

**Scheme of Studies BS Tourism and Hotel Management
Fall-2023**

Additional Director Academics
University of Chitral



Department of Tourism & Hotel Management
University of Chitral



General Requirements of the Programme

Nomenclature: BS Tourism and Hotel Management

Eligibility Criteria: Students with degree/certificate of FSc/ FA/ A-levels or equivalent intermediate (12 years) qualification with at least 2nd division (45% marks) from a recognized institute are eligible to apply.

Duration: The minimum duration for completion of BS degree is four years. The HEC allows maximum period of seven years to complete BS degree requirements.

Pathway for the Associate Degree Holders in Tourism and Hotel Management

- The candidates with AD in Tourism and Hotel Management are eligible for admission in 5th Semester of BS Tourism and Hotel Management Programs. Such students shall complete the deficiency courses of General Education (if any) during 5th to 8th Semester.
- The candidates who acquired AD in Tourism and Hotel Management prior to the admission criteria (as stated above) are also eligible for admission in 5th Semester of BS English Programs. Such students shall also complete the deficiency courses of General Education (if any) during 5th to 8th Semester.
- Admission in 5th Semester is subject to the availability of seats.

Exit with Associate Degree

The students after successful completion of 04 semesters in BS Tourism and Hotel Management Programs may exit with Associate Degree in Tourism and Hotel Management subject to completion of all requirements for the award of associate degree, i.e., Credit Hours, CGPA, and compulsory courses.

Degree Completion Requirements

To become eligible for award of BS Tourism and Hotel Management degree, a student must satisfy the following requirements:

- a) Must have studied and passed the prescribed courses, totaling at least 130 credit hours.
- b) Must have earned CGPA (Cumulative Grade Point Average) of at least 2.0 on a scale of 4.0.

The students after successful completion of 04 semesters in BS Tourism and Hotel Management Program may exit with **Associate Degree in** Tourism and Hotel Management subject to completion of all requirements for the award of associate degree, i.e., Credit Hours, CGPA, and compulsory/major courses.



STRUCTURE/CATEGORIES OF COURSES HEC CURRICULUM STRUTCTURE

The Scheme of Studies is designed according to HEC undergraduate Education Policy (v 1.1) and comprises of the following courses:

Sr.	Categories	No. of courses Min-Max	Credit Hours
1.	General Education (Gen Ed)/ (No Choice)	12	34
2.	Interdisciplinary	6	18
3.	Major Courses/Disciplinay	26	78
4.	Capstone Project/internship	02	6
	Total	46	136

- Total numbers of Credit hours 136
- Duration 4 years
- Semester duration 16-18 weeks
- Semesters 08
- Course Load Per Semester 15-18 Cr. Hrs.
- Number of courses per semester 4-6



LAYOUTS FOR BS Tourism and Hospitality

General Education (Gen Ed)		Interdisciplinary		Major Courses (Disciplinary)	
12 courses		6 courses		26 courses	
34 Credit Hours		18 Credit Hours		78 Credit hours	
Subject	Cr. Hrs	Subject **	Cr. Hrs.	Subject	Cr. Hrs.
1. Functional English	3	1. Principle of Management	3	1. Introduction to tourism & Hospitality	3
2. Islamic Studies/Ethics	2	2. Introduction to Business	3	2. Cultural Heritage Management	3
3. Exploring Quantitative Skills Math I	3	3. Logic and Critical Thinking	3	3. Tourism Concepts and Principle	3
4. Expository Writing	3	4. Organizational Behavior	3	4. Pakistan Tourist destination	3
5. Ideology and Constitution of Pakistan	3	5. Entrepreneurship	3	5. Culture Tourism	3
6. Introduction to Computer (ICT)	2	6. Accounting and Finance	3	6. Hospitality Operation	3
7. Tools for Quantitative Reasoning Math II	3			7. Tour Guiding	3
8. Introduction to Environment	3			8. Sports and Adventure Tourism	3
9. Introduction to Philosophy	3			9. Tourism Geography	3
10. Introduction to Economics	3			10. Sustainable Tourism	3
11. Introduction to Psychology/ Introduction to Sociology	3			11. House Keeping Operation and Management	3
12. Civic and community Engagement	3			12. Restaurant operations and Management	3
				13. Tourism Management	3
				14. Religious Tourism	3
				15. Tourism and Hospitality Law	3
				16. Event Management	3
				17. Culinary Art	3
				18. Front Office Operation and Management	3
				19. Customer relationship management in tourism and Hospitality	3
				20. Food and beverage Management	3
				21. Research Methodology	3
				22. Travel and Tour Operation	3
				23. Tourism Marketing	3
				24. Emerging Trends in Tourism and Hospitality	3
				25. Destination Management	3
				26. Tourism Planning and Development	3
Credit Hrs.	34	Credit Hrs.	18	Credit Hrs.	78



Field Experience/Internship/Capstone Project	Credit hours
Field Experience/Internship	3
Capstone Project:	3
Total	6



SEMESTER-WISE BREAKDOWN

YEAR-1: SEMESTER-1

COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-111	Functional English	3 (3+0)	GE-I
THM-112	Islamic Studies	2 (2+0)	GE-2
THM-113	Exploring Quantitative Skills Math, I	3 (3+0)	GE-3
THM-114	Principles of Management	3 (3+0)	Interdisciplinary-I
THM-115	Introduction to tourism & Hospitality	3 (3+0)	Major 1
THM-116	Cultural Heritage Management	3 (3+0)	Major 2
Total Credit hours		17	

Select One of the following

THM-112	Islamic Studies		
THM-117	Ethics		

YEAR-1: SEMESTER-2

Course Code	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-121	Expository Writing	3 (3+0)	GE-4
THM-122	Ideology and Constitution of Pakistan	2 (2+0)	GE-5
THM-123	Introduction to Computer (ICT)	3 (3+0)	GE-6
THM-124	Tools for Quantitative Reasoning Math II	3 (3+0)	GE-7
THM-125	Tourism Concepts and Principle	3 (3+0)	Major 3
THM-126	Pakistan Tourist destination	3 (3+0)	Major- 4
Total Credits Hours		17	

YEAR-2: SEMESTER-3

COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-211	Introduction to Environment	3 (3+0)	GE-8
THM-212	Introduction to Philosophy	3 (3+0)	GE-9
THM-213	Introduction to Economics	3 (3+0)	GE-10
THM-214	Introduction to Business	3 (3+0)	Interdisciplinary-2
THM-215	Culture Tourism	3 (3+0)	Major-5
THM-216	Hospitality Operation	3 (3+0)	Major-6
Total Credits Hours		18	

YEAR-2 SEMESTER- 4

COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
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THM-221	Introduction to Psychology	3 (3+0)	GE-11
THM-222	Civic and community Engagement	3 (3+0)	GE-12
THM-223	Logic and Critical Thinking	3 (3+0)	Interdisciplinary-3
THM-224	Tour Guiding	3 (2+1)	Major-7
THM-225	Sports and Adventure Tourism	3 (3+0)	Major-8
THM-226	Tourism Geography	3 (3+0)	Major -9
Total Credits Hours		18	
SELECT ONE OF THE FOLLOWING			
THM-221	Introduction to Psychology		
THM-227	Introduction to Sociology		
YEAR-3: SEMESTER- 5			
COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-311	Organizational Behaviour	3 (3+0)	Interdisciplinary-4
THM-312	Sustainable Tourism	3 (3+0)	Major-10
THM-313	House Keeping Operations and Management	3 (2+1)	Major-11
THM-314	Restaurants operations and Management	3 (2+1)	Major-12
THM-315	Tourism Management	3 (3+0)	Major-13
THM-316	Religious Tourism	3 (3+0)	Major-14
Total Credits Hours		18	
YEAR-3: SEMESTER- 6			
COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-321	Entrepreneurship	3 (3+0)	Interdisciplinary-5
THM-322	Tourism and Hospitality Law	3 (3+0)	Major-15
THM-323	Event Management	3 (3+0)	Major-16
THM-324	Culinary Art	3 (2+1)	Major-17
THM-325	Front Office Operations and Management	3 (2+1)	Major-18
THM-326	Customer relationship management in tourism and Hospitality	3 (3+0)	Major-19
Total Credits Hours		18	
YEAR-4: SEMESTER-7			
COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-411	Accounting and Finance	3 (3+0)	Interdisciplinary-6
THM-412	Food and beverage Management	3 (3+0)	Major-20
THM-413	Research Methodology	3 (3+0)	Major-21
THM-414	Travel and Tour Operation	3 (3+0)	Major-22
THM-415	Field work/Internship	3 (0+3)	Field Experience-1



Total Credits Hours		15	
YEAR-4: SEMESTER-8			
COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-421	Tourism Marketing	3 (3+0)	Major-23
THM-422	Emerging Trends in Tourism and Hospitality	3 (3+0)	Major-24
THM-423	Destination Management	3 (3+0)	Major-25
THM-424	Tourism Planning and Development	3 (3+0)	Major-26
THM-425	Capstone Project	3 (0+3)	Field Experience-2
Total Credits Hours		15	

Note: this scheme of studies will be applicable from Fall-2023 semester



Course Outlines for Bs Tourism & Hotel Management University of Chitral

YEAR-1: SEMESTER-1			
COURSE CODE	COURSE	CR HRS.	COURSE CATEGORY
THM-111	Functional English	3 (3+0)	GE-1
THM-112	Islamic Studies	2 (2+0)	GE-2
THM-113	Exploring Quantitative Skills Math, I	3 (3+0)	GE-3
THM-114	Principles of Management	3 (3+0)	Interdisciplinary-I
THM-115	Introduction to tourism & Hospitality	3 (3+0)	Major 1
THM-116	Cultural Heritage Management	3 (3+0)	Major 2
Total Credit hours		17	
Select one of the following			
THM-112	Islamic Studies		
THM-117	Ethics		

COURSE TITLE: FUNCTIONAL ENGLISH

COURSE DISCRIPTION

The purpose of this course is to develop the English-language proficiency of students and to help them become confident in reading, writing, speaking, and listening to the English language. Instead of teaching grammar in isolation and only at sentence level, this course is based on developing the language abilities of students through an integrated approach that provides opportunities to develop their listening, speaking, reading, and writing skills. With a focus on social interaction, the course draws specific attention to the accurate use of structures, improvement of pronunciation, and development of active vocabulary in descriptive, narrative, and instructional texts.

COURSE OUTCOMES

After completing this course, students will:

- have improved their listening and reading skills in English
- be able to communicate in written and oral English with peers and teachers
- rely less on their first languages and increase their use of English in formal and informal situations
- have a deeper understanding of correct English structures in descriptive, narrative, and instructional texts.

COURSE CONTENTS

Basics of Grammar

- Parts of Speech and their Usage
- Sentence and Its Structure
- Phrase, usage of phrases
- Clause, usage of clauses

Introductions

This first unit will provide students with an opportunity to interact with one another in oral and written forms. It will serve to introduce them and help them develop conversations through suggesting simple words and phrases to describe people, preferences, and other conversation topics in a logical sequence.

