

Department of Tourism & Hotel Management University of Chitral, KP, Pakistan

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UNIVERSITY OF CHITRAL

DEPARTMENT OF TOURISM & HOTEL MANAGEMENT

**UNIVERSITY OF CHITRAL
KHYBER PAKHTUNKHWA
PAKISTAN**

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CURRICULUM FOR B.S (4-YEARS)

INTRODUCTION

According to the World Tourism Organization (1993) tourism is an activity of a person who travels to and stays in a place for at least 24 hours or more but be less than 360 days. This journey should be for leisure, health, study, religious purposes, sports, business, meetings, missions or visiting family and friends.



Tourism is one of the worlds' fastest growing industries. Today tourism is the single largest industry in the world employing over 150 million people globally. One out of ten persons in the world is employed by this industry. According to the World Travel and Tourism Council (1997), the economics of the 21st century will be dominated by three industries: telecommunication, information technology and tourism.

In 1989, Pakistan's Government upgraded the tourism sector to the status of an industry and at present the country is well known in the world of specialized tourism i.e. mountaineering and trekking. Other potential resources for tourism are relics and ruins of great historical civilizations including the Indus Valley Civilization, Gandhara Civilization and Mughal period exhibiting the varied history of the region.



Pakistan shares account for 0.097% and 8.5% in international and South Asian tourism markets respectively (GOP, 2009). Regardless of its lowest shares in both regional and global tourism markets, tourism industry is still significantly contributing to the country's economy. In 2009, the tourism industry earned 240.6 million US\$ for the Country (Ministry of Tourism, 2009).

Keeping in view the vital role of tourism in both national and internal economies, AWKUM established Department Tourism & Hospitality with the aim to uplift tourism industry of the country through promoting quality education in this particular sector.

Scope of the Subject:

The nature of tourism has developed both in terms of its scope and direction. Tourism has been modified from traditional activities such as enjoying the sun, sand and sea holidays to a wide range of new activities such as cultural tourism, adventure tourism, sports and leisure activities and eco-tourism.



Keeping in view the potential for interesting and rewarding careers in tourism and hospitality industry, many young people are looking for suitable courses in the concerned discipline for their bright future.

Tourism and Hospitality industry offers a variety of career choices in areas such as:

- Hotels
- Resorts
- Airlines
- Travel services
- Transportation
- Travel agencies
- Tour companies
- Cruise liners
- Clubs
- Passenger ships
- Theme parks
- Retail outlets
- Catering companies
- Event management/Conferencing
- Health care companies.
- Shopping malls
- Customer service
- Fast-food operations



VISION

- ✓ To lead the development of professionals in the field of Tourism and Hotel Management.
- ✓ To train and educate, at all levels, persons of outstanding abilities who can become future leaders for the tourism and hospitality industry.
- ✓ To work closely and proactively with the industry to address the needs of the highly skilled manpower.
- ✓ Identification and development of critical managerial qualities is the primary focus of faculty members. Innovative teaching methods are adopted in order to clarify concepts and hypotheses. Conventional class room lectures form the bedrock on which case studies, assignments, group projects, seminars, debates, elocution, role playing, and psycho-analysis help in further development of the student. Field work and guest lectures are applied to give critical practical orientation.
- ✓ The idea behind the whole academic exercise is not to make students exam oriented but business inclined. The ability to ask questions and challenge the established norms can only come through such an endeavour.

MISSION

Department of Tourism & Hotel Management Studies is dedicated to impart quality higher education & training in the field of Tourism and Hotel Management, to prepare globally competitive managers & professionals for international hospitality industry.



Tourists enjoying Yak Safari.

AIMS & OBJECTIVES

- To plan a progressive education training scheme and to impart, through training both practical and theoretical knowledge of every phase of Hotel, Catering and Institutional Management.
- To set a high standard of knowledge and practice so that the status of the Industry may be raised and catering popularized by offering attractive and progressive careers.
- To develop a scientific attitude to management techniques and skills.
- To train craftsmen for the Hotel & Catering Industry with a view to develop high standards of skills and to raise crafts to levels of technology.
- To inculcate habits of courtesy, discipline and hard work in the trainees and pride in the efficient accomplishment of tasks entrusted to them.
- To impart an understanding of human nature so that the manpower can be directed to the best advantage for the Industry.
- To stimulate and inspire the trainee managers so that they develop an all-round personality and treat learning as a 'growth process'.
- To impart, by example and education, devotion to Duty, Honesty, Integrity, Dignity of Labor and a willingness to serve others happily and cheerfully.
- To provide a platform for exchanging ideas and information, to help the students establish habits of seeking knowledge as well as keeping abreast with the latest development in the field by extensive use of the library, attending seminars, discussion groups, etc.
- To maintain a close liaison between teachers and students so that each student is given a full chance for development and growth.

GOALS

- ❖ Students will demonstrate broad knowledge of and proficiency in the core functional and support areas of hospitality business.
- ❖ Students will demonstrate specific competence in a variety of operational aspects within the hospitality industry.
- ❖ Students will demonstrate effective written and oral communication skills.
- ❖ Students will incorporate an understanding of ethical, social, and legal issues in reaching business-related decisions.
- ❖ Students will creatively and critically apply their knowledge and technological skills in identifying and solving problems.
- ❖ Students will have acquired the desire to engage in life-long learning, as demonstrated by ongoing personal and professional development.

Standardized Template / Scheme of Studies for BS (Four -Year) in Tourism & Hospitality

The Tourism and Hospitality **BS (4-year) program** will be covered in **eight** semesters (16-18 weeks). Each student will be required to earn **127-136** credit hours to complete this Degree course. The Degree will be titled as "Bachelor in Tourism & Hotel Management"

Eligibility:

A student holding **HSSC** (F.A or F.Sc) or equivalent with minimum **45%** marks from any recognized institute of Pakistan. Tourism and Hotel Management has limited seats, admissions to which will be on Merit (Marks obtained in previous examination), entry test and interview. The candidates interested in the admission should not exceed **22** years of age.

Courses / Course Structure:

Total number of courses taught will be **43** with **2 to 3** credit hrs for each course and **15 to 18** credit hrs in each semester. **Four** categories of courses will be offered to the students according to HEC standardized format/Scheme of studies. These are:

- **Compulsory Courses** (08 courses / 19 Cr Hrs)
- **General Courses** (08 Courses / 27 Cr hrs)
- **Foundation Courses** (09 Courses / 27 Cr Hrs)
- **Major Courses** (16 Courses / 51 Cr Hrs)
- **Elective courses (within the major)** (02 courses / 06 Cr Hrs)
(Including Research Project & Internship)

43 Courses/130 Cr Hrs

The program will be divided into four academic years (8-semester) with the following modules:

BS Tourism & Hotel Management (4-year/8 Semesters)

Semester-I			
Course Code	Subject	Credit Hrs	category
THM-111	Islamic Studies	2-0	Compulsory
THM-112	English-I	3-0	Compulsory
THM-113	Introduction to Computer	3-0	Compulsory
THM-115	Human Resource Management	3-0	General
THM-115	Introduction to Hospitality	3-0	Foundation
THM-116	Tourism concepts and Principles	3-0	Foundation
	Total Cr. Hrs	17	

Semester-II			
Course Code	Subject	Credit Hrs	category
THM-121	Pakistan Studies	2-0	Compulsory
THM-122	English-II	3-0	Compulsory
THM-123	Mathematics	3-0	Compulsory
THM-124	Introduction to Archaeology	3-0	Foundation
THM-125	Sustainable tourism	3-0	General
THM-126	Principles of Management	3-0	General
	Total Cr. Hrs	17	

