

**VANITA VISHRAM WOMEN'S UNIVERSITY
DEPARTMENT OF HOSPITALITY & TOURISM
MANAGEMENT**



**VANITA VISHRAM
WOMEN'S UNIVERSITY**
— SURAT —

DOCTORAL PROGRAMME (PH. D)

SYLLABUS FOR PAPER II

SUBJECT: HOSPITALITY & TOURISM MANAGEMENT

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Section 1: Global Scenario of the Hospitality Industry

Section 2: Hotel Operations Challenges & Aspects

Section 3: Hospitality Sales & Marketing Techniques

Section 4: Hospitality Learning & Development

Section 5: Strategic Leadership in Hospitality Industry

Section 6: Concept of Tourism

Section 7: Tourism Planning

Section 8: Tourism Resources

Section 9: Tourism Marketing

Section 10: Transportation

Section 1: Global Scenario of the Hospitality Industry

Hospitality Industry of World and India, History & Origin of Hospitality Industry, Concepts of Hospitality Industry, Tenants of Hospitality Industry (Hotels, Food Service Outlets, Lodge, Inns, Event Management, MICE Etc.), Current Trends in Hospitality Industry, Future of Hospitality Industry.

Section 2: Hotel Operations Challenges and Aspects Operations of Hotels (Front Office, Accommodation Management, Food Production and F& B Service), Concept and Control of different operations of the Hotel, departments and their roles and responsibilities, Interdepartmental Coordination and dependence, importance and objectives of control in hotel operations security and Engineering, facility planning, laws related to Hospitality

Section 3: Hospitality Sales & Marketing Techniques The New Concepts of Sales and Marketing, types of Service Marketing, strategic marketing, social media marketing, segmentation, targeting and positioning of Hospitality products, new product development in Hospitality Industry, Pricing Strategies in Hospitality, Product Marketing, Hospitality Research, Hospitality Products Advertising and Promotion, Quality Management, Innovation and Invention in Hospitality Marketing.

Section 4: Hospitality Learning and Development

The Modern Concept of Human Resource Management, role and objectives of HRM In Hospitality, the Human Resource structure, recruitment, selection, orientation, placement, training and development, retention in Hospitality Industry, work life balance, supervision in Hospitality, managing productivity and controlling labour Costs, discipline & managing conflict, team building, motivation, change management.

Section 5: Strategic Leadership in Hospitality Industry

Introduction to supervision in Hospitality, managing productivity and controlling labor costs, discipline and managing conflict, team building, motivation, change management, time management.

Section 6: Concept of Tourism:

Tourist, Visitor, Traveler and Excursionist: definition and differentiation, tourism, recreation and Leisure: inter---relationship

The components and elements of tourism, types and forms of Tourism, alternate Tourism

Tourism Trends: Growth and development over the years and factors responsible therein, changing market destination patterns

Tourism Organization /Institutions: Origin. Organization and Functions of UNWTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA.

Section 7: Tourism Planning

Origin, concept and approaches, levels and types of Tourism planning

Destination 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.

Tourism Impacts and Need for Sustainable tourism planning, socio---cultural, economic and physical Tourism carrying capacity and environmental impact analysis (EIA).

Section 8: Tourism Resources

Concept of Resource, Attraction and Product in Tourism, Tourism Products: Typology and Unique Features.

Natural Tourism resources of India: Existing Use Patterns 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/Scuba Diving) and Air

Section 9: Tourism Marketing

Needs, Wants, Demands, Products and Markets, production and Product, selling, marketing and societal perspectives, economic importance of marketing tourism.

Characteristics of Tourism, unique features of Tourist demand and Tourism Product, I Product and Product Strategies, Product Line, Product Mix, Marketing of Airlines, Hotel, resort, Travel agencies and other tourism related services.

Section 10: Transportation

Landmarks in the development of transport sector and the consequent socio---economic development, cultural and environmental implications, tourism transport system.

Air Transportation: The Airlines Industry: Origin and Growth, Air Transport Industry in India: DGCA and Other Key Players, Regulatory Framework, Air Corporation Act, Indian Carriers: Operations, Management and Performance.

Significance Of Road Transport in Tourism, Growth and Development of Road Transport System in India, State of Existing Infrastructure, Public and Private Sector Involvement, Role of Regional Transport Authority, Approved Travel Agencies, Tour/Transport Operators.

Rail Transport Network: Major Railway Systems of World---British Rail, Euro Rail and Amtrak etc

Types of special package offered by Indian railways to tourists, Palace on Wheels and Royal Orient.

Travel Agency and Tour Operations Business: Origin, Growth and Development, Definition, Differentiation and Linkages, Organization and Functions: Travel Information, Counselling, Itinerary Preparation, Reservation, Tour Costing/Pricing, Marketing.