Making Introductions

- Making effective self and peer introductions



- Taking useful introductory notes

Expressing Requests and Enquiries

- Forming appropriate requests and enquiries
- Responding to enquiries
- Requests versus commands

Social Interaction

This unit is aimed at developing students' social interaction in English and expanding their interpersonal skills. Through class activities, they actively converse in formal and informal contexts to congratulate, express gratitude, make invitations, and respond to speakers in oral and written contexts.

Greetings

- Greeting friends and family on different occasions and for different reasons
- Responding to a positive event
- Using formal greeting expressions appropriately

Gratitude

- Using formal and informal expressions of gratitude appropriately
- Reading a story that uses expressions of gratitude
- Writing a formal letter to say thanks to a teacher, parent, or friend

Invitations

- Demonstrating the use of formal and informal expressions of invitation
- Developing verbal and written skills for invitations
- Responding to invitation requests by accepting or declining

Regrets

- Expressing regrets orally and in writing appropriately
- Saying sorry and accepting apologies

Giving and Following Directions

In this unit, students learn how to follow directions from a map as well as how to give directions to search for a location or specific information. They learn how to follow and provide clear instructions.

Following and Giving Directions

- Following directions from a map
- Giving directions to a location in oral and written forms
- Reaching a destination

Giving Clear Instructions

- Carrying out instructions
- Structuring instructions
- Writing clear instructions

Sharing experiences

In this unit, students will engage with different meanings in a variety of written and visual texts through shared, guided, and independent readings of narratives in various genres. Instructors will encourage them to respond to the narrative and imaginative texts by composing stories and sharing them in written and oral form.

Sharing narratives

- Reading short stories
- Reading excerpts, comic strips, interviews, and other common texts

Sharing unique experiences

- Summarizing and narrating true stories
- Solving word puzzles to develop language awareness
- Reading short stories and completing exercises to test comprehension
- Converting an event into a short story
- Using pictures as stimuli for narrative creation
- Using songs as examples of personal experience



Imaginative texts

- Developing imaginative texts by communicating engrossing stories and descriptions of scenes

Discussion

General topics and every-day conversation (topics for discussion to be at the discretion of the teacher keeping in view the level of students)

Composition and Comprehension

Writing Mechanics

- Sentences, sentence fragments, and run-on sentences
- Subject-predicate and pronoun-reference agreement
- Punctuation and structure

Paragraph Writing (practice)

Essay Writing (practice)

Précis writing (practice)

TEXTBOOKS AND REFERENCES

- T. K. Carver and S. Fortinos-Riggs, Conversation Book II – English in Everyday Life (New York: Pearson Education Limited, 2006).
- J. Eastwood, Oxford Practice Grammar (Karachi: Oxford University Press, 2005).
- J. Swan, Practical English Usage, 3rd ed. (New York: Oxford University Press, 2005).
- J. Thomson and A. V. Martinet, A Practical English Grammar (Intermediate) (New York: Oxford University Press, 1986)
- Allama Iqbal Open University, Compulsory English 1 (Code 1423) (Islamabad: AIOU Press).
- BBC. (2013) Learning English. <http://www.bbc.co.uk/worldservice/learningenglish/>
- British Council. Learn English. <http://learnenglish.britishcouncil.org/en/>
- British Council and BBC. Learn English. <http://www.teachingenglish.org.uk/>
- Grammar English. <http://freesoftwarepc.biz/educational-software/download->



COURSE TITLE: ISLAMIC STUDIES

COURSE INTRODUCTION:

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.

COURSE OBJECTIVE

1. Basic concepts and principles of Islam
2. life of Muhammad (S.A.W)
3. Tourism and hospitality reference to Islamic teachings
4. Ethics of hospitality, food and beverages, Travel and travelers in Islam

COURSE OUTCOME

After the completion of the course the students will able to;

1. To understand the Basics of Uloom ul quran



2. To understand the life of Muhamad S.A.W) and History of Hadith, Kinds of Hadith Uloom ul Hadith
3. To understand the Tourism and Hospitality with the reference of Islamic teaching
4. Ethics of tourism & hospitality industry

English	Urdu
Module 01. Introduction to Quranic Studies <ul style="list-style-type: none"> • Basic Concepts of Quran • History of Quran • Uloom-ul -Quran 	1. قرآنی علوم کا تعارف <ul style="list-style-type: none"> • قرآن مجید کے بنیادی اصطلاحات • تاریخ تدوین و جمع قرآن • علوم القرآن
Module 02. Study of Selected Text of Holy Quran <ul style="list-style-type: none"> • Verses of Surah al-Furqan Related to Social Ethics (Verse No.6377) • Verses of Surah Al-Hashr (18,19, 20) Related to thinking, Day of Judgment • Verses of Surah Al-Saff Related to Tafakur, Tadabbur (Verse No-1,14) 	2. منتخب آیات کریمہ کا مطالعہ <ul style="list-style-type: none"> • معاشرتی آداب سے متعلق سورہ الفرقان کی آیات نمبر 63-77 • آخرت اور اسکی فکر سے متعلق سورہ الحشر کی آیات 18-20 • کائنات میں غور و فکر سے متعلق سورہ الصف کی آیات 1-14
Module 03. Seerat of Holy Prophet (PBUH) <ul style="list-style-type: none"> • Life of Holy Prophet (PBUH) in Makkah (After Prophethood) and its Important Events • Life of Holy Prophet (PBUH) in Madinah and its Important Events 	3. سیرت طیبہ ﷺ کا مطالعہ <ul style="list-style-type: none"> • مکہ مکرمہ میں بعد از نبوت حضور ﷺ کی زندگی اور اہم واقعات • مدینہ منورہ میں حضور ﷺ کی زندگی اور اہم واقعات
Module 04. Introduction to Sunnah <ul style="list-style-type: none"> • Basic Concepts of Hadith • History of Hadith • Kinds of Hadith • Legal Position of Sunnah 	4. تعارف حدیث و سنت <ul style="list-style-type: none"> • سنت و حدیث کا تعارف و اہمیت • تاریخ حدیث • حدیث کی اقسام • سنت کا شرعی مقام
Module 05. Selected Study from Text of Hadith	<ul style="list-style-type: none"> • عن انس بن مالک رضی اللہ عنہ قال قال رسول اللہ ﷺ: "من خرج في طلب العلم فهو في سبيل الله حتى يرجع". • عن ابی امامة رضی اللہ عنہ قال قیل یارسول اللہ! الرجلان یلتقیان ایہما یبدا بالسلام فقال اولاهما باللہ • عن ابی سعید الخدری رضی اللہ عنہ قال سمعت رسول اللہ ﷺ یقول: " من رأى منکم منکرأ فلیغیرہ ببیدہ فان لم یستطع فبلسانہ فان لم یستطع فبقلبہ و ذالک اضعف الایمان" • عن ابی ہریرة رضی اللہ عنہ قال قال رسول اللہ ﷺ: " آية المنافق ثلاث اذا حدث کذب و اذا وعد اخلف و اذا ائتمن خان" • عن ابی ہریرة رضی اللہ عنہ قال قال رسول اللہ ﷺ: " ایاکم و الحسد فان الحسد یأکل الحسنات کما تأکل النار الحطب". • عن ابی ہریرة رضی اللہ عنہ ان رسول اللہ ﷺ قال: " من کان یؤمن باللہ والیوم الآخر فلیقل خیرا او لیصمت ومن کان یؤمن باللہ والیوم الآخر فلیکرّم جاره ومن کان یؤمن باللہ والیوم الآخر فلیکرّم ضیفہ". • عن عبداللہ ابن عمر بن الخطاب رضی اللہ عنہما قال سمعت رسول اللہ ﷺ یقول: بنی الاسلام علی خمس شهادة ان لا اله الا الله وان محمدا عبده ورسوله واقام الصلوة وایتاء الزکوٰة وحج البيت وصوم رمضان



- عن ابی ہریرۃ رضی اللہ عنہ ان رسول اللہ ﷺ قال: "من حسن اسلام المرء ترکہ ما لایعنیہ"۔

Module 06. Introduction to Islamic law and jurisprudence <ul style="list-style-type: none">• History and Importance of Islamic Law and Jurisprudence• Sources of Islamic law and jurisprudence• Nature of differences in Islamic law• Islam and sectarianism	6. اسلامی قانون اور فقہ کا تعارف <ul style="list-style-type: none">• اسلامی قانون اور فقہ کی تاریخ اور اہمیت• اسلامی قانون اور فقہ کے ذرائع• اسلامی قانون میں اختلافات کی نوعیت• اسلام اور فرقہ واریت
Module 07. Political System of Islam <ul style="list-style-type: none">• Basic Concepts of Islamic Political System• Islamic Concept of Sovereignty• Basic Institutions of government in Islam	7. اسلام کا سیاسی نظام <ul style="list-style-type: none">• اسلامی سیاسی نظام کے بنیادی تصورات• اسلامی تصور حاکمیت• اسلام میں حکومت کے بنیادی ادارے
Module 08. Social System of Islam <ul style="list-style-type: none">• Basic concepts of social system of Islam• Elements of Family• Ethical Values of Islam	8. اسلام کا معاشرتی نظام <ul style="list-style-type: none">• اسلام کے معاشرتی نظام کے بنیادی تصورات• خاندان کے عناصر• اسلام کی اخلاقی اقدار

RECOMMENDED BOOKS/READINGS

- Ahmad Hasan, "Principles of Islamic Jurisprudence" Islamic Research Institute, International Islamic University, Islamabad (1993)
- Dr. Muhammad Zia-ul-Haq, "Introduction to Al Sharia Al Islamia" Allama Iqbal Open University, Islamabad (2001)
- H.S. Bhatia, "Studies in Islamic Law, Religion and Society" Deep & Deep Publications New Delhi (1989)
- Hameed ullah Muhammad, 'Introduction to Islam Maulana Muhammad Yousaf Islahi,'
- Hameed ullah Muhammad, "Emergence of Islam" , IRI, Islamabad
- Hameed ullah Muhammad, "Muslim Conduct of State"
- Hussain Hamid Hassan, "An Introduction to the Study of Islamic Law" Leaf Publication Islamabad, Pakistan.
- Mir Waliullah, "Muslim Jurisprudence and the Quranic Law of Crimes" Islamic Book Service (1982)

COURSE TITLE: EXPLORING QUANTITATIVE SKILLS

COURSE INTRODUCTION

COURSE DESCRIPTION



This course aims to develop the basic mathematical skills which ultimately enhance problem solving skills using inductive and deductive reasoning and sets. The basic concepts will be developed with applications from the real world such as algebraic models with equations, rates, ratios, and percentages will be discussed. Students will also explore linear models, including rectangular-coordinates, functions, empowering them to analyze real-world problems with logical precision. By the end of course, students will have practiced problem-solving, logical reasoning, and mathematical modeling abilities to tackle diverse challenges confidently as follows:

- Students will be introduced to the above concepts, and they will be prepared to apply these concepts to analyze and interpret information in different walks of life.
- Students will get familiarized with the importance of quantitative reasoning skills in the modern age.
- This course will improve their ability to deal with scenarios involving numbers related issues in a logical manner.
- It will provide students an opportunity to appreciate the intellectual beauty of quantitative reasoning skills.
- It will prepare students to apply the quantitative reasoning skills in solving quantitative problems which they will experience in their practical lives.

