

**CURRICULUM  
OF  
TOURISM AND HOSPITALITY  
FOR  
BACHELOR  
&  
MASTER  
DEGREE PROGRAMMES**

(Revised 2017)



**HIGHER EDUCATION COMMISSION  
ISLAMABAD**

# **CURRICULUM DIVISION, HEC**

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Prof. Dr. Arshad Ali	Executive Director, HEC
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**Composed by: Mr. Zulfiqar Ali, HEC, Islamabad**

# PREFACE

The curriculum, with varying definitions, is said to be a plan of the teaching-learning process that students of an academic programme are required to undergo to achieve some specific objectives. It includes scheme of studies, objectives & learning outcomes, course contents, teaching methodologies and assessment/ evaluation. Since knowledge in all disciplines and fields is expanding at a fast pace and new disciplines are also emerging; it is imperative that curricula be developed and revised accordingly.

University Grants Commission (UGC) was designated as the competent authority to develop, review and revise curricula beyond Class-XII vide Section 3, Sub-Section 2 (ii), Act of Parliament No. X of 1976 titled “Supervision of Curricula and Textbooks and Maintenance of Standard of Education”. With the repeal of UGC Act, the same function was assigned to the Higher Education Commission (HEC) under its Ordinance of 2002, Section 10, Sub-Section 1 (v).

In compliance with the above provisions, the Curriculum Division of HEC undertakes the revision of curricula regularly through respective National Curriculum Revision Committees (NCRCs) which consist of eminent professors and researchers of relevant fields from public and private sector universities, R&D organizations, councils, industry and civil society by seeking nominations from their organizations.

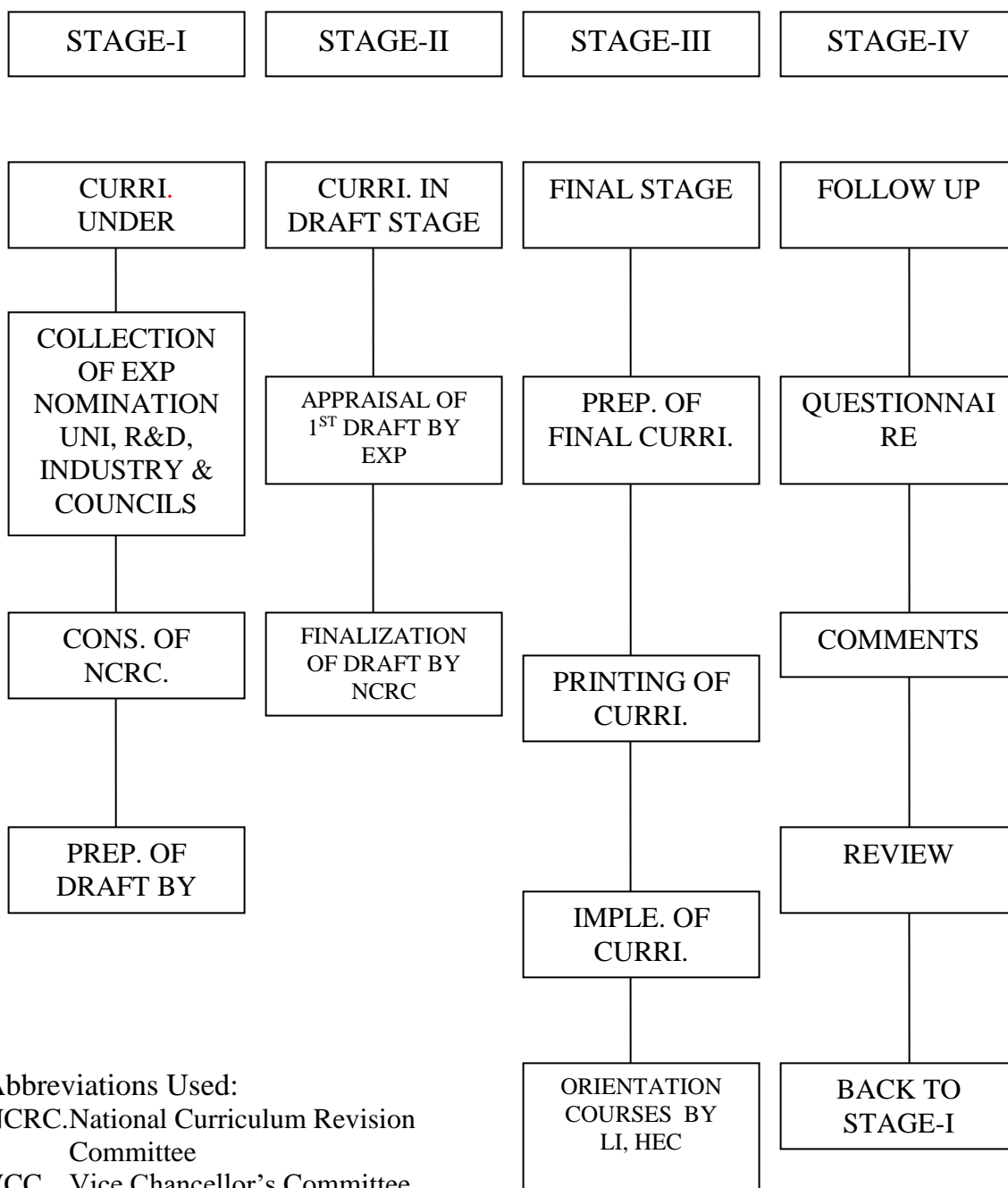
In order to impart quality education which is at par with indigenous needs and international standards, HEC NCRCs have developed unified framework/templates as guidelines for the development and revision of curricula in the disciplines of Basic Sciences, Applied Sciences, Social Sciences, Agriculture and Engineering.

It is hoped that this curriculum document, prepared by the respective NCRC's, would serve the purpose of meeting our national, social and economic needs, and it would also provide the level of competency specified in Pakistan Qualification Framework to make it compatible with international educational standards. The curriculum is also placed on the website of HEC

<http://hec.gov.pk/english/services/universities/RevisedCurricula/Pages/default.aspx>

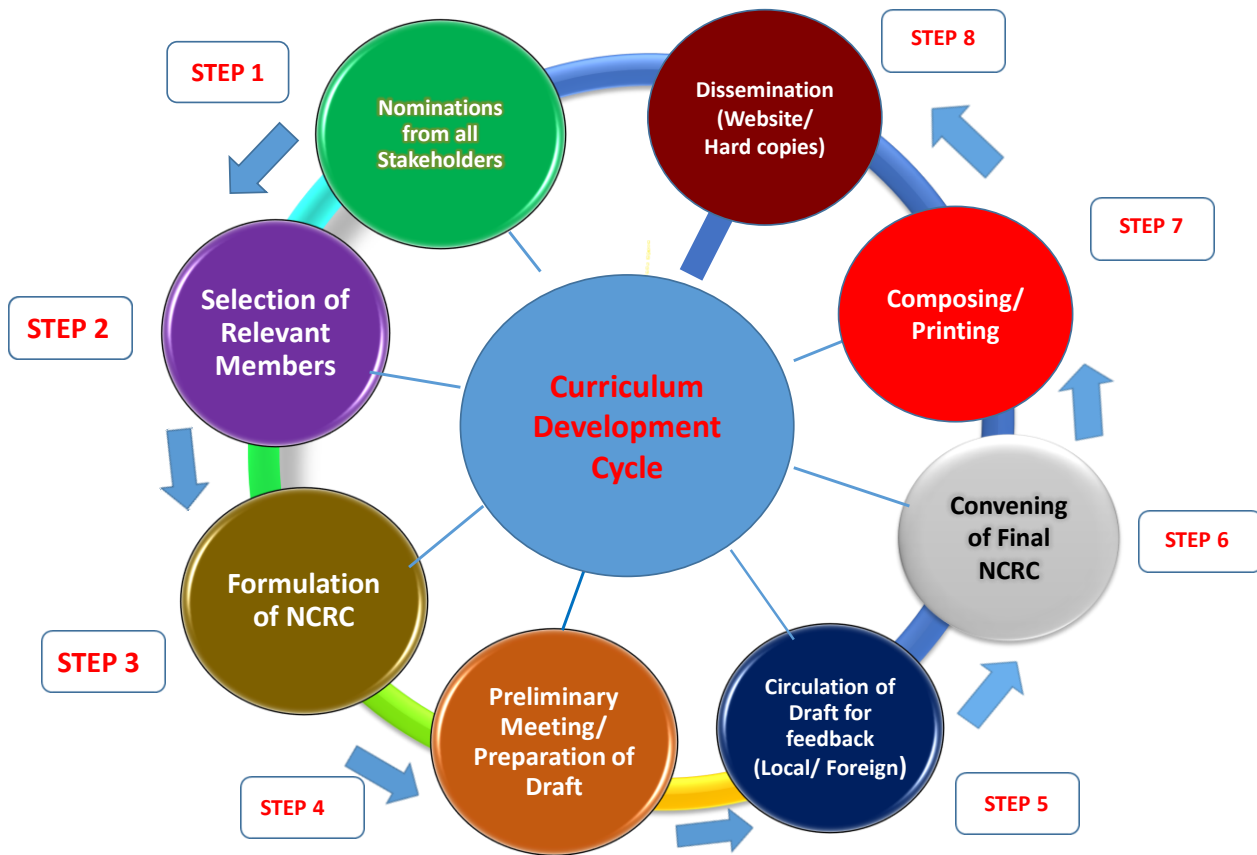
**(Muhammad Raza Chohan)**  
**Director General (Academics)**

# CURRICULUM DEVELOPMENT



- Abbreviations Used:
- NCRC. National Curriculum Revision Committee
  - VCC. Vice Chancellor's Committee
  - EXP. Experts
  - COL. Colleges
  - UNI. Universities
  - PREP. Preparation
  - REC. Recommendations
  - LI Learning Innovation
  - R&D Research & Development Organization
  - HEC Higher Education Commission
  - CONS: Constitution

# CURRICULUM DEVELOPMENT CYCLE



## MINUTES OF THE FINAL MEETING:

The final meeting of National Curriculum Revision Committee in the discipline of Tourism and Hospitality was held at HEC Regional Centre, Peshawar from March 20-22, 2017, with objective to finalize the preliminary draft of National Curriculum of BS & MS Programs in Tourism and Hospitality, and to make recommendations for the promotion and development of the discipline. The following members attended the meeting:-

<b>Sr. No</b>	<b>Name &amp; Address</b>	<b>Status</b>
1	Mr. Asad Raza Chairman/Assistant Professor, Department of Tourism & Hospitality, Abdul Wali Khan University, Mardan.	<b>Convener</b>
2	Mr. Ch. Abdul Ghafoor Khan, Managing Director Pakistan Tourism Development Corporation (PTDC) Rawalpindi.	<b>Member (Hons)</b>
3	Prof. Dr. Ibrahim Shah Department of Archaeology University of Peshawar	<b>Member</b>
4	Mr. Rana Aftab ur Rehman President / CEO Sustainable Tourism Foundation of Pakistan, House # 5, Street No. 11, Main Road, Banigala, Islamabad.	<b>Member</b>
5	Mr. Fayyaz Ahmad Deputy Manager Events & International Affairs, Tourism Development Corporation of Punjab, 151-Abubakar Block-N, Garden Town, Lahore.	<b>Member</b>
6	Mr. Hurmat Yab Khan, Chief Instructor / Incharge, Pakistan Austrian Institute of Tourism & Hotel Management, Paithom Camp Office Faizabad, Near City Mill, Saidu Sharif Road, Mangora, Swat.	<b>Member</b>

7	Dr. Fayaz Ali Shah Assistant Professor Department of Management Science Islamia College Peshawar	<b>Member</b>
8	Mr. Muhammad Hanif Khan Incharge / Lecturer, Department of Tourism & Hotel Management, University of Malakand, Chakdara Dir (Lower)- KPK.	<b>Member</b>
98	Mr. Aatif Iqbal, Lecturer/In-charge, Institute of Cultural Heritage, Tourism & Hospitality Management, University of Swat, Sector-D Campus, Kanju Township, Swat.	
10	Ms. Zubaida Yousaf Lecturer University of Peshawar	<b>Member</b>
11	Mr. Muhammad Alam, Lecturer, Hazara University, Mansehra,	<b>Member</b>
12	Ms. Sahab, Lecturer, Department of Tourism & Hospitality, Abdul Wali Khan University, Mardan	<b>Member</b>
13	Ms. Saba Rasheed, Research Scholar, College of Earth & Environmental Sciences, University of the Punjab, Lahore.	<b>Member</b>
14	Mr. Asif Khan HoD Department of Tourism & Hospitality, Hazara University, Mansehra.	<b>Secretary</b>
15	Mr. Riaz-ul-Haque, Assistant Director (Curriculum), Higher Education Commission, Sector H-9, Islamabad.	<b>Coordinator</b>



1. The meeting started with recitation of verses from the Holy Quran by Mr. Riaz ul Haque, Assistant Director, HEC. On special invitation from HEC. Ch. Abdul Ghafoor Khan, Managing Director, Pakistan Tourism Development Corporation (PTDC) has kindly consented to be the Guest of Honor as well as honorary member. Mr. Riaz ul Haque, Assistant Director, HEC on behalf of the Chairman and the Executive Director, HEC welcomed the participants and thanked all the members of the committee for sparing precious time for this national cause. He further added that their efforts will go long way in developing workable, useful and comprehensive degree Program in Tourism and Hospitality.

Mr. Riaz ul Haque briefed the participants about the aims and objectives of the meeting with a particular focus on horizontal & vertical alignment of course contents, learning outcomes according to Blooms Taxonomy, in order to make the curriculum compatible with international standards, indigenous demands as well as ensuring the uniformity of academic standards within the country. Mr. Riaz-ul-Haque then requested the Convener of the committee to head the proceedings of all technical sessions of meeting for three days.

2. The Convener thanked and welcomed the participants for their active participation, hard work and dedication pertaining to the national cause and started proceedings of the meeting in accordance with the agenda.

The Convener **Mr. Asad Raza**, Assistant Professor/Chairman, Department of Tourism & Hospitality, Abdul Wali Khan University, Mardan, and **Mr. Asif Khan**, Lecturer/HoD, Department of Tourism and Hospitality, Hazara University, Mansehra (**Secretary**) of the NCRC, briefed the committee about the progress/advancement of the work assigned to the member in the previous meeting which were discussed thoroughly and the inputs given by the members of the Committee, and incorporated their suggestions where necessary in the curriculum. The final draft of the curriculum of Tourism & Hospitality is submitted to HEC for further process.

3. After thorough discussion and having three days deliberations, the committee achieved the following objectives:-

- i. Finalized the Structured first ever Curriculum of Tourism and Hospitality for BS & MS Programs at par with international standard keeping in view the regional and national requirements/needs.*
- ii. Incorporated latest reading and writing material and guidelines against each course.*
- iii. Made recommendations for promotion and development of the discipline of Tourism and Hospitality.*

The Convener of the NCRC thanked the members for their inputs in revising the preliminary draft curriculum of Tourism and Hospitality by keeping in view the requirement of the country and to make it more practical, competitive and effective.

4. Mr. Riaz-ul-Haque, Assistant Director Curriculum HEC thanked the Convener, the Secretary and all the members of the committee for sparing precious time and for their quality contribution towards preparation of the first ever draft curriculum in the discipline of Tourism and Hospitality.

5. The committee highly appreciated the efforts made by the officials of HEC Regional Centre, Peshawar and Assistant Director, Curriculum for making proper arrangements to facilitate the members of committee.

6. The meeting ended with the vote of thanks to and from the chair.

**Vision:**

Our vision is to contribute towards the development of national norms, identity in the world as beautiful land, hospitable society and a place of worth to visit.

**Mission:**

Our commitment is to equip our human resources with the professional knowledge and skills for enhancing the most dynamic field of tourism and hospitality in Pakistan and to compete in the global market.

# PART-I: Scheme of Study for BS (04 Years) programme

The Tourism and Hospitality (BS) **4 year program** shall be spread over in **Eight** semesters and a student will be required to earn **134** credit hours to complete this Degree course. The Degree will be titled “Bachelor in Tourism & Hospitality”

## Eligibility:

A student holding **HSSC** (FA or FSc) or equivalent with minimum 2<sup>nd</sup> division or equivalent, marks from any recognized institute of Pakistan. Admissions to which will be on Merit (Marks obtained in previous examination), entry test and interview or the criteria decided by the respective bodies of the university as per rules in vogue.

## Courses / Course Structure:

Total number of courses taught in the department is **43** with **2-3** credit hrs for each course and **15** to **18** credit hrs in each semester. There shall be following **4** categories of courses offered to the students according to HEC standardized format/Scheme of studies. These are;

Categories of courses	No of courses/credit hours
Compulsory Courses	09 courses/25 cr hrs
General Courses	08 courses/24 cr hrs
Foundation Courses	9 courses/27 cr hrs
Major Courses	14 courses / 42 cr hrs Including internship/report

## Evaluation:

For the uniformity in the evaluation system, NCRC recommends that the minimum CGPA required to pass a semester is 2.0 out of 4.0 at undergraduate level or decided by the respective bodies of the university as per rules in vogue.

# STANDARDIZED FORMAT / SCHEME OF STUDIES FOR FOUR-YEAR INTEGRATED CURRICULA FOR BACHELOR DEGREE IN BASIC, SOCIAL, NATURAL AND APPLIED SCIENCES

## Structure

Sr.	Categories	No. of courses Min – Max	Credit Hours Min – Max
1.	Compulsory Requirement (No Choice)	9 – 9	25 – 25
2.	General Courses to be chosen from other departments	7 – 8	21 – 24
3.	Discipline Specific Foundation Courses	9 – 10	30 – 33
4.	Major Courses including research project / Internship	11 – 13	36 – 42
5.	Electives within the major	4 – 4	12 – 12
	<b>Total</b>	<b>40 – 44</b>	<b>124 – 136</b>

- Total numbers of Credit hours                    124-136
- Duration    4 years
- Semester duration                                    16-18 weeks
- Semesters    08
- Course Load per Semester                    15-18 Cr hr
- Number of courses per semester            4-6 (not more than 3 lab / practical courses)

## LAHOUT FOR BS TOURISM AND HOSPITALITY

Compulsory Requirements (the student has no choice)		General Courses to be chosen from other departments	
<b>9 courses</b>		<b>7-8 courses</b>	
<b>25 Credit hours</b>		<b>21-24 Cr. Hours</b>	
Subject	Cr. hr	Subject	Cr. hr
1. English I	3	1. Principles of Management	3
2. English II	3	2. Cultural History of Pakistan	3
3. English III	3	3. Introduction to Archaeology	3
4. English IV/ Statistics I / Univ. Optional *	3	4. Introduction to Psychology	3
5. Pakistan Studies	2	5. Introduction to Sociology	3
6. Islamic Studies / Ethics	2	6. Organizational and Consumer Behaviour	3
7. Mathematics I	3	7. Public Relations	3
8. Mathematics II / Statistics II/ Univ. Optional **	3	8. Logic & Critical Thinking	3
9. Introduction to Computer	3		
	<b>25</b>		<b>24</b>

Discipline Specific Foundation Courses		Major courses including research project/internship		Elective Courses within the major	
<b>9-10 courses</b>		<b>11-13 courses</b>		<b>4 courses</b>	
<b>30-33 Credit hours</b>		<b>36-42 Credit hours</b>		<b>12 Credit Hours</b>	
Subject	Cr. hr	Subject	Cr. hr	Subject	Cr. hr
1. Introduction to Tourism & Hospitality	3	1. Front Office Operations and Management	2+1	Tourism Planning and Development	3
2. Pakistan – Tourist Destinations	3	2. Tourism: Concepts and Principles	3	Culinary Art	2+1
3. Sustainable Tourism	3	3. Tourism Marketing	3	Destination Branding	3
4. Cultural Tourism	3	4. Heritage Management	3	Tourism and Peace	3
5. Hospitality Operations	2+1	5. Sacred/Religious Tourism	3		
6. House Keeping Operations and Management	3	6. Sports and Adventure Tourism	3		
7. Tourism and Hospitality Laws	3	7. Travel & Tour Operations	2+1		
8. Tourism Management	3	8. Restaurant Management	2+1		
9. Event Management	3	9. Accounting and Finance	2		
			2		

	10. Research Project-I	3		
	11. Research Project-II	3		
	12. Emerging Trends in Tourism and Hospitality	3		
	<b>27</b>		<b>42</b>	<b>12</b>

Total Credits Hours:  $25+24+27+42+12=130$

\* University has the option to recommend any other course in lieu of English IV

\*\* University may recommend any other course in lieu of Mathematics II

## SCHEME OF STUDIES FOR BS (Tourism & Hospitality)

COURSE TITLE FIRST SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
1.	English I (Functional English)	3	Compulsory
2.	Pakistan Studies	2	Compulsory
3.	Maths	3	Compulsory
4.	General I: Principles of Management	3	General
5.	General II: Cultural History of Pakistan	3	General
TH-116	Foundation I: Introduction to Tourism & Hospitality	3	Foundation
<b>Total Credit hours</b>		<b>17</b>	
COURSE TITLE SECOND SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
1.	English II ( Communication Skills)	3	Compulsory
2.	Introduction to Computer	3	Compulsory
3	General III: Introduction to Archaeology	3	General
4	General IV: Introduction to Psychology	3	General
5	Islamic Studies / Ethics	2	Compulsory
TH.126	Foundation II: Pakistan – Tourist Destinations	3	Foundation
<b>Total Credit hours</b>		<b>17</b>	
COURSE TITLE THIRD SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
1.	English III: Technical Writing and Presentation Skills	3	Compulsory
TH-212	Foundation III: Sustainable Tourism	3	Foundation
3.	General V: Introduction to Sociology	3	General
4.	General VI: Organizational and Consumer Behaviour	3	General
TH-215	Foundation IV: Cultural Tourism	3	Foundation
<b>Total Credit hours</b>		<b>15</b>	
COURSE TITLE FOURTH SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
1	English IV/Statistics/Univ. Optional*	3	Compulsory
DTH-222	Foundation V: Hospitality Operations	3	Foundation
3.	General VIII: Public Relations	3	General
TH-244	Foundation VI: : House Keeping Operations and Management	3	Foundation
6.	UNIV Optional: Tourism Geography	3	Compulsory/ Uni Opp**
<b>Total Credit hours</b>		<b>15</b>	

<b>COURSE TITLE FIFTH SEMESTER</b>			
<b>Paper</b>	<b>Paper Name</b>	<b>Credit Hrs.</b>	<b>Status</b>
TH-311	Foundation VII: Tourism Management	3	Foundation
TH-312	Foundation VIII: Tourism and Hospitality Laws	3	Foundation
TH-313	Major I: Front Office Operations and Management	2	Major
TH-314	Major II: Tourism: Concepts and Principles	3	Major
TH-315	Major III: Tourism Marketing	3	Major
TH-316	Major: Heritage Management	3	Major
<b>Total Credit hours</b>		<b>18</b>	
<b>COURSE TITLE SIXTH SEMESTER</b>			
<b>Paper</b>	<b>Paper Name</b>	<b>Credit Hrs.</b>	<b>Status</b>
TH-321	Foundation IX: Event Management	3	Foundation
2.	General VII: Logic & Critical Thinking	3	General:
TH-323	Major IV: Sacred/Religious Tourism	3	Major
TH-324	Major V: Travel & Tour Operations	3	Major
TH-325	Major VI: Sports and Adventure Tourism	3	Major
6.	General: Project Management	3	General:
<b>Total Credit hours</b>		<b>18</b>	
<b>COURSE TITLE SEVENTH SEMESTER</b>			
<b>Paper</b>	<b>Paper Name</b>	<b>Credit Hrs.</b>	<b>Status</b>
TH-411	Major VII: Restaurant Management	3	Major
TH-412	Major VIII: Accounting and Finance	3	Major
TH-413	Elective I: Tourism Planning and Development	3	Elective
TH-414	Elective II: Culinary Art	3	Elective
TH-415	Major IX: Research Project-I	3	Major
		<b>15</b>	
<b>COURSE TITLE EIGHTH SEMESTER</b>			
<b>Paper</b>	<b>Paper Name</b>	<b>Credit Hrs.</b>	<b>Status</b>
TH-421	Major X: Research Project-II	3	General:
TH-422	Major XI: Emerging Trends in Tourism and Hospitality	3	General:
TH-423	Major XII: Human Resource Management	3	General:
TH-424	Elective III: Destination Branding	3	Elective
TH-425	Elective IV: Tourism and Peace	3	Elective
<b>Total Credit hours</b>		<b>15</b>	

**NOTE:**

Internship of 4-6 weeks with credit hours (0-0) is mandatory in the Second/Third Year during semester breaks/summer vacations to gain practical experience and to provide exposure to the students in the field of Tourism & Hospitality.



# DETAIL OF COURSES

(Year 1)

## SEMESTER I

COURSE TITLE FIRST SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
7.	English I (Functional English)	3	Compulsory
8.	Pakistan Studies	2	Compulsory
9.	Mathematics	3	Compulsory
10.	General I: Principles of Management	3	General
11.	General II: Cultural History of Pakistan	3	General
TH-116	Foundation I: Introduction to Tourism & Hospitality	3	Foundation
<b>Total Credit hours</b>		<b>17</b>	

### **COURSE TITLE: ENGLISH I (FUNCTIONAL ENGLISH)**

#### **COURSE INTRODUCTION & OBJECTIVES:**

This course provides individualized and small group instruction in basic reading and writing skills. The course focuses on foundational phonics skills, functional vocabulary and comprehension, as well as writing personal information, creating lists and basic computer skills. The course will ensure that candidates will communicate effectively in English language.

#### **COURSE OUTCOMES:**

On the successful completion of the course candidates will be able to:

- Use vocabulary correctly.
- Construct sentences using correct grammar.
- Write meaningful essays and précis and comprehend written English.

#### **Module-1 Fundamentals of grammar**

Parts of speech and their correct usage, sentence structure and types of sentences, Parts of speech & their correct usage, Sentence Structure and types of sentences. spelling, vocabulary. Listening skills, Speaking skills, Writing skills.

#### **Module -2 Message Design**

- Process of preparing effective business message.
- The appearance and design of business message
- Good-news and neutral messages.

#### **Module -3 Strategies for Oral Communication.**

- Strategies for successful speaking and successful listening.
- Strategies for successful informative and persuasive speaking.

#### **Module -4 The Job application Process.**

- The written job presentation
- The job application process-interviews and follow-up.

#### **RECOMMENDED BOOKS/READINGS:**

1. Howe, D.H, Kirpatrick,TA., & Kirpartrick, D.L. (2004). Oxford English for undergraduates, Karachi: Oxford University Press.
2. I. A. Richards & Christine Gibson, Learning Basic English: A Practical Handbook for English-Speaking People, New York: W. W. Norton & Co. (1945)
3. Basic English: A Protest, Joseph Albert Lauwerys, F. J. Daniels, Robert A. Hall Jr., London: Basic English Foundation, 1966. An answer to Robert A. Hall, Jr.'s criticism
4. Murphy, R.(2003).Grammar in Use.

#### **COURSE TITLE: PAKISTAN STUDIES**

#### **COURSE INTRODUCTION & OBJECTIVES:**

The course provides a complete knowledge of Pakistan movement. The course also focus on the culture, people, geographical features, constitution evaluation, contemporary issue of the country. The main objective of the course is to enhance students' knowledge about geo-political, cultural, constitutional and current issues prevailing in Pakistan.

#### **Module-1 Historical Perspective**

- Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-i-Azam Muhammad Ali Jinnah.
- Factors leading to Muslim separatism
- People and Land
- Indus Civilization
- Muslim advent
- Location and Geo-Physical features.

#### **Module-2 Government and Politics in Pakistan**

- Political and constitutional phases:
  - a. 1947-58
  - b. 1958-71
  - c. 1971-77
  - d. 1977-88
  - e. 1988-99
  - f. 1999 onward

#### **Module-3 Contemporary Pakistan**

- Economic institutions and issues
- Society and social structure

- Ethnicity
- Foreign policy of Pakistan and challenges
- Futuristic outlook of Pakistan

### **RECOMMENDED BOOKS/READINGS:**

1. Burki, Shahid Javed. State & Society in Pakistan, The Macmillan Press Ltd 1980.
2. Akbar, S. Zaidi. Issue in Pakistan's Economy. Karachi: Oxford University Press, 2000.
3. S.M. Burke and Lawrence Ziring. Pakistan's Foreign policy: An Historical analysis. Karachi: Oxford University Press, 1993.
4. Mehmood, Safdar. Pakistan Political Roots & Development. Lahore, 1994.
5. Wilcox, Wayne. The Emergence of Banglades., Washington: American Enterprise, Institute of Public Policy Research, 1972.
6. Mehmood, Safdar. Pakistan Kayyun Toota, Lahore: Idara-e-Saqafat-e-Islamia, Club Road, nd.
7. Amin, Tahir. Ethno - National Movement in Pakistan, Islamabad: Institute of Policy Studies, Islamabad.
8. Ziring, Lawrence. Enigma of Political Development. Kent England: WmDawson & sons Ltd, 1980.
9. Zahid, Ansar. History & Culture of Sindh. Karachi: Royal Book Company, 1980.
10. Afzal, M. Rafique. Political Parties in Pakistan, Vol. I, II & III. Islamabad: National Institute of Historical and cultural Research, 1998.
11. Sayeed, Khalid Bin. The Political System of Pakistan. Boston: Houghton Mifflin, 1967.
12. Aziz, K.K. Party, Politics in Pakistan, Islamabad: National Commission on Historical and Cultural Research, 1976.
13. Muhammad Waseem, Pakistan Under Martial Law, Lahore: Vanguard, 1987.
14. Haq, Noor ul. Making of Pakistan: The Military Perspective. Islamabad: National Commission on Historical and Cultural Research, 1993.

