GOA UNIVERISTY

MASTER OF SCIENCE IN INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMNT

ABOUT THE PROGRAMME
The M.Sc. International Hospitality and Tourism Management program is structured to meet the educational needs of young hospitality graduates as well as adult learners, working as managers, entrepreneurs, educators and other professionals in business and in the industry. It is designed to provide hospitality and tourism management-based education with an academically rigorous programme of study that meets the requirements for a professional Master's degree.

OBJECTIVES OF THE PROGRAMME
1. To understand the management functions of hospitality and tourism industry including human resource management, financial management, marketing and technology applications.
2. To enrich strategic and operational insights of the hospitality and tourism industry.
3. To train students to pursue an international and fast-moving career in the hospitality and tourism industry in a global and multi-cultural environment.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO 1.	Apply knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making, for effective functioning in hospitality and tourism industry.
PSO 2.	Apply administrative, research and leadership skills in management careers in hospitality and tourism operations globally.
PSO 3.	Demonstrate professional ethics, provide leadership, demonstrate personal and global accountability, and collaborate effectively as a team member.
PSO 4.	Apply academic knowledge in real-world settings, develop professional skills, understand operational dynamics, and effectively communicate their learning through structured reports and presentations.

PSO 5.	Employ research-based methods and global leadership practices to address current trends, challenges, and opportunities in international hospitality and tourism operations.
PSO 6.	Collaborate effectively in multidisciplinary teams, demonstrating interpersonal skills, cross-cultural sensitivity, and professional communication within a global hospitality context.

Semester I				
Discipline Specific Core (DSC) Courses (16 credits)				
Sr. No.	**Course Code**	**Title of the Course**	**Credits**	**Level**
1	**IHT-5000**	Advanced Hospitality Management	4	400
2	**IHT-5001**	International Tourism Management	4	400
3	**IHT-5002**	Advanced International Human Resource Management	4	400
4	**IHT-5003**	Advanced Revenue Management for Hospitality	4	400
Total Credits for DSC Courses in Semester I			**16**	
Discipline Specific Elective (DSE) Course (4 credits)				
Sr. No.	**Course Code**	**Title of the Course**	**Credits**	**Level**
1	**IHT-5201**	Event Management	4	400
2	**IHT-5202**	Cruise Line Management	4	400
Total Credits for DSE Courses in Semester I			**4**	
Total Credits in Semester I			**20**	

Semester II				
Discipline Specific Core (DSC) Courses				
Sr. No.	**Course Code**	**Title of the Course**	**Credits**	**Level**
1	**IHT-5004**	Management Information Systems in Hospitality (Practical)	4	500
2	**IHT-5005**	Sustainable Tourism Management	4	500
3	**IHT-5006**	Entrepreneurship in Hospitality and Tourism	4	500
4	**IHT-5007**	Advanced Marketing Management	4	500
Total Credits for DSC Courses in Semester II			**16**	
Discipline Specific Elective (DSE) Courses (4 credits)				
Sr. No.	**Course Code**	**Title of the Course**	**Credits**	**Level**
1	**IHT-5203**	Advertising Management in Tourism	4	400
2	**IHT-5204**	Travel Agency and Tour Operations Management	4	400
Total Credits for DSE Courses in Semester II			**4**	
	Total Credits in Semester II		**20**	

Semester III				
Research Specific Elective (RSE) Courses (12 credits) Any 3				
Sr. No.	**Course Code**	**Title of the Course**	**Credits**	**Level**
1	**IHT-6000**	Qualitative Research Methods	4	500
2	**IHT-6001**	Quantitative Research Methods	4	500
3	**IHT-6002**	Case Writing and Analysis	4	500
4	**IHT-6003**	Research in Cultural studies	4	500
5	**IHT-6004**	Data Analytics in Hospitality and Tourism (for advanced learners)	4	500
6	**IHT-6005**	Global Distribution System (for advanced learners)	4	500
7	**IHT-6006**	Project	4	500
Total Credits for RSE Courses in Semester III			**12**	
Discipline Specific Vocational Elective (DSVE) Courses (8 credits) Any 2				
Sr. No.	**Course Code**	**Title of the Course**	**Credits**	**Level**
1	**IHT-6401**	Food and Beverage Tourism	2T+2P	500
2	**IHT-6402**	Destination Development and Product Management	2T+2P	500
3	**IHT-6403**	Facility Planning	2T+2P	500
4	**IHT-6404**	Travel Media and Journalism	2T+2P	500
Total Credits for DSVE Courses in Semester III			**8**	
Total Credits in Semester III			**20**	

Semester IV				
Discipline Specific Internship (DSI) (20 Credit Dissertation)				
Sr. No.	**Course Code**	**Title of the Course**	**Credits**	**Level**
1	**IHT-6503**	Internship	**20**	500
Total Credits in Semester IV			**20**	

Title of the Course	Advanced Hospitality Management
Course Code	IHT-5000
Number of Credits	4
Theory/Practical	Theory
Level	400
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil
Course Objectives:	The course is designed to understand the structure, nature and operating characteristics of the different sectors of the hospitality industry, food service, and lodging.

Course Outcomes:		
	CO 1. Understand the operations in Front Office Management	**PSO 1**
	CO 2. Apply menu planning and control processes in Food and Beverage management	**PSO 1, PSO 2**
	CO 3. Analyze accommodation operations practices in hotels	**PSO 1, PSO 2, PSO 3, PSO 4**
	CO 4. Evaluate concepts of resort management.	**PSO 1**

Content:		No of hours	Mapped to CO	Cognitive Level
Unit/Module 1:	**Front Office Management** Introduction to Hotel Management, Property Management Systems,	**15 hours**	CO1, CO2	K1, K2

	Guest Cycle, Yield Management, Night Audit, Managing Hospitality, Training for Hospitality, Promoting in-house sales, Revenue Management. Demonstration work in reservation, registration, and check out process using software.			
Unit/Module 2:	**Food and Beverage Management** Introduction, Menu management, food and beverage (F & B) controls, cycle of control, bar management, frauds in F&B management, hazard analyses and critical control points (HACCP), emerging trends in F&B operations, managing quality in F&B operations, customer relationship management, managerial functions, demonstration work in menu designing and menu engineering.	**15 hours**	CO3	K1, K2, K3
Unit/Module 3:	**Accommodation Management** Introduction, managing housekeeping personnel, contracts and outsourcing, planning housekeeping operations, housekeeping inventories, supervision in housekeeping, linen and laundry operations, interior designing, interior decoration, hotel renovation, budgeting for housekeeping expenses, ergonomics in housekeeping, customer expectations, service delivery, wow factor, changing trends.	**15 hours**	CO3	K1, K2, K3
Unit/Module 4:	**Timeshare and Resort Management** Concept of time share, recreation and entertainment, wellness and spa management, vacation ownership, definition of time share and condominiums, marketing of timeshares, exchange companies, resort condominiums of international (RCI) and intervals international, developing vacation ownership concept. Concept of resort management, types of resorts, characteristics, special considerations in resort planning and development,	**15 hours**	CO4	K1, K2, K6

	importance of guest activities in resort management.		
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
Texts:	1. B. Davis, A. Lockwood, P. Alcott, and I. S. Pantelidis, Food and beverage management. Routledge, 2018. 2. S. Andrews, Hotel housekeeping. Tata McGraw-Hill Education, 2017. 3. R. Mill, Resorts Management and Operation. Wiley Publications, 2011. 4. S. Andrews, Hotel Front office Operations. Tata McGraw-Hill, 2017.	
References/ Readings:	1. Raghubalan, Housekeeping Operations and Management. Tata McGraw-Hill, 2015. 2. S. Andrews, Introduction to Tourism and Hospitality Industry. Tata McGraw-Hill, 2015. 3. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, latest available edition.	
Web Resources:	https://dl.ojocv.gov.et/admin_/book/Food%20and%20Beverage%20Service.pdf	

Title of the Course	International Tourism Management			
Course Code	IHT-5001			
Number of Credits	4			
Theory/Practical	Theory			
Level	400			
Effective from AY	2025-2026			
New Course : Yes/No	Yes			
Bridge Course/ Value added Course : Yes/No	No			
Course for advanced learners : Yes/No	No			
Pre-requisites for the Course:	Nil			
Course Objectives:	The course aims to develop an insight into fields and patterns of international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth.			
Course Outcomes:	CO 1. Comprehend the major concepts in tourism	**PSO 1, PSO 5**		
	CO 2. Identify the different tourism organizations	**PSO 1**		
	CO 3. Analyze and interpret tourist behavior	**PSO 1, PSO 2, PSO 4**		
	CO 4. Evaluate tourism Supply, Demand and Development	**PSO 1, PSO 2**		
Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**International Tourism Perspective** Components of tourism & tourism management, economic importance, benefits and costs of tourism, tourism through the ages, chronologies of	**15 hours**	CO1, CO2	K2

	travel, career opportunities in tourism.			
Unit/Module 2:	**Organization of Tourism** World, national, regional and other organizations, passenger transportation: airline, rail, motor coach, automobile, cruise industry, other modes of transportation, hospitality and related services: lodging industry, food service industry, Meetings Incentives Conferences and Exhibition organizations in the distribution process, attractions, entertainment, recreation and other tourist draws.	**15 hours**	CO2	K1, K2
Unit/Module 3:	**Understanding Travel Behaviour** Motivation of pleasure travel, the development of motivation models, cultural& international tourism for life's enrichment, development and promotional measures, types of destinations as travel experiences, other tourist appeals, tourism and peace, sociology of tourism: effects on the individual, family and society, emergence of group travel patterns, social tourism, the international tourist, barriers to travel. Preparing international tour itinerary and documentation**.**	**15 hours**	CO3	K3, K4
Unit/Module 4:	**Tourism Supply, Demand and Development** Tourism components and supply: supply components, natural resources, built environment, operating sectors, spirit of hospitality and cultural resources, matching	**15 hours**	CO1, CO2	K4, K5

	demand wit supply, measuring and forecasting demand, Tourism planning, development and social considerations, development of tourist potential, future of tourism.		
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.		
Texts:	1. C. R. Goeldner, and J. B. Ritchie, Tourism principles, practices, philosophies. John Wiley and Sons, 2017. 2. S. Andrews, Introduction to Tourism and Hospitality Industry. Tata McGraw-Hill, 2017. 3. D. A. Fennell and C. Cooper, Sustainable tourism: Principles, contexts and practices. Channel View Publications, 2020. 4. Y Reisinger, and F. Dimanche, International tourism : Culture and Behavior, Routledge; 1st edition 2009.		
References/ Readings:	1. S. Andrews, Hotel Front office Operations, Tata McGraw- Hill, 2001. 2. W. T. Fang, Tourism in emerging economies. Springer Singapore, 2020. 3. Bhatia AK, International Tourism Management, Visionias, 2024.		

Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Title of the Course	Advanced International Human Resource Management			
Course Code	IHT-5002			
Number of Credits	4			
Theory/Practical	Theory			
Level	400			
Effective from AY	2025-2026			
New Course : Yes/No	Yes			
Bridge Course/ Value added Course : Yes/No	No			
Course for advanced learners : Yes/No	No			
Pre-requisites for the Course:	Nil			
Course Objectives:	The course aims to enhance the insight of students regarding the various Human Resource Practices and concepts in Organizations.			
Course Outcomes:	CO 1. Understand patterns and philosophy of International HRM management.	**PSO 1, PSO 2**		
	CO 2. Apply principles of man power planning in organizations.	**PSO 1, PSO 2, PSO 4**		
	CO 3. Analyze the training and development practices in international hospitality and tourism organizations.	**PSO 1, PSO 4**		
	CO 4. Evaluate global Human Resource management trends and issues.	**PSO 3, PSO 5**		
Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Pattern and philosophy of International Human Resource management**			

	Implications in personnel function, concept and scope of personnel management vis-à-vis behavioral science and interdisciplinary approach, human resources in a Comparative perspective, international recruitment and selection policy, cultural factors/Issues in performance management, developing international staff and multinational teams.	**15 hours**	CO1	K2
Unit/Module 2:	**Man power planning** Recruitment procedures, Organization, direction, control, coordination leadership, communication, delegation, approaches to international compensation, repatriation, managing global diverse workforce. Industrial relations in a comparative perspective, global unions.	**15 hours**	CO2	K2, K3, K4, K5
Unit/Module 3:	**Manpower development and compensation** Role and responsibilities of Human Resource, training process, methods of training, tools and aids, evaluation of training programs, job description, job analysis, job evaluation, job satisfaction, internal motivation, wages, Fringe benefits, promotion, reward management.	**15 hours**	CO2, CO3	K3, K4
Unit/Module 4:	**Global Human Resource Management Trends and issues** Industrial relations: Nature, importance and approaches of industrial relations, Labour relation, role of trade Unions and labor, collective bargaining, , human resource managers, major challenges faced by them in 21st century Disciplinary procedure,	15 hours	CO4	K1, K2, K3, K4

	grievance handling procedure, resolving disputes, managing ethical issues, HR Audit and evaluation, promotion and transfer, reason of transfer, lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme.			
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. M. Ozbilgin, International human resource management: Theory and practice. Bloomsbury Publishing, 2020. 2. R. J. Stone, A. Cox, and M. Gavin, Human resource management. John Wiley and Sons, 2020. 3. K. Aswathappa, Human Resource Management. New Delhi: McGraw Hill Education,2019. 4. Ivansevich, Human Resource Management. Tata McGraw Hill, 2017.			
References/ Readings:	1. C. R. Greer, Strategic human resource management. Pearson Custom Publishing 2021. 2. Brewster Chris, Oxford handbook of contextual approaches to human resource management. Oxford University Press 2021. 3. Boselie Paul, Strategic Human Resource Management: A Balanced Approach. McGraw-Hill Education, 2024.			

	4. Lucio Miguel, International Human Resource Management: The Transformation of Work in a Global Context, Sage publications, 2022.	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Title of the Course	Advanced Revenue Management for Hospitality		
Course Code	IHT-5003		
Number of Credits	4		
Theory/Practical	Theory		
Level	400		
Effective from AY	2025-2026		
New Course : Yes/No	Yes		
Bridge Course/ Value added Course : Yes/No	No		
Course for advanced learners : Yes/No	No		
Pre-requisites for the Course:	Nil		
Course Objectives:	This course aims to provide an understanding of the aspects of revenue management.		
Course Outcomes:	CO 1. Identify the components of revenue management and pricing.	**PSO 1**	
	CO 2. Apply various pricing strategies in hospitality industry.	**PSO 1**	
	CO 3. Analyze historical price/demand data to identify distinct customer segments.	**PSO 1, PSO 2**	
	CO 4. Evaluate revenue management system employed by the hospitality and tourism organizations globally.	**PSO 1, PSO 2, PSO 5**	
Content:		**No of hours**	**Mapped to CO** **Cognitive Level**
Unit/Module 1:	**Hotel Revenue Management Systems** Economic fundamentals of hotel revenue management systems, revenue management process, metrics, Market segmentation,	**15 hours**	**CO1** K1, K2

	profiling and targeting.			
Unit/Module 2:	**Differential Pricing** Principles of revenue management, differential pricing and application, limits to differential pricing. Competitive Factors Imperfect segmentation model: discrete choice models, customer management and strategic purchasing behaviour, revenue management process management (organizational issues) industry implementations and practices related to capacity management in airlines, hotels, car rentals.	**15 hours**	CO2	K4, K5
Unit/Module 3:	**Revenue Management for Food service operators** Traditional food service pricing methods, cost against cost based food service pricing, applying differential pricing in food services, factors affecting value perceptions in food services, Food and Beverage analysis, examination of revenue sources**.**	**15 hours**	CO2, CO3	K4
Unit/Module 4:	**Implementing of Revenue Management System** Elements of revenue management: group room sales, transient room sales, food and beverage activity, local and area-wide activities, special events, potential high and low demand tactics, implementing revenue strategies/availability strategies, computational methods in revenue management, performance measurement**.**	**15 hours**	CO4	K3, K4
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. R. L. Phillips, Pricing and Revenue Optimization, Stanford Business Book, 2021. 2. G. Gallego and H. Topaloglu, "Revenue Management and Pricing			

	Analytics," International Series in Operations Research and Management Science, Springer, vol. 209, December, 2019. 3. D. K. Hayes, J. D. Hayes, and P. A. Hayes, Revenue management for the hospitality industry. John Wiley and Sons, 2021. 4. P. Szende, ed., Hospitality Revenue Management Concepts and Practices. 2022.	
References/ Readings:	1. G. Forgacs, Revenue Management: Maximizing Revenue in Hospitality Operations AHLEI American Hotel and Lodging Educational Institute, 2017. 2. Browning Robert H. Hotel Revenue Management: From Theory to Practice Paperback, The Hospitality Press 2023. 3. Verma Ravindra Hospitality Revenue and Finance Management Hardcover, ABD Publishers 2024. 4. Vinod Ben Revenue Management in the Lodging Industry: Origins to the Last Frontier (Management for Professionals) Springer International Publishing AG, 2023.	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard https://network.bepress.com/business/management-information-systems/	

Title of the Course	Event Management
Course Code	IHT-5201
Number of Credits	4
Theory/Practical	Theory
Level	400
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil
Course Objectives:	The course will enable the students to organize events meetings, conventions and events/exhibitions in a professional way, and familiarize with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

Course Outcomes:	CO 1. Understand the importance of organizing events and its components	**PSO 1, PSO 2**	
	CO 2. Apply marketing activities to promote events.	**PSO 1, PSO 2, PSO 3, PSO 6**	
	CO 3. Analyze an event from conception, designing, planning, and budgeting to execution.	**PSO 1, PSO 2, PSO 3, PSO 6**	
	CO 4. Evaluate the conduct of Meetings Incentives, Conferences and Exhibitions.	**PSO 1, PSO 2, PSO 3**	

Content:		No of hours	Mapped to CO	Cognitive Level
Unit/Module 1:	**Event Planning**		CO1	K1, K2, K4

	Importance of organizing events and its components, techniques, selections, coordination logistics and role of event planner, logistics and process, event planning tools, creativity, designing, and set-up of special, corporate and sports events, statutory permissions from government agencies, Financial management: budget preparation, estimating fixed and variable costs, cash flow, sponsorships and subsidies.	**15 hours**		
Unit/Module 2:	**Design and logistics** Venue design, site design, technical design, health and safety, adaptation and coordination, follow-up with event coordinators, run charts, audio-visual production, negotiation, flight booking of artists and guest, visa assistance, hotel booking, airport and hotel transfers, booking of conference facilities and technical equipment i.e. sound, lights, audio visual facilities, hiring of interpreters, catering services, secretarial support, preparation of badges, name plates, conference kits, brochures, posters, backdrop, panels, standees, banners and crowd handling, legal compliance.	**15 hours**	CO1, O2	K3, K5
Unit/Module 3:	**Marketing, Promotion and Staging** Marketing: nature of event marketing, process of event marketing, the events marketing mix, sponsorship, promotion: image/ branding, advertising, publicity, public relations. Staging: arranging catering, accommodation, managing the environment, staffing, operations and logistics, safety and security, crowd management, monitoring, control and evaluation.	**15 hours**	CO2, CO3	K4, K5
Unit/Module 4:	**Meetings Incentives, Conferencing Exhibitions and Weddings** Organizational structure of Meetings Incentives, Conferencing Exhibitions (MICE) , meeting and convention venue, hotels, convention center, conference center, retreat facilities, cruise ships, specific use facilities, college and universities, organization of the	**15 hours**	CO4	K4, K5

	exhibition, exhibition service contractor, exhibition planning, from the exhibitors' perspective, exhibition design principles sponsorship for MICE, promotions of conference and exhibition, marketing of exhibition/ conference, delegate registration and kit, Wedding planning, for different types of wedding, analyzing different locations for weddings and special events.		
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.		
Texts:	1. G. G. Fenich, Meetings, Expositions, Events and Conventions, An Introduction to the industry. Pearson Education, 2018. 2. J. Allen, Event management. Wiley, 2021. 3. R. Dowson and D. Bassett, Event planning and management: Principles, planning and practice. Kogan Page Publishers, 2018.		
References/ Readings:	1. J. Allen, R. Harris, L. Jago, A. Tantrai, P. Jonson, and E. D'Arcy, Festival and special event management. John Wiley and Sons, 2022. 2. C. Preston, Event marketing: how to successfully promote events, festivals conventions, and expositions. Wiley, 2012. 3. L. Van der Wagen, Event management. Pearson Higher Education AU, 2010.		
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard		

Title of the Course	Cruise Line Management		
Course Code	IHT-5202		
Number of Credits	4		
Theory/Practical	Theory		
Level	400		
Effective from AY	2025-2026		
New Course : Yes/No	Yes		
Bridge Course/ Value added Course : Yes/No	No		
Course for advanced learners : Yes/No	No		
Pre-requisites for the Course:	Nil		
Course Objectives:	This course is designed to understand the operational aspects of the cruise line industry.		
Course Outcomes:	CO 1. Comprehend contemporary Cruise Line operations.	**PSO 1, PSO 2, PSO 5**	
	CO 2. Apply the operational and recruitment practices in Cruise line industry.	**PSO 2, PSO 3**	
	CO 3. Analyze supplies and services, food production and service delivery systems in cruise line operations.	**PSO 1, PSO 4**	
	CO 4. Evaluate and solve emergency situations, and customer's special needs.	**PSO 1, PSO 2, PSO 4**	
Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Contemporary Cruise Operations:**		CO1	K1, K2, K3