COURSE CONTENTS

Module 01. Exploring Importance of Quantitative Reasoning Skills

What is quantitative reasoning, Overview of contributions of mathematicians especially Muslim scholars.

Module 02. Problem Solving Techniques

Understanding relationship between parts and whole, Practical life scenarios involving units and rate, Unit analysis as a problem-solving tool, Inductive and deductive reasoning, Problem solving strategies.

Module 03. Numbers & the Universe

Understanding our World through numbers, Dealing with very big and small numbers & their applications, Understanding uncertainty and its applications, Introduction to number systems and different types of standard numbers and their role in practical life scenarios, square roots, cube roots, highest common factors, lowest common multiples, visualizing fractions, decimals, systems of measurements, an overview of contributions of mathematicians, unit analysis as a problem-solving tool.

Module 04. Financial Issues

Money management (profit, loss, discount, taxation, and other scenarios involving percentage), money management in practical life scenarios like investments and federal budget, simple and compound interest, Saving plans and economy, percentage, profit, loss, discount, taxation, and other scenarios involving percentage, simple and compound interest with applications.

Module 05. Exploring Expressions

Practical scenarios involving expressions, equating two expressions in one variable & using



it to solve practical problems, linear equations, quadratic equations and their applications in social and economic problems.

Module 06. Exploring Beauty in Architecture & Landscape

Introduce geometrical objects through architecture and landscape, dealing with social and economic issues involving geometrical objects, fundamentals of geometry, applications of Pythagorean theorem, introduction to unit circles, trigonometric functions and inverse trigonometric functions, problem solving with geometry.

Module 07. Venn Diagrams

Venn diagrams and their applications

TEACHER MANUAL

[Quantitative Reasoning Courses\Quantitative Reasoning Teacher Manual - Sept 2021 - HEC.pdf](#)

RECOMMENDED RESOURCES

1. R. N. Aufmann, I. S. Lockwood, R. D. Natio and D. K. Clegg, Mathematical Thinking and Quantitative Reasoning (2008), Houghton Mifflin Company (New York).
2. Bennett, I. & Briggs, W. (2015). Using and understanding mathematics (6th Edition). Pearson Education, Limited.
3. Blitzer, R. (2014). Precalculus. (5th Edition). Pearson Education, Limited.
4. Using and understanding mathematics, 6th edition by Jeffrey Bennet and William Briggs, published by Pearson USA.
5. Mathematical thinking and reasoning 2008 by Aufmann, Lockwood, Nation & Clegg published by Houghton Mifflin Company USA.
6. Precalculus by Robert Blitzer 5th edition published by Pearson USA.
7. Precalculus Graphical, Numerical, Algebraic 8th edition by Franklin D. Demana, Bert K. Waits, Gregory D. Foley & Daniel Kennedy published by Addison Wesley USA.
8. Precalculus Mathematics for Calculus, 6th edition by James Stewart, Lothar Redlin and Saleem Watson published by Brooks/Cole Cengage Learning USA.
9. GRE Math Review https://www.ets.org/s/gre/pdf/gre_math_review.pdf OpenAlgebra.com
10. A free math study guide with notes and YouTube video tutorials.



COURSE TITLE: PRINCIPLE OF MANAGEMENT

Course Objectives:

This is an introductory course about the management of organizations. It provides instructions on principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management. The principles learned in this course will allow the student to effectively work with and through others in an organization. The course will also encourage the students to explore and inquire the applicability of western management principles and theories in local settings.

Course Outline:

1. INTRODUCTION

- Definitions of Management
- Characteristics of Management
- Different between Management and Administration

FUNCTIONS OF MANAGEMENT

- Functions a brief Treatment
- Planning, Organizing, Staffing
- Directing, Controlling, Coordination

PRINCIPLES OF MANAGEMENT

- Taylor's Principles
- Fayol's Principles



- General Principles
- Importance of Management
- Scope of Management

NATURE OF MANAGEMENT

- Management as an Art
- Management as a Science
- Management as a Profession

PLANNING

- Definition, Nature and Characteristics
- Importance of Planning
- Limitations of Planning
- Essentials of a good Plan
- Steps in Planning Process
- Types of Planning

DECISION MAKING

- Meaning and Elements of Decision Making
- Importance and Process of Decision Making
- Salient Features of a good or an Effective Decision
- An Effective Decision Making

ORGANIZING

- Nature and Importance of Organization
- Steps in the Process of Organization
- Formal and Informal Organization
- Principles of Organization

COMMUNICATION

- Definition of Communication
- Process of Communication
- Importance of Communication
- Types of Communication
- Barriers to Communication
- Over Coming the Barriers



- Characteristics of a good Communication System

STAFFING

- Definition of Staffing, Sources of Recruitment
- Steps in Selection Process
- Orientation or Induction
- Training and Education
- Types and Methods of Training

LEADERSHIP

- Definition
- Traits / Qualities of a Successful Leader
- Leadership Styles, Function of Leader Ship

CONTROLLING

- Definition of Controlling
- Characteristics of Controlling
- Objectives of Controlling
- Steps in the Process of Controlling
- Essentials of an Effective Control System

Suggested Readings:

1. Duck Ker, P.F. (1997). Practice of Management. London: Macmillan.
2. Terry. (1998). Principles and Practice of Management. USA: Prentice Hall.
3. Wahid,Fazli. (2004). Fundamentals of Management. IBMS/CS: Agricultural University Peshawar
4. Coulter, M., and Robbins (n.d.). Management, International ed. Griffin, Management 8th ed.
5. Management by Stephen P. Robbins, Mary Coulter, 8th Edition
6. Management by James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Jr. Latest Edition.



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

- Describe the characteristics of tourism.
- Define, understand, and explore a variety of tourism terminology and concepts.
- Identify evolving issues and trends in the tourism industry and discuss their implications for festivals and events.
- Define the interrelationship of the five sectors of the tourism industry and evaluate their role in supporting events.
- Describe the history and current scope of the Hospitality industry.
- Describe the basic structure and organization of the foodservice industry.
- List and describe the basics of catering operations.
- 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*, 3d 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 Studes 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 Dehli.

11. Hotel Management and Operation, Jonhn 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).



COURSE TITLE: CULTURAL 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:

- 1- To give an intellectual framework for understanding the definitions, concepts and philosophies surrounding heritage tourism and its management
- 2- To some key issues in heritage tourism including, sustainability, benefits and negative impacts, public interest and the different types of heritage tourism
- 3- To an understanding of heritage tourism in terms of different contexts - for example in relation to urban, rural and site-specific environments
- 4- 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, odd 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,

YEAR-1		SEMESTER-2	
COURSE CODE	COURSE	CR HRS.	COURSE CATEGORY
THM-121	Expository Writing	3 (3+0)	GE-4
THM-122	Ideology and Constitution of Pakistan	2 (2+0)	GE-5
THM-123	Introduction to Computer (ICT)	3 (3+0)	GE-6
THM-124	Tools for Quantitative Reasoning Math II	3 (3+0)	GE-7
THM-125	Tourism Concepts and Principle	3 (3+0)	Major 3
THM-126	Pakistan Tourist destination	3 (3+0)	Major- 4
Total Credit hours		17	

COURSE TITLE: EXPOSITORY WRITING

COURSE DESCRIPTION

This course prepares undergraduates to become successful writers and readers of English. The course helps students develop their fundamental language skills with a focus on writing so that they can gain the confidence to communicate in oral and written English outside the classroom. The course is divided into five units and takes a PBL (Project-based Learning) approach. Unit themes target the development of 21st century skills and focus on self-reflection and active community engagement. Course activities include lectures, group, pair and individual activities, as well as a series of required assignments, including reading and writing across various genres. Finally, the course prepares students for taking the next course in the sequence, 'Expository Writing II: Cross-cultural Communication and Translation Skills'.

COURSE OBJECTIVES

At the end of the course, the students will be able to:

1. Analyze basic communication skills and use them effectively in oral and written English
2. Develop skills as reflective and self-directed learners
3. Critically evaluate and review various types of texts and summarize them
4. Develop analytical and problem-solving skills to address various community-specific challenges
5. Intellectually engage with different stages of the writing process, such as: brainstorming, mind mapping, free writing, drafting and revision, etc.

LEARNING OUTCOMES

By the end of this course, the students will be able to

1. Write, edit and proofread a short essay in English language
2. Present ideas to the whole class in team presentations using English that is comprehensible and engaging.
3. Critically analyze a text written in English using SQW3R strategies
4. Conduct small-scale research about their communities
5. Draft a letter to editor.

COURSE CONTENTS

Module 1: Expository Writing

- Introduction



- Types
- Usage
- **Module 2: Self Reflection**
- Introduction to the basics of the writing process
- Introduction to the steps of essay writing
- Students practice prewriting activities like brainstorming, listing, clustering and freewriting
- Students practice outlining of the essay
- **Module 3: Personalized Learning**
- Students reflect on their learning process
- Group discussion about learning styles based on the reading material provided to students
- Introduction to personalized learning
- Students practice goal setting
- And create a learning plan
- Introduction to the structure and significance of oral presentations
- Class discussion about content selection and slide preparation for oral presentations
- Peer review through a gallery walk
- **Module 4: Critical Reading Skills**
- Introduce authentic reading (DAWN newspaper and non-specialist academic books/texts)
- Conduct classroom reading activities (using strategies skimming, scanning, SQW3R, previewing, annotating, detailed reading and note-taking) using standard tests (TOEFL and IELTS) Assign books/articles/reports for their individual home assignments.
- Share model review reports and annotated bibliographies
- **Module 5: Community Engagement**
- Showing short documentaries to students on global environmental issues
- Student-led brainstorming on local versus global issues
- Teacher-led introduction to the unit assignment (using assignment sheet)
- Readings (or other input sources - video, social media) from local news on possible community issues, letters to editor and op-eds
- Identify research problems
- Begin drafting research questions based on the problems identified
- Facilitating students on developing research questions in groups
- Draft interview or survey questions for community research (in English or L1)
- In-class role-plays of interviews with community members
- Engaging students in critical reading and reflection on the issues found in different communities
- In-class work on understanding interview information, how to present interview or survey information
- Refining the research questions, designing a detailed research plan in groups, dividing the tasks and deciding the timeline for the completion of the project
- Exposure to interview questions and interviewing techniques to develop an in-depth understanding of the issues
- Continued group work on report outline



- In-class lecture and group work on analyzing information
- Discussion based on translating the data from the source language to the target language (English)
- Sharing the experience of field work in class orally
- Teacher feedback on outline of report (globally to entire class and individually to groups as needed)
- Revisions to oral report in groups Engaging students in individual structured reflective writing based on their experience of working on the project
- Sharing their reflective writing to learn about each other's points of view
- Think-pair-share the findings (group similar issues)
- Individual writing of reflection on the community engagement project and their role in the group
- Brainstorm using creativity for dissemination - cartoons, advertisements for university magazine or beyond, creating posts for FB
- Summarizing/ converting the report to a letter to the editor to highlight the problems explored and their possible solutions (homework - connecting activity for week 11 - Unit 5)