### **COURSE TITLE: MATHEMATICS**

#### **COURSE INTRODUCTION & OBJECTIVES:**

This course is designed to promote the development of knowledge, skills and understanding in areas of mathematics that have direct application to the broad range of human activity. Students will learn to use a range of techniques and tools, in order to develop solutions to a wide variety of problems relating to their present and future needs and aspirations.

1. Use concepts and apply techniques to the solution of problems in algebra and modeling, measurement, financial mathematics, data and statistics, and probability

2. Use mathematical skills and techniques, aided by appropriate technology, to organise information and interpret practical situations
3. Interpret and communicate mathematics in a variety of written and verbal forms, including diagrams and statistical graphs.

**Module-1 Whole Numbers:**

Reading and writing whole numbers, addition of whole numbers, subtraction of whole numbers, multiplication of whole numbers, division of whole numbers, long division, rounding whole numbers, roots and order of operations, Solving application problems.

**Module-2 Multiplying and Dividing Fractions:**

Basics of fractions, mixed numbers, factors, multiplication of fractions, applications of multiplication, dividing fractions, multiplication and division of mixed numbers

**Module-3 Adding and Subtracting Fractions:**

Adding and subtracting like fractions, Least common multiples, adding and subtracting unlike fractions, adding and subtracting mixed numbers, order relations and the order of operations

**Module-4 Decimals:**

Reading and writing decimal, rounding decimals, adding decimals, subtracting decimals, multiplying decimals, dividing decimals, writing fractions as decimals.

**Module-5 Ratio, Proportion and Percent:**

Ratios, rates, proportions, and applications of proportions. Basics of percent, percents and fractions, The percent proportion, Identifying the parts in a percent problem, using proportions to solve percent problems, The percent equation, applications of percent, compound Interest.

**Module-6 Measurement:**

The English system, The metric system—length, The metric system--capacity and weight (mass), Applications of metric measurement, metric-English conversions and temperature

**Module-7 Geometry:**

Basic geometric terms, angles and their relationships, Rectangles and squares, Parallelograms and trapezoids, triangles, circles, volume, Pythagorean theorem, similar triangles

**Module-8 Basic Algebra:**

Signed numbers, addition and subtraction of signed numbers, order of operations, evaluating expressions and formulas, solving equations, solving equations with several steps, applications.

### **RECOMMENDED BOOKS/READINGS:**

1. Anton, H, 2000, Calculus with analytical Geometry, 5<sup>th</sup> Ed., John Wiley & Sons, Reprint National Book Foundation.
2. Frank S. Budnick: Applied Mathematics for Business Economics and Social Sciences
3. Bowen: Mathematics with Applications in Management and Economic

### **COURSE TITLE: PRINCIPLES OF MANAGEMENT**

### **COURSE INTRODUCTION AND OBJECTIVE:**

Examination of management theory and provide opportunities for application of these ideas in real world situations. This examination focuses on the managerial functions of Assessing, Planning, Organizing, and Controlling. Both traditional and cutting-edge approaches are introduced and applied. Specific attention is paid throughout the course to the ethical implications of managerial action and inaction.

- Evaluate the global context for taking managerial actions of planning, organizing and controlling.
- Assess global situation, including opportunities and threats that will impact management of an organization.
- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations.
- Evaluate approaches to addressing issues of diversity.

### **COURSE OUTCOMES:**

1. Discuss and communicate the management evolution and how it will affect future managers.
2. Observe and evaluate the influence of historical forces on the current practice of management.
3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
4. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
5. Practice the process of management's four functions: planning, organizing, leading, and controlling.
6. Evaluate leadership styles to anticipate the consequences of each leadership style.

### **Module I Introduction to Management and Foundation of Management:**

What is management, Functions, Skills of management, Management types,

Historical forces shaping management, Classical management – Scientific Management- Bureaucratic Management – Administrative principles, Humanistic Perspective –Human Relations Movement – The Human Resource Perspective – The Behavioral Science Approach, Ethics

### **Module II Goal Setting & Planning:**

Goals, Planning, Types of planning, Time Horizon, What is strategy, Strategic management, SWOT, Types of Strategies, From Formulation to Implementation, Fundamental of decision making, Types of decision making, Steps in decision making.

### **Module III Fundamental of organizing:**

What is organizing, Types of organizations, Departmentalization, Division of labor.

### **Module IV Leading:**

Nature of leadership, Leadership verses Management , Position power, Personal power, Empowerment, Behavioral approach, Contingency Approach, New Leadership Approach.

### **Module V Controlling:**

Importance of Control, Planning & Controlling, Organization control focus, TQM, Elements of organization control, Management control system, Financial Control, Budgeting process, Trends in financial control

### **Recommended Books:**

1. Understanding hospitality Law, Jack. P. Jeffries and Banks Brown 4th edition. Chips Books, Texas.
2. Hospitality and tourism law, M. Boustiv, J. Ross, N. Geddes, W. Stewart, International Thomson Business press 1999.
3. Principles of Hospitality Law, Mike Boella, Alan Pannett, 2nd edition, Cengage Learning Business Press.
4. [www.tourism.gov.pk](http://www.tourism.gov.pk)
5. Publication for Acts
6. Stephen P. Robins, Mary Coulter: Management
7. H. Koontz Odonnell and H. Weihrich: Management
8. Mc Farland: Management: Foundation and Practice
9. Robert M. Fulmer: The New Management
10. Brownell, Judi. "Women in Hospitality Management: General Managers' Perception of Factors Related to Career Development." International Journal of Hospitality Management, Vol. 13, No. 2, pp. 101–118, June 1994.
11. H. Koontz Odonnell and H. Weihrich: Management
12. Mc Farland: Management: Foundation and Practice
13. Robert M. Fulmer: The New Management.

## **COURSE TITLE: HISTORY OF INDO-PAK**

### **COURSE INTRODUCTION & OBJECTIVES::**

The course deals with the pre-Muslim period of Indo-Pakistan history. It deals with the Indus Valley Civilization and its landmarks and then also focuses on the origin and development of three important religions of the world: Hinduism, Jainism and Buddhism. It also discusses religion-political history and social conditions of the people of this period.

After studying this course, students will be able to:

- Appreciate the achievements of one of the oldest civilization of the world—Indus Valley—and its relevance to today's world.
- Understand the socio-political and religious conditions of the people.
- Develop a background for the later developments in India.

### **Module-1 Sources of ancient history:**

### **Module-2 Ancient History of Indo Pak:**

#### **Prehistoric period:**

- Vedic Aryans: social, political, economic and religious life
- Buddhism: Life and teachings of the Buddha
- Jainism
- Hinduism
- Achaemenian rule in Pakistan
- Alexander's invasion of Pakistan
- Mauryan dynasty: Administration of Chandragupta Maurya, Ashoka's contributions to Buddhism
- Indus-Greeks
- Scythians
- Parthians
- Kushanas: Achievements of Kanishka, Gandhara Art
- Sassanians
- White Huns
- Odi Shahis (i.e. Hindu Shahis)

### **Module-3 Muslim History of Pakistan and India:**

#### **Arabs:**

- Early contact
- Conquests of Baluchistan, Sindh and the NWFP
- Muslim rule in Baluchistan and Sindh under the Arab Khilafat

#### **Turks:**

- Trans Khyber activities of Ghaznavids and the rise and fall of Lahore as a centre of Muslim State AD 997-1210

- The rise of the Ghoriids and the establishment of Delhi as the capital of Muslim India
- The Delhi Sultanate with Multan, Uchch and Lahore as centres in the west and Awadh and Bengal in the east AD 1150 to 1325.
- Fragmentation and Turbulence AD 1325 to 1425

### **Afghans:**

- Lodhis
- Suris

### **Mughals and Post Mughals:**

- Phases of establishment and transition from Sultanate to Badshahat AD 1526 to 1576
- Phase of Vibrant Mughal Society, culture and administration AD 1576 to 1707
- Decadence and decline AD 1707 to 1830
- Final stages AD 1830 to 1857

### **Provincial Chapter:**

Every province will develop its Muslim period history accordingly

### **RECOMMENDED BOOKS/READINGS:**

1. Abdur Rahman, The Last two Dynasties of the Sahis, Islamabad, 1979.
2. Basham, A.L. The Wonder that was India, rpt. India, 1963.
3. Majumdar, R.C. et.al. An Advanced History of India, Part-I, London, 1960.
4. Qureshi, I.H. (ed.), A Short History of Pakistan, Book One, Karachi, 1967.
5. Smith V.A. The Early History of India, from 600 BC to the Muhammad Conquest, Oxford, 1967.
6. Thapar, R. A History of India, vol. 1, Penguin Books, New York, 1979.
7. Abdur Rahman, 'New Light on the Khingala, Turk and the Hindu Sahis', Ancient Pakistan, Vol. XV, 2002, 37-42
8. Abdur Rahman, 'Ethnicity of the Hindu Sahis', Journal of the Pakistan Historical Society, Vol. LI, No.3, 2003, pp. 3-10
9. Ali, M. The Court of the Great Mughals, Lahore, 1986.
10. Amjid, Y. Tareekh-e-Pakistan, Vols. I, II, (Urdu)  
Barani, Z. Tarikh-i Feroz Shahi, Urdu tr. Aftab Asghar, Lahore, 1986.
11. Cambridge History of India, Vols. III, IV.
12. Elliot and Dowson, The History of India as Told by Its Own Historians, all vols., Lahore, 1976 (1<sup>st</sup> pub. 1867-77).



# **COURSE TITLE: INTRODUCTION TO TOURISM & HOSPITALITY**

## **COURSE INTRODUCTION AND OBJECTIVES:**

This course is designed to introduce students to the tourism and hospitality industry. Consideration is given to the concepts and vocabulary common throughout the tourism and hospitality sectors. A critical examination of the competition for resources with other industries is examined.

## **COURSE OBJECTIVES:**

1. Describe the characteristics of tourism.
2. Define, understand, and explore a variety of tourism terminology and concepts.
3. Identify evolving issues and trends in the tourism industry and discuss their implications for festivals and events.
4. Define the interrelationship of the five sectors of the tourism industry and evaluate their role in supporting events.
5. Describe the history and current scope of the Hospitality industry.
6. Describe the basic structure and organization of the foodservice industry.
7. List and describe the basics of catering operations.
8. Explain the structure, amenities and product types available in the lodging industry.

## **COURSE CONTENTS:**

### **Module -1**

Definitions, History, Scope, Types and Forms, Basis of Tourism, Limits of Tourism, Tourism Promotion. Main Global features, Time Zones and Climate.

### **Module -2**

Travel (Air, Sea, Road), Accommodation (Hotels & Restaurants), Infrastructure, Super Structure, Composition, Related Industries, Recourses (Natural & Cultural), Activities.

### **Module -3**

What is Hospitality industry, hospitality and tourism, characteristics of Hospitality industry, The natures of Hospitality industry, services offered by hospitality industry, relationships with other sectors of tourism Industry. Historical development in accommodation sector, accommodation classification, F&B establishment classification, Hotel guests and Types of guests, ownership and management of accommodations, management measures for Hotels.

### **Module – 4**

Influences of hospitality industry on other establishment, working conditions in hospitality industry, service ethos. Types of establishments, key departments

Hospitality structures (organizational) major Hospitality division, support departments,

## **Module – 5**

The Hotel Development Process, The Art and Science of Opening a Hotel , Customer Relationship Management, Ownership structure of hotels. Types- Sole proprietorship, Partnership, Management Contract, Joint Venture, Franchisee, Public Sector, Private Sector, Referral Groups/Consortium- Concept, Features, Advantages and Disadvantages.

### **RECOMMENDED BOOKS:**

1. Boniface, Brian G., and Chris Cooper. *Worldwide Destinations: The Geography of Travel and Tourism*, 3<sup>rd</sup> Ed.
2. Brownell, Judi. "Women in Hospitality Management: General Managers' Perception of Factors Related to Career Development." *International Journal of Hospitality Management*, Vol. 13, No. 2, pp. 101–118, June 1994.
3. Burkart, A. J., and S. Medlik. *Historical Development of Tourism*. Aix-en-Provence, France: Centre des Hautes Etudes Touristiques, 1990.
4. Burns, Peter M., and Andrew Holden. *Tourism: A New Perspective*. New York: Prentice Hall, 1995.
5. Bennett, M. M. "Strategic Alliances in the World Airline Industry." *Progress in Tourism and Hospitality Research*, Vol. 3, No. 3, pp. 213–224, 1997.
6. Dwyer, Larry, and Peter Forsyth. "Economic Significance of Cruise Tourism." *Annals of Tourism Research*, Vol. 25, No. 2, pp. 393–415, April 1998.
7. Harris, Robert, and Joy Howard. *Dictionary of Travel, Tourism, and Hospitality*
8. Towner, John. "Approaches to Tourism History." *Annals of Tourism Research*, Vol. 15, No. 1, pp. 47–62, 1988.
9. Rice, Kate. "The Professional Prospects for Women in Travel." *Travel Counselor*, No. 29, pp. 20–22, October 28, 1996.
10. Professional hospitality an introduction global books & subscription service New Delhi.
11. Hotel Management and Operation, John Wiley & Sons, Inc.
12. Introduction to Hospitality-John R. Walker University of South Florida Publisher: Prentice Hall
13. Hotel Management-educational & environmental aspects-Yogender K. Sharma
14. Housekeeping Training Manual– Sudhir Andrews (Tata McGraw Hill).
15. Front Office Training Manual– Sudhir Andrews (Tata McGraw Hill).
16. Food & Beverage Training Manual– Sudhir Andrews (Tata McGraw Hill).
17. Managing Front Office Operations – Kasavana & Brooks
18. Hotel, Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox.

# (Year 1)

## SEMESTER II

COURSE TITLE SECOND SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
1.	English II ( Communication Skills)	3	Compulsory
2.	Introduction to Computer	3	Compulsory
3	General III: Introduction to Archaeology	3	General
4	General IV: Introduction to Psychology	3	General
5	Islamic Studies / Ethics	2	Compulsory
TH.126	Foundation II: Pakistan – Tourist Destinations	3	Foundation
<b>Total Credit hours</b>		<b>17</b>	

### COURSE TITLE: ENGLISH II (COMMUNICATION SKILLS)

#### Module-1 Theory:

- Elements of effective language
- Correct use of words & expression
- Treacherous words; Translation from Urdu to English & Vice Versa

#### Module-2 Practical:

1. Comprehension and translation exercises.

#### RECOMMENDED BOOKS/READINGS:

1. English for international tourism by Pearson education Limited
2. English for international tourism workbook by Pearson education Limited
3. English for Careers Tourism by Robin Walker and keith hardling
4. English For Tourism Vocational Schools of Hospitality and Tourism Gu Keskil Nilgun Yorganc
5. English for Careers Tourism 1 Teacher\_s Book - Robin Walker and keith hardling.

### COURSE TITLE: INTRODUCTION TO COMPUTER

#### COURSE INTRODUCTION & OBJECTIVES:

This course is designed to familiarize students with computers and their applications. It will also emphasize the use of computers and technology throughout their high school, college, and future careers. Students will learn fundamental concepts of computer hardware and software and become familiar with a variety of computer applications, including word processing, spreadsheets, databases, and multimedia presentations. Students will also investigate Internet-based applications, working with email and learning how to browse the web. Coursework also includes activities that explore social and ethical issues related to computers.

## **COURSE OUTCOMES:**

- Upon completion of this course, students will:
- Be able to identify computer hardware and peripheral devices
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets, presentations and databases
- Distinguish the advantages and disadvantages of networks
- Experience working with email and recognize email netiquette
- Explore the Web and how to conduct research
- Identify computer risks and safety

### **Module-1 Introduction to computer:**

Definition, types and classification of computers, Hardware, Input hardware, storage hardware; processing hardware, Output hardware, Software, application software, system software, software packages, Different types of Microprocessors & other Hardware Terminology

### **Module-2 Use and Applications:**

Application & the uses of Information Technology in the Hospitality Industry  
Examples of use of Computers in Front/Outlets etc, Introduction to different Computer Related terms/concepts, Introduction to different kinds of OS used in case of stand alone PC/Network, Single user/multi user OS(DOS/UNIX), Windows. File Handling Concepts under DOS/WINDOW, Concept of Computer File & its storage, Ways of maintaining Files under DOS/Windows,

### **Module-3 The Application of Microsoft Office:**

Overall windows operation, Introduction to different windows based packages, Utilities / Application of MS-Word, Application of MS- Excel

### **Module-4 Useful Program:**

- Adobe Photoshop. Editing photographs/Advertisement designing.
- Coral Draw. Layout and drawing.
- Macromedia Flash. Animation making/Drawing cartoons for newspapers and magazines. Graphics.
- use of scanners.

### **Module-5 Introduction to Internet:**

Internet, e-mail; local area network, wide area network, configurations

### **Module-6 Computer Application (practical):**

- Familiarize with a PC and identify the various components of a Computer.
- Identify the various Input and Output Devices.
- Introduction to Basic DOS commands.
- Introduction to Windows as an Operating System.

- Getting familiar to Windows Environment.
- Introduction to the various packages of MS-Office.
- Introduction to the Word Processor.
- MS-Word: Entering a document, Editing a Text. Inserting, replacing and deleting
- Characters. Saving a document. Opening an Existing Document, and changing Page Layout.
- Utilities / Application of MS-Word
- Application of MS- Excel

### **Module-7 Advance applications for Tourism & Hospitality:**

Property management system interfaces

- Point of sale systems (pos)
- Cash accounting systems (cas), guest information systems

Food & beverage management applications

- Recipe management / sales analysis

Food and beverage applications

- Pos order – entry units
- Key boards and monitors , touch screen terminals
- Pos software

Accounts applications

- Accounts receivable module
- Payroll module inventory module

### **Recommended Books/Readings:**

1. Richard G, 2000, “Computer Simulate with Mathematics” and Spring-Verlag. Germany.
2. Long L, Long N, 2000. Fundamentals of Computer, 6th ed.
3. Courter G, Marquis A, 1999, Microsoft Office 2000, BPB Publications.

## **COURSE TITLE: INTRODUCTION TO ARCHAEOLOGY**

### **COURSE INTRODUCTION & OBJECTIVES:**

The discipline of Archaeology involves the study of past societies, their practices and behaviors as deduced by the analysis and interpretation of their material remains. This course will provide an introductory exploration of archaeological theory, method and practice.

### **COURSE OUTCOMES:**

- By the end of this course, you should be able to do the following:
- Define archaeology and its relevant role in reconstructing the past.
- Exhibit an understanding of the development of the discipline
- Demonstrate knowledge about basic archaeological techniques and methods
- Analyze and critically evaluate archaeological material culture

- Synthesize archaeological data to make informed and educated interpretations
- Effectively communicate knowledge about archaeological ethics and contemporary heritage management efforts and organizations

### **Module-1 Theory:**

- Definitions and Terminologies in Archaeology
- Aims and Objectives of Archaeology
- Brief History and developments of Archaeology
- Relation of Archaeology with Tourism and other subjects
- Field Archaeology (Discovery, Survey, Excavation, Recording, Pottery-yard, Registration, Cataloguing, Publication, Report writing)
- Pakistani Cultures & Civilizations (Indus & Gandhara)

### **Module-2 Practical:**

- Visit to Archaeological Sites, Monuments and Museums

### **Recommended Readings:**

1. Agrawal, D.P. Ghosh, A. (eds.), *Radiocarbon and Indian Archaeology*, Bombay, 1973.
2. Aitkin, M.J. *Science-based Dating in Archaeology*, Longman, London, 1990.
3. Bowman, S.G.E. *Radiocarbon Dating*, the British Museum publication, London, 1990.
4. Fagan, B.M. *In the Beginning: An Introduction to Archaeology*, Harper Collins, 7<sup>th</sup> ed., 1991.
5. Hole, F. and Heizer, R.F. *Prehistoric Archaeology: A Brief Introduction*, New York, 1977.
6. Joukowsky, M. A. *Complete Manual of Field Archaeology, USA, 1980.*
7. Renfrew, C. and Bahn, P. *Archaeology: Theories, Methods and Practice*, Thames and Hudson, London, 1991.

## **COURSE TITLE: PSYCHOLOGY**

### **COURSE INTRODUCTION & OBJECTIVES:**

This course will introduce you to the fundamental principles of psychology. It has been designed not only to provide students with the tools necessary for the study of psychology but to present with a sampling of the major areas of psychology research. The course begins with a short overview of how psychology developed as an academic discipline and an introduction to a number of the principle methodologies most commonly developed in its study. The subsequent units are arranged around broad areas of research including emotions, development, memory and motivation etc.

## **LEARNING OUTCOMES:**

Upon successful completion of this course, you will be able to:

- Identify the steps of the scientific method and explain how this method applies to psychological research methodology and statistical analyses;
- Demonstrate an understanding of the general history of the field of psychology;
- Explain the nature versus nurture argument and the current status of thinking regarding gene-environment interaction;
- Identify the basic components and mechanisms of the major biological systems often studied in psychology; and
- Demonstrate an understanding of the basic findings within a variety of areas of psychology, including: Sensation and perception, Learning and memory, Emotion, Development, Social psychology.

## **COURSE CONTENTS:**

### **Module I:**

- Introduction to Psychology
- Research Methodology
- Biological Bases of Behavior

### **Module II:**

- Learning
- Memory & Cognition
- Personality

### **Module III:**

- Abnormal Psychology
- Altered states of consciousness
- Motivation
- Emotion

### **Module IV:**

- Life-Span Development
- Human Sexuality
- Social Psychology
- Health Psychology/Stress Management

### **Module V:**

- Sensation
- Perception
- Cognition/Memory
- Intelligence

## **RECOMMENDED BOOKS:**

1. An Introduction to the History of Psychology by *B.R Hergenhahn and Tracy Henley*
2. CLEP Introductory Psychology Book with Online CLEP Test Preparation 2<sup>nd</sup> Edition by Don J. Sharpsteen
3. Introduction to Psychology 10<sup>th</sup> Edition by *James W. Kalat*
4. Introduction to Psychology 10<sup>th</sup> Edition by *Rod Plotnik and Haig Kouyoumdjian*
5. Introduction to Psychology: Gateways to Mind and Behavior with Concept Maps and Reviews *By Dennis Coon and John O. Mitterer*
6. Psychology – 10<sup>th</sup> Edition by *David G. Myers.*

## **COURSE TITLE: ISLAMIC STUDIES**

### **COURSE INTRODUCTION & OBJECTIVES:**

This course is designed to provide the students with basic concepts and principles of Islam. The course also focuses on the life of Muhammad (S.A.W) and makes an introduction of tourism and hospitality reference to Islamic teachings.

#### **Module-1 Introduction to Quranic Studies:**

- Basic concepts of Quran, History of Quran, Uloom ul quran

#### **Module-2 study of the selected Text from the Holy Quran:**

- Verses of Surah Al-Baqara related to faith (verse No. 284-286)
- Verses of Surah Al- Hujrat related to Adab Al -Nabi (verse No:1-18)
- Verses of Surah Al- Ihzab related to Adab Al -Nabi (verse No:6, 21, 40,56,57,58)
- Verses of surah Al-Mumanoon related to characteristics of faithful (verse No: 1-11)
- Verse Surah al-Furqan related to social ethics(verse No: 63-77)
- Verses of surah Al-inam related to Ihkam (verse No:152-154)
- Verses of surah Al-saf related to tafakar, tadabar (verse No; 1-14)

#### **Module-3 Basic concepts of Hadith:**

- History of Hadith
- Kinds of Hadith
- Uloom ul Hadith
- Legal position of Sunnah

#### **Module- 4 Life of Prophet Muhammad (P.B.U.H.):**

- Life of Muhammad bin Abdullah (before prophethood)
- Life of the Holy prophet (S.A.W) in Makkah
- Life of the prophet in(S.A.W) in Madina



**Module-4 Islamic Civilization:**

- Basic concepts of Islamic political system
- Islamic concept of sovereignty
- Basic institutions of Government in Islam

**Module-4 Tourism & Hospitality and Islamic concepts:**

- Ethics of hospitality in Islam
- Ethics of food and beverages in Islam
- Ethics of Travel and travelers in Islam

**RECOMMENDED BOOKS/READINGS:**

1. Ahmad Hasan, (1993), "Principles of Islamic Jurisprudence" Islamic Research Institute: Islamabad: Pakistan, International Islamic University.
2. Bhatia, H. S. (1989) "Studies in Islamic Law, Religion and Society" New Delhi: Deep & Deep Publications
3. Dr. Muhammad Zia-ul-Haq, (2001). "Introduction to Al Sharia Al Islamia" Islamabad, Pakistan: Allama Iqbal Open University
4. Hameed ullah Muhammad, „Introduction to Islam Mulana Muhammad Yousaf Islahi,“
5. Hameed ullah Muhammad, "Emergence of Islam" , Islamabad: IRI.
6. Hameed ullah Muhammad, "Muslim Conduct of State" Islamabad, Pakistan: Hussain Hamid Hassan, u leaf Publication.
7. Mir Waliullah, (1982), "Muslim Jurisprudence and the Quranic Law of Crimes" Islamic Book Service.

**COURSE TITLE: PAKISTAN- TOURISM DESTINATIONS****COURSE INTRODUCTION AND OBJECTIVES:**

This course focuses on the classification of the tourism resources of Pakistan. The course further makes clarification of tourist's circuits and paths, tourist facilities. The student will get knowledge about the popular destinations in Pakistan. The course also emphasis to permeate students with an appreciation of the finite natural and cultural resources, and the importance of prudent and responsible management.

**OBJECTIVES:**

1. Enhancement of students' knowledge about the tourism destinations of Pakistan
2. Provision of information about tourists circuits in Pakistan.
3. The existence facilities at natural and cultural sites, and the required amenities.
4. Future opportunities for developing different kinds of conventional tourism.

## **COURSE OUTCOMES:**

After the successful completion of the course the students will be able:

- To know about the tourism attractions of Pakistan.
- The level of facilities required at international standards.
- To develop various types of tourism activities according to the natural and cultural resource available in Pakistan.
- To apply principles of ethics, cultural sensitivity, and modern business practices.
- To demonstrate an ability to engage in collaborative actions.

## **COURSE CONTENTS:**

### **Module-1 Tourism in General:**

History and development of tourism in Pakistan. Tourism at Glance, Types of resources, Classification of resources, National and provincial tourism bodies, Tourist paths, Tourism circuits, Tourist facilities and services.

### **Module-2 Natural Resources:**

Natural Tourism resources in Pakistan- Tourist pattern and potential with relation to varied landforms (mountains, deserts, beaches, & islands), water bodies and biotic wealth (flora-fauna). Popular tourist destination for land based, water based and air based tourist activities.

National Parks and Natural Reserves in Pakistan.

### **Module-3 Cultural Heritage Resources:**

Muslim, Buddhist, Sikh, Hindu, Socio cultural resources - Important fairs and festivals Manmade resources: Adventure sports – museums, zoo, theaters, Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation. Gastronomic tourism.

### **Module-4 Neotourism:**

Emerging Tourism Destinations: Ecotourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism, CEPEC and benefits to Tourism Industry

### **Module-5 Popular Tourist destinations:**

**Hill Stations:** Murree, Ziarat, Naran, Kaghan, Galliyat, Study of Hill Station attractions and their environment, Case studies of Swat valley, Hunza valley and Galliyat.

### **Module-7 Practical/Visits:**

Visits to tourist destinations and preparation of visit report

## **Recommended Books/Readings:**

1. Tahir Jahangir, A Travel Companion to the Northern Areas of Pakistan (Karachi, Oxford University Press, 2004).
2. Mock Johan (2002) Trekking in the Karakoram & Hindukush, onely Planet walking guide, 2<sup>nd</sup> Edition.
3. Siddiqui, Z (1988) Tourism marketing: Pakistan in UK's context.
4. Pakistan Guide by Isobell sha.

5. Pakistan from mountain to sea
6. Yearly Publication of Tourism.
7. [www.tourism.gov.pk](http://www.tourism.gov.pk)
8. [www.unwto.org.pk](http://www.unwto.org.pk)  
[www.wttc.org](http://www.wttc.org)

(Year 2)

## SEMESTER III

COURSE TITLE THIRD SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
1.	English III: Technical Writing and Presentation Skills	3	Compulsory
TH-212	Foundation III: Sustainable Tourism	3	Foundation
3.	General V: Introduction to Sociology	3	General
4.	General VI: Organizational and Consumer Behaviour	3	General
TH-215	Foundation IV: Cultural Tourism	3	Foundation
<b>Total Credit hours</b>		<b>15</b>	

### COURSE TITLE: ENGLISH III

#### Module -1:

- Grammar review
- Vocabulary Development
- Pronunciation
- Drills
- The psychology of effective communication
- Principle of communication psychology

#### Module- 2

- Presentation
- Report writing
- The need for business report
- Informational report
- Analytical reports
- Writing headings and sub-headings
- Using visual aid
- Proof reading
- Presentations

#### Recommended Books/Readings:

1. Bov'ee D. Philips: Business Communication today
2. Stewart, Zimiber & Clark: Business English & Communication
3. Himstreet & Batty: Business Communication
4. Kitty O Locker: Business & Administrative communication

## **COURSE TITLE: SUSTAINABLE TOURISM**

### **COURSE INTRODUCTION & OBJECTIVES:**

This course introduces the concepts and principles associated with sustainable tourism development, emphasizing on their implications for management and planning purposes. Topics to be addressed include: concept, justification and evolution of sustainable development; socio-cultural, economic, and environmental dimensions of sustainable tourism; positive and negative impacts of tourism development; and principles conducive to sustainable tourism planning and community development. Given that each case of tourism development is unique, examples from the U.S. and around the world will be used to examine and discuss issues and practices of sustainable tourism development within different geo-cultural contexts. This course adopts the Problem-Based Learning format, which promotes and enhances students' analytical skills, problem solving skill and team working skills.