Semester-III			
Course Code	Subject	Credit Hrs	category
THM-231	English-III	3-0	Compulsory
THM-232	Tourism resources of Pakistan	3-0	Foundation
THM-233	Front Office Operations and Management	3-0	Major
THM-234	Business Finance	3-0	General
THM-235	Tour guiding	3-0	foundation
THM-236	Introduction to Sociology	3-0	University Optional (Compulsory)
	Total Cr. Hrs	18	

Semester- IV			
Course Code	Subject	Credit Hrs.	category
THM-241	Tourism and Hospitality Laws	3-0	Foundation
THM-242	Room division Management	3-0	Major
THM-243	Hotel, Resorts & Restaurant management	3-0	Major
THM-244	Travel Agency Management	3-0	Major
THM-245	Entrepreneurship and SME	3-0	General
	Total Cr. Hrs	15	

Semester-V			
Course Code	Subject	Credit Hrs	category
THM-351	Event Management	3-0	Foundation
THM-352	Tourism Management	3-0	Foundation
THM-353	Tourism sales and Marketing	3-0	Major
THM-354	Food & Beverages services Management	3-0	Major
THM-355	Leisure Recreation and sports Tourism	3-0	General
	Total Cr. Hrs	15	

Semester-VI			
Course Code	Subject	Credit Hrs	category
THM-361	Tour Operation Management	3-0	Foundation
THM-362	Tourism policy and planning	3-0	Elective within major
THM-363	Global Tourism	3-0	Major
THM-364	Accounting and Finance	3-0	General
THM-365	Cultural heritage of Pakistan	3-0	General
	Total Cr. Hrs	15	

Semester-VII			
Course Code	Subject	Credit Hrs	category
THM-471	Cultural Tourism	3-0	Foundation
THM-472	Tourism and Peace	3-0	Elective within major
THM-473	Food & Beverages production Management	3-0	Major
THM-474	Research Methods in Tourism	3-0	Major
THM-475	Cultural Resources Management	3-0	General
	Total Cr. Hrs	15	

Semester-VIII			
Course Code	Subject	Credit Hrs	category
THM-481	Destination Branding	3-0	Elective within major
THM-482	Tourism Geography.	3-0	Major
THM-483	Public Relations	3-0	General
THM-484	Organizational and consumer Behavior	3-0	General
THM-489	Research Project/Internship	6-0	Major
	Total Cr. Hrs	18	

Total Credit Hrs: 130

Semester-I			
Course Code	Subject	Credit Hrs	category
THM-111	Islamic Studies	2-0	Compulsory
THM-112	English-I	3-0	Compulsory
THM-113	Introduction to Computer	3-0	Compulsory
THM-114	Human Resource Management	3-0	General
THM-115	Introduction to Hospitality	3-0	Foundation
THM-116	Tourism concepts and Principles	3-0	Foundation
	Total Cr. Hrs	17	

THM-111: Islamic Studies

2. Cr. Hrs.

Course Outlines:

A-Selected Study from Quran

Unit-I

Introduction to Quranic Studies

- Basic Concepts Of Quran
- History of Quran
- Uloom-ul-Quran

Unit-II

Study of Selected Text of Holly Quran

- Verses of Surah Al- Baqra Related to faith (Verse No-284-286)
- Verses of Surah Al-Hujrat related to Adab Al-Nabi (Verse No-1-18)
- Verses of Surah Al-Mumanoon Related to Characteristics of faithful (verse No-1-11)
- Verses Surah Al-Furqan Related to Social Ethics(Verse No-63-77)
- Verses of Surah Al-Inam Related to ihkam(Verse No-152-154)

Unit-III

Study of Selected Text of Holly Quran

- Verses of Surah Al-ihzab Related to Adab Al-Nabi(Verse No,6,21,40,56,57,58)
- Verses of surah Al-Hashar (18,19,20) Related to thinking , Day of Judgment
- Verses of Surah Al-Saf Related to Tafakar, Tadabar(Verse No-1-14)

Unit-IV

Seats Of Holy Prophet (S.A.W) I

- Life of Muhammad Bin Abdullah(Before Prophet Hood)
- Life of Holy Prophet (S.A.W) in Makkah
- Important lessons Derived from the life of Holy Prophet in Makkah

Unit-V

Seerat of Holy Prophet (S.A.W) II

- Life of Holy Prophet (S.A.W) in Madina
- Important events of life Holy Prophet in Madina
- Important lessons Derived from the Life Of Holy Prophet in Madina

Unit-VI

Introduction to Sunnah

- Basic Concepts of Hadith
- History of Hadith
- Kinds of Hadith
- Uloom-UI-Hadith
- Legal Position of Sunnah

B-Selected Study from Text Hadith

Unit-VII

Introduction to Islamic Law & Jurisprudence

- Basic Concepts of Islamic Law & Jurisprudence
- History & Importance of Islamic Law & Jurisprudence
- Sources of Islamic Law & Jurisprudence
- Nature of Differences in Islamic Law
- Islam and Sectarianism

Unit-VIII

Islamic Culture & Civilization

- Basic Concepts of Islamic Culture & Civilization
- Historical Development of Islamic Culture & Civilization
- Characteristics of Islamic Culture & Civilization
- Islamic Culture & Civilization and Contemporary Issues

Unit-IX

Islam & Science

- Basic Concepts of Islam & Science
- Contribution of wealth in Islamic Economics
- Islamic Concept of Riba
- Islamic Ways of Trade & Commerce

Unit-X

Political System of Islam

- Basic Concepts of Islamic Political System
- Islamic Concept of Sovereignty
- Basic Institutions of Govt. in Islam

Unit-XI

Islamic History

- Period of Khalafat-E-Rashida
- Period of Umayyads
- Period of Abbasids
- **Unit-XII**

Social System of Islam

- Basic Concepts of Islamic society
- Elements of Family
- Ethical Values of Islam

Suggested Readings:

1. Hameed Ullah Muhammad, "Emergence of Islam", IRI.
2. Hameed Ullah Muhammad, "Muslim Conduct of State".
3. Hameed Ullah Muhammad, 'Introduction to Islam
4. Hussain Hamid Hassan, "An introduction to study of Islamic Law" Leaf Publication Islamabad, Pakistan.
5. Ahmed Hasan, "Principles of Islamic Jurisprudence " Islamic Research Institute, International Islamic University, Islamabad(1993).
6. Mir Waliullah, "Muslim Jurisprudence and the Quarnic Law of Crimes " Islamic Books Services(1982).
7. H.S.Bhatia, "Studies in Islamic Law, Religion and Society" Deep & Deep Publications New Delhi(1989).
8. Dr. Muhammad Zia- Ul- haq, "Introduction to Al Sharia Al Islamia " Allama Iqbal Open University, Islamabad (2001).

THM-112 English Structure

3 Cr. Hrs

Course Outlines:

Unit-I

Fundamentals of grammar

Parts of speech & their correct usage, Sentence structure and types of sentences. Spelling, vocabulary
Listening skills, speaking skills, writing skills

Unit-II

Message Design

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

Unit-III

Strategies for Oral Communication

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

Unit-IV

The Job application process

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

Suggested Readings:

1. Howe, D.H, Kirkpatrick, T.A., & Kirkpatrick, D.L. (2004).Oxford English for undergraduates. Karachi: OxfordUniversity Press.
2. Eastwood, J. (2004).English Practice Grammar (New edition with tests and answers). Karachi: Oxford University Press.
3. Murphy, R. (2003).Grammar in use.

THM-113: Introduction to Computer

3. Cr. Hrs.

Course Outlines:

Unit -I

- Introduction to computer

Unit -II

- Microsoft Office (Word, Power point, Excel)

Unit -III

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

Unit -IV

- Use of Scanner, printer, projector (Multimedia) etc

Unit -V

- Introduction to Internet

Suggested Readings:

1. Recommended Ages for Computer and Online Time by. Christy Matte .
2. Absolute Beginner's Guide to computerby Thomas H. Cormen.
3. General References for Scientific Computing: by Norbert "norb9".