	Evolution of cruise line industry, elements of cruising, and cruise line brands, cruise geography and terminology, and hierarchy of the cruise ship, historical command structure, and organizational structure of modern cruise industry, selling cruises and cruise products, brand values and vessel classifications, cruise destination, planning the itinerary, shore excursions.	**15 hours**		
Unit/Module 2:	**Living and working on board** Recruitment practices, role and responsibilities on a cruise ship, the management of hotel services, ship board culture, managing a multi-cultural crew and passengers, working on board and its practical considerations.	**15 hours**	CO2	K2
Unit/Module 3:	**Managing food and drinks operations** Supplies and services, food production and service delivery systems, role of provision store department on a cruise ship, identifying food receiving and storing procedures and their importance to the overall operation of the department, food safety.	**15 hours**	CO3	K1, K2
Unit/Module 4:	**Facility management, Health Security and Safety** Accommodation, aesthetics, recreational facilities, hygiene and sanitation, waste and garbage management, environmental issues, marine- pollution. Dealing with customers with special needs, dealing with emergency situations, safety at sea, assessing risks, centers for disease control and vessel sanitation program and inspection, medical insurance.	**15 hours**	CO4	K2, K4, K5
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. P. Gibson, Cruise Operations Management (The Management of Hospitality			

	and Tourism Enterprises). Abingdon: Routledge, 2011. 2. M. Mancini, the CLIA guide to the cruise industry. Cengage Learning, 2010. 3. A. Papathanassis, M. Vogel, and B. Wolber, Eds, The business and management of ocean cruises. CABI. Org, 2016.	
References/ Readings:	1. R. K. Dowling, Cruise ship tourism. CABI. Org, 2017. 2. Insight Guides Cruising & Cruise Ships 2024 (Cruise Guide with Free eBook): Douglas Ward's Complete Guide to Cruising (Cruise Guide with Free eBook) (Insight Guides Cruise Guide), Paperback,2023. 3. C. B. Chin, Cruising in the global economy: Profits, pleasure and work at sea. Routledge, 2016.	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Semester II

Title of the Course	Management Information Systems In Hospitality (Practical)
Course Code	IHT-5004
Number of Credits	4
Theory/Practical	Practical
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No

Pre-requisites for the Course:	Nil	
Course Objectives:	This Course aims to familiarize students with the concept of Management Information Systems and their use in modern day hospitality.	
Course Outcomes:	CO 1. Understand the Managerial Applications on Computers.	**PSO 1**
	CO 2. Apply techniques of Information systems for Rooms division management, property management system and various modules related to Front operations.	**PSO 1, PSO 4**
	CO 3. Analyze reservations using GDS.	**PSO 1, PSO 4**
	CO 4. Evaluate night audits and generate reports related to MIS.	**PSO 1**

Content:		No of hours	Mapped to CO	Cognitive Level
Unit/Module 1:	**Managerial Applications of Computers** Spreadsheet software and managerial applications, computer and management functions, computer based financial systems, computer based inventory systems. components of marketing information system, sales support systems, market segment report, business source report, company profile and company masters (corporate tie-up details) -channel systems. **Hands on training on hospitality software and managerial applications.**	**30 hours**	CO1	K1, K2, K3
Unit/Module 2:	**Information Systems** Information systems for rooms division management, property management system, various modules related to reservations, registration, cashiering, telephones, guest history, housekeeping - various reports generated in the front office and their purpose, room occupancy report, front office cashier report, guest in-house report, expected arrival report, expected departure report , occupancy forecasting reports. **Demonstration work on Management information systems.**	**30 hours**	CO2	K3, K4
Unit/Module 3:	**Computerized reservation system** Introduction to global distribution systems (GDS) and hotel distribution on GDS, management information systems (MIS) for key decisions, guests data base, keeping track of guests profile, needs, expectations, projection and monitoring of occupancy levels. **Demonstration work on Computerized reservation system**.	**30 hours**	CO3	K2, K3
Unit/Module 4:	**Information System for Accounting** Night audit, reports generation and analysis, night auditors report, credit limit report, high balance report, tariff posted for the day report,	**30 hours**	CO4	K2, K3, K4

	rate variance/rate check report, today's arrivals report, settlement summary. **Demonstration work on preparation of night audits and reporting.**	
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
Texts:	1. M. Jaiswal, and M. Mital, Management Information systems. New Delhi: Oxford University Press, 2016. 2. W.S. Jawadekar, Management Information Systems. Tata McGraw-Hill Publishing Company Limited, 2020. 3. D. P. Goyal, Management Information Systems: Managerial Perspectives. Vikas Publishing House, 2014.	
References/ Readings:	1. J. Beckford, Quality Management: Reconsidered for the Digital Economy. Taylor and Francis, 2022. 2. K. C. Laudon, and J. P. Laudon, Management information systems: Managing the digital firm. Pearson Educación, 2019. 3. Busulwa Richard Hospitality Management and Digital Transformation: Balancing Efficiency, Agility and Guest Experience in the Era of Disruption (Business and Digital Transformation), Routledge 2020. 4. Thaichon Park, Technology and Luxury Hospitality: AI, Blockchain and the Metaverse (Routledge Studies in Luxury Management), Routledge 2024.	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/	

| | https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard

https://network.bepress.com/business/management-information-systems/ | |

Title of the Course	Sustainable Tourism Management		
Course Code	IHT-5005		
Number of Credits	4		
Theory/Practical	Theory		
Level	500		
Effective from AY	2025-2026		
New Course : Yes/No	Yes		
Bridge Course/ Value added Course : Yes/No	No		
Course for advanced learners : Yes/No	No		
Pre-requisites for the Course:	Nil		
Course Objectives:	The course emphasizes on the role of sustainable tourism in the changing global scenario.		
Course Outcomes:	CO 1. Understand the global significance of sustainable tourism.	**PSO 3, PSO 5**	
	CO 2. Apply different roles of agencies in sustainable tourism.	**PSO 2**	
	CO 3. Analyze the characteristics of responsible tourism	**PSO 1, PSO 5**	
	CO 4. Evaluate the green tourism practices adopted by the tourism sector.	**PSO 1, PSO 3**	
Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Sustainable tourism development** Conventions and ethics relating to sustainable tourism, sustainable tourism and its dimensions, historical background, nature and scope of sustainable tourism, critiques of current thinking in sustainable management, new approaches to sustainable tourism management, sustainable tourism three dimensions:	**15 hours**	CO1	K1, K2

	environmental dimension, economic dimension, social dimension.			
Unit/Module 2:	**Role of different agencies in sustainable tourism** Public sector, tourism industry, voluntary sector, host community, media, tourist in coastal areas and sea, rural area, urban areas, mountainous regions, islands, developing countries, role of marketing in promotion of sustainable tourism.	**15 hours**	CO2	K1, K2, K4
Unit/Module 3:	**Sustainable tourism and responsible tourism** Sustainable tourism development -guiding principles for planning and management, responsible tourism, key characteristics of responsible tourism, empowering community through tourism, community based tourism and global climate change-issues and challenges.	**15 hours**	CO3	K3, K4, K6
Unit/Module 4:	**Green Tourism** Eco purchasing, environmentally preferred suppliers, environmentally preferred products, energy and water conservation, high efficiency lighting in guest rooms and public areas, solar panels, water conservation fixtures, chemical free landscaping, green house- keeping, green banqueting, (carbon credits, organic and locally procured food-green menu).	**15 hours**	CO4	K4, K5
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. T. Griffin, Sustainable Tourism, a Global perspective by Rob Harris, Peter Williams, Butterworth-Heinemann, 2016. 2. J. J. Liburd, and D. Edwards, Eds., Understanding the sustainable development of tourism. Good fellow Publishers Ltd, 2010.			

	3. A. Sharma, Ed., Sustainable Tourism Development: Futuristic Approaches. CRC Press, 2019	
References/ Readings:	1. S. L. Slocum, A. Aidoo, and K. McMahon, The business of sustainable tourism development and management. Routledge, 2020. 2. D. Kirk, Environmental Management for hotels. Taylor and Francis, 2016. 3. Koščak Marco, Post-Pandemic Sustainable Tourism Management: The New Reality of Managing Ethical and Responsible Tourism (Routledge Focus on Environment and Sustainability), Routledge 2023. 4. Giudici Ernestina, Humanistic Management and Sustainable Tourism: Human, Social and Environmental Challenges, Routledge 2022. 5. Kuokkanen Henri, Critical Questions in Sustainability and Hospitality, Taylor & Francis Ltd, 2023.	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Title of the Course	Entrepreneurship in Tourism
Course Code	IHT-5006
Number of Credits	4
Theory/Practical	Theory
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil
Course Objectives:	The course aims to enrich the students understanding about the concepts and scope of entrepreneurship in tourism and to inculcate entrepreneurial competencies to encourage students to take up tourism entrepreneurship ventures.