### **OUTCOMES:**

After Completion of this course the students will be able to understand the philosophy, scope and principles of sustainable development, differentiate sustainable versus non-sustainable practices in tourism developments along with identifying challenges, weaknesses, and strengths of sustainable tourism within different geo-cultural contexts. It will enable them to recognize socio-cultural, environmental and economic impacts of tourism at the individual, community, and greater society levels identify strategies to mitigate negative impacts and enhance positive impacts of tourism within a holistic approach. They will be able to evaluate and monitor indicators of community development recognize different types of niche tourism activities (e.g., volunteer tourism; agri-tourism) with the capacity to foster sustainable community development and improve student's analytical and critical thinking as well as their communication skills.

### **COURSE CONTENTS:**

#### **Module-1:**

#### **An Overview of Sustainability and Development**

#### **Module-2:**

#### **Introduction to Sustainable Tourism**

Historical Background, sustainable tourism: concepts and objectives, Key Issues in Sustainable Tourism, **critique of Current thinking in Sustainable Tourism.**

#### **Module-3:**

#### **Dimensions of Sustainable Tourism**

Sustainable Tourism Management: The Socio-cultural Dimension, The Environmental Dimension, The Economic Dimension, Major **Indicators of Sustainable Tourism**

**Module-4:****Strategies for Sustainability:**

Selected strategies for achieving sustainability, feasibility studies, project formulation, getting the framework right: policy and planning, organizing for sustainability: institutional issues.

**Module-5:****The Key Actors in Sustainable Tourism:**

The Public Actors, the Industry (tour operators/hoteliers), the Voluntary Sector, the Host Community, the Media, the Tourist, the NGOs/INGs.

**Module-6:****Sustainable Tourism in Different Geographical Locations:**

Coastal Areas and the Sea, Rural Areas, Urban Areas, Mountainous Regions, Islands, Wetlands, Deserts.

**Module-7:****Sustainable Tourism & Cultural Heritage:**

Culture & its preservation, culture as a tourism attraction, the impacts of tourism, Eco-tourism and parallels to cultural heritage tourism, industry responses to sustainable tourism, the realities of industry structure, role for development cooperation programs.

**Module-8:****Global Sustainable Tourism Criteria:**

Sustainability and Tourism Policies, Tourism and Sustainable Development Goals (SGDs).

**RECOMMENDED READINGS:**

1. Sustainable Tourism Management by John Swarbrooke.
2. UNWTO and UNEP (2005) Making Tourism More Sustainable: A Guide for Policy Makers, UNWTO, Madrid and UNEP, Paris
3. UNWTO (2004) Indicators of Sustainable Development for Tourism Destinations – Guidebook, UNWTO, Madrid
4. World Tourism Organization, (2002). Guide for local authorities on developing sustainable tourism. Madrid: WTO.
5. Cooper, C., (1993). Tourism: Principle and Practices. Pitman Publishing: London.
6. Diaz Benavides, D., (2001). The sustainability of International Tourism in Developing countries. In UNLDC ed. Tourism in the Least Developed Countries. Geneva: UNLDC.
7. Dwyer, L., Forsyth, P., Rao, P., (2000). The price competitiveness of travel and tourism: a comparison of 19 destinations. Tourism Management, 21, 9-22.
8. Dwyer, L., Forsyth, P., Spurr, R., (2004). Evaluating tourism's economic effects: new and old approaches. Tourism Management, 25, 307-317.

9. Font, X., Bendell, J., (2003). Standards for Sustainable Tourism for the Purpose of Multilateral Trade negotiations. In WTO ed. Studies in relation to trade negotiations on tourism services. Madrid: WTO.
10. Frechtling, D.C., (1999). The tourism satellite account: foundations, progress and issues. *Tourism Management*, 20, 163-170.

## **COURSE TITLE: INTRODUCTION TO SOCIOLOGY**

### **COURSE INTRODUCTION & OBJECTIVES:**

This course introduces students to the basic concepts and methods of sociology. Students will see the connection between the individual and society plus connections among key sociological concepts such as culture, socialization, norms, race, gender and social class, to understand how social forces shape our behaviour. This course encourages students to recognize that diverse opinions exist in a pluralistic society.

This course pays special attention to classical social theories of Durkheim, Marx and Weber. Twentieth-century perspectives such as symbolic interaction, conflict theory, structural functionalism and feminist theories are also considered.

### **COURSE OUTCOMES:**

- Students can explain how deviance and conformity are socially constructed and distinguish what is, or is not, deviance depending on specific time frames, cultures, locations, historical periods, and reference groups.
- Students understand the basic historical data, sociological processes and concepts, and contemporary issues concerning the social construction of race, ethnicity, gender, social status, economic class, and learn how these change over time.
- Students can connect specific historical and contemporary demographic data to specific social institutions, explain the major sociological concepts and theories associated with the various institutions, determine the sociological impact on individuals and groups within the various institutions, and relate those institutions to specific types of societies.
- Students will be able to demonstrate an understanding of cross-cultural differences and an understanding of the importance of cultural context. Students will be familiar with the concepts of culture and its components (e.g., norms, values) and to identify and understand differences and commonalities within diverse cultures.

### **Module- 1: Understanding Sociology:**

- Sociology: Definition, nature and scope
- Sociology as a Science
- Society and community, kind of community

- Characteristics of community, differentiate between society and community.
- Major Theoretical Perspectives

**Module – 2: Sociological Approach to Tourism:**

- Sociological factor in Tourist motivation, Attitude and Perception
- Social dimension of host – tourist relationship
- Socio-economic and socio-cultural impacts of tourism

**Module – 3: Tourism System and the Individual:**

- Socialization through interaction and exchange of values, norms, social laws and usages
- Factors influencing individual's role, behaviour, attitudes and experiences at the destination

**Module-4 Culture and Society:**

- Definition and Significance of Culture, characteristics of culture
- Social role and social status, types Culture role and status, cultural lag, ethnocentrism.
- Group and Social Role and Socialization
- Relationship between culture and social structure

**Module- 5 Social Group and Social Stratification:**

- Definition of social group, types of social group.
- Definition and types of social class
- Social mobility, its agents and types.

**Module – 6: Tourism and Social Institutions:**

- Social institutions and their roles
- Factors influencing the roles and status of social institutions
- Influence of tourism on social institutions

**Module – 7: Tourism and Social Change:**

- Social Change: Definition and theories of social change
- Factors affecting social change
- Tourism as an instrument of social change

**RECOMMENDED BOOKS/READINGS:**

1. Apostolopoulos, Y., Leivadi, S & Yiannakis, A., (eds.) 2000, The Sociology of Tourism: Theoretical and Empirical Investigations, Routledge, London and New York.
2. Vidya Bhushan and Sachdeva, D.R., 1992. An Introduction to Sociology, Kitab Mahal, Allahabad.
3. Srinivas, M.N. 1987. Social Change in Modern India, Orient Longman, New Delhi.
4. Veena das (Ed.), 2006. Handbook of Indian Sociology, Oxford University Press, New Delhi.

5. Lan Robertson, *Sociology* (1977), seventh printing July (1980), Worth Publishers, Inc., 444 Park Avenue South New York, New York 10016
6. Paul B. Horton and Chester L. Hunt, (1984) Sixth edition international Student Edition, McGraw-Hill International Book Company, Singapore.
7. Robert Bierstedt, *The Social Order* (1970), International Student edition, McGraw-Hill Kogakusha, LTD, Tokyo,
8. Donald Light, Jr. And Suzzanne Killer, *Sociology* (1985) Fourth Edition, Alfred A. Knopf, New York.
9. Kendall, Diana: *Sociology in our Times*. Wadsworth
10. Henslin, James M. *Sociology*. Allyn & Bacon
11. Brgjar, George J. & Soroka, Michael P. *Sociology*. Allyn & Baco
12. Kendall, Diana: *Sociology in our Times*. Wadsworth
13. Henslin, James M. *Sociology*. Allyn & Bacon
14. Brgjar, George J. & Soroka, Michael P. *Sociology*. Allyn & Baco.

## **COURSE TITLE: ORGANIZATIONAL & CONSUMER BEHAVIOR**

### **COURSE INRODUCTION & OBJECTIVES:**

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture. Class sessions and assignments are intended to help participants acquire skills and analytic concepts to improve organizational relationships and effectiveness.

### **COURSE OBJECTIVES:**

1. To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
2. To obtain frameworks and tools to effectively analyze and approach various organizational situations.
3. To integrate course materials with your own workplace experiences.
4. To reflect upon students own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.

### **COURSE CONTENTS:**

#### **Module I Organizational Behavior: An Introduction:**

- The Nature and Study of Organizations
- Work in the 21st Century: The Changing World of People and Organizations
- Research Methods in OB



**Module II Basic Human Processes:**

- Perception and Learning
- Individual Differences: Personality and Abilities

**Module III The Individual in the Organization:**

- Motivation
- Work-Related Attitudes
- Career Development and Work Stress

**Module IV Group Process:**

- Group Dynamics and Teamwork
- Interpersonal Communication
- Decision Making in Organizations
- Cooperation and Conflict in Organizations
- Workplace Violence and Aggression

**Module V Influencing Others:**

- Influence, Power, and Politics
- Leadership: Its Nature and Impact in Organizations

**Module VI Organizational Processes:**

- The Work Environment: Culture and Technology
- Organizational Change and Development

**RECOMMENDED BOOKS:**

1. Organizational Behavior by Arnold Robbins and Timothy A. Judge
2. Essentials of Organizational Behavior by Stephen Robbins
3. Leading Change: An Action Plan from the World's Foremost Expert by John Kotter
4. Managing Organizational Behavior by Ronald R Sims
5. Essentials of Organizational Behavior by Laurie J. Mullins
6. Reframing Organizations: Artistry, Choice, and Leadership by Lee G. Bolman and Terrence E. Deal.

**COURSE TITLE: CULTURAL TOURISM****COURSE INTRODUCTION & OBJECTIVES:**

The course investigates the relationship between culture, heritage and tourism, by examining the socio-cultural complexities of cultural heritage tourism. Heritage tourism defines the modern market-centered approach to historic preservation. Issues and trends in the management of tangible and intangible assets, such as interpretation, globalization, cross-cultural values, impacts of development, sustainable tourism, etc. are also investigated. Focus will be placed on war heritage, UNESCO world heritage sites in Pakistan, the role of cultural and creative industries in tourism.

## **COURSE OUTCOME:**

### **After the course students will be able to:**

- Acquire knowledge and demonstrate an understanding of the relationship between culture and tourism, concepts and theories of cultural tourism
- How cultural tourism affects and is affected by stakeholders
- The relationship between cultural tourism and debates about contemporary issues.
- Analyze how heritage tourism works in Pakistan.
- Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.
- Demonstrate an ability to apply knowledge, collect data, extract and synthesize information, and present research findings and solutions.
- Demonstrate an ability to work independently and verbally present and/or write scholarly papers, to express opinions and arguments with respect to contemporary cultural tourism issues and trends.

### **Module 1: Introduction:**

- Meanings of Culture, Society, Civilization
- Definition of Cultural Tourism
- Cultural Diversity
- Impacts of Tourism on Culture
- Living cultural Heritage, Archaeological Heritage
- International Cultural Tourism Charter

### **Module II: Cultural Tourism Resources:**

- The Land
- Climate
- Economy
- Language and literature
- Socio-Religious groups
- Customs & Traditions

### **Module III: Attractions of Cultural Tourism in Pakistan:**

- Tangible & Intangible Culture
- Archaeological sites
- Museums
- Architecture
- Fairs & Festivals
- Arts & Crafts
- Rural & Urban Tourism
- Religious/spiritual
- Folklores
- Performing Art (Music, Drama and dance)
- Traditional Sports

- Food & Gastronomy
- Events and exhibitions

#### **Module IV: Cultural Tourism Issues & Challenges:**

- Endangered Cultures & Traditions
- Globalization
- Terrorism
- Poverty
- Awareness, Education and Trainings
- Authentic data & ownership
- Preservation & Conservation
- Management & Marketing
- Research and Planning

#### **Module V: Cultural Tourism Planning & Operations:**

Understanding heritage tourisms in relation to World Heritage Sites, urban and rural environments, specific sites, buildings and institutions, heritage tourism tours, understanding impacts from tourism, and, balancing conservation, community needs and access.

- Cultural Policy of Pakistan
- Tourism Policy of Pakistan
- (Review- Case Study) and Assignments

#### **RECOMMENDED READINGS:**

1. Folk Heritage of Pakistan (Complete sets) 1975-77
2. Directory of cultural intuitions in Pakistan by Saboohi Niazi 1980.
3. Heritage management, interpretation, identity by Peter Howard
4. The Heritage Reader by Graham Fairclough
5. Heritage Studies: Methods and approaches by Marie Louise Stig
6. Uses of Heritage by Laurajane smith
7. Cultural tourism : The Partnership between tourism and cultural heritage management by Bob Mckercher and Hilary du cros
8. Intangible heritage (Key Issues in Cultural Heritage) by Laurajane smith
9. Cultural heritage and human rights by helaine siluerman

**(Year 2)**  
**SEMESTER IV**

<b>COURSE TITLE FOURTH SEMESTER</b>			
<b>Paper</b>	<b>Paper Name</b>	<b>Credit Hrs.</b>	<b>Status</b>
1	English IV/Statistics/Univ. Optional*	3	Compulsory
DTH-222	Foundation V: Hospitality Operations	3	Foundation
3.	General VIII: Public Relations	3	General
TH-244	Foundation VI: : House Keeping Operations and Management	3	Foundation
1.	UNIV Optional: Tourism Geography	3	Compulsory/ Uni Opp**
<b>Total Credit hours</b>		<b>15</b>	

**COURSE TITLE: ENGLISH IV**

**COURSE INTRODUCTION & OBJECTIVES:**

This course is designed to give students a comprehensive view of communication, its scope and importance in day to day life, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern communication.

The main objectives of the course are to:

1. Demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction.
2. Write effective and concise letters and memos.
3. Prepare informal and formal reports.
4. Proofread and edit copies of business correspondence.
5. Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts.
6. Plan successfully for and participate in meetings and conduct proper techniques in telephone usage.
7. Use e-mail effectively and efficiently.
8. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and Utilize electronic presentation software.

**COURSE OUTCOMES:**

- Upon successful completion of this course, the student should be able to:

- Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- Identify ethical, legal, cultural, and global issues affecting business communication.
- Utilize analytical and problem solving skills appropriate to business communication.
- Participate in team activities that lead to the development of collaborative work skills.
- Select appropriate organizational formats and channels used in developing and presenting business messages.
- Compose and revise accurate business documents using computer technology.
- Communicate via electronic mail, Internet, and other technologies.
- Deliver an effective oral business presentation.

**Module – 1 Effective Business Communication:**

What is communication, Importance of communication, Communication Model, Barriers in communication, Rules to overcome Barriers in communication, Old vs. New style in communication, Talk Tactics.

**Module – 2 The Seven C's:**

Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness.

**Module – 3 The process of preparing an Effective Business Message:**

Five Planning steps, Basic organization plans, Composing the Message.

**Module – 4 Parts and Types of Business Message:**

Standard & Optional parts, Letter layout, Good News, Bad News, Neutral and Persuasive Messages.

**Module – 5 Strategies for Successful Speaking and Successful Listening:**

Strategies for improving Oral Presentations, Strategies for reducing Stage Fright, Strategies for improving Listening Skills

**RECOMMENDED BOOKS/READINGS:**

1. Effective Business Communications by HERTA A. MURPHY
2. Business Communication: Process and Product by Mary Ellen Guffey
3. The Sketchnote Handbook: The Illustrated Guide to Visual Note Taking by Mike Rohde
4. Pitch anything : an innovative method for presenting, persuading and by Oren Klaff
5. Essentials of Business Communication by Mary Ellen Guffey

## **COURSE TITLE: STATISTICS**

### **COURSE INTRODUCTION AND OBJECTIVES:**

This course focuses on the development of skills for performing statistical computations and analyzing data. Topics include measures of central tendency and variation; probability concepts, rules and distribution; normal and sampling distributions; hypothesis tests; and descriptive and inferential methods in regression correlations, and price indexes.

### **COURSE OBJECTIVES:**

1. How to calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases.
2. How to apply discrete and continuous probability distributions to various business problems.
3. Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.

### **COURSE OUTCOMES:**

- Students will be able to calculate and apply most measures of central tendency.
- Students will be able to apply discrete and continuous probability distributions to most business problems.
- Students will perform test of hypothesis and calculate confidence interval for a population.
- Students will be able to compute most of the results of bivariate and multivariate correlation and regression

### **COURSE CONTENTS:**

#### **Module 1: Introduction:**

Basic Definitions and Concepts, Presentation of Data

#### **Module 2: Descriptive Statistics:**

Three Popular Data Displays, Measures of Central Location/ Central tendency Measures of Variability, Relative Position of Data, The Empirical Rule and Chebyshev's

#### **Module 3: Basic Concepts of Probability:**

Sample Spaces, Events, and Their Probabilities , Complements, Intersections, and Unions. Conditional Probability and Independent Events

#### **Module 4: Discrete Random Variables:**

Random Variables, Probability Distributions for Discrete Random Variables The Binomial Distribution.

**Module 5: Continuous Random Variables:**

Continuous Random Variables, The Standard Normal Distribution , Probability Computations for General Normal Random Variables, Areas of Tails of Distributions.

**Module 6: Sampling Distributions:**

The Mean and Standard Deviation of the Sample Mean  
The Sampling Distribution of the Sample Mean  
The Sample Proportion

**Module 8: Testing Hypotheses:**

The Elements of Hypothesis Testing, Large Sample Tests for a Population Mean  
The Observed Significance of a Test, Small Sample Tests for a Population Mean  
Large Sample Tests for a Population Proportion

**Module 9: Correlation and Regression:**

Linear Relationships Between Variables, The Linear Correlation Coefficient  
Modelling Linear Relationships with Randomness Present, The Least Squares Regression Line, Statistical Inferences About?, Determination, Estimation and Prediction.

**RECOMMENDED BOOKS:**

1. Business Statistics ( With CD) 3<sup>rd</sup> Edition by G C Beri
2. Complete Business Statistics 7<sup>th</sup> Edition by Amir D. Aczel
3. A First Course In Probability and Statistics by Rao
4. Statistics for Business Edition English, by Waller D L
5. Applied Statistics for Business and Economics 3<sup>rd</sup> Edition by Allen Webster
6. Business Statistics : Communicating with Numbers 1<sup>st</sup> Edition by Jaggia, Kelly.

**COURSE TITLE: HOSPITALITY OPERATIONS****COURSE INTRODUCTION & OBJECTIVES:**

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

The Objectives of the course are:

1. Discuss and analyze the key factors responsible for the growth and development of hospitality and tourism.
2. Describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns.

3. Discuss hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts.
4. Identify possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.
5. Discuss the importance of effective leadership and management, and the characteristics of effective leaders in the hospitality industry.

### **COURSE OUTCOMES:**

After completion of the course students will be expected to be able to:

- Describe the role of the housekeeping department in hotel operations, and explain the importance of effective communication between housekeeping, the front office and the engineering and maintenance division.
- Identify typical cleaning responsibilities of the housekeeping department, and explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department.
- Apply techniques to develop and improve human resource skills in recruiting, selecting, hiring and orienting. Techniques addressed include identifying sources of labor from nontraditional labor markets, implementing internal and external recruiting methods, minimizing employee turnover, enhancing interviewing skills, and orienting new employees to the housekeeping department.
- Apply techniques to develop and improve human resource skills in areas of training, scheduling, motivating, and disciplining. Techniques addressed include implementing the four-step training method, developing a staffing guide, adopting alternative scheduling methods, motivating the housekeeping staff, and administering a formal disciplinary action program.

### **COURSE CONTENTS:**

#### **Module -1:**

**Lodging- yesterday and today:** Ancient history, middle ages, colonial period, nineteenth century and twentieth century. The industry today, Organization design, Types of travelers.

#### **Module -2:**

**Forces affecting growth and change in the hospitality industry:** Managing change, demand, diversity and culture change, supply land and its produce, workforce diversity, the impact of labor scarcity.

#### **Module -3:**

**Food Service:** The varied field of food service, the restaurant business, the dining market and the eating market, contemporary popular priced restaurants,



restaurant operations, making a profit in food service operations, keeping the score in operations. Best practices in food and beverage management. Contemporary hotel catering.

**Module -4:**

**Competitive Forces in Food Service:** Competitive conditions in food service, marketing mix, competition with other industries, self-operated facilities, business and industry food service, vending. Consumer concerns, Food service and the environment.

**Module -5:**

**Operations; Rooms:** The room side of the house, front office operations, Job at the front office, yield management, room rate structure, the property management system, guest accounting, reservation and forecasting, guest service.

**Module -6:**

**Operations; Housekeeping, Engineering and Security:** Housekeeping organization and operations, co-ordination with other departments, the hotel engineering functions/duties, engineering personnel, Duties of security department and personnel.

**Module -7:**

**Marketing and associated activities:** Building market leadership, consumer decision rules and implication of hotel choice, hotel pricing, Hotel sales organization and operations, public relations. Marketing research

**Module-8:**

**Financial control and information management:** Budgeting and forecasting, the economics of the hotel business, dimensions of the hotel investment decision. The hotel purchasing function, Data mining for hotel firms, Cash management and cost control.

**Recommended Books:**

1. Michael J. O'Fallon, Denney G. Rutherford (2010) *Hotel Management and Operations* 5<sup>th</sup> edition. John Wiley & Sons.
2. Jack D. Ninemeier and David K. Hayes (2006) *Hotel Operations Management* 2<sup>nd</sup> edition Persons.
3. John R. Walker (2004) *Introduction to Hospitality Management 3<sup>rd</sup> Edition*. Pearson.
4. Suzanne Weissinger (2000) *Hotel and Motel Operations 2<sup>nd</sup> edition*. Delmar-Thomson Learning.
5. John Cousins, David Foskett, and Cailein Gillespie (2006), *Food and beverage Management 2<sup>nd</sup> edition*. Person.
6. YU, L. (1999) *the Hospitality Business: Management and Operations*. The Haworth Hospitality Press.

# **COURSE TITLE: HOUSEKEEPING OPERATION AND MANAGEMENT**

## **COURSE INTRODUCTION & OBJECTIVES:**

To give the students practical knowledge and supervisory duties of day to day procedures of housekeeping department. Acquaintance of different types of equipments and their uses. Cleaning of windows, floors and bathrooms, Bed making. Polishing of different types of articles. Cleaning and polishing of metals, brass, silver, copper. Cleaning of public areas. Overall cleaning of various types of rooms and bathrooms. Use of various machines used by the house keeping department. First Aid Procedures as dealt in theory

The objectives of this course are to help students understand, organize and perform effectively the operations of the rooms division of a hotel. The course's overall objective is to prepare the student for the management career in the hospitality field.

## **COURSE OUTCOMES:**

Through the study to be carried out with the use of visual aids and on site visits, the student will become capable to:

- Be a successful seller of rooms and other services of the hotel
- Understand the reservations, check-in and check-out procedures
- Collaborate with his/her colleagues, as well as with the other departments of the hotel
- Offer high level services and contribute to the hotel's security
- Plan, organize and control the room division's operations

### **Module-1 Introduction:**

The Housekeeper and the organization of the department, Housekeeping terminologies, Routine methods of work, Housekeeping department-Hierarchy, Duties & responsibilities of housekeeping staff, attributes of housekeeping employees, Planning and organizing the duties. Islam and Housekeeping, Types of Rooms & suites, Various status of Rooms, Amenities provided in standard, superior & deluxe rooms, facilities, supplies and amenities, Items provided on request.

### **Module-2 Hotel Housekeeping in Hotels:**

Importance and Functions, Liaison with other departments, Types of Rooms-Classification, Room supplies, Related documentation procedures. Hotel facilities and services, leisure link facilities in hotel. Star rating standards and housekeeping.

### **Module-3 Cleaning Procedures:**

Cleaning agents. Equipment's classification, Principles of Cleaning, Selection of Cleaning material, Types of cleaning and cleaning procedures. Cleaning Schedules, Daily, weekly & Spring Cleaning, Morning & evening service, Second service, Daily cleaning in a Department room Planning a weekly cleaning schedule, Public area cleaning methods & Schedules

Cleaning public

area-cleaning methods-cleaning agents-cleaning equipment's and standards-pests, pest control and waste disposal-laundry, dry cleaning and stain removal contract cleaning. Green housekeeping.

**Module-4 Room Preparation:**

Bed making-Types of service, Laundry-Type & Machines used, key and key control, Pest control, Linen room-classification & layout

**Module-5 Furnishing & Budgeting:**

Different types of floors and wall covering, Carpet, curtains types, cushions, blankets, Furniture used in room, Interior décor. Room Interiors-Ceramics, Glass, Metals and Sanitary- Textile and Floral arts- Interior decoration- Lighting, Heating, Ventilation and Flowers. Budgeting and expenditures, control and practice, material classification and housekeeping inventory.

**Module- 6 Laundry and linen room management:**

laundry , Efficacy of On-Premises Laundry Operations, Planning and Pre-Engineering, Floor Plan Layout and Size, Major Equipment Requirements, material, chemicals and equipment , Staffing, washing cycles, dry cleaning, Linen, classification of hotel linen, Linen room, requirements of linen room, organizing activates of linen room.

**Module-7 Health and safety Management:**

Health and safety Management, health, safety and security risks for guest, Prevention of fire and First aid. PEST challenges in hotel, Key and lock management, lost and found management.

**Modle-6 Demonstrate and Practice:**

Practical work will be conducted in the inhouse labs and the student will be given exposure to the industry.

- Basic steps and skills required for setting up trolleys and floors pantry Know forms.
- Registration and records maintenance, Supervisory work.
- Cleaning of rooms and bathrooms during departure, stay-on and others with emphasis on key tasks and correct sequence
- Practice bed making, care-upkeep of carpets, dusting-wiping-cleaning of surfaces
- Learn skills for polishing floors, metal, wood and other surfaces.

**Recommended Readings:**

1. Branson, Lennox; Hotel, Hostel and Hospital housekeeping Holder & Stoughton
2. Accommodation Operation Bharathiar University, Coimbatore India.
3. Housekeeping Management in Hotels Anita Banerjee. BK Chakravarti,
4. Alam, M., Housekeeping Manual, DT&H Hazara University, 2016.
5. Hotel House Keeping A Training Mannual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi.

6. Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press.
7. House Keeping Management by Matt A. Casado; Wiley Publications
8. Professional Management of Housekeeping Operations (II Edn.) by Robert J. Martin & Thomas J.A. Jones, Wiley Publications
9. The Professional Housekeeper by Tucker Schneider, Wiley Publications
10. Professional Management of Housekeeping Operations by Thomas J. A. Jones publisher- John Wiley & Sons inc.
11. Managing Housekeeping Operations by Margart M. Kappa, CHHE, American Hotel & Lodging Associations.

**COURSE TITLE: PUBLIC RELATIONS**

**COURSE INTRODUCTION & OBJECTIVES:**

This is an introductory course of Public Relations regarding the theory, history, practice and future of public relations. The course provides you a comprehensive view of the field by introducing you:

**COURSE OBJECTIVES:**

Students will be able to:

1. Explain public relations as an ethical practice, a planned process, a managerial concept and a behavioral science
2. Outline the history of public relations
3. Recognize key professionals in shaping public relations
4. Apply public relations models and communication theories
5. Identify key publics involved in public relations
6. Explain key issues in handling different key publics
7. Evaluate PR writing, integrated marketing communications, and crisis management tactics
8. Assess diverse situations and apply the appropriate public relations strategies and tactics to address these situations.

**COURSE OUTCOMES:**

- Communicate effectively with their audiences, and repair public relations and marketing communications messages in the appropriate style.
- Apply appropriate technology to the creation and dissemination of messages.
- Plan, initiate and complete a specific Public Relations/Marketing Communications Campaign.
- Be aware of the ethics of the profession and the Code of Ethics of the Public Relations

## **COURSE CONTENTS:**

### **Module –I:**

Definitions and overview of public relations - As a managerial concept - As a behavioral science.

### **Module –II:**

History of the field, from ancient beginning to modern times - Important people, leaders in the field - Societal factors impacting growth.

### **Module –III:**

Public relations problem-solving and planning “process” - RACE, ROPE, other programming models - Role of research in public relations programs.

### **Module –IV:**

Public relations communication theory - SEMDR, other communications models - Concept of two-way communication. The public of public relations - Overview of most crucial publics, including community, employees, consumers, government, news media.

## **RECOMMENDED BOOKS:**

1. The Practice of Public Relations (12<sup>th</sup> Edition) by Fraser P. Seitel
2. Crystallizing Public Opinion by Edward Bernays
3. The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell.

## **COURSE TITLE: TOURISM GEOGRAPHY**

### **COURSE INTRODUCTION AND OBJECTIVE:**

A review of the geographical distribution of tourism, travel patterns, and tourism impacts on natural environments and local populations. Explains the fundamental spatial concepts in geography and relate them to tourism. Enables students to appreciate how spatial structures and spatial patterns influence tourism development.

The course will place emphasis on the economic, environmental and social impacts of tourism. At the conclusion of the course, all students should be able to:

1. Understand and describe spatial patterns of international and domestic tourism.
2. Determine the impact of leisure travel on communities.
3. Calculate the economic impact of tourism on geographic areas.
4. Identify tourist attractions of regional, national, and world significance.
5. Consider of comparisons and contrasts between geographic patterns of business and leisure travel.
6. Identify tourism actors and career opportunities in tourism.

## **COURSE OUTCOME:**

- Appreciate the role of geography in tourism development.
- Skills to read and interpret topographical maps and photographs.
- Knowledge and skills to delineate the impact of tourism on the environment.