THM-114 Human Resource Management

C. Hrs. 3

Course Outlines:

Unit-I

The development of Human Resource Management

- Concept of HRM
- Early stages of development
- Contemporary development
- Human resources management as profession

Unit-II

Organizational considerations in Managing Human Resources Management

- The organization as a system
- Responsibility a authority within the organization
- Organization structure
- The Human resources department in an organization
- The personal program

Unit-III

Job Requirements

- The Role of jobs
- Job design
- Job analysis
- Job requirements and personal functions

Unit-IV

Human Resources Planning & Recruitment

- Human resource Planning
- Recruiting within the organization
- Recruiting outside the organization

Unit-V

Analyzing the Qualifications of Job Candidates

- Matching people and jobs
- Sources of information about job candidates
- The employment interview
- Employment tests

Unit-VI

Making Selection Decision

- Validation and the selection process
- Reaching a selection decision
- Legal requirements that shapes selection policies
- Other consideration that shape selection policies

Unit-VII

Training Employees

- Orientation

- Training program
- Training non managerial employee
- Training managers and supervisors
- Psychological principal of learning

Unit-VIII

Evaluating & Improving performance

- Performance evaluation program
- Performance evaluation methods
- Feedback of evaluations
- Improving performance

Unit-IX

Motivating Employees a personal supervision

- Motivation techniques
- Frustration and conflicts
- Job satisfaction
- Managerial and supervisory leadership
- Contribution of leadership studies
- The supervisors role in the organization

Unit-X

Motivating Employees a personal supervision

- Compensation
- The compensation program
- Job evaluation system
- The compensation structure
- Government regulation of compensation

Unit-XI

Incentive compensation

- Requirement for successful incentive plan
- Incentive for non managerial personal
- Incentive for managerial personal
- Gain-sharing incentive plans

Unit-XII

Employee Benefits

- Employee benefit program
- Categories of the employee benefits
- Pension plans and pension funding
- Retirement program

Unit-XIII

Safety and Health

- Legal requirement for safety and health
- Creating a safe work environment
- Creating a healthy work environment
- Management of stress
- Human resources audit

Suggested Readings:

1. Human Resource & Personnel, William B. Werther & Keith Davis
McGraw Hill.
2. Human resource management, Bernardin & Russell, latest Edition.
McGraw Hill.
3. Organizational behavior, Fred Luthans. Latest Edition, McGraw Hill.
4. Organizational Behavior, Robert Kreitner & Angelokinicki , Latest Edition, IR.

THM-115:

INTRODUCTION TO HOSPITALITY

Cr. Hrs. 3

Course Outlines:

Unit-I

Introduction to Hospitality industry

Hospitality and tourism, Characteristics of Hospitality industry, The natures of Hospitality industry focus on service, 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

Unit-II

What is Hospitality

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

Unit-III

Skills and Safety

Industry principles, interpersonal skills, customer safety and security, occupational health and safety

Unit-IV

Major Departments in Hospitality

Front office functions, Regularity requirements of front office, Interrelationships between front office and other departments. The role and function of

Housekeeping department, duties and responsibilities of Housekeeping staff, What are Food and Nutrition, Types of food and beverage service outlets, kitchen operation, the functions of kitchen operation as quality, presentation, cuisine style and cost control. What is club, types and departments in club, gaming and its operation, Hospitality career planning

Unit-V

Developing Hotel

The Hotel Development Process, The Art and Science of Opening a Hotel, Customer Relationship Management, Spas and the Lodging Industry

SUGGESTED READINGS

1. Professional hospitality an introduction global books & subscription service New Dehli.
2. Hotel Management and Operation, John Wiley & sons, Inc.
3. John Walker Introduction to Hospitality Management, First Edition. Pearson Education, Inc.

THM-116: Tourism (Concepts & Principles)

3. Cr. Hrs.

Course Outlines:

UNIT-I

Introduction

- Definitions, History, Scope, Types and Forms, Basis of Tourism, Limits of Tourism, Tourism Promotion

UNIT-II

Impacts of Tourism

- Economic, Environmental, Social, Cultural etc

UNIT-III

Major Component of Tourism

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

UNIT-IV

Tourism Management

- What is Management (Definitions), Tourism Products, Role of Management, Strategies, Tourism Organization, Financial Analysis

UNIT-V

Tourism Marketing

- What is Marketing (Definitions), Marketing Segments (Target Market), Marketing Mix (Product, Place, Price, Promotion, people), Market Research, Packages

UNIT-VI

Domestic Tourism & Future Trends

- Current Situation, Problems, Issues & Trends, International Trends and Standards

UNIT-VII

Case Studies

- International Tourist Destination
- Domestic Tourist Destination

Suggested Readings:

1. Tourism Concepts and principles 2nd edition By; E-Chudary.
2. Tourism And Development Concepts And Issues Aspect Of Tourism by Richard Sharpley Dav.
3. Tourism-The Business Of Travel by: Roy A Cook.
4. Introduction To Tourism And Hospitality Industry by: Sudhir Andrew.

Semester-II			
Course Code	Subject	Credit Hrs	category
THM-121	Pakistan Studies	2-0	Compulsory
THM-122	English-II	3-0	Compulsory
THM-123	Mathematics	3-0	Compulsory
THM-124	Introduction to Archaeology	3-0	Foundation
THM-125	Sustainable tourism	3-0	General
THM-126	Principles of Management	3-0	General
	Total Cr. Hrs	17	

THM-122 : COMMUNICATION SKILL (I-II) 3 Cr. Hrs.

Course Outlines:

Unit-I

Paragraph writing

Practice in writing a good, unified and coherent paragraph

Principle of communication psychology

- 7 Cs of Effective communication

Unit-II

Essay writing

- Elements of effective language
- Correct use of words & expression

Unit-III

Study skills

- Skimming & scanning, intensive, extensive and speed reading, summary and précis writing and comprehension

Unit-IV

CV and job application

- Treacherous words, Translation from Urdu to English & Vice Versa

Unit-V

Academic skills

- Letter/ memo writing, minutes of meetings, use of library and internet

Unit-VI

Presentation skills

- Personality development (emphasis on content, style and pronunciation)

Suggested Readings:

1. Howe, D.H, Kirkpatrick, T.A., & Kirkpatrick, D.L. (2004). Oxford English for undergraduates. Karachi: Oxford University Press.
2. Eastwood, J. (2004). English Practice Grammar (New edition with tests and answers). Karachi: Oxford University Press.

THM-121:

PAKISTAN STUDIES

2. Cr. Hrs.

Course Outlines:

Unit-I

Historical Perspective

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

Unit-II

Government and Politics in Pakistan

- Political and constitutional phases:
 - a. 1947-58
 - b. 1958-71
 - c. 1971-77

- d. 1977-88
- e. 1988-99
- f. 1999 onward

Unit-III

Contemporary Pakistan

- Economic institutions and issues
- Society and social structure
- Ethnicity
- Foreign policy of Pakistan and challenges
- Futuristic outlook of Pakistan

Suggested Readings:

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

THM-125

Sustainable Tourism

C. Hrs. 3

Course Outlines:

Unit I

Introduction to ecotourism

Emergence, definitions & concept of ecotourism

Unit II

Ecotourism & local communities

Definition of community, the role of the community in ecotourism, Community Based Ecotourism (CBE), potential positive and negative impacts, key consideration for ecotourism development at community level, links between communities, resources, and tourism in sustainable ecotourism

Unit III

Ecotourism and the tourism industry

Ecotourism links in the tourism chain, private tour operators in the planning process, demand for nature tourism

Unit IV

Stakeholders' participation in ecotourism

Core decision makers, supporting players in ecotourism operation

Unit V

Ecotourism and protected areas

The role of ecotourism in protected areas, potential opportunities & threats

Unit VI

Strategic planning for sustainable ecotourism

Ecotourism management plan, prerequisites for an ecotourism management plan, financing the plan

Suggested Reading:

1. Fennell, D.A. (2003) Ecotourism an introduction. Second edition, New York, Routledge Taylor and Francis Group. 236p.
2. Weaver, D.B. (2001) Ecotourism. Milton, Queensland: John Wiley & Sons. Pp.386.
3. Honey, M. (1999) Ecotourism and Sustainable Development: who Owns Paradise? Washington, DC: Island Press.
4. Boo, E. (1990) Ecotourism: The potentials and pitfall. Volume 1. Washington DC: World wildlife Fund.
5. Ecotourism Society (1993) Ecotourism Society Guidelines for Nature Tour Operators, North Bennington, VT: The Ecotourism Society.
6. Hall, C. M. (2000) Tourism Planning Processes and Relationships. Harlow: Prentice Hall.

