



BHARATHIDASAN UNIVERSITY
TIRUCHIRAPPALLI – 620 024

M. Phil. HOTEL MANAGEMENT AND TOURISM (FT/PT) PROGRAMME
(for the candidates admitted from the academic year 2007 - 2008 onwards)

Semester I

	Title of the Course	Marks			Credits
		IA	UE	Total	
Course -I	Research Methodology	25	75	100	4
Course - II	Hotel Management and Tourism	25	75	100	4
Course- III	Emerging issues in Hospitality and Tourism Management	25	75	100	4

Semester II

Course – IV	Elective Marketing for Hospitality and Tourism	25	75	100	4
	Dissertation and Viva-Voce Viva Voce 50 marks Dissertation 150 marks	200(150+50)		8	

QUESTION PAPER PATTERN (Course I – IV)

Part - A: Two questions from each unit (without choice). Each question carries 2 marks. (10 x 2 = 20)

Part – B: One “EITHER OR” questions from each unit Each question carries 5 marks (5 x5 = 25).

Part – C: One question from each unit. Each question carries 10 marks. The candidate has to answer three questions out of the five questions (3 x 10 = 30)

COURSE – I - RESEARCH METHODOLOGY

- UNIT I Introduction to Research Methodology – Meaning – Objectives – Research Approaches..
Research Problem – What is a research Problem? – Formulation of the Research Problem.
- UNIT II Types of Research – Desk Research – Field Research – Quantitative Research - Market Research – Coupon Research – Qualitative Research.
- UNIT III Data Collection Techniques – Questionnaire – Interviews – Projective Methods – Secondary Data.
- UNIT IV Processing and Analysing of Data – Problem in Processing – Sampling design – Sample Survey steps involved – Difference types – Random Sample – Complex random sample design.
Use of Computer in Research – Computer and Computer Technology – Computer and Researcher.
- UNIT V Interpretation and Report Writing – Structure of a Report – Chapterisation – Meaning – Technique – Significance – Layout of Research Report – Types of Report – Oral Presentation – Mechanics – Conclusion.
Documentation – Foot notes – Bibliography – Index, Charts, Diagram, Maps, Tables, Illustration, Photos, Post Script, Glossary.

Reference Text :

- 1) Research Methodology – C.R.Kothari
- 2) Research Methodology – Dr. Kumar & Lakshmi Narayana Agarwal.

COURSE – II
HOTEL MANAGEMENT AND TOURISM

- UNIT I Relationship between Hotel and Travel Industry – organisation of Hotel - Duties & Responsibilities of Hotel Personnel.
- Front Office – Lay out – Organisation of Front Office Department – Functions of Front office Department – Co-ordination between Front Office and House Keeping Departments.
- House Keeping – Functions – Importance of House Keeping Desk – Floor Cleaning Procedure – Public areas and Guest rooms.
- UNIT II Food and Beverage Service – Various food and Beverage outlets – functions.
- Food Production – Various Departments in Food Production Area – Purchasing and Receiving of Ingredients – Storage.
- UNIT III Food Service Facilities Planning – Introduction, Design and Layout.
- Planning : Characteristics, Scope, Objectives, Facilitating Production, Material Handling, Space Utilization, Maintenance and Cleaning, Cost Control, Investment in Equipment, Labour Utilization, Supervision, Flexibility.
- UNIT IV Tourism concepts – Motivation for travel – Barriers to travel –
- Forms of tourism – Travel Industry Network – Tourism and Tourism Product.
- Need for planned development – Planning Process – Demand and Supply – Factors Influencing Tourism Development – Constituents of Tourism Attractions – Governments role in Planning Tourism – Tourism Planning in India.
- UNIT V Emergence of Tour Operator – Package Tour – Marketing a Package Tour – Tour brochure.
- Passenger reservation form – Booking Conditions – Traveller’s Advice – Elements in Tour Brochure – Marketing of Brochure.

Reference Text :

- 1) How to Plan and Operate a Restaurant? - Dukas .P – Hayden Book Company.
- 2) Profitable Food and Beverage Management Planning – Green E.F., Drake G.G. and Sweeney F.J – Hayden Book Co.