### **Module -I:**

What is geography, what is Tourism, Geography and tourism, Geographical components of tourism, spatial interaction between components and tourist system, Tourism Resources at world, national and local scale, Geography and the study of Tourism? Resources of Tourism, The meaning of resources, different kinds of resources, Geography of transportation, elements of transport, transport mode, routes and network.

### **Module –II:**

Geography of the world – Brief introduction of continents & oceans. Greenwich mean time. International date line. Main tourist activities in different climatic zones, the hemisphere and the seasons. what is maps, types of maps, maps reading techniques and orientation and navigation. Tourism growth, International vs Domestic tourism, Total International arrivals, world top destinations and tourism receipts, tourism generators and related expenditures, tourism surpluses and deficits, regional pattern, external factors that affect tourism, Global perspective in future.

### **Module -III:**

General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of UAE, China, India, Malaysia, Maldives, Nepal, Srilanka and Pakistan. General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Spain, Italy

### **Module –IV:**

General geographical features of North & South Americas; physiography, climate, vegetation, main countries, capitals & their tourist attractions. A Case study of the U.S.A. (only 5 destinations), Canada, Brazil, Cuba. General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of South Africa, Egypt, Australia, New Zealand.

## **RECOMMENDED BOOKS/READINGS:**

1. Brian G. Boniface and Chris Cooper; Worldwide Destinations, The geography of travel and tourism Elsevier Butterworth-Heinemann Linacre House, Jordan Hill, Oxford, Burlington.
2. Sharma Anil Dr; Tourism Management Maxford Books Dehli-92
3. Williams Stephen; Tourism Geography published 1998 by Routledge 11 New Fetter Lane, London .

4. Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
5. Williams, Stephen: Tourism geography, Routledge, 1998.
6. Steves, Rick: Rick Steves' Switzerland, Avalon Travel Publishing, 2006.
7. McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
8. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge. Sinha, P.C. Tourism Geography, Anmol Publication
9. International Atlas, Penguin Publication and DK Publications
10. Internet search.

### (Year 3)

### SEMESTER V

COURSE TITLE FIFTH SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
TH-311	Foundation VII: Tourism Management	3	Foundation
TH-312	Foundation VIII: Tourism and Hospitality Laws	3	Foundation
TH-313	Major I: Front Office Operations and Management	2	Major
TH-314	Major II: Tourism: Concepts and Principles	3	Major
TH-315	Major III: Tourism Marketing	3	Major
TH-316	Major: Heritage Management	3	Major
<b>Total Credit hours</b>		<b>18</b>	

### COURSE TITLE: TOURISM MANAGEMENT

#### COURSE INTRODUCTION & OBJECTIVES:

This subject will provide students with an overview of the tourism industry to include its size, scope, importance and impacts by focusing on the dynamic nature of its main operational sectors and the career opportunities within each of them. It will also provide a general understanding of the knowledge and associated skills required to work in this exciting and dynamic industry.

This course provides students with the fundamental knowledge concerning human resources management, destination planning, policy, environment and prospects in the tourism industry. The subject will expose students to managerial approaches that are pertinent in a business enterprise. Business challenges and several management issues are also covered in order for a student to acquire better understanding of managerial duties, skills, roles and decisions. Real life cases will also be discussed in order to give students a relatively comprehensive understanding of the tourism industry.

## **COURSE OUTCOMES:**

- Define and appreciate the complexities relating to tourism studies, the tourist and the tourism industry.
- Define what is considered as the tourism product and the relevance to tourism management
- Describe the main sectors of the tourism industry including their interrelationships and importance
- Apply business principles as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering tourism products and services.
- Comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy tourism operations.
- Use appropriate technologies to enhance the quality and delivery of tourism products, services and customer experiences, to measure the effectiveness of tourism operations and to participate in tourism development.
- Keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry\* sectors to improve work performance and guide career development.
- Respond to issues and dilemmas arising in the delivery of tourism products, services and customer experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability

## **COURSE CONTENTS:**

### **Module1: Managing the Tourism System:**

Introduction, The scope, scale and significance of tourism, Definitions, concepts and structure of tourism Introduction: quality and the accommodation sector , The accommodation sector: overview and challenges, Tour operations management, Tour operating value chain, managing tourism distribution.

### **Module2: Managing Tourism Businesses:**

Human resource management in tourism, The characteristics of tourism as a sector and their impact on the management of human resources, Skills shortages in tourism, Education and training in tourism, Flexibility and innovation in the management of human resources, Recruitment, retention and turnover , Rewards, benefits and compensation, Strategy for tourism, Strategic analysis , Strategic choice, Strategic implementation, The law and tourism

### **Module3: Managing Tourism in Its Environment:**

Managing urban tourism, introduction: urban tourism within tourism studies, Urban tourism: key themes and issues, Managing the countryside for tourism: a



governance perspective, rural tourism, Tourism in the countryside: challenges, Tourism in the countryside: management responses, The governance of the countryside, Rural governance and tourism: competing ideologies, The nature of tourism in development , Nature of the destination, Site and visitor management at natural attractions

#### **Module4: Contemporary Issues in Tourism Management:**

The role of government in the management of tourism, the public sector and tourism policies, the role of government in tourism, Information and communication technologies for tourism, Tourism and the environment, International tourism: the management of crisis, Ethics in tourism management, managing the heritage enterprise for liveable host communities

#### **RECOMMENDED BOOKS:**

1. The Management of Tourism by Lesley Pender and Richard Sharpley
2. The Business of Tourism Management by *John Beech and Simon Chadwick*.
3. Tourism Management Dynamics Trends, management and tools by Dimitrios Buhalis and Carlos Costa.

#### **COURSE TITLE: TOURISM AND HOSPITALITY LAW**

#### **COURSE INTRODUCTION & COURSE OBJECTIVES:**

The key principles of law applicable to tourism, hospitality, and related industries, Pakistan tourism legislation on business organizations and several international law issues such as consumer protection, product and service liability, employment, and law of access to the natural environment.

1. Understand the nature of law and the legal system of Pakistan.
2. Understand the legal concept and principles of personality, contract law, the rules under the specific provisions of the Civil and Commercial Code concerning sale, hire of property, hire of work, hire of services and labor law, deposit and special rules for innkeeper, insurance.
3. Set up and manage basic forms of business organizations.
4. Understand the rules imposed by specific legislations concerning the operation of hotel, place of entertainment, travel agency and tourist guide business.

#### **COURSE OUTCOMES:**

After successful completion of this course, students will be able to:

- Demonstrate an understanding of the implications of the relevant legal principles for the business.
- Avail of the knowledge of the law to limit the legal exposure of the business.
- Describe the courts system and sources of law.

- Use the knowledge of the law of tort, employment and commercial law in business.
- Apply the knowledge of hospitality and tourism law in business.

**Module – 1:**

What constitutions, law and rules, who is responsible to create a law, who are responsible to endorse the law. What are basic rights?

**Module – 2:**

Debate the statement, “the customer is always right,” from a basic legal position. Distinguish between the sources of law. Differentiate between the 3 varieties of torts: negligence, trademark infringement, and fraud. Define the terms, “civil rights” and “discrimination” Explain the relationship between interstate commerce and civil rights. Describe what is meant by liability. Recognize the impact of laws on managers as pertaining to: establishing essential job function.

**Module - 3:**

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

**Module – 4:**

The Tourism & Hospitality related law in Pakistan under following headings;

- a. Hotel & Restaurant Act 1976 and rules 1978
- b. Tour Guiding Act 1978 and Rules
- c. Travel Agencies Act 1978 and Rules

**Module – 5:**

The other related law in Pakistan under following headings;

- a. Laws Dealing with Food Safety in Pakistan
- b. Health and Safety Acts
- c. Labor law.
- d. Antiquity Act.
- e. Liabilities for lost and theft
- f. Wild life.
- g. Forest Act.
- h. Taxation.
- i. Licensing and agreement law

**RECOMMENDED READINGS:**

1. Understanding hospitality Law, Jack. P. Jeffries and Banks Brown 4<sup>th</sup> Edition. Chips Books, Texas.
2. Hospitality and tourism law, M. Boustiv, J. Ross, N. Geddes, W. Stewart, International Thomson Business press 1999.
3. Principles of Hospitality Law, Mike Boella, Alan Pannett, 2<sup>nd</sup> edition, Cengage Learning Business Press.
4. Relevant Acts and Ordinances
5. Factories Act, Industrial Relations Ordinances, Payment of Wages Act

## **COURSE TITLE: FRONT OFFICE OPERATIONS AND MANAGEMENT**

### **COURSE INTRODUCTION AND OBJECTIVES:**

The essential knowledge and skills required for management in hiring front office employees and renting rooms within the hospitality industry; property management systems, reservations, yield management.

After successful completion of this course, students will be able to:

1. Classify hotels in terms of their ownership, affiliation, and levels of service.
2. Describe how hotels are organized and explain how functional areas within hotels are classified.
3. Summarize front office operations during the four stages of the guest cycle.
4. Discuss the sales dimension of the reservations process and identify the tools managers use to track and control reservations.
5. Identify typical service requests that guests make at the front desk.
6. Explain important issues in developing and managing a security program.
7. Describe the process of creating and maintaining front office accounts.
8. Identify functions and procedures related to the check-out and account settlement process.
9. Summarize the steps in the front office audit process.
10. Apply the ratios and formulas managers use to forecast room availability.
11. Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.

### **COURSE OUTCOMES:**

The student will be able to:

- Identify the independent components of the lodging front desk/front office system.
- Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
- Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
- Explain and perform the night audit function.

### **Module-1:**

#### **Hotel Past & Present and Classification:**

Historical Perspective, Market Place Consistency, Lodging Management Association, Revenue Sources, Sleeping Rooms, Meeting Function Space, Outlets/Ancillary Revenue Sources, Profit Margin, Room Cost, Food Cost,

Opportunity Cost, Case Study, Hotel Sizes, Hotel Location Classification (Down Town, Resort, Airport, Suburban etc), Hotel product Types, Service Level, Target Market, hotel Rating (Star System), Case Study of Pearl Continental Hotels Pakistan .

#### **Module-2:**

##### **Care for Customer and communication:**

Hotel security, Health & safety, the concept of hospitality and service, the customer care triangle, care of the customer, roles, responsibilities and attributes of a receptionist, Communication, verbal communication, non-verbal communication, written communication, visual communication, telecommunication.

#### **Module-3:**

##### **Reservations and Check in:**

Sources of reservation, modes of reservation, types of reservation, methods of reservation, close outs, yield management, overbooking, control of reservation, confirming reservation and status of reservation, revision and cancellations, Registration, Room status, the check in process, walk-in or chance booking, VIP Check in, Group arrivals, Selling rooms- departure.

#### **Module-4:**

##### **Room Rate Structure:**

Rate Structure, Hubbart Formula, Cost Rate Formula, Market Tolerance, Room rate Designations, Rate Measurement Averages.

#### **Module-5:**

##### **Guest Accounting and Methods of Payment:**

Principles of hotel billing, Type of system, Machine billing, Property Management System, Control procedure, Night Audit, Cash Floats, Methods of Payment, Foreign Exchange, Petty cash and paid outs, rapid/speedy check outs.

#### **Module-6:**

##### **Selling Techniques:**

Reception as a sales department, Purpose of selling, ABC of selling, The hotel product, Selling methods.

#### **Module-7:**

##### **The Property Management System:**

Selecting The PMS, Guest Account, Guest registration Menu, Guest Accounting Menu, The Check In, Before PMS, PMS Hierarchy, PMS System Interface, The Evolution to PMS.

Industry Perspective: Technology in Hospitality

**Module-7:****Statistics and Reports:**

Business Statistics, Key Room statistics, Occupancy reports, Guest Statistics, Operational reports, Forecasts, Financial reports.

**Module-8:****Practical:**

Perform/Work at Front office for not less than 15 days, Field visits.

**RECOMMENDED BOOKS:**

1. Peter Abbott and Sue Lewry (1999) Front Office 2<sup>nd</sup> Edition, Butterworth Heinemann.
2. Dix Colin and Baird Chris (1998) Front Office 4<sup>th</sup> Edition, Harlow Longman.
3. Sue Baker, Pam Bradley and Jeremy Huyton (2000) Principles of hotel front office operations 2<sup>nd</sup> Edition: London Cassell.
4. James A. Bardi, William Sullivan, Sheryl F. Kline (2006), Hotel front office management 4<sup>th</sup> Edition. John Wiley & Sons
5. South Asia Tourism Secretariat (2007) Front Office, SATS.
6. Front Office Training manual – Sudhir Andrews. Publisher: Tata McGraw-Hill
7. Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
8. Front Office – operations and management – Ahmed Ismail (Thomson Delmar).
9. Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.
10. Front Office Operations – Colin Dix & Chris Baird.
11. Front office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
12. Managing Front Office Operations By Kasavana & Brooks
13. Principles of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum
14. Check in Check out- Jerome Vallen
15. Hotel Front Office Management, 4<sup>th</sup> Edition by James Socrates Bardi; Wiley International.

**COURSE TITLE: TOURISM CONCEPTS & PRINCIPLES****COURSE INTRODUCTION AND OBJECTIVES:**

This course aims at identifying the student with the different types of concepts, their importance, strategies and success stories (Case studies). It also aims at identifying students with the proper plans and critical analysis for best management and operations practices to achieve sustainable development.

**COURSE OBJECTIVES:**

1. Explain the main concepts of tourism practices.

2. Outline the principle historical changes that have occurred in tourism and its significant impact on current tourism practices.
3. To apply a significant analytical, creative and conceptual skills.
4. Plan, Manage and implement the concepts in tourism practices.

### **COURSE OUTCOMES:**

- Knowledge and understanding of tourism and hospitality with emphasis on its available resources (Natural and Cultural), infrastructure and superstructure
- Management, marketing and business skills
- Evaluate critically, from a strategic perspective
- Communication skills
- Practical, innovative, demonstrative and employment related skills
- Integrate subject specific knowledge and transferable skills to develop a specialist in depth, conduct a research investigation, and effectively report the findings.
- Computer and Information Management Technology Skills

### **COURSE CONTENTS:**

#### **Module-1:**

Introduction to Tourism, Definitions of Tourism, Concepts of Tourism: Cultural Tourism, Eco-Tourism, Community Based Tourism, Sustainable Tourism, Green Tourism, Pro-poor Tourism, Responsible Tourism, Public Private Partnership.

#### **Module-2:**

Cultural Tourism, Concept & Definition, Principles of Cultural Tourism, Case Study (Cultural Tourism)

#### **Module-3:**

Community Based Tourism, Concept & Definition, Principles of Community Based Tourism, Case Study (Community Based Tourism)

#### **Module-4:**

Eco-Tourism & Green Tourism, Concept & Definition, Principles of Green Tourism, Case Study (Eco & Green Tourism)

#### **Module-5:**

Pro-Poor Tourism, Concept & Definition, Principles of Eco-Tourism, Case Study (Pro-Poor Tourism)

#### **Module-6:**

Responsible Tourism, Concept & Definition, Principles of Responsible Tourism, Case Study (Responsible Tourism)

#### **Module-7:**

Other concepts

## **RECOMMENDED BOOKS/READINGS:**

1. Cooper, C. Fletcher, J. Gilbert, D. and Wanhill, S. (2002). *Tourism Principles and Practice*, Longman, UK
2. Dittmer, P. (1998). *Hospitality Industry*, Third Edition, Wiley and Sons.
3. Boniface, Brian G., and Chris Cooper. *Worldwide Destinations: The Geography of Travel and Tourism*, 3<sup>rd</sup> Edition.
4. Brownell, Judi. "Women in Hospitality Management: General Managers' Perception of Factors Related to Career Development." *International Journal of Hospitality Management*, Vol. 13, No. 2, pp. 101–118, June 1994.
5. Burkart, A. J., and S. Medlik. *Historical Development of Tourism*. Aix-en-Provence, France: Centre des Hautes Studies Touristiques, 1990.
6. Burns, Peter M., and Andrew Holden. *Tourism: A New Perspective*. New York: Prentice Hall, 1995.
7. Bennett, M. M. "Strategic Alliances in the World Airline Industry." *Progress in Tourism and Hospitality Research*, Vol. 3, No. 3, pp. 213–224, 1997.
8. Dwyer, Larry, and Peter Forsyth. "Economic Significance of Cruise Tourism." *Annals of Tourism Research*, Vol. 25, No. 2, pp. 393–415, April 1998.
9. Harris, Robert, and Joy Howard. *Dictionary of Travel, Tourism, and Hospitality*
10. Towner, John. "Approaches to Tourism History." *Annals of Tourism Research*, Vol. 15, No. 1, pp. 47–62, 1988.
11. Rice, Kate. "The Professional Prospects for Women in Travel." *Travel Counselor*, No. 29, pp. 20–22, October 28, 1996.
12. Witt, Stephen F., and Luiz Moutinho. *Tourism Marketing and Management Handbook*, 2<sup>nd</sup> Edition. New York: Prentice Hall, 1994.
13. World Tourism Organization. *Yearbook of Tourism Statistics*. Madrid: WTO, 2010.
14. Towner, John. "The Grand Tour: Sources and a Methodology for an Historical Study of Tourism." *Tourism Management*, Vol. 5, No. 3, pp. 215–222, September 1984.
15. WTTCHRC. *Steps to Success: Global Good Practices in Travel and Tourism Human Resource Development*. Vancouver: World Travel and Tourism Council Human Resource Centre, 1998.

## **COURSE TITLE: TOURISM MARKETING**

### **COURSE INTRODUCTION AND OBJECTIVES:**

This course will provide knowledge of models, concepts, tools and techniques necessary to undertake strategic marketing and management decisions in the field of tourism. The objective of the course is to focus on developing analytical skills in the formulation and implementation of market driven strategies and plans for an organization. Strategic marketing is the process of creating satisfied

customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage through innovation.

Therefore the course will cover current developments in marketing and management theory and practice. After having successfully completed the course, students will be able to master the following skills: provide insight into the role of marketing in tourism strategy development at the highest levels of an organization; apply strategic marketing frameworks, concepts, and methods to different types of tourism organizations; evaluate customer-life time value; assist tourism organizations to deliver excellent tourism experiences; discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers.

### **COURSE OUTCOMES:**

Knowledge and understanding of:

- The role of marketing in tourism strategy development.
- Destination marketing management: demand and supply issues, attractiveness and competitiveness.
- Theory, formulation and implementation of market driven strategies and plans for a tourism organizations.
- Marketing mix strategies and tactics for tourism.
- Understanding of strategic marketing frameworks, concepts, and methods to different types of tourism organizations.
- To evaluate customer-life time value and assist tourism organizations to deliver excellent tourism experiences.
- To discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers.

### **Module-I Marketing:**

What is marketing, The Core Concepts, Needs, Wants & Demands, Products (Goods, Services, & Ideas), Exchange & Transactions, Relationship network, Markets, Marketers & Prospects, Marketing Management, Company orientation toward marketplace.

### **Winning Markets through Market- Oriented Strategic Planning:**

The Nature of High Performance Business, Organization & Organizational Culture , Corporate & Division Level Strategic Planning – Defining the Corporate Mission – Establishing Strategic Business Units – Assigning Resources to each SBU –

### **Scanning Marketing Environment:**

Analyzing Needs & Trends in the Macro Environment, Identifying & Responding to the Major Macro environment Forces, Macro Forces - Demographic - Economic – Natural – Political – Legal Social – Cultural



## **Module-II Market Segments, selecting market targets and Developing marketing strategies:**

Market segmentation, Levels of market segmentation, Pattern of market segmentation, Market segmentation procedure, Bases for segmentation consumer markets, Bases for segmenting business markets, Requirements for effect segmentation, Evaluating target markets.

### **Developing New Products:**

Challenges in new product development, Effective organizational arrangements, Managing the new product development process – Idea generation – Idea screening – Concept development and testing – Marketing strategy development – Business analysis – Product development – Market testing – Commercialization The Consumer Adoption Process

### **Managing life Cycle Strategies:**

The Product life cycle – Demand/ Technology life cycle – Stages in the product life cycle – Product Category, Product for, Product and branding life cycle, Marketing strategies throughout the plc, Market evaluation.

## **Module-III Managing service businesses and product support services:**

The nature and classification of services, Characteristics of services and their marketing implications – Intangibility – Inseparability – Variability – Perishability.

### **Managing Advertisement, Sale Promotion and Public Relations:**

Designing the sales forces – sale force objectives – Sale force strategy – Sale force structure – Sale force size – Sale force compensation, Managing the sales force – Recruiting and selecting sales representatives – Training sales representatives - Motivating sales Representatives – Evaluating sales Representatives, Principles of personal selling – Sales Professionalism – Negotiation – Relationship marketing.

## **RECOMMENDED BOOKS:**

1. The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 2nd Edition by David Meerman Scot
2. Marketing for Tourism by J. Christopher Holloway
3. Tourism marketing and management handbook Stephen F. Witt, Luiz Moutinho
4. Marketing For Hospitality And Tourism By Kotler
5. Sales and Marketing for Travel and Tourism (2nd Edition) by Doris S. Davidoff and Philip G. Davidoff (Jan 14, 1994)
6. Hospitality Sales and Marketing by James R. Abbey (Jun 1, 2008)
7. Marketing for Hospitality & Tourism (5th Edition) by Philip R Kotler, John T. Bowen and James Makens.
8. Marketing Essentials in Hospitality and Tourism: Foundations and Practices by Stowe Shoemaker and Margaret Shaw.

## **COURSE TITLE: HERITAGE MANAGEMENT**

### **COURSE INTRODUCTION AND OBJECTIVES:**

In this there is a shift from managing the heritage resources for tourism to managing the tourism processes, venues and products in terms of how tourists make use of and 'consume' heritage. The module will encourage you, the student, to look at the growth of the tourism industry and how it has affected the heritage, museum and art gallery sector. It takes account of the opportunities and threats posed by tourism to the 'heritage industry' and consider international and national policies, charters and legislation regarding heritage tourism.

### **COURSE OUTCOMES:**

- To give an intellectual framework for understanding the definitions, concepts and philosophies surrounding heritage tourism and its management.
- To some key issues in heritage tourism including, sustainability, benefits and negative impacts, public interest and the different types of heritage tourism.
- To an understanding of heritage tourism in terms of different contexts - for example in relation to urban, rural and site-specific environments.
- To an intellectual framework in order to understand the consumption of heritage tourism products and activities.

#### **Module-1 General Introduction:**

Definitions, historical background, scope and importance of Cultural Resource Management.

#### **Module-2 Cultural Heritage Management: theories and methods:**

Provides a theoretical framework and examines issues of evaluation, legislation, and communication to foster global responsibility and present integrative approaches to managing heritage.

#### **Module-3 Cultural Heritage Documentation and Presentation:**

Deals with the approaches and techniques used for the identification, documentation, interpretation and presentation of cultural heritage sites and materials. The module takes critical approaches to the ideas of heritage and to the interpretation of heritage resources. Site inspections will expose students to contemporary professional practice in the field as well as to the experience of being "heritage consumers". Assignments will enable practice in applying the techniques to real situations.

#### **Module-4 Heritage Tourism:**

Defining heritage tourism and understanding the links between heritage and tourism histories of heritage tourism management, the development of heritage tourism organizations and agencies, key issues and the different types of heritage tourism, heritage tourism development as a process, planning and management.

**Module-5 Cultural Heritage Planning and Development:**

Explores practical approaches and methods to heritage development and planning with emphasis on the integration of related disciplines to attain environmentally sound and socially responsible preservation, management and development initiatives.

**Module-6 The Museums:**

Covers various modules that deal with the museum philosophy, policy, function, and structure. Topics like code of conduct and professional standards in museums, collection management, museum documentation, and computerization of museum records, exhibition policies, museum environment and its control. Methods and standards in the treatment of museum artifacts are specially emphasized in this module. Role and services are also covered.

**Module-7 Preventive Conservation:**

Covers all aspects of the storage and display of artifacts e.g. museums, disaster plans, monitoring and controlling the storage and display environment, storage materials etc. The module focuses on issues related to preventive conservation such as disaster planning, conservation policies, collections survey, building envelopes and zonation, storage systems, oddity tests, and stable storage materials. Students will take an environmental monitoring project and collection condition survey as Module of this course.

**Module-8 Conservation Projects Management:**

Looks at collections management and condition surveys, and at the commissioning, planning and management of conservation projects. History of structures, survey techniques and report writing, assessment and diagnosis of structural failure, repair techniques: philosophy and technology, maintenance programmes, environmental control and monitoring, case studies: structural problems in selected building types.

**Module-9 Information Technology in Heritage Management:**

Provides the students with the basic theory and principles of various types of information technologies, including database management systems, GIS etc. The course focuses on the application of these techniques in the documentation, conservation and management of cultural heritage.

**Module-10 Special Topics in Cultural Heritage Management & Tourism Resources Management:**

To be decided by the course instructor subject to the department approval, Aims at explaining the main aspects related to managing tourism resources including balancing tourism supply and demand, government tourism administration, role of private sector and NGOs, tourism impacts, human and financial resources, and public awareness.

**Module-11 Tourism and Local Community:**

Emphasis is placed on the study and analysis of the interaction processes between local community and the tourism activities in the various cultural, social

and economic aspects, as well as the impact of such interaction on the change processes produced by the tourism industry among local people.

### RECOMMENDED READINGS:

1. Cultural Heritage Management: A Global Perspective by Phyllis Mauch Messenger and George S. Smith.
2. Heritage: Management, Interpretation, Identity by Peter Howard.
3. Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management by Bob Mekercher and Hilary Du Cros.
4. Risk Preparedness: A Management Manual For World Cultural Heritage by Herb Stovel.
5. Management Guidelines For World Cultural Heritage Sites by Bernard M. Feilden and Jukka Jokilehto.
6. Operational Guidelines of the UNESCO World Heritage Committee.
7. Dar, S.R. Archaeology and Museums in Pakistan, Lahore, 1977.
8. Dar, S.R. Museology and Museum Problems in Pakistan, Lahore 1980.
9. Dar, S.R. Repositories of our Cultural Heritage: A Handbook of Museums in Pakistan, Lahore, 1979.

(Year 3)

### SEMESTER VI

COURSE TITLE SIXTH SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
TH-321	Foundation IX: Event Management	3	Foundation
2.	General VII: Logic & Critical Thinking	3	General:
TH-323	Major IV: Sacred/Religious Tourism	3	Major
TH-324	Major V: Travel & Tour Operations	3	Major
TH-325	Major VI: Sports and Adventure Tourism	3	Major
6.	General: Project Management	3	General:
<b>Total Credit hours</b>		<b>18</b>	

### COURSE TITLE: EVENT MANAGEMENT

#### COURSE INTRODUCTION AND OBJECTIVES:

This course will cover the role of events in today's world, budgets and goals, workflow management, venue selection and negotiation, room layouts and seating formats, food and beverage, entertainment and speakers, design and decor, transportation and logistics, registration and check-in, hybrid meetings, apps and technology, basic lighting and audio visual, and more.

#### COURSE OUTCOMES:

The student will be able to:

- Understand how to create an event that achieves specific objectives for the host/client.

- Design a planning process that incorporates budgeting, project management, communication and evaluation tools.
- Have an understanding of the various event elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
- Understand the role of the planner on site at the event, and the mindset necessary to oversee successful event coordination.
- Understand the key elements of a conference and the processes involved in format and venue selection, registration, catering, accommodation, transport, theming, security and entertainment.
- Understand management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.
- Understand opportunities and challenges such as sponsorship, marketing, publicity and stakeholder management as they relate to conference and corporate event management.

### **Module-1**

Introduction, Size, Type, Event Team, Code of Ethics, Relevant legislation, Licensing, Stakeholders and official Buddies, Contracts.

### **Module-2 Concept & Design:**

Developing Event Concept, Analyzing the Concept, Designing, Logistics, feasibility (SWOT, PEST, AIDA, SMART).

### **Module-3 Marketing & Technology:**

Nature of Event Marketing, Process, Marketing Mix (Product, Price, Place, People, Promotion, Image, Advertising, Publicity, Public Relation, Sponsorship). Marketing Plan Goals, Leveraging Technology, Mobile Apps & Social Media, Photo/Video Capture and Post-Event Usage, Virtual/Hybrid Event Options

### **Module- 3 Financial Management and Planning:**

The Budget, Breakeven Point, Cash Flow, Profit and Loss Statement, Balance Sheet, Financial Control System, Panic Payments. Mission/Purpose Statement, Aims and Objectives, Event Proposal, Staging, Theme, Rehearsals, Services, Catering, Accommodations, Environment, Staffing, Organizational Chart, Job Descriptions, Recruitments, Trainings, Volunteers.

### **Module-4 Protocol:**

Guests, Titles, Dress Code, Protocol for Speakers, Religious and cultural Protocols, Political and Official Protocols, Protocols for Different Ceremonies, Rules and Regulations.

### **Module-5 Leadership:**

Developing Leadership Skills, Managing Temporary and Diverse Teams, Group Development, Improving Communication, Time management, Planning and Managing Meeting, Coordination.

**Module-6 Operations and Logistics:**

Logistics, Policies, Procedures, Performance Standards, Functional Areas, Leadership and Staff motivations.

**Module-7 Safety and Security:**

Security, Safety and Health, Risk Management, Incident Reporting, Response Teams and Plans, Standards for Safety, security and risk Management.

**Module-8 Crowd Management & Evacuation:**

Crowd Management Plan, Major Risks, Crowd Management, Emergency Planning, Implementing Emergency Procedures.

**Module-9 Monitoring Control and Evaluation:**

Monitoring and Control Systems, Operational Monitoring and Control, Evaluation, the Broader Impacts of Event, Accountability.

**Module-10 Functional Organization**

Trends and issues, Organize an Event, MICE, Conference, Exhibition, Festival, Meeting, etc.

