HOTEL MANAGEMENT AND TOURISM

SYLLABUS

Unit I

Tourism: Tourist/Visitor/Traveler/Excursionist-definition and differentiation. Tourism recreation and leisure inter relationship(s). Tourism components. Elements and infrastructure. Types and typologies of Tourism. Emerging Concepts: Eco/rural/agri./farm/green/wilderness/country side/special interest tourism. Tourism Trends: Growth and development over the years and factors responsible therein. Changing market destination patterns, Traffic Flows/receipt trends. Travel motivator and deterrents. Pull and Push forces in tourism. Linkages and Channels of Distribution in Tourism. Tourism organization/institutions: Origin, Organisation and functions of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA. Concepts of Resource, Attraction and product in tourism, Tourism products: typology and unique features. Natural Tourism resources in India: Existing use patterns vis a vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and islands). Water bodies and biotic wealth (flora-fauna).Popular tourist destination for land based (soft/hard trekking, ice skiing, mountaineering, desert safaris, car rallies etc), water based (rafting, kayaking, canoeing, surfing, water skiing, scuba / snuba diving) and air based (para sailing, para gliding, ballooning and gliding and microlightingetc) tourist activities. Wild life tourism and conservation related issues- Occurrence and distribution of popular wildlife species in India. Tourism and Nature conservation-Conflicts, symbiosis andSynergy.

Unit II

Accommodation: Concept, Types and Typologies, Linkages and Significance with relation to tourism. Emerging dimensions of accommodation industry-Heritage hotels, Motels and resort properties, time share establishments. Hotel and Hoteliering: Origin, growth and diversification. Classification, registration and gradation of hotels. Organizational structure, Functions and responsibilities of the various departments of a standard hotel/other catering outlets, viz., bars, restaurants, fast food centers. Inflight catering. Leading multinational hotel chains operating in India. Public sector in hoteliering business - Role, Contribution and Performance. Transportation:
Dynamically changing needs and means. Landmarks in the development of transport sector and the consequent socio economic, Cultural and environmental implications. Tourism transport system. Airlines Transportation: The Airlines Industry-Origin and Growth, Organisation of Air Transport Industry in International context. Scheduled and non-scheduled Airlines Services; Air taxis, Multinational Air Transport Regulations-Nature, significance and Limitations. Role of IATA, ICAO and other agencies.Bermuda convention. Significance of Road Transport in Tourism: Growth and Development of road transport system in India; State off existing infrastructure. Public and Private Sector Involvement; Role of Regional Transport Authority. Approved Travel Agencies, Tour/Transport Operators, car hire/Rental Companies. State and inter-state bus and coach network, Insurance provision road taxes and fitness certificate.

Unit III

Travel Agency and Tour operations Business: Origin, Growth and development: Definition, Differentiation and linkages, organization and functions-Travel information counseling, itinerary preparation, Reservation, Tour costing/pricing, Marketing of tour packages, Income sources. Airlines Ticketing: Operational Perspectives of ticketing-ABC codes, Flight schedules, Flying time and MPM/TPM calculation. TIM (Travel Information Manual) consultation. Routine and itinerary preparation, types of fare, fare calculation and rounding up. Currency Conversion and payment modes. Issuance of ticket. Tourism Planning: Origin, concept and approaches. Levels and types of tourism planning-Sectoral, spatial, integrated, complex, centralized and decentralized, Product life

cycle theories and their applicability in tourism planning, Urban and rural tourism planning.Tourism planning and policy perspectives; planning at national, state and regional levels.India's tourism policy. Tourism planning process: objective setting, background analysis, detailed research and analysis, synthesis, goal setting and Plan formulation, Evaluation of tourism project-Project feasibility study; Plan implementation. Development and monitoring,
Tourism master plan. Tourism Impacts and need for sustainable tourism planning: Socio cultural, Economic and physical , tourism carrying capacity and environmental impact analysis (EIA).