Module 6: Letter to the Editor

- Teacher-directed instruction on genres (types) of writing focusing on letter-writing
- Model-practice-reflect: Introduce types of letters comparing the use of formal and informal vocabulary and phrases in each type
- Introduce the format and purpose of the letter-to-editor explaining with the help of an actual letter from a local newspaper
- Group reading of sample letters-to-editor selecting ones that deal with issues familiar to the students
- Invite a guest lecturer (local newspaper editor or faculty from journalism) to talk about what issues are currently raised in letters-to-editors and what are editors' criteria to accept letters for publication
- Work in groups to continue reviewing letter samples, analyzing the structure of letters
- Each group identifies an issue they want to write about and give a brief oral presentation to the class
- Submit the first draft of letters (to the teacher and peer-review group)
- In-class peer review of drafts using a checklist focusing on content and structure DUE:
- First draft of letter (to teacher and peer review group)
- Groups revise first draft of letter
- Differentiate among revision, proofreading and evaluation (as substages of finalizing documents)
- Discuss critically the draft-letter and implement the 'revision' phase of writing Reading of (DAWN) newspaper and sharing important letters (to editors) on local issues
- Groups revise second draft of letter Explicit instruction (paragraph structure, syntax, diction, grammar, and mechanics)
- Classroom discussion/debrief of activity Discuss critically and finalize the draft-letter as the last phase of writing

Teacher Manual & Suggested Reading



[Expository Writing Course Outline - Sept 2021 - HEC.pdf](#)

[Detailed Courses - Expository Writing - Sept 2021 - HEC.pdf](#)

[Expository Writing Teachers Manual - Sept 2021 - HEC.pdf](#)



COURSE TITLE: IDEOLOGY AND CONSTITUTION OF PAKISTAN

Course Introduction

Pakistan studies is an important course at this university in which students' study about their motherland. The following are the specific objectives of the course.

- To develop vision of Historical Perspective, Government, Politics, Contemporary Pakistan, ideological background of Pakistan.
- To study the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan.

Course Outline

Introduction to Ideology

Defining the Term Ideology, Role of Ideas, Contours of Ideology, Ideology, Truth and Power
Types of Ideologies, Left, Right and Center Debate, Old and New Ideologies, Views about Ideologies

Ideology of Pakistan

Aims and Objects of Pakistan's Formation
Ideology of Pakistan – its Importance
Basics of Pakistan's Ideology
Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Iqbal's and M. A. Jinnah's Notions on Ideology of Pakistan

Constitution, Government and Politics

Definitions, Features, and Functions
Constitutional Development in Pakistan 1947-1973: Constitution of 1956, 1962
Salient Features of Constitution of Pakistan 1973
Fundamental Rights in Constitution of Pakistan 1973
Martial Law 1977-88,
Civilian Rule 1988-99
Martial Law 1999 Onward

Pakistan – Land and Peoples

Geography and its Importance
Natural resources and Their use
Agriculture and Industry
Population, Manpower, and Education

Contemporary Pakistan

Economic Institutions and Issues
Society and Social Structure
Foreign Policy of Pakistan and Challenges

Reference Materials:

- 1) The Emergence of Pakistan, Chaudary M., 1967
- 2) The making of Pakistan, Aziz. 1976
- 3) A Short History of Pakistan, I. H. Qureshi, ed., Karachi, 1988
- 4) Perspectives on Contemporary Pakistan Governance, Development and Environment Edited By Ghulam Ali, Ejaz Hussain, 2020
- 5) Any other standard and latest books covering the subject.



COURSE TITLE: INTRODUCTION TO COMPUTER (ICT)

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 01: Basic of Computers

- Introduction and history of computers
- Types of computers (analog, digital, hybrid)
- Block diagram of Computer System.

Module 02: Parts of the Computer System

- Hardware (Essential Computer Hardware (Processor, Memory, Input Devices, Output Devices & Storage devices)
- Memory and types
- Primary/Internal memory (RAM & ROM)
- Units of Computer Memory (Bit, Byte, KB, MB, GB, TB)



- Secondary Storage
- Input Devices & Output device

Module 03: Software

- System software
- Application software
- General purpose and Special purpose Software

Module 04: Data Communication and Data Communication System (DCS)

- Components of DCS (Sender, Receiver, medium, Message & Protocol)

Module 05: The Internet & Internet Services

- Electronic mail
- Chat, Online Services
- Web Browsers, URL, Web Searching/ Browsing, Search Engine

Module 06: Operating Systems

- Introduction to Windows 10 & Installation
- Working with the Windows 10 Desktop

Module 07: Microsoft Word

- Creating and Modifying a Flyer
- Creating CV and Resume
- Creating a Research Paper

Module 08: Microsoft PowerPoint

- Creating and Editing Presentations with Pictures
- Enhancing Presentations with Shapes and SmartArt

Module 09: Microsoft Excel

- Creating a Worksheet and a Chart
- Formulas, Functions, and Formatting

Module 10: Use of computer in daily life

- Computer as a teacher
- Online education (Example: Virtual University of Pakistan)

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: TOOLS FOR QUANTITATIVE REASONING MATH II

COURSE DESCRIPTION

The primary objective of this course is to explore probability and statistics. The curriculum includes in-depth study of exponential and logarithmic functions, as well as problem-solving

related to these mathematical concepts. Solving system of linear equations and matrix algebra is the part of this course which ultimately develops the necessary background for data analysis. Overall, the course aims to equip students with a comprehensive understanding of mathematical concepts relevant to probability and statistics enabling them to apply these skills in real-world problems. The following are the main objectives:

- Students will be introduced to the above listed concepts, and they will be prepared to apply these concepts to practical life scenarios.
- This course will enhance their ability to deal with scenarios involving quantitative reasoning skills in a logical manner which they can face in their practical lives.
- It will prepare students to deal with different forms of data occurring in professional, social and natural sciences.
- Students will be introduced to scenarios involving functions and probability in different disciplines.
- This course will prepare the students to apply the quantitative reasoning skills in other disciplines.
- This course will provide solid foundation for students to use the quantitative reasoning skills in solving practical life problems.

COURSE CONTENTS

Module 01. Exploring Graphical Information

Investigating relationships between variables, exploring tools to find relationship between variables, Resources, and population growth: dealing with economic, environmental, and social issues.

Module 02. Building blocks of a plane

Graphical and analytical approaches to solve a problem, Applications of graphical &



analytical approaches to solve social & economic problems.

Module 03. Exploring inequalities

Understanding inequalities around us, dealing with practical problems involving inequalities in different disciplines

Module 04. Comparing quantities

Golden ratio in sculptures, Comparison of statements and their use in social and economic problems, Applications of ratio and proportion, Sequence, Arithmetic sequence, geometric sequence, counting principles and their applications.

Module 05. Thinking Logically

Survival in the modern World, Propositions and truth values, Categorical proposition, and its applications

Module 06. Understanding Data

Introduction to data, tabular and graphical presentation of data, descriptive analysis of data, standard deviation, measure of the locations, Scatter plots, Pearson's correlation coefficient, measure of dispersions, sampling distributions, levels of measurements, experimental design and basic rules of probability.

TEACHER MANUAL

[Quantitative Reasoning Courses\Quantitative Reasoning Teacher Manual - Sept 2021 - HEC.pdf](#)

RECOMMENDED RESOURCES

1. Using and understanding mathematics, 6th edition by Jeffrey Bennet and William Briggs, published by Pearson USA.
2. Mathematical thinking and reasoning 2008 by Aufmann, Lockwood, Nation & Clegg published by Houghton Mifflin Company USA.
3. Pre-calculus by Robert Blitzer 5th edition published by Pearson USA.
4. Pre-calculus Graphical, Numerical, Algebraic 8th edition by Franklin D. Demana, Bert K. Waits, Gregory D. Foley & Daniel Kennedy published by Addison Wesley USA.
5. Pre-calculus Mathematics for Calculus, 6th edition by James Stewart, Lothar Redlin and Saleem Watson published by Brooks/Cole Cengage Learning USA.
6. OpenAlgebra.com A free math study guide with notes and YouTube video tutorials.
7. R. N. Aufmann, J. S. Lockwood, R. D. Natio and D. K. Clegg, *Mathematical Thinking and Quantitative Reasoning* (2008), Houghton Mifflin Company (New York).
8. Blitzer, R. (2014). *Precalculus*. (5th Edition). Pearson Education, Limited.
9. R. Walpole, R. Myers, S. Myers and K. Ye, *Probability and Statistics/or Engineers & Scientists* (9th Edition), Pearson.
10. Bennett, J. & Briggs, W. (2015). *Using and understanding mathematics* (6th Edition). Pearson Education, Limited.
11. J. Yeo, T. K. Send, L. C. Yee I. Chow, N.C. Meng, J. Liew, O. C. Hong, *New Syllabus Mathematics* (7th edition 2019), Oxford University Press.



Course Objectives:

Research and policy making is one of the objectives of the academic institution and particularly of HEIs. The importance of statistical application in all almost all the disciplines of natural and social sciences in one of the compulsory aspects because research without statistic is not possible. Keeping the importance of statistics, the course has been introduce in sociology with the objectives that the students of sociology shall adopt various techniques of data collection, interpretation, report writing and testing of hypothesis in practical manner to produce quality research. The course has been designed in such a way that the students shall took interest in learning of the statistical tools and further enhance their capacity for implementation with the ethical guidelines of the research.

Course Outline:

Module: 1

INTRODUCTION

- Introduction, meaning and definitions of statistics
- Descriptive and inferential statistics
- Population parameter and sample statistics
- Variables, its types and relationships between variables
- Exploring tools to find relationship between variables
- Use of statistics in modern sociological research
- Graphical and analytical approaches to solve a problem/Economic problem

Module: 2

CLASSIFICATION OF DATA

- Introduction, types and sources of data
- Number patterns and their applications
- Classification, its types, bases and Aims
- Frequency distribution
- Class-limits & Class boundaries
- Class-marks & Class width
- Construction of a group frequency distribution



- Cumulative frequency distribution
- Exploring and summarizing data, misleading graphs
- Finding a representative value in a data
- Measure and spread of a data, measuring degree of relationship among variables
- Counting the odd

Module: 3

MEASURES OF CENTRAL TENDENCY

- Average, introduction and meaning
- Measures of central tendency
- Arithmetic mean
- Median & Mode

Module: 4

MEASURES OF DISPERSION

- Introduction and definitions of dispersion
- Types of dispersion
- Range
- Variance
- Standard deviation
- Coefficient of variation

Module: 5

CORRELATION AND REGRESSION

- Introduction, meaning and definition of correlation
- Types of correlation
- Pearson product moment or coefficient of correlation
- Introduction and types of regression
- Deterministic and probabilistic relation or model
- Least square regression equation Y on X and X on Y

Module: 6

THE LOGIC AND TYPES OF SAMPLING

- Population, target population, census method



- Sampling, sample, sampling frame, sampling bias
- Sampling and non-sampling errors
- Principles of sampling
- Types of sampling
- Probability sampling
- Non Probability sampling

Module: 7

HYPOTHESIS TESTING AND PARAMETRIC TEST

- Introduction & meaning of hypothesis
- Types of hypotheses
- Test-statistic
- Acceptance and rejection region
- Type 1 and type ii error
- The significance levels
- One-tailed and two tailed tests
- General procedure for testing hypotheses
- Test based on normal distribution
- Z test
- Testing hypothesis about mean of a normal population when population standard deviation is known
- Testing hypotheses about mean of a normal population when population standard deviation is unknown and $n > 30$

Suggested Readings:

1. Bennett, J. & Briggs, W. (2015). Using and understanding mathematics (6th Edition). Pearson Education, Limited
2. Stewart, J., Redlin, L. & Watson, S. (2011). Pre-calculus: Mathematics for Calculus (7th edition). Cengage Learning
3. Aufmann, R., Lockwood, J., Nation, R. & Clegg, D. (2007). Mathematical thinking and reasoning. Brooks Cole.
4. Sher Muhammad Chaudhry Introduction to statistical theory part I & II
5. Dowine N.M & Health R.W. Basics Statistical Methods.