**RECOMMENDED READINGS:**

1. The event manager's bible: the complete guide by D.G. Conway
2. Events management by Glenn Bowdin
3. Event planning: the ultimate guide to successful me by Judy Allen.
4. Events design and experience (events management) by Graham Berridge.
5. Special event production: the resources by Doug Matthews.

**COURSE TITLE: LOGIC & CRITICAL THINKING****COURSE INTRODUCTION & OBJECTIVES:**

This course helps students learn to think clearly, concisely and analytically, through a familiarity with the reasoning methods of logic in terms of learning how to define terms, formulate arguments, and analyze statements critically and objectively. The course deals with the language of logic and the methods of deductive and inductive reasoning.

**COURSE OUTCOMES:**

After studying this course, the learners will be able to:-

- Explain and apply the basic concepts essential to a critical examination and evaluation of argumentative discourse;
- Use investigative and analytical thinking skills to examine alternatives, explore complex questions and solve challenging problems;
- Synthesize information in order to arrive at reasoned conclusions;
- Evaluate the logic and validity of arguments, and the relevance of data and information;
- Recognize and avoid common logical and rhetorical fallacies

## **CONTENT LIST:**

### **Module I**

- Definition of Logic
- Logic as a science and an art
- Scope of logic
- The laws of logic
- Induction and essential characteristics of induction

### **Module II**

- Categorical propositions and classes
- Quality, quantity and distribution
- The traditional square of opposition
- Immediate inferences, conversion, obversion, contraposition, inversion
- Existential import
- Symbolism and diagram for categorical proposition

### **Module III**

- Three basic uses of language
- Discourse serving multiple functions
- The form of discourse
- Emotive words
- Kinds of agreement and disagreement
- Emotively neutral language
- The purpose of definition
- The types of definition
- Various kinds of meaning
- Techniques for defining
- Standard form categorical syllogisms
- The formal nature of syllogistic arguments
- Venn diagram techniques for testing syllogisms
- Rules and fallacies
- Reducing the number of terms in categorical syllogism
- Translating categorical proposition into standard forms
- Uniform translation
- Enthymemes
- The dilemma
- Informal fallacies
- Fallacies of ambiguity
- The avoidance of fallacies

## **RECOMMENDED BOOKS:**

1. Suppes, P. (2012). Introduction to logic. Courier Corporation.
2. Gensler, H. J. (2012). Introduction to logic. Rutledge.
3. Kant, I. (2015). Introduction to logic. Open Road Media.

4. Bradley, R. (1979). Possible worlds: An introduction to logic and its philosophy.
5. Rescher, N. (1964). Introduction to logic.

## **COURSE TITLE: RELIGIOUS/SACRED TOURISM**

### **COURSE INTRODUCTION & OBJECTIVES:**

The course will cover different aspects of tourism related to Religious (or Sacred) sites and places still in use of the followers of various religious groups within the country and abroad regardless of any factual and/or theistic biasness. It will also cover visits to various sites and places/buildings associated with the followers of different religions. For example, Buddhist stupas and monasteries in the Swat, Taxila and Peshawar valleys, Sikh shrines, Jain/Hindu temples, Muslim religious establishments, tombs/graveyards, Christian churches, etc.

### **COURSE CONTENTS:**

#### **Module-I:**

Basic concepts – History of Religious travel & tourism – Religious tourism as educational & spiritual phenomena.

#### **Module-II:**

Ancient religions of the world and tourism – spiritual philosophies – religious destinations in the world – religious destinations in Pakistan.

#### **Module-III:**

Tourism & Hospitality and Islamic concepts – ethics of hospitality in Islam – ethics of food and beverages in Islam – ethics of travel and travellers in Islam, Management issues for religious heritage attractions – impacts of religious tourism – in personal, local community, economy, politically, world wide

#### **Module-IV:**

Religious history of Pakistan, Classification of religious/sacred places (of the Muslims, Christians, Buddhists, Hindus, Jains, Parsis, Sikhs, Kalashas, etc), Types of religious heritage (Masjid, Tombs, Idgahs, Stupas, Monasteries, Temples, Dharmasalas, Sacred caves/grounds/places, Churches, Gurudvaras, Places (such as grounds, trees, hill-tops, caverns, rivers, springs, etc) associated with great religious leaders of various religions

#### **Module-V:**

Living pilgrimages, Moral values pertaining to religious/sacred places, Management/organizational structure of sacred places, Financial management for Religious Sites, Security/Human Resource management for Religious Sites , Awareness, marketing and promotion for Religious Sites

### **Suggested Readings:**

1. Nasim Khan, M. Treasures from Kashmir Smast – The Earliest Shivaite Monastic Establishment. Peshawar. 2006
2. Nasim Khan, M. The Sacred and the Secular: Investigating the Stupa



- and Settlement Site of Aziz Dheri, Peshawar Valley, Khyber Pukhtoonkhwa (3 volumes). Peshawar. 2010.
3. Shah, Ibrahim (2007) Hindu Art in Pakistan: a Study Based on Museums Collection), (PhD thesis, unpublished), Peshawar: Department of Archaeology, University of Peshawar
  4. The Mahabat Khan Mosque and its Decorative Beauty (MPhil thesis, unpublished), Department of Archaeology, University of Peshawar, 1996
  5. Khan, A. N. Multan: History and Architecture, Islamabad, 1983
  6. Development of Mosque Architecture in Pakistan, Islamabad, 1991.
  7. Sehrai, F.U. A Guide to Takht-i Bahi,
  8. Marshall, J. (1975) Taxila: An Illustrated Account of Archaeological Excavations Carried Out at Taxila Under the Orders of the Government of India Between the Years 1913-1914, (3vols.), New Delhi repr. (1<sup>st</sup> edn. Cambridge University Press 1951), (Vol. I: Structural Remains)
  9. Rahman, A. Islamic Architecture of Pakistan: An Introduction, Peshawar, 1981
  10. Hasan, Shaikh Khurshid. The Islamic Architectural Heritage of Pakistan, Royal Book Company, Karachi, 2000.
  11. Dani, A.H. Shahbazgarhi, Peshawar, 1964.
  12. Khan, F.A (1969) Architecture and Art Treasures in Pakistan: Prehistoric, Protohistoric, Buddhist and Hindu Periods, Karachi.

## **COURSE TITLE: TRAVEL & TOUR OPERATIONS**

### **COURSE INTRODUCTION & OBJECTIVES:**

The course exposes students to knowledge on the operations and management of tour and travel segments of the tourism industry. It equips them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.

Course objectives are as under:

1. Knowledge of the tour operations industry
2. Knowledge and skills of tour operators' products
3. Knowledge and skills essential in the administration and management of tour operations as a business
4. Acknowledge the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping
5. Understand different types of tour operators as well as basic types of organizational structures
6. Identify tour distribution channels
7. Evaluate the significance of business plan for tour operators
8. Appreciate the ways in destination research, development, and supply negotiations
9. Device and develop tour itinerary planning
10. Understand how to strategically price the tour

11. Understand the three major function of tour operations; pre-tour operation, tour execution, and post-tour phase
12. Appreciate an administration of tour operation and its environment

### **COURSE OUTCOMES:**

- The students will gain necessary skills in travel management.
- They will increase their knowledge and practice in packaging tours.
- They will adopt the travel system and have competence for implementation.
- Knowledge and skills of tourism operations industry
- Understating legal aspects in tour and travel operations.

### **Module-I Introduction to Travel and Tourism:**

Concept of Travel and tourism, Nature and features of Tourism as an industry, Travel Trade Meaning and definition of travel agency and tour operator, Travel trade-an historical perspective, Types of travel agency and tour operator business, Destination company-functions, Distinction between wholesale travel agency and tour operator business, Integration and linkages in the travel agency business, Role and Contribution of travel companies in the growth and development of tourism, Travel Trade- the Changing Environment.

### **Module-II Organizational Structure and Functions of Travel Agency Business:**

How to start a Travel Business, Choice of Travel Agency Ownership, Organization structure and Working of Travel Agency and Tour Operator, Travel Agency- MNCs meaning and Benefits, Procedure for the approval from Government of Pakistan , Functions of travel companies.

### **Module-III Itinerary Development:**

Introduction, Meaning and Definition, Types of Itineraries, How to Develop an effective Itinerary, Reference tools for Itinerary Preparation, Step- by- Step procedures.

### **Module-IV Tour Packaging Management:**

Concept, Origin and Development of Tour packaging, Types of Tour Package, Components of a standard package Tours, Tour Package- Pre information

### **Module-V Tour Costing and Pricing:**

Defining the concept of cost, Tour Cost- a focus on cost effectiveness, Components of tour cost, Fixed and variable costs, Direct and indirect costs, Factors affecting the Tour Cost, Costing a tour package, Cost sheet- meaning and significance, Procedure for Cost determination, Calculation of tour price, Factors affecting the tour pricing, Significance of profit margin, Pricing strategies for package tours.

## **Module-VI Public sector Tourism Enterprises and Tour Packaging Business:**

Public sector Undertaking, Government involvement in Tourism Operations, Major Tourism Enterprises in Public Sector, Equipping the office, filling system, building a Tour company, success prescriptions, prepare for failure then concentrate on success.

### **RECOMMENDED BOOKS/READINGS:**

1. Barbara Braidwood, Susan Boyee & Richard Cropp; Tour Guiding Business by Unistar Books Pvt Ltd.
2. Negi, Jagmohan (1998): Travel Agency and Tour Operation: Concepts and Principles, Kanishka, New Delhi
3. Tour Guiding; South Asian Tourism secretariat.
4. Tour operation South Asian Tourism secretariat.
5. Yale, Pat (1995) *The Business of Tour Operations*, London: Longman Group
6. Webster, Susan (1993) *Group Travel Operating Procedures* (2nd ed.), Van Nostrand Reinhold.

## **COURSE TITLE: SPORTS AND ADVENTURE TOURISM**

### **COURSE INTRODUCTION & OBJECTIVES:**

Sport Tourism refers to vacations that include playing, or watching competitive or non-competitive sports or participating in recreation or leisure activities. While adventure tourism means to enjoy wilderness of mountains, beaches, deserts and forest etc. Topics covered in this course include: sport/adventure industries, politics in sport, sport/ adventure marketing, and sport facility operation. Sports and adventure has become a major demand generator for many countries around the world and consequently the growth and status of this phenomenon is a major aspect of this course. The process of creating proposals and bids for sport/adventure events will also be discussed.

1. Discuss the relationship between sports and adventure tourism
2. Identify the major sports/ adventure venues and events.
3. Discuss issues and initiatives related to sports tourism in Canada and internationally
4. Understand how government agencies and private sector groups work together to foster the growth of sport and adventure events and activities
5. Identify the steps used to promote major sport and adventure events

### **COURSE OUTCOMES:**

The students will be able to:

- Develop a sport tourism concept plan and/or research paper to implement and organize within an organization or for an organization.
- Develop and present a cross-border sport tourism plan or a sport & adventure plan to organize and implement.

## **Sport Tourism**

### **Module-1 Introduction Sport and Tourism:**

Sport and tourism: Globalization, mobility and identity  
Sport and tourism in a global world  
Sport and contemporary mobility  
Culture and identity.

### **Module-2 Activity:**

Globalization and the mobility of elite competitors  
Spectatorship and spectator experiences  
Recreational sport and serious leisure

### **Module-3 People:**

Authentic experiences  
Temporary sport migrants  
Transnationalism, migration and diaspora

### **Module-4 Place:**

Modern landscapes and retro parks  
Place attachment  
Sport and place competition  
Globalization, mobility and identity: Building theoretical informed insights into the study of sport and tourism

## **Adventure Tourism**

### **Module-5**

Introduction/ Basic Concepts, Definitions, historical background, hard and soft adventures.

### **Module-6**

Classification of Adventures, Land, water/ aqua and aerial adventures

### **Module-7**

Major Adventure Activities and skills, Mountaineering, Trekking, Mountain Biking, Skiing, Diving, White Water Rafting, Surfing, Swimming, Ballooning, Parachuting, Paragliding.

### **Module-8**

Organizations/ Clubs working for Adventure Tourism in Pakistan, Famous Adventure Destinations of Pakistan, Potential Adventure Destinations of Pakistan.

## **RECOMMENDED BOOKS/READINGS:**

1. Adventure Tourism by Ralf Bukley
2. Adventure Tourism: The New Frontier by John Swarbrooke, Colin Beard, Suzanne Leckie and Gill Pomfret (4 Jul 2003)
3. Adventure Tourism by R. Buckley (24 Oct 2006)

4. Adventure Tourism Management by Ralf Buckley Professor (30 Oct 2009)
5. Adventure Tourism: Meaning, Experience and Education by Peter Varley, Steve Taylor and Tony Johnson (1 Dec 2012)
6. Sport Tourism Paperback by Douglas Michele Turco (Author), Roger Riley (Author), Kamilla Swart (Author)
7. Sport and Tourism 1<sup>st</sup> Edition by James Higham (Author), Tom Hinch (Author).

## **COURSE TITLE: PROJECT MANAGEMENT**

### **COURSE INTRODUCTION & OBJECTIVES:**

The course trains in the basic principles of project management, including concepts from the initiating, planning, executing, monitoring & controlling, and closing process groups. Introduce fundamentals of project management knowledge areas, integration, scope, time, cost, quality, human resources, communications, risk, procurement, and stakeholder management. The objectives are:

1. Understand key concepts of project management and project lifecycle
2. Begin to develop project planning skills
3. Practice the key stages of managing projects
4. Develop increased awareness of available resources to further develop project management skills
5. Consider how to apply new knowledge to their own projects and set realistic goals for moving forwards

### **COURSE OUTCOMES:**

- Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise.
- Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management.
- Demonstrate effective project execution and control techniques that result in successful projects.
- Conduct project closure activities and obtain formal project acceptance.
- Demonstrate a strong working knowledge of ethics and professional responsibility.
- Demonstrate effective organizational leadership and change skills for managing projects, project teams, and stakeholders

### **COURSE CONTENT:**

#### **Module-I**

Introduction to Project Management, Organizational Capability, Leading and Managing Project Teams, Project Selection and Prioritization.

## Module-II

Stakeholder Analysis & Communications Planning, Scope Planning, Chartering, Scheduling, Resourcing and Budgeting Projects.

## Module-III

Project Risk Management, Project Quality & Kick-off, Project Supply Chain Management, Determining Project Progress & Results, Finishing the Project and Realizing the Benefits.

## Module-IV

Reviewing the Project Lifecycle, Large Scale & Iconic and Public Sector Projects, Events as Projects, Triple Bottom Line Sustainability, Community Consultation & Engagement, Industry Speaker.

## Recommended Books:

1. Project Management Body of Knowledge by Project Management Institute
2. The art of project management by Scott Berkun
3. The fast forward MBA in project management by Eric Verzuh
4. Project Management: A Systems Approach to Planning, Scheduling by Harold Kerzner.

## (Year 4)

### SEMESTER VII

COURSE TITLE SEVENTH SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
TH-411	Major VII: Restaurant Management	3	Major
TH-412	Major VIII: Accounting and Finance	3	Major
TH-413	Elective I: Tourism Planning and Development	3	Elective
TH-414	Elective II: Culinary Art	3	Elective
TH-415	Major IX: Research Project-I	3	Major
		<b>15</b>	

## COURSE TITLE: RESTAURANT MANAGEMENT

### COURSE INTRODUCTION & OBJECTIVES:

This course is a restaurant management course that provides students the unique opportunity to study operations and management of full-service restaurants. Course topics include operational issues, customer satisfaction, restaurant trends and challenges, financial accountability, service issues, and management development. Various aspects of production and service are experienced, discussed and demonstrated. Students become familiar with all aspects of a restaurant operation.

The course is designed for students who desire to improve their understanding of restaurant management. It will identify leadership skills in finance and cost

controls, marketing, bar and kitchen food productions, and effective menu planning. This course will also provide students with the basics of entrepreneurialism and how to put these learning objectives to work.

### **COURSE OUTCOMES:**

After successfully completing this course, student will be able to:

- Summarize procedures within restaurant operations
- Apply operational procedures to achieve specific results
- Examine the influence of history of restaurants on contemporary restaurants
- Justify use of managerial functions to affect profitability
- Develop strategies to improve restaurant performance

#### **Module-1 Introduction:**

Introduction to catering – Different types of catering establishments. Relationship of catering industry with other industries. Attributes of food and beverage service personals, Staff organization in different types of restaurants, duties & responsibilities of restaurant staff. Classification of restaurants. Types of restaurants, Ancillary departments.

#### **Module-2 Restaurant Facilities:**

Development and design, space allocation, features of equipment, factor affecting the selection of equipment, Classification of operating equipment used in restaurants & their uses. Automatic vending, Dining room furnishing, furniture, linen, Restaurant service Mise en Scene, Mise en place. Conservation of environment, solid waste management.

#### **Module-3 Services technicalities:**

Basic technical skills, interpersonal skills, laying cover, taking orders, service of Food, service of beverages, clearing during service, SERVQUAL in Restaurant.

#### **Module-4 Procedures:**

Billing, special form of service. Function catering, function administration, function organization. Operational control, revenue control, appraising revenue, appraising cost, appraising profits, profits measures, appraising the whole operation.

#### **Module-5 Accounting & Technology in Restaurant:**

Technology in restaurants industry, table management, POS system, mobile phone technology, web based program, Gifts and loyalty cards, Guest services.

#### **Module-6 Financial planning and operations:**

Financial planning and operations, records and reports, cost and control, review of Restaurant business plan.

#### **Module-7 Restaurant Leadership and Management:**

Leading the employee, nature of leadership, employee input, Restaurant Management issues, new employee Training and development, Orientation,

Communication skill, team building, effective delegation, developing others, Staffing the Restaurant.

**Module-8 Practical work & familiarization visit to restaurants, and out lets:**

Demonstrations and Practical's of the skills and methods of service and supervisory tasks.

Familiarization of cutlery, Crockery, glassware, Hollowware and Flatware, furniture, ancillary areas of F&B Dept. Linen used in the F&B Dept, Handling of trays and salvers, Mise en scene –Laying and relaying of Tablecloth, Mise en Place, Service of water, Holding and use of Service Spoon and Fork, Sequence of service / Taking orders, service of Food – Silver Service, Laying tables for Different Meals, Lunch Service, Pre Plated Service, Drawing Glassware, Service of Water / Bottled Water / Mineral Water, Service of Tea, Service of Coffee, service of Juices, Service of Beverages in Rooms, KOT, BOT, billing, Beverage Sales Control, Beverage Sales Summary Sheet, Quotation.

**RECOMMENDED READINGS:**

1. Walker, John R., (2011) The restaurant : from concept to operation.— Seventh edition. Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Cousins, Foskett, Gillespie Food and Beverage Management, Pearson Education
3. Casado, Matt A (1994), Food and Beverage Service Manual, John Wiley & Sons.
4. Costas Katsigris, Chris Thomas, Design and Equipment for Restaurants and Foodservice: A Management View,
5. Dennis R. Lillicrap, John A Cousins (1991), Food and Beverage Service, Elbs.
6. Food and beverage Service – I Bharathiar University, Coimbatore India.
7. S. Medlik (1972), Profile of the Hotel and Catering Industry, Heinemann.

**COURSE TITLE: ACCOUNTING AND FINANCE FOR TOURISM & HOSPITALITY**

**COURSE INTRODUCTION & OBJECTIVES:**

This course deals with the basic of accounting and finance. This will enable students to determine tourism and hospitality organization profitability and economic transparency. The objective of the course is to supply the students with the knowledge that is needed for financial decision making in the hospitality industry and for efficient record taping, financial management of tourism and hospitality enterprises. This course highlights the dimensions of organizational culture which are associated with accounting and financial knowledge and processes. The course is divided in two sections. The first section refers to general principles of accounting. The second section refers to the analysis of



financial statement which make different stakeholders for taking appropriate decisions.

### **COURSE OUTCOMES:**

At the end of this course, students will know:

- What is accounting? The process of recording business transactions.
- Development of financial statement according to GAAP.
- How to determine the financial status of tourism and hospitality organizations.
- Accounting cycle, as well as finance.
- Financial analysis and to determine probability of an organization.
- Investment appraisal methods, with applications to expansion, restructuring, acquisitions.
- The nature and use of the financial products/ instruments available in the market.

### **COURSE CONTENTS:**

#### **Module-I Introduction to Accounting:**

What is accounting, what is finance, Accounting systems, Types of Accounting, Decision making parties, Principles of accounting.

#### **Module-II Basics of Accounting:**

Introduction to financial statements, Balance Sheet/ Statement of financial positions – Assets – Liabilities – Owner equity, Accounting Equation, Effects of business transactions, Income statement, Statement of cash flow, Articulation, Forms of business organization.

#### **Module III The Accounting Cycle**

Role of accounting record, The ledger , The use of Accounts, Debit & Credit entries, T – Ledger, The trial balance, Adjusting entries, Adjusted trial balance, Preparation of financial Statements, Income statement, Statement of owner equity, Balance sheet

#### **Module IV Financial Assets Management**

What is finance, modes of financing, Sources of Finance, Equity Shares, Preference Shares, Cash management, Reporting cash in balance sheet, Cash Handling, Internal control, Cash disbursement, Bank statement, Reconciling bank statement, Petty cash funds, Cash budget, Account Receivable, Short term Investment, Working Capital and its Sources

#### **Module V Financial Analysis**

Liquidity ratio, Activity ratio, Solvency ratio, Profitability ratio, Cost Analysis, Vertical Analysis, Horizontal Analysis, Ratio Analysis

### **RECOMMENDED BOOKS:**

1. Accounting for Hospitality, Tourism and Leisure 2<sup>nd</sup> Edition by Gareth Owen.

2. Management Accounting for Hospitality and Tourism 3<sup>rd</sup> Edition by Richard Kotas
3. Harris, P. (1995) 'Accounting and Finance for the International Hospitality Industry', Butterworth Heinemann: UK, PB, ISBN 075063586X stlg18.99
4. Kotas, R. and Conlan, M. (1997) 'Hospitality Accounting', ITBP: UK, PB, ISBN 1861520867 stlg19.99
5. Owen, G. (1998) 'Accounting for Hospitality, Tourism and Leisure', Longman: UK, PB, ISBN 0582312957 stlg20.99
6. Atkinson, H. Berry, A. and Jarvis, R. (1995) 'Business Accounting for Hospitality and Tourism', ITBP: UK, PB, ISBN 0412480808 stlg20.99
7. The Economic Ascent of the Hotel Business By Paul Slattery
8. Hospitality Financial Management By Agnes L. DeFranco, Thomas W. Lattin
9. Hotel Operations and Auditing Manual By Cihan Cobanoglu, Gail Sammons, Patrick J. Moreo
10. Accounting and Financial Management, First Edition - Developments in the International Hospitality Industry By Marco Mongiello, Peter Harris
11. Financial Management for Hospitality Decision Makers (Hospitality, Leisure and Tourism) 1st Edition by Chris Guilding

**COURSE TITLE: CULINARY ART**

**COURSE INTRODUCTION AND OBJECTIVES:**

Food is fundamental to life. Not only does it feed our bodies, but it is often the centerpiece for family gatherings and social functions. In this course, students learn all about food, including food culture, food history, food safety, and current food trends. They also learn about the food service industry and prepare some culinary dishes. Through hands-on activities and in-depth study of the culinary arts field, this course helps students to enhance their cooking skills and gives them the opportunity to explore careers in the food industry.

1. Discuss the history and development of the food service industry.
2. Describe the major accomplishments of famous chefs from history.
3. Summarize the influence of historical entrepreneurs in the food service industry in the United States.
4. Analyze how current trends in society affect the food service industry.
5. Explain how taste and smell combine to give foods their flavors.
6. List physical, psychological, cultural, and environmental influences on food likes and dislikes.
7. Discuss global food diversity.
8. Explain the basics of safety in culinary arts.
9. Identify safety hazards in the food service workplace.
10. Explain the basics of sanitation in a professional kitchen.
11. Discuss procedures for cleaning commercial kitchen equipment.
12. Identify various moist and dry cookery methods.

13. Identify levels of training required for food service and culinary arts occupations.

### **COURSE OUTCOMES:**

- To apply the latest modes of working, in order to master the various existing culinary techniques in national and international cookery, as well as in traditional and contemporary cuisine.
- To estimate, manage resources and calculate costs, taking into consideration all necessary factors, from purchasing of basic resources, working with suppliers through to the final product, making use of strategic, administrative and marketing concepts.
- To be able to manage a working team, making the best of their potential and supervising the activities of kitchen aids and auxiliaries, acquiring the necessary competence to solve different problems which may arise in the area of work, as well as the efficient use of time, space and human and material resources within the kitchen.
- To plan and carry out efficient leadership for the best preparation and elaboration of foods, observing always the safety and hygiene regulations in the work place and following the instructions of a qualified professional.
- To acquire the knowledge which will allow you to conserve and handle different food resources, and to design and produce menus to meet the quality standards of each area of the market.

### **Module-I Introduction:**

Aims & Objectives of cooking food, Introduction to Safety, maintaining personal hygiene, hazards and Risks, History and development of cooking, the kitchen brigade, what is a professional cook, food and nutrition's, the food guide pyramid, food contamination, Food and Beverage system. Health & Safety regulations, hazards in work place, emergencies in work place, communication skills, security procedures, team work, waste management, pest control, storage and stock control.

### **Module-II Introduction to Hygiene and Sanitation:**

Hygiene, Sanitation, meaning, uses in hotel industry. Importance of hygiene and sanitation in catering industry. Personal hygiene for staff members in the production areas in preparing food or coming in touch with food and beverages. Personal hygiene for staff coming in touch with guests.

### **Module-III Basic concepts:**

Foundation Ingredients- fats, oils and their uses. Raising agents - Flavoring and Seasonings, sweetening agents, Thickening agents. Knife and Knife skills, kitchen terminologies.

### **Module-IV Preparation concepts:**

Preparation of Ingredients – Washing, peeling, Scrapping, cutting of vegetables, method of mixing foods, methods of cooking foods. Sauce meaning, uses,

points to be observed when preparing recipe for mother sauces, Names and derivatives of mother sauce.

**Module-V Menu concepts:**

Menu and types of menu , Basic Stocks types, Soups and its types, Rice and types of rice, Egg dishes, pasta and cooking methods of pasta, Fish course, Poultry, key preparation techniques for poultry, Introduction to vegetables and cooking techniques.

**Module-VI (Practical's):**

Hors d' Oeuvers, appetizers and starters, salads, cold sauces, Introduction to desserts. (Preparation of 6 recipes from each course)

**RECOMMENDED/SUGGESTED READINGS:**

1. Anita Tull (1996), Food and Nutrition, Oxford University Press.
2. Arora K (1982), Theory of Cookery, K.N. Gupta & Co.
3. Auguste Escoffier (1979), The Complete Guide to the Art of Modern Cookery, Heinemann.
4. Ann Seranne (1983), The Complete Book of Egg Cookery, Collier Macmillan
5. David J, Textbook of Hotel Management, Anmol Publication (P) Ltd.
6. Douglas Robert Brown (2003), The Restaurant Manager's Handbook, Atlantic Publishing Company.
7. David A. V. Dendy (2001), Cereals and Cereal Products, Springer.
8. Eleanor Hallam (2005), Food Technology, Nelson Thornes.
9. Escoffier (1941), The Escoffier Cook Book, Crown Publishers, New York.
10. Fannie Merritt Farmer (1896), The Boston Cooking-School Cook Book, Little, Brown and Company.
11. Peter Barham (2001), The Science of Cooking, Springer.
12. Julia Child, Louisette Bertholle, Simone Beck (2001), Mastering the Art of French Cooking, Knopf Publishing Group.
13. Robin Nelson (2003), Fruits, Lerner Publications.
14. Frederic Rosengarten, Jr., Frederic Rosengarten (2004), The Book of Edible Nuts, Courier Dover Publications.
15. Frances E. Ruffin (2005), Kitchen Smarts: Food Safety and Kitchen Equipment, The Rosen Publishing Group.
16. Kenneth James (2006), Escoffier: The King of Chefs, Continuum International Publishing Group.
17. Thomas B. Johansson, Laurie Burnham (1993), Renewable Energy: Sources for Fuels and Electricity, Island Press.
18. Food preparation South Asian Secretariat. Jessica Souhami (2006), Sausages, Frances Lincoln Ltd.

## **COURSE TITLE: RESEARCH METHODOLOGY**

### **COURSE INTRODUCTION & OBJECTIVES:**

Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. Once equipped with this knowledge, participants would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

1. understand some basic concepts of research and its methodologies
2. Identify appropriate research topics
3. select and define appropriate research problem and parameters
4. prepare a project proposal (to undertake a project)
5. organize and conduct research (advanced project) in a more appropriate manner
6. write a research report and thesis
7. write a research proposal

### **COURSE OUTCOMES:**

The students will be able to understand:

- To understand the basic framework of research process.
- To understand various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- To develop an understanding of the ethical dimensions of conducting applied research.
- Appreciate the components of scholarly writing and evaluate its quality.

#### **Module-I Introduction to Research:**

What is research, Business research , Definition of research, Types of research, Basics or fundamentals of research, Internal & External Research, Ethics of research.

#### **Module-II The Hallmarks of Research:**

Purposiveness, Rigor, Testability, Replicable, Precision & Confidence, Objectivity, Generalization , Limitation of research.

#### **Module-III Steps of Hypothesis – Deductive Methods:**

Observation, Preliminary information gathering, Theory formulation, Hypothesizing, Future data collection, Data analysis, Deduction.

**Module-IV Business Research:**

The internet, Electronically mails, Browsers, Web sites.

**Module-V Research Process:**

Define broad problem area, Preliminary data gathering, Problem definition, Theoretical frame work, Generation of hypothesis, Research design, Data collection, Analysis & Interpretation, Deduction, Report writing, Report Presentation, Decision.

**Module-VI Data collection Methods:**

Sources of data, Primary sources, Secondary sources, Data Collection methods – Interviewing (Structured / Unstructured) – Questionnaires – Attributes of good questionnaire, Other Methods – Observational surveys – Sampling – Electronic sources.