7. Murphy, P. E. (1985) *Tourism: A Community Approach*. London: Methuen.

THM-126: PRINCIPLES OF MANAGEMENT Cr. Hrs. 3

Unit-I An Overview of Management

Definitions of Management
Characteristics of Management
Different between Management and Administration

Unit-II Functions of Management

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

Unit-III Principles of Management

Taylor's Principles
Fayol's Principles
General Principles
Importance and Scope of Management
Importance of Management
Scope of Management

Unit-IV Nature of Management

Management as an art
Management as a Science
Management as a Profession

Unit-V Planning

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

Unit-VI 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

Unit-VII Organizing

Nature and Importance of Organization

Steps in the Process of Organization
Formal and Informal Organization
Principles of Organization

Unit-VII 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

Unit-VIII Staffing

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

Unit-IX Directing / Direction

Definition, Nature and Importance
Principles & Techniques

Unit-X Leadership

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

Unit-XI Motivation

Meaning and Importance
Financial and Non Financial Incentives
Theory X and Theory Y
Maslow's Need Priority Model

Unit-XII Controlling

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

RECOMMENDED BOOKS

1. Principles and Practice of Management 1998 Edition, Terry, Prentice Hall USA.

2. Practice of Management, 1997 Edition P.F. Duck Ker, Macmillan, London.
3. Fundamentals of Management 2004 Edition, Prof. Fazli Wahid IBMS/CS Agricultural University Peshawar.

THM-124 Introduction to Archaeology

3. Cr. Hrs.

Course Outlines:

Unit-I

Theory

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

Unit-II

Practical

- Visit to Archaeological Sites, Monuments and Museums

Suggested Readings

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

THM-123

MATHEMATICS

C. Hrs. 3

Course Outlines:

UNIT-I

Preliminaries

Real-number system, complex numbers, introduction to sets, set operations, functions, types of functions.

UNIT-II

Matrices

Introduction to matrices, types, matrix inverse, determinate, system of linear equations. Quadratic Equations: Solution of quadratic equations, qualitative analysis of roots of a quadratic equations, cube roots of unity, relation between roots and coefficients of quadratic equations

UNIT-III

Sequence and Series

Arithmetic progression, geometric progression, harmonic progression
Binomial Theorem: Introduction to mathematical induction, binomial theorem with rational and irrational indices

UNIT-IV

Trigonometry

Fundamentals of trigonometry, trigonometric identities

Suggested Reading:

1. Dolciani MP, Wooton W, Beckenback EF, Sharron S, Algebra 2 and Trigonometry, 1978, Houghton 7 Mifflin,
2. Boston (suggested text) Kaufmann JE, College Algebra and Trigonometry, 1987, PWS-Kent Company, Boston.
3. Swokoski EW, Fundamentals of Algebra and Trigonometry (6th edition), 1986, PWS-Kent Company, Boston.

Semester-III			
Course Code	Subject	Credit Hrs	category
THM-231	English-III	3-0	Compulsory
THM-232	Tourism resources of Pakistan	3-0	Foundation
THM-233	Front Office Operations and Management	3-0	Major
THM-234	Business Finance	3-0	General
THM-235	Tour guiding	3-0	foundation
THM-236	Introduction to Sociology	3-0	University Optional (Compulsory)
	Total Cr. Hrs	18	

THM-231 introduction to SOCIOLOGY C. Hrs. 3

Course Outlines:

Unit-1 Introduction to Sociology

Meaning, Definition and Scope of Sociology, Utility/Importance of Sociology, Sociology as Science, Relationship of Sociology with other Social Sciences

Unit-II Role of Sociologists

As a research Scientists, As a Policy Consultants, As a Teachers, As a Business Person

Unit-III Society

Meaning and Definition of Society, Characteristics of Society, Types of Society, Basis of Society

Unit-4 The Culture

Definition of Culture, Types of Culture, Culture and Society, Social and Cultural Change, Characteristics of Culture

Unit-V Methods of Study

Cross Sectional Study, Longitudinal Study, Laboratory Study, Field Study, Observational Study

Unit-VI Social Stratification

Definition of Social Stratification, Types of Social Stratification, Classes, Definition of Class, General Classification of Class, Sociological Classification of Class, Caste, Definition of Caste, Characteristics of Caste, Difference between Class and Caste

Unit-VII Social Groups

Definition and Functions, Types of Groups, In and out groups, Primary and Secondary groups, Reference Groups, Formal and Informal Groups and Pressure Groups.

Unit-VIII Social Mobility

Definition of Mobility, Types of Mobility, Horizontal Mobility, Vertical Mobility, Zero Mobility, Territorial Mobility/ Geographical, Different Factor Favorable to Social Mobility

Unit-IX Social Institutions

Definition of Social Institution, Elements of Social Institution, Functions of Social Institution

Unit-X Family Institution

Definition of Family, Characteristics of Family, Types/Classification of Families, Functions of Family Institution

Unit-XI Religious Institutions

Definition, Components of Religion, Beliefs, Symbols, Rituals, Sacred Objects, Functions of Religion, Religion of the World, Christianity, Judaism, Hinduism, Buddhism, Confucianism, Islam

Unit-XII Economic Institution

Definition of Economic Institution, Structure of Economic Institution, Characteristics of Economic Institution, Functions of Economic Institution

Unit-XIII Political Institution

Definition of Political Institution, Structure of Political Institution, Formal and Informal, Main Branches of Govt, Judiciary, Executives, Legislation

Unit-XIV Educational Institution

Definition of Educational Institutions, Structure of Educational Institutions, Formal and Informal Education, Educational System

Unit-XV Sociology of Pakistan

Characteristics, Social Problems of Pakistan, Poverty as social problem, Crime as social problem, Pollution as Social Problem, Population Explosion as Social Problem, Urbanization as Social Problem

RECOMMENDED BOOKS

1. SOCIOLOGY-Paul B. Horton. And Chester L.Hunt. 6th Edition
2. SOCIOLOGY- John Maconis
3. DOWN TO EARTH SOCIOLOGY- James Henslin
4. SOCIOLOGY C. N. Shankar Rao
5. SOCIOLOGY AND SOCIAL PROBLEMS -- Prof. Abdul Hamid Taga

THM-232 Tourism Resources of Pakistan

C. Hrs. 3

Course Outlines:

Unit I:

History of Islam in Indo-Pakistan, Mosques and Tombs at Khyber Pakhtunkhwa, Punjab, Balochistan and Sindh.

Unit II:

Sikh Period: History of Sikhism, Sikh temples at Hasanabdaal, Peshawar and Lahore.

Unit III:

Buddhist Period: History of Buddhism, Buddhist shrines at Swat, Taxila, Peshawar,

Unit IV:

Hindu Period: History of Hinduism, Hindu temples at Katas , Gor Khuttree, Kashmir Smast ,Swat, Hazara.