6. Ferguson, G.A(1976) Statistical Analysis in Psychology and Education New York McGraw Hill.
7. Freud. J.E Modern Elementary Statistics New Jersey Prentice Hall.
8. Fuldoes, J.P and Fruchter, B. (1978). Fundamental Statistics in Psychology ad Education. New York McGraw Hill.
9. Garret, K.E. (1983) Statistics in Psychology and Education. New York: Longmans.
10. Alam, A. (2002). Social Statistics, University of Peshawar, Saif Printing Press.
11. Wright R.L. (1976). Understanding Statistics: An informal Introduction for the Behavioral Sciences.
12. Blalock, H. M. (1979). Social Statistics, New York: McGraw-Hill, ISBN 0-07-005752-4.



COURSE TITLE: TOURISM CONCEPTS & PRINCIPLES

COURSE DESCRIPTION:

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.

OUTCOMES:

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

COURSE CONTENTS:

Module-1 Introduction

Introduction to travel and tourism meaning nature definitions basic components elements domestic tourism international tourism future of tourism technology and tourism. History of travel and tourism travel steps in the evolution modern tourist travel for trade and commerce religious purpose seeking knowledge paid holidays mass tourism. The advent of steam age, impact of industrial revolution, rail transport, sea



transport, development of sea side resorts, the auto mobiles, air travel, causes of rapid growth post second world war period. Operating sectors of tourism industry,

Module-2 Travel Motivation

Motivation to travel definition of the term motivation travel motivators, classification of tourist, factors influencing the growth of tourism, social tourism, role of state in promoting social tourism, evolution of demand barriers to travel.

Module-3 Organizing Tourism

Organizations in tourism – need for the organization - factors influencing type organizations, the national tourist organization – role and function. History of international tourist organization – World Tourism Organization (WTO), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Pacific Area Travel Association (PATA), National and Provincial tourism organizations MoT, PTDC, TCKP, TDCP, STDC, BT A, DTS, PHA, TAAP.

Module-4 Impacts of tourism

The Social and Cultural Impacts of Tourism, Economic Impacts of Tourism, Environmental Impacts.

Module-5 Tourism prospects

Current Situation, Problems, Issues & Trends, International Trends and Standards, Tourism in the Third Millennium, The World of Tourism in 2020, The Nature of Future Growth, New Realities—New Horizons: Forces Impacting the Future of Tourism, The Tourist of the Future, The Changing Nature of Tourism Products

Module-6 Practical & Case Studies

- International Tourist Destination
- Domestic Tourist Destination
- Visit to different local Tourist sites, Mapping, Itinerary, Brouchers, Posters, slogans etc.

Recommended Books/Readings

1. Boniface, Brian G., and Chris Cooper. *Worldwide Destinations: The Geography of Travel and Tourism*, 3d ed.
2. Harris, Robert, and Joy Howard. *Dictionary of Travel, Tourism, and Hospitality*



3. Towner, John. "Approaches to Tourism History." *Annals of Tourism Research*, Vol. 15, No. 1, pp. 47–62, 1988.
4. World Tourism Organization. *Yearbook of Tourism Statistics*. Madrid: WTO, 2010.
5. 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.
6. WTTCHRC. *Steps to Success: Global Good Practices in Travel and Tourism Human Resource Development*. Vancouver: World Travel and Tourism Council Human Resource Centre, 1998.
7. *An introduction to travel and tourism - Susham Seth Bhat*
8. *Successful management – Fundamentals of tourism – Pran Seth*
9. *Tourism development, principles and practices – A.K Bhatya*

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 Neo tourism:

Emerging Tourism Destinations: Ecotourism

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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, 2nd 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
8. www.unwto.org.pk
www.wttc.org



YEAR-2		SEMESTER-3	
COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-211	Introduction to Environment	3 (3+0)	GE-8
THM-212	Introduction to Philosophy	3 (3+0)	GE-9
THM-213	Introduction to Economics	3 (3+0)	GE-10
THM-214	Introduction to Business	3 (3+0)	Interdisciplinary-2
THM-215	Culture Tourism	3 (3+0)	Major-5
THM-216	Hospitality Operation	3 (3+0)	Major-6
Total Credit hours		18	

COURSE TITLE: INTRODUCTION TO ENVIRONMENT

Course Objectives

The objective of this course is to provide orientation on the evolution and scope of this emerging discipline and to motivate them to think beyond basic sciences to decision sciences. After completing this course, the students are expected to learn the importance of Environmental Science in human life, its relationship with various segments of society and sectors of development. The students are also expected to become familiar with current national, regional and global challenges for sustainable development.

Course Outline:

Basic principles: Introduction and Background.

Relationship of sociology and environment.

Scope and contribution of environment to society.

Environmental Aspects: Physic-chemical, Biological, Socio-economic, Socio-cultural, Moral, Ethical, and Philosophical thinking.

Environmental Problems: Local, Regional and Global Level.

Environmental challenges: Sustainability of resources for development, Efficiency of Energy and Water Resources, Current and Future Trends in Growth and Resultant

Environmental Pollution, Poverty and Resource Depletion, Development in Industry, Agriculture and Urbanization.

Suggested Readings:

1. *Environmental Science: Earth as a Living Planet*, Botkin, D.B & Keller, E.A. 9th Ed. John Wiley & Sons, 2013.

2. *Environmental Science: systems and solutions*, McKinney, M.L., Schoch, R.M. & Yonavjak, L.



5th Ed. Jones & Bartlett Publishers, 2013

3. *Environmental Science: Toward a Sustainable Future*, Wright, R.T. & Nebel, B.J. 10th Ed. Pearson Educational, 2007.

4. *Environmental Science: working with the Earth*. 11th Ed. Miller, G., Tyler. Cengage Learning, 2005.

COURSE TITLE: INTRODUCTION TO PHILOSOPHY

Course Objectives: To enable the students to understand basic concepts of philosophy in the fields of metaphysics, axiology, and epistemology. Also, the course will help students in understanding of basic philosophical terms.

Course Contents

1. A review of the history of philosophy
2. A discussion on the major problems and methods of philosophy
1. Greco-Roman Philosophers Plato, Aristotle, Democritus, Pythagoras, Heraclitus, Protagoras, Epicurus, Seneca, and Epictetus
2. Medieval Religious Philosophers Avicenna, Averroes, St. Thomas Aquinas
3. Renaissance Philosophers Machiavelli, Erasmus, Thomas More
4. Enlightenment and Sui Generis Philosophers Copernicus, Descartes, Hobbes, Spinoza, Leibniz, Locke, Berkeley, Hume, Kant
5. Idealists Fichte, Schelling, Schiller, Hegel
6. Utilitarian Philosophers Jeremy Bentham, J.S. Mill
7. Romantic Reactionaries Rousseau, Schopenhauer, Kierkegaard,
8. Materialist Philosophers Feuerbach, Marx
9. The Irrational Philosophers Bergson, Freud
10. Phenomenologists and Existentialists Husserl, Heidegger, Sartre, Camus, Fanon

Suggested Readings

1. Adorno, T.W., *Aesthetic Theory*. Tr. By C. Lenhardt. London: Routledge & Kegan Paul, 1984
2. Ahmad, Absar, *Concept of Self and Self-Identity in Contemporary Philosophy*. Lahore: Iqbal Academy, 1986
3. Aldrich, Virgil., *Philosophy of Art*, New Jersey: Prentice Hall, 1963
4. Anne, Bruce, *Metaphysics: The Elements*. Oxford: Basil Blackwell, 1986
5. Aristotle, *The Works of Aristotle*, edited by W.D. Ross. Vol x. *Politica*, translated



- by Benjamin Jowett. Oxford: Clarendon Press 1921
6. Ayer , A. J. , Central Questions of Philosophy London: Penguin Books,1973
 7. Cairns, Huntington, Legal Theory from Plato to Hegel. Baltimore: John Hopkins Press. 1967.
 8. Copleston, Frederick, A History of Philosophy. vols New York: Image Books 1962
Frankena , William , K. Ethics Prentice Hall, Inc.
 10. Hurley, Patrick, J, A Concise Introduction to Logic, Belmont: Wadsworth Publishing Co. 1988
 11. James Rachel.

COURSE TITLE: INTRODUCTION TO ECONOMICS

Course Objectives:

The objective of this course is to provide students with a basic introduction to micro and macroeconomics. It aims to create an intuitive understanding of the central principles of the subject without the application of the more complex tools of economics. The most important purpose of this course is to help students learn the economist's way of thinking.

Course Outline:

Module 01: Introduction

- Introduction to Economics,
- Definition of Economics By Adam Smith, Marshal & Robbins
- Human Wants, Utility & Scarcity
- Scope of Economics.
- Microeconomics vs Macroeconomics
- Micro & Macro Economics
- Positive & Normative Economics,
- Economic Problem

Module 02: Consumer Behavior:

- Utility,
- Meaning and Definition of Utility,
- Characteristics of utility,
- Value and Price
- Income, Goods and Services
- Law of Diminishing Marginal Utility,
- Law of Equi Marginal Utility
- Laws of demand and supply • Indifference Curve Analysis,
- Budget line.
- Consumer Equilibrium through Indifference Curve approach

Module 03. Demand:

- Demand, Law of demand, Shift in Demand Curve, Rise and Fall in Demand Curve



- Individual and Market demand,
- Price elasticity of demand
- Price Elasticity of Demand,
- Measurement of elasticity of demand i.e.
- Point Elasticity, Arc Elasticity of demand, Income Elasticity

Module 04. Supply:

- Supply:
- Supply vs Stock,
- Law of Supply,
- Change in Supply
- Movement and Shift in supply Preferences, Elasticity of Supply

Module 05. Market:

- Market,
- Types of market; Determination of Price, Effect of Changes in demand or Supply on Price
- Perfect competition,
- Monopoly,
- Oligopoly monopolistic competition Total,
- Average and marginal products.

Module 06. Economic System:

- Economic System:
- Capitalism,
- Socialism.
- Mixed Economic System,
- Islamic Economic System,
- Importance of Islamic Economic System
- Assumptions and Price/Output determination

Module 07. Concepts of National Income:

- National Income,
- Gross Domestic Product,
- Gross National Product,
- Net National Product,
- Per capital income.

Module 08. Money:

- Definition of money, Barter and Its Difficulties
- Kinds of money, Instruments of Money
- Functions of money and Evaluation of money.

Module 09. Bank:

- Bank,
- Types of Bank.
- Commercial Banks and its functions,
- Central Bank and functions.

