# Introduction

Tourism and Hospitality is one of the most successful business the world has witnessed amid globalization and swift conversion of thinking towards the true potential of tourism is being facilitated by governments throughout the globe. Likewise, Pakistan being a tourism hotspot recently started to encourage this industry through development of tourist destinations and started laying policies to boost this sector. Gilgit Baltistan (the northmost part of Pakistan) attracts millions of national and international tourists annually through multicultural heritage, untouched natural wonders, parks, mesmerizing views, and crystal-clear lakes. To accommodate the need of trained and skillful professional in this sector, provision of tourism and hospitality education is need of the hour.

The department offers 4-year BS program to cope with this imminent need to prepare students to fill the gap facing by tourism sector in Pakistan. Our qualified and experienced faculty members have put a transparent and integrated system in position to inculcate the practical knowledge in amalgamation of the best practices from around the world in teaching and research. We want to be the most important Tourism and Hospitality Management school in terms of management, theory, practice and useable research.

We follow the guidelines of HEC in our teaching and research. Department of THM always provides and maintains quality education by using different innovative tools of teaching. Because of the geographical challenges of the area, we believe in assisting the marginalized people of the region.

This Self-Assessment Report (SAR) for BS program in DTHM KIU Hunza Campus is being prepared in line with the guidelines of HEC and QEC with a perception to improve quality of education in the department. This would eventually help us to identify the areas of improvements to achieve objectives with desired outcomes. The report is designed according to SAR manual of QAA, HEC, based on eight criteria. The specified program perhaps qualify almost all criteria of SAR.

**Programs Being Offered at Department of Tourism and Hospitality Management**

1. BS 4-years
2. Masters 2-years

# Criterion 1: Program Mission, Objectives and Outcomes

Standard 1-1: The program must have documented measurable objectives that support Faculty/College and institution mission statements.

### Program Vision & Mission

* Vision Statement

Our vision is to contribute towards the development of national norms, identity in the world as beautiful land, hospitable society, and a place of worth to visit.

* Mission

Our commitment is to equip our human resources with the professional knowledge and skills for enhancing the most dynamic field of tourism and hospitality in Pakistan and to compete in the global market.

Our objectives are:

* To produce highly competent, responsible and hospitable graduates, entrepreneurs and social scientists.
* To create, capture and disseminate knowledge related to tourism and hospitality management in localized context.
* To provide an opportunity for the students to explore and learn the real Tourism and Hospitality management practices by adopting standardized education curriculum.
* To bring academia and practitioners on a single platform by involving them in joint research projects, seminars, exhibitions and other developmental projects.
* To utilize departmental resources (financial & non-financial) efficiently and draw optimum benefits for the stakeholders

### Alignment of Program objectives with the mission statement of university

The objectives of offered programs are framed in the light of program and university mission statements, which require promoting human development at all stages of life; through growth, evaluation, synthesis, dissemination and application of relevant knowledge, and provide a service that values sustainable, humanitarian, and economic development of the environment. This target can be achieved by providing young individuals with the skills to implement relevant skills for the benefit of society through a well-defined panel of courses and training.

### Main Elements of Strategic Plan for Achieving Program Mission and Objectives

1. Curriculum design
2. Faculty development
3. Research projects
4. Use of online resources
5. Seminars and workshops

### Assessment of Program Objectives

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Objective | How measured | When measured | Improvement identified | Improvement made |
|  | Student Survey | Underway |  |  |
|  | Alumni Survey | Underway |  |  |
|  | Alumni Survey | Underway |  |  |
|  | Alumni Survey  Employer Survey | Underway |  |  |
|  | Employer Survey | Underway |  |  |

**Table-1.1: Assessment of program objectives**

## Standard 1-2: The program must have documented outcomes for graduating students. It must be demonstrated that the outcomes support the program objectives and that graduating students are capable of performing these outcomes.

### Program Outcomes

In order to achieve the program objectives, the DTHM will graduate genuine professionals, knowledgeable business graduates who will be able to demonstrate the following measurable outcomes:

1. Graduates shall be highly capable and responsible graduates who will utilize their skills in THM and other related disciplines.
2. Students shall be able to conduct market related surveys and research studies.
3. Graduates shall be able to pursue higher education in THM.
4. Students shall be able to deliver obtained knowledge at lower levels of education.
5. Students shall be able to find out solutions for problems in teams as well as in individual capacity.
6. Students shall be able to contribute productively to the society while maintaining higher ethical standards.

### Program Objectives vs Outcomes

The offered program aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of THM and general education. The curriculum provides students with a comprehensive education of globally recognized best practices with flexibility of their adaptation to indigenous entrepreneurial and societal context. General management skills like oral and written communication, decision-making, leadership, and teamwork developed among the students at the initial level of the program provides them with a solid foundation for more advanced studies at the elective level during the subsequent stage.

