Physical and Perpetual Inventory- Operating Frauds in Bar Control- Social Concern and Legal Concern- Preventing Pilferage & Fraud- Portion control - Glassware used & Prices. Yardsticks- Total F&B sales, departmental profit, ratio of food, ASP, sales mix, payroll costs, index of productivity, stock turnover, sales/ waiter.

TEXT BOOK

1. *Food and Beverage Operation- Dr. J. Negi- S. Chand*
2. *Food & Beverage Operation and Management- Tarun Bansal- I K International Publication*

REFERENCES

1. Richard Kotas & Bernard Davis, Food and Beverage Control, Springer, 1981
2. Bernard Davis & Sally Stone, Food and Beverage Management, Routledge, 5th Edition, 2001
3. Bernard Davis, Andrew Lockwood and Sally Stone, Food and Beverage Management, Butterworth - Heinemann, 3rd Edition, 1998.

MHT1823	KITCHEN OPERATION MANAGEMENT	L	T	P	C
		2	1	2	4

LEARNING OUTCOMES

The course is to develop knowledge and understanding of the concept and develop managerial skill of Food Production as a core aspect of the Hospitality.

UNIT 1

KITCHEN ORGANIZATION AND LAYOUT

Kitchen Layout and Brigade-Classical and Modern, Duty and Responsibilities of the various position in kitchen-Intra and Inter departmental co-Ordination-Workplace Health, Safety and Hygiene Procedure-Design consideration of a Commercial Kitchen and Typical Layout of Commercial Kitchen

UNIT 2

BASIC FOOD OPERATIONS

Method of heat transfer, methods of Cooking- Baking, Broiling, Roasting, Grilling, Frying, Boiling, Braising, Steaming, Stewing, Simmering, Poaching-Stock, Sauce, Soup and Salad-Introduction of Grains, Vegetables, Fruits and Nuts-Herb, Spices and Condiments

UNIT 3

BASIC OF BAKERY AND CONFECTIONERY

Foundation Ingredient-Methods of making Bread, Cake, Cookies, Pastry-Classify Icing and uses Chocolate work

UNIT 4

INDIAN CUISINE

Indian Gravy and Cooking Methods-Indian Regional Cuisine- Kashmir, Punjab, Goa, Hyderabad, Rajasthan, South India and North-east

UNIT 5

KITCHEN MANAGEMENT

Food Costing and Control-Menu-Define, Types, Factors affect in menu planning-Recipe Scaling and portion controlling, Standard Yield-Indenting, Purchasing, Storing and Issuing

TEXT BOOK:

1. *Catering and Kitchen Management* by Kartik Lamba- Anmol Publications Pvt Ltd
2. *Food Production Operations* by Parvinder S. bali- Oxford University Press

REFERENCES

1. Theory of Bakery and Confectionery' by Ashok Kumar Yogambal
2. The Chocolate Cook Book by Tarla Dalal
3. Great chefs Great chocolate : byJulia M. Pitkin

MHT1824	INFORMATION TECHNOLOGY FOR HOSPITALITY & TOURISM	L	T	P	C
		2	1	2	4

LEARNING OUTCOMES

This course is to acquaint the students with the application of computers in understanding latest trends in information technology. This course will also provide an orientation about the increasing role of management information system in managerial decision making with the help of computers and how information is processed, stored and utilized.

UNIT 1

HARDWARE

(a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display Unit, printers, plotters etc.(c) Storage-Devices – Magnetic storage devices, Optical storage devices, Flash Memory etc.

Software: Introduction; Types of software with examples; Introduction to languages, compiler, interpreter and assembler. Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system Windows-Use of menus, tools and commands of windows operating system.

UNIT 2

USE OF MS-OFFICE

Basics of MS-Word, MS-Excel and MS-PowerPoint; MS Access: Overview of MS-Access. Creating tables, queries, forms and reports in MS-Access- Computer Networks: Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies, Internet: Overview of Internet, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, searching, downloading & uploading from Internet. Applications of Information Technology

UNIT 3

MIS INTRODUCTION

Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System (MIS), Decision Support System(DSS).