Module 10. Public Finance:

- Government revenue,



- Sources of government revenue
- Govt expenditure and Head of government expenditure ,
- Fiscal policy and Monetary Policy
- Instruments of fiscal and Monetary Policy
- Budget:
- Types of budgets i.e.
- Balance budget,
- Budget deficit and surplus budget.

Module 11. International Trade:

- Trade, Background of Trade,
- Difference between domestic and international trade
- Importance of International trade,

Recommended Books:

1. Michel Parkin. 2004. Economics, 5th Ed.
2. Paul A. Samuelson and W.D. Nordhaus. 2004. Economics, 18th Ed.
3. John Sloman, Economics (Latest edition).
4. Miller. Microeconomic Theory (Latest edition).
5. Lipsey and Crystal. Economics (Latest edition).
6. Habibullah Vaseer “Fundamentals of Economics” Latest Edition.

COURSE TITLE:

INTRODUCTION TO BUSINESS

Learning Objectives

This course aims at broadening the perspectives of the students to understand the environment, structure and system in which a modern business enterprise operates

Learning Outcomes

Introductory concepts of the students will be broad regarding business & its management. The learner also will be able to pick the soul of over all the kinds of business & its formation, promotion, winding up etc. They will also aware about the legal procedures of reporting & meetings.

Course Contents

Module: 1

- **Nature and Scope of Business**
- Nature of business; importance of business:
- Activities excluded from business sphere
- Objective of business



- Qualities of successful businessman;

Module: 2

- Components of business;
- Function of a modern business;
- Distinctions between trade; commerce and industry; Business organization; importance of the study of business organization

Module: 3

- Sole proprietorship
- Features, Advantages and disadvantages of the sole proprietorship

Module: 4

Partnership

- Partnership and characteristics.
- Salient features or characteristics of partnership.
- Merits and demerits of partnership form of organization
- Partnership agreement; partnership deed,
- Kinds of partners
- Mutual duties; rights and liabilities of partners; the absence of part green; admission or withdrawal of partners in a firm
- Registration of a partnership firm

Module: 5

What is a joint stock company;

- Features of a company form of organization.
- Classification of Companies.
- Advantages and disadvantages of a company form of organization
- Distinction between partnership and joint stock Company; private limited Co. and its conversion into public limited Co.
- Main features of partnership; Pvt. Ltd Co and public limited Co

Module: 6

Promotion and Formation of a Joint Stock and winding up of Joint Stock Company

- Co. promotion and their functions
- Formation of public Ltd. Co (Stages)



- Basic legal documents issued by a Co.

Module: 7

Share Capital Structure

- Capital of a Company.
- Shares of a Company
- Transfer and transmission of shares; debentures and its types

Organs of Company Management

- Shareholders; rights of shareholders
- Directors of a Co., Secretary of a company

General Meeting

- Company meetings (statutory, annual general and extra general meetings); statutory report

Meetings of board directors

Procedure and conduct at the general meetings

Company resolutions

Business combination

- What is business combination?
- Types of business combination
- Forms of business combination

Recommended Readings:

2. Nasir, Saeed “*Introduction to Business*” (Ed. 2019)
3. Ali, M.H. “*Business Organization*” (latest Edition)

Nisaruddin: “*Business Organization*”, (latest Edition)

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:

1. Acquire knowledge and demonstrate an understanding of the relationship between culture and tourism, concepts and theories of cultural tourism
2. How cultural tourism affects and is affected by stakeholders
3. The relationship between cultural tourism and debates about contemporary issues.
4. Analyze how heritage tourism works in Pakistan.
5. Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.
6. Demonstrate an ability to apply knowledge, collect data, extract and synthesize information, and present research findings and solutions.
7. 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



COURSE TITLE: HOSPITALITY OPERATION

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



Year- 2		SEMESTER-4	
COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-221	Introduction to Psychology	3 (3+0)	GE-11
THM-222	Civic and community Engagement	3 (3+0)	GE-12
THM-223	Logic and Critical Thinking	3 (3+0)	Interdisciplinary-3
THM-224	Tour Guiding	3 (2+1)	Major-7
THM-225	Sports and Adventure Tourism	3 (3+0)	Major-8
THM-226	Tourism Geography	3 (3+0)	Major -9
Total Credit hours		18	
Select one of the following			
THM-221	Introduction to Psychology		
THM-227	Introduction to Sociology		

INTRODUCTION TO PSYCHOLOGY



Course Objectives:

Describe psychology with major areas in the field, and identify the parameters of this discipline. Distinguish between the major perspectives on human thought and behavior. Appreciate the variety of ways psychological data are gathered and evaluated. Gain insight into human behavior and into one's own personality or personal relationships. Explore the ways that psychological theories are used to describe, understand, predict, and control or modify behavior.

Course Outline:

1. Introduction to Psychology

- Introduction, Definition and scope of Psychology
- Nature and Application of Psychology with special reference to Pakistan.
- Historical Background and Schools of Psychology (A Brief Survey)

2. Methods of Research in Psychology

- Observation
- Case History Method Experimental Method
- Survey Method & Interviewing Techniques

3. Biological Basis of Behavior

- Neuron: Structure and Functions
- Central Nervous System and Peripheral Nervous System

1. Sensation, Perception and Attention

- Sensation: Characteristics and Major Functions of Different Sensations
- Vision: Structure and functions of the Eye.
- Audition: Structure and functions of the Ear.
- **Perception**
- Nature of Perception & Kinds of Perception:
- Factors of Perception: Subjective, Objective and Social
- Spatial Perception (Perception of Depth and Distance)



- Temporal Perception; Auditory Perception.
 - **Attention**
 - Factors, Subjective and Objective
 - Span of Attention & Fluctuation of Attention
 - Distraction of Attention (Causes and Control)
2. **Motives**
- Definition and Nature
 - Classification
 - **Primary** (Biogenic) Motives: Hunger, Thirst, Defecation and Urination, Fatigue, Sleep, Pain, Temperature, Regulation, Maternal Behavior, Sex
 - **Secondary** (Sociogenic) Motives: Play and Manipulation, Exploration and Curiosity, Affiliation, Achievement and Power, Competition, Cooperation, Social Approval and Self Actualization.
3. **Emotions**
- Definition and Nature
 - Physiological changes during Emotions (Neural, Cardial, Visceral, Glandular), Galvanic Skin Response; Pupillometrics, Theories of Emotion
 - James Lange Theory; Cannon-Bard Theory, Schachter –Singer Theory
4. **Learning**
- Definition of Learning
 - Types of Learning: Classical and Operant Conditioning Methods of Learning: Trial and Error; Learning by Insight; Observational Learning
5. **Memory**
- Definition and Nature
 - Memory Processes: Retention, Recall and Recognition
 - Forgetting: Nature and Causes
6. **Thinking**
- Definition and Nature
 - Tools of Thinking: Imagery; Language; Concepts, Kinds of Thinking



- Problem Solving; Decision Making; Reasoning

Suggested Readings:

1. Atkinson, R. C., and Smith, E. E. (2000). *Introduction to psychology* (13th ed.). Harcourt Brace College Publishers.
2. Fernald, L. D., and Fernald, P. S. (2005). *Introduction to psychology*. USA: WMC Brown Publishers.
3. Lahey, B. B. (2004). *Psychology: An introduction* (8th ed.). McGraw-Hill Companies, Inc.
4. Leahey, T. H. (1992). *A history of psychology: Main currents in psychological thought*. New Jersey: Prentice-Hall International, Inc.
5. Myers, D. G. (1992). *Psychology*. (3rd ed.). New York: Wadsworth Publishers.
6. Aronson, E., Wilson, T. D., and Akert, R. M. (2010). *Social Psychology* (7th ed.). Prentice Hall.
7. Batson, C. D. (1998). *Altruism and Pro-social Behavior*. In Gilbert, D.T; Fiske, S.T; Lindzey, G. *The Handbook of Social Psychology*. New York: McGraw Hill.
8. Bem, D. (1970). *Beliefs, Attitudes, and Human Affairs*. Belmont, CA: Brooks/Cole.
9. Forgas, J. P. ed. (1981). *Social Cognition: Perspectives on Everyday Understanding*.



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 behavior. 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:

1. 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.
2. 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.
3. 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.
4. 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.



Course Outline:

Module 01. Introduction

- Historical back ground of Sociology
- Definition, Scope, and Subject Matter
- Sociology as a Science
- Relationship of Sociology with other Social Sciences

Module 02. Community, Society, Associations and Organizations

- Community Introduction, Definition, Elements and Types
- Society, Definition, Types
- Difference between Society and community

2.1. Associations, Meaning and definition

- Non-Voluntary
- Voluntary

2.2 Organization

- Informal
- Formal

Module 03. Social Interaction

- Levels of Social Interaction
- Process of Social Interaction
- Cooperation
- Competition
- Conflict
- Accommodation
- Acculturation and diffusion
- Assimilation
- Amalgamation

Module 04. Social Groups

- Definition & Functions
- Classification of social groups
 - In-groups and out- groups
 - Primary and Secondary group
 - Reference groups
 - Informal and Formal groups
 - Pressure groups
 - Importance of Group Life

Module 05. Culture

- Definition, aspects and characteristics of Culture
- Material and non-material culture
- Ideal and real culture

4.1. Elements of culture

- Beliefs
- Values
- Norms and social sanctions

Module 06. Socialization & Personality

- Role and status
- Socialization, definitions, and types of socialization
- Agencies of socialization



Module 07: Tourism and Social Change

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

Suggested Readings:

1. Gidden, A. (2002). *Introduction to Sociology*. UK: Polity Press.
2. Henslin, J. M. (2004). *Sociology: A Down to Earth Approach*. Toronto: Allen and Bacon.
3. Kerbo, H. R. (1989). *Sociology: Social Structure and Social Conflict*. New York: Macmillan Publishing Company.
4. Tischler, H. L. (2002). *Introduction to Sociology* (7th ed.) New York: The Harcourt Press.
5. Horton Paul B. and hunt, Chester (1990), *sociology* Singapore: McGraw Hill company
6. Macions, J.J. (2015). *Sociology* (16th Ed.)
7. *Sociology – 1,2* by Allama Iqbal open university, Islamabad
8. Taga, Abdul Hameed (2000) *an Introduction to Sociology*, Lahore

COURSE TITLE: CIVIC AND COMMUNITY ENGAGEMENT

Course Introduction:

Teach students the importance and role of active citizenship in promoting a productive, harmonious and development society/ world. Educate students about the importance of concepts, skills and philosophy of community linkages in developing a sustainable society. Inculcate the importance of community involvement for ensuring an improved, tolerant and generative society/ world. Provide an opportunity to the students to develop their relationship with the community.

Course Learning Outcomes:

At the end of the course the students will be able to:

Teach students the importance and role of active citizenship in promoting a productive, harmonious and developed society/world.

Educate students about the importance of concepts, skills and philosophy of community linkages in developing a sustainable society.

Provide an opportunity to the students to develop their relationship with the community.

Inculcate the impotence of community involvement for ensuring an improved, tolerant and generative society/world.