Unit V:

Jain Period: Jain Temples at Tharparkar

Practical

Visits of the Sites

Suggested Readings

1. Khan, A, N. Multan History and Architecture, 1983, Islamabad.
2. Nadiem, I.H. Islamabad Potohar, Taxila, Valley & Beyond History & Monuments, 2006, Lahore.
3. Chaghatai, M, A. The Wazir Khan Mosque Lahore, 1975, Lahore.
4. Chaghatai, M, A. The Badshahi Mosque, 1972, Lahore.
5. Rowland, B. Indian art and architecture, 1975.
6. Sammandar, W.A. Takht-i-bhai Monastery, Mardan.

THM-235 Tour Guiding

C. Hrs. 3

Course Outlines:

A. Field Study Tour Report

Course Contents:

Each student is required to participate in about two weeks field study tour. The tour will be arranged by the Department and will contribute to conveyance charges. The objectives behind the field tour are to provide practical knowledge of tourist resources of the country and to analyse the existing infrastructure and amenities of tourism development and to examine future prospects of tourism promotion. After the completion of the study tour each student is required to submit Field Study Tour Report for evaluation at least 30 days before the commencement of the examination.

B. Practical Tourism - Job Training & Report

Objectives: Under this module each candidate will be placed in a recognized travel agency for understanding the travel trade business practice.

Course Contents:

The Training is based upon the 6-8 weeks practical training with any recognized Travel Agency/Tour Operating Company/Hotel. The Department will circulate the placement brochure / letter to various organizations prior to the joining in the same. During the organizational work (training period), each student is required to prepare practical report of day to day activities to be submitted for evaluation.

The students will have to submit the tour/Job Training Report after completion of their job training before Viva-voce examination.

C. Viva – Voce

The Viva-Voce examination will be conducted on the basis of the Tour Package Prepared, Tour and Job Training Reports and other theory papers taught.

Suggested Readings:

1. The tourism Area life cycle Vol-2 by Butler 1999.
2. South Asian Tourism Secretariat SATS Books 1985.
- 3.

THM-231

English III

C. Hrs. 3

Module-1 Effective Writing

a. Effective writing (consistency, unity, coherence and compactness)

b. Writing effective sentences, paragraph writing, kinds and principles (inductive and deductive patterns of paragraph. Block paragraphing.

c. Longer composition –

d. Essay writing,

e. précis writing,

f. Report writing: structure; techniques; documentation; words economy.

Module-2 Reporting skills

a. Observation

b. Looking for stories

c. Back ground research.

THM-233 Front Office Operations and Management C. Hrs. 3

Course Outlines:

Unit-I

Hotels Past & Present

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

Unit-II

Hotel Classifications

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

Unit-III

Front Office Overview

The arrival Chronology, Greetings, Transition, Doorman, Hotel Shuttle, receptionist, Registration, Check-in, Method of Payment, Front desk Clerk, Completion, Concierge, PBX (Private Branch Exchange), Guest Service Attendant, Front Office Hybrid, Group Arrivals, Departures, Front Desk Check out, Computer Check out, Communication, Staffing, Value added Services, Safe Deposit Boxes, Mail & Document Handling, Administration, Manager, Shift Check list

Unit-IV

Room Rate Structure

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

Unit-V

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

Unit-VI

Guest Accounting

Accounting Basics, Guest Accounting, Guest Ledger, House Account, Guest Account, Master Account, Guest History Account, City Ledger, Accounting entries, Uncollected Receivables, Accounting Documentation, Guest Accounting and Front Desk, Foreign Exchange, Shift Closing

Unit-VII

Reservation and Forecasting

Determining occupancy and Availability, Availability factors, Current Reservations, historical factors, House Count, Overselling, Yield Management, rate availability Restrictions, Length of Stay Restrictions, Closed to Arrival Restrictions, rate Averaging, Yield management for groups, Reservation Management, Forecasting, Forecasting Factors, Completing Forecast, Forecasting Frequency, Forecasting Importance, Reservation sales management, Staffing, Trainings, Reservation Evaluations, call Management, Motivation. Sales Strategy

Unit-VIII

Customer Care

Personal Hygiene, Customer related language, Effective Communication, Caring, Health & safety, Calm and Patient, Greetings, Listening, Guidance and Help, Good Advice

Unit-IX

Practical

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

Semester- IV			
Course Code	Subject	Credit Hrs.	category
THM-241	Tourism and Hospitality Laws	3-0	Foundation
THM-242	Room division Management	3-0	Major
THM-243	Hotel, Resorts & Restaurant management	3-0	Major
THM-244	Travel Agency Management	3-0	Major
THM-245	Entrepreneurship and SME	3-0	General
	Total Cr. Hrs	15	

THM- 241 TOURISM & HOSPITALITY LAWS C. Hrs. 3

Course Outlines:

Unit - I

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

Unit- II

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

Unit - III

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

Unit - IV

The related law in Pakistan under following headings

- Hotel & Restaurant Act 1976 and rules 1978
- Laws Dealing with Food Safety in Pakistan
- Tour Guiding Act 1978 and Rules
- Travel Agencies Act 1978 and Rules
- Health and Safety Acts
- Labor law
- Hodud Ordinance
- Antiquary act
- Liabilities for lost and theft
- Wild life
- Forest act
- Taxation

Suggested 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.

Course Outlines:

UNIT-I

Concept and Structure of Hotel and Restaurant Business

Structure of hotel, individual sole proprietorship, hotel on partnership basis, corporate structure, hotel referral organisations, coowner chains, corporate hotels, chain operations.

UNIT-II

Lease Agreements, Management contracts and Foreign Collaboration in Hotel Operation

Lease agreement, Management contracts, franchise organization, mergers and amalgamations, foreign collaborations and investment, foreign investment, foreign collaboration in India

UNIT-III

Registration and Approval of Hotels and Restaurants

Registration and approval, registration and licences to be obtained by hotels restaurants, approval of hotels, approval of hotel projects at planning stage, hotel tariff, approval, approval of functioning hotels, criteria for approval, information required to be provided by the proprietor to the government, regulatory conditions for approval, contents of application for approval of a hotel project, acceptance of regulatory conditions

UNIT-IV

Tourism Resorts and Resort Hotels

Hotels, Classification of resort hotels, beach resort

UNIT-V

Gradation of Hotels: Star Categorization

Star ranking, star ranking in Pakistan, Hotel standard and Rate Structure Committee 1958, Hotel Classification Committee 1962, Hotel Review and Survey Committee

UNIT-VI

Classification of Hotels

Classification of hotels and catering industry, European plan, Continental plan, American plan, modified American plan, international hotels, residential hotels, resort hotels, semi-residential hotels, transient hotels, commercial hotels, airport hotels

UNIT-VII

Classification of Food and Beverage Outlets:

Classification, hotels, motels, restaurants, grill rooms, counter services, cafeterias, canteens, welfare catering/hospital catering, milk and snack bars, railway catering, air catering, ship catering, drive ins, discotheques, clubs, night clubs, bars, private hotels, guest houses are boarding houses bed and break

fast establishments, self-service and self catering accommodation, holiday campus, conference centers, private house holds

SUGGESTED READINGS:

1. Hotel Industry in Pakistan, 2006-2007.
2. Branson, Lennox; Hotel, Hostel and Hospital housekeeping Holder & Stoughton.
3. Hotel Industry and Tourism By: Pragati Mohanty.

THM-244

TRAVEL AGENCY MANAGEMENT

C. Hrs. 3

Course Outlines:

Unit-I

Travel formalities

Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, and travel insurance, baggage and airport information. Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.

Unit-II

Approval of Travel Agents and Tour Operators

Approval by Department of Tourism, Government of Pakistan. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour operations business

Unit-III

Functions of a Travel Agent

Understanding the functions of travel agency travel information and counseling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit-IV

Functions of a Tour Operator

Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation.