Artificial Intelligence (AI), Applications of Artificial Intelligence Neural Networks, Fuzzy Logical Control

UNIT 4

DEVELOPING MIS SYSTEMS

System Development Life Cycle- Investigation Phase, Prototyping, Feasibility-Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance

UNIT 5

APPLICATIONS

Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues

TEXTBOOK

1. *Shrivastava, Fundamental of Computer & Information Systems, Wiley Dreamtech*
2. *Zongqing Zhou, E-commerce & Information Technology in Hospitality & Tourism, Thomson – Delmar Learning, 2004*

REFERENCES

1. Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).
2. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
3. Saurabh Dixit, *Information Technology in Tourism*, APH Publishing Corporation
4. 4 ITL ESL – Introduction to Computer science (Pearson, 2nd Edition).
5. Introduction to Computers, Norton P. (TATA McGraw Hill)
6. Pauline J. Sheldon, *Tourism Information Technology*
7. Leon - Fundamentals of Information Technology, (Vikas)

MHT1825	HUMAN RESOURCE MANAGEMENT FOR HOSPITALITY & TOURISM	L	T	P	C
		3	1	0	4

LEARNING OUTCOME

This course aims to develop the insight of the students regarding the various Human Resource Practices & concepts in Organizations with special reference to the Hospitality & Tourism Industry.

UNIT 1

HUMAN RESOURCE MANAGEMENT

Concept & Definition, Objectives & Functions of HRM, Historical Evolution & Development of HRM, HRM Environment Analysis, , Need & Importance of HRM in Tourism industry, Paradoxes in HRM, Strategic HRM and Human Capital Management, Challenges to HRM in Hospitality & Tourism Industry.

UNIT 2

HUMAN RESOURCE PLANNING

Concept, Definition and Objectives of HRP, Process of Human Resources Planning, Factors affecting HRP, Barriers to HR Planning- Career Planning: Concept & Definition, Need for Career Planning in Tourism Industry, Retention Management: Concept & Definition, Retention Management Strategies to be adopted in Tourism,

UNIT 3

RECRUITMENT

Concept & Definition, Sources of Recruitment, Factors affecting Recruitment with special reference to Hospitality & Tourism Industry, Recruitment Process, Recent trends in Recruitment. Selection: Concept & definitions, Factors affecting Selection, Selection Procedure, Barriers in Selection. Placement, induction and socialization- Concept & meaning- Training and

Development in Hospitality & Tourism Industry– Need & Objectives of Training , Stages in Training, Methods of Training .

UNIT 4

JOB ANALYSIS

Concept & Definition, Process of Job Analysis, Job description & Job specification, uses of job analysis- Job Evaluation: Concept & Definition, Methods of Job Evaluation, Performance appraisal in Hospitality & Tourism Industry- Objectives & Methods of Performance Appraisal, Potential Appraisal.

UNIT 5

HUMAN RESOURCE DEVELOPMENT (HRD)

An Overview, Need, HRD process and outcome an overview of HRD practices: Trends; HRD in Service Industry: Importance and role of HRD in Service Sector, HRD in Tourism Sector Teaching Pedagogy: Lectures, Group Discussion, Presentations, Practical, Tutorials, Case studies, Role playing, Experimental exercises, Projects etc. The list of the cases, websites links and specific references including recent articles to be announced in the class at the beginning of the session

TEXT BOOK

1. *Dennis Nickson, Human Resource Management for Hospitality and Tourism Industries, Routledge Publications.2007*
2. *Dwivedi R.S., A Text Book of Human Resource Management, Vikas Publishing House, 2007*

REFERENCES

1. Dale S Beach, *The Management of People at Work*, Macmillan Publishing Co, New York
2. Monopa A and Saiyadain M, *Personnel Management*, Tata Mc Graw Hill, New Delhi.
3. Micheal V. *Human Resource Management*, Himalayan Publishing Co, Delhi.
4. Tripathip C, *Personnel Management and Industrial Relations*, Sultan Chand & Sons.
5. Stone Lioyed and Leslie W.Rue, *Human Resource and Personnel Management*, Rochard D. Irwin