Course Content:

Introduction to citizenship education and Community Engagement

Identity, Culture, and Social Harmony



Multi-cultural society and inter-cultural dialogue

Active Citizen: Locally Active, Globally Connected

Human rights, constitutionalism and citizens' responsibilities

Social issues in Pakistan

Social Action Project

Assignment (Formative/Summative)

Reference Materials: (or use any other standard and latest books)

1. John J. Macionis, Linda Marie Gerber, Sociology (New York: Pearson Education, 2010)
2. Community Development, Social Action and Social Planning by Alan Twelvetrees 12 May 2017
3. The Constitution of the Islamic Republic of Pakistan (Pakistan: The National Assembly of Pakistan, 2012), also available online at the official website of National Assembly of Pakistan: http://na.gov.pk/uploads/documents/13333523681_951.pdf (Accessed on April 25, 2017)

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. Routledge.
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:

TOUR GUIDING

Course Outline

Module-1 Introduction & orientation



Introduction, Composition of the Tourism Industry, Tourism Product, Tour Guiding: Concept History-Dimensions and Present Status. Role and Responsibilities of Tour Guide- Tour Guides Code of Conduct. Personal hygiene and grooming checklist for tour guides. Principles of Tour Guide-How to develop tour guiding skills. What are different types of tour and Tour Guiding,

Module-2 Field Studies

What is the Itinerary and its key points, Checking the condition of the vehicle and the appearance of the driver. Identification of the group. Receiving the Visitors on arrival, Meet and welcome arriving tourists. Help him with information about the facilities, Deal with the practical problems. Brief the visitors.

Module-3 Skills for interpretation

Visitor interpretation, concept- principles and types, How to develop good interpretation skill Popular understanding of a place. Principles of good interpretive practice, Reconstructive and Receptive Interpretation-Personal Stereotype. How to develop a caring consistent quality approach to Service. Introduce the tour. Explain the Itinerary. Give Instructions. Establishing the role of a Leader. Leading the visitors to different venues. Preparing the commentary. Speak in PAS. Linking of commentary with subjects Success of the commentary.

Module-3 Conducting Tours

Conducting a Regular City Tour, Conduction a Tour at a Museum or Cultural Centre. Conducting a Rural Tour. Conduct a General Tour of Museum, how to deliver an informative on varied sites and entertaining commentary, establishing a Good Security Measures, Adjusting of tour according to weather. How to safeguard the visitors, Safeguarding the security of the vehicle, Liaise with the local authorities and police, Obtained feedback., Promotes other tours, Ensure personal possessions. Say goodbye. Deal with tips/gratitude.

Module-4 Basic First Aid and respond to with emergencies.

What is the aim of the First Aid. Recognize the Basic Techniques. Answering Questions in Concise, informative manners. Involving the group, Control of Timing. Using different forms of Transport, Liaising with the main office, Establishing Good Security Measures, Using different types of Transport, Brief the visitors about the tour, Manage the program



for the visitors, Liaising with the main office. Receives reports & information. Give clear messages. Emergencies.

Module-5 Transfers

Transform of Visitors back to the departure point, Organize baggage. Coordinates with Checkout process. Facilitates the checkout or boarding, Say good by to the visitors.

Module-6 Communication

What is communication, Types of communication, social media, tourism Bloggers, use of the internet, use of google maps and roads signs, maps,

Module-7 Visit /Tours to important locations)

(Historical One day), (Natural scene One day). (Cultural, natural, adventure tourism, Three Nights)

RECOMMENDED READINGS

1. Pakistan handbook by Iso bell sha.
2. insight guide Pakistan
3. Tour guiding by SATS.
4. Tour guiding business
5. Travel Agency & Tour Operations, Foster D
6. Conducting Tours, Dellers
7. Travel Agency and Tour Operator TT-311ion, J M Negi
8. Travel Agency Management, M.N. Chand
9. Tour Operations and Tour Guiding, J.N. Negi
10. What time is this place, David Hetchenberg.



**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 have 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

Module1 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

Module2 Activity

Globalization and the mobility of elite competitors Spectatorship and spectator experiences

Recreational sport and serious leisure

Module3

People

Authentic

Experiences

Temporary

sport migrants

Transnationalism, migration and diaspora

Module4 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

Module5

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

Module6

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

Module7

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

Module8

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 Buckley
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 1st Edition by James Higham (Author), Tom Hinch (Author)

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-5	
COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-311	Organizational Behavior	3 (3+0)	Interdisciplinary-4
THM-312	Sustainable Tourism	3 (3+0)	Major-10
THM-313	House Keeping Operations and Management	3 (2+1)	Major-11
THM-314	Restaurants operations and Management	3 (2+1)	Major-12
THM-315	Tourism Management	3 (3+0)	Major-13
THM-316	Religious Tourism	3 (3+0)	Major-14
Total Credit hours		18	

COURSE TITLE: ORGANIZATIONAL BEHAVIOUR

COURSE INTRODUCTION

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: 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/hoteliars), 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: 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 equipment's 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:

1. Be a successful seller of rooms and other services of the hotel
2. Understand the reservations, check-in and check-out procedures
3. Collaborate with his/her colleagues, as well as with the other departments of the hotel
4. Offer high level services and contribute to the hotel's security
5. 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: RESTAURANT OPERATIONS 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:

1. Summarize procedures within restaurant operations
2. Apply operational procedures to achieve specific results
3. Examine the influence of history of restaurants on contemporary restaurants
4. Justify use of managerial functions to affect profitability
5. 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 affection 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 Walter, 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: 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.

OUTCOMES

1. Define and appreciate the complexities relating to tourism studies, the tourist and the tourism industry.
2. Define what is considered as the tourism product and the relevance to tourism management
3. Describe the main sectors of the tourism industry including their interrelationships and importance
4. 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.
5. 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.

6. 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.
7. Keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry* sectors to improve work performance and guide career development.

8. 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 live able 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*.

Tourism Management Dynamics Trends, management and tools by Dimitrios Buhalis and Carlos Costa

COURSE TITLE: RELIGIOUS 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. (1st 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

YEAR-3		SEMESTER-6	
COURSE	COURSE TITLE	CREDIT	COURSE



CODE		HOURS	CATEGORY
THM-321	Entrepreneurship	3 (3+0)	Interdisciplinary-5
THM-322	Tourism and Hospitality Law	3 (3+0)	Major-15
THM-323	Event Management	3 (3+0)	Major-16
THM-324	Culinary Art	3 (2+1)	Major-17
THM-325	Front Office Operations and Management	3 (2+1)	Major-18
THM-326	Customer relationship management in tourism and Hospitality	3 (3+0)	Major-19
Total Credit hours		18	

COURSE TITLE: ENTREPRENEURSHIP

Course Description

This course is designed for the students to understand the Starting & operating a new business which involve considerable risk & effort to overcome the inertia against something new. In creating and growing a new venture, the entrepreneur assumes the responsibility and risks for its development & survival and enjoys the corresponding rewards. At the end the students will be able to develop business plan to start and initiate their own ventures.

Module 01

Defining Entrepreneurship: Creation economic organization, dimensions of entrepreneurship.

Module 02.

The Macro Environment for Entrepreneurship: process of environmental analysis, sources of opportunities, industry and market structure.

Module 03

The Competitive Environment: the perfect competition model, industry analysis, buyer power, supplier power, the threats of substitutes, entry barriers, rivalry between firms, competitor's analysis.

Module 04

The International Environment: the macro environment of international entrepreneurship, international entrepreneurial strategies, international organization behavior.

Module 05

Business Plan and Entrepreneurial Strategy: entry wedges, resource-based strategies, strategy and industrial environment.



Module 06

Marketing New Ventures: the marketing of entrepreneurship interface, marketing concepts and orientation, marketing strategy and sales forecasting.

Module 07

Element of New Ventures: creating the organization

SME Definition: Importance of SME, SME in Pakistan.

Module 08

Best Quality Management Practice in SME: customer relation management in SME.

Strategies of success of SME: The Business plan. Case study, Practical plan and Implementation

RECOMMENDED BOOKS

1. SMALL BUSINESS MANAGEMENT A CASE STUDY APPROACH, Devid Stokes, Latest Edition.
2. Mare J.Dollinger Entrepreneurship: Strategies and Resources. Austen Press.



**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

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



8. Use the knowledge of the law of tort, employment and commercial law in business.
9. 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;

1. Hotel & Restaurant Act 1976 and rules 1978
2. Tour Guiding Act 1978 and Rules
3. Travel Agencies Act 1978 and Rules

Module – 5

The other related law in Pakistan under following headings;

1. Laws Dealing with Food Safety in Pakistan
2. Health and Safety Acts
3. Labor law.
4. Antiquity Act.
5. Liabilities for lost and theft
6. Wild life.
7. Forest Act.
8. Taxation.
9. Licensing and agreement law

RECOMMENDED READINGS

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. Relevant Acts and Ordinances
5. Factories Act, Industrial Relations Ordinances, Payment of Wages Act



**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:

1. Understand how to create an event that achieves specific objectives for the host/client.
2. Design a planning process that incorporates budgeting, project management, communication and evaluation tools.
3. Have an understanding of the various event elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
4. Understand the role of the planner on site at the event, and the mindset necessary to oversee successful event coordination.
5. Understand the key elements of a conference and the processes involved in format and venue selection, registration, catering, accommodation, transport, theming, security and entertainment.
6. Understand management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.
7. 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

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



**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:

1. 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.
2. 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.
3. 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.

4. 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.
5. 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 – 1 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 – 2 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 – 3 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 – 4 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 – 5 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 – 6 (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: 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:

1. Identify the independent components of the lodging front desk/front office system.
2. Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
3. Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
4. 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:



- Peter Abbott and Sue Lewry (1999) Front Office 2nd edition, Butterworth Heinemann.
- Dix colin and Baird chris (1998) Front Office 4th edition, Harlow Longman.
- Sue Baker, Pam Bradley and Jeremy Huyton (2000) Principles of hotel front office operations 2nd edition: London Cassell.
- James A. Bardi, William Sullivan, Sheryl F. Kline(2006),Hotel front office management edition4th. John Wiley & Sons
- South Asia Tourism Secretariat (2007) Front Office, SATS.
- Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
- Front Office – operations and management – Ahmed Ismail (Thomson Delmar).
- Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.
- Front Office Operations – Colin Dix & Chris Baird.
- Front office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- Managing Front Office Operations By Kasavana & Brooks
- Principles of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum
- Check in Check out- Jerome Vallen
- Hotel Front Office Management, 4th Edition by James Socrates Bardi; Wiley International

COURSE TITLE: Customer Relationship Management in Tourism and Hospitality

Course Objectives

At the end of the semester the students would have full knowledge to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution.

