

## ANNEXURE 2.

### Scheme for NEP Undergraduate Course in Hospitality & Catering Technology (HCT)

SEMESTER	COURSE CODE	TYPES OF COURSE	TITLE OF COURSE	CREDITS		
				THEORY 4	PRACTICAL 2 or 0	TUTORIAL 0 or 2
I	HCT1221J	MAJOR	Front Office Operations	4	2	0
I	HCT1221N	MINOR	Front Office Operations	4	2	0
II	HCT222J	MAJOR	Housekeeping Operations	4	2	0
II	HCT222N	MINOR	Housekeeping Operations	4	2	0
III	HCT322J	MAJOR	Food and Beverage Operations	4	2	0
III	HCT322N	MINOR	Food and Beverage Operations	4	2	0
IV	HCT422J1	COURSE TYPE-1	Technology in Hospitality	3	1	0
	HCT422J2	COURSE TYPE-2	Principles of Catering Management	4	2	0
	HCT422J3	COURSE TYPE-3	Hospitality Marketing	4	2	0
V	HCT 522J1	COURSE TYPE-1	Sustainability in Hospitality	3	1	0
	HCT 522J2	COURSE TYPE-2	Restaurant Management	4	2	0
	HCT 522J3	COURSE TYPE-3	Management & OB	4	2	0
VI	HCT 622J1	COURSE TYPE-1	Human Resource Management in Hospitality	3	1	0
	HCT 622J2	COURSE TYPE-2	Hospitality Entrepreneurship	4	2	0
	HCT 622J3	COURSE TYPE-3	Menu Planning and Design	4	2	0
VII	HCT 722J1	COURSE TYPE-1	Hospitality Law and Ethics	3	1	0
	HCT722J2	COURSE TYPE-2	Hospitality Information Systems	4	2	0
	HCT 722J3	COURSE TYPE-3	Beverage Management and Bar Operations	4	2	0
VIII	HCT 822J1	COURSE TYPE-1	Quality Assurance in Hospitality	3	1	0
	HCT 822J2	COURSE TYPE-2	Customer Service in Hospitality	4	2	0
	HCT822J3	COURSE TYPE-3	Event Management	4	2	0
Honours with Research						
VII	HCT 722J1	COURSE TYPE-1	Data Analysis using Excel	3	1	0
	HCT722J2	COURSE TYPE-2	Business Statistics	4	2	0
	HCT 722J3	COURSE TYPE-3	Research Methodology	4	2	0
VIII	HCT 822J1	COURSE TYPE-1	Advance Research Methods	3	1	0
	HCT822J4	COURSE TYPE-3	Research Project	0	12	0

J=Major; N=Minor; J1=N=Single Major/Minor/Dual Major (Course Type -1); J2=Single Major/Dual Major (Course Type -2); J3 = Single Major/Dual Major (Course Type -3).

*Signature*

*Signature*

### Front Office Operations

Graduation Programme in Hotel & Catering Technology	Course code: HCT122N
Course: Minor	Credit: 6 (4+2)
Semester: 1 <sup>st</sup>	Continuous assessment: 30 Term end: 60

**Course Objectives:** This course is designed to familiarise the students with day to day operations of the front office department of a standard hotel. It further aims to provide both theoretical knowledge and practical skill in front office operation mainly in reservations and guest registration. The course also covers the relationship of front office with the other departments of the hotel.

**Learning Outcomes:** This course will enable the students in understanding the fundamental operations activities of front office and its significance in acting as a nerve centre of the hotel.

#### (A) Theory

##### Unit 1: Front Office

Reservation, Registration, Information/Concierge, Cash & Bills, Travel Desk, Communication System, Guest Cycle, Guest Services, Checkout & Settlement, Night Auditing, Tariff Structure.

##### Unit 2: Front Office techniques

Front office layout & activities, guest activities in the hotel reservation, role of reception- registration procedure, handling guest on arrival, billing & departure activities, group handling activities.

##### Unit 3: Front office organization

Functional areas, front office hierarchy, duties & responsibilities of front office manager, assistant front office manager, lobby manager, night auditor. Personality traits of front office employees.

##### Unit 4: Relationship with other Departments

Interdepartmental relationship with housekeeping, food & beverage service, food production, security, maintenance, stores, accounts & personnel department. Use of computers in front office. (B)

#### Practical

##### Unit 5:

One day field visit followed by reporting& presentation of front office department of reputed national hotel chains & local hotel brands.

##### Unit 6:

One day field visit followed by reporting& presentation of front office department of reputed international hotel chains.

#### Suggested readings:

1. Jatashankar, Tiwari, R, *Hotel front office operations and management*, 2009 Oxford university press
2. James A. Bardi, *Hotel Front Office Management*, 2010 wiley publications.
3. Vallen&Vallen, *Check-in Check-Out: Managing Hotel Operations*, 9th Edition, Pearson.
4. Robert Woods, *Professional Front Office Management*, Pearson New International Edition

*Jatashankar*  
Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Housekeeping Operations (Minor)**

Graduation Programme in Hotel & Catering Technology	Course code: HCT222N
Course: Minor	Credit:6 (4+2)
Semester: 2 <sup>nd</sup>	Continuous assessment: 30 Term end: 60

**Course Outcomes:** This course aims to prepare students to meet the challenges associated with the housekeeping department of a standard hotel. It will further enhance them to understand typical operations of cleaning, inventories, inventory management system and explain management functions of a house keeping department.

**Learning Objectives:** After the completion of this course, the students are expected to have a clear understanding and knowledge of housekeeping operations of a hotel.

**(A) Theory**

**Unit 1:** Housekeeping department organization, importance of housekeeping department, role of housekeeping in guest satisfaction & repeat business, layout of the housekeeping department.

**Unit 2:** Organization chart of housekeeping department- hierarchy in small, medium, large & chain hotels. Identifying housekeeping responsibilities, personality traits of housekeeping personnel, duties & responsibilities of housekeeping staff.

**Unit 3:** Functional areas of the housekeeping department- uniform/ linen room, flower room, laundry, tailor room, housekeeping store. Job description of functional areas of housekeeping.

**Unit 4:** Interdepartmental relationship with front office, food & beverage service, food production, security, maintenance, stores, accounts & personnel department. Use of computers in housekeeping.

**(B) Practical**

**Unit 5:**

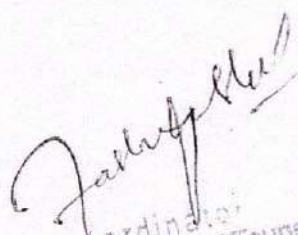
One day field trip followed by reporting & presentation of housekeeping department of reputed national hotel chains & local hotel brands.

**Unit 6:**

One day field visit followed by reporting & presentation of housekeeping department of reputed international hotel chains.

**Suggested readings**

1. Aleta A. Nitschke William D. Frye Managing Housekeeping Operations with Answer Sheet (AHLEI), 3rd Edition American Hotel & Lodging Association, Central Michigan University
2. Clayton W. Barrows, Tom Powers, Dennis R. Reynolds, Introduction to Management in the Hospitality Industry, 10th Edition Wiley publications.
3. Barbara Kanegsberg, Handbook for Critical Cleaning: Cleaning Agents and Systems, Second Edition, CRC press.
4. Vallen, Jerome J. Vallen, Check in check out managing hotel operations, Gary K. 2009, Pearson

  
Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

### Fundamentals of Hospitality Management

Hotel & Catering Technology	Course code: HCT022I
Course: Multidisciplinary	Credit:3
Semester: 1 <sup>st</sup> , 2 <sup>nd</sup> & 3 <sup>rd</sup>	Continuous assessment: 15 Term end: 45

**Course Objective:** The course is designed to provide basic understanding, knowledge and perspective of hospitality industry. This course introduces and emphasizes the principles, concepts of hospitality management, classification of hotels, and the various administrative departments in hospitality industry.

**Learning Outcomes:** After the completion of this course, the students are expected to have clear perspective and understanding of hospitality sector and various type of firms operating in it.

#### Unit 1: Introduction

Hospitality and its origin, relationship between Hospitality & Tourism. Hotels their evolution & growth. Brief introduction to Hotel Core areas. Concept of Hotel & its objectives. Types of rooms & types of plans.

#### Unit 2: Classification of Hotels

Classification based on size, star category, location & clientele, ownership, independent hotels, Management contract hotels, chain hotels, franchise/affiliated, supplementary accommodation, time share & condominium (types & classification).