MHT1826	ENTREPRENEURSHIP IN TOURISM & HOSPITALITY	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

This paper enriches the students understanding about the concepts & scope of entrepreneurship in Tourism and to inculcate entrepreneurial competencies to encourage students to take up Tourism entrepreneurship ventures. They may have motivated and converted from employee to employer

UNIT 1

ENTREPRENEURSHIP

Definition role and expectation- Entrepreneurial motivations, types Entrepreneurship opportunities in tourism- Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade

UNIT 2

SMALL SCALE ENTERPRISES

Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development

UNIT 3

ENTREPRENEURIAL PROCESS

Institutional Interface and Set up; Government Policy; tourism enterprises/units eligible for assistance under MoT scheme- Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

UNIT 4

ENTERPRISES PLANNING

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report- Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises

UNIT 5

ISSUES & CASE STUDIES

Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Tour Operators i.e Cox & Kings, Raj Travels, SOTC, etc. and Hotels i.e Taj, Radisson, Welcome, etc.

TEXT BOOK

1. Vasant Desai, *Entrepreneurship & Small Business Management*
2. S S Khanna, *Entrepreneurial Development*

REFERENCES

1. Peter Drucker, *Innovation & Entrepreneurship*, Routledge Publications.2011
2. C B Gupta, N P Srinivasan, *Entrepreneurial Development*, Sultan Chand & Sons, 2014
3. D N Mishra, *Entrepreneur and Entrepreneur Development & Planning in India*
4. Alison Morrison, Mike Rimmington, *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*, Butterworth – Heinemann
5. Venu Vasudevan, Vijayakumar B., Saroop Roy B.R., *An Introduction to the Business of Tourism*, SAGE Publications, 2017

**II YEAR
SEMESTER-III**

MHT1831	MANAGERIAL ACCOUNTING FOR HOSPITALITY & TOURISM	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

Managerial Accounting is of utmost importance when the industry is poised to take a leap forward and the students possess basic knowledge on keeping accounts records and the significance for understanding the financial statements from journal entry to preparing profit and loss account, modernization syndrome in the field of tourism and travel industry.

UNIT 1**NATURE OF ACCOUNTING**

Nature of accounting and generally accepted accounting principles- Double entry- Book Keeping – Transaction Analysis, Cash Book and Bank Transactions- Income Measurements- Preparation of Trial Balance

UNIT 2**FINAL ACCOUNTS**

Trading A/c, Profit & Loss A/c, Balance Sheet- Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns- Miscellaneous Accounts - Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanized system of accounting

UNIT 3**MEANING, ROLE, SCOPE AND IMPORTANCE OF FINANCIAL MANAGEMENT**

Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function

UNIT 4**FINANCIAL PLANNING**

Capitalization and Capital Structure: Meaning, concept of capital, Sources of Capital, Theories of capitalization, Over capitalization and under capitalization, optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio.

UNIT 5**WORKING CAPITAL MANAGEMENT**

Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets

TEXT BOOK

1. *Introduction to Accounting* by T. S. Reddy
2. *Financial Accounting* by R. L. Gupta- Pearson Education India.

REFERENCES

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
3. Van Horne, Financial Management and Policy, Prentice Hall
4. Banerjee P. Fiscal Policy in India Gyan Publishers Delhi 1986.

MHT1832	TOURISM POLICY & PLANNING	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

The students will learn the importance of tourism policies and marking at national level. They will be acquainted with tourism planning process, strategy, and policies. The students will be appraised about the problems relating tourism and its development in India. The students a wide knowledge of the existing and emerging trends in Tourism.

UNIT 1

INTRODUCTION

Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies.

UNIT 2

TOURISM POLICY

Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992 Special Tourism Area Development Programme- The concept of National Tourism Board, National Committee on Tourism, Investment opportunities and government policy for investment in hotel/tourism industry

UNIT 3

UNDERSTANDING TOURISM PLANNING

Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale

UNIT 4

INTERNATIONAL AGREEMENTS

Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

UNIT 5

ROLE OF PUBLIC AND PRIVATE SECTORS

Public and Private sectors role in Tourism Development- Analysis of an individual Tourism Project (development of the Buddhist circuit)

