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THIRD SEMESTER:-

3.1 Hospitality Management

3.2 Tourism planning and marketing

3.3 Service Marketing

FOURTH SEMESTER:-

4.1 International Hospitality Law

4.2 International tourism management

4.3 Tourism Business Environment

4.4 Tourism Products

HOSPITALITY MANAGEMENT

Unit I The World of Hospitality: Introduction to Hotel, Travel and tourism Industry - Nature of Hospitality: Communication, Turnover, Demands and Rewards - Economic and Other Impacts of Hotel, Tourism, and Travel Industry - Early History of Lodging - Globalization of the Lodging Industry - Franchising

Unit II The Organization and Structure of Lodging Operations : Size and Scope of the Industry - Classifications of Hotels - Hotel Market Segments - Organization of Hotels - Food Service Industry : Composition and Size of Food Service Industry - Organization of Hotel and Restaurant Food Service - Management and Operation of Food Services

Unit III The Rooms Division: The Front Office Department - The Reservation Department - The Telecommunications Department - The Uniformed Service Department

Unit IV Functional areas: Engineering and Maintenance Division - Marketing and Sales Division - Accounting Division - Human Resources Division - Security Division

Unit V Hospitality Marketing: Distinctive characteristics - Seven Ps of Marketing Segmentation., Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels- Role of Associations in hospitality management

TOURISM PLANNING AND MARKETING

Unit – I Introduction: Concept of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

Unit – II 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, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III 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. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit)

Unit – IV International Agreements: Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.

Unit – V Tourism Marketing : Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

SERVICE MARKETING

Unit I : Introduction: Difference between product and services marketing; Characteristics of services; Classification of services; Paradigms in services marketing Service marketing system: Service quality; Understanding customer expectations and zone of tolerance; Segmentation and zone of tolerance; Targeting and positioning of service

Unit II : Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions

Unit III : Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.

Unit IV : Marketing the Financial Services: Deciding the service Quality, Understanding the customer expectation, segmenting, targeting, and positioning of Financial Services, Devising Financial Services Marketing Mix Strategies with special reference to Credit Cards, Home Loans, Insurance and Banking.

Unit V : Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; Key decisions in global marketing; Services strategy and organising for global marketing

FOURTH SEMESTER

INTERNATIONAL HOSPITALITY LAW

Unit I Basic Legal Principles Governing Hospitality Operations - The Common Law Basis for Laws Governing the Hotelkeeper - The Hotelkeeper and the Law of Contracts

Unit II The Hotelkeeper and the Laws of Torts and Negligence - The Hotel's Duty to Receive Guests and Its Right to Refuse Guests – The Hotel's Duty to Protect Guests

Unit III The Hotel's Right to Evict a Guest, Tenant, Restaurant Patron, or Others – The Guest's Right to Privacy - The Hotel's Liability Regarding Guests' Property – Maintenance of Guest Registers

Unit IV Frauds Committed Against Hotels and Crimes of Trespass - Other Laws Relating to Food Service - Wage and Hour Laws Applicable to Hotel Employees -

Unit V Consumer Protection Laws Affecting Hotels - Public Health and Safety Requirements

INTERNATIONAL TOURISM MANAGEMENT

Unit I

Globalisation & tourism sector Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements.

Unit II

The emergence of international hotels & tourism. Historical aspects, development of chains, development abroad, airline connection. Political aspects of the international travel, tourism - Barriers to travel, tourism investment & business, regulations, international organizations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management

Unit III

International hotels -Balancing global & local perspectives -Operating in a multinational environment ---International rules & regulations -a brief study Human resources & cultural diversity -Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations

Unit IV

International tourism sales & marketing -Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning

Unit V

Global competition & the future -Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.

TOURISM BUSINESS ENVIRONMENT

Unit I: History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

Unit II: Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

Unit III: Growth and development of tourism in India, National Action Plan 1992.

Unit IV: Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.

Unit _V Emerging trends in tourism—health tourism, adventure tourism, ecotourism .

TOURISM PRODUCTS

Unit I: Define Product. Difference with service Industry. Tourism Product – its salient features components of Tourism industry. How is this different from other consumer industries Tourism resources as products.

Unit II: Socio cultural Resource –I: Architectural Heritage of India: Historical monuments of tourism significance – ancient, medieval and modern – Important historical/archaeological sites, Museum, art galleries and libraries – their location, assets and characteristics.

Unit III: Socio Cultural Resource-II: Important shrines (4 each) of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and others. Performing Arts – Classical dance forms and styles, Indian folk dance, classical vocal music gharanas/schools. Handicrafts & Handloom Fairs and festivals of India.

Unit IV: National Tourist Resource: Tourist resource potential in mountain with special reference to Himalayas. India's main desert areas, desert safaris and desert festival. Coastal areas, beaches and islands: with special reference to Andaman and Nicobar islands.

Unit V: Introduction to Marketing: The Concept of marketing, Nature, classification and characteristics of services and their marketing implications. Methodology considerations and pricing of Tour Packing, designing and printing of Tour Brochure.