Course Outcomes:	CO 1. Understand the entrepreneurial characteristics for travel, tourism and hospitality trade.	**PSO 1**
	CO 2. Identify concepts of Small Scale Industries.	**PSO 1, PSO 3**

		No of hours	Mapped to CO	Cognitive Level
CO 3. Analyze entrepreneurial competencies for successful start- ups and ventures.		**PSO 1, PSO 5**		
CO 4. Evaluate a business plan and take up special challenges of starting new ventures.		**PSO 1, PSO 2, PSO 3, PSO 6**		
Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Entrepreneurship in Tourism** Concept and definition, functions of entrepreneurship, theories of entrepreneurship, entrepreneurial motivations, theories of entrepreneurial motivation with reference to tourism industry, entrepreneurship opportunities in tourism: conventional, non- conventional and secondary opportunities, entrepreneurial characteristics for travel, tourism and hospitality trade, advantages of entrepreneurship to society, factors affecting entrepreneurship growth, challenges of entrepreneurship in tourism.	**15 hours**	CO1	K1, K2, K3
Unit/Module 2:	**Small Scale Enterprises** Concept and definitions, classification and definition of industries, essentials, features and characteristics of small scale enterprises, need and rationale of Small Scale Industries (SSI) development, role of entrepreneurship/SSI in economic development, entrepreneurship vis-a-vis liberalization, privatization and globalization, challenges of small scale industries in tourism.	**15 hours**	CO2	K1, K2
Unit/Module 3:	**Tourism Entrepreneurship** Policy measures for tourism entrepreneurship in	**15 hours**	CO3	K2, K3, K4, K6

	India, objectives of tourism policy of India, tourism entrepreneurial competencies, developing entrepreneurial competencies, successful start-ups and ventures, entrepreneurial process: idea generation, identification of an opportunity, market assessment, analyzing competitive situation, understanding trade practices, resource mobilization. **Field visit to Tourism ventures and start-ups.**			
Unit/Module 4:	**Financial Planning** Forms of Business ownership, Concept and meaning, need of financial planning, role of government. Institutions in entrepreneurship/SSI development, business plan, elements of business plan, preparation of business plan, site selection, feasibility report, role of technology in tourism business.	**15 hours**	CO4	K2, K3, K4, K5, K6
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. M. Brookes, and L. Altinay, Eds., Entrepreneurship in hospitality and tourism: A global perspective. Good fellow Publishers Ltd, 2015. 2. J. Ateljevic, and S. J. Page, Eds., Tourism and entrepreneurship. Routledge, 2017. 3. A. Walmsley, Entrepreneurship in Tourism. Routledge, 2018			

References/ Readings:	1 . R. Hurriyati, B. Tjahjono, I. Yamamoto, A. Rahayu, A. G. Abdullah, and A. A. Danuwijaya, Advances in Business, Management and Entrepreneurship. London: CRC Press, 2020. 2 . K. Rao, N.V.R. Naidu, Management and Entrepreneurship. K International Publishing House Pvt., 2019. 3. Leitao Joao Tourism Entrepreneurship in Portugal and Spain: Competitive Landscapes and Innovative Business Models (Tourism, Hospitality & Event Management), Springer Nature Switzerland AG, 2022. 4. Dias lvaro, Lifestyle Entrepreneurship in Tourism: Innovations, Sustainability, and Marketing Practices, Springer Nature, 2025.	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Title of the Course	Advanced Marketing Management
Course Code	IHT-5007
Number of Credits	4
Theory/Practical	Theory
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No

Pre-requisites for the Course:	Nil
Course Objectives:	This course is designed to enable the students to understand the elements of marketing management and related processes.

Course Outcomes:	CO 1. Understand the concept of product and brand business environment in India and overseas.	**PSO 1**	
	CO 2. Apply the marketing concepts to hospitality and tourism industry.	**PSO 1, PSO 5**	
	CO 3. Examine the new product development process.	**PSO 1**	
	CO 4. Evaluate the marketing strategies for effective management of service marketing.	**PSO 1, PSO 2, PSO 3**	
Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Marketing Sustainability** Marketing concept, marketing from production to sustainability and customer orientation, understanding the concept of need, want and demand, concept of product and brand business environment in India		CO1	K1, K2, K3

	and overseas, demand states and marketing tasks, company orientation towards the market place. Tourism product development and Brand Management.	**15 hours**		
Unit/Module 2:	**Market Potential Analysis** Forecasting and market potential analysis, consumer buying process and organizational buying behaviour, pillars of marketing, market segmentation, target marketing, positioning and differentiation, marketing mix and product decisions, product life cycle, and brands market research.	**15 hours**	CO2	K2, K3, K4
Unit/Module 3:	**Product Development Process** New product development process pricing decisions, distribution decisions, logistics and channel decisions (retail, ecommerce,) promotion decisions, integrated marketing communications concept, advertising, sales promotions, public relations, direct marketing, communication tools. new tourism product development.	**15 hours**	CO3	K2, K3, K4, K6
Unit/Module 4:	**Marketing Strategies** Personal selling and sales management, overview of marketing strategies, Boston Consulting Group (BCG), Ansoff Matrix, GE Matrix, Shell Model, Porter Generic Model, 5 Forces Model, Product Life Cycle (PLC) 7s Model of Marketing, Arthur D Little Model, Value Chain Model. Effective Management of Service Marketing.	**15 hours**	CO4	K2, K4, K5, K6
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. A. Chernev, Strategic marketing management. Cerebellum Press, 2018. 2. M. Hutt, Business Marketing Management. Cengage Learning, 2017. 3. R. K. A. Deepak, and S. Jeyakumar, Marketing management. Educreation			

	Publishing, 2019. 4. P. Kotler, S. Burton, K. Deans, L. Brown, and G. Armstrong, Marketing. Pearson Higher Education AU, 2015.	
References/ Readings:	1. W. Perreault Jr., J. Cannon and E. J. McCarthy, Basic Marketing. McGraw-Hill Education, 2013. 2. Magnani Giovanna Marketing in Culturally Distant Countries: Managing the 4Ps in Cross-Cultural Contexts (International Series in Advanced Management Studies), Springer International Publishing AG, 2023. 3. Gupta Prachi, Marketing Management: Indian Cases, 2nd Edition by Pearson	With case studies of popular Indian brands	MBA & business enthusiast, Pearson Education, 2024.	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Title of the Course	Advertising Management in Tourism
Course Code	IHT-5203
Number of Credits	4
Theory/Practical	Theory
Level	400
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil
Course Objectives:	The course enables the student to understand advertising management in tourism, with its creative and ethical aspects.

Course Outcomes:		
	CO 1. Understand effective advertising techniques.	**PSO 1**
	CO 2. Apply the importance of Integrated Marketing Communications (IMC) in the marketing process.	**PSO 1**
	CO 3. Analyze the role of media in marketing.	**PSO 1, PSO 5**
	CO 4. Evaluate surveys to measure effectiveness of marketing strategies.	**PSO 1, PSO 6**

Content:		No of hours	Mapped to CO	Cognitive Level
Unit/Module 1:	**Advertising in Tourism** Role of advertising in marketing, effective advertising techniques, marketing and promotion in tourism and leisure, promotion management and advertising strategy, promotional tools. Creative strategy, planning, development, implementation and evaluation of advertising, client evaluation and approval of creative work.	**15 hours**	CO1	K2, K4

Unit/Module 2:	**Integrated Marketing Communication (IMC)** Promotion mix, role of IMC in marketing process, organizing for advertising and promotion, Advertising agencies, agency compensation, evaluating agency, specialized, collateral and IMC services, Perspective on consumer behavior, consumer decision making process, alternative approaches to consumer behavior. Objectives and Budgeting for IMC: value of objectives, determining IMC objectives, Defining Advertising Goals for Measured Advertising Results (DAGMAR) approach, establishing and allocating promotional budget.	**15 hours**	CO2	K2, K3, K4, K5
Unit/Module 3:	**Media Planning and Strategy and Evaluation of Media** Overview of media planning, developing media plan, market analysis and target market identification. Evaluation of media: characteristics of media, television, radio, print, support, internet and interactive media.	**15 hours**	CO3	K2, K4
Unit/Module 4:	**Advertising Research** Role of research in advertising, advertising execution, research techniques, research applications, evaluating advertising performance, monitoring, evaluation and control, measuring effectiveness of promotional programmes, conducting surveys to measure effectiveness, evaluating the social, ethical and economic aspects of advertising and promotion.	**15 hours**	CO4	K2, K3, K4, K5
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. G. E. Belch, and M. A. Belch. 'Advertising and Promotion'. India: McGraw Hill Education, 2021. 2. M. Chaudhary, Tourism marketing. Oxford University Press, 2010. 3. R. Minazzi, Social media marketing in tourism and hospitality. Switzerland:			

	Springer International Publishing, 2015.	
References/ Readings:	1. S.A. Chunawalla, Advertising Sales and Promotion Management. Mumbai:Himalaya 2022. 2. Dr. Priti Kulkarni, Advertising Management-Reference Book, January 2017 3. N. Morgan and A. Pritchard, Advertising in tourism and leisure. Routledge, 2012	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Title of the Course	Travel Agency and Tour Operations Management
Course Code	IHT-5204
Number of Credits	4
Theory/Practical	Theory
Level	400
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No

Pre-requisites for the Course:	Nil
Course Objectives:	The course equips the students with knowledge and skills to manage Travel Agency and Tour Operations in the tourism industry.

Course Outcomes:		
	CO 1. Identify the various services provided by travel agencies and tour operators.	**PSO 1**
	CO 2. Distinguish between travel agency and tour operation management.	**PSO 1**
	CO 3. Analyze the ancillary services and businesses and envisage the future of ancillary services.	**PSO 1, PSO 2, PSO 5**
	CO 4. Evaluate the contemporary trends and practices in travel and tourism.	**PSO 1, PSO 3, PSO 5**

Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Travel Agency Management** Travel agency business perspective, significance of travel agency business, various services provided by travel agencies travel trade network skills and competencies for running a travel agency,	**15 hours**	CO1	K1, K2, K6

	travel agency business model, setting up a travel agency, travel agency organization, sources of revenue, threats in travel agency business.			
Unit/Module 2:	**Tour Operation Management** Characteristics of tour operation, special services for charter operators, local operator and tour operator business relationship/partnership, concept of tour bundling, travel formalities, package tour and its increasing demand and value, pricing strategies of package tours, revenue from tour operation business, tour operator's reservation procedure, integration in the travel industry, business conflicts, package tour business issues.	**15 hours**	CO1, CO2	K2, K3, K4
Unit/Module 3:	**Ancillary Tourist Sector** Ancillary services and businesses, role of ancillary services, types of ancillary services financial services, marketing services, technical services, services from tourist guides, animateurs, destination and attraction competitiveness, travel publications, future of ancillary services.	**15 hours**	CO3	K4, K5
Unit/Module 4:	**Contemporary Trends and Practices** Tourism in the twenty-first century, factors contributing to the growth of global tourism, future of global and regional tourism, changing patterns in travel and tourism, emerging tourism destination countries, new competitive global emerging destinations, globalization and liberalization in travel and tourism.	**15 hours**	CO4	K4, K5
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			

Texts:	1. A. K. Bhatia, The Business of Travel Agency and Tour Operations Management. Sterling Publishers Pvt. Ltd, 2012. 2. J. Negi, Travel Agency and Tour Operation, 2020. 3. M. Chand Dhiman, and V. Chauhan, Eds., Handbook of Research on International Travel Agency and Tour Operation Management. IGI Global, 2019	
References/ Readings:	1. C. R. Goeldner, and J. B. Ritchie, Tourism principles, practices, philosophies. John Wiley and Sons, 2017. 2. Swain and Mishra, Tourism principles and Practices. Oxford University Press, 2011. 3. Bryant Tim, The Business of Travel Agency and Tour Operations, Murphy & Moore Publishing, 2022. 4. Bhardwaj Sunil, Travel Agency and Tour Operations Management, Laxmi Publications, 2022.	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

SECOND YEAR – SEMESTER III

Title of the Course	Qualitative Research Methods
Course Code	IHT-6000
Number of Credits	4 (2T+2P)
Theory/Practical	Theory and Practical
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil
Course Objectives:	To understand qualitative research methods in hospitality and tourism studies