#### Unit 3: Hospitality Sector in India in India

Study on hospitality sector in India: ITDC, JKTDC, other leading hotel chains in India – luxury, business class & budget class. Challenges & prospects of hospitality sector in the new millennium.

#### Suggested readings

1. Walker, J., *Introduction to Hospitality Management*, 2016, Pearson.
2. Nemeier, Jack D. and Perdu Joe, *Discovering hospitality and tourism : The world's greatest industry*, 2008, Pearson Prentice Hall,
3. Burkart and Medlik, *Management of tourism*, 1975, The London Heinemann.
4. Chakravarti B. K., *Hotel and Hospitality management*, A.P.H. Delhi, 2011.
5. Kanchan Arohi, *Hospitality industry growth and development*, 2013, Centrum press.

*Jaspreet Singh*  
Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

## Course Title: Tourism Principles and Practices

Graduation Program in Tourism and Travel	Course Code: TTM322J/N
Course Type: Major/Minor	Course Credit: 6(4+2)
Semester: 3 <sup>rd</sup>	Continuous assessment: 30 Term End: 60

### Course Objective:

The objective of the course is to provide students with a comprehensive understanding of the fundamental principles, concepts, and practices that underpin the tourism industry. The course aims to equip students with the knowledge and skills necessary to navigate the complexities of the tourism sector, appreciate its socio-economic impacts, and contribute to its sustainable development.

### Learning Outcome:

By the end of the course, students will be able to articulate a thorough understanding of the fundamental principles and concepts that govern the tourism industry. They will exhibit familiarity with key terms, theories, and models related to tourism and its various sectors.

### (A) Theory

#### Unit-1: Tourism in Perspective

Tourism: Concept and Definition, Components of Tourism and Tourism Management, Basic Approaches to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism (Economic, Socio-cultural & Environmental), New forces affecting tourism, Tourism Statistics.

#### Unit-2: Tourism Industry: Structure and Components:

Tourism Industry: Structure, Functions and Constituents, Attractions – Accommodation – Activities – Accessibility – Amenities – Infrastructure and & Superstructure. Tourism recreation and entertainment, Types and forms of Tourism, Emerging areas of tourism, Current Trends in Domestic and Global Tourism.

#### Unit-3: Travel Motivations:

Motivation for travel- basic travel motivators, Early travel motivators, Deterrents to travel, Push-pull factors in Tourism, Gray's (1979) travel-motivation theory, Hudman's Motivators of Travel, Krippendorff Reasons for Travel, Nickerson's Travel Motivations, McIntosh and Goeldner Categorization of Travel Motivators.

#### Unit-4: Tourism Theory and System:

Leiper's Geo-Spatial Model - Mill-Morrison's Tourism Policy Model - Mathieson & Wall's Travel Buying Behaviour Model - Butler's Tourism Area Life Cycle (TALC), Doxey's Irridex Model – Crompton's Push and Pull Theory- Stanley Plog's Psychographic Model- Gunn's Tourism Planning Model, Mariot's model of tourist flows.

### (B) Practical

#### Unit-5: Field Visit

Visit a Local Destination assessing the potential, geographical features, infrastructure, and cultural aspects for tourism development and prepare a report.

#### Unit-6: Tourism Trends Analysis

Provide students with real-world data related to tourism trends, such as visitor numbers, popular destinations, and emerging travel preferences. Students will be asked to analyse trends of the tourism industry using this data.

*Note: Field visit report evaluation and presentation shall be held by the subject expert from the University of Kashmir.*

### Suggested Readings:

1. Goeldner, C.R. & Brent Ritchie, J.R. (2006). *Tourism, Principles, Practices, Philosophies*. John Wiley and Sons, New Jersey.
2. Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). *Tourism: Modern Synthesis*. Thomson Learning. London. U.K.
3. Gee, Chuck Y., James C. Makens, and Dexter J.L. Choy. (1997). *The Travel Industry*, Van Nostrand Reinhold, New York.
4. Roday, S, Biwal, A & Joshi, V. (2009). *Tourism Operations and Management*, Oxford University Press, New Delhi.
5. Michael M. Coltman. (1989). *Introduction to Travel and Tourism- An International Approach*. Van Nostrand Reinhold, New York

**Course Title: Tourism Resources of Jammu and Kashmir**

Graduation Programme in Tourism & Travel	Course Code: TTM422J1
Course: Type – 1	Credit:4 (3+1)
Semester: 4 <sup>th</sup>	Continuous assessment: 20 Term End: 40

**Course Objective:**

The aim of the course is to familiarize the learners about the tourism resources of Jammu and Kashmir. The course will enable the learners about the historic, pilgrimage, cultural resources and present scenario of the tourism industry in Jammu and Kashmir.

**Learning Outcome:**

To equip the students with the necessary skills and knowledge that they are able to develop different itineraries for regular and offbeat destinations of Jammu and Kashmir

**(A) Theory:**

**Unit 1: Pilgrimage/Spiritual resources:**

Mata Vaishno Devi, Raghunath Temple, Shiv Khori, Jamvant cave, Baba Dhansar, Machail Mata, Sukrala Mata, Chichi Mata, Sud Mahadev Temple, Shadra Sharief, Hazratbal Shrine, Amarnath, Kheerbhawani, Chatipadshahi, Shankracharaya, Char Sharief.

**Unit 2: Historical and Archeological Resources:**

Dogra Art Museum, Mubarak Mandi Palace, Bahu Fort, Pancheri temples, Hari Parbat, Budshah Dumat, Pandrethan, Harwan, Zainalank, Awantipura ruins, Jamia Masjid Srinagar, Shah Hamadan's Mosque, Pari Mahal, Mughal Gardens.

**Unit 3: Natural Resources/ Hill Stations and Lakes:**

Gulmarg, Pahalgam, Sonamarg, Yusmarg, Verinag, Kokernag, Aharbal, Doodpathri, Bangus, Gurez, Lolab Valley, Patnitop, Peer ki Gali, Sanasar, Jai valley.

Dal Lake, Nageen Lake, Wullar Lake, Manasbal Lake, Mansar Lake, Surinsar Lake.

**(B) Practical:**

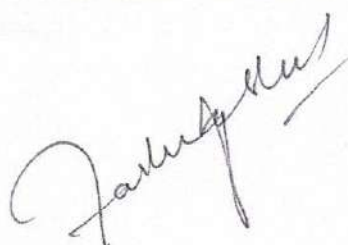
**Unit 4: Field Visit and Project Evaluation**

- Field visit to a pilgrim/rural/historical/natural area and submission of project proposing a detailed tour itinerary.
- Presentation of the submitted report.

*Note: Field visit report evaluation and presentation shall be held by the subject expert from the University of Kashmir.*

**Suggested Readings:**

- Deewan, Parvez " Parvez Deewans Jammu, Kashmir and Ladakh", Manas Publications
- Department of Tourism, Govt. of J&K, Promotional Literature
- Walter, L " Valley of Kashmir", Chinara Publications Srinagar, Kashmir
- Singh, Sutinder, " Tourist places in Jammu and Kashmir", Ebooks2go.Inc
- Dar, S " Tourism and Pilgrimage: A case study of Kashmir Valley" Sarup Publishers New Delhi
- Gupta, Deshbandu, " Jammu Kashmir and Ladakh", Anmol Publishers



### Course Title: Travel Agency and Tour Operations Management

Graduation Programme in Tourism & Travel	Course code: TTM422J2
Course: Type-2	Credit: 6 (4+2)
Semester: 4 <sup>th</sup>	Continuous assessment: 30 Term end: 60

#### Course Objective:

The Travel Agency and Tour Operations Management course is designed to provide students with a comprehensive understanding of the travel industry and equip them with the necessary knowledge and skills to effectively manage travel agencies and tour operations. Emphasis will be placed on practical application and industry trends to ensure graduates are prepared to meet the demands of the travel industry.

#### Learning Outcomes:

This course will equip students with the necessary skills and knowledge to manage travel agencies and tour operations business effectively.

#### (A) Theory:

##### Unit 1: Introduction to the Travel Industry

Overview of the travel industry and its components, Definition and scope of the industry, Historical development and current trends, Roles and responsibilities of travel agencies and tour operators.

##### Unit 2: Travel Agency Operations

Types of travel agencies and tour companies, Online booking systems and travel portals, Travel documentation and insurance, Quality control and customer satisfaction.