- 3) Professional Food and Beverage Service Management – Brian Verghese (Macmillan Publications)
- 4) Practical Cookery – Ronald Kinton & Victor Ceserani – Hodder Stoughton.
- 5) Theory of Catering - Ronald Kinton & Victor Ceserani – Hodder Stoughton.
- 6) Catering Management – An Integrated Approach – Mohini Sethi and Surjeet Malhan (Wiley Eastern Publishers)
- 7) Hotel Front Office Training Manual – Sudhir Andrews (Tata Mc.Graw Hill Publishers)
- 8) Hotel House Keeping Training Manual - Sudhir Andrews (Tata Mc.Graw Hill Publishers)
- 9) Successful Tourism Management – Pran Nath Seth – Sterling Publishers Private Limited.
- 10) Tourism Marketing Management – A.K.Bhatia – Sterling Publishers Private Limited.

COURSE III

EMERGING ISSUES IN HOSPITALITY AND TOURISM MANAGEMENT

Unit 1: Best Practices in Human Resource Management

Emerging issues in HRM - Challenges and Opportunities of HR Department - A Work- Life Balance -HR Challenges of International Business -The Role of Organisation Development-Human Resource Accounting - The Nature and Scope of Human Engineering

Unit 2: Best Practices In Financial Management

Various Types of Capital Structure- Emerging trends in Capital Investments - Cost structure of industry -Activity Based Costing --Corporate Governance

Unit 3: Managing Service Quality

Concept of Service Quality -Measuring Service Quality -Impact of Service Quality in Customer Satisfaction and Loyalty -ISO 9000: Universal Standard of Quality - Bench Marking

Unit 4: Information Technology and Hospitality Industry

Automation of Operations - Distributed Database -The World of Enterprise Resource Planning - Internet Applications –Wire Free Environment (Wi-Fi) -Opportunities and Threats of Information Technology

Unit 5: Society and Business

Business Ethics - Social Responsibility of Business -Environmental Auditing - Social Accounting -Emerging trends in Public Management and Governance.

Reference Books:

1. Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens Pearson Education, Asia.
2. Advertising Management – Aaker , Mayer and Batra
3. Measuring Service Quality in Hospitality industry – Dr. George Kandampillay
4. Financial Management – Kanadeswar and Laal

COURSE IV (ELECTIVE)**MARKETING FOR HOSPITALITY AND TOURISM****Unit 1 : Hospitality and Tourism Marketing**

Definition for Market, Marketing and Marketing Management – Services Marketing – Hospitality and Tourism marketing – Significance of Marketing – Evolution of Marketing Concepts –Characteristics of Services and its influence in Guest Loyalty- Hotel Marketing in Indian environment – Global Marketing

Unit 2 : Consumer Behavior and Emerging challenges of Hotel Industry

Consumer Behavior – Factors affecting consumer Behavior – Buyers Decision Process- Demand Generation – Law and Order problems – Information Technology – Volatile and Competitive marketing – Long term optimism.

Unit 3: Market Segmentation, Positioning and Targeting

Basis for segmentation – Essentials of Segmentation – Characteristics of Hospitality and Tourism Market – Need for Segmentation- Targeting and Positioning strategy.

Unit 4: Hospitality and Tourism Marketing Research

Hospitality Marketing Research – Marketing Research Process – Marketing Information System, Sub system, Salient feature and Function – Marketing Intelligence – Marketing information for Hotel industry, Restaurant- Significance of MIS in Hotel Marketing.

Unit 5 : Strategy for Hospitality and Tourism Industry

The ABC of Strategic Management – Reality of Merger and Acquisitions – Product Life Cycle – New Product Development Strategy- Pricing , Channel and

Promotional Strategies – Personal Selling – Direct Marketing- Brand Building strategy and its success in Hospitality and Tourism Industry.

Reference Books

1. Hotel Marketing – S. M. Jha – Himalayan Publishing Company , Mumbai.
2. Marketing for Hospitality and Tourism – Philip Kotler and Jon Bowen, James Makens Pearson Education, Asia.
3. Marketing Management – Philip Kotler
4. Marketing Management- Pillai and Bagavathy.