Course Outcomes:	CO 1. Explain the utility of qualitative research methods.	**PSO 1**
	CO 2. Apply the qualitative research methods to personal research questions.	**PSO 1, PSO 2**
	CO 3. Implement the data collection techniques applicable for qualitative research.	**PSO 1, PSO 2, PSO 3, PSO 4**
		PSO 1
	CO 4. Outline the relationship between research problems and Information Requirement	
	CO 5. Design questionnaire to collect data	

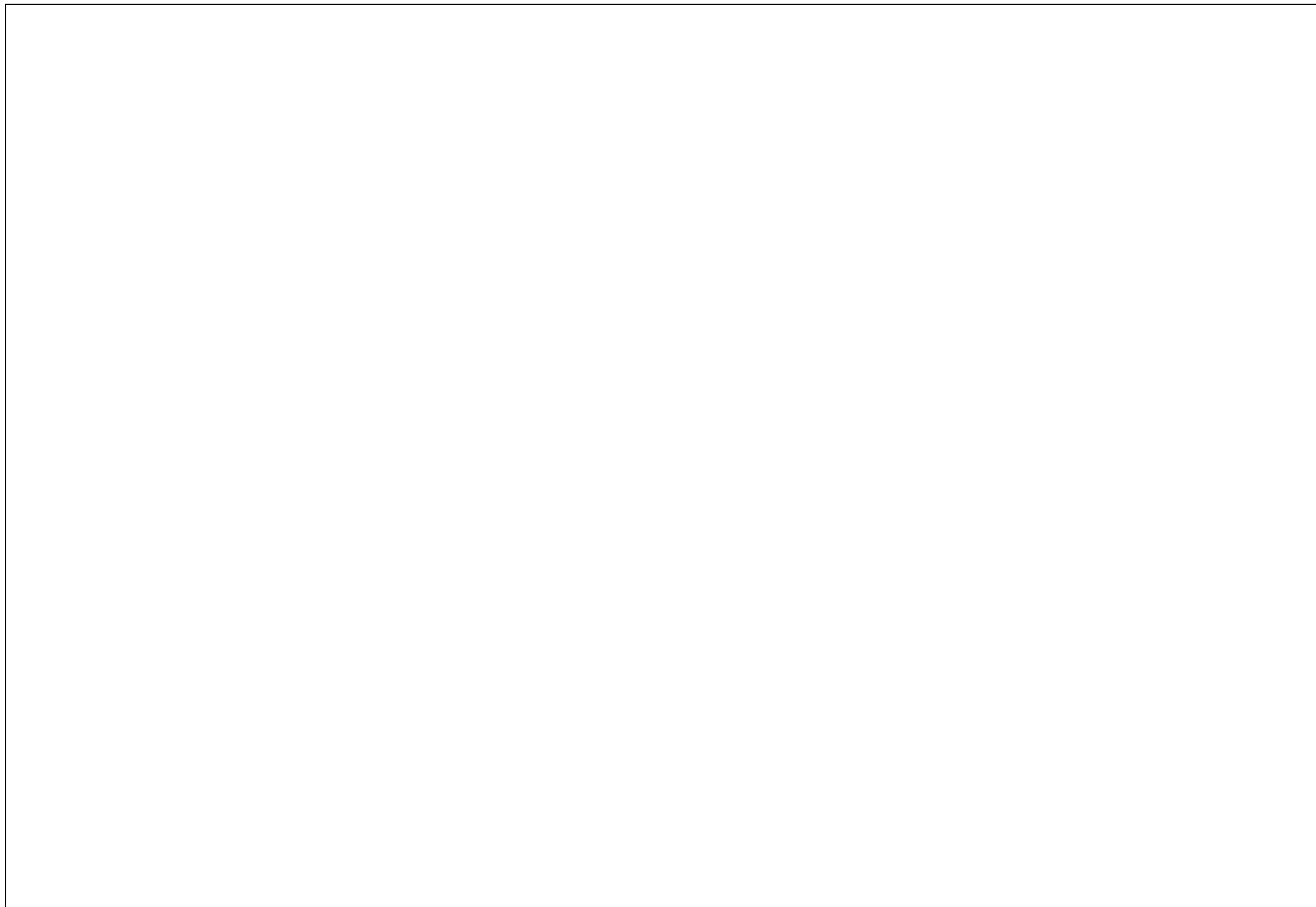| Content:		No of hours	Mapped to CO	Cognitive Level
Unit/Module 1:	**Introduction to qualitative methods** Application of qualitative methods in the real world, Theorizing from qualitative data, Ontological and epistemological assumptions of qualitative research, Research design- Consistency between research questions and methods adopted, Approaches to qualitative research, Case study research, Definition, transition from idea to research question, Collecting information. Phenomenon, bounded context, sampling and selection – people, texts, images, artefacts, or field site selection.	**15 hours**	CO1, CO2	K1, K2
Unit/Module 2:	**Components of the Research Process** Inductive method and deductive method - Moving from data analysis to theoretical development, Ethnographies and observation, Grounded theory, Mixed-methods research, Confidence-Association with reality, and product of empirical evidence and Relevance – Link to theory and applicability, Ensuring findings' validity and reliability.	**15 hours**	CO3	K1, K2, K3
Unit/Module 3:	**Collection and Analysis of qualitative data** Field experience of sampling techniques - hands on experience on testing validity and reliability of data code a sample data as per open-source software requirement and preparation of test results, developing process models – single and double iterative model- integrating field work and deskwork. data assimilation- interviews, participant observations, collection of texts/images, triangulation of different data sources -verbal data, pictorial data, coding of data, data visualization, aggregate data to identify emerging themes, forms of analysis-discourse analysis, rhetorical analysis or semiotics, presenting the results, tables and figures: visual aids in qualitative data analysis.	**30 hours**	CO3, CO5	K1, K2, K3

Unit/Module 4:	**Qualitative Research Writing** Hands on experience on writing a draft dissertation, getting loose ends together, identification of process flow, revisiting collected information through single or double iterative research approach, extension of analysis, heterogeneous data, and adherence to data. Writing process- initial coding, focus coding, theoretical coding, memo-writing, and draft writing. Publishing qualitative research, final presentation of working paper. Findings and discussions, implications and conclusion**.**	**30 hours**	CO4	K1, K2, K6
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, practical, field work, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. U. Flick, Designing Qualitative Research. United Kingdom: SAGE Publications, 2011. 2. C. Marshall, and G.B. Rossman, Designing qualitative research (4th edition) Thousand Oaks, CA: Sage, 2006. 3. M.B. Miles, A.M. Huberman, and J. Saldana, Qualitative data analysis: A methods sourcebook -Third edition. Thousand Oaks, CA: Sage, 2014.			
References/ Readings:	1. M.Q. Patton, Qualitative Research and Evaluation Methods, Newbury Park: Sage, 2002. 2. G. Rose, Visual Methodologies: An Introduction to the Interpretation of Visual Materials. London: Sage Publications, 2007. 3. D. Silverman, Doing Qualitative Research, London: Sage, 2013.			
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/			

https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard

Title of the Course	Quantitative Research Methods
Course Code	IHT-6001
Number of Credits	4 (2T+2P)
Theory/Practical	Theory and Practical
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil

Course Objectives:	To understand quantitative research methods in hospitality and tourism studies.		
Course Outcomes:	CO 1. Identify merits of questionnaire methods.	**PSO 1**	
	CO 2. Outline the relationship between research problems and Information Requirement	**PSO 1**	
	CO 3. Design questionnaire to collect data	**PSO 1**	
	CO 4. Analyse quantitative data to draw information specific to research questions.	**PSO 1**	
Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Preparation** Introduction to research-what is research, why study research-who does research- research outputs- terminology-approaches to leisure and tourism research-research plans and proposals-research ethics-the range of research methods.	**15 hours**	CO1, CO2	K1, K2
Unit/Module 2:	**Typology and Design of Questionnaire Survey** Introduction-roles-merits-limitations-the household survey-street survey-telephone survey-email survey-e-survey-onsite visit survey-captive group survey-examples-design issues- types of information-activities-event/places questions- respondent characteristics-attitude/opinion questions-market segment-ordering of questions-layout of questionnaire.	**15 hours**	CO3, CO4	K1, K2, K3
Unit/Module 3:	**Conducting Questionnaire Survey and Coding** Design a survey - code a sample data as per open-source software requirement, pre coded questions-open ended questions-recording coded data-validity of questionnaire-based data-threats to validity-checking validity-conducting questionnaire survey-planning field arrangements-conducting pilot survey.	**30 hours**	CO1, CO2, CO3	K3, K4

Unit/Module 4:	**Analysing Quantitative Data** Analyse data using open-source software to be used in dissertation, quantitative data analysis and types of research-descriptive- explanatory- evaluative- overlaps - reliability-spreadsheet analysis- statistical package of social media science (SPSS)-preparation- analysis procedures - the analysis process.	**30 hours**	CO4	K3, K4, K5
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, practical, field work, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.			
Texts:	1. A.J. Veal, Research methods for leisure and tourism. Pearson UK, 2017. 2. M.L.Patten, Understanding research methods: An overview of the essentials. Routledge, 2017. 3. W.D. Crano, M.B. Brewer, and A. Lac, Principles and methods of social research. Routledge, 2014.			
References/ Readings:	1. D.R. Cooper, P.S. Schindler, and J. Sun, Business research methods (Vol. 9, pp. 1- 744). New York: Mcgraw-hill, 2006. 2. C.R.Kothari, Research methodology: Methods and techniques. New Age International, 2004. 3. Abdul Waheed , Quantitative Research Methods: A Practical Approach Kindle Edition			
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard			

Title of the Course	Case Writing and Analysis
Course Code	IHT-6002
Number of Credits	4
Theory/Practical	Theory
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil
Course Objectives:	To develop the competence to analyze and use robust frameworks for dealing with short term and long-term managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses and document real life organizational situations in case format and deal with them.