##### Unit 3: Tour Planning and Development

Understanding tourist needs and preferences, Tourist market research and visitor segmentation, Destination research and selection, Creating compelling travel itineraries, Logistics, transportation and accommodation arrangements, Tour costing and pricing strategies.

##### Unit 4: Marketing and Sales Strategies

Marketing strategies for travel agencies and tour companies, Promotional tools and techniques, Offline and Online marketing channels, social media strategies, Pricing strategies, Revenue Management, Sales techniques and customer relationship management.

#### (B) Practical:

##### Unit 5: Field Visit and Report

- c) Field visit to a prominent travel agency/tour company.
- d) Final project on developing a tour package.

##### Unit 6: Tourism Business Simulation

Make students to work in groups in a simulation environment within the classroom, where each group can create an idea of running their own travel agency or tour operator business. The idea generation sessions will follow by report writing pertaining to the decisions made during simulation exercises about pricing, promotion, and customer satisfaction and competing against each student-group run business.

*Note: The report evaluation and presentation shall be held by the subject expert from the University of Kashmir.*

#### Suggested Readings:

1. Foster, D.L., *The Business of Travel Agency Operations and Administration*, McGraw Hill, Singapore.
2. Frenmount P., *How to open and run a Money Making Travel Agency*, Johan Wiley and Sons, New York.
3. Gee, Chuck and y. Makens, *Professional Travel Agency Management*, Prentice hall, New York.
4. Stevens Laurence, *Guide to Starting and Operating Successful Travel Agency*, Delmar Publishers Inc., New York.
5. Syrratt G, *Manual of Travel Agency Practice*, Butterworth, Oxford
6. Apsara Saleth Mary, *The Principles of Travel Agency and Tour Operation Management*, White Falcon Publishing
7. Holloway, J.C. (2002), *The Business of Tourism*, Prentice Hall, London.

## Course Title: Tourism Geography

Graduation Programme in Tourism & Travel	Course code: TTM422J3
Course: Type-3	Credit: 6 (4+2)
Semester: 4 <sup>th</sup>	Continuous assessment: 30 Term end: 60

### Course Objective:

Tourism Geography explores the spatial patterns, processes, and impacts of tourism from a geographical perspective. The course aims to provide students with a comprehensive understanding of the relationship between tourism and the physical and human landscapes.

### Course Outcome:

Students will develop a comprehensive understanding of the spatial aspects of tourism, including destination planning, natural and cultural attractions, and spatial patterns of tourism.

#### (A) Theory

##### Unit 1: Introduction to Travel Geography

Definition and scope of tourism geography, Historical perspective on tourism, Importance of geography in travel and tourism, Components of Travel Geography, Social and economic aspects of tourism, Types and characteristics of tourist destinations, Spatial distribution of tourism.

##### Unit 2: Physical Geography and Tourism

Landforms and their influence on travel destinations, Climate and its impact on tourism, Water bodies and their significance for travel and tourism, Ecosystems and biodiversity, Natural attractions for travellers.

##### Unit 3: Cultural Geography and Tourism

Cultural Landscapes and their role in shaping tourism experiences, Heritage sites and their significance in tourism, Cultural Diversity and its impact on tourism development, Factors influencing travel behaviour, Geopolitical factors influencing travel patterns.

##### Unit 4: Spatial Analysis in Tourism Geography

Geospatial technologies in tourism research and planning, Spatial distribution of tourism and activities, Mapping and visualization techniques for travel geography, Destination marketing and market segmentation.

#### (B) Practical

##### Unit-5: Field Visit

One day field visit to a prominent tourist destination.

##### Unit-6: Geographical Constraints and Opportunities

Assign students specific regions and have them identify geographical constraints and opportunities for tourism development. This practical will allow them to consider factors like topography, climate, water bodies, and transportation networks while writing their reports.

*Note: Field visit report evaluation and presentation shall be held by the subject expert from the University of Kashmir.*

### Suggested Readings:

1. Boniface & Cooper C., *Worldwide Destinations: The Geography of Travel & Tourism*, Butterworth Heinemann.
2. Burton, R., *Travel Geography*, Pitman Publishing, Marlow Essex.
3. Hall M., *Geography of Travel and Tourism*, Routledge, London.
4. Hall, C. and Page, S., *The Geography of Tourism and Recreation- Environment, Planning and Development*, 3<sup>rd</sup> edition, Routledge, London.
5. Robinson H. A., *Geography of Tourism*, Mac Donald & Evans, Ltd.

# Semester – 5<sup>th</sup>



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Sustainability in Hospitality**  
**Course: Type-I**  
**Semester: 5<sup>th</sup>**

**Course code: HTC522J1**  
**Credit: 4 (3+1)**

**Course Objectives:**

By the end of this course, students should be able to understand the key concepts and issues related to sustainability in the hospitality sector. They can evaluate the environmental impacts of various hospitality operations, develop strategies for implementing sustainable practices in hospitality settings, and assess the economic and social benefits of sustainability initiatives in hospitality.

**Learning Outcomes:**

By the end of the course, students will have gained a comprehensive understanding of sustainability principles and their application in the hospitality industry. They will have developed the analytical skills necessary to evaluate the effectiveness of various sustainability practices within hospitality operations.

**Course Contents:**

**(A) Theory:**

- Unit: 1**      **Introduction:** Definitions and concepts of sustainability, Importance and benefits of sustainability in hospitality, Environmental Impacts in Hospitality, Energy consumption and management, Waste management and minimization, Water usage and conservation.
- Unit: 2**      **Sustainable Hospitality Operations:** Sourcing sustainable food and beverages, Reducing food waste, Sustainable menu planning, Sustainable Lodging Practices, Green building and design, Housekeeping operations, Guest engagement in sustainability, Corporate Social Responsibility (CSR) and Ethics in Hospitality, CSR strategies in the hospitality industry, Ethical challenges and considerations.
- Unit: 3**      **Sustainable Hospitality Management:** Cost-benefit analysis of sustainability initiatives, Revenue management and sustainable practices, Communication and Marketing of Sustainable Practices, Marketing sustainability to increase competitive advantage, Stakeholder engagement strategies.

**(B) Tutorial:**

- Unit: 4**      Case study analysis on successful sustainable hospitality practices, Practical exercises on calculating and reducing energy and water usage in hospitality operations, Role-playing exercises on guest engagement and communication of sustainability initiatives, Development of CSR strategies for a hypothetical hospitality company, Analytical exercises on cost-benefit analysis of sustainability projects, Creation of marketing campaigns focused on sustainability.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Jones, P., Hillier, D., & Comfort, D. (2016). *Sustainability in the hospitality industry: Principles of sustainable operations*. Routledge
2. Gössling, S., Hall, C. M., & Weaver, D. B. (2009). *Sustainable tourism futures: Perspectives on systems, restructuring and innovations*. Routledge.
3. Sloan, P., Legrand, W., & Chen, J. S. (2013). *Sustainability in the Hospitality Industry: Principles of Sustainable Operations* (2nd ed.). Routledge.
4. Leslie, D. (2012). *Tourism Enterprises and Sustainable Development: International Perspectives on Responses to the Sustainability Agenda*. Routledge.
5. Kasim, A., & Scarlat, C. (2013). *Greening Hospitality and Tourism Sector in the Developing World: From Policy to Practice*. CRC Press.



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Restaurant Management**  
**Course: Type-2**  
**Semester: 5<sup>th</sup>**

**Course code: HTC522J2**  
**Credit: 6 (4+2)**

**Course Objective:**

To develop an understanding to improve in a bunch of different areas with restaurant operations management, including staff management, finances, compliance, and legislation. This course will explain the concepts of Restaurant business, Restaurant Management, cloud kitchen, Catering, Food beverage Business, Cooking, Hotel management.

**Learning Outcome:**

By the end of the course, students will identify various food service entities and their operational differences. Review various managerial styles and proper communication within those managerial styles, Identify which managerial style fits their personality and how they will use this style in their career.

**Course Contents:**

**(A) Theory:**

- Unit: 1**      **Introduction:** Historical perspective of restaurant styles; Overview of restaurant core values and impact on the operation, Manager's responsibilities, financial controls, planning, forecasting, legal compliance and personnel management.
- Unit: 2**      **Service standards** – casual vs. fine dining and the levels of service styles; Restaurant sanitation and safety, Safety controls, Policy and procedures, Legal compliance of city, State and federal regulations, Internal and external security controls, Cloud kitchen.
- Unit: 3**      **Principles of restaurant management;** Organizing, Staffing, Directing, Controlling, Evaluating and Customer service feedback
- Unit: 4**      **Legal and marketing Issues:** Local, state and national legal compliance and industry standards, human resources, core values and standard operating procedures, hiring and training, awareness and prevention of harassment. Reservations, revenue and point of sales systems. Marketing and promotion, Social media, restaurant reviews, Menu costing and pricing.