Objective of the program, thus, is developing the unique qualities among the young students required for successfully managing tourism functions. It aims to develop students into broadly educated managers and executives who understand the nature of tourism as a whole, with the tools and techniques applicable to a wide variety of situations. The program gives the students a chance to bring together all of the theories, skills and tools studied during the program and integrate them into a learning experience that highlights the nature of competition and the kind of strategic maneuvering that must be done in order to succeed. Upon completion of the program, many graduates go on to become successful entrepreneurs, or to assume leadership positions in SMEs, major local and multinational corporations, in consulting firms, or in government service.

The students who earning the THM degree will be able to:

* 1. Effectively utilize various human relation skills including leadership; oral and written communication; teamwork and collaboration.
  2. Demonstrate competence in applying the tools and techniques of Tourism management, drawing on a broad-based knowledge of the major functions.
  3. Demonstrate a thorough understanding of the internal structures and operations ranging in size from small to multinational.
  4. Demonstrate a thorough understanding of how the interplay between business and various external forces, both domestic and international, e.g., regulatory, competitive, environmental and non-governmental interest groups shape management decisions strategies and outcomes.
  5. Think critically and creatively in seeking solutions to practical and theoretical problems by using developed skills to evaluate information, solve problems, and make sound decisions.
  6. Recognize legal and ethical problems that arise in the domestic and international environment and choose and defend solutions.
  7. Recognize and reconcile cultural differences when solving complex business problems.

## Standard 1-3: The results of programs assessment and the extent to which they are used to improve the program must be documented

The offered programs were assessed through students’ evaluation of teachers in each semester and the result is presented in Annexure C-F.

### Course Evaluation

The course evaluation is regularly conducted at the departmental council every year and any changes/improvements are incorporated after approving the same relevant statutory bodies.

### Teachers’ Evaluation

The teachers’ evaluation is regularly conducted by QEC in the last week of each semester through students.

### Programs’ Areas of strength and improvement

Offered programs are designed to educate students to meet the standards of the modern world and involve in cutting-edge business knowledge. Although university supported the program in all aspects to execute the program with all its requirements still there are few areas, which need improvements. Here the strengths and weaknesses are as follows;

1. **Programs’ Strengths**
2. Geographical monopoly on business education
3. Public Sector University
4. Culture of support & cooperation at the department
5. Latest teaching methods adaptation
6. Trained and highly qualified faculty
7. Collaborations & International linkages
8. Certified trainers
9. Availability of multi-media in every class room

**B. Areas of Improvement**

1. Infrastructure

2. Separate computing facility

3. Seminar Library

4. Faculty Trainings

### Future Development Plans

The department of THM is committed to recruit highly qualified faculty with cutting-edge research expertise to bring the standard of education-research up to the par.

## Standard 1-4: The department must assess its overall performance periodically using quantifiable measures.

### 1.4.1 Students’ Enrolment for Masters

BS

|  |  |  |  |
| --- | --- | --- | --- |
| Year | No of students | Male | Female |
| |  | | --- | | 2018 | | 2018 | | 2019 | | 2020 | | 2021 | | |  | | --- | | 18 | | 25 | | 23 | | 28 | | 33 | | 9  19  15  22  28 | 9  6  8  6  5 |

### Student Faculty Ratio

|  |  |  |
| --- | --- | --- |
| Total Faculty | Total Students (BS) | Faculty-Student Ratio |
| 2 | 137 | 1:69 |

### Average GPA in a Semester

The average GPA in a semester is 3.06

### Average Completion time

The BS program at the department of Business Management, Karakoram International University has average completion time of 4 years. The attrition rate in the program is around 10%.

### Students/Teachers Satisfaction

Although, KIU administration has maintained HEC defined standard ratio of academic administrative and supporting staff but there are many steps to be taken to meet desired satisfaction level of students and teachers. An informal system is in effect to gauge student and teachers’ satisfaction by asking question.

# Criterion 2: Curriculum Design & Organization

## Degree Program

For 4 years BS, the curriculum is designed and planned to achieve the program’s objectives and outcomes in the light of University and departmental mission statements. Curriculum standards are quantified in terms of credit hours. In a semester 1 credit hour is defined as “1 hour of lecture in a week”. Each semester ends in 16 weeks.