Course Outcomes:	CO 1. Analyze a situation and make managerial decision considering all the probable solutions.	**PSO 1, PSO 2, PSO 3**	
	CO 2. Compile in detail a situation that enables the organization to Take implementable decisions.	**PSO 3**	
	CO 3. Analyse case writing.	**PSO 1**	
	CO 4. Examine complex situations and decision making process in hospitality and tourism industry**.**	**PSO 1, PSO 2, PSO 3**	

Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Case Analysis : Introductory Framework**		CO1	K1, K2, K3

	Definition, history and origin, scope of case study, application of case analysis, types of case study, advantages and limitations of the case analysis, difference between case study and experiment, define problem, steps involved in case analysis-formulation of alternative course of action to solve problem, analyzing alternatives, acceptance of the alternatives and recommendations.	**15 hours**			
Unit/Module 2:	**Analyzing Cases and Application of theoretical framework in management.** Identification of problems/decision areas in the case-major and minor problems, identification of protagonists, analysis with reference to the long-term and short-term objectives of the organization, identification of theoretical concepts applicable in the given situation, evaluation of alternative solutions, selection of optimum solution with justification. Demonstration work on case analyses.	**15 hours**	CO2	K3, K4, K5	
Unit/Module 3:	**Case Writing** Developing a protocol, obtaining necessary permissions, collecting the data/information, preparing a draft with a view to capture the protagonist and action areas requiring analyses, writing the case with Teaching note.	**15 hours**	CO3	K3, K6	
Unit/Module 4:	**Cases in Hospitality and Tourism Management** Comprehend complex situations and decision making process in hospitality and tourism industry**.**	**15 hours**	CO4	K3, K4, K5	
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.				
Texts:	1. G. Aktaş, and M. Kozak, Eds., International Case Studies in Tourism Marketing. Taylor and Francis,				

	2022. 2. W. Ellet, The case study handbook, revised edition: A student's guide. Harvard Business Press, 2018. 3. G. W. Sanders, M. Carpenter, Strategic Management: Concepts and Cases. United Kingdom: Pearson Education Limited, 2021.	
References/ Readings:	1. M. Sigala, A. Yeark, R. Presbury, M. Fang, and K. A.Smith, Case Based Research in Tourism, Travel, Hospitality and Events, 2022. 2. G. Vega, the Case Writing Workbook: A Guide for Faculty and Students. United Kingdom: Taylor and Francis, 2022. 3. William Ellet, Case study Hand book: A student's guide, revised Edition Publication Date: 2018	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Title of the Course	Research in Cultural studies
Course Code	IHT-6003
Number of Credits	4
Theory/Practical	Theory
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No

Pre-requisites for the Course:	Nil
Course Objectives:	The aim is to enable the students to comprehend the cultural forms and identities that manifest within a society and their ramifications from a global perspective.

Course Outcomes:	CO 1. Infer the concept of cultural studies and its relevance to present times and needs.	**PSO 2**	
	CO 2. Describe the socio-cultural perspectives of Goa.	**PSO 1**	
	CO 3. Identify the unique customs and traditions in India	**PSO 1**	
	CO 4. Analyse cross cultural communication and negotiations.	**PSO 1, PSO 2**	
Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Cultural Studies in the Globalized Scenario** The concept of cultural studies and its relevance to present times and needs, The relativity of culture and its significance, Race, gender, language, class, caste, nationality, region as basic issues in cultural	**15 hours**	CO1	K1, K2

	studies, The significance of period, context, ideology and genre to cultural studies.			
Unit/Module 2:	**Goa: Cultural Perspectives** Pre and post liberation goa – socio-cultural perspectives, folkloristic practices of goa: study of jagor, sontreo and mussollkhell, study of goan folk/popular theatre: tiatr, goan transcultural experience.	**15 hours**	CO1, CO2	K1, K2, K3
Unit/Module 3:	**Indian Cultural History and local traditions** Cultural studies in Indian history, concept of indianness and value system, heritage of India and global impact of Indian culture, unique customs and traditions in India.	**15 hours**	CO3	K1, K2, K3
Unit/Module 4:	**Communicating across cultures:** The culture-communication link, communicating in India- language, culture, customs and etiquettes, managing cross cultural communication, cross cultural negotiations.	**15 hours**	CO4	K3, K4, K5
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode			
Texts:	1. H. Deresky, International Management: Managing across Borders and Cultures, Text and Cases, eBook [Global Edition]. Pearson Higher Ed, 2022. 2. S. Sastri, Indian Culture: A Compendium of Indian History, Culture and Heritage. Notion Press, 2021. 3. T. S. K. Bambolkar, Folk Theatre in Goa: A Critical Study of Select Forms (Doctoral dissertation, Goa University), 2018.			
References/ Readings:	1. R. Bhandari, "Goa". Roli books publications, 2005. 2. L. Pereira-Madeira, Identitarian Spaces of Goan Diasporic Communities (Doctoral dissertation, Goa University), 2020.			

	3. Paula Saukko, Research in Cultural Studies, Sage Publication Ltd.,2003	
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard	

Title of the Course	Data Analytics in Hospitality and Tourism (for advanced learners)
Course Code	IHT-6004
Number of Credits	4
Theory/Practical	Theory
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	Yes

Pre-requisites for the Course:	Nil		
Course Objectives:	This course aims to develop the ability to analyze, interpret, and apply advanced data analytics techniques for strategic and operational decision-making in the hospitality and tourism sectors.		
Course Outcomes:	CO 1. Evaluate data-driven decision-making Framework within hospitality and tourism.	**PSO 1, PSO 3**	
	CO 2. Interpret complex tourism-related datasets and KPIs for strategic planning.	**PSO 2, PSO 4**	
	CO 3. Apply theories of customer behaviour and Segmentation using analytical models.	**PSO 3, PSO 5**	
	CO 4. Critically assess the ethical, legal, and Technological implications of analytics.	**PSO 1, PSO 4**	
		PSO 1, PSO 3	

Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Analytics Framework in Tourism and Hospitality** Types of analytics: descriptive, diagnostic, predictive, prescriptive, Key data sources in tourism & hospitality (structured & unstructured), Strategic use of analytics in hotel chains, airlines, and tour operations, Business intelligence cycles and dashboards	15 hours	CO1	K3, K4
Unit/Module 2:	**Analytical Decision-Making & KPI Design** Designing performance indicators: RevPAR, ADR, Load Factor, occupancy, Data visualization theory: Gestalt principles, storytelling with data, Forecasting models: time series, moving average, scenario planning Case study: Revenue optimization in hotels using predictive models	15 hours	CO2	K4, K5
Unit/Module 3:	**Customer Segmentation and Personalization** Theories of segmentation: behavioral, psychographic, geographic,	15 hours	CO3	K4

	Cluster analysis, cohort analysis, RFM models (theoretical overview), Customer lifetime value models and personalization strategies Case study: Travel recommendation engines (e.g., Expedia, Airbnb)			
Unit/Module 4:	**Ethics, Privacy, and Technology in Tourism Data Analytics** Ethical concerns in hospitality data usage, GDPR and data privacy in tourism, AI/ML implications for personalization and bias in algorithms, Future trends: big data ecosystems, real-time analytics, IoT in tourism.	15 hours	CO4	K5
Pedagogy:	The sessions will use Case study analysis, Group discussions and presentations, White paper reviews, Data storytelling exercises, Theory-based assignments			
Texts:	1. Gretzel, U.Tourism and Data Science: Big Data, Analytics and AI in the Travel Industry. Springer. (2020). 2. Morrison, A. M. Marketing and Managing Tourism Destinations. Routledge. (2019). 3. Mayer-Schönberger, V., & Cukier, K. Big Data: A Revolution That Will Transform How We Live, Work, and Think. Houghton Mifflin (2013)			
References/ Readings:	1. Song, H. Tourism Demand Modelling and Forecasting. Routledge. (2012). 2. Sigala, M. Social Media Analytics in Tourism and Hospitality. Springer. (2018). 3. WTTC Reports on Data Use in Travel (https://wttc.org/) 4. UNWTO Analytics Dashboard (https://www.unwto.org/tourism-data)			
Web Resources:	1. https://wttc.org/Research/Economic-Impact 2. https://travelinsights.withgoogle.com 3. https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard			

Title of the Course	Global Distribution System (for advanced learner)
Course Code	IHT-6005
Number of Credits	4
Theory/Practical	Theory
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	Yes

Pre-requisites for the Course:	Basic knowledge of airline reservation systems and travel operations
Course Objectives:	This course is designed to provide advanced learners with a theoretical understanding of Global Distribution Systems (GDS) and their evolving role in airline and travel distribution. It focuses on strategic applications, airline-GDS relationships, fare structures, and the future of GDS in a tech-driven travel ecosystem.

Course Outcomes:	CO 1. Explain the strategic structure and function of GDS in global travel distribution.	**PSO 1, PSO 5**
	CO 2. Analyze fare constructions, distribution strategies, and airline-GDS partnerships.	**PSO 2, PSO 3**
	CO 3. Evaluate the challenges and transformations from legacy GDS to NDC-based systems.	**PSO 1, PSO 4**
	CO 4. Interpret theoretical trends in automation, sustainability, and future GDS models.	**PSO 2, PSO 4, PSO 5**

Content:		No of hours	Mapped to CO	Cognitive Level
Unit/Module 1:	**Global Distribution Systems in Travel & Tourism** History and evolution of GDS, Major GDS platforms (Amadeus, Sabre, Galileo), Role in airline, hotel, rail, and cruise bookings, Stakeholders: airlines, travel agents, consolidators, GDS vs OTA vs direct distribution models	15 hours	CO1	K1, K2
Unit/Module 2:	**Airline Distribution Strategy and Fare Management** Airline-GDS commercial agreements, Fare types, RBDs (Reservation Booking Designators), IATA and ATPCO fare filing processes, Airline distribution revenue models, Code sharing and interlining theory	15 hours	CO2	K2, K3
Unit/Module 3:	**Technology Shifts and NDC** Limitations of traditional GDS (EDIFACT), IATA's New Distribution Capability (NDC), Differences between legacy and NDC flows, Impact of NDC on travel agencies and aggregators, Theoretical case studies (e.g., Lufthansa, British Airways)	15 hours	CO3	K3, K4
Unit/Module 4:	**Future Trends in GDS and Sustainable Distribution** GDS and personalization, Automation in fare pricing and ancillary services, Green travel and GDS responsibility (carbon emission reporting), Role of GDS in future travel tech (blockchain, AI), Theoretical debates on GDS disintermediation	15 hours	CO4	K4, K5
Pedagogy:	The sessions will be conducted through lectures, case studies, research paper reviews, and comparative analysis and seminar presentations.			
Texts:	1. Shaw, S. Airline Marketing and Management (7th edition.). Routledge. (2011). 2. Foster, D. Introduction to Global Distribution Systems. Prentice Hall. (2004). 3. Papathanassis, A., Vogel, M., & Wolber, B. The Business and Management of Ocean Cruises. CABI Publishing. (2016).			