TEXT BOOK

1. Piyush Sharma, *Tourism Policy and Planning*, Random Publication, 2013
2. David L. Edgell, Sr., Jason R. Swanson, *Tourism Policy and Planning - Yesterday, Today, and Tomorrow*, 3rd Edition, Routledge, 2018

REFERENCES

1. New Inskip, Edward, *Tourism Planning : An Integrated and Sustainable Development Approach* (1991) VNR, New York.
2. Ashworth, G. J. (2000), *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
3. Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
4. Sharma, J. K. (2000), *Tourism Development. Design for ecological sustainability*, Kaniska Publication, New Delhi

MHT1833	CUSTOMER RELATIONSHIP & SERVICE MANAGEMENT	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

The paper is designed to impart the skill based knowledge of Customer Relationship Management. The syllabus encompasses almost the entire aspect of the subject. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.

UNIT 1

CUSTOMER RELATIONSHIP MANAGEMENT FUNDAMENTALS

Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation.

UNIT 2

CUSTOMER SATISFACTION

Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction .

UNIT 3

SERVICE QUALITY

Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales.

UNIT 4

CUSTOMER RELATIONSHIP MANAGEMENT

Technology Dimensions - E- CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM software.

UNIT 5

CUSTOMER RELATIONSHIP MANAGEMENT

Emerging Perspectives: Employee-Organization Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry

TEXT BOOK

1. Alok Kumar Rai : *Customer Relationship Management: Concepts and Cases (Second Edition)*-PHI Learning
2. Chaturvedi-*Customer Relationship Management-Excel Books India*

REFERENCES

1. Simon Knox, Adrian Payne, Stan Maklan: *Customer Relationship Management*-Routledge Inc.
2. Dyche- *Customer relationship management handbook* prentice hall
3. Peelan-*Customer relationship management* prentice hall
4. Sheth J N, Parvatiyar A. and Shainesh G. : *Customer relationship management: , Emerging Concepts, Tools, & Applications*, Tata McGraw-Hill Education

MHT1834	MICE TOURISM	L	T	P	C
		2	1	2	4

LEARNING OUTCOMES

The student may able to know meaning and new concepts of events especially MICE and their management in holistic perspective. Students will learn importance of events as a business, important types of events and managing events. The focus is on specialized events and to help learner to be able to organize events in professional manner.

UNIT 1**INTRODUCTION**

Meaning and definition, History and evolution, events industry, participants and spectators, new concepts of MICE, Impacts

UNIT 2**MICE MANAGEMENT**

Importance and benefits of MICE tourism, Objectives and components of MICE, meeting Business, Incentives, convention business, exhibition business, MICE places, Budget Management and costing procedures, problem of MICE, Safety Security and Sanitation, Function, pre/post functions.

UNIT 3**PLANNING & ADMINISTRATION**

Mice planning- Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-always, Event planning, space management, use of web technology, Develop In-Office and On-Site Ethics and Business Etiquette Policies

UNIT 4**EVENT MARKETING**

Event pricing and promotion; role of coordinator, volunteer team building; sourcing and managing staff Special events-types, traditional, cultural, Riviera, galas, mega-events, trade shows, exhibitions, conferences and conventions, end-to-end tours, excursions, out-door events,

social events, seasonal events, environmental impacts, marketing plan; lead-generation, management and follow up.

UNIT 5

EVENT LOGISTICS

Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist.

TEXTBOOK

1. *E. Devabalane, Event Industry-Great Challenge! Great Career! Pudu Books, 2014*

REFERENCES

1. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2009.
2. Lynn, Brenda R. Carlos , Event Management.
3. Johnny Allen , William O'Toole , Robert Harris , Ian McDonnell, Festival and Special Event Management.
4. Joe Success, Judy, Special Events: A New Generation and the Next Frontier.
5. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
6. Allison, The Event Marketing Handbook: Beyond Logistics & Planning.