**(B) Tutorials**

- Unit: 5**      Fire classification: class A, B, C, D fires, fire fighting equipment: Types, use and limitations, Practical Fire Extinguisher Use, Use of portable extinguishers on class A, B and C fires. Action in case of fire, evacuation, dos and don'ts of fire fighting.
- Unit: 6**      Experiential exercises, brief lectures, seminar presentations, readings, case analyses, debates, films and videos, student presentations, and extensive discussions in accordance to the theoretical part.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Jeff Benjamin (2015), *Front of the House: Restaurant Manners, Misbehaviours and Secrets*, 1<sup>st</sup> edition, Burgess Lea Press
2. Chantel Rener (2022), *A Book On Restaurant Management: Exploring The Keys To Effective Restaurant Management*, Kindle Edition
3. Jeffrey D. Schim and Donna L. Schim (2016), *Restaurant Training Manual: A Complete Restaurant Training Manual - Management, Servers, Bartenders, Barbacks, Greeters, Cooks Prep Cooks and Dishwashers*, paperback
4. Charles J baker : *Fire fighters handbook*
5. Anton Shone & Bryn Parry: *Industrial security and safety*

*Fazlul*  
Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Management and Organizational Behaviour**  
**Course: Type-3**  
**Semester: 5<sup>th</sup>**

**Course code: HTC522J3**  
**Credit: 6 (4+2)**

**Course Objective:**

To develop an understanding of the individual and group behaviour within the organizations and further enhance student's skills in understanding and appreciating individual, interpersonal, and group processes for increased effectiveness both within and outside of the organizations.

**Learning Outcome:**

By the end of the course, students will develop an awareness of the various career opportunities and options within the hospitality industry. Comprehend, synthesize and evaluate elements of professional service management. Demonstrate the skills and behaviours required during customer involvement to analyse, judge and act in ways that contribute to customer satisfaction.

**Course Contents:**

**(A) Theory:**

- Unit: 1**      **Organizational Behaviour:** Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities. Different schools of management thought- Behavioural, Scientific, Systems, and Contingency, Contributions of Taylor, Gantt, Gilbreth, Fayol, Maslow, Herzberg, Likert and McGregor. Evolution & Organizational Behaviour in India.
- Unit: 2**      **Individual Behaviour:** Personality, Types, Factors influencing personality, Theories of personality. Learning; types of learners, learning process, learning theories. Attitudes; characteristics, components, formation, measurement, Perceptions; importance, factors influencing perception, Impression Management. Emotions and Moods in Workplace.
- Unit: 3**      **Group Behaviour:** Organization structure, Formation, Groups in organizations. Influence, Group dynamics, Interpersonal Communication, Team building, Interpersonal relations, Group decision-making techniques, Meaning of conflict and its types, Conflict Redressal process.
- Unit: 4**      **Motivation:** Meaning, theories of motivation-needs theory, two-factor theory, Theories X and Y, application of motivational theories. Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories.

**(B) Tutorial**

- Unit: 5**      Students must break into groups, brainstorm, discuss and list all the ways they can sabotage a group assignment. Then the groups are pulled back together and all ideas are written down. Then the participants are instructed to learn from the sabotage idea and develop good ideas for successful group work.
- Unit: 6**      Student must visit a hotel in their nearby vicinity and pen down the motivational techniques followed by the organization to keep their employees motivated.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**


1. Steven McShane & Van Glinar, "Organizational Behaviour", Tata McGraw Hill Publishing Co.
2. Stephen Robbins, "Organizational Behaviour". Prentice Hall India Pvt. Ltd New Delhi
3. Fred Luthans, "Organizational Behaviour". McGraw Hill Book Company.
4. Kavita Sharma, "Organizational Behaviour", Pearson India.
5. Ricky Griffin & Georgy Moorehead, "Organizational Behavior", Hongh Co. Boston.



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

# Semester – 6<sup>th</sup>



  
Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Human Resource Management in Hospitality**  
**Course: Type-1**  
**Semester: 6<sup>th</sup>**

**Course code: HCT622J1**  
**Credit: 4 (3+1)**

**Course Objective:**

The objectives of Human Resource Management (HRM) in the hospitality industry focus on managing the workforce to achieve organizational goals, enhance employee satisfaction, and ensure the efficient operation of hospitality establishments.

**Learning Outcome:**

By the end of the course, students will acquire a comprehensive understanding of Human Resource Management (HRM) Principles and practices, enabling them to effectively contribute to organizational success. They will grasp the fundamental concepts of HRM, including its definition, objectives, and functions, and comprehend the roles and structure of HR functions within organizations. Learners will develop proficiency in human resource planning, job analysis, and job design, facilitating effective personnel policy formulation and implementation.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Definition – Objectives and functions- Roles and structure of Human Resource Department, HR functions in an Organization.
- Unit: 2**      **HR Planning:** Personnel policy – Characteristics -Need for planning – Job Analysis – Job Design – Job Description – Job Specification.
- Unit: 3**      **HR Functions:** The Selection Process – Placement and Induction – Training and development – Promotion– Demotions – Transfer – Separation. Employee Compensation – Wage and salary administration – Bonus – Incentives – Fringe benefits – Job evaluation systems


**(B) Tutorial**

- Unit: 4**      Develop effective job descriptions, Create a mock job posting for a fictional position, Conduct mock interviews where students play the roles of both interviewer and interviewee.

**Note:** Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.

**Suggested Readings:**

1. Ventraman C.S. Arid B.K. Srivastava, *Personnel Management and Human Resources*, Tata McGraw Hill, 1991.
2. Arun Monappa, *Industrial Relation*, Tata McGraw Hill, 1987.
3. Dale Yodder& Paul D. Standohar, *Personnel Management & Industrial Relation*, Sterling publishers, 1990.
4. David A. Decenzo& Stephen P. Robbins, *Personnel / Human Resource Management*, Prentice Hall, 1955.
5. Boella M. and Goss-Turner S., (2013), *Human resource management in the hospitality industry*, Routledge.



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Hospitality Entrepreneurship**  
**Course: Type-2**  
**Semester: 6<sup>th</sup>**

**Course code: HCT622J2**  
**Credit: 6 (4+2)**

**Course Objectives:**

The course aims to educate the core information and skills necessary to run successful firms, and it is envisaged that students will get an understanding of the broader landscape of hospitality entrepreneurship. The goal of the course is to equip students for start-ups, incubation, and entrepreneurship development.

**Learning Outcome:**

By the end of the course, students will develop a comprehensive understanding of entrepreneurship, spanning its conceptualization, types, qualities, and classifications, with a specific focus on hospitality entrepreneurship. They will gain proficiency in the start-up processes, including project identification, formulation, evaluation, and feasibility analysis, enabling them to develop comprehensive project reports.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Concept of Entrepreneurship Meaning, Types of Entrepreneurship, Qualities of an Entrepreneur, Classification of Entrepreneurs, Factors influencing Hospitality Entrepreneurship, Functions of Entrepreneurs.
- Unit: 2**      **Start-up Processes:** Project Identification, Selection of the Project, Project Formulation Evaluation, Feasibility Analysis, Project Report.
- Unit: 3**      **Project Management:** Entrepreneurial Development, Agencies, Commercial Banks, District Industries Centre, National Small Industries Corporation, Small Industries Development Organisation, Small Industries Service Institute, All India Financial Institutions, IDBI, IFCI, ICICI, IRDBI.
- Unit: 4**      **Entrepreneurial Development Programmes (EDP) and Economic Growth:** Role of Government in organizing EDPs, Critical Evaluation; Role of Entrepreneur in Economic Growth, Strategic Approaches in the changing Economic Scenario for Small Scale Entrepreneurs, Development of Women Entrepreneurship.

**(B) Practical**

- Unit: 5**      Invite successful entrepreneurs and professionals from the hospitality industry to share their experiences, insights, and challenges.
- Unit: 6**      Organize visits to local hotels, restaurants, and other hospitality businesses. This allows students to observe operations first and engage with industry professionals. Set up a mock hotel or restaurant operation within the college premises. Students can rotate through different roles, such as management, front-of-house, kitchen, and customer service.