References/ Readings:	1. Mancini, M, Selling Tourism Services at the Front Line (5th edition.). Cengage Learning. (2012). 2. IATA Training Manuals. New Distribution Capability (NDC) and Airline Distribution. IATA. 3. CLIA & IATA. Whitepapers on GDS and NDC Integration. Available from respective organizational websites. 4. **Global Distribution Systems, world Tourism Organization, Cengage Learning EMEA, 1996**	
Web Resources:	www.iata.org www.amadeus.com www.sabre.com www.tnooz.com (for trends and insights)	

Discipline Specific Vocational Elective (DSVE)

Title of the Course	Food and Beverage Tourism	
Course Code	IHT-6401	
Number of Credits	4 (2T+2P)	
Theory/Practical	Theory and Practical	
Level	500	
Effective from AY	2025-2026	
New Course : Yes/No	Yes	
Bridge Course/ Value added Course : Yes/No	No	
Course for advanced learners : Yes/No	No	
Pre-requisites for the Course:	Nil	
Course Objectives:	The aim is to introduce the student to the social, cultural and environmental aspects of food and beverage tourism in regards to people, places and celebrations.	
Course Outcomes:	CO 1. Assess the role of gastronomic tourism as a Contributor towards regional economic development.	**PSO 1**
	CO 2. Describe the role of alcotourism from a global perspective.	**PSO 1**
	CO 3. Identify new trends in the hotel industry and restaurants to promote and encourage gastronomic tourism.	**PSO 2**
	CO 4. Design service scapes for gastronomic tourism experiences.	**PSO 1, PSO 2**
Content:		**No of hours**	**Mapped to Cognitive**

				CO	Level
Unit/Module 1:	**Introduction to gastronomic tourism** Gastronomic tourism as a contributor towards regional economic development, growth and development of gastronomic tourism, Worldwide growth of gastronomic tourism, Gastronomic tourism in India: Regions and food history. **Food tourism**: Definition, different types of food tourism, overview and features of food tourism, historical understanding of food tourism, identity of a destination as a food tourism destination.	**15 hours**		CO1	K1, K2
Unit/Module 2:	**Designing a gastronomic tourism experience:** Designing services capes, tourists' perceptions and expectations for gastronomic experience, gastronomic tourism product strategy, resources and venues, marketing and branding gastronomic tourism: travel experience sharing (blogs/vlogs). Use of social media and other mass media platforms. Demonstration work on designing gastronomic tourism experiences.	**30 hours**	CO4		K3, K4, K5, K6
Unit/Module 3:	**Beverage Tourism** Drinking to experience people and place, geographical indications and tourist destinations, alco-tourism-wine, beer, whisky, tequila and others, alco-tourism and regional development, synergies in food, wine, culture and tourism.	**15 hours**	CO2		K3, K4, K5
Unit/Module 4:	**Global food and beverage tourism trends** Trends in global gastronomic tourism, the food and wine trends, regional food trail- a practical experience, regional food festivals in Goa, gastronomic tourism festivals, events and markets, the future of Gastronomic tourism.	**30 hours**	CO3		K4, K5
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures,				

	exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode
Texts:	1. S. K. Dixit, Ed., The Routledge handbook of gastronomic tourism. Routledge, 2019. 2. W. Frost, J. Laing, G.Best, K. Williams, P. Strickland, and C. Lade, Gastronomy, tourism and the media. Channel View Publications, 2016. 3. E. Park, S. Kim, and I. Yeoman, Food tourism in Asia. Singapore: Springer, 2019.
References/ Readings:	1. Maria de la Cruz Del Rio-Rama, Carlos Rueda-Armengot, Marta Peris-Ortiz, Wine and Tourism, A Strategic Segment for Sustainable Economic Development. Springer International Publishing, 2016. 2. J. Stanley, and L. Stanley, Food tourism: A practical marketing guide. Cabi, 2015. 3. C.M. Hall, and S. Gössling, Food Tourism and Regional Development: Networks, products and trajectories. Routledge, 2016.
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard

Title of the Course	Destination Development and Product Management
Course Code	IHT-6402
Number of Credits	4
Theory/Practical	4 (2T+2P)
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil
Course Objectives:	To facilitate the assessment of the tourism potential of a destination, to prepare tourism development plan as well as marketing techniques, to familiarize with the destination branding practices and to introduce advanced analysis and research in the field of destination development.

Course Outcomes:		
	CO1. Identify the problem at the destination	**PSO 1,**
	CO2. Understand the marketing and promotional strategies	**PSO 2, PSO 3**
	CO3. Design and develop a destination plan.	**PSO 4,**
	CO4. Introduce advanced research in the field of destination development	**PSO 5, PSO 6**

Content:		**No of hours**	**Mapped to CO**	**Cognitive Level**
Unit/Module 1:	**Destination Image Development**:	**15 hours**		K1, K2

			CO1, CO2	
	Destination Image Development, types and characteristics of destinations, destination selection process, Person's determined image, destination determined image, measurement of destination image, destination branding perspectives and challenges, creating the unique destination proposition, place branding and destination image, destination image formation process, unstructured image, product development and packaging, destination planning guidelines			
Unit/Module 2:	**Destination Planning Process and Analysis** National and regional tourism planning and development, assessment of tourism potential, planning for sustainable tourism development, contingency planning: economic, social, cultural and environmental considerations, demand and supply match, design and innovations.	**15 hours**	CO2	K2,K3
Unit/Module 3:	**Destination Branding and Institutional Support** Destination promotion and publicity, destination branding, institutional support: public private partnership (PPP), national planning policies for destination development, WTO guidelines for planners, role of urban civic bodies, town planning, destination vision, the focus of tourism policy, the competitive sustainable destination, destination mapping, Goa startup policy, startup incentives, Goa startup schemes Conducting market research to identify target markets	**30 hours**	CO3	K3,K4
Unit/Module 4:	**Preparation and Presentation of Destination Development Plan** Phase 1**:** Destination Selection and Initial Assessment • Task: Select a destination. Conduct an initial assessment of its tourism potential, types of conceivable tourism development, characteristics, and current management systems. Deliverable: A report outlining the destination's profile and preliminary analysis of its tourism potential. Phase 2: Comprehensive Destination Planning • Task: Develop a sustainable tourism development plan for the chosen	**30 hours**	CO3, CO4	K5,K6

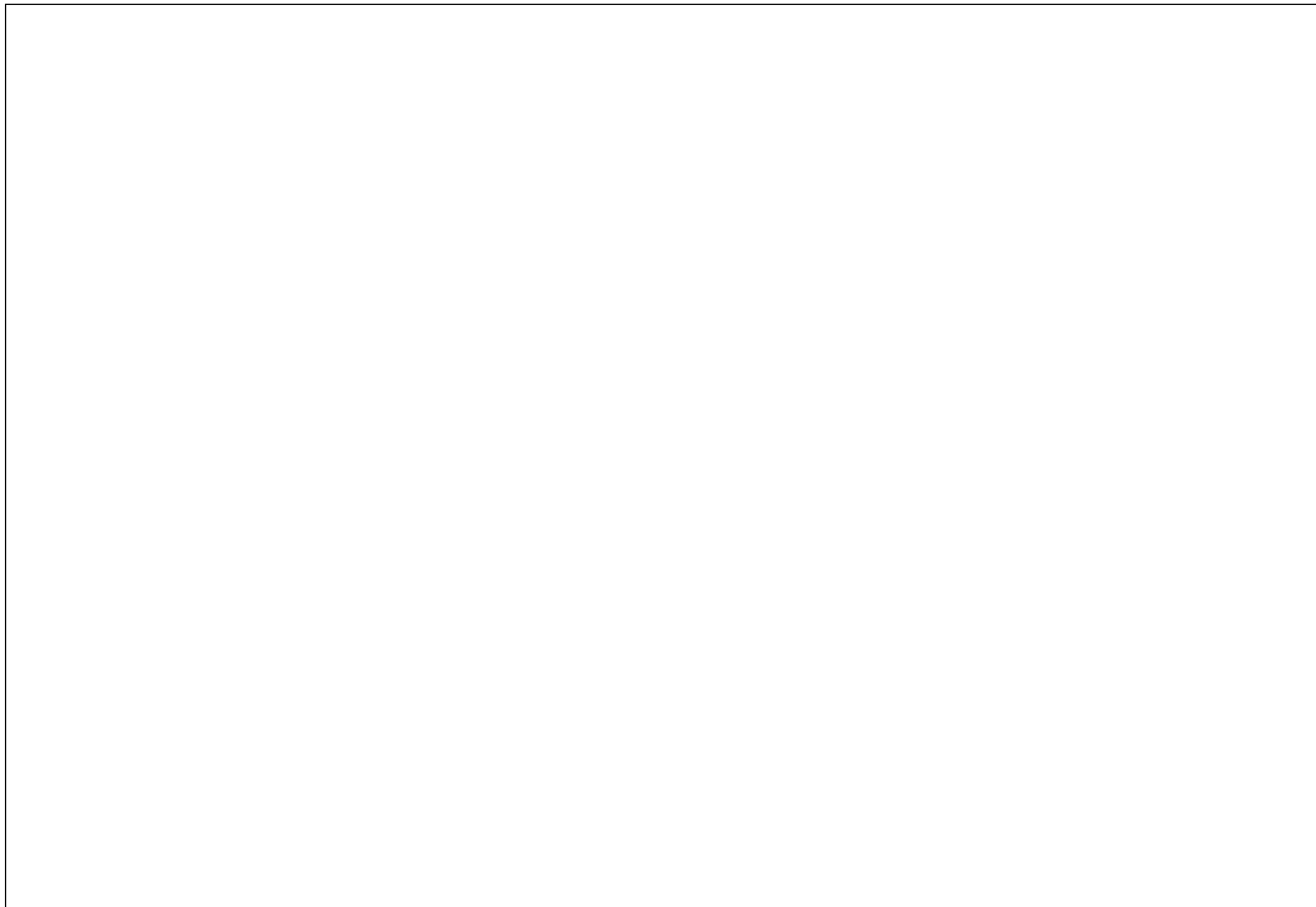|	
	destination. This should include economic, social, cultural, and environmental considerations. Deliverable: A detailed tourism development plan, including sustainability aspects Phase 3: Destination Branding and Image Development • Task: Create a branding strategy for the destination. This should encompass destination image, branding challenges, and unique propositions. Deliverable: A branding strategy document focusing on image development, including mock-up marketing materials. Phase 4: Marketing Plan and Promotion Strategy • Task: Develop a comprehensive marketing and promotion strategy for the destination considering different stakeholders. Deliverable: A marketing plan that includes digital and traditional marketing strategies with an emphasis on innovative approaches. Phase 5: Final Presentation and Reflection • Task: Present the comprehensive project encompassing all phases. Reflect on the learning process, challenges faced, and insights gained. Deliverable: A final presentation covering all aspects of the project, followed by a reflective report.
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode
Texts:	1. Gunn, C. Tourism Planning: Basic, Concepts and Cases, Cognizant Publication. (2002). 2. Swain, S.K. & Mishra, J.M. Tourism Principles & Practices. Oxford University Press, New Delhi.(2012) 3. Morgan, N, Pritchard, A &Pride, R. Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann, (2011).