MHT1835	ROOM DIVISION MANAGEMENT	L	T	P	C
		3	0	2	4

LEARNING OUTCOMES

- To provide knowledge regarding the management system and control of rooms division.
- To familiarize students with the functions in housekeeping laundry operations
- To supply knowledge regarding the occupational health, safety and welfare practices and procedures within the room division
- To underline the importance of tools and procedures for monitoring productivity and quality of work

UNIT 1

HOTEL INDUSTRY – OVERVIEW OF MAJOR HOTEL DEPARTMENTS

Front Office, House Keeping / Accommodation –Types of guest rooms and service– Major departments of a hotel – Organization structure of RDM – Interdepartmental coordination

UNIT 2

GUEST CYCLE MANAGEMENT

The role and responsibilities of a Room Division Manager-Room reservations- registration, legal issues, room assignment, check in procedures, key cards etc. Front Office Responsibilities-Front Office accounting-Check-out and settlement, the night -audit, safety deposit-The use of technology in the front office department – Property management Systems, Reservation Technology Systems -Selling from the Front Office-Different types of room rates

UNIT 3**OPENING OF NEW PROPERTIES**

Pre-Opening of Hotels-New property operations-Starting up Rooms Division-Countdown to start Hotel-Ecotel certification-Choosing Eco-friendly site-Hotel Design and construction-Environment friendly House Keeping practices-

UNIT 4**BUDGET AND BUDGETARY CONTROL**

Cost analysis, budget and budgetary control. Preparation of various statutory statements Audit and Audit Control Night Auditors functions, duties and responsibilities-Property Management Systems- Introduction- Evolution and technology in PMS- Selection of PMS as per the property- Various affiliated menus of PMS & their interface with Front Desk System- PMS in House Keeping – interfaces, inventory management, par stock-applications, stores, etc.

UNIT 5**KPI-KEY PERFORMANCE INDICATORS FOR HOSPITALITY/HOTEL**

Occupancy Percentage Rate- Occupancy Percentage-Average Room Rate (ARR)-Revenue per Available Room (RevPar) -Cost per Occupied Room-Hotel Supply & Demand – Market Occupancy-Average Rate Index (ARI) , Revenue Generation Index (RGI)- Revenue Management (Yield Management) - concept elements of yield management Group and transient room sales Forecasting room revenue by understanding Cost and Expenses, Revenue Report, Impact of Room Division Management on Hotel Revenue.

Note:-Students should be familiar with the glossary terms.

TEXT BOOK

1. *A Professional Guide to Room Division Operations- Manoj Kumar Yadav- I.K International Publishing House Pvt. Ltd*
2. *Hotel Room Division Management by Hasan Hussain*

REFERENCES

1. Jatashankar R. Tewari. Hotel Front Office Operations and Management. Oxford 2009
2. Anutosh Bhakta. Professional Hotel Front Office Management. Tata McGraw Hill 2012
3. Ahmed Ismail. Front Office Operations and Management. Cengage Learning. 2008
4. Introduction to Hospitality Industry – A Text Book: Bagri SC & Dahiya Ashish, Aman Publications – New Delhi

MHT1836	CULINARY MANAGEMENT	L	T	P	C
		3	0	2	4

LEARNING OUTCOMES

The course is to develop knowledge and understanding of the concept and experiment with ethnic and contemporary cuisine, and develop your skills in the culinary arts, while learning valuable management skills that will take your career to the next level.

UNIT 1**CULINARY PROFESSIONAL**

Introduction to the Profession-Menu Design -The Basic of Nutrition and Food Science-Food and Kitchen Safety

UNIT 2**BREAKFAST AND GARDE MANGER/Culinary Display**

Egg Cookery-Salad and Salad Dressing-Hors d' oeuvre and Appetizer-Cold Cuts and Carving

UNIT 3**BAKERY AND CONFECTIONERY**

Baking Mise en place and Recipe calculation-Bread and Breakfast Roll-Pastry, Cake, Cookies-Icing, Frozen Dessert and Dessert Sauce

UNIT 4**GLOBAL GASTRONOMY**

Food Composition and Plating Techniques-International Contemporary Cooking-Molecular gastronomy

UNIT 5**WORK PLACE MANAGEMENT**

HACCP-Food Purchasing and Budget Control-Facility Design and Equipment Selection

Note:-Students should be familiar with the glossary terms.