COURSE CONTENTS

Module I: CRM- Introduction

- Definition



- Goal of CRM

- CRM Success Factor

Module II: The Customer Service / Sales Profile

- The Three Level of Service
- The Shape of Customer Service
- Managing Customer Service / Sales Profile

Module III: Choosing your CRM Strategy

- CRM Strategy Starting Point
- The CRM Strategy Creation
- CRM Strategy Selection

Module IV: Managing and Sharing Customer Data

- Managing Customer Information
- Ethics and legalities of Data use
- Tools for capturing Customer Information

Module V: E-Commerce Customer relationship

- CRM on Internet
- Choosing the Right niche
- Rules for the Success on the road to E-commerce

Module VI: Managing Relationship through Conflict

- Managing the movement of conflict
- Understanding Customers
- Problems
- Solutions
- CRM Marketing Initiatives
- Cross selling & Up-selling
- Customer relation
- Behaviour Predication

Suggested Books:

- CRM by Kristen Anderson & Carl Kerr, Tata McGraw Hills



- The CRM Hand-book by Jill Dyche, Pearson Education Singapore
- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management by Dr. Jagmihan Negi, Himalayan Publishing House, New Delhi



SEMESTER-7			
COURSE CODE	COURSE TITLE	CREDIT HOURS	COURSE CATEGORY
THM-411	Accounting and Finance	3 (3+0)	Interdisciplinary-6
THM-412	Food and beverage Management	3 (3+0)	Major-20
THM-413	Research Methodology	3 (3+0)	Major-21
THM-414	Travel and Tour Operation	3 (3+0)	Major-22
THM-415	Field work/Internship	3 (0+3)	Field Experience-1
Total Credit hours		15	

COURSE TITLE: ACCOUNTING AND FINANCE

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.

OUTCOMES:

At the end of this course, students will know:

1. What is accounting? The process of recording business transactions.
2. Development of financial statement according to GAAP.
3. How to determine the financial status of tourism and hospitality organizations.
4. Accounting cycle, as well as finance.
5. Financial analysis and to determine probability of an organization.
6. Investment appraisal methods, with applications to expansion, restructuring, acquisitions.



7. 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 2nd Edition by Gareth Owen.
2. Management Accounting for Hospitality and Tourism 3rd 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: FOOD AND BEVERAGE MANAGEMENT

OBJECTIVE:

1. This course provides students with practical skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting the needs and, whenever possible, exceeding the expectations of guests.
2. It provides and analyzes the functions of food and beverage marketing in the context of hospitality, events and tourism. The areas of consideration will include group sales, negotiations, contracts, computer applications and service methodologies.
3. Students will be taught food and beverage cost control and analysis in this course. Topics include sales and budgeting, catering reports, income and expenditure account, methods for cost analysis, ingredients purchasing and the factors affecting cost.

COURSE OUTCOME:

Module-I To Introduce the Historical progression leading to modern cookery

- History of cooking
- Aims & Objective
- Cooking –art or science



Module-II To impart knowledge about different kitchen equipment

- Heavy and Light equipment
- Utensils & Knives
- Care & maintenance
- Use

Module-III To impart Knowledge of various culinary terms, level of skill, attitude towards work, behavior & personal hygiene

- Western & Culinary terms
- Personal grooming, hygiene & uniform
- Do's and don'ts while working in the kitchen

Module-IV To understand the functioning of Food Production Dept.

- Organizational structure
- Layout
- Duties & responsibilities
- Interdepartmental relations

Module-V Foundation ingredients & their role in F.P

- Composition of different ingredients & the action of heat on fat, carbohydrates, proteins, vitamins & minerals.
- Classification according to function like – fats, raising agents, sweetening agents, egg, liquids/stock flavoring & seasoning, thickening

Module-VI

- To understand the methods of Preparation • Mis-en-place
- Methods of mixing

Module-VII To understand the texture of cooked food products • Various textures

- Faults and remedies

Text book:

Housekeeping Training Manual– Sudhir Andrews (Tata McGraw Hill). Front Office Training Manual– Sudhir Andrews (Tata McGraw Hill). Food & Beverage Training Manual– Sudhir Andrews (Tata McGraw Hill). Managing Front Office Operations – Kasavana & Brooks Hotel,



**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:

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

Module-1 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-2 The Hallmarks of Research

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

Module-3 Steps of Hypothesis – Deductive Methods

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

Module-4 Business Research

The internet, Electronically mails, Browsers, Web sites

Module-5 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-6 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-7 The Research Report

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

Module-8 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, 2nd 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),



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
5. transportation, lodging, dining, sightseeing, attractions and shopping
6. Understand different types of tour operators as well as basic types of organizational structures
7. Identify tour distribution channels
8. Evaluate the significance of business plan for tour operators
9. Appreciate the ways in destination research, development, and supply negotiations
10. Device and develop tour itinerary planning
11. Understand how to strategically price the tour
12. Understand the three major function of tour operations; pre- tour operation, tour execution, and post- tour phase
13. Appreciate an administration of tour operation and its environment

COURSE OUTCOMES

1. The students will gain necessary skills in travel management.
2. They will increase their knowledge and practice in packaging tours.
3. They will adopt the travel system and have competence for implementation.
4. Knowledge and skills of tourism operations industry
5. 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.

Field work

The fieldwork/internship of 6-8 weeks with credits hours (3) is mandatory in third or fourth year during the summer/winter vocation to gain practical experience and to provide exposure to the students in the field of Tourism and Hotel Management.



YEAR-4		SEMESTER-8	
Course Code	Course	Cr Hrs.	Status
THM-421	Tourism Marketing	3	Major-23
THM-422	Emerging Trends in Tourism and Hospitality	3	Major-24
THM-423	Destination Management	3	Major-25
THM-424	Tourism Planning and Development	3	Major-26
THM-425	Capstone Project	3	Field Experience-2
Total Credit hours		15	

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.

OUTCOMES

Knowledge and understanding of:

1. The role of marketing in tourism strategy development.
2. Destination marketing management: demand and supply issues, attractiveness and competitiveness.
3. Theory, formulation and implementation of market driven strategies and plans for a tourism organizations.
4. Marketing mix strategies and tactics for tourism.
5. Understanding of strategic marketing frameworks, concepts, and methods to different types of tourism organizations.
6. To evaluate customer-life time value and assist tourism organizations to deliver excellent tourism experiences.
7. 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: 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:

1. Critical review of the key trends in tourism and hospitality sector on



local, regional and global levels.

2. Deduce key trends through interpreting and critiquing academic theory and current industry practice of the key challenges that the sector faces.
3. 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 -1

Overview of World Tourism: Introduction, Tourism and Hospitality Industry, Trends in Tourism and Hospitality, Looking beyond the short term.

Module -2

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 -3

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 -4

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 -5

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



Actionl – A Look Back from the Year 2025, What Does All This Mean to Our Mobility? – How Mobile Are We in the Year 2025?.

Module -6

Future of Global Aviation: Commercial Jetliners, history and forecast, Companies and Airlines, Negotiation positions, Negotiation options

Module -7

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

- Trends and issues in Global Tourism by Roland Canardy and Martin Buck, 2010, Springer
- The future of Hospitality and Travel by Maruim Cetron
- New Trends in Tourism and Hotel Industry by Atul Saxena
- Emerging Trends in Tourism by Ashok Aima



COURSE TITLE: DESTINATION MANAGEMENT

Module-I Importance of Destination

What is Destination & site, types of destination, The importance of tourist destination management, what are destination attractions, tourism products, destination experience, organization and business functions of tourist destination management, Partnership of interest groups in tourist destination, Positioning, USP and image of tourist destination. Traditional tourism v/s sustainable tourism, the critical role of the Destination Management Organization (DMO), Principles and methods of development of tourist destination, Partnership of interest groups in tourist destination,

Module –II Tourism Inventory and Auditing

Tourism supply inventory, accommodation, tour operators, Visitor experience value chain, designing a visitor survey, creating a resident profile survey, establishing a destination management system, Tourism clusters, role of stakeholders in forming clusters, how to organize clusters into sustainable business practices,

Module-III Destination Management organizational partnership

Statistical sources for the measurement of competitiveness of tourist destination, Indicators of development and competitiveness of tourist destination, traveller indicators, industry advocacy, asset advocacy, industry support, growth & training, engaging residents, Measurement of competitiveness of tourist destination, A model for monitoring the lifetime of tourist destination, Basic instruments of tourism policy in tourist destination.



Module-IV Destination positioning strategies

Marketing activities of DMO, SWOT analysis, marketing objectives of DMO, tool used by DMO, monitoring & evaluation, setting indicators, Positioning, USP and image of tourist destination

Marketing of tourist destination, developing a vision for destination, setting goals for tourism development, public use plan for destinations, building capacity. Online presence of DMOs, Key elements for a successful web presence, visual design, tips for good websites, developing contents, contents management system, search engine, social media and its contents, tone and voice, managing comments,

Module-V Developing a visitor information Program

Tourist informational needs, tourism professionals, tourist information strategies, visitor information center, information kiosks, mobile devices, revenue generators.

Recommended Readings:

- Kirshenblatt-Gimblett, B. (1998). Destination culture: tourism, museums, and heritage. Berkeley: University of California Press.
- Laws, E. (1995). Tourist destination management: issues, analysis, and policies. London; New York: Routledge
- Morgan, N., Pritchard, A. & Pride R. (Eds.) (1995). Destination branding : creating the unique destination proposition. London; New York: Routledge.
- Brent Ritchie, J.R. & Crouch, I.G. (2003). The competitive destination: a sustainable tourism perspective. Oxon, UK: CABI Publications.
- 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: Routledge
- Morgan, N., Pritchard, A. & Pride R. (Eds.) (1995). Destination branding : creating the unique destination proposition. London; New York: Routledge. 4) Brent Ritchie, J.R. & Crouch, I.G. (2003). The competitive destination: a sustainable tourism perspective. Oxon, UK: CABI Publications.



COURSE TITLE: TOURISM POLICY, PLANNING AND DEVELOPMENT

COURSE DESCRIPTION:

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.

COURSE OBJECTIVES

1. Understand the role of policy and planning in tourism development
2. Learn terms and concepts related to tourism policy and planning



3. Understanding basic managerial processes for planning, organizing and decision making.
4. Developing a problem-solving planning approach
5. Familiarizing with strategic and emerging issues in Tourism planning

COURSE OUTCOME

Upon completion of this course, students will able to;

1. Understand the Role of policy and planning in tourism
2. Importance of Policy and planning in Tourism development
3. Basic managerial processes for planning
4. Different approach for problem solving in Tourism planning Process
5. Understand the Strategic and emerging issues in Tourism planning

Module-I Introduction: Concept of Policy, Formulating tourism policy, Role of Government, public and private sectors, Role of international multinational, state and local tourism organizations in carrying out tourism policies.

Module-II

What is tourism policy? Principles and processes of tourism planning
Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale.

Module-III

Destination making: Tourism marketing and identities

Strategic collaborations: Tourism policy and planning at different scales

Module-IV

Social and cultural implications

Power and politics in tourism policy and planning

Module-VI

Towards a sustainable tourism policy?

Policy and planning for niche/alternative tourism

The future of tourism policy and planning: Challenges and issues

Module-VII

Tourism Policy: Study of National Tourism Policy



Case study of tourism policies of a few states

RECOMMENDED READING:

1. Goeldner, C.R., and Ritchie, J. R. B. (2012) *Tourism: Principles, Practices,*
2. *Philosophies*, Hoboken, NJ: John Wiley & Sons. [Ebook available on HKU Libraries website]
3. Hall, C.M. (2008) *Tourism Planning: Policies, Processes and Relationships*,
4. Harlow, England; New York: Pearson/Prentice Hall. [Ebook available on HKU Libraries website]