### Degree Plan

Following courses including university compulsories, Core Courses and Electives are taught under this degree program

**Table-2.1: Courses**

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE FIRST SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit**  **Hrs.** | **Status** |
| 1. | English I (Functional English) | 3 | Compulsory |
| 2. | Pakistan Studies | 2 | Compulsory |
| 3. | Maths | 3 | Compulsory |
| 4. | General I: Principles of Management | 3 | General |
| 5. | General II: Cultural History of Pakistan | 3 | General |
| TH-116 | Foundation I: Introduction to Tourism & Hospitality | 3 | Foundation |
| **Total Credit hours** | | **17** |  |
| **COURSE TITLE SECOND SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit**  **Hrs.** | **Status** |
| 1. | English II ( Communication Skills) | 3 | Compulsory |
| 2. | Introduction to Computer | 3 | Compulsory |
| 3 | General III: Introduction to Archaeology | 3 | General |
| 4 | General IV: Introduction to Psychology | 3 | General |
| 5 | Islamic Studies / Ethics | 2 | Compulsory |
| TH.126 | Foundation II: Pakistan – Tourist Destinations | 3 | Foundation |
| **Total Credit hours** | | **17** |  |
| **COURSE TITLE THIRD SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| 1. | English III: Technical Writing and Presentation Skills | 3 | Compulsory |
| TH-212 | Foundation III: Sustainable Tourism | 3 | Foundation |
| 3. | General V: Introduction to Sociology | 3 | General |
| 4. | General VI: Organizational and Consumer  Behaviour | 3 | General |
| TH-215 | Foundation IV: Cultural Tourism | 3 | Foundation |
| **Total Credit hours** | | **15** |  |
| **COURSE TITLE FOURTH SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| 1 | English IV/Statistics/Univ. Optional\* | 3 | Compulsory |
| DTH-  222 | Foundation V: Hospitality Operations | 3 | Foundation |
| 3. | General VIII: Public Relations | 3 | General |
| TH-244 | Foundation VI: : House Keeping Operations and Management | 3 | Foundation |
| 6. | UNIV Optional: Tourism Geography | 3 | Compulsory/  Uni Opp\*\* |
| **Total Credit hours** | | **15** |  |

### Courses Breakdown

**Table: 2.2: Courses Breakdown**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sr.** | **Categories** | **No. of courses**  **Min – Max** | | | **Credit Hours**  **Min – Max** |
| 1. | Compulsory Requirement (No Choice) | 9 – 9 | | | 25 – 25 |
| 2. | General Courses to be chosen from other departments | 7 – 8 | | | 21 – 24 |
| 3. | Discipline Specific Foundation Courses | 9 – 10 | | | 30 – 33 |
| 4. | Major Courses including research project / Internship | 11 – 13 | | | 36 – 42 |
| 5. | Electives within the major | 4 – 4 | | | 12 – 12 |
| **Total** | | | **40 – 44** | **124 – 136** | |

Total numbers of Credit hours 124-136

Duration 4 years/2 years

Semester duration 16-18 weeks

Semesters 08/04

Course Load per Semester 15-18 Cr hr

Number of courses per semester 4-6 (not more than 3 lab / practical courses)

### Semesterwise Course Breakup

### SEMESTER I

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE FIRST SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| 7. | English I (Functional English) | 3 | Compulsory |
| 8. | Pakistan Studies | 2 | Compulsory |
| 9. | Mathematics | 3 | Compulsory |
| 10. | General I: Principles of Management | 3 | General |
| 11. | General II: Cultural History of Pakistan | 3 | General |
| TH-116 | Foundation I: Introduction to Tourism & Hospitality | 3 | Foundation |
| **Total Credit hours** | | **17** |  |

### COURSE TITLE: ENGLISH I (FUNCTIONAL ENGLISH)

#### COURSE INTRODUCTION & OBJECTIVES:

This course provides individualized and small group instruction in basic reading and writing skills. The course focuses on foundational phonics skills, functional vocabulary and comprehension, as well as writing personal information, creating lists and basic computer skills. The course will ensure that candidates will communicate effectively in English language.

#### COURSE OUTCOMES:

On the successful completion of the course candidates will be able to:

* Use vocabulary correctly.
* Construct sentences using correct grammar.
* Write meaningful essays and précis and comprehend written English.

##### Module-1 Fundamentals of grammar

Parts of speech and their correct usage, sentence structure and types of sentences, Parts of speech & their correct usage, Sentence Structure and types of sentences. Spelling, vocabulary. Listening skills, speaking skills, writing skills.

##### Module -2 Message Design

* Process of preparing effective business message.
* The appearance and design of business message
* Good-news and neutral messages.

##### Module -3 Strategies for Oral Communication.

* Strategies for successful speaking and successful listening.
* Strategies for successful informative and persuasive speaking.

##### Module -4 The Job application Process.

* The written job presentation
* The job application process-interviews and follow-up.