	4. Singh,S. Timothy, D.J. & Dowling, R.K. Tourism in Destination Communities, CABI Publishing. (2003).
References/ Readings:	1. Butler, R.W, Tourism Area Life Cycle: Applications and Modifications, Channel View Publications. (2006). 2. Tang, C.H. & Jones, E.E. Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing, (2005). 3. Singh, S. Timothy, D.J. & Dowling, R.K Tourism in Destination Communities, CABI Publishing. (2003). 4. Tang, C.H. & Jones, E.E. Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing. (2005).
Web Resources:	(https://backup.pondiuni.edu.in/sites/default/files/Destination%20Planningt200813.pdf)

Title of the Course	Facility Planning
Course Code	IHT-6403
Number of Credits	4 (2T+2P)
Theory/Practical	Theory and Practical
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No

Pre-requisites for the Course:	Nil

Course Objectives:		
Course Outcomes:	CO 1. Understand the fundamental concepts and significance of facility planning in the hospitality and tourism industry	**PSO 1,**
	CO 2. Analyze various factors influencing site selection, layout design, and space allocation for different types of hospitality facilities .	**PSO 2, PSO 3**
	CO 3. Evaluate different functional areas of hospitality facilities and apply appropriate design principles to optimize guest experience and operational efficiency.	**PSO 4**
	CO 4. Examine the role of technology, sustainability, and safety considerations in modern facility design, construction, and management processes.	**PSO 5, PSO 6**

Content:		No of hours	Mapped to CO	Cognitive Level
Unit/Module 1:	**Importance of Facility Planning:** Facility Lifecycle: Planning, design, construction, operation, renovation, and disposal. Key Players: Owners, operators, architects, interior designers, engineers, consultants, project managers. Types of Hospitality Facilities: Hotels (luxury, mid-scale, budget), resorts, restaurants, event venues, theme parks, cruise ships. Planning Process: assessment, feasibility studies, concept development, and regulatory requirements. Electrical, Lighting, safety and security system and maintenance management.	**15 hours**	CO1	K1, K2
Unit/Module 2:	**Site Selection and Layout Design Principles** Site Selection Criteria: Accessibility, visibility, environmental impact, local regulations, infrastructure availability, demographics, competition analysis. Zoning and Building Codes: Understanding local ordinances, fire safety codes, ADA compliance (or relevant local accessibility standards), Space Planning Principles: Flow patterns (guest, staff, service), adjacency, efficiency, flexibility, Layout Types: Linear, radial, cluster layouts and their application in hospitality. Guestrooms and Suites: Design considerations, types, furniture, fixtures, and equipment (FF&E).	**15 hours**	CO1, CO2	K2
Unit/Module 3:	**Site Feasibility Analysis and Layout Design & Space Planning**			

	Analyze a given potential site for a hospitality facility (e.g., a boutique hotel, a themed restaurant) based on provided data (demographics, access, local regulations, competition). A short report detailing the pros and cons of the site and a recommendation.

Develop basic bubble diagrams and preliminary layout sketches for a specific functional area (e.g., a hotel lobby, a small restaurant kitchen, a guestroom floor) focusing on flow and adjacencies. Use of freehand sketches or simple drawing software, Set of drawings/sketches with justifications for design choices. | **30 hours** | CO3, CO4 | K3, K4 |
| **Unit/Module 4:** | **Functional Area Design & Aesthetics** Guestrooms and Suites**:** Design considerations, furniture, fixtures, and equipment (FF&E)., Public Areas**:** Lobby, front desk, concierge, lounges, business centers, retail outlets.Food & Beverage Outlets**:** Restaurant layouts, kitchen design principles (workflow, equipment, ventilation), bars, banqueting facilities, Recreational Facilities**:** Pools, spas, fitness centers, sports amenities, kids' clubs, Support Areas**:** Laundry, housekeeping, receiving, storage, administrative offices, staff facilities. Interior Design Elements**:** Aesthetics, lighting, acoustics, materials, color theory, branding.

Preparation of report/ case study related to maintenance scheduling, identifying a maintenance issue, or budgeting for minor renovations using hypothetical data. Problem-solving approach and proposed solutions. | **30 hours** | CO3, CO4 | K3, K4, K5 |
| **Pedagogy:** | The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode | | | |

Texts:	1. Rutherford, D.G. (2018). Hotel Management and Operations (5th ed.). Wiley. (Chapters on facilities management, design, and planning) 2. Penner, R., Adams, L., & Schwalbach, S. (2013). Hotel Design, Planning, and Development. W. W. Norton & Company. 3. Kasavana, M. L., & Brooks, R. M. (2013). Managing Front Office Operations (9th ed.). Educational Institute (AHLEI). (Relevant for front-of-house design implications)	
References/ Readings:	1. O'Fallon, M. J., & Rutherford, D. G. Hotel Management and Operations (6th edition.) (2018). 2. Wiley J. Hospitality Facilities Management and Design (3rd ed.). Educational Institute (AHLEI). (2011). 3. Daggett, L. M. Designing the Hospitality Experience. Wiley. (Focus on guest experience and design) (2012).	
Web Resources:	https://uou.ac.in/sites/default/files/slm/HM-403.pdf https://hmhub.in/6th-sem-facility-planning-notes/	

Title of the Course	Travel Media and Journalism
Course Code	IHT-6404
Number of Credits	4 (2T +2P)
Theory/Practical	Theory and Practical
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Nil
Course Objective :	The aim of the course is to enable students to understand the basics of travel, media and journalism and its role in hospitality and tourism promotion.

Course Outcomes:		
	CO 1. Understand the media used in travel writing.	**PSO 1,**
	CO 2. Find the sources of information for travel writing.	**PSO1, PSO 2**
	CO 3. Develop an e-travel journal documenting evidence of a study tour	**PSO 5, PSO 6**
	CO 4. Capture appropriate images for written content	**PSO 4, PSO 6**

Content:		No of hours	Mapped to CO	Cognitive Level
Unit/Module 1:	**Overview of Travel Writing** Articles and Short Pieces of Travel Writing, Magazines, Travel	**15 hours**		

	Newsletters, Short Pieces for Books – Travel journalism and the Internet - Researching and Approaching Markets -Travel Books : Guide Books, Accommodation Guides, Business Travel Guides, Coffee Table Books, Autobiographical Tales, Anthologies-FAM Tour & Press trips, Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Researching and Approaching Markets, how to portray the experiences.		CO1,CO2	K1
Unit/Module 2:	**Role of Media in Hospitality and Tourism Industry** Electronic Media and Documentation of Destinations, Methodical approaches in the coverage of travel and transport, events, hospitality and special-interest tourism resource. Nature of media coverage: webcast and telecast, Travel Blogs- Script writing for travel programs, Identifying points for visual support, Conducting interviews, Virtual tourism Preparation of travel footage.	**30 hours**	CO2	K1, K2
Unit/Module 3:	**Importance of Journalism**: Concept, Objective and Functions; Elements and Foundations of Journalism; Role of Journalism in Society; Journalism and Democracy: Concept of Fourth Estate; Journalism and its accountability: Different types of Journalism: Watchdog Journalism; Advocacy Journalism; Yellow Journalism; PR Journalism; Citizen Journalism; Alternative Journalism; Investigative Journalism; Development Journalism, sports journalism Code of ethics in business reporting case studies in business journalism, legal aspects of business	**15 hours**	CO3, CO4	K1
Unit/Module 4:	**Research and documenting data:** Research topics, sources of information, Research on the internet, researching on the spot, organizing research material, importance of specializing. Developing ideas for travel articles, journey pieces, activity pieces, special interest pieces, side-trips, reviews, ideas from own travel experiences, ideas from other sources, report writing, food blogs, and articles of	**30 hours**	CO4	K4, K5

	interest.		
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode		
Texts:	1. E. Avraham, and E. Ketter, Media Strategies for Marketing Places in Crisis. United Kingdom: Taylor & Francis Group, 2017. 2. C. Blanton, Travel Writing. Taylor & Francis, 2013. 3. C.Nielsen, Tourism and the Media: Tourist Decision-making, Information, and Communication. Austria: Hospitality Press, 2001. 4. R.C.Wood, E.Wilkie, M., Riley,E. Szivas, and M. Clark, Researching and Writing Dissertations in Business and Management. United Kingdom: Thomson Learning, 2000.		
References/ Readings:	1. B. Cocking, Travel Journalism and Travel Media: Identities, Places and Imaginings. Springer Nature, 2020. 2. B. Pirolli, Travel journalism: Informing tourists in the digital age. Routledge, 2018. 3. Dovey Jon, New Media: A Critical Introduction (2nd edition), Routledge.(2009). 4. Dewdney, Andrew & Ride, Peter, The New Media Handbook		
Web Resources:	https://link.springer.com/book/10.1057/978-1-137-59908-7 https://www.researchgate.net/publication/299332285_Aspects_of_travel_journalism		

SEMESTER IV

Discipline Specific Internship (DSI)

Title of the Course	Internship
Course Code	IHT-6503
Number of Credits	20
Theory/Practical	Practical
Level	500
Effective from AY	2025-2026
New Course : Yes/No	Yes
Bridge Course/ Value added Course : Yes/No	No
Course for advanced learners : Yes/No	No
Pre-requisites for the Course:	Must have completed Semester I, II, and III of M.Sc. IHTM
	The aim is to provide the student with the actual working environment in a reputed starred hotel, multi-national tourism/hospitality organizations, and acquire a set of practical skills. On completion of internship, the student shall have to prepare a report and presentation.
Course Outcomes:	CO 1. Develop employability skills and competencies Required for a career in Hospitality and tourism.	**PSO 1, PSO 2, PSO 3**
	CO 2. Demonstrate team spirit.	**PSO 3**
	CO 3. Communicate effectively.	**PSO 1, PSO 2, PSO 3**

			PSO 1	
	CO 4. Prepare a comprehensive report based on the Internship taken.			
Content:		**No of hours**	**Mapped to CO**	**Cognitive Leve**
	1. The duration of the internship will be for a period of 20 weeks (5 months) in the departments of Hospitality and Tourism Industry	20 weeks		
	2. The student will have to maintain a log register duly signed by mentors from the hotel/tourism organizations at the end of the internship.		CO1, CO2	K1, K2, K3
	3. The student will have to prepare a comprehensive report based on the internship undertaken, and the report will have to be presented and which will be assessed by the concerned faculty and external expert.		CO3, CO4	K1, K2, K3, K4
Web Resources:	https://doaj.org/ https://nidhi.tourism.gov.in/ https://www.unwto.org/tourism-data/un-tourism-tourism-dashboard			