



Savitribai Phule Pune University

School of Open Learning

(Distance Education Program)

Master of Business Administration

(M.B.A.-Distance)

Introduction to Hospitality and Tourism Management

SEM-III, THM MN-34

- 1. Introduction to Hospitality Management:** Meaning & Nature of Hospitality, Features of Hospitality Services, Functions of Management, Communication skills required and its importance, Structure of Accommodation Industry, Operation of Accommodation Units, Yield Management, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation in India, Hotel Operations in India.
- 2. Functions performed in Hotel Industry:** Front Office Operations, Front Office Organization, Qualities of Front Office Staff, Hotel Reservation, Organization Structure, Layout of Housekeeping Department, Functions of Housekeeping Department, and Managing Guest Amenities. Food and Beverage Services Outlets, Various Types of Food Services, Restaurant Organization, Equipment's, Restaurant operations at various levels, Room Service.
- 3. Accounting system at Hotels:** Concepts and Conventions: – Double Entry System, Preparation of Journal, Ledger and Trial Balance, Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet. Hotel Accounting. Elements of Cost, Preparation of Cost Sheet, Types of Costs, Finance Functions, Major Financial Decisions, Sources of Finance, Long Term and short Term, Advantages and Disadvantages of Different Sources of Funds.
- 4. Introduction to Tourism:** Introduction and nature of Tourism Industry, Meaning of Tourism Management, planning for Tour Packaging, Eco Tourism, Tourism Entrepreneurship, Managing family enterprises in Tourism industry, Tourism Policy, Tourism planning at international, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning, Case study of selected state tourism policies (West Bengal, Goa, Kerala, Rajasthan).
- 5. Tourism and Resort Development:** Meaning and Importance, Scope and Trends in Resort Development, Roles of Resorts in

Tourism and Hospitality, Types of Resorts, Resort Planning, Location, Feasibility analysis, Architecture, Macro & Micro business environment, Steps involved in Resort planning, Forecasting and resort operation understanding, Analysis of economics and Impact of various factors on Business.



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Banquet Management

SEM-III, THM MN-35

- 1. Introduction to Banquet Management:** Meaning, types of banquets (formal and informal), importance of Banquet Management, Challenges in Banquet Management, Functions in Banquet Management, Role of Banquet Manager, Qualities in a banquet Manager.
- 2. Evolution of Banquets:** History of banquets, Organisation, Sitting Plans, Formal Contracts, Signing MOU, Modern trends in Banquet Management, Party Catering, Buffet Planning, Pricing and factors affecting banquet management.
- 3. Forecasting and banqueting:** Forecasting events, formal gatherings, meetings, daily and weekly functions, banquet requirements, developing long term relations with firms, Planning and designing, Theme Catering in Banquet Business.
- 4. Event Management and Banqueting:** Toasting and sequencing of events, organising events, Reception, Cocktail parties, Seminars Exhibitions, Fashion shows, Trade Fairs, Wedding, Organizing Theme function, handling games and various exercises, use of technology in Banquet Management, Mise-en-Place.
- 5. Case studies in Banqueting – Minimum two.**



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Tourism and Development Management

SEM-IV, THM MN-44

- 1. Introduction to Tourism:** Meaning, Definitions and historical development of tourism, Different characteristics of Tourists, Classification of tourism, Tourism Products, Demand of Tourism, Growing interests in Tourism industry. Tourism and national development in India.
- 2. Domestic and International Tourism:** Understanding the difference between the Two, Features, pattern of growth and profile, developing a long term connect with Tourists, Tourist Marketing, Tourism Motivation, Travel Trade and Transport, learning complete Tourist Transport System.
- 3. Factors Affecting Tourism Industry:** Impacts at various levels, Types of impacts - Positive and Negative Impacts, Economic, Socio-Cultural, and Environmental Impact, Identifying the tourist places of interest, developing need based plan for better experience with customers.
- 4. Organizations in Tourism Industry:** importance of Architecture & religion Architectural Heritage of India, Objectives and Role of ITDC, TFCI, IRCTC, National and International organizations and associations: IATO, TAAI, WTO, IATA. National tourism policy 2002.
- 5. Best Guest Experience:** Understanding the importance of planning an itinerary, developing an itinerary different destination from start to the end of the journey, Mapping the destinations, developing a list accommodation places according to the preferences of the customer, Developing a list of food and beverage service outlets according to the preferences of customers, Costing and budgeting for the tour.



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International Tourism

SEM-IV, THM MN-45

- 1. Introduction to International Tourism:** Meaning, importance in Economic Development of a country, impact of understanding of Foreign Language, Long -term tourism growth trends, tourism growth in major regions, Role of Government in promotion of Domestic and International tourism in India. Types of International and Domestic Tourism.
- 2. Challenges in International Tourism:** Proper Marketing knowledge base, Global Presence through promotional Techniques, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Understanding Consumerism and Legal Issues. Tourism planning at international, national, regional, state and local, the traditional, approaches.
- 3. Tourism Geography:** Meaning and Importance of Geography in Tourism, dimensions, International Date, Time Differences, GMT variations, landforms as tourist resources. Understanding of weather and climate, Climatic regions of the world in brief, Factors affecting global and regional tourist movements, Major outbound tourism countries, demand and origin factors, destinations and resource factors. Contemporary trends in international tourist's movements.
- 4. Understanding Sustainable Tourism:** Meaning- Principles - 10 Rs- Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007. WTO, WTTC, and IATA.
- 5. International Market and Adventure Tourism:** Location of major tourist destination internationally, Characteristics of International outbound tourism. Characteristics of international markets -focussing on Adventure Tourism, classification of adventure tourism, Adventure on Ground: Mountain climbing, trekking, skiing, ice skating, motor car rally,

rock climbing, camel safari, bungee jumping, Future prospects of adventure tourism in India, Importance of human resource in adventure tourism, emerging trends of adventure tourism.