Unit-V

Public and Private sector in Travel Agency Business and Tour Operation Business

Organisational Structure and various Departments of a Travel Agency. Case study of SITA, Cox & Kings, TCI and Thomas Cook.

The Pakistan Travel Agents and Tour Operators – an overview. National Trade Associations: IATA & TAAP

Suggested Reading:

1. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
2. Syrratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London.
3. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
4. Chand, Mohinder, Travel Agency Management, Anmol Publication.
5. Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi.
6. Foster, Douglas (1983), Travel and Tourism Management, McMillan, London.

THM-242 Room division Management C. Hrs. 3

Course Outlines:

Unit-I

Introduction

The Housekeeper and the organization of the department, Routine methods of work, Housekeeping department-Hierarchy, Duties & responsibilities of housekeeping staff, Lower Arrangement-Types and principles, Staffing, Contracts, Security and Safety And First aid

Unit-II

Hotel Housekeeping in hotels

Importance and Functions, Liaison with other departments, Types of Rooms-Classification Room supplies, Related documentation procedures

Unit-III

Cleaning Procedures

Cleaning agents and equipments-Classification, Principles of Cleaning, selection of Cleaning material Types of cleaning and cleaning procedures.

Unit-IV

Room Preparation

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

Unit-V

Furnishing

Soft furnishing, Furniture used in room, Interior décor, planning trends.

Suggested Reading:

1. Branson, Lennox; Hotel, Hostel and Hospital housekeeping Holder & Stoughton.
2. Accommodation Operation Bharathiar University, Coimbatore India.
South Asian Secretariat Housekeeping.

THM-245

Entrepreneurship and SME

C. Hrs. 3

Course Outlines:

UNIT-I

Defining Entrepreneurship

Creation economic organization, dimensions of entrepreneurship.

UNIT-II

The Macro Environment for Entrepreneurship

Process of environmental analysis, sources of opportunities, industry and market structure

UNIT-III

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

UNIT-IV

The International Environment

The macro environment of international entrepreneurship, international entrepreneurial strategies, international organization behavior

UNIT-V

Business Plan and Entrepreneurial Strategy

Entry wedges, resource based strategies, strategy and industrial environment

UNIT-VI

Marketing New Ventures

The marketing of entrepreneurship interface, marketing concepts and orientation, marketing strategy and sales forecasting

UNIT-VII

Element of New Ventures

Creating the organization

UNIT-VIII

SME Definition

Importance of SME, SME in Pakistan

UNIT-IX

Best Quality Management Practice in SME

Customer relation management in SME

UNIT-X

Strategies of success of SME

The Business plan. Case study, Practical plan and Implementation

Suggested Readings:

1. Small business management a case study approach, Devidstokes, Latest Edition.
2. Mare J. Dollinger Entrepreneurship: Strategies and Resources. Austen Press.

Semester-V			
Course Code	Subject	Credit Hrs	category
THM-351	Event Management	3-0	Foundation
THM-352	Tourism Management	3-0	Foundation
THM-353	Tourism sales and Marketing	3-0	Major
THM-354	Food & Beverages services Management	3-0	Major
THM-355	Leisure Recreation and sports Tourism	3-0	General
	Total Cr. Hrs	15	

THM-351 EVENT MANAGEMENT

C. Hrs. 3

Course Outlines:

Unit-I

Introduction

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

Unit-II

Concept & Design

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

Unit-III

Marketing

Nature of Event Marketing, Process, Marketing Mix (Product, Price, Place, People, Promotion, Image, Advertising, Publicity, Public Relation, Sponsorship).

Unit-IV

Financial Management and Planning

The Budget, Breakeven Point, Cash Flow, Profit and Lose 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

Unit-V

Protocol

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

Unit-VI

Leadership

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

Unit-VII

Operations and Logistics

Logistics, Policies, Procedures, Performance Standards, Functional Areas, Leadership and Staff Motivations

Unit-VIII

Safety and Security

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

Unit-IX

Crowd Management & Evacuation

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

Unit-X

Monitoring Control and Evacuation

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

Unit -XI

Organize an Event, Conference, Exhibition, Festival, Meeting etc

Suggested Readings:

1. Event Management for tourism, cultural & Business events. By: Lynn Van: Der Wagen: R.charlus.
2. Event tourism by: Jack Randaal.

THM-352

TOURISM MANAGEMENT

C. Hrs. 3

Course Outlines:

Unit-I

Introduction to Management

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

Unit- II

Foundations of management

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

Unit -III

The Environment & Culture

- Internal Environment
- External Environment
- Environment & Culture
- Shaping Corporate Culture

Unit-IV

Entrepreneurship & Small Business

- What is Entrepreneurship
- Who are Entrepreneurs

- Starting an Entrepreneurship
- Stages of Entrepreneurship
- Entrepreneurship

Unit-V

Goal Setting & Planning

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

Unit-VI

Fundamental of organizing

- What is organizing
- Types of organizations
- Departmentalization
- Division of labor

Unit-VII

Leading

- Nature of leadership
- Leadership verses Management
- Position power
- Empowerment
- Behavioral approach
- Contingency Approach
- New Leadership Approach

Unit-VIII

Controlling

- Importance of Control
- Planning & Controlling
- Organization control focus
- TQM
- Elements of organization control

Suggested Readings:

1. Service Quality Management in Hospitality and Tourism By. M C Metti.

2. Tourism Marketing By Devashish Dasgupta.
3. Tourism Operations and Management By Sunetra Roday Arch.
4. Tourism Management Problems and Prospects By BijenderK Punia.

THM-353

TOURISM SALES & MARKETING

C. Hrs. 3

Course Outlines:

**Unit-I
Marketing**

Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing

**Unit-II
Analysis and selection of market**

Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market Segmentation and Positioning (STP)

**Unit-III
Marketing Strategies**

Developing marketing environment, Consumer buying behavior, Competitive differentiation and competitive marketing strategies. New product development. Product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing

**Unit-IV
Planning marketing programmes**

Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies

**Unit-V
Tourism Marketing**

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

Suggested readings:

1. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999.
2. Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) Kent, Boston.

3. Crough, Marketing Research for Managers.
4. Singh Raghubir, Marketing and Consumer Behavior.
5. Patel, S.G., Modern Market Research, Himalaya Publishing.

THM-355 Food and Beverages services Management C. Hrs. 3

Course Outlines:

Unit-I

Introduction to catering – Different types of catering establishments.
Relationship of catering industry with other industries.
Staff organization in different types of restaurants, duties & responsibilities of restaurant staff. Classification of restaurants. Types of restaurants

Unit-II

Attributes of food and beverage service personals, Classification of operating equipments used in restaurants & their uses. Ancillary departments, still room, pantry, hot plates. Automatic vending, furniture, linen, crockery, tableware, glassware. Restaurant service Mise en Scene, Mise en place. Table laying- Points to remember when laying a table. Uses of a dummy waiter

Unit-III

Origin of menu, Menu meaning, types, food & their usual accompaniments, French classical menu. Types of service- Different styles, Factors influencing styles of service- advantages & disadvantages

Unit-IV

Basic technical skills, interpersonal skills, laying cover, taking orders, service of Food, service of beverages, clearing during service,

Unit-V

Billing, special form of service. Function catering, function administration, function organization.

Suggested Reading:

1. Cousins, Foskett, Gillespie Food and beverage Management, Pearson Education.
2. Lillicrap; Dennis and Cousins Johan Food and beverage Service Holder Arnold.
3. Food and beverage Service – I Bharathiar University, Coimbatore India.

THM-355: Leisure, Recreation & Sports Tourism 3. Cr. Hrs

Course Outlines:

Unit-I

Introduction

- Defining tourism & Key concepts
- Recreation
- Historical development of tourism, Leisure and sports

UNIT- II

Leisure as Tourism

- Leisure and Tourism
- Leisure conditions and objective aspects of the individual
- Ecotourism
- Tourism Attractions in ASIA

Unit -III

The effect of climate change on recreation patterns

- Climate and policy changes
- Nature tourism and climatic changes in the world.

Unit-IV

Sport in the development of tourism

- Sport as a growing segment of tourism industry
- The influence of increased sport participation
- The influence of increased sport tourism
- Active sports on holidays
- Passive sports on holidays

Unit-V: The Impact of sport tourism

- Sport and tourism as economic activities
- Sociocultural impact of sports tourism
- The environment impact of sports tourism
- Sport tourism impact on health
- Sports activities holiday

Unit-VI:

Sports event tourism, planning, development and marketing

- The sport event tourism
- Forces and trends shaping sport event tourism
- Planning, development and marketing and sport event tourism

Suggested Reading:

4. Sport tourism development By Tom Hinch, Jameshigham – 2011.
5. Sport tourism: interrelationships, impacts and issues By Brent W. Ritchie 2004.
6. Sport tourism By joy Standeven, Paul de Knop- 1999.
7. Sport and adventure tourism By Simon Hudson – 2003.
8. Sport tourism destinations: issues, opportunities and analysis By James E. S. Higham – 2005.
9. Teaching with movies: recreation, sports, tourism, and physical ... By Teresao' Bannon, Marni Goldenberg – 2008.
10. Sport tourism By Douglas M. Turco, Roger S. Riley, Kamilla Swart – 2002
11. Sport and tourism By mike weed – 2007.
12. Contemporary sport management By Paul Mark, Pedersen, Janet Parks, Jero Mequarterman – 2010.
13. Sport tourism: concepts and theories: volume 10 By heather j. Gibson– 2006.

Course Code	Subject	Credit Hrs	category
THM-361	Tour Operation Management	3-0	Foundation
THM-362	Tourism policy and planning	3-0	Elective within major
THM-363	Global Tourism	3-0	Major
THM-364	Accounting and Finance	3-0	General
THM-365	Cultural heritage of Pakistan	3-0	General
	Total Cr. Hrs	15	

THM-361 TOUR OPERATION MANAGEMENT C. Hrs. 3

Course Outlines:

Unit-I

Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telelx & Fax, special Handling of business correspondence, Method of Taking Care of Customers

Unit-II

Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Any other

Unit-III

International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges

Unit-IV

Places of Tourist interest in various destinations in India, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services.

Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services

Unit-V

Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions.

Suggested Readings:

1. Chand, M., Travel Agency Management: An Introductory Text.
2. Seth, P. N., Successful Tourism Management.
3. Travel operation : South Asia Integrated Tourism Human Resource Development Program (SAITHRDP).
4. Tour Guiding : SAITHRDP.

THM-365

CULTURAL HERITAGE OF PAKISTAN

C. Hrs. 3

Course Outlines:

Unit-I

Introduction

Basic concepts, theories, terminology and methodologies of modern folklore and folk life studies. The unit concentrates on 'folk' and 'lore', folklore and the past, contemporary folklore, family folklore, work lore and the lore of childhood and adolescence.

- The Land
- Regions
- Economy
- The Languages
- Folk cultures

Unit-II

Unit-II Cultures of Pakistan

- Culture of Punjab
- Culture of Sindh
- Culture of Baluchistan
- Culture of Khyber Pakhtunkhwa

Unit-III

Folk Art

Tangible Folk Heritage

- Visual Arts
- Folk Art

Intangible Folk Heritage

- Performing Arts
- Musical Heritage
- Folklore, Folk Arts and Traditional Skills
- Cinematic Arts and Videography

Suggested readings:

1. Folk heritage of Pakistan - volume 1 (1975).
2. Folk heritage of Pakistan (1977).
3. Directory of cultural institutions in Pakistan by Saboohi Niazi (1980).
4. Seyla, B. (2002). The Claims of Culture: Equality and Diversity in the Global Era. Princeton: Princeton University Press.
5. Marshall, J. A Guide to Taxila, Karachi, rpt.1960.
6. Khan M. Ishtiaq, World Heritage Sites in Pakistan, Islamabad (2000).

THM-363

GLOBAL TOURISM

C. Hrs. 3

Course Outlines:

UNIT-I

Basics Tourism

Defining Travel & tourism, forms and categories of travel, History of Travel & tourism, components of the travel industry, accommodation and Hospitality, travel distribution system, the role of the public and private sectors in tourism

UNIT-II

Facts for International Tourism

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

UNIT-III

History of Tourism

Historical development of travel Tourism and Hospitality, passenger travel, rail service, Automobile and Ground transport, and water travel, Air travel accommodation, F&B development

UNIT-IV

GDS

What is travel distribution system, types of distribution system, travel intermediaries, the impact of technology on travel distribution system, important tourism and tourism related organizations

UNIT-V

Impacts of Tourism

Understanding the economic Impacts of Tourism, socio-cultural impacts of tourism, the impacts tourism on the physical environment

Suggested Readings:

1. Global Tourism By; Ahana Chakraborty, D India.
2. Tourism Interrelationships Impacts And Issues Aspects By. Brent W. Ritchie. Dar.
3. Progressing Tourism Research Aspects Of Tourism By. Bill Faulkner. Liz Fre
4. Tourism And Development By. M L Narasaiah.
5. Tourism Globalisation And Cultural Change An Island Commu By: Donald V L Macleod.
6. WTO (1995) International Tourism a Global perspective.

THM-362: TOURISM POLICY AND PLANNING

2. Cr. Hrs.

Course Outlines:

Unit-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

Unit-II

Tourism Policy

Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh,). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding

Unit-III

Understanding Tourism Planning

Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale. Public and Private sectors' role in tourism development. Analysis of an individual Tourism Project (development of the Buddhist circuit)

Unit-IV

International Agreements

Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement

SUGGESTED READINGS:

1. Inskip, E. (1991), Tourism Planning : An Integrated and Sustainable Development Approach VNR, New York.
2. Ashworth, G. J. (2000), the Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford.

3. Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

Semester-VII			
Course Code	Subject	Credit Hrs	category
THM-471	Cultural Tourism	3-0	Foundation
THM-472	Tourism and Peace	3-0	Elective within major
THM-473	Food & Beverages production Management	3-0	Major
THM-474	Research Methods in Tourism	3-0	Major
THM-475	Cultural Resources Management	3-0	General
	Total Cr. Hrs	15	

THM-471 CULTURAL TOURISM C. Hrs. 3

Course Outlines:

UNIT-I:

The Evolution of Cultural Tourism

- Cultural Tourism: Introduction
- Development of Domestic Tourism
- Rural Tourism
- Cultural Diversity and Tourism
- Cultural Heritage and Tourism
- Museums, Culture and Tourism
- The impact of tourism on culture

UNIT-II

Cultures of Pakistan II

- . Kelash Valley Culture
- . Thar Chulistan
- . Southern Panjab
- . Multan
- . Built Heritage of Pakistan

Suggested Readings:

1. Anderson, J. R. L. (2002) the Ulysses factor New York: Harcourt Brace Jovanovich.

2. Arizpe, L. (2000) "Cultural Heritage and Globalization". In Avrani E., Mason, Rand Torre, M. D. eds. Values and Heritage Conservation. Loss Angeles:
3. Getty conservation Institute. Aryear, G. (1998); The Travel Agent: Dealer in Dreams, 5th ed. Englewood Cliffs,
4. Avrani, E., Mason R. and Torre, M. D. (2000). Values and Heritage Conservation.
5. Loss Angeles: Getty conservation institute. Baily, M. (2001) "Travel Business: Rooms at the Top", Asia Business, 27, 9September, 2001, P. 60.
6. Barbier, E. B. (1997); The concept of sustainable Economic Development. Oxford: Clarendon Press.
7. Berry, D. S. and Shuldiner, P. W., Blomme, G. W. and Jones, J. H. (2003). The technology of Urban Transportation, Evanston, Illinois: worthwestern University Press.
8. Blau, J. (2003); Social Contracts and Economic Markets. New York: Plenum
9. Bray, W. P. (2003); Transport and Communications, London: Weidenfeld & Nicholson, LTD.
10. Spencer, J. E. and Thomas, W. L. (1998). Introducing Cultural Geography, New York: John Wiley and Sons.