**Module-VII The Research Report:**

Research Proposal, Report, Report Writing, Purpose of the Report, Characteristics of the Report.

**Module-VIII Integral Parts of the Report:**

Title Page Preface Acknowledgment Research Proposal & Authorization letter Executive Summary Table of contents Introduction Section Body of the Report-Final Parts of the Report References Bibliography Appendix Oral Presentation.

**RECOMMENDED BOOKS/READINGS:**

1. Hult, C.A. Researching and Writing Across the Curriculum, 2<sup>nd</sup> Ed. California, (1990).
2. Lester, J.D. Writing Research Papers: A Complete Guide, London. (1987).
3. Marius, R. A Short Guide to Writing about History, London. (1989).
4. Sharer, R.J. and Wendy A. Fundamentals of Archaeology, London. (1980),
5. Goode & Hatt, Methods in Social Research, National Book Foundation, Islamabad. (2000).
6. Mali, A. L. Pancholi Kundan, the Fundamentals of Research Methodology, Jaipur, India. (1988).
7. Bahr, C. & Albert, Social Science Research Methods, National Book Foundation, Islamabad. (2000).

(Year 4)

## SEMESTER VIII

COURSE TITLE EIGHTH SEMESTER			
Paper	Paper Name	Credit Hrs.	Status
TH-421	Major X: Research Project-II	3	General:
TH-422	Major XI: Emerging Trends in Tourism and Hospitality	3	General:
TH-423	Major XII: Human Resource Management	3	General:
TH-424	Elective III: Destination Branding	3	Elective
TH-425	Elective IV: Tourism and Peace	3	Elective
<b>Total Credit hours</b>		<b>15</b>	

**COURSE TITLE: Major X: Research Project-II**

**COURSE TITLE: EMERGING TRENDS IN TOURISM & HOSPITALITY**

### **COURSE INTRODUCTION & OBJECTIVES:**

For the last few years, the tourism industry is witnessing some emerging trends and issues among bulk of tourists, which is resulting in some new developments in the industry itself. It is expected that these upcoming trends will influence the strategy development, business, marketing policies and the tourism planning in the year ahead. This course focuses on the key issues and the forthcoming trends in the tourism and hospitality industry.

The main objectives of the course are:

1. Training and education
2. Challenges of tourism and hospitality industry
3. Crisis and forecasting of tourism & hospitality industry
4. Organization and management (practical issues and current trends in the hotel, catering and tourism industry)
5. Product and food innovation
6. Current trends & Tourism

### **COURSE OUTCOMES:**

- Critical review of the key trends in tourism and hospitality sector on local, regional and global levels.
- Deduce key trends through interpreting and critiquing academic theory and current industry practice of the key challenges that the sector faces.
- Concisely advocate and substantiate professional judgments to a variety of audiences through a diagnosis of emerging challenges that may inhibit growth in the sector, proposing creative strategies to combat

them exemplifying ethical responsibility and evidence-based decision-making.

**Module-I Overview of World Tourism:**

Introduction, Tourism and Hospitality Industry, Trends in Tourism and Hospitality, Looking beyond the short term.

**Module-II Actual Challenges to the Tourism and Hospitality Industry:**

What is Crisis, How long will the crisis last, How does the crisis reflect on the Tourism and Hospitality Industry, How do Tourism and Hospitality players react, what should the tourism and hospitality industry expect?

**Module-III Financial crisis and Tourism and Hospitality:**

Investment in Tourism and Hospitality as a subject of theory of efficient capital market, Conditions and Interdependencies of the Subprime Crisis for Tourism and hospitality, Facts, Figures and Legacies of Speculation in Tourism.

**Module-IV Forecasting the future of Tourism and Hospitality:**

Introduction – Winning in a Turbulent Era, The Economic Downturn, Scenarios for the Road to Recovery, Key Themes for 2020 in the Hospitality and Tourism Sector, Drivers of Change over the Next Decade, The World in 2030, Technology and Tomorrow’s Customer, Travel in 2015 – What Does the Market Think?, Building a Future Ready Organization – Practical Actions.

**Module-V The Future of Mobility – Scenarios for the Year 2025:**

Why Are We Looking into the Future of Mobility?, Looking into the Future: The Scenario Technique, What Will Our World Look Like in the Year 2025?, Scenario “Mobility Calls for Action” – A Look Back from the Year 2025, What Does All This Mean to Our Mobility? – How Mobile Are We in the Year 2025?.

**Module-VI Future of Global Aviation:**

Commercial Jetliners, history and forecast, Companies and Airlines, Negotiation positions, Negotiation options.

**Module-VII What’s Next for Online Tourism and Hospitality:**

Mobile, Semantic Web, Customization, Media Versus Transaction Models, Differentiation Beyond Price, Travel Company Media Offerings/Monetizing Downstream Traffic, Social Media, Metasearch (Travel Search Engines)

**RECOMMENDED BOOKS:**

1. Trends and issues in Global Tourism by Roland Canardy and Martin Buck, 2010, Springler
2. The future of Hospitality and Travel by Maruim Cetron
3. New Trends in Tourism and Hotel Industry by Atul Saxena
4. Emerging Trends in Tourism by Ashok Aima.



## **COURSE TITLE: HUMAN RESOURCE MANAGEMENT**

### **COURSE INTRODUCTION & OBJECTIVES:**

Students are introduced to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures. Topics include the need for human resources management and its growing professionalism; human resource planning including job design and analysis; recruitment and selection; compensation; employee development; workplace health and safety; and employee relations.

1. Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
2. Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges.
3. Identify the human resources needs of an organization or department.
4. Conduct a job analysis and produce a job description from the job analysis.
5. Evaluate the procedures and practices used for recruiting and selecting suitable employees.
6. Assess training requirements and design a successful orientation and training program.
7. Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.

### **COURSE OUTCOMES:**

- Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
- Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- Properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- Evaluate a company's implementation of a performance-based pay system.
- Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.
- Align HR systems with the strategic business objectives of a firm

**Module-I Strategic HRM in a Changing Environment:**

What is HRM?, the Activities of HRM, Trends Enhancing the Importance of HRM, Competitive Advantage, Domestic vs. International HR, International HR strategies.

**Module-II The Legal Environment of HRM:**

Equal Employment Opportunity Law, Age Discrimination Law, Disability Law, Harassment Law, Future Trends in EEO.

**Module-III Work Analysis & Design:**

What is Work Analysis? What are the Major Goals of Work Analysis?, Most useful Work Analysis Methods How to choose the Best Work Analysis Method

**Module-IV HR Planning, Recruitment and Selection:**

Effective HR Planning, the Recruitment Function (HRP in Action, Selection Methods, Application Blanks and Biographical data, Reference and Background Checks, Personnel Testing, Performance Testing, Interviews

**Module-V Performance Management and Appraisal:**

How do we define and Why Measure Performance?, Legal Issues Associated with Performance Appraisals, Designing an Appraisal System, Methods of Delivering Performance Feedback.

**Module-VI Training & Development:**

Need Assessment, Development of the Training Program, Evaluation Special Training Programs.

**Module-VII Direct & Indirect Compensation:**

Direct Compensation: Wage & Salary, the Traditional Approach to Compensation.

Indirect Compensation: Employee Benefits, Communicating the Benefits Program International Compensation Managerial Implications for PFP Program.

**Module-VIII Pay for Performance:**

Determinants of Effective PFP, Main Problems with PFP, Legal Implications of PFP.

Individual PFP Plans: Merit pay & Incentive System, Group Incentive Plans, Managerial and Executive Incentive Pay.

**Module-IX Employee Health & Safety:**

Common Workplace Injuries & Diseases, Legal Issues Related to Health & Safety, Programs to Reduce Accidents at Work.

**RECOMMENDED READINGS:**

1. Human Resource Management *An Experiential Approach* H. John Bernardin
2. William B. Werther & Keith Davis: Human Resource & Personnel, McGraw-Hill.

3. Bernardin & Russell: Human Resource Management McGraw Hill. 73
4. Fred Luthans: Organizational Behavior. McGraw Hill.
5. Robert Kreitner & Angelokinicki: Organizational Behavior, IRWIN
6. Human Resource Management by- David A. Decenzo, Stephen P. Robbins
7. James C. Vanhorne: Fundamentals of Financial Management
8. Eugene F. Brigham: Fundamental of Financial Management
9. Garry Dessler, Human Resource Management.
10. Dale S. Beach, Personnel The Management of people at work.
11. Holdin, Human Resource Management.

## **COURSE TITLE: DESTINATION BRANDING**

### **COURSE INTRODUCTION & OBJECTIVES:**

Ferrari, iPod Nano, Toyota, Nike, Khaadi, HSY, Marriott, Pearl Continental, Lipton, Samsung, Imperial, Bata, Service, etc. These are just some of the names which conjure up strong images and feelings. We love to love them, or love to hate them. They are strong brands because they have resonance in the mind of the consumer.

This course introduces you to brands by allowing you to stand in the shoes of the Brand Manager. The course objectives are twofold:

1. To understand the theoretical concepts underlying successful brands.
2. To apply those concepts to real brands.

### **COURSE OUTCOMES:**

Upon completion of this course students will be able to:

- Dismantle a brand and evaluate its intrinsic and extrinsic components.
- Suggest routes for brand development on large and small budgets.
- Critically assess brand naming strategies
- Critique product, packaging and logo design.
- Evaluate the role of advertising and media in brand development.
- Describe brand portfolio management strategies.
- Present routes for brand extension and growth.
- Critically assess strategies for brand recovery.
- Relate concepts presented in branding literature to real-world brands.

### **COURSE CONTENTS:**

#### **Module-I**

Global context, Global Trends, Travel Motivations, Technological Change, Competitive environment, Types of brands, Product brand, service brand, destination brand, place brand, Thematic brand, geographical brand, from destination to place, branding in digital age.

## **Module-II**

Branding objectives, Brand positioning, branding process, destination audit, segmentation analysis, Consumer perception research, Competitor analysis, brand building process and models, understanding visitor vs non-visitor, brand architecture, Challenges

## **Module-III**

Bringing the brand to life, applying brand value, brand guidelines, the logo: brand essence or symbol, slogans and straplines, living the brand value, creative branding, main steps in developing brand.

## **Module-IV**

Managing the brand, brand manager, steering group, brand champions, brand advocates, brand seminars, Keeping the brand fresh, branding measuring, brand tracking surveys, online panel surveys, bench marking surveys, omnibus style surveys, visitor satisfaction surveys, monitoring media coverage, branding strategies, implementing the brand, critical success factors and the future

## **RECOMMENDED BOOKS:**

1. Riezebos, R. (2003) *Brand Management*, London: Financial Times-Prentice Hall.
2. Brassington, F. and Pettitt, S. (2006) *Principles of Marketing 4<sup>th</sup> Edition*. London: Financial Times-Prentice Hall.
3. de Chernatony, L. & McDonald, M. (2003) *Creating Powerful Brands*, London: Butterworth Heinemann.
4. Klein, N. (2001) *No Logo*, London: Flamingo Press.
5. Asworth, G. J and Goodal, B.(eds) (1990) *Marketing Tourism places*. Routledge London.
6. Carmen. B, Stuart. E .I and Ritchie. J.R.B (2005) *Destination branding: Insights and practices from destination management organizations*.
7. Katrin . B, (2005) *Tourism destination marketing- A tool for destination management? Newzealand*
8. Pike. S, (2004) *Destination Marketing Organisation*. Elsevier

## **COURSE TITLE: TOURISM & PEACE**

### **COURSE INTRODUCTION & OBJECTIVES:**

With over one billion tourists travelling the world every year, tourism has become a worldwide social and cultural phenomenon that engages people of all nations as both hosts and guests. The fundamental experience of tourism – visiting a new place and meeting its people and culture – is a transformative aspect that defines tourism’s role as an agent of peace. Never before have people travelled so widely, nor encountered such a wide variety of cultures. These connections spur dialogue and exchange, break down cultural barriers and promote the values of tolerance, mutual understanding and respect. In a world constantly struggling for harmonious coexistence, these values espoused by tourism are

integral to building a more peaceful future. Indeed, peace is the cornerstone of travel and tourism, and essential to social growth and development.

### **COURSE OUTCOMES:**

Trust-building between different stakeholders:

- Forward-looking and constructive cooperation between participants
- Innovative solutions to existing economic or social challenges
- A higher quality, and broader acceptance, of decisions
- Ownership of and commitment to implementing agreed-upon results
- Collective responsibility for change
- Sustainable outcomes
- Long-lasting cooperative structures
- Focusing on the contribution to the common cause
- Being open to iterative learning
- Respecting legitimacy

### **COURSE CONTENTS:**

#### **Module-I Tourism Ethics and Peace:**

Peace Sensitive Tourism: How Tourism Can Contribute to Peace.

Peace Tourism.

Cornerstones for a Better World: Peace, Tourism and Sustainable Development.

#### **Module-II Tourism, Development and Peace-building:**

Responsible Tourism and Development in the Context of Peace-Building

Understanding Economic Effects of Violent Conflicts on Tourism

Religious Tourism – Business for Peace in the Holy Land

Tourism, Democracy and Conflict Resolution.

#### **Module-III Tourism, Democracy & Conflict:**

Tourism as a Force for Political Stability

War and Peace – and Tourism in Southeast Asia

Peace Sensitivity in Tourism Codes of Conduct at Destinations in Conflict

The Role of the Tourist Guide in Promotion of Dialogue between Civilizations

Mainstreaming Sustainability through Peace-Building at Large-Scale Tourism Events.

#### **Module-IV Culture, Heritage and Education:**

Tourism as Peace Education: A Role for Interpretation

Peace as a Destination: Peace Tourism around the World

Peace through Tourism: An Historical and Future Perspective

### **RECOMMENDED BOOKS:**

1. Tourism, Progress and Peace by Omar Moufakkir (Editor), I. Kelly.
2. Peace Through Tourism: Promoting Human Security Through International Citizenship by Lynda-ann Blanchard, Freya Higgins-Desbiolles.
3. International Handbook on Tourism and Peace by UNWTO.

## **GRADUATE PROGRAM MS/MPhil**

Regarding MS Degree Programme, the NCRC agreed on the following principles, that:

1. The nomenclature of the degree will be “Masters Studies (MS) in Tourism & Hospitality”.
2. The MS Degree Programme will be of two years duration after four years BS/ Master Degree in Tourism & Hospitality.
3. The MS degree will be based on course work of 24 credit hours along with a mandatory research thesis/dissertation of 6 credit hours as per HECs’ policy guidelines.
4. The areas of specialization may be offered according to the geographic location of the institutions, availability of the faculty and other facilities.
5. The committee also recommended that the pre-requisite for admission to MS/MPhil Tourism & Hospitality must be four years BS/ Master Tourism & Hospitality.

### **LIST OF SUBJECT**

#### **MS/MPHIL - TOURISM & HOSPITALITY**

##### **CORE COURSES:**

1. Tourism Risk & Disaster Management
2. Hospitality Management
3. Tourism Theories & Practices
4. Team Management and Leadership in Tourism & Hospitality
5. Theory and Practice in Hospitality And Tourism Research
6. Indicators of Sustainable Development for Tourism Destinations
7. Natural Resource Management
8. International Logistics & Supply chain Management
9. Health, Nutrition and Safety
10. Destination Management
11. Applications of GIS In Tourism
12. The Business of Tourism
13. Marketing of Tourism Assets
14. International Tourism: Cultures and Behavior
15. Transportation Management
16. Hospitality & Tourism Strategic Issues
17. Travel Media Tourism & Journalisms
18. Theme Parks and Resort Management
19. Tourism SME’s & Destination Competitiveness
20. Total Quality Management in Tourism & Hospitality
21. Critical Issues in Eco-Tourism
22. Cultural Resource Management
23. Tourism Policy Making in the Real World

24. Financial Analysis of Tourism & Hospitality Organizations
25. Cultural Heritage Tourism

## **DETAIL OF COURSES**

### **COURSE TITLE: TOURISM RISK AND DISASTER MANAGEMENT**

#### **Introduction:**

Tourism businesses and destinations need to have strategies to deal with threats to the reputation and marketability of tourism destinations and businesses arising from external threats including terrorism, civil unrest, natural disasters, pandemics and economic slumps. They also need to be prepared to avert or manage internal reputation threats arising from management failure, mechanical, building or customer service failure. Reputation is the most valuable asset for any tourism (and indeed any service) destination or business. Maintaining reputation through well formulated risk management practice and procedure is a vital asset to any tourism business.

#### **Objectives:**

1. Develop tourism risk management strategies
2. implement tourism reputation and risk management strategies
3. monitor and evaluate tourism reputation and risk management strategies
4. Critically assess case specific data relating to tourism organizations and their risk management processes

#### **Course Outcomes:**

- Comprehend major concepts, principles, and theories associated with tourism risk management
- To understand critical role of risk management in tourism.
- How to cope with crisis in tourism
- How disaster affect the community and environment for tourism.

#### **Course Contents:**

##### **Module-I Introduction:**

Definitions of Natural Hazards and Disasters, Classification of Natural hazards, Classification of Disasters, Disaster risks, Vulnerabilities, Capacities

##### **Module-II Risk Management for Tourism Crises and Disasters:**

Introduction, Disasters and Tourism, Crisis Management, The Role of the Tourism Industry in Risk Management, Hazards (Sources of Risk), The Nature of Disasters, The Toll from Disasters in 2005, The Risk Management Standard, Adapting the Risk Management Standard to Disaster/Emergency Risk Management, The Role of the Tourism Industry in Risk Management and Disaster Risk Management , The Tourism Risk Management Process

**Module-III National Responsibilities for Risk and Disaster Management:**

Risk Management at the National Level, Coordination and Partnerships – A National Tourism Council, A National Tourism Safety and Security Plan, A National Tourism Incident Response Plan, Business Continuity Planning Guide for a Human Influenza Pandemic, Counter-Terrorism and Consequence Management, Preventing Organized Crime, Tourism Risk Management in the Pacific Region, Disasters in Asia and the Pacific, National Disaster Management Arrangements in Asia and the Pacific, The Asian Disaster Preparedness Centre Tourism Disaster Response Network

**Module-IV Crisis Management for Tourism Operators and Destinations:**

The Four Crisis Management Strategies, Prevention/Mitigation, Preparedness, Response Recovery.

**Module-V Media and Communication:**

Introduction, Patterns of Media Reporting, Managing the Media, Guidelines for the Visitor Industry, Before a Crisis: Preparing for the Worst, Minimizing Damage, Recovering Visitor Confidence.

**Module-VI Tourism Risk Management in an Age of Terrorism:**

Why Analyzing Tourism Risks is Difficult, Do Economically Hard Times Cause a Rise in Tourism Crimes, Terrorism and Tourism, Tourism, Terrorism, and the Media, Developing a tourism risk management plan in an age of terrorism, Some Risk Management issues in an Age of terrorism, The Food Supply and Delivery Systems, Drugs, Tourism and Terrorism, Influence of Narco-Trafficking on Tourism in an Age of Terrorism.

**RECOMMENDED BOOKS:**

1. BURTON, I.; Kates, R.W. and White, G.F. (1993) The Environment as Hazard, The Guildford Press, London, UK.
2. DAMON, P. C. (2006) Introduction to International Disaster Management. Butterworth-Heinemann, UK.
3. DILLEY, Maxx (2005) Natural Disaster Hotspots: A Global Risk Analysis. World Bank and University of Columbia, US.
4. ELLIOT, J.E. (2006) An Introduction to Sustainable Development. Third Edition. Routledge, London, UK.
5. SMITH, Keith; and Petley, David N. (2009) Environmental Hazards: Assessing Risk and Reducing Disaster. utledge, London, UK.

**COURSE TITLE: TRAVEL MEDIA & JOURNALISM****Course Introduction:**

This course is designed with the aim that how media and journalist can promote tourism. This course deals with the primary introduction to the history, theory, and practice of communication, including language and literacy, representation and semiotics, mediated technologies and institutional formations, and social interaction. Integrates the study of communication with a range of media



production and the role of journalist (for example, writing, electronic media, film, performance).

### **Objectives:**

1. To provide basic understanding about travel journalism and its role in tourism promotion; and
2. To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.

### **Course Contents:**

#### **Module-I Understanding Media:**

Newspaper Journalists and Editors, Magazine Writers and Editors, Website Writers and Bloggers Guidebook Authors, Radio Broadcasters. Television Crews Staffversus Freelance.

Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books. The Internet Researching and Approaching Markets Travel Books Guide Books Accommodation Guides Business Travel Coffee Table Books, Autobiographical Tales Anthologies.

#### **Module-II Working with Media:**

Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources Nature of media coverage: webcast and telecast Script writing for travel programs Identifying points for visual support Conducting interviews Virtual tourism.

#### **Module-III Organizing Research:**

Research Topics: Sources of Information Research on the Internet Researching on the spot Organizing research material.

#### **Module-1V Idea Development:**

Developing Ideas for Travel Articles Journey Pieces Activity Pieces Special Interest Pieces Side-trips Reviews Ideas from own travel experiences Ideas from other sources.

#### **Module-V Practices:**

How to portray the experiences: Practical tips-Choosing the right words Verbs, Adjectives and Clichés, Illustrations the Practicality of taking photographs, Nonphotographic Illustrations..

### **REFERENCES BOOKS:**

1. Brunt. P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
2. Clark, Riley, M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
3. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.
4. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

# **COURSE TITLE: HOSPITALITY MANAGEMENT**

## **Course Introduction:**

The purpose of this course is to expose students to important Managerial functions in a hotel with a view to give insight into hotel. It throws light on the various type of accommodation, to diagnose major trends, problems and possible solutions. To learn to establish and operate an accommodation business and understand it's rules and regulations.

## **Objectives:**

1. To provide an educational foundation for a range of administrative and management careers in the hospitality industry.
2. To develop in the student, the ability to think logically, communicate clearly develop an eye for detail, cost consciousness and optimum utilization of time energy and materials
3. To equip the student with a thorough understanding of the administrative production skills required. Maintenance of discipline, neat & pleasant appearance, and high level of personal and job hygiene.
4. To provide skills to manage in a computerized environment and a rapidly changing IT Environment and its effect in the hospitality environment. Also to provide work ethics and adequate work habits essential for working in a team.
5. To develop in the students skills and personal qualities of general importance and applicability in all aspects of working life.
6. To acquire skill for future management roles of various types of hospitality units and being aware & conscious of social responsibilities that an organization owes to its employees & clients.

## **Course Contents:**

### **Module-I**

What Is Hospitality Management  
The Manager's Role in the Hospitality Industry  
Why to Study Hospitality Management  
Forces Affecting Growth and change in the Hospitality Industry

### **Module-II**

Food Services  
The Restaurant Business  
The Outlook of Food Services  
The Dining & Eating Markets  
Restaurant as a Part of Large Business  
The Front House & Back House  
How to increase Profit in food service Operations

### **Module-III**

Reducing Cost

Cost of Sale and Controllable Expenses  
Restaurant Industry Organization: Chain, Independent & Franchise  
Site Selection Expertise  
Access to Capital

#### **Module-IV**

Competitive Forces in Food Industry  
Comparison of on Site & Commercial Food Services  
College & University Food Services

#### **Module-V**

Health Care Food Services – Dietetic Food  
Trends in Health Care Food Industry  
School & Community Food Services  
School Food Services Models  
Community Based Food Services  
Private Club Food Services

#### **Module-VI**

Issues Facing Food Industry Consumer Concern, Health & Wellness, Fast Food & a Hectic Pace  
Nutritional Labeling  
Hazard Analysis and Critical Control Points  
Alcohol and Dining  
Food Services & the Environment  
Thinking About Garbage from Dump to Waste Stream Recycling  
The Greening of Restaurant Industry Reduce, Reuse, Recycle, Compost, Landfill  
Enhancing Customer Services Guest Ordering, Guest Payment, Technologies in Back House, Technology and Internet Food Services.

#### **Suggested Readings:**

1. Zeithaml VA, 'Service Marketing', McGraw-Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata McGraw-Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S. Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager ( London communica, Barril, Jenkins)
6. Negi: Professional Hotel Management ( Delhi: S.Chand)

# **COURSE TITLE: HEALTH NUTRITION AND FOOD SAFETY**

## **Course Introduction:**

This course aims to develop an understanding of nutrition, and food safety as well as their roles in the public health agenda globally and at the local level. Topics of particular interest include the nutrition transition, the challenges of double burden of malnutrition consisting of both under-nutrition and food excess, and food safety problems in the world and in Pakistan.

## **Objectives:**

1. Describe main principles of nutrition, food safety and health
2. Describe food safety problems (including antibiotics) globally
3. Analyze under and over nutrition situation and food security
4. Present the main contents of nutrition and food safety communication and education

## **Course Contents:**

### **Module-I Nutrition and You:**

Defining Nutrition, Health and Disease What are Nutrients. The Broad Role of Nutritional Science Health Factors and Their Impact Assessing Personal Health A Fresh Perspective: Sustainable Food Systems, Nutritional Balance and Moderation, Understanding the Bigger Picture of Dietary Guidelines National Goals for Nutrition and Health: Healthy People 2020. Recommendations for Optimal Health.

### **Module-II Nutrition and the Human Body:**

The Basic Structural and Functional Unit of Life: The Cell Digestion and Absorption Nutrients are Essential for Organ Function, Energy and Calories Disorders that can Compromise Health.

### **Module-III Digestion and Absorption of Food Nutrients:**

A closer look at Carbohydrates, Lipids, Proteins and its Digestion and Absorption. The Functions, Health Consequences and Benefits. and Personal Diet Choices. - The Food Industry: Functional Attributes of Carbohydrates and the Use of Sugar Substitutes.

### **Module-IV Nutrients Important to Fluid and Electrolyte Balance:**

Overview of Fluid and Electrolyte Balance. Water's Importance to Vitality. Regulation of Water Balance, Electrolytes Important for Fluid Balance, Consequences of Deficiency or Excess. Water Concerns, Popular Beverage Choices.

### **Module-V Achieving Optimal Health: Wellness and Nutrition:**

Diet Trends and Health, Fitness and Health, Threats to Health, Foodborne, Illness and Food Safety, Start your Sustainable Future today, Careers in Nutrition.

**Module-VI Characterization of Food Safety and Risks:**

Definition of Food Safety, Characterization of Food Hazards Robert, Risk Analysis Frameworks for Chemical and Microbial Hazards. Dose-Response Modeling for Microbial Risk. Exposure Assessment of Microbial Food Hazards.

**Module-VII Food Hazards:**

Prevalence of Food Bourne Pathogens, Physiology and Survival of Food Bourne Pathogens in various food systems, Characteristics of Biological Hazards in Foods, Hazards from Natural Origins, Chemical and Physical Hazards produced during food processing, storage, and preparation, Hazards associated with Nutrient Fortification. Monitoring Chemical Hazards: Regulatory Information.

**Module-VIII Systems for Food Safety Surveillance and Risk Prevention:**

Implementation of FSLs regulatory programs for pathogen reduction, Advances in food sanitation: use of intervention strategies, Use of surveillance networks , Hazard analysis critical control point (HACCP).

**Recommended Books:**

1. Srilakshmi, B, "Food Science (5<sup>th</sup> Edition, New Age International Pvt. Ltd.
2. Karen E. Drummond, Lisa M. Brefere (2013) Nutrition for Foodservice and Culinary Professionals, 8<sup>th</sup> Edition, John Wiley & Sons, Inc.
3. Food Science and Nutrition: Malathi.
4. Food and Nutrition: P K Jas.

**COURSE TITLE: CRITICAL ISSUES IN ECO-TOURISM****Course Introduction:**

This course will lead students to explore the history, concepts, principles and practice of ecotourism and development which promote cultural and environmental awareness and local economic benefits with an emphasis on non-western cultures. The material covered is intended to offer students basic knowledge of this sector of the tourism industry, enable them to define, describe and analyze the principles and practices of eco-tourism, and help them to appreciate the complex nature of ecotourism development in the contemporary world and to understand the critical issues related.

**Objective:**

To explore the interrelationships between the environment & its resource for sustainable ecological tourism planning and development.

**Course Contents:****Module-I Nature and Scope of Ecotourism:**

Definition of Ecotourism, Negative Ecotourism, Principles of Ecotourism.

**Management Issues:**

Recreation and the environment, recreational impacts on the environment, ethical and legal concerns, code of practice for ecotourism operators, incorporating ecotourism principles into activities, interpretation, visitor guidelines, planning for minimal impact, quality control.

**Module-II Industry Destinations:**

The ecotourism market, what do Eco tourists want?, trends in international tourism, understanding the needs of the consumer, consumer expectations, storing and preserving food.

**Legal Considerations and Safety:**

National Parks, land use/planning restrictions, code of practice, The safety strategy, hazards, first aid.

**Environmental Pollution:**

Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

**Module-III Concept and Origin:**

Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

**Module-IV Eco-tourism Resources in Pakistan:**

Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.

**Module-V**

Eco-tourism Planning and development strategies, Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product development, Marketing and Promotion, Infrastructure development, Industry involvement training programme both at operational and promotional level.

**Module-VI**

Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI,. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh.

**Suggested Readings:**

1. Baldwin J.H. (1985) Environmental Planning and Management. I.B.D. Dehradun
2. Singh Ratandeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.
3. Romila Chawla : Wildlife Tourism and Development; Sonali Publications, New Delhi.
4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co. Ltd., Publishing Co. Ltd.)

5. Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A. Lengman).
6. Khoshov T.N. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A. Lengman).
7. Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish
8. Mcnealy J. (1989), Economics and Biological Diversity I.U.C.N. (Switzerland)
9. Mridula & N. Dutt (1991) Ecology and Tourism (New Delhi, Universal Publishers)
10. Negi. J (1990) Tourism development and Resource conservation (New Delhi Metropolitan)
11. Sapru R.K. (1987) Environment Management in India (New Delhi) Ashish.
12. Singh T.V., J. Kaur and D.P. Singh (1982) Studies in Tourism Wildlife parts conservation (New Delhi Metropolitan)
13. Singh S.C. (Ed.) 1989) Impact of tourism on mountain Environment (Meerat Research India Publications)

## **COURSE TITLE: INDICATORS OF SUSTAINABLE DEVELOPMENT FOR TOURISM DESTINATIONS**

### **Course Introduction:**

Tourism is now one of the global engines of development. Every year, more people are in motion than ever before in history. With good planning and management, tourism can be a positive force, bringing benefits to destinations around the world. If poorly planned and managed, tourism can be an engine for degradation. It is clearly in the interest of the tourism sector to maintain and sustain the basis for its prosperity, the destinations for tourism. This course is designed for to understand the student that how tourism development can be sustainable and will be more beneficial.

### **Learning Outcomes:**

#### **After completion of the course, students will be able to:**

- Obtain and use the best information possible in support of better decision-making regarding sustainable development for tourism.
- Students will understand that how indicators are proposed as key building blocks for sustainable tourism and as tools which respond to the issues most important to managers of tourism destinations.
- Make optimal use of environmental resources
- Respect the socio-cultural authenticity of host communities
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

## **Course Contents:**

### **Module-I Introduction:**

Why use Indicators, Indicators at Different Levels, Types of Indicators, Measurement and Expression of Indicators, Indicators and Planning, Indicators as a Catalyst, Progress in Indicators Development and Use, Growing Indicators Initiatives Worldwide, Advances in Indicators Methodologies, Indicators Initiatives of other Sectors, Indicators and Performance Measurement.

### **Module-II Indicator Development Procedures:**

Key Steps to Indicators Development and Use, Initial Phase: Research and Organization. Indicator Development Phase, Implementation

### **Module-III Sustainability Issues and Indicators in Tourism:**

Wellbeing of Host Communities, Sustaining Cultural Assets, Community Participation in Tourism, Tourist Satisfaction, Health and Safety

### **Module-IV Capturing Economic Benefits from Tourism:**

Protection of Valuable Natural Assets, Managing Scarce Natural Resources, Limiting Impacts of Tourism Activity, Controlling Tourist Activities and Levels, Destination Planning and Control, Designing Products & Services, Sustainability of Tourism Operations and Services.

### **Module-V Indicators Applications: Uses in Tourism Planning and Management:**

Indicators and Policy, Using Indicators to Strategically Plan for Tourism, Indicators and Regulation, Public Reporting and Accountability, Indicators and Certification/Standards Programmes, Performance Measurement and Benchmarking.

### **Recommended Books:**

1. Indicator of Sustainable Development for Tourism Destination by WTO
2. Boniface, B.; Cooper, C. Worldwide Destinations: The Geography of Travel and Tourism; Elsevier: Oxford, UK, 2009.
3. Candela, G.; Figini, P. The Economics of Tourism Destinations; Springer: Berlin/Heidelberg, Germany, 2012.
4. Vanhove, N. The Economics of Tourism Destinations; Elsevier: Oxford, UK, 2005.
5. Fennell, D. Ecotourism Programme Planning; CABI Publishing: Wallingford, UK, 2002.
6. Drumm, A.; Moore, A. An Introduction to Ecotourism Planning; The Nature Conservancy: Arlington, VA, USA, 2005.
7. Veal, J. Leisure and Tourism Planning and Policy, 2<sup>nd</sup> Ed.; CABI Publishing: Oxford, UK, 2002.
8. Wanda, G.E. Rural Tourism Development Localism and Cultural Change; Channel View Publications: New York, NY, USA, 2009.
9. Fennell, D. Ecotourism; Taylor & Francis: New York, NY, USA, 2007.



10. Tribe, J. The Economics of Recreation, Leisure and Tourism; Elsevier: Oxford, UK, 2011.

## **COURSE TITLE: INTERNATIONAL LOGISTICS & SUPPLY CHAIN MANAGEMENT COURSE INTRODUCTION**

### **Course Introduction:**

This course aims to provide students with new and future-oriented perspectives on international logistics and supply chain management and deepen their understanding of that area. It utilizes a unique cross-disciplinary approach, combining logistics and supply chain management with business marketing, purchasing, management, economic geography, and informatics. Students are introduced to practice through interaction with a number of different companies.

### **Learning Outcomes:**

- Demonstrate knowledge and understanding in Logistics and supply chain management.
- Demonstrate considerably deep insight into current research and development work in logistics and supply chain management;
- Demonstrate specialized methodological knowledge in business administration and specifically related to logistics and supply chain management.
- Demonstrate understanding of issues of logistics and supply chain management and how they can be interpreted with different theoretical approaches.

### **Course Contents:**

#### **Module-I Introduction 1**

Introduction and Function of the Book, Role of the Supply, Chain Managing, the Supply Pipeline for Global Trade Flows, the Global Logistics Operator, Comparison between National (Domestic) and International Logistics, International Transport, International Trade Law, Employment Law. Globalization and International Trade Environment.

#### **Factors and Challenges Driving Logistics and Supply Chain Management:**

Factors Driving, Global Supply, Chain Management, Customs and Global. Supply Chain Management, Management of the Inventory in the Supply Chain, Analysis Including-Vendor Management, Factors Contributing to the Development of Logistics. Asset Management in the Supply Chain, Lean Supply, Chain Management, Lean Supply Workforce.

#### **Module-II Export Sales Contract:**

Introduction - Market Environment - Market Entry Strategy - Constituents of the Export Sales Contract- Evolution and Revolution of Logistics and Supply Chain

Management- Modern Logistics Concepts - Logistics Department Logistics Providers Are Taking on More Responsibilities as the Industry.

**Constituents of the Export Sales Contract Continued:**

Contract of Affreightment: Terms of Delivery Incoterms 2000. Factors Determining Choice of Incoterms 2000 -Trade Finance Introduction Currency Credit Terms UCP 600 Documentary Credits and Allied Documents Market Development Strategy with Global Logistics Focus -Business to Business (B2B) and Business to Consumer (B2C). Value-Added Benefit - Identifying Priorities.

**Module-III Constituents of the International Purchasing/Procurement System:**

International Purchasing Systems Constituents/Strategy and its Interface with the Management of the Global. Supply Chain - Negotiating the Contract - Financing Global Supply Chains

**Selecting the International Logistics Operator:**

Criteria of Selecting the Third-Party Logistics Operator - The Key Factors in the Development of a Successful 3PL Contract Logistics - International Organization for Standardization – ISO Supply Chain Management Selection - Six Core Products – Supply Chain Management – Warehousing – Customs-Clearance – Air Freight – Consolidation – Project Cargo.

**Module-IV International Transport:**

Trade-Offs Inherent in International Logistics – Multi-Modalism - Key Factors in a Transport Mode(s) Trade-Off Speed Frequency Packing - Insurance - Warehousing - IT and E-Commerce - Project Installation Management

**Operations Management:**

Benchmarking – Supply Chain - Global Supply Chain Management - Supply Chain Cycle Time Management Reduction Logistics Result Evolution Strategy Demand-Driven Supply Network.

**Module-V Security Global Supply Chain:**

ISPS Code - CSI and C-TPAT - Radio Frequency Identification (RFID).

**Specialized Software in the Supply Chain Process:**

Background, Need for Specialized Systems Functions and Objectives of a Specialized International Trade System Pre-Order Enquiries, Quotations and Order Capture - Export-Specific Data - Shipment Procedures - Letter of Credit and General Compliance. The Software-Driven Process Data Capture Packing Operations Shipping Arrangements- Dispatch-Time Data Document Completion and Production - Statutory Reporting - Profitability Analysis

**Recommended Reading:**

1. International Logistics: Global Supply Chain Management by Long, Douglas

2. International Logistics: Global Supply Chain Management 2003rd Edition by Douglas Long
3. Textbooks and Teaching International Logistics and Supply Chain Management by Hans Joachim Schramm
4. International Logistics by Pierre David
5. International Logistics by Donald F. Wood, Anthony Barone, Paul Murphy, Daniel L. Wardlow
6. Logistics and Distribution Management by Alan R, Rushton, Phil Croucher, John Oxley

## **COURSE TITLE: DESTINATION MANAGEMENT**

### **Course Introduction:**

Managing destinations is an area of growing importance as tourism regions compete to provide unique experiences and exceptional value to visitors. Principles and concepts of building strong destinations are explored to assist future tourism professionals in establishing stronger regional tourism organizations while responding to the needs and wants of community residents.

### **The aims of the course are to provide:**

1. An analysis of tourism planning at the international, national, regional, local and organizational scales
2. An understanding of the principles of tourism planning, including specific legislative and policy frameworks
3. An analysis of macro and micro factors that influence tourism planning
4. An introduction to sustainable development in tourism
5. An evaluation of the range and significance of stakeholders in tourism planning
6. An appreciation of the resourcing of tourism planning
7. An understanding of the nature of destinations and the need for destination planning and management
8. Practical skills in the development of plans for tourism destinations

### **Learning Outcomes:**

- On successful completion of this course a student will be able to: Explain the role of tourism destination management at international, national, regional and local scales
- Apply the principles of tourism destination management to develop plans for a tourism destination
- Evaluate the significance of stakeholders in the tourism destination management process and develop plans that meet their needs
- Differentiate between a range of factors that influence the tourism destination management process
- Assess the role of sustainable development in tourism destination management

- Consider the future of tourism destination management

## **Course Contents:**

### **Module-I Ensuring a sustainable form of Development:**

Traditional tourism v/s sustainable tourism, sustainable tourism and the triple bottom line, tools for managing destinations, system of measuring excellence for destinations – SMED, public use plan for destinations, building capacity.

### **Module-II Tourism Inventory, vision & goals setting:**

Tourism supply inventory, accommodation, tour operators, developing a vision for destination, setting goals for tourism development.

### **Module-III Auditing the visitor and resident experience:**

Visitor experience value chain, designing a visitor survey, creating a resident profile survey, establishing a destination management system.

### **Module-IV Utilization of clusters for gaining a competitive edge:**

Tourism clusters, role of stakeholders in forming clusters, how to organize clusters into sustainable business practices,

### **Module-V Destination Management organizational partnership:**

Tourism statistics & monitoring, traveller indicators, industry advocacy, asset advocacy, industry support, growth & training, engaging residents.

### **Module-VI Destination positioning strategies:**

Marketing activities of DMO, SWOT analysis, consumer behavior, marketing objectives of DMO, tool used by DMO, monitoring & evaluation, setting indicators,

### **Module-VII Building a destination online presence:**

Key elements for a successful web presence, identifying websites development support, registering a domain name, hosting, web wish list, visual design, tips for good websites, developing contents, contents management system, search engine, social media and its contents, tone and voice, managing comments.

### **Module- Developing a visitor information Program:**

Tourist informational needs, tourism professionals, tourist information strategies, visitor information center, information kiosks, mobile devices, revenue generators.

## **Recommended Readings:**

1. Kirshenblatt Gimblett, B. (1998). Destination culture: tourism, museums, and heritage. Berkeley: University of California Press.
2. Laws, E. (1995). Tourist destination management: issues, analysis, and policies. London; New York: Rutledge
3. Morgan, N., Pritchard, A. & Pride R. (Eds.) (1995). Destination branding : creating the unique destination proposition. London; New York: Rutledge.

4. Brent Ritchie, J.R. & Crouch, I.G. (2003). The competitive destination: a sustainable tourism perspective. Oxon, UK: CABI Publications.

## **COURSE TITLE: APPLICATION OF GIS IN TOURISM**

### **Course Introduction:**

This course introduces the hardware and software components of a Geographic Information System and reviews GIS applications. Topics include data structures and basic functions, methods of data capture and sources of data, and the nature and characteristics of spatial data and objects. Upon completion, students should be able to identify GIS hardware components, typical operations, products/applications, and differences between database models and between raster and vector systems.

### **Learning outcomes:**

Upon completion of this course, the student will be able to:

- Define GIS
- Use GIS to identify, explore, understand, and solve spatial problems
- Demonstrate GIS modeling skills
- Demonstrate critical thinking skills in solving geospatial problems.
- Design and implement a GIS project
- Demonstrate competency with the ArcMap software to enhance and interpret data
- Use queries in GIS Analysis Formulate applications of GIS technology.

### **Course Contents:**

#### **Module-I Introducing GIS:**

What is GIS, What GIS can do, Types of GIS projects, Remote sensing, GPS, SDSS Continental Drift.

#### **ArcGIS**

Exploring ArcGIS, Spatial Data, Metadata, ArcCatalog, ArcToolbox

#### **Working with ArcMa**

Map documents, Windows and Menus, Help system, Data frames, Layers, Symbols and styles, Map scales and labeling

#### **Module-II Coordinate Systems and Map Projections:**

Map projections and GIS, Coordinate Systems, Spheroids and datums, Common projection systems, Projecting data

#### **Drawing and Symbolizing Features:**

Types of maps, Classifying numeric data, Using map layers, Editing symbols and using styles, Displaying rasters

**Working with Tables:**

Tables, Joining tables, Statistics, Summarizing tables, Editing and calculating tables.

**Module-III Queries:**

What are queries?, Selecting, Using queries in GIS analysis.

**Spatial Joins:**

Spatial join, Types of joins, Setting up a spatial join.

**Map Overlay:**

Map overlay, other spatial analysis functions, Coordinate systems and map units.

**Module-IV Presenting Data:**

Maps and Reports in ArcGIS, Working with map elements, Layout toolbar, Working with map scales, Setting up scale bars.

**Geocoding:**

Introduction to geocoding, Geocoding styles, Geocoding process, Setting up the address locator, Reference data, x-y coordinates.

**Basic Editing in ArcMap:**

Editing overview, The Editor Toolbar, Snapping features, Creating adjacent polygons, Editing features, Editing attributes, Saving work.

**Module-V Advanced Editing:**

Using sketch tools , Changing existing features, Combining features, Buffering features, Topology and shared features.

**Working with Geo databases:**

About geo databases, Creating geo databases, Creating feature datasets, Using default values, Setting up domains, Split and merge, Subtypes.

**Recommended Readings:**

1. Introduction To Geographical Information Systems By Prithvish Nag And Smita Sengupta, Prithvish Nag.
2. Geographic Information Systems as an Integrating Technology: Context, Concepts, and Definitions *by Kenneth E. Foote and Margaret Lynch*
3. Geographic Information Systems (GIS) Across Disciplines: A Resource Guide for the Sciences by Nicole Nawalaniec
4. Principles of Geographic Information System: An Introductory Text Book by Otto Huisman and Rolf A. de

# **COURSE TITLE: THE BUSINESS OF TOURISM**

## **Course Introduction:**

The tourism industry comprises several main sectors, e.g. transport, accommodation, travel distribution, visitor attractions, public-sector organizations, and so on. This module focuses on each sector's economic and operational characteristics and the ways in which they interact in the production of tourism products and services.

## **Course Aim and Objectives:**

This Course aims to examine the development, operation, structure, organization and trends associated with individual sectors in the tourism industry. Each of the sectors under study is analyzed in terms of its business characteristics, while the overall aim of the module is to offer a comprehensive introduction to the business of tourism by examining how different sectors operate and interact within the tourism system.

## **Learning Outcome:**

On successful completion of this course, students will be able to:

- Identify the key components involved in the study and understanding of tourism, and appreciate the role of these sectors in tourism as a whole
- Understand the main economic and operating characteristics of the accommodation sector, transport for tourism, travel distribution, visitor attractions, and public-sector organizations
- Identify the major operators and explain the industrial structure of the sectors
- Evaluate the major influences on the sectors and explain the major trends
- Develop skills in critical thinking, group working, communication, academic research, and writing.

## **Course Contents:**

### **Module-I**

Defining and analyzing tourism

The development and growth of tourism up to the mid-twentieth century

The era of popular tourism: 1950 to the twenty-first century

### **Module-II**

The demand for tourism

The economic impacts of tourism

The sociocultural impacts of tourism

The environmental impacts of tourism

### **Module-III**

The structure and organization of the travel and tourism industry

Tourist destinations  
Tourist attractions

#### **Module-IV**

Tourist Transportation  
Intermediaries in the provision of travel and tourism services

#### **Module-V**

Marketing of Tourism Assets  
Tourism Assets marketing – an introduction  
Environmental factors  
Market segmentation and target marketing in the Tourism industry  
The marketing mix and tourism  
The marketing mix and food and drink  
Company Tourism marketing

#### **Suggested Readings:**

1. Business Travel and Tourism by John Swarbrooke and Susan Horner 2001
2. The Business of Tourism Management by John Beech and Simon Chadwick 2006
3. The Business of Tourism by J Christopher Holloway with Claire Humphreys and Rob Davidson 2009

### **COURSE TITLE: INTERNATIONAL TOURISM: CULTURES AND BEHAVIOR**

#### **Course Introduction and Objectives:**

There is no doubt that international tourism expanded significantly in the last decade. International tourism has also been forecasted to reach unprecedented numbers in the years to come. The consequences of such increased international travel can be very diverse. The question arises whether international tourism enhances understanding among people and the level of their enjoyment, or increases the likelihood of cultural misunderstanding and conflict. The argument of this book is that in order for the tourism industry to be successful in the future, managers and marketers need to be aware of and sensitive to cultural differences among international tourist markets. Learning about, understanding, and respecting the national cultures of others can prevent potential cultural misunderstanding and conflict in international tourism, significantly improve social contact between international tourists and local hosts, enhance tourist satisfaction with travel products, and generate repeat visitation.

#### **Course Contents:**

##### **Module-I**

International Tourism: The Global Environment  
Globalization, tourism and culture



Cultural diversity

**Module-II**

Cultural Theories and Practices

Intercultural theories

Cultural practices and tourism impacts on culture

**Module-III**

Culture and Cultural Differences

Culture, Cultural variability

**Module-IV**

Cultural influences on intercultural communication

Cultural influences on social interaction

Cultural influences on rules of social interaction

Cultural influences on service

Cultural influences on ethics

**Module-V**

Tourist Behavior, Human behavior: its nature and determinants

Consumer buying behavior

Cultural influences on tourist buying behavior

**Module-VI**

Cross-Cultural Comparison

Cultural differences among international societies

Multicultural competence in a global world

**Recommended Books:**

1. International Tourism 1<sup>st</sup> Edition by Yvette Reisinger
2. International Tourism: Cultures and Behaviour Yvette Reisinger
3. Transformational Tourism: Tourist Perspectives edited by Yvette Reisinger
4. Handbook of International and Intercultural Communication by Asante, M., W. (1989) Newbury Park, California: Sage Publications
5. Understanding Culture's Influence on Behaviour by Brislin, R. (1993) . Orlando: Harcourt Brace Jovanovich.
6. Intercultural Communication: An Introduction. Thousands Oaks, by Jandt, F. (1998), California: Sage Publications.
7. Culture: A Critical Review of Concepts and Definitions by Kroeber, A. and Kluckhohn, C. (1985). New York: Random House.

**COURSE TITLE: NATURAL RESOURCE MANAGEMENT**

**Course Introduction:**

This course is intended for students interested in the policies and management of the natural environment and its resources. However, the transferable nature of the skills elements involved may make this course attractive to other students wishing to pursue a career in government agencies or consultancy. It is a

practically orientated course and provides students with a basic toolkit of quantitative and qualitative techniques used in resource planning and analysis, together with case studies with which to gain experience of their application.

### **Learning Outcomes:**

Upon successful completion of the course you will be able to

- Interpret and engage with current debates around sustainable natural resource management;
- Define the major formative processes behind natural resource issues within Australia and internationally;
- Discuss the integrated nature of human activities, environmental values, ecological processes and sustainable resource management
- Critically reflect on the diverse and sometimes competing perspectives of different resource users;
- Compare and contrast the different approaches to natural resource management and their underlying principles

### **Course Contents:**

#### **Module-I Environment, Ecosystems and Natural Resources:**

Environmental management and natural resource management  
Ecosystem approach to natural resource management

#### **Module-II Natural Resource Management:**

Models and principles  
Elements in the process of NRM

#### **Module-III Problem definition in NRM:**

Data collection and interpretation  
Remote sensing Practices  
Integrative Processing and Modelling (GIS)

#### **Module-IV Methods of NRM:**

Problem definition and recognition  
Methods of management: Intervention, Planning , Regulation, socio-economic and political change

### **Recommended Readings:**

1. Nath et al. Managing the Ecosystem. Routledge.
2. Omara-Ojungu, P. Resource Management in Developing Countries. Longman.
3. O’Riordan, T. Perspectives on Resource Management. Pion.
4. Van Dyne. The Ecosystem Concept in Natural Resource Management.
5. Ewert, A (ed). Natural Resource Management. The Human Dimension. Westview.
6. McCloy, K. Resource Management Information Systems. Taylor and Francis.

# **COURSE TITLE: CULTURAL RESOURCE MANAGEMENT**

## **Course Introduction and Objectives:**

In this module there is a shift from managing the heritage resources for tourism to managing the tourism processes, venues and products in terms of how tourists make use of and 'consume' heritage. The module will encourage you, the student, to look at the growth of the tourism industry and how it has affected the heritage, museum and art gallery sector. It takes account of the opportunities and threats posed by tourism to the 'heritage industry' and consider international and national policies, charters and legislation regarding heritage tourism.

## **Learning Outcomes:**

Upon the completion of the course students will be able to:

- To give an intellectual framework for understanding the definitions, concepts and philosophies surrounding heritage tourism and its management
- To some key issues in heritage tourism including, sustainability, benefits and negative impacts, public interest and the different types of heritage tourism
- To an understanding of heritage tourism in terms of different contexts - for example in relation to urban, rural and site-specific environments
- To an intellectual framework in order to understand the consumption of heritage tourism products and activities

## **Course Contents:**

### **Module-I General Introduction:**

Definitions, historical background, scope and importance of Cultural Resource Management.

### **Module-II Cultural Heritage Management: theories and methods:**

Provides a theoretical framework and examines issues of evaluation, legislation, sustainability, socio-economic impacts, and communication to foster global responsibility and present integrative approaches to managing heritage.

### **Module-III Cultural Heritage Documentation and Presentation:**

Deals with the approaches and techniques used for the identification, documentation, interpretation and presentation of cultural heritage sites and materials. The module takes critical approaches to the ideas of heritage and to the interpretation of heritage resources. Site inspections will expose students to contemporary professional practice in the field as well as to the experience of being "heritage consumers". Assignments will enable practice in applying the techniques to real situations.

**Module-VI The Museums:**

Covers various modules that deal with the museum philosophy, policy, function, and structure. Topics like code of conduct and professional standards in museums, collection management, museum documentation, and computerization of museum records, exhibition policies, museum environment and its control. Methods and standards in the treatment of museum artifacts are specially emphasized in this module. Role and services are also covered.

**Module-VII Preventive Conservation:**

Covers all aspects of the storage and display of artifacts e.g. museums, disaster plans, monitoring and controlling the storage and display environment, storage materials etc. The module focuses on issues related to preventive conservation such as disaster planning, conservation policies, collections survey, building envelopes and zonation, storage systems, oddity tests, and stable storage materials. Students will take an environmental monitoring project and collection condition survey as part of this course.

**Module-VIII Conservation Projects Management:**

Looks at collections management and condition surveys, and at the commissioning, planning and management of conservation projects. History of structures, survey techniques and report writing, assessment and diagnosis of structural failure, repair techniques: philosophy and technology, maintenance programmes, environmental control and monitoring, case studies: structural problems in selected building types.

**Recommended Books:**

1. Cultural Heritage Management: A Global Perspective by Phyllis Mauch Messenger and George S. Smith
2. Heritage: Management, Interpretation, Identity by Peter Howard
3. Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management by Bob Mekercher and Hilary Du Cros
4. Risk Preparedness: A Management Manual For World Cultural Heritage by Herb Stovel
5. Management Guidelines For World Cultural Heritage Sites by Bernard M. Feilden and Jukka Jokilehto
6. Operational Guidelines of the UNESCO World Heritage Committee
7. Dar, S.R. Archaeology and Museums in Pakistan, Lahore, 1977.
8. Dar, S.R. Museology and Museum Problems in Pakistan, Lahore 1980.
9. Dar, S.R. Repositories of our Cultural Heritage: A Handbook of Museums in Pakistan, Lahore, 1979.

# **COURSE TITLE: TOURISM THEORIES & PRACTICES**

## **Course Introduction:**

This course explains foundation tourism theories, in particular whole tourism systems, and applies these theories to practical contexts in tourism and hospitality industries. Important academic skills related to sustainable tourism, critical thinking, information literacy and essay writing are embedded in the curriculum.

Tourism is a dynamic phenomenon that undergoes and facilitates rapid change in human environments around the world in a number of ways. Keeping pace with tourism poses a number of challenges in understanding human mobilities and the processes involved. This course is designed to develop in students a critical understanding of selected contemporary behavioral, social, economic, political and environmental issues and phenomena that affect, and are affected by, tourism and the industry it supports. Contemporary debates on theory and practice are introduced as focal points of this course within which to contextualize theoretical and applied perspectives of the study of tourism.

## **Learning Outcome:**

- Students will foster skills in critical thinking, synthesis of theory, and articulation of ideas to position real-world issues of a changing world in a theoretical framework.

## **Course Contents:**

### **Module-I**

Study of tourism, History of tourism

### **Module-II**

Whole tourism systems, People as tourists

### **Module-III**

Places in tourists' itineraries, Tourism environments

### **Module-IV**

Sustainable tourism, Tourist attractions

### **Module-V**

Tourism industries and organizations, Tourism patterns and trends.

## **Recommended Books:**

1. Responsible Tourism: Concepts, Theory and Practice Paperback– April 8, 2016 by David Leslie (Editor)
2. Responsible Tourism: Concepts, Theory And Practice by David Leslie
3. Management Science in Hospitality and Tourism: Theory, Practice, and Applications Muzaffer Uysal, Zvi Schwartz, Ercan Sirakaya-Turk

4. Strategic Place Branding Methodologies and Theory for Tourist Attraction edited by Bayraktar, Ahmet, Uslay,
5. Bridging Tourism Theory and Practice by Jafar and Liping A. Cai

## **COURSE TITLE: TEAM MANAGEMENT AND LEADERSHIP IN TOURISM & HOSPITALITY**

### **Course Introduction:**

This course is designed to acquaint students with the changing nature of leadership, management, and quality issues facing today's hospitality industry. In-depth coverage of topics such as the Malcolm Baldrige National Quality Award, power and empowerment, communication skills, goal setting, high-performance teams, challenges of diversity, managing organizational change, and strategic career planning, will provide the student with the knowledge and skills needed to lead a hospitality organization in the challenging and demanding environment.

### **Learning Outcome**

After the completion of this course students will be able to:

- Develop leadership and management skills through group cooperation
- Describe the roles and functions of a leader in the hospitality and tourism industry
- Describe the roles and functions of a manager in the tourism & hospitality industry
- Understand the importance of the continuous improvement process
- Understand the importance of goal setting and teambuilding
- Understand the importance of conflict management skills, the need for career planning
- Apply production forecasting techniques and procedures, physical and perpetual inventory systems
- To provide the student with a "real life" experience in the tourism & hospitality industry.

### **Module-I**

Leadership and team building - their importance and roles. Leadership, work, organizations and human characteristics. Customer service, SMART and C-SMART criteria.

### **Module-II**

Motivating people; the social context and psychology. Describing and examining various motivational theories, the need for achievement.

### **Module-III**

Team and group definitions; values and team behaviour, peoples' perceptions of teams. Team types and team membership., Synergy, groupthink, group dynamics and norms, peer and hierarchical groups; inertia and friction. Team

formation and development; team features, communication and life cycle; team loyalty. Team roles and functions; role theory, team wheels, Belbin's model. Testing for teams and selecting team members, the need for balance, recruitment.

#### **Module-IV**

The role of the leader; leadership traits and styles, Leadership theories, the leadership spectrum and matrix, becoming a leader, Power, influence and relationships in organisations; the use and sources of power. Authority, responsibility and accountability. Delegation and empowerment in the workplace. Dealing with conflict; negotiation, learning, adaptation, and behaviour change. Team leadership and culture; cultural development and change, cultural types, culture clashes.

#### **Module-V**

Twenty-first century teams and leaders, ICT and technological synergy, virtual teams, boundaries. Theorists: Adair, Belbin, Warren, Blanchard, Covey, Handy, Lewin, Lewis, Morris, Peters, Robbins.

#### **Suggested Readings:**

1. What is leadership in the hospitality industry? By Editor Hotelier
2. Advances in Culture, Tourism and Hospitality Research by Professor Arch Woodside
3. Travel and Tourism by Richard Sharpley
4. Marketing in Travel and Tourism by Victor T. C. Middleton; Alan Fyall; Mike Morgan; Ashok Ranchhod
5. United States Travel and Tourism Industry by Danielle P. Moore; Allison G. Doherty
6. Strategic Management for Travel and Tourism by Nigel Evans; David Campbell; George Stonehouse
7. Worldwide Destinations: the Geography of Travel and Tourism by Brian G. Boniface; Chris Cooper; Robyn Cooper
8. Leadership in the Service of Hospitality Judi Brownell

### **COURSE TITLE: MARKETING OF TOURISM ASSETS**

#### **Course Introduction**

Students develop actual marketing campaign for business within hospitality industry. Emphasis on (a) analysis of market, competition and product, (b) planning financial budget and (c) developing short-term and long-range strategies to achieve desired profit through effective advertising, sales and public relations plan.

## **Learning Outcomes:**

Upon completion of the course, the student will be able to demonstrate knowledge of the following topics:

- Understand the hospitality and tourism marketing process.
- Develop hospitality and tourism marketing opportunities & strategies.
- Developing the hospitality and tourism mix
- Manage hospitality and tourism marketing.
- Understand how social media impacts marketing in the hospitality business.