**Note: The subject external expert shall hold field visit report evaluation and presentation.**

**Suggested Readings:**

1. Brookes, M., & Altinay, L. (Eds.). (2015). *Entrepreneurship in hospitality and tourism: A global perspective*. Goodfellow Publishers Limited.
2. Ateljevic, J., & Page, S. (Eds.). (2009). *Tourism and entrepreneurship (Advances in tourism research)*. Routledge.
3. Leonard, J. (2014). *Startup incubators and business accelerators: The easy way*. Jobe Leonard Books.
4. Timmons, J. A., & Spinelli, S. (2008). *New venture creation: Entrepreneurship for the 21st century* (8th ed.). McGraw-Hill Higher Education.
5. Holt, D. H. (2004). *Entrepreneurship: New venture creation*. Prentice Hall India Learning Private Limited.

Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Menu Planning & Design**  
**Course: Type-3**  
**Semester: 6<sup>th</sup>**

**Course code: HTC622J3**  
**Credit: 6 (4+2)**

**Course Objective:**

To develop an understanding to improve in a bunch of different areas with restaurant operations management, including designing of menus and their pricing strategies. This course will explain the concepts of restaurant or hotel business, management and aesthetics of menu designing to incorporate the trends into the menu.

**Learning Outcome:**

By the end of the course, students will be able to design different types of menus, and learn different types of menu pricing strategies. Identify strategies for enhancing menu competitiveness and how they will use these strategies in their career.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Concept of Menu Planning, Factors Influencing Menu Planning, Nutritional Considerations and Dietary Restrictions, Balancing Variety and Seasonality, Operational Capabilities and Constraints.
- Unit: 2**      **Design a Menu:** Types of Menus (à la carte, table d'hôte, etc.), Graphic Design Principles for Menus, The Psychology of Menu Layout, Enhancing Menu Readability and Aesthetics, Technology in Menu Design.
- Unit: 3**      **Menu Pricing Strategies:** Menu Pricing Strategies, Cost Control and Profitability, Techniques for Analysing Food Costs, Menu Pricing Strategies, Cost Control and Profitability, Implementing Cost-Saving Measures.
- Unit: 4**      **Menu Pricing Strategies:** Analysing Market Trends, Incorporating Trends into Menus, Customer Feedback and Menu Adjustments, Strategies for Enhancing Menu Competitiveness.

**(B) Tutorial:**

- Unit: 5**      Analyse specific dietary needs (e.g., non-vegan, vegan, gluten-free) and create a sample menu accommodating these restrictions, Calculate food costs and set appropriate menu prices to ensure profitability, Conduct a detailed cost-benefit analysis of a menu item, considering ingredients, preparation, and pricing.
- Unit: 6**      Conduct a detailed analysis of current trends and create a menu that incorporates these trends, Present a comprehensive strategy to enhance menu competitiveness, incorporating market trends and customer feedback.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. (2018). *Food and Beverage Management* (6th ed.). Routledge.
2. McVety, P. J., Ware, B. J., & Levesque Ware, C. (2009). *Fundamentals of Menu Planning* (3rd ed.). Wiley.
3. Dittmer, P. R. (2003). *Principles of Food, Beverage, and Labor Cost Controls* (8th ed.). Wiley.
4. Katsigris, C., & Thomas, C. (2008). *Design and Equipment for Restaurants and Foodservice: A Management View* (3rd ed.). Wiley.
5. Payne-Palacio, J., & Theis, M. (2015). *Introduction to Foodservice* (12th ed.). Pearson.

Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

# Semester – 7<sup>th</sup>

*[Handwritten signature]*

*[Handwritten signature]*  
Co-ordinator  
Department of Tourism  
University of Kashmir

**Course Title: Hospitality Laws & Ethics**  
**Course: Type-1**  
**Semester: 7<sup>th</sup>**

**Course code: HTC722J1**  
**Credit: 4 (3+1)**

**Course objective:**

The course is designed to acquaint the students with the various hospitality laws and aspects of hospitality ethics. Besides enables the learners to have a full understanding of ethics in the hospitality business and make them understand professionalism and work ethics.

**Learning Outcomes:**

By the end of the course, students are expected to have an understanding of various hospitality laws and aspects of hospitality ethics. Besides have the know-how of work ethics and workplace etiquette.

**Course Contents:**

**(A) Theory**

- Unit 1:** **Introduction:** Definition of Law, Historical origins of law, Importance of laws, Hospitality business, and legal environment, Laws related to Hotel premises, planning and designing of the hotel, international and national regulations for hotels and guests, laws for food safety, quality & security,
- Unit 2:** **Legal Procedure:** The legal requirement before doing Hotel Business. Key Considerations for Starting a Hotel Business, Formation of a Hotel Company, Legal requirements at the time of doing Hotel Business, Jammu and Kashmir Registration of Tourist Trade Act 1978,
- Unit 3:** **Hospitality Ethics:** Definition and meaning of ethics, types of ethics, History of ethics, Study ancient ethics (Indian philosophers), significance of ethics in hospitality business, workplace etiquette, why of etiquette, How to make a positive impression, Workplace do's and Don'ts, Ethical principles for hospitality managers, UN Tourism Global Code of Ethics.

**(B) Tutorial**

- Unit: 4** Case studies on prevailing hospitality laws and regulations in India, ethical considerations in the hospitality business, and obligation towards society.

**Note:** Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.

**Suggested Readings:**

1. Brotherton, B. (2012). *The International Hospitality Industry: Structure, Characteristics, and Issues*. Routledge.
2. Jagmohan, N. (2015). *Hotel & tourism laws*. Frank Bros. & Co. Ltd.
3. Hayes, D. K., & Ninemeier, J. D. (2006). *Hotel Operations Management*. Pearson Education.
4. Kandampully, J. (2006). *Service Management: The New Paradigm in Hospitality*. Pearson Education.
5. Foskett, D., & Paskins, P. (2016). *The Theory of Hospitality & Catering*. Hodder Education.



  
Co-ordinator  
Department of Tourism  
University of Kashmir  
Srinagar

**Course Title: Hospitality Information System**  
**Course: Type-2**  
**Semester: 7<sup>th</sup>**

**Course code: HCT722J2**  
**Credit: 6(4+2)**

**Course Objective:**

The objective of teaching a Hospitality Information System (HIS) subject is to equip students with the knowledge and skills necessary to effectively manage and leverage information technology within the context of the hospitality industry.

**Learning Outcome:**

By the end of the course, students will attain a comprehensive understanding of computer fundamentals, software applications, and essential digital tools. They will be proficient in understanding the evolution and classifications of computers, along with the advantages and disadvantages associated with different types. Furthermore, learners will grasp the components of computers, including input, output, and storage devices, enabling them to effectively interact with computer systems.

**Course Contents:**

**(A) Theory**

- Unit: 1** Introduction to computers, generations, evaluation; classifications of computers, advantages and disadvantages, components of computers; input devices, output devices, storage devices. Introduction to Internet; Getting information on the Internet, Information on the Internet, internet access, Internet basics, the World Wide Web, video conferencing E-mail
- Unit: 2** Software; Types of software, hardware; Type of hardware, introduction to operating system; Definitions, functions of operating system, language classification.
- Unit: 3** MS Word; introduction to Word, creating new document, saving the document, formatting text, finding & replacing text, using graphics, templates, using mail merge, printing documents. MS-EXCEL; Editing cells, resizing cell width, moving and copying blocks, inserting and deleting rows
- Unit:4** Introduction to MS point; creating, formatting, editing, viewing slideshow, creating a presentation using MS PowerPoint, adding graphics and special effects, using design templates.

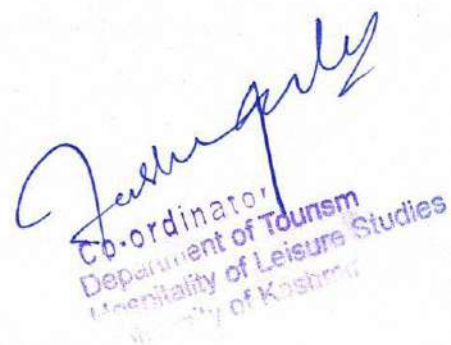
**(B) Practical**

- Unit: 5** Guide students in creating a reservation for a particular airlines or a railway. This can include a form for booking, a calendar for availability, and confirmation emails. Use simple database structures for storing reservation information.
- Unit: 6** Teach students how to manage guest information. Create a simple database to store guest details, check-in/check-out dates, and preferences.

