



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024

M.Phil. Hotel Management & Tourism [FT / PT] Programme

(For the candidates to be admitted from the academic year 2009-2010 onwards)

Semester I	Title of the Course	Marks			Credits
		IA	UE	Total	
Course -I	Research Methodology	40	60	100	4
Course - II	Hotel Management & Tourism	40	60	100	4
Course- III	Paper on Topic of Research (Guide will prepare the syllabus and it will be sent to the COE)	40	60	100	4
Course – IV	Teaching and Learning skills (Common Paper)	40	60	100	4
Semester II	Dissertation and Viva-Voce Viva Voce 50 marks Dissertation 150 marks			200	8

For each Course other than the Dissertation

Continuous Internal Assessment	– 40 Marks
End Semester Examination	– 60 Marks
Total	– 100 Marks

Question paper pattern for Course I - III

10 questions compulsory	10 x 01 = 10 Marks (2 from each unit)
5 questions	05 x 04 = 20 Marks (either or type, one from each unit)
3 questions from 5	03 x 10 = 30 Marks (one question from each unit)
Total	60 Marks

Question paper pattern for Course IV

5 Questions	05 x 12 = 60 Marks (either or type, one from each unit)
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CIA components

Tests (2x10)-	20 Marks
Term Paper –	10 Marks
Seminar -	10 Marks

M.Phil –Hotel Mgmt & Tourism
Course- I: RESEARCH METHODOLOGY

UNIT – I INTRODUCTION

1. An Introduction to Research
2. Data Calculation
3. Hypothesis Testing
4. Reporting
5. Featuring Econometric & other quantitative application in Business Research
6. Research of Topic on Tourism & Hospitality Industry
7. Whats & Whys of Research
 - a) Research Ethics
 - i) Research in our everyday life
8. Code of Ethics

UNIT – II

RESEARCH PROCESS

1. Overview & Basic steps involved in the research process
2. Topic selection & Topic overview
3. Testing, Finding & Reviewing sources
4. Preparing Purpose statement
5. Research questions & Thesis Statement
6. Outlining Topic & Sub-Topic
7. Citing & Referencing Sources
8. Deciding Strategies & Methods
9. Implementing
10. Reporting / Publishing Results
11. Research Proposals

COMMON RESEARCH METHODS

1. Observations
2. Qualitative
3. Quantitative
4. Interviews
5. Questionnaire
6. Case Studies
7. Choosing the most Appropriate Methods

UNIT – III QUESTIONNAIRE

1. Methods Overview
2. Formulating Questions
3. Types of Questionnaire Surveys
4. Designing Questionnaires
5. Student assignment & prepare Questionnaire

INTERVIEW

1. Methods Overview
2. Unstructured Interview
3. Semi – Structured Interview
4. Structured Interview
5. Focus Groups
6. Interview guidelines
7. Student assignment, Prepare & Test interview questions

UNIT – IV SAMPLING

1. Why Sampling
2. Avoid Bias
3. Sample Unit
4. Types of Sampling
5. Sampling Distribution

UNIT – V

Data Management Analysis, Interpretation & Presentation

1. Organising & Managing Data
2. Qualitative Data Analysis
3. Quantitative Data Analysis
4. Interpreting Data
5. Presenting Data

Reference Books:

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

M.Phil –Hotel Mgmt & Tourism

COURSE - II

HOTEL MANAGEMENT AND TOURISM

UNIT – I

Introduction to Hospitality Industry – Organizational structure of Hotel – Duties & Responsibilities of Hotel Personnel.

Front Office – Types of Rooms – Different rates offered in hotels - Overview of Front office Department(Layout, Functions, Coordination between front office & other departments) – Front Office & the Guests – Planning for Quality Service (developing a quality culture , planning guest service processes, delivering guest service through employees) –Night Auditing - Forecasting .

Yield Management – Definition - Concept of Yield Management – Hotel industry applications (Capacity Management, Duration Control, Discount Allocation) - Measuring Yield – Yield Statistics –Elements of Yield Management – Using Revenue Management (Price Flexibility, Guest mix & Service mix, Potential high & low demand tactics, Implementing Revenue Strategies, Availability Strategies).

Housekeeping – Functions – Importance of Housekeeping Desk – Floor Cleaning Procedure – Public & Guest rooms

UNIT – II

Food & Beverage Service – Various food and beverage outlets – functions.

Food Production - various departments in food production area – purchasing and receiving of ingredients – storage.

UNIT – III

Planning: Characteristics, Scope, objectives, Facilitating Production, Material Handling, Space Utilization, Maintenance and Cleaning, Cost Control, Investment in Equipment, Labour Utilization, Supervision, Flexibility.

UNIT – IV

Tourism Concepts – Motivation for Travel – Barriers to Travel.

Forms of Tourism – Travel Industry Network – Tourism & Tourism Product.

Need for planned development – Planning Process – Demand & Supply – Factors Influencing Tourism Development – Constituents of Tourism Attractions – Governments Role in Planning Tourism – Tourism Planning in India.

UNIT V

Emergence of Tour Operator – Package Tour – Marketing a Package Tour – Tour Brochure.

Passenger Reservation Form – Booking Conditions – Traveler's Advice – Elements of tour Brochure – Marketing of Brochure.

Reference text:

1. How to Plan and Operate Restaurant? – Dukas. P – Hayden Book Company.

2. Profitable Food & Beverage Management planning – Green E.F, Drake G.G. & Sweeny F.J.- Hayden Book Company.
3. Front Office Procedures – Richard M.Brooks & Michael L. Kasavana, American & Hotel Motel Association.
4. Front Office Operations & Management – Sudhir Andrews, Tata Mc Grawhill.
5. Professional Food & Beverage Service Management – Brian Varghese, Macmillan Publications.
6. Practical Cookery – Ronald Kinton & Victor Ceserani – Hodder Stoughton.
7. Theory of Catering – Ronald Kinton & Victor Ceserani – Hodder Stoughton.
8. Catering Management – An Integrated Approach – Mohini Sethi & Surjeet Malhan (Walt Eastern publishers)
9. Housekeeping Training Manual - Sudhir Andrews, Tata Mc Grawhill.
10. Successful Tourism Management – Pran Nath Seth – Sterling Publishers Pvt. Ltd.
11. Tourism Marketing Management – A.K. Bhatia - Sterling Publishers Pvt. Ltd.

COURSE -IV - TEACHING AND LEARNING SKILLS

Objectives:

- acquaint different parts of computer system and their functions
- understand the operations and use of computers and common Accessories
- develop skills of ICT and apply them in teaching learning context and Research
- appreciate the role of ICT in teaching, learning and Research
- acquire the knowledge of communication skill with special reference to its elements, types, development and styles
- understand the terms communication Technology and Computer mediated teaching and develop multimedia / e-content in their respective subject
- understand the communication process through the web
- acquire the knowledge of Instructional Technology and its Applications

- ▶ develop different teaching skills for putting the content across to targeted audience

Unit I – Computer Application Skills

Computer system: Characteristics, Parts and their functions – Different generations of Computer – Operation of Computer: switching on / off / restart, Mouse control, Use of key board and some functions of key – Information and Communication Technology (ICT): Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications: Using word processors, spread sheets, Power point slides in the classroom – ICT for Research: On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations

Unit II – Communication Skills

Communication: Definitions – Elements of Communication: Sender, Message, Channel, Receiver, Feedback and Noise – Types of Communication: Spoken and written; Non-verbal communication – Intrapersonal, Interpersonal, Group and Mass communication – Barriers to communication: Mechanical, Physical, Linguistic & Cultural – Skills of communication: Listening, Speaking, Reading and writing – Methods of developing fluency in oral and written communication – style, Diction and Vocabulary – Classroom communication and dynamics

Unit III – Communication Technology

Communication Technology: Bases, Trends and Developments – Skills of using Communication Technology – Computer Mediated Teaching: Multimedia, E-content – Satellite-based communication: EDUSAT and ETV channels, Communication through web: Audio and Video applications on the Internet, interpersonal communication through the web.

Unit IV – Pedagogy

Instructional Technology: Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique: Steps, Planning of a Lecture, Delivery of a lecture – Narration in tune with the nature of different disciplines – Lecture with power point presentation – Versatility of lecture technique – Demonstration, Characteristics, Principles, Planning Implementation and Evaluation – Teaching – Learning Techniques: Team Teaching, Group discussion, Seminar, Workshop, Symposium and Panel Discussion – Models of teaching: CAI, CMI and WBI

Unit V – Teaching Skills

Teaching skill: Definition, Meaning and Nature – Types of Teaching skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of Probing Questions, Skill of Black Board writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills

References:

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi
2. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh
3. Information and Communication Technology in Education: A Curriculum for Schools and programme of Teacher development, Jonathan Anderson and Tom Van Weart, UNESCO, 2002
4. Kumar K.I (2008) Educational Technology, New Age International Publishers, New Delhi
5. Mangal, S.K. (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana
6. Michael D. and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York
7. Pandey S.K. (2005) Teaching Communication, Commonwealth Publishers, New Delhi
8. Ram Babu A. and Dandapani S (2006) Microteaching (Vol.1&2) Neelakamal

Publications, Hyderabad

9. Singh V.K. and Sudarshan K.N. (1996) Computer Education, Discovery Publishing Company, New York
10. Sharma R. A. (2006) Fundamentals of Educational Technology, Surya Publications, Meerut
11. Vanaja. M. and Rajasekar S. (2006) Computer Education, Neelkamal Publications, Hyderabad.