Unit IV

Tourism Management: Concept, Nature, Process and functions, Managerial levels, skills and roles. Social responsibilities and ethics. Planning: nature, Types and process. Management by Objectives, Decision making- Process, tools, techniques and models. Concept of organizing and organization, Line and Staff, authority and responsibility, Span of Control, Delegation, Decentralization, Organizational structure and design, management of Change and development. Directing: Communication-Process, types, Barriers and principles of effective communication. Motivation-Theories and practices, Leadership-Concept, theories and styles. Controlling: Process, Methods and techniques. Tourism Marketing: Core Concepts in marketing;. Marketing management philosophies-. Tourism marketing: Service Characteristics of Tourism, Unique features of tourist demand and tourism product. Tourism marketing mix. Analysis and Selection of market: Measuring and forecasting tourism demand: Forecasting methods, managing capacity and demand. Market segmentation and positioning. Developing marketing environment, competitive differentiation and competitive marketing strategies, New product development, product life cycle. Planning marketing programmes: Product and Product Strategies; pricing considerations, Approaches and strategies, Distribution channels and strategies. Marketing of Tourism Services: Marketing of Airlines, Hotel, resort, Travel Agencies and other tourism related services-challenges and strategies.

Unit V

Finance: Meaning, Goals, Functions, Importance, and typologies of Finance-Role of Financial management. Financial Decision, Instant decision, Dividend Decision, Accounting: Preparation of Business Income Statement, Balance Sheet, cash Flow Statement and Fund Flow Statement. Hotel Accounting. Research methodology: Meaning and procedural guidelines. Research Design. Field Procedure for Data Collection and Analysis Techniques: Nature, sources of data, techniques of data collection. Frequency Distribution: Meanings; Problems and considerations in construction numerical frequency distributions. Correlation and regression analysis. Probability and Probability Distribution, Sampling and Sample designs: reasons for sampling; Theoretical basis of sampling; Sampling concepts and types of sampling (Random and non-random sampling). Statistical Testing: Formulation and general procedure of hypothesis testing, One tail and two tail tests, Comparison of two population means; Comparison of two population proportions; and comparison of two population means and standard deviations, F test and Student's t distribution and Chi Square test.

Unit-VI

Marketing: Core concepts in marketing; Needs wants, Demands, Products, market, Marketing management philosophies- Production, Product, selling Market and Societal perspectives. Economic importance of marketing.

Tourism marketing: Service characteristics of tourism, Unique features of tourist demand and tourism product, Tourism marketing mix.

Analysis and selection of market: Measuring and forecasting tourism demand: forecasting methods, managing capacity and demand. Market segmentation and positioning.
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.

Planning marketing programmes: Product and product strategies; Product line, product mix, Branding and packaging. Pricing; consideration, approaches and strategies. Distribution channels and strategies.

Marketing of Tourism Services: Marketing of Airlines, Hotel, Resort, Travel, Agencies and other tourism related services- Challenges and strategies.
Marketing skills for Tourism: Creativity-Communication- Self motivation- Team building-personality development.

Unit VII

Research Methodology: Objectives and types of research: Motivation and objectives – Research methods vs Methodology. Types of research – Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical.

Research Formulation – Defining and formulating the research problem - Selecting the problem - Necessity of defining the problem - Importance of literature review in defining a problem.– Literature review – Primary and secondary sources – reviews, treatise, monographs-patents– web as a source – searching the web - Critical literature review – Identifying gap areas from literature review - development of working hypothesis.

Research design and methods – Research design – Basic Principles- Need of research design Features of good design – Important concepts relating to research design – Observation and Facts, Laws and Theories, Prediction and explanation, Induction, Deduction, Development of Models.

Developing a research plan - Exploration, Description, Diagnosis, and Experimentation. Determining experimental and sample designs. Data Collection and analysis: Execution of the research – Observation and Collection of data - Methods of data collection – Sampling Methods- Data Processing and Analysis strategies - Data Analysis with Statistical Packages - Hypothesis-testing – Generalization and Interpretation. Reporting and thesis writing – Structure and components of scientific reports - Types of report – Technical reports and thesis – Significance – Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables.