

# **Tourism, Hospitality and Hotel Management**

Punjabi University, Patiala

## **Section A**

### **(Research Methodology)**

1. Research and Types of research: Meaning of Research- Objectives of Research- Motivation in Research. Research methods vs. Methodology. Types of research – Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical. Research Process. Criteria of good Research. Research Formulation – Defining and formulating the research problem - Selecting the problem - Necessity of defining the problem - Importance of literature review in defining a problem. Hypothesis: Meaning, Characteristics, and importance of hypothesis in Research, Types and testing of Hypothesis, Problems in Formulating Hypothesis.
2. Research Design– Basic Principles- Need of research design — Features of good design Important concepts relating to research design – Observation and Facts, Laws and Theories, Prediction and explanation, Induction, Deduction, Development of Models. Developing a research plan - Exploration, Description, Diagnosis and Experimentation. Determining experimental and sample designs.
3. Sampling and Data Collection: Sampling Design; Census and Sampling Method, Area of Study, Universe of Study, Sample Design, Steps in Sampling design, Criteria for Selecting a Sampling Procedure; characteristics of a good sample design, Types of Sampling method. Data collection- Techniques of Data collection; collection of Primary data; Questionnaire, Schedule, Interview, Observation, Case Study, Survey Method, Content Analysis, Collection of Secondary Data.
4. Analysis and Interpretation of Data, Scrutiny of Secondary Data, Checking of Questionnaire and Schedule, Editing of data, Codification Transcribing, Classification, Tabulation, Comparison and Interpretations, Use of Statistics in the Analysis of data : Mean, Median, Mode, S.D. Correlation.
5. Reports - Structure and Components of Research Report - Types of Report, Characteristics of Good Research Report, Pictures and Graphs , Research Ethics , Purpose of organizing seminars, conferences etc . Basics of computers and computer languages. Logic and Reasoning

## **Section B**

### **(Subject)**

1. Basics of Tourism: Concepts and Definitions, Types and forms of Tourism, Tourist and types of tourists, Types and Features of Tourism Product, Major motivations and determinants to travel, Historical Development of Tourism. Elements of Tourism, Accessibility, Importance of Transport services, Different means of transportation, Concept and Types of Attractions, Importance and types of amenities required in tourism. Impacts of Tourism: Concept of impact of tourism, Economic Impact - Tourism Revenue, Employment generation, Foreign Exchange Earning; Environmental Impacts – Positive and Negative, Environmental impact assessment, sustainable tourism development; Socio – cultural impact – Guest Host relationships, Regional development, National Integration, Cultural Exchange, Preservation and Protection of Culture, Tourism Organizations: Origin, Objective, Functions, Working and Activities of - World Tourism Organization (WTO), WTTC, IATA, PATA, Ministry of Tourism - GOI, ITDC, IHA, FHRAI
2. Tour Packaging Management: Meaning, definition, development, types, components. Significance of tour packages with relation to tourists, destination and tour companies. Components of Tour Cost, Travel Documentation, Operation of Package Tour, Trends of Travel Business, Tour Formulation and Designing Process for FITs & GIT
3. Customer Care: Concepts; measurement tools in customer satisfaction; loyalty and retention; process and measurement of customer relationship management. External and Internal customers, customer delight, consequences of satisfied/dissatisfied customers. Customer relationship management (CRM) Concepts.

4. Accommodation Management: Changing Face of HK Department Technological Changes- Using Software, Robots in service delivery etc. Green Housekeeping: Use of environment - friendly cleaning products of clean property, Tent Card in rooms informing guests about alternate day lines changing.
5. Food safety Management: Introduction to Food Safety Management. HACCP- Introduction, Principles and advantages, Food hazards and causes of contamination. Introduction to food standards
6. Personal Hygiene , techniques of hand washing , Control on physical , Chemical and biological hazards , Food hygiene- Safe Food handling , Temperature of hot and cold Workplace hygiene- equipments , work surfaces , Environmental hygiene , Menu planing .
7. Food & Beverage Service Management: Basic Restaurant Concepts, Site Selection, Restaurant Planning & Design, Cost dynamics, sales concepts, Inventory control, budgetary control, Menu merchandising and MIS (Management Information system).
8. Front Office Management: Terminology, Front of the House , Back of the House , Hotel Organizational structure , Concierge , Bell Desk, Front office manager , Room Division Manager . Responsibilities and Duties of Front office Executive . Interaction with other departments of the hotel.
9. Services Marketing : Introduction / Foundation of Services Marketing , Concept of Services, Characteristics, classification designing of services, Importance of Service to the global economy, marketing mix in Services Marketing 7 P's of service marketing.
10. Organization Development & Leadership, Functions of Management: Planning Organizing Staffing, Directing, Controlling. Leadership: Concept, Nature, Importance Attributes of Leader, Qualities of Leader, Styles of leadership ,theories of leadership-(behavioral ,situational, transactional, functional developing leaders across the organization ,leadership Grid.
11. Entrepreneurship Development : Concept and Need of Entrepreneurship Development Definition Of Entrepreneur ,Entrepreneurship , Innovation , Invention, Creativity , Business Idea , Concepts of Entrepreneur , Manager Product Decision , Pricing Strategies, distribution / Channel Structure and option Promotion of Service, People, Physical Evidence and Process .
12. Event Management: Role of events for promotion of tourism.Types of Events-Cultural, festivals. Religious, business etc, Need of even management. key factors for best event managements , Concept of MICE : Introduction of meetings, incentive, conference/conventions, and Exhibitions , Event Marketing , Promotion, Advertising, Public relation, Sponsorship, Sales Presentation, Electronic events marketing strategies .
13. Human Resource Management : Definition & role of human resource development-Role of human resources manager, Job analysis, Job description, Job enlargement/rotation, Job enrichment, Job specification. Performance appraisal- Definition & importance, Objectives of performance appraisal, Components of a performance appraisal system .

**\* The Paper Setter is required to set 50% paper from Section A and 50% from the Section-B.**  
**Total marks: - Section A (50 Marks) + Section B (50 Marks) =100 Marks.**  
**Qualifying Marks: - 50%.**