#### RECOMMENDED BOOKS/READINGS:

1. Howe, D.H, Kirpatrick,TA., & Kirpartrick, D.L. (2004). Oxford English for undergraduates, Karachi: Oxford University Press.
2. I. A. Richards & Christine Gibson, Learning Basic English: A Practical Handbook for English-Speaking People, New York: W. W. Norton & Co. (1945)
3. Basic English: A Protest, Joseph Albert Lauwerys, F. J. Daniels, Robert A. Hall Jr., London: Basic English Foundation, 1966. An answer to Robert A. Hall, Jr.'s criticism
4. Murphy, R.(2003).Grammar in Use.

**COURSE TITLE: PAKISTAN STUDIES**

#### COURSE INTRODUCTION & OBJECTIVES:

The course provides a complete knowledge of Pakistan movement. The course also focus on the culture, people, geographical features, constitution evaluation, contemporary issue of the country. The main objective of the course is to enhance students’ knowledge about geo-political, cultural, constitutional and current issues prevailing in Pakistan.

##### Module-1 Historical Perspective

* + Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-i-Azam Muhammad Ali Jinnah.
  + Factors leading to Muslim separatism
  + People and Land
  + Indus Civilization
  + Muslim advent
  + Location and Geo-Physical features.

##### Module-2 Government and Politics in Pakistan

* + Political and constitutional phases: a. 1947-58

b. 1958-71

c. 1971-77

d. 1977-88

e. 1988-99

f. 1999 onward

##### Module-3 Contemporary Pakistan

* + Economic institutions and issues
  + Society and social structure
    - Ethnicity
    - Foreign policy of Pakistan and challenges
    - Futuristic outlook of Pakistan

#### RECOMMENDED BOOKS/READINGS:

1. Burki, Shahid Javed. State & Society in Pakistan, The Macmillan Press Ltd 1980.
2. Akbar, S. Zaidi. Issue in Pakistan’s Economy. Karachi: Oxford University Press, 2000.
3. S.M. Burke and Lawrence Ziring. Pakistan’s Foreign policy: An Historical analysis. Karachi: Oxford University Press, 1993.
4. Mehmood, Safdar. Pakistan Political Roots & Development. Lahore, 1994.
5. Wilcox, Wayne. The Emergence of Banglades., Washington: American Enterprise, Institute of Public Policy Research, 1972.
6. Mehmood, Safdar. Pakistan Kayyun Toota, Lahore: Idara-e-Saqafat-e- Islamia, Club Road, nd.
7. Amin, Tahir. Ethno - National Movement in Pakistan, Islamabad: Institute of Policy Studies, Islamabad.
8. Ziring, Lawrence. Enigma of Political Development. Kent England: WmDawson & sons Ltd, 1980.
9. Zahid, Ansar. History & Culture of Sindh. Karachi: Royal Book Company, 1980.
10. Afzal, M. Rafique. Political Parties in Pakistan, Vol. I, II & III. Islamabad: National Institute of Historical and cultural Research, 1998.
11. Sayeed, Khalid Bin. The Political System of Pakistan. Boston: Houghton Mifflin, 1967.
12. Aziz, K.K. Party, Politics in Pakistan, Islamabad: National Commission on Historical and Cultural Research, 1976.
13. Muhammad Waseem, Pakistan Under Martial Law, Lahore: Vanguard, 1987.
14. Haq, Noor ul. Making of Pakistan: The Military Perspective. Islamabad: National Commission on Historical and Cultural Research, 1993.

**COURSE TITLE: MATHEMATICS**

#### COURSE INTRODUCTION & OBJECTIVES:

This course is designed to promote the development of knowledge, skills and understanding in areas of mathematics that have direct application to the broad range of human activity. Students will learn to use a range of techniques and tools, in order to develop solutions to a wide variety of problems relating to their present and future needs and aspirations.

* 1. Use concepts and apply techniques to the solution of problems in algebra and modeling, measurement, financial mathematics, data and statistics, and probability
  2. Use mathematical skills and techniques, aided by appropriate technology, to organise information and interpret practical situations
  3. Interpret and communicate mathematics in a variety of written and verbal forms, including diagrams and statistical graphs.

##### Module-1 Whole Numbers:

Reading and writing whole numbers, addition of whole numbers, subtraction of whole numbers, multiplication of whole numbers, division of whole numbers, long division, rounding whole numbers, roots and order of operations, Solving application problems.

##### Module-2 Multiplying and Dividing Fractions:

Basics of fractions, mixed numbers, factors, multiplication of fractions, applications of multiplication, dividing fractions, multiplication and division of mixed numbers

##### Module-3 Adding and Subtracting Fractions:

Adding and subtracting like fractions, Least common multiples, adding and subtracting unlike fractions, adding and subtracting mixed numbers, order relations and