## **Course Contents:**

### **Module-I**

Tourism Marketing Trends, Current Marketing Investment + Customer Review, Initial Strategy Planning

### **Module-II**

Situation Analysis, Setting the Scene for Growth, Content Marketing

### **Module-III**

Website Marketing: Strategy, Management, Development, Design, Website Marketing: Online Booking Systems, Content Planning, Measurement

### **Module-IV**

Blogging, Search Engine Optimization, Social Media: Strategy

### **Module-V**

Customer Advocacy, Online Reputation Management, Email Marketing

### **Module 6**

Finalizing your Tourism Marketing Strategy

## **Recommended Readings:**

1. Tourism and Hospitality Marketing: A Global Perspective 1<sup>st</sup> Edition by Simon Hudson
2. Tourism and hospitality marketing by Sharron Dickman
3. Marketing in Travel and Tourism by Victor T. C. Middleton; Alan Fyall; Mike Morgan; Ashok Ranchhod
4. Travel, Tourism and Hospitality Marketing Theory and Practice by Camilleri, Mark Anthony
5. Handbook of Hospitality Marketing Management edited by Haemoon Oh.

## **COURSE TITLE: CULTURAL HERITAGE TOURISM**

### **Course Introduction:**

The course investigates the relationship between culture and tourism, by examining the socio-cultural complexities of cultural heritage tourism. Issues and trends in the management of tangible and intangible assets, such as interpretation, globalization, cross-cultural values, impacts of development, sustainable tourism, etc are also investigated.



## **Course Outcomes:**

Students will be able to:

- Acquire knowledge and demonstrate an understanding of:
  - a. The relationship between culture and tourism
  - b. Concepts and theories of cultural tourism
  - c. How cultural tourism affects and is affected by stakeholders
  - d. The relationship between cultural tourism and debates about contemporary issues
- Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.
- Demonstrate an ability to apply knowledge, collect data, extract and synthesize information, and present research findings and solutions.
- Demonstrate an ability to work independently and verbally present and/or write scholarly papers, to express opinions and arguments with respect to contemporary cultural tourism issues and trends.

## **Course Contents:**

### **Module-I Heritage Tourism:**

Defining heritage tourism and understanding the links between heritage and tourism histories of heritage tourism management, the development of heritage tourism organizations and agencies, key issues and the different types of heritage tourism, heritage tourism development as a process, planning and management.

### **Module-II Cultural Heritage Planning and Development:**

Explores practical approaches and methods to heritage development and planning with emphasis on the integration of related disciplines to attain environmentally sound and socially responsible preservation, management and development initiatives.

### **Module-III Information Technology in Heritage Management:**

Provides the students with the basic theory and principles of various types of information technologies, including database management systems, GIS etc. The course focuses on the application of these techniques in the documentation, conservation and management of cultural heritage.

### **Module-IV Special Topics in Cultural Heritage Management & Tourism Resources Management:**

To be decided by the course instructor subject to the department approval, Aims at explaining the main aspects related to managing tourism resources including balancing tourism supply and demand, government tourism administration, role of private sector and NGOs, tourism impacts, human and financial resources, and public awareness.

### **Module-V Tourism and Local Community:**

Emphasis is placed on the study and analysis of the interaction processes between local community and the tourism activities in the various cultural,

social and economic aspects, as well as the impact of such interaction on the change processes produced by the tourism industry among local people.

### **Recommended Books:**

1. Richards, G. (2007). Cultural Tourism: Global and Local Perspectives. NY: Hayworth
2. Reisinger, Y., & Turner, L. (2003). Cross-Cultural Behavior in Tourism: Concepts and Analysis. Oxford, U.K.: Butterworth Heinemann.
3. Sigala, M., & Leslie, D. (2005). International Cultural Tourism Management: Implications and Cases. Oxford, U.K.: Butterworth Heinemann.

## **COURSE TITLE: HOSPITALITY & TOURISM STRATEGIC ISSUES**

### **Course Introduction:**

The hospitality industry is comprised of business firms, that in order to be successful, must properly manage the perishable nature of core products that are: service based commodities, labor intensive, face fierce competition levels, and exist within ever changing market place conditions.

This course assesses the nature of hospitality products and addresses the unique challenges hospitality professionals face in managing their firms. The course combines the resource-based view and the stakeholder view with traditional theory and models providing a comprehensive and managerially useful perspective of strategic management. The focus of the course involves the translation of those strategic managerial ideas into the context of hospitality business management thereby providing a better fit to a service based industry as opposed to ideas found in general strategy literature. Instruction of the course will use a diverse set of examples and case studies that link strategies and pertinent issues to actions and activities of hospitality firms from both domestic and international perspectives.

### **Objectives:**

According to the course content, by the end of the course, students will be able to:

1. Understand the traditional perspective vs. bundled resource approach to strategic management
2. Execute the strategic management perspective within the context of a hospitality firm
3. Distinguish and create strategies that garner competitiveness in the hospitality industry
4. Motivate hospitality managers and employees to think strategically
5. Create a strategic direction for a hospitality firm

### **Learning Outcome:**

- Understand hospitality firm resources and capabilities in establishing a competitive advantage

- Create value-adding activities within a hospitality firm
- Develop a strategic group mapping
- Understand advantages and disadvantages of: a concentration strategy; vertical integration strategy; diversification strategies
- Determine lucrative hospitality ventures through assessment of successful/unsuccessful mergers and acquisitions, refocusing corporate assets, and portfolio management
- Implement strategy through organizational design and control (e.g. strategic vs. financial control systems)

## **Course Contents:**

### **Module-I**

Introduction to course and topics (basic terminology)

The origin of strategic management (e.g. resource-based view)

### **Module-II**

The strategic management process/strategic thinking (i.e. situation analysis, strategic direction, strategy formulation, strategy implementation)

### **Module-III**

Variables affecting global competitiveness in the hospitality industry

Analysis of external stakeholders and the operating environment

### **Module-IV**

Organizational resources and competitive advantage in the hospitality industry

Strategy formulation at the hospitality business-unit level

### **Module-V**

Corporate-level strategy and restructuring

Strategies for hospitality entrepreneurship and innovation

## **Suggested Readings:**

1. Enz, C. (2010). *Hospitality Strategic Management: Concepts and Cases* (2<sup>nd</sup> Ed). John Wiley & Sons, Inc. ISBN 978-0-470-08359-8

## **Other Readings:**

1. *Journal of Travel Research*
2. *Journal of Vacation Marketing Cornell Hotel & Restaurant Quarterly*
3. *International Journal of Hospitality Management*
4. *Journal of Hospitality Marketing and Management Tourism and Hospitality Research*
5. *Journal of Travel and Tourism Marketing*
6. *International Journal of Contemporary Hospitality Management*
7. *Scandinavian Journal of Hospitality and Tourism*
8. *Tourism and Hospitality: Planning and Development*
9. *Journal of Services Marketing*

# **COURSE TITLE: TOURISM POLICY MAKING IN THE REAL WORLD**

## **Course Introduction:**

This course aims at demonstrating the critical importance of tourism policy to the competitiveness and sustainability of a destination, and relates tourism planning to policy making. The course outlines the structure, content and formation of tourism policy while the planning and management strategies are to be articulated in the context of social, economic, political and environmental impacts of tourism. Students will be introduced to case studies worldwide so as to appreciate the geographical specificities of, and develop a 'critical lens' towards tourism policy and planning.

## **Learning Outcomes:**

- Understand the role of policy and planning in tourism development
- Learn terms and concepts related to tourism policy and planning
- Appreciate the process of tourism marketing
- Critically assess research and professional literature
- Apply theories to practice through group projects
- Develop analytical and writing skills through individual research

## **Course Contents:**

### **Module-I**

What is tourism policy?, Principles and processes of tourism planning.

### **Module-II**

Destination making: Tourism marketing and identities

Strategic collaborations: Tourism policy and planning at different scales

### **Module-III**

Social and cultural implications

Power and politics in tourism policy and planning

### **Module-IV**

Towards a sustainable tourism policy?

Policy and planning for niche/alternative tourism

The future of tourism policy and planning: Challenges and issues

## **Recommended Reading:**

There is no set text for this course but there are a couple of introductory texts that are useful:

1. Goeldner, C.R., and Ritchie, J. R. B. (2012) *Tourism: Principles, Practices, Philosophies*, Hoboken, NJ: John Wiley & Sons. [Ebook available on HKU Libraries website]

2. Hall, C.M. (2008) *Tourism Planning: Policies, Processes and Relationships*, Harlow, England; New York: Pearson/Prentice Hall. [Ebook available on HKU Libraries website]

## **COURSE TITLE:            TRANSPORT MANAGEMENT**

### **Course Introduction and Objectives:**

This subject aims to introduce the concepts used to understand the relationship between transport and tourism and the characteristics of different forms of passenger transport. By addressing the role, function and operational characteristics of various modes of passenger transport, this subject enables students to recognize the scope of the transport sector in tourist destinations. Current and future challenges facing in the transportation business will also be explored.

### **Learning Outcomes:**

Upon completion of the subject, students will be able to:

- Recognize the development of passenger transport and how it facilitates tourism development.
- Identify the principal forms of passenger transport and their key operational characteristics.
- Describe different types of transport services and how they interact with the entire tourism system.
- Analyze the contemporary issues and challenges facing in the transportation business that relates to the tourism industry.

### **Module-I**

Overview of the Transport Sector

Conceptualizing tourism and transport; Elements of passenger transport; Role of transport in the tourism industry.

### **Module-II**

Air Transport Airline deregulation; Structure of air transport; Categorization of airline

Operation; Economies of airline operation; Globalization and alliances; Role and operation of airport in the airline business.

### **Module-III**

Water Transport, Cruise vacation and experience; Major cruising areas and ports of call worldwide; Cruise itinerary planning and tourist destination development; Coastal and inland waterways transport.

### **Module-IV**

Land Transport Rail travel and products; Types of train; Car rental and motor coach business in tourism. Contemporary Issue for Tourist Transport, Future challenges of passenger travel; Environmental impact of tourist transport; Future travel methods and experiences.

### **Recommended Textbooks:**

1. Page, S. J. (2009). Transport and tourism: Global perspectives. Pearson Education Asia.
2. Bazargan, M. (2010). Airline operations and scheduling. Ashgate.
3. Duval, D. T. (2007). Tourism and transport: Modes, networks and flows. Channel View Publications.
4. Gibson, P. (2012). Cruise operations management. Hospitality Perspectives. Abingdon: Routledge.
5. O'Connell, J. F., & Williams, G. (2011). Air transport in the 21<sup>st</sup> century: key strategic developments. Farnham; Burlington, VT: Ashgate.
6. Ward, D. (2015). Berlitz cruising and cruise ships 2015. Berlitz Publication.
7. Wensveen, J. G. (2011). Air transportation: A management perspective. Farnham, England; Burlington, VT: Ashgate.

## **COURSE TITLE: TOTAL QUALITY MANAGEMENT IN TOURISM & HOSPITALITY**

### **Course Introduction:**

Total Quality Management (TQM) in Tourism Hospitality & Leisure is a comprehensive and fundamental rule or belief for leading and operating an organization, aimed at continually improving performance over the long term by focusing on Tourists and Guests while addressing the needs of all stakeholders. It is both a philosophy and a set of guiding principles that represent the foundation of a continuously improving tourism organization. The bottom line of TQM is results: increased productivity, efficiency, tourist/guest satisfaction/delight, and world-class performance. This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations of the 21<sup>st</sup> century.

### **Learning Outcomes:**

By the end of this course, you should be able to:

- Implement the principles and concepts inherent in a Total Quality Management (TQM) approach to managing a manufacturing or service organization.
- Understand the philosophies--including similarities and differences--of the gurus of TQM in order to better evaluate TQM implementation proposals offered by service quality management organizations and consultants.
- Successfully implement process improvement teams trained to use the various quality tools for identifying appropriate service quality process improvements.
- Assess exactly where an organization stands on quality management with respect to the ISO 9000 quality management standard and the Baldrige Award criteria.
- Develop a strategy for implementing TQM in a tourism organization.

## **Course Contents:**

### **Module-I**

Overview of Quality and Total Quality Management  
The concept of Quality, Totality & Management  
Overview of Tourism Hospitality & Leisure in Pakistan  
Current situation & Future Prospects

### **Module-II**

The TQM Gurus: Crosby, Deming, and Juran  
The Malcolm Baldrige National Quality Award ):  
Overview, Criteria for Performance Excellence  
Unique Characteristics of Tourism hospitality & Leisure Services  
How tourism Hospitality & Leisure services are different from physical goods?

### **Module-III**

Service quality concepts and dimensions pertinent to Tourism Hospitality & Leisure.  
Perception of Service quality, Dimensions of Service Quality, Service Quality Objective  
Continuum of Service, Total Service Commitment

### **Module-IV**

Service quality ,Customer Satisfaction & Value: An Examination of their Relationship  
Measuring Service Quality and Customer Satisfaction, Service Quality-Satisfaction Relationship, The Value Construct

### **Module-V**

Service Quality Process Management  
The impact of People, Process and Physical Evidence on Tourism Hospitality & Leisure Service Quality, Understanding the role of Service Encounter in Tourism Hospitality & Leisure Service

### **Module-VI**

Leadership and Strategic Planning: Attitude & Involvement of the top Management  
Empowering Service Personnel to deliver through Motivation & Empowerment, Effective Communication, Shift to Quality Culture

### **Module-VII**

Service Guarantee; An Organizations Blue Print for Assisting the delivery of Superior Service, Managing the Service Failure through Recovery, Technology & its Impacts on Service Quality, The ISO 9000 Standard for Quality Management Systems

## **Suggested Readings:**

1. Mok, C., Sparks, B., & Kadampully, J. (2013). *Service quality management in hospitality, tourism, and leisure*. Routledge.
2. Ross, J. E., & Perry, S. (1999). *Total quality management: Text, cases, and readings*. CRC Press
3. Alexander, William, and Richard Serfass. "Beyond Vision: Creating and Analyzing Your Organization's Quality Future" *Quality Progress*, July 1998, 31-36.
4. Calingo, Luis Ma. R. "The Evolution of Strategic Quality Management" *International Journal of Quality and Reliability Management* 13:9 (1996): 19-37.
5. Hunter, Michael R., and Richard D. Van Landingham. "Listening to the Customer Using QFD" *Quality Progress*, April 1994, 55-59.
6. Lackritz, James R. "TQM Within Fortune 500 Corporations" *Quality Progress*, February 1997, 69-72.
7. Raiborn, Cecily, and Dinah Payne. "TQM: Just What the Ethicist Ordered" *Journal of Business Ethics* 15 (1996): 963-972.
8. U.S. National Institute of Standards and Technology. *Baldrige National Quality Program 1999: Criteria for Performance Excellence*. Gaithersburg, Md., 1998.

## **COURSE TITLE: TOURISM SME'S AND DESTINATION COMPETITIVENESS**

### **Course Introduction and Objective:**

The course has two main perspectives on SMEs – an internal perspective where the managing of SMEs is in focus, and the external perspective that looks at SMEs in their roles in economic development. This course focuses on the importance and purpose of SMEs highlighting how to carry out efficient and effective small and medium business activities in Tourism & Hospitality Sector.

### **Learning Outcomes:**

Students will learn how to select an SME sector, understand the different players involved in Tourism & Hospitality SME's, and comprehend the divergent nature of obstacles in the success of a business. Student will be well aware of different kind of issues related to policy making, development of feasibility and business plans, and interaction of different institutions of public or/and private sector. Students will also be able to know the rules and regulations to formulate and implement business and marketing strategies to compete in international market and to get benefits from the competitive advantages.

### **Module No      Description:**

#### **1 Introduction to the course**

History, definition and regional concepts of Tourism SMEs, The Role of Tourism SMEs in Economic Development, Ethics and Social Responsibilities of Entrepreneurs, The future of Entrepreneurship.



## 2 **The Role of Entrepreneurship in Tourism SMEs**

Kinds of Entrepreneurs

Their Role and Functions in Tourism Enterprise

## 3 **Small Entrepreneurs in Pakistan**

Role of SMEs in Global and Regional Level

The Development of Tourism SMEs in Pakistan

## 4 **Creativity, The Business Idea and Opportunity Analysis**

Sources of New Ideas, Methods of Generating Ideas, Creative Problem Solving, Innovation, Opportunity Recognition, Opportunity Analysis Plane, Product Planning and Development Process, E-Commerce and Business Start- Up

## 5 **The Business Plan: Creating and Starting the Tourism Venture**

Planning as part of Business operation, What is Business Plan?, Who should write the Plan?, Scope and value of the business plan- who needs the plan?, How do potential lenders and investors evaluate the plan?, Presenting the plan, Information needs, Market information, Operations information needs, Financial information needs, Using the internet as a resource tool, Writing the business plan, Operations plan, Using and implementing the business plan, Why some business plans fail?

## 5 **The Marketing Plan for Tourism SME**

Industry analysis, Marketing research for new ventures, Understanding the marketing plan, Characteristics of marketing plan, The marketing mix, Steps in preparing the marketing plan

## 6 **Organizational Plan for Tourism SME**

Developing the management team, Legal forms of business, Tax attributes of forms of business, The limited liability company versus the S. corporation, S. Corporation, The limited liability company, Designing the organization, Building the management team and a successful organization culture, Role of board of directors, The board of advisors, The organization and use of advisors.

## 7 **Strategic Management for SME**

Sustainability & Competitiveness

Managing Innovation & Creativity for Tourism organization (Destination Management & Competitiveness)

## 8. **Destination Competitiveness Models**

1. Destination Competitiveness: Determinants and Indicators

Larry Dwyer & Chulwon Kim

2. Tourism Destination Competitiveness: From Definition to Explanation?

Josef A. Mazanec, Karl Wöber, Andreas H. Zins,

3. Tourism destination competitiveness: a quantitative approach

Michael J. Enright.

4. A model of destination competitiveness/sustainability: Brazilian perspectives

J.R. Brent Ritchie, Geoffrey I. Crouch

### **Recommended Books:**

1. Robert D. Hisrich/ Michael P. Peters/ Dear A. Sheperd: Entrepreneurship
2. Paul Burns and Jim Dew Hurst: Small Business and Entrepreneurship
3. Eleri Jones and Claire Heaven-Tang Tourism SME's, Service Quality and Destination Competitiveness
4. P.N. Singh: Entrepreneurship for Economic Growth
5. Peter F. Drucker: Innovation and Entrepreneurship Peter F. Drucker
6. John B. Miner: Entrepreneurial Success.
7. Jones, O., Tilley, F.: Competitive Advantage in SMEs.
8. Poornima M. Charantimath: Entrepreneurship Development and Small Business Enterprises.

## **COURSE TITLE: THEME PARK & RESORT MANAGEMENT**

### **Course Introduction and Objectives:**

The course aims to provide students with essential concepts and necessary skills to perform various professional responsibilities in the resort and theme park industry.

### **Objectives:**

- Apply the concepts, theories and professional practice in tourism and hospitality to provide quality service in the industry;
- Demonstrate professional competence in pursuing a career in the resort and theme park industry through service and/or operation roles;
- Perform supervisory functions to uphold quality services and administration within tourism and hospitality settings

### **Learning Outcomes:**

Upon completion of the programme, students are expected to deal with the industrial operations and problems in the tourism, resort and theme park industry in an efficient manner.

## **Part: 1**

### **Module-I Tourism Entertainment:**

concept and objectives, Analysis and evaluation of the agents involved in the process of creating, and developing entertainment activities and/or actions.

The tourist entertainer: study of professional profile.

### **Module-II Theme:**

Theme parks: Definition and characteristics, Development and management, Theme Park Operations, Theme Park Services, Described the different operational areas of a theme park.

### **Module-III. Design and programming:**

Design and programming of tourism entertainment activities and /or actions

## **Part 2**

### **Module-IV Introduction:**

The History and Characteristics of Resorts,. The Resort Concept,. The Development of Gaming,. Resorts in the 21<sup>st</sup> Century – a comparison

### **Resort Planning and Development:**

Investment Consideration, The Role of Planning and Management, Planning, Facilities, Grounds Maintenance, Planning and the Leisure concept,. Food and Beverage planning

### **Module-V Recreational Activities:**

Golf, B. Tennis, Snow sports, Water sports, Spa and Health Club Facilities,. Recreational Infrastructure and Nature, Theme Resorts

### **Managing the Resort:**

Personnel organization and Human Relations,. Wage and Salary Administration, Employee Productivity, Labor force (hiring, retention, turnover), Policy in Gaming, Resort Operation, and Human Relations

### **Customer Service:**

Guest Relations, Guest Activities and Services, Housekeeping, the Reservations Department, The Host Concept

### **Module-VI Security and Safety:**

Rules and protection in Casino management planning, Guest Safety, Surveillance, Human Resource Training, Interpreting the behavior of gamblers, Social aspects of Casino development ,neighborhood crime, organized , corruption, political corruption)

### **Marketing the Resort Experience:**

Comps and Credit, Resort Marketing and Sales Promotion, Market Segmentation and potential guest markets, Advertising, Promotion, and Publicity, The Casino concept in relation to other Resort services

### **Impacts and Future Trends**

The Economic, Environmental, and Social Impact of Resort Development and Gaming.

Planning for community cohesiveness, Historical challenges and problems of resort development, Determining the Economic Impact of the Resort and Gaming Industry, Social and Cultural Aspects of Gaming, Future Trends in Resort Development, Management, and Planning

### **Recommended Books:**

1. Hasimoto, K., Kline, S., and G. Fenich. 1998. *Casino Management: Past, Present, and Future*. (2<sup>nd</sup> Edition). Dubuque: Kendall & Hunt.
2. Mill, R.C. 2001. *Resorts: Management and Operation*. New York: Wiley & Sons
3. Clavé, Salvador Anton (CABI, 2007): *The global theme park industry* (Theme 3)

## **COURSE TITLE: THEORY AND PRACTICES IN HOSPITALITY AND TOURISM RESEARCH**

### **Course Introduction:**

The course aims to develop student reading, writing and research background. This course consist different research papers from Hospitality Management, Tourism Management, Tourism & Hospitality SME's, Tourism and Hospitality Marketing, New technologies in tourism, food and services safety. Faculty of tourism and hospitality will teach three paper in each section in this course for developing student mind for this new discipline of research in Pakistan.

### **Objectives:**

- Elaboration of tourism and hospitality theories, in particular whole tourism systems, and applies these theories to practical contexts in tourism and hospitality industries.
- Important academic skills related to critical thinking,

### **Learning Outcomes:**

On the completion of the course a student will be able to:

- Understand research writings.
- How to develop a research paper
- Explanation of different methodologies used in tourism and hospitality
- Use of different research technique in this specific industry

### **Module-I Hospitality Management:**

The contribution of internship in developing industry relevant management competencies among hotel and tourism management students

*A.H. Ahmad Ridzuan, N.C. Ahmat & A.A. Azdel*

An examination of current compensation and performance appraisal practice among hotel employers in Malaysia: A preliminary study

*J. Lahap, S.M. Isa, N.M. Said, K. Rose & J.M. Saber*

Assessing employees' performance in Integrated Service Recovery Strategies (ISRS): The role of self-efficacy

*F. Farook, C. Mason & T. Nankervis*

Revisit the legal duty of hoteliers towards contractual entrants and invitees in hotels

*N.C. Abdullah*

A preliminary study on boutique hotels in the city of Kuala Lumpur

*A.S. Arifin, S.A. Jamal, A.A. Aziz & S.S. Ismail*

Knowledge strategic choices in implementing knowledge strategy: Case of Malaysian hotel industry

*H. Ismail, S.M. Radzi, N. Ahmad & S.K.A. Nordin*

Quality practices and quality implementation: A proposed case study in Grand Bluewave Hotel, Shah Alam

*N. Sumarjan, B. Syaripuddin, S.A. Jamal, C.T. Chik & Z. Mohi*

Organizational citizenship behaviors of hotel employees: The role of discretionary human resource practices and psychological contract

*M.A. Hemdi, M. Hafiz, F. Mahat & N.Z. Othman*

A stakeholder approach to working conditions in the tourism and hospitality sector

*A. Walmsley & S.N. Partington*

### **Module-II Hospitality and Tourism Marketing:**

An investigation of customers' satisfaction as a mediating effect between hotel customer loyalty antecedents and behavioral loyalty

*A.A. Azdel, M.F.S. Bakhtiar, M.S.Y. Kamaruddin, N.A. Ahmad & N.C. Ahmat*

Impact of actual self-congruity and ideal self-congruity on experiential value and behavioral intention

*J.M. Yusof, H.A. Manan, N.A.M. Kassim & N.A. Karim*

The time-satisfaction relationship of interpretation topics in Yehliu Geopark

*C.H. Chu, Y.J. Guo, C.C. Chen, C.H. Hsu, Y.H. Wang & Y.C. Wang*

Sensory marketing influence on customer lifetime value of the hotel industry

*B.S. Hosseini, R. Mohd-Roslin & P. Mihanyar*

The mediating effect of superior CRM capability: The impact of organizational wide implementation and training orientation on profitability

*H.Y. Liu & T.B. Phung*

Predictors of guest retention: Investigating the role of hotel's corporate social responsibility activities and brand image

*N.Z. Othman & M.A. Hemdi*

Sponsorship leverage and its effects on brand image

*A.H. Abdul-Halim, A.R. Mohamad-Mokhtar, N.A. Nordin, A.R. Ghazali, W.S. Wan-Abdul-Ghani & N.F. Mohd-Sah*

### **Module-III Tourism management:**

Exploring responsible tourism development facet

*M. Hafiz, M.R. Jamaluddin, M.I. Zulkifly & N. Othman*

The development of sports tourism towards residents of Langkawi Island, Malaysia

*P.H. Khor, N.F.H. Ibrahim-Rasdi & K.C. Lim*

Travel behavioral intention of choosing Malaysia as destination for medical tourism

*A. Aziz, R. Md-Yusof, N.T. Abu-Bakar, S.N.H. Taib & M. Ayob*

Tourism signatures and moderating effect of by-products in building Sarawak state destination image

*A. Emaria, M.S.M. Zahari & M.Z. Nur-Adilah*

International tourists revisit intention: Has it prevalence in United Arab Emirates?

*J.M. Abdul-Rahim, M.S.M. Zahari, S.A. Talib & M.Z. Suhaimi*

A survey of hikers' characteristics at prominent mountains in Malaysia

*S.H. Taher, S.A. Jamal & N. Sumarjan*

Community-based rural tourism as a sustainable development alternative: An analysis with special reference to the community-based rural homestay programmes in Malaysia

*K. Kayat, R. Ramli, M. Mat-Kasim & R. Abdul-Razak*

Entrepreneurial knowledge and hospitality awareness of agro-tourism

*Z. Siti-Hajar, M.S. Fadzilah, M. Muzzamir & A.H. Norhaslin*

Exploring conceptual framework of tourism SMEs performance in heritage sites

*M.M. Rashid, M. Jaafar, N. Dahalan & M. Khoshkam*

#### **Module-IV Technology and Innovation in Hospitality and Tourism:**

Social media: Credibility, popularity and its benefits towards events' awareness

*M.H. Zamri, M.D. Darson & A.M.F. Wahab*

Travelers' sharing behaviors on the internet: Case of Taiwan

*P.S. Hsieh*

Exploring the accessibility and content quality of the Go2homestay website

*S.A. Sabaruddin, N.H. Abdullah, S.A. Jamal & S. Tarmudi*

SoLoMo and online trust towards generation Y's intention to visit boutique hotels

*A.A. Ahmad, M.N.I. Ismail & S.M. Radzi*

The integration of Technology Readiness (TR) and Customer Perceived Value (CPV) in tablet-based menu ordering experience

*M.I. Zulkifly, M.S.M. Zahari, M. Hafiz & M.R. Jamaluddin*

Perception of environmental strategies in hotels and the influence towards future behavior intention: Locals' perspective in Malaysia

*M.F.S. Bakhtiar, A.A. Azdel, M.S.Y. Kamaruddin & N.A. Ahmad*

Comparative research of Pro-Environmental Behavior (PEBs) in daily life and tourism circumstances

*H.J. Kim, N.J. Kim & K.M. Yoo*

The mediating effect of attitude between customer responsiveness and actual usage of “Touch ‘n Go” card in foodservice outlets

*S. Zurena, M.S.M. Zahari & O. Ida-Rosmini*

#### **Module-V Foodservice and Food Safety:**

Assessing plate waste in public hospital foodservice management

*N.A. Zulkipli & C.T. Chik*

Complaint behavior on too long waiting or service delay: Analysis based on customer genders and occupations.

*N. Zainol, M.A.A. Bashir, A.R. Ahmad Rozali & M.S.M. Zahari*

The impact of food quality and its attributes on customers’ behavioral intention at Malay restaurants

*M.A.A. Bashir, N. Zainol & A.M.F. Wahab*

Health is wealth: The significance of organic/slow food in the context of Indian people

*A.K. Rai*

Customer perceptions on Halal food quality towards their revisit intention: A case study on Chinese Muslim restaurants

*N.H. Rejab, N.R.A.N. Ruhadi, A. Arsat, J. Jamil & H. Hassan*

Attributes to select casual dining restaurants: A case of customers in Klang Valley area, Malaysia

*F. Ahmad, H. Ghazali & M. Othman*

Customer behavioural intention: Influence of service delivery failures and perceived value in Malay restaurants

*Z. Othman, M.S.M. Zahari & S.M. Radzi*

#### **Recommended Readings:**

1. Theory and Practice in Hospitality and Tourism Research Edited by Salleh Mohd Radzi, Norzuwana Sumarjan, Chemah Tamby Chik, Mohd Salehuddin Mohd Zahari, Zurinawati Mohi, Mohd Faez Saiful Bakhtiar & Faiz Izwan Anuar

**Journal of Tourism Management**

**Journal of Tourism Annals**

**Journal of Hospitality Management**