**Note: The subject external expert shall hold field visit report evaluation and presentation.**

**Suggested Readings:**

1. Alexis Leon and Mathews Leon. *Introduction to Computers: Leon Tech World*, 1999
2. R.X.Taxali. *PC Software for windows Made simple: Tata Mcgraw hill*.
3. Stephen L.Nelson. *Office 2000 Complete Reference – Bpb*.
4. Gini Counter and Annete Marquis. *Mastering Office 2000-BPB*.
5. Joyce Cox and Pully Urban, *Quick Course in Microsoft Office: Galgotia Publications*



Co-ordinator  
Department of Tourism  
University of Kashmir

**Course Title: Beverage Management & Bar operations**  
**Course: Type-3**  
**Semester: 7<sup>th</sup>**

**Course code: HTC722J3**  
**Credit: 6 (4+2)**

**Course Objective:**

To make the students gain basic knowledge about beverage management, different types of bar and bar operations, manage inventory and maintain records about beverage control.

**Learning Outcome:**

By the end of the course, students will be able to understand the history of bars and alcoholic beverages. Know about modern bar design, layouts and location. They will be in a position to classify various types of bars and identify the legal aspects affecting beverage businesses. They will even be able to understand the roles and responsibilities of a bartender.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Beverage Management:** Meaning and Objectives of Beverage Management, Beverage Management Function, Cost and Market Orientation. Beverage Control: Objective of Beverage Control, Obstacles of Beverage Control, Beverage Control checklist.
- Unit 2:**      **Beverage service procedures,** Beverage service and the law, The Principles and Practice of Bar and Beverage Management, Management responsibilities in beverage staff training.
- Unit: 3**      **Bar and Bar Operation:** Introduction, definition, A brief history of bars and alcoholic beverages, Development of bars, Modern Bar design, layout and location, Ownership types – pubs and bars, Legal aspects affecting beverage businesses, Roles of the bartender, Job description
- Unit 4:**      **Bar and Service Equipment:** Bar area – large equipment, Bar area – small equipment and utensils, Glassware, Food service equipment, Techniques of Mixology Garnish, Preparation Classic and Contemporary Cocktails

**(B) Tutorial:**

- Unit 5:**      Experiential exercises, brief lectures, seminar presentations, readings, case analyses, debates, films and videos, student presentations, and extensive discussions following the theoretical part.
- Unit 6:**      Invite successful entrepreneurs and professionals from the restaurants to share their, experiences, insights, and challenges.

**Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.**

**Suggested Readings:**

1. Andrews S, (2009), *Food & Beverage Service A Training Manual*, (Second Edition), Tata McGrawHill Publishing Company Limited, New Delhi
2. Fuller, John, (1992), *Advanced Food Service*, Stanley Thornes Publishers Ltd., England
3. Kivela, Jaks, (1994), *Menu Planning for the Hospitality Industry*, Hospitality Press P Ltd., Melbourne
4. Lilicrap, Dennis & Cousins, John, (1994), *Food and Beverage Service*, Common Wealth Publication, New Delhi
5. Magris, Marzia, (1995), *An Introduction to Food & Beverage Studies*, Hospitality Press P Ltd, Melbourne

Department of Tourism  
University of Leisure Studies

# Semester – 8<sup>th</sup>



  
Co-ordinator  
Department of Tourism  
Faculty of Leisure Studies  
University of KwaZulu-Natal

**Course Title: Quality Assurance in Hospitality**  
**Course: Type-1**  
**Semester: 8<sup>th</sup>**

**Course code: HTC822J1**  
**Credit: 4 (3+1)**

**Course Objective:**

The objective of the course is to equip students with a comprehensive understanding of the principles and practices of quality assurance (QA) within the hospitality industry. This includes learning how to develop, implement, and evaluate quality assurance systems and processes to enhance the guest experience, improve operational efficiencies, and meet or exceed industry standards.

**Learning Outcome:**

By the end of course, students will be able to critically assess and improve the quality of services and operations in a hospitality setting.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction to Quality Management in Hospitality:** Overview of the hospitality and service industry, Importance of quality management in hospitality, Historical perspective and evolution of quality assurance, Key concepts and definitions (Quality Assurance, Quality Control, Total Quality Management, Service Quality), Principles of quality management
- Unit: 2**      **Quality Assurance Systems and Standards:** Understanding customer needs and expectations, Service quality models (e.g., SERVQUAL), The gap model of service quality, International standards for quality management (e.g., ISO 9001, ISO 9000:2000, ISO 14000, other quality systems), Accreditation and certification processes for hospitality services, Continuous improvement processes (Six Sigma)
- Unit: 3**      **Technology in Hospitality Quality Management:** Technology applications in enhancing service quality, Information systems for quality management (e.g., Customer Relationship Management (CRM) systems), online reputation management and quality assurance, Innovations in quality assurance (e.g., AI, IoT applications in hospitality)

**(B) Practical**

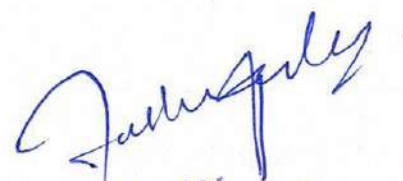
**Unit: 4**      **Property Visit and Project Evaluation**

- a) Students will select a hospitality organization (e.g., a hotel, restaurant, or event management company) and conduct a comprehensive quality audit to identify areas for improvement.
- b) Based on the audit, students will design a quality assurance improvement project, outlining objectives, strategies, and an implementation plan.

**Note: The subject external expert shall hold field visit report evaluation and presentation.**

**Suggested Readings:**

1. Connie Mok, Beverley Sparks & Jay Kadampully (2001), *Service Quality Management in Hospitality, Tourism, and Leisure*, Routledge
2. King J.Z., Woods R.H. (1996). *Managing for Quality in the Hospitality Industry*. New York: Educational Institute American Hotel and Motel Association
3. Olsen M.T., Teare R. & Gummesson E. (1997) *Service Quality in Hospitality Organizations*. Cassell: Eds
4. Elizabeth Morgan(2022); *Quality management in Hospitality Industry*, Murphy and Moore Publishing
5. Ravindra K Ahuja; *Service quality Management in Hospitality and Tourism*



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Customer Service in Hospitality**  
**Course: Type-2**  
**Semester: 8<sup>th</sup>**

**Course code: HTC822J2**  
**Credit: 6 (4+2)**

**Course Objective:**

This course aims to deepen student's understanding of customer service principles, the importance of exceeding customer expectations, and the impact of exceptional service on the success of hospitality businesses. Through interactive lectures, case studies, and practical exercises, students will learn how to effectively communicate, solve problems, and enhance the overall customer experience.

**Learning Outcome:**

By the end of course, students will be able to demonstrate a comprehensive understanding of the principles and practices of excellent customer service in the hospitality industry, including the ability to anticipate customer needs and exceed their expectations.

**Course Contents:**

**(A) Theory:**

- Unit: 1**      **Fundamentals of Customer Service in Hospitality:** The importance of customer service in hospitality success, Principles of excellent customer service. Understanding customer needs and expectations in the hospitality sector, Handling customer inquiries, and Strategies for effectively handling customer complaints.
- Unit: 2**      **Introduction to Guest Experience:** Guestology, The guest experience – concept & Importance, Consumer behaviour and guest expectations, Factors Influencing Guest Expectations, Developing the Hospitality Culture - Everyone Serves, Total service culture
- Unit: 3**      **Understanding the Role of the Service Encounter in Hospitality Services:** Introduction, Social Interactions, Service Encounters, Encounter management, Selection, Training, Organizational Culture, Satisfaction, The Service Quality—Satisfaction Relationship, Service Promise, Gaining Customer Trust, Elements of an Effective Service Guarantee
- Unit: 4**      **Trends and Innovation in Hospitality Customer Service:** Emerging trends in customer service and hospitality, Impact of technology on customer service, including social media, mobile applications, and artificial intelligence, Innovating the customer service experience, Future challenges and opportunities in hospitality customer service

**(B) Practical:**

- Unit: 5**      **Property Visit and Project Evaluation**  
Students will design and implement a customer service improvement project for a real or hypothetical hospitality business. This could involve conducting customer satisfaction surveys, analysing feedback, and proposing a plan to improve one or more aspects of the customer service experience.
- Unit: 6**      Projects will be presented to the class, with a focus on practicality, creativity, and the Potential impact on customer satisfaction and loyalty.

**Note: The subject external expert shall hold field visit report evaluation and presentation.**

**Suggested Readings:**

1. Walker, J. R., & Miller, J. E. (2018). *Supervision in the Hospitality Industry*. Wiley.
2. Jones, P., & Lockwood, A. (2004). *The Management of Hotel Operations*. Thomson Learning.
3. Ford, R. C., Sturman, M. C., & Heaton, C. P. (2011). *Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience*. Delmar Cengage Learning.
4. Bowie, D., Buttle, F., Brookes, M., & Mariussen, A. (2016). *Hospitality Marketing*. Routledge.
5. Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.

Co-ordinator  
Department of Tourism  
Management of Leisure Studies

**Course Title: Event Management**  
**Course: Type-3**  
**Semester: 8<sup>th</sup>**

**Course code: HCT822J3**  
**Credit: 6 (4+2)**

**Course Objectives:**

Gain a comprehensive understanding of the nature, scope, and significance of event tourism, including its components and various types of events.

**Learning Outcome:**

By the end of the course, students will possess a comprehensive understanding of event tourism and MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. They will grasp the nature, scope, and significance of event tourism, recognizing its components and the dynamic interplay between business and leisure tourism.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Understanding Event Tourism:** Explore the nature, scope, and significance of event tourism, including its components. Examine the interplay between business and leisure tourism. Discuss the roles and responsibilities of event planners, focusing on venue selection and layout planning.
- Unit: 2**      **Introduction to MICE Tourism:** Define MICE tourism and its key components: meetings, incentives, conferences, and exhibitions. Investigate the necessity for the growth of incentive travel and programs, and the motivations behind them. Analyze the characteristics and preferences of business and corporate travelers.
- Unit: 3**      **Infrastructure and Industry Players:** Study the infrastructure necessary for MICE tourism, such as convention centers, transportation, accommodation, logistics, catering, and human resources. Identify the main stakeholders in the event industry responsible for organizing and facilitating events.
- Unit: 4**      **Socio-Economic Impact of Event Tourism-** Assess the socio-economic significance of event tourism, focusing on its economic, social, cultural, and environmental impacts. Discuss the various challenges and issues associated with event tourism, including sustainability and community engagement.

**(B) Tutorial**

- Unit: 5**      Case studies on event planning including setting objectives, budgeting, scheduling, and logistics. Learn how to create event proposals, timelines, and checklists. Gain hands-on experience in coordinating with vendors, suppliers, and sponsors.
- Unit: 6**      Identify potential risks and challenges associated with event management. Learn techniques for risk assessment, mitigation, and contingency planning. Develop emergency response plans and protocols for various scenarios.

**Note:** Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.

**Suggested Readings:**

1. Buhalis & e. Laws (EDS) (2001) *Tourism distribution channels: Practices, issues and transformation* London: continuum.
2. Lawson, F (2000). *Congress, convention & exhibition facilities: Planning, Design & Management* Oxford: Architectural press.
3. 3. Rogers, T. (1998, 2003). *Conference & Conventions: A Global industry.* Oxford: Butterworth Heinemann
4. Swarbrook, J & Horner, S. (2001). *Business Travel and a Tourism.* Oxford: Butterworth – Heinemann.
5. Montgomery, R. & Strick S.K., *Meetings, Conventions, and Expositions: An Introduction to the Industry*, John Wiley & Sons Inc., 1995



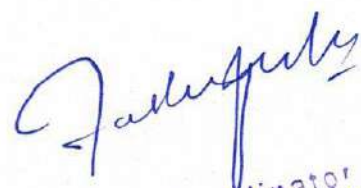
  
Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

# Honours with Research



Co-ordinator  
Department of Tourism  
Faculty of Leisure Studies  
University of Kashmir

# Semester – 7<sup>th</sup>



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Data Analysis using Excel**  
**Course: Type-I**  
**Semester: 7<sup>th</sup>**

**Course code: HCT722J1**  
**Credit: 4 (3+1)**

**Course Objective:**

This course will review and expand upon core topics in statistics and probability, particularly by initiating the beneficiaries of the course by using MS Excel for statistical computing.

**Learning Outcomes:**

By the end of the course, students will develop proficiency in data analysis and visualization techniques, specifically mastering fundamental skills in performing basic data analysis utilizing Microsoft Excel.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Data analysis using Excel, Reading data into Excel, Basic data manipulation in Excel, Arithmetic manipulation in Excel, Basic functions in Excel, Simple bar, Sub-divided bar, Multiple bar, Deviation bar, Pie diagram, Box plot, Graphic Representation of frequency distribution (Histogram, Frequency curve).
- Unit: 2**      **Descriptive statistics (Applications and Interpretations):** Measures of Central Tendency (Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean), Measures of Dispersion (Importance of Measures of Dispersion, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation).
- Unit: 3**      **Hypothesis Testing:** Hypothesis testing, Null hypothesis and Alternative hypothesis, Types of hypothesis tests (e.g., t-test, z-test, chi-square test), Performing one-sample t-tests and z-tests in Excel, Performing independent and paired samples t-tests in Excel.

**(B) Practical**

- Unit: 4**      Sorting, filtering, and formatting data to prepare it for analysis, Sum, Average, Median, and Mode, Creating different charts and graphs (including bar charts, pie charts, histograms, bar charts, and box plots). Calculation of descriptive statistics measures (mean, median, mode, and standard deviation for a given dataset), Hypothesis testing techniques using Excel to analyze sample data (one-sample and two-sample t-tests, and interpret the results to conclude population parameters).

**Note: The subject external expert shall hold field visit report evaluation and presentation.**

**Suggested Readings:**

1. Bressler, M. S. (2016). *Microsoft Excel Data Analysis and Business Modelling*. Microsoft Press.
2. Albright, S. C., Winston, W. L., & Zappe, C. (2016). *Data Analysis and Decision Making with Microsoft Excel*. Cengage Learning.
3. Bluman, A. G. (2017). *Elementary Statistics: A Step by Step Approach*. McGraw-Hill Education.
4. Ott, R. L., & Longnecker, M. (2015). *An Introduction to Statistical Methods and Data Analysis*. Cengage Learning.
5. Triola, M. F. (2017). *Elementary Statistics*. Pearson.



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

Course Title: Business Statistics  
Course: Type-2  
Semester: 7<sup>th</sup>

Course code: HCT722J2  
Credit: 6 (4+2)

### Course Objective:

This course aims to equip the students with a basic understanding of Business statistics and to provide insight into the application of modern analytical tools and techniques for tourism management decision-making.

### Learning Outcome:

By the end of this course, students will be able to design, conduct, analyze, and critique Research across a range of disciplines, preparing them for academic pursuits, professional careers, and informed citizenship

### Course Contents:

#### (A) Theory

- Unit: 1**      **Introduction to Statistics:** Introduction: Meaning of Statistics. Applications of Statistics in various fields of business, Definition of data. Types of data-Primary and Secondary data, Qualitative and Quantitative data, Presentation of data in frequency distribution form- Discrete and Continuous frequency distributions. Relative and Cumulative frequency distributions. Graphical and Diagrammatic Representation: Construction of Histogram, Ogive Curves, Pie Chart, Bar diagram.
- Unit: 2**      **Measures of Central Tendency:** Meaning of Central Tendency and measure of central tendency. Various measures of central tendency- Arithmetic mean, Geometric mean, Harmonic Mean, Median, Mode, Quartiles, Empirical relation between Mean, Median, and Mode
- Unit: 3**      **Measures of Dispersion:** Meaning of dispersion (or variability) and measure of dispersion. Types- Absolute and Relative measures of dispersion, Various measures of dispersion - Range and coefficient of range, Quartile Deviation and coefficient of quartile deviation, Mean Deviation about median and coefficient of mean deviation about median, Standard Deviation and Coefficient of variation, variance. Numerical problems based on various forms of data.
- Unit: 4**      **Correlation and Regression:** Meaning of bivariate data and examples. Meaning of correlation. Types of Correlation- Positive, Negative, No correlation. Methods of studying correlation- (i) Scatter diagram method, (ii) Karl Pearson's coefficient of correlation (iii) Spearman's Rank correlation coefficient, Numerical problems on computations of  $r$  and  $R$ .