THM-473 F&B Production Management

C. Hrs. 3

Course Outlines:

UNIT-I

Health & Safety regulations, personal hygiene, hazards in work place, emergencies in work place, communication skills, security procedures, team work, waste management, pest control, storage and stock control.

UNIT-II

Food and beverage operation, a system approaches the hospitality industry and its products, meal experience, standards in food service industry, Menu planning, types of menu essential of menu planning, food production system, purchasing and control, buying methods, standards recipe, operational control

UNIT-III

General consideration of F&B area, food cost, kitchen tools and equipments, performance measures, sales promotion and merchandising

UNIT – IV

Operational control, revenue control, appraising revenue, appraising cost, appraising profits, profits measures, appraising the whole operation

Suggested Readings:

1. Cousins, Foskett, Gillespie Food and beverage Management, Pearson Education.
2. Lillicrap; Dennis and Cousins Johan Food and beverage Service Holder Arnold.
3. Professional chef level 2 s/NVQ, Thomson.

THM -474 Research methods in Tourism

C. Hrs. 3

Course Outlines:

UNIT-I

Introduction to Research

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

UNIT-II

The Hallmarks of Research

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

UNIT-III

Steps of Hypothesis – Deductive Methods

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

UNIT-IV

Business Research

- The internet
- Electronically mails
- Browsers
- Web sites

UNIT-V

Research Process

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

UNIT-VI

Data collection Methods

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

UNIT-VII

The Research Report

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

UNIT-VIII

Integral Parts of the Report

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

Suggested Readings:

1. Gill, J. and Johnson, P. (2002) Research Methods for Managers. 3rd Edition. London: SAGE Publishing Ltd.

2. Currell, S. C. and Towler, A. J. (2003) Research methods in management and organizational research: towards integration of qualitative and quantitative techniques. In Tashakkori and C. Teddlie (Eds.) Handbook of Mixed Methods in Social and Behavioral Research (pp. 513-27). Sage Publications Ltd.
3. Webb, E., Campbell, D. T., Schwartz, R. D., & Sechrest, L. (1966) Unobtrusive measures; Non-reactive research in the social sciences. Chicago: Rand McNally.
4. Kidder, L. H. and Judd, C. M. (1986) Research Methods in Social Relations, 5th Edition. Holt, Reinhart and Winston, New York.
5. Malhotra, N. K. and Birks, D. F. (1999) Marketing Research: European Edition, Prentice Hall, London.
6. Henderson, K. A. (1991) Dimension of choice: A qualitative approach to recreation, parks, and leisure research. State College: Venture Publishing.
7. Jick, T. D. (1979) Mixing qualitative and quantitative methods: Triangulation in action. Administrative Science Quarterly, 24: 602-611.
8. Denzin, N. K. (1978) The research act: A theoretical introduction to sociological methods. New York: McGraw Hill.
9. Decrop, A. (1999) Triangulation in qualitative tourism research. Tourism Management, 20. 157-161.
10. Miles, M. B. and Huberman, A. M. (1994) Qualitative Data Analysis. 2nd Edition. London: Sage Publications Ltd.

THM-472

Tourism and Peace

3-0

COURSE TITLE: TOURISM & PEACE

COURSE INTRODUCTION & OBJECTIVES:

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

COURSE OUTCOMES:

Trust-building between different stakeholders:

- Forward-looking and constructive cooperation between participants

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

COURSE CONTENTS:

Module-I Tourism Ethics and Peace:

Peace Sensitive Tourism: How Tourism Can Contribute to Peace.

Peace Tourism.

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

Module-II Tourism, Development and Peace-building:

Responsible Tourism and Development in the Context of Peace-Building

Understanding Economic Effects of Violent Conflicts on Tourism

Religious Tourism – Business for Peace in the Holy Land

Tourism, Democracy and Conflict Resolution.

Module-III Tourism, Democracy & Conflict:

Tourism as a Force for Political Stability

War and Peace – and Tourism in Southeast Asia

Peace Sensitivity in Tourism Codes of Conduct at Destinations in Conflict

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

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

Module-IV Culture, Heritage and Education:

Tourism as Peace Education: A Role for Interpretation

Peace as a Destination: Peace Tourism around the World

Peace through Tourism: An Historical and Future Perspective

RECOMMENDED BOOKS:

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

Semester-VIII			
Course Code	Subject	Credit Hrs	category
THM-481	Destination Branding	3-0	Elective within major
THM-482	Tourism Geography.	3-0	Major
THM-483	Public Relations	3-0	General
THM-484	Organizational and consumer Behavior	3-0	General
THM-489	Research Project/Internship	6-0	Major
	Total Cr. Hrs	18	

THM-481	Destination Branding	3-0	Elective
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COURSE INTRODUCTION & OBJECTIVES:

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

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

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

COURSE OUTCOMES:

Upon completion of this course students will be able to:

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

COURSE CONTENTS:

Module-I

Global context, Global Trends, Travel Motivations, Technological Change, Competitive environment, Types of brands, Product brand, service brand, destination brand, place brand, Thematic brand, geographical brand, from destination to place, branding in digital age. 92

Module-II

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

Module-III

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

Module-IV

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

RECOMMENDED BOOKS:

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

THM-482

TOURISM GEOGRAPHY

C. Hrs. 3

Course Outlines:

UNIT-I

Introduction

- What is Geography, What is Tourism, Geography and tourism
- Geographical components of tourism
- Special interaction between components and tourist system
- Tourism Resources at world, national and local scale
- Geography and the study of Tourism

UNIT-II

Geographical Resources

- Resources of Tourism , The meaning of resources
- Different kinds of resources, Varieties of Biotic-resources
- Geography of transportation, Elements of transport
- Transport mode, Routes and network

UNIT-III

Understanding of Maps

- Geography of the world
- World time difference
- International date line, the hemisphere and the seasons
- What are maps, Types of maps
- Maps reading techniques and orientation and navigation

UNIT-IV

Regional Tourism Geography

- Tourism Geography of Europe
- Tourism Geography of Middle East
- Tourism Geography of south Asia

Suggested 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, Tourism Management Maxford Books Dehli-92.
3. Williams Stephen 1998, Tourism Geography published by Routledge 11 New Fetter Lane, London.

THM-484

ORGANIZATIONAL & CONSUMER BEHAVIOR

C. Hrs. 3

COURSE INTRODUCTION & OBJECTIVES:

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

COURSE OBJECTIVES:

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

COURSE CONTENTS:

Module I Organizational Behavior: An Introduction:

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

Module II Basic Human Processes:

- Perception and Learning
- Individual Differences: Personality and Abilities

Module III The Individual in the Organization:

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

Module IV Group Process:

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

Module V Influencing Others:

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

Module VI Organizational Processes:

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

RECOMMENDED BOOKS:

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

THM-483

PUBLIC RELATIONS

C. Hrs. 3

COURSE INTRODUCTION & OBJECTIVES:

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

COURSE OBJECTIVES:

Students will be able to:

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

COURSE OUTCOMES:

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

Communications Campaign.

□ Be aware of the ethics of the profession and the Code of Ethics of the Public Relations

COURSE CONTENTS:

Module –I:

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

Module –II:

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

Module –III:

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

Module –IV:

Public relations communication theory - SEMDR, other communications models

- Concept of two-way communication. The public of public relations - Overview of most crucial publics, including community, employees, consumers, government, news media.

RECOMMENDED BOOKS:

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