TEXT BOOK

1. *Theory of cooker- Krishna Arora-Frank Bros.*
2. *The Professional Chef- The Culinary Institute of America-WILEY*

REFERENCES

1. HACCP- S. Motimore and C Wallace
2. Molecular gastronomy- Translated By M.B. Debevoise
3. International Cooking P. A. Heyman
4. Professional chef 1,2,3-G. Hunter, P. Carey,T. Tinton

MHT1837	ADVENTURE AND SPORTS TOURISM	L	T	P	C
		3	0	2	4

LEARNING OUTCOMES

The course helps to impart knowledge on various aspects of Adventure Tourism. To understand the resource and potential avenues of adventure tourism in Sikkim and the existing popular destinations and activities

UNIT 1

INTRODUCTION

Meaning – Definition – Concept – Importance –Sikkim – Geography – Physiography – Flora & Fauna – History – Growth and Development – Cultural and Natural Resources – Socio-Political trend.

UNIT 2

TYPES OF ADVENTURE & SPORTS ACTIVITIES

Adventure & Sports Tourism Growth and Development – Types of Adventure Activities – (Terra (Trekking, Mountaineering, Rock Climbing, Skiing, etc...), Aqua (River Rafting, Kayaking, Canoeing, Surfing, etc...), Aero (Gliding, Parachuting, Sky Diving, Bungee Jumping, etc...) – Types of Sports Activities – (Active and Participation) – Impacts of Adventure Sports Tourism in India and Sikkim

UNIT 3

BASIC MINIMUM STANDARD & STANDARD OPERATING PROCEDURES

Adventure Tourism – Risks & Challenges – The Basic Minimum Standard & Standard Operating Procedures for Various Adventure Activities – Tools and Equipment's for Adventure Activity – Guides – Instructors – Availability of Skilled Human Resource – Training and Approval Authorities – Certification / Recognition of Adventure Sports Tourism Entrepreneur

UNIT 4

ADVENTURE TOURISM ORGANISATIONS & INSTITUTES

Role Adventure Tourism Organizations and training institutes in India – Outstanding issues of adventure Tourism – Facilities offered by Government and Service provider - Emerging trends in Adventure and Sports Tourism in Sikkim.

UNIT 5

PRACTICING AND POTENTIAL AREAS – CASE STUDY

Adventure Tourism in North, South, East, West Sikkim- Practicing Areas and Potential Areas – Promotional Activity – Preparing Itinerary and Proposal to conduct the Adventure sports tourism activity

TEXT BOOK

1. Negi J.M, *Adventure Tourism and Sports: Risk & Chalanges*, Kanishka Publications

REFERENCES

1. Malik S.S, *Potential of Adventure Tourism in India*
2. Sinha A.C., *Studies in the Himalayan communities*, Oriental Publication

3. Gurung, Suresh Kumar, Sikkim: Ethnicity and Political Dynamics – A Triadic Perspective, Kunal Books
4. Garry Weare, Trekking in the Indian Himalayas, Lonely Planet Books
5. Ball, S, Encyclopaedia of Tourism Resources in India B/H

MHT1838	DESTINATION DEVELOPMENT	L	T	P	C
		3	0	2	4

LEARNING OUTCOMES

To facilitate the assessment of Tourism Potential of a Destination and to familiarize with the destination branding and Image Building practices. To help students understand about tourism planning process, strategy, understand problems relating to tourism destination in India.

UNIT 1

INTRODUCTION

Introduction of Tourist Destination – Meaning – Definition – Concept – Destination as a Product – Identification of destination – Types and Stages of Tourism Destination

UNIT 2

DESTINATION PLANNING

Destination Planning – Destination Life Cycle & Tourism area Life Cycle – Selection Process – Guidelines for Planning – Planning and Analysis (Project Feasibility Study, Carrying Capacity Analysis, Vision and Plan Tools) – Assessment of Tourism Destination Potentialities

UNIT 3

DESTINATION PROMOTION

Destination Demand & Supply – Convertible Resources – Utilization of Resources – Destination Image building – Branding – Unique destination proposition & Development – Methods of Promotion and Advertisement – Role & Contributions of Stakeholders.