#### (B) Practical:

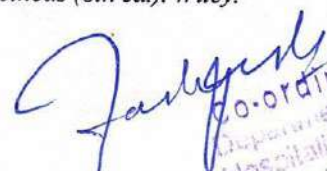
- Unit: 5**      Data collection from local tourism & hospitality organizations (primary and secondary), calculation of relative and cumulative frequencies for each data set, gaining an understanding of the distribution patterns, constructing graphical representations of the data, calculation of measures of central tendency, discussions on the empirical relationship between mean, median, and mode, highlighting scenarios where they may diverge and their implications for data interpretation.
- Unit: 6**      Divide students into groups and provide them with datasets representing different scenarios for the calculation of absolute and relative measures of dispersion, including range, quartile deviation, mean deviation about median, standard deviation, and variance.

**Note:** The subject external expert shall hold field visit report evaluation and presentation.

#### Suggested Readings

1. Levin, R. I., & Rubin, D. S. (2013). *Statistics for Management* (7th ed.). Pearson.
2. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of Mathematical Statistics* (12th ed.). Sultan Chand & Sons.
3. Berenson, M. L., Levine, D. M., Szabat, K. A., & Stephan, D. (2019). *Basic Business Statistics: Concepts and applications* (14th ed.). Pearson.
4. Spiegel, M. R., Schiller, J., & Srinivasan, R. (2017). *Schaum's outline of probability and statistics* (4th ed.). McGraw-Hill Education.
5. Johnson, R. A., & Bhattacharyya, G. K. (2019). *Statistics: Principles and methods* (8th ed.). Wiley.



  
Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Research Methodology**  
**Course: Type-3**  
**Semester: 7<sup>th</sup>**

**Course code: HCT722J3**  
**Credit: 6 (4+2)**

**Course Objective:**

This course aims to equip the students with a basic understanding of research methodology and to provide insight into the application of modern analytical tools and techniques for tourism management decision-making.

**Learning Outcome:**

By the end of this course, students will be able to design, conduct, analyse, and critique research across a range of disciplines, preparing them for academic pursuits, professional careers, and informed citizenship.

**(A) Theory:**

- Unit: 1**      **Introduction:** Meaning and importance of Research, Application of Research, Meaning and sources of Research problem, Research process, Types of Research, Research ethics in social sciences.
- Unit: 2**      **Review of Literature:** Concept and Importance of Review of Literature, Organizing the Review of Literature, Analysis of Literature Review – Primary and Secondary Sources, Web sources –Critical Literature Review
- Unit: 3**      **Data Collection:** Types and sources of data – Primary and secondary, Methods of collecting data, Differences in the methods of data collection in quantitative and qualitative research, Collecting data using primary sources Observation -The interview, The questionnaire, Methods of data collection in qualitative research.
- Unit: 4**      **Selecting a Sample:** The concept of sampling, sampling terminology, Principles of sampling, Types of sampling – Probability and Non- Probability techniques

**(B) Practical:**


- Unit 5:**      Identify a research problem (specifically from the tourism and hospitality sector) by discussing its relevance, significance, and alignment with research objectives, brainstorming potential research topics, and well-structured literature reviews of research articles.
- Unit 6:**      Field Observation Exercise: Students will collect data on a field trip to a local tourist attraction and or event using the pre-designed questionnaire, observation method, and mock interviews. The appropriate sampling techniques will be employed by the students for the collection of data.

**Note: The subject external expert shall hold field visit report evaluation and presentation.**

**Suggested Readings**

1. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
2. Flick, U. (2018). *An introduction to qualitative research* (6th ed.). SAGE Publications.
3. Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
4. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners* (5th ed.). SAGE Publications.
5. Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson.


S



Co-ordinator,  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

# Semester – 8<sup>th</sup>



  
Co-ordinator  
Department of Tourism  
Institute of Leisure Studies  
University of Kashmir

**Course Title: Advanced Research Methods**  
**Course: Type-I**  
**Semester: 8<sup>th</sup>**

**Course code: HCT822J1**  
**Credit: 4 (3+1)**

**Course Objective:**

This course aims to equip the students with a basic understanding of Statistics and its application in tourism and hospitality management. It will also provide insight into the summarizing and analysis of the data using descriptive and inferential statistical techniques for tourism management decision-making. Students will learn the fundamentals of descriptive and inferential statistics, data analysis techniques

**Learning Outcome:**

By the end of this course, students will be able to demonstrate proficiency in summarizing and interpreting data using descriptive and inferential statistics techniques. They will also critically evaluate statistical results and their implications for tourism and hospitality management decision-making.

**Course Contents:**

**(A) Theory**

- Unit: 1**      **Introduction:** Definition and scope of Statistics, statistical population and sample, Types of data (quantitative and qualitative), attributes, variables, Scales of measurement; nominal, ordinal, interval, and ratio. Presentation of data: tabular and graphical.
- Unit: 2**      **Fundamental Statistical Measures:** Measures of Central Tendency: Mean (Arithmetic, Geometric and Harmonic mean, mode and median. Advantages and Limitations. Measures of Dispersion: Range, Variance, Quartile deviation, mean deviation, standard deviation, coefficient of variation, Moments, skewness and kurtosis, Pearson's Correlation.
- Unit: 3**      **Hypotheses Testing:** Definition and purpose of hypothesis testing, Importance of hypothesis testing, Null and alternative hypotheses, level of significance, Type I and Type II errors, their probabilities and critical region, Parametric and non-parametric tests. Application of hypothesis testing in tourism research.


**(B) Practical:**

- Unit: 5**      To conduct an independent sample t-test on the data collected from two different groups of tourists (e.g., domestic tourists and international tourists) using hypothesis testing techniques.
- Unit: 6**      To determine the significant association between the two categorical variables related to tourism using the Chi-square test.

**Note: The subject external expert shall hold field visit report evaluation and presentation.**

**Suggested Readings**

1. Agresti, A., & Finlay, B. (2018). *Statistical methods for the social sciences* (5th ed.). Pearson.
2. Bluman, A. G. (2017). *Elementary statistics: A step by step approach* (10th ed.). McGraw-Hill Education.
3. Freund, J. E., & Perles, B. M. (2006). *Modern elementary statistics* (12th ed.). Pearson.
4. Levin, R. I., & Rubin, D. S. (2013). *Statistics for management* (7th ed.). Pearson.
5. Gravetter, F. J., & Wallnau, L. B. (2016). *Statistics for the behavioral sciences* (10th ed.). Cengage Learning.



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir

**Course Title: Research Project**  
**Course: Type-3**  
**Semester: 8<sup>th</sup>**

**Course code: HCT822J4**  
**Credit: 12**

**Course Objective:**

To formulate a clear and feasible research question in the field of hospitality, conduct a comprehensive literature review to frame the research context and design an appropriate research methodology. To systematically collect and analyze data, present findings in a clear and structured manner both in written and oral formats, and critically evaluate their research process and findings.

**Learning Outcome:**

By the end of the research project, students will have developed the ability to independently formulate a clear and feasible research question in the field of travel and tourism. They will be adept at conducting comprehensive literature reviews, designing suitable research methodologies, and systematically collecting and analyzing data. Additionally, students will be capable of presenting their research findings effectively in both written and oral formats and will demonstrate critical evaluation skills regarding their research processes and outcomes.

**Course Description:**

This course provides students in Travel and Tourism with an opportunity to conduct independent research under the guidance of a faculty advisor. Students will identify a research question, design a study, collect and analyse data, and present their findings in a formal research report. The course aims to develop students' research skills, critical thinking, and ability to communicate research findings effectively.

**Assessment**

**a. Evaluation of the Research Project by External Examiner**

**Total marks = 200**

1. *Research Proposal*: 20%
2. *Literature Review*: 30%
3. *Data Collection and Preliminary Analysis*: 20%
4. *Final Research Report*: 30%

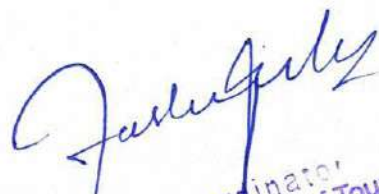
**b. Viva-Voce by the external examiner**

**Total marks = 100**

**Note: The subject external expert shall hold field visit report evaluation and presentation.**

**Suggested Readings:**

1. *Veal, A. J. (2018). Research Methods for Leisure and Tourism. Pearson.*
2. *Jennings, G. (2010). Tourism research (2nd ed.). John Wiley & Sons.*
3. *Ritchie, B. W., Burns, P., & Palmer, C. (Eds.). (2005). Tourism research methods: Integrating theory with practice. CABI.*
4. *Yin, R. K. (2018). Case study research and applications: Design and methods (6th ed.). SAGE Publications.*
5. *Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications.*



Co-ordinator  
Department of Tourism  
Hospitality of Leisure Studies  
University of Kashmir