

M.PHIL. HOTEL MANAGEMENT & TOURISM (FT / PT) PROGRAMME

(For the candidates to be admitted from the academic year 2018-19 onwards)

Eligibility : Post Graduation in Hotel Management and Catering Science / Tourism Management / Tourism and Hospitality Management / Food Science and Nutrition and Dietetics / Business Administration.

PROGRAMME OBJECTIVES :

- To impart the basic knowledge on research methodology and types of research
- To offer inputs related to the preparation of Dissertation
- To Discuss Current Trends and issues in Tourism and Hospitality Sectors
- To Impart Knowledge of computer applications in Tourism and Hotel Industries and research activities in the above field

PROGRAMME STRUCTURE

Sem-ester	Course	Title of the Course	Exam. Hours	Credits	Marks		
					IA	UE	Total
I	Course - I	Research Methodology	3	4	25	75	100
	Course - II	Emerging Issues in Hospitality and Tourism Management	3	4	25	75	100
	Course - III	Teaching and Learning skills (Common Paper)	3	4	25	75	100
	Course - IV	Paper on Topic of Research (The syllabus will be prepared by the Guide and the examination will be conducted by the COE)	3	4	25	75	100
II	---	Dissertation and Viva-Voce Viva Voce 50 marks Dissertation 150 marks	--	8	--	--	200
Total				24	--	--	600

PROGRAMME OUTCOMES :

- The Candidates shall be able to understand the basics of Research
- The Candidates shall gain a knowledge on the sources of data collection and to analyse the results based on data
- The Candidates shall gain a knowledge on Types of Research and to apply the same while compiling dissertation
- The Candidates shall gain a complete knowledge on various steps involved in compiling a dissertation
- The Programme will enable the applications of computer in the operational aspects of Tourism and Hospitality Industry
- The Programme will impart inputs related to recent trends in Tourism and Hospitality Industry
- The Programme will enable the candidates to pursue further research in Tourism and Hospitality Sectors
- By doing the research based on the Primary data and Secondary Data, right solutions may be arrived for the problems identified in the study area

COURSE I

RESEARCH METHODOLOGY

Course Objectives :

- To Learn the basic aspects of Research
- To Learn various Types of Research and to apply them in Hospitality Operations
- To understand the applications of MIS in Tourism & Hospitality Research

UNIT I

Introduction to Research Methodology – Meaning – Objectives – search Approaches- Research Problem – What is a research Problem? – Formulation of the Research Problem.

UNIT II

Types of Research – Desk Research – Field Research – Quantitative Research - Market Research – Coupon Research – Qualitative Research.

UNIT III

Data Collection Techniques – Questionnaire – Interviews – Projective Methods – Secondary Data.

UNIT IV

Processing and Analysing of Data – Problem in Processing – Sampling design – Sample Survey steps involved – Difference types – Random Sample – Complex random sample design. Use of Computer in Research – Computer and Computer Technology – Computer and Researcher.

UNIT V

Interpretation and Report Writing – Structure of a Report – Chapterisation – Meaning – Technique – Significance – Layout of Research Report – Types of Report – Oral Presentation – Mechanics – Conclusion. Documentation – Foot notes – Bibliography – Index, Charts, Diagram, Maps, Tables, Illustration, Photos, Post Script, Glossary.

Reference Text :

1. Research Methodology – C.R.Kothari
2. Research Methodology – Dr. Kumar & Lakshmi NarayanaAgarwal.

Course Outcomes :

- To understand the objectives of Research
- To apply various methods of Research in Tourism & Hospitality Operations
- To impart knowledge on data collection techniques
- To impart the knowledge of computer applications
- To enable the students to compile dissertation

COURSE II

EMERGING ISSUES IN HOSPITALITY AND TOURISM MANAGEMENT

Course Objectives :

- To understand the concept of Human Resources and its applications in Tourism & Hospitality Industries
- To analyse the importance of Service Quality in Hospitality Operations
- To Study the emerging issues in the field of Hospitality

Unit I : Best Practices in Human Resource Management

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

Unit II : Best Practices In Financial Management

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

Unit III : Managing Service Quality

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

Unit IV : Information Technology and Hospitality Industry

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

Unit V : Society and Business

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

Reference Books:

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

Course Outcomes :

- Able to understand the importance of Human Resources Management in Hotels and Travel Related Establishments
- Able to understand the process of budgeting in Hospitality Operations
- To make the students to understand the importance of customer satisfaction in Building Reputation of Hotels.
- To understand the advantages & limitations of automation in Hospitality and Tourism related units.
- To understand the meaning of Business ethics and its role in Managing Tourism & Hotel Industries.

COURSE III

Teaching and Learning Skills

Course 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

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-- **ICT for Professional Development**: Concept of professional development; institutional efforts for competency building; individual learning for professional development using professional networks, OERs, technology for action research, etc.

Unit II : Communications 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 : 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.

Unit IV : E- Learning, Technology Integration and Academic Resources in India

Concept and types of e-learning (synchronous and asynchronous instructional delivery and means), m-learning (mobile apps); blended learning; flipped learning; E-learning tools (like LMS; software's for word processing, making presentations, online editing, etc.); subject specific tools for e-learning; awareness of e-learning standards- Concept of technology integration in teaching- learning processes; frameworks guiding technology integration (like TPACK; SAMR); Technology Integration Matrix- Academic Resources in India: MOOC, NMEICT; NPTEL; e-pathshala; SWAYAM, SWAYAM Prabha, National academic depository, National Digital Library; e-Sodh Sindhu; virtual labs; eYantra, Talk to a teacher, MOODLE, mobile apps, etc.

Unit V : Skills of Teaching and Technology based assessment

Teaching skills: 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- **Technology for Assessment:** Concept of assessment and paradigm shift in assessment; role of technology in assessment 'for' learning; tools for self & peer assessment (recording devices; e-rubrics, etc.); online assessment (open source software's; e-portfolio; quiz makers; e- rubrics; survey tools); technology for assessment of collaborative learning like blogs, discussion forums; learning analytics.

References

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi
2. Brandon Hall , E-learning, A research note by Namahn, found in: [www.namahn.com/resources/ .../note-e-learning.pdf](http://www.namahn.com/resources/.../note-e-learning.pdf), Retrieved on 05/08/2011
3. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh
4. Information and Communication Technology in Education: A Curriculum for schools and programmed of Teacher Development, Jonathan Anderson and Tom Van Weart, UNESCO, 2002.
5. Jereb, E., & Šmitek, B. (2006). Applying multimedia instruction in e-learning. Innovations in Education & Teaching International, 43(1), 15-27.
6. Kumar, K.L. (2008) Educational Technology, New Age International Publishers, New Delhi.
7. Learning Management system : https://en.wikipedia.org/wiki/Learning_management_system , Retrieved on 05/01/2016

8. Mangal, S.K (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana.
9. Michael,D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New york.
10. Pandey,S.K (2005) Teaching communication, Commonwealth Publishers, New Delhi.
11. Ram Babu,A abd Dandapani,S (2006), Microteaching (Vol.1 & 2), Neelkamal Publications, Hyderabad.
12. Singh,V.K and Sudarshan K.N. (1996), Computer Education, Discovery Publishing Company, New York.
13. Sharma,R.A., (2006) Fundamentals of Educational Technology, Surya Publications,Meerut
14. Vanaja,M and Rajasekar,S (2006), Computer Education, Neelkamal Publications, Hyderabad.

Course Outcomes

After completing the course, the students will:

- Develop skills of ICT and apply them in Teaching Learning context and Research.
- Be able to use ICT for their professional development.
- Leverage OERs for their teaching and research.
- Appreciate the role of ICT in teaching, learning and Research.
- Develop communication skills with special reference to Listening, Speaking, Reading and Writing.
- Learn how to use instructional technology effectively in a classroom.
- Master the preparation and implementation of teaching techniques.
- Develop adequate skills and competencies to organize seminar / conference / workshop / symposium / panel discussion.
- Develop skills in e-learning and technology integration.
- Have the ability to utilize Academic resources in India for their teaching.
- Have the mastery over communication process through the web.
- Develop different teaching skills for putting the content across to targeted audience.
- Have the ability to use technology for assessment in a classroom.