UNIT 4

SUSTAINABLE DEVELOPMENT

Sustainable Tourism Development – Socio – Cultural, Economic and Environmental Considerations – Contingency Planning – Tourist Traffic Control & Analysis – Project Development – Sustainable Tourism and Enterprise Development

UNIT 5

INSTITUTIONAL GUIDELINES

Institutional Support – Government / Private Contributions – Major Committees Contribution (Sargeant Committee, Jha Committee, - Policies) – Guidelines for Planning and Development of Destination in Local, Regional, National – Tourism Conservation – Global Tourism – Destination Mapping

TEXT BOOK

1. *Sinha R.K., Tourism Strategies, Planning and Development, Common Wealth Publishers*
2. *Nath Dhar Prem, Development of Tourism and Travel Industry: An Indian Perspective, Kanishka Publications, New Delhi.*

REFERENCES

1. Murphy Peter E. Tourism- A Community Approach New York.

2. Arvid Viken, Brynhild Granas, *Tourism Destination Development – Turns and Tactics*, Routledge
3. Jonathan Bodlender, *Developing Tourism Destinations: Policies & Perspectives*, Longman Publications
4. Geoffrey Wall, Ernie Heath, *Marketing Tourism Destinations: Strategic Planning Approach*, Publisher: John Wiley and Sons Ltd



**II YEAR
SEMESTER-IV**

MHT1841	RESEARCH METHODOLOGY	L	T	P	C
		3	1	0	4

LEARNING OUTCOMES

To promote the understanding and skills of the students about the basic research concepts and tools, to conduct research and data analysis and to further equip them in writing and presentation of the results in tourism hospitality business and research.

UNIT 1**INTRODUCTION**

Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.

UNIT 2**RESEARCH DESIGN**

Steps Involved in Research Process. Research Design-Variou Methods of Research Design, Collection of Data.

UNIT 3**SAMPLING PROCEDURE**

Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

UNIT 4

Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their Advantages.

UNIT 5**REPORT WRITING**

Types and Layout of Research Report, Precautions in Preparing the Research Report Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

TEXT BOOK

1. Kothari C R – *Research Methodology Methods & Techniques*, New Age International Publishers.

REFERENCES

1. Larry Dwyer, *Research Methods in Tourism: Quantitative and Qualitative Approaches*, Edward Elgar Publishers, 2012
2. Saunders, *Research Methods for Business students*, Prentice hall, 2nd Edition, 2007
3. Cooper and Schindler, *Business Research Methods*, Tata Mc Graw Hill, 9th Edition

4. C. Murthy, *Research Methodology*, Vrinda Publications
5. Bhattacharyya, *Research Methodology*, Excel Books
6. Panneer Selvam, *Research Methodology*, Prentice Hall of India, Edition 2008.
7. Ramesh Durbarry, *Research Methods for Tourism Students*, Routledge Publications.2018

OJT1842	ON THE JOB TRAINING & DISSERTATION	L	T	P	C
		0	0	0	20

COURSE OUTCOMES

To provide the practical exposure and on the job training to the students about the systems, procedures and practices being followed by the Hospitality & Tourism industry, in the backdrop of principles and concepts of Hospitality & Tourism management.

The students of the M.Sc.HTM 4th semester will be required to undergo 18 weeks compulsory 'On the Job Training' in the Hospitality & Tourism Industry. For this purpose the students will be placed with different Hospitality & Tourism related organizations. After completion of the Training, the students will have to submit and appear for the following :-

- * Log Book – Report
- * Presentation
- * Dissertations / Project
- * Viva-voce

The Project/Dissertations will be prepared by the students under the supervision of faculty members/Industry supervisors. The dissertation /project will be evaluated by the Industry Experts /External and Internal Examiner nominated by the University from time to time.

GUIDELINES FOR DISSERTATIONS/PROJECT

The **dissertation/project** will be submitted in the form specified as under:

- i. The typing should be done on both sides of the paper (instead of single side printing)
- ii. The font size should be 12 with Times New Roman font.
- iii. The Dissertation may be typed in 1.5 line spacing.
- iv. The paper should be A-4 size.
- v. Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.
- vi. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this.
- vii. Power Point presentation on a CD, based on the report.
- viii. The presentation should express the student’s experiences in the department and what has he learned/ observed during OJT.
- ix. After the evaluation of the report one hard copy would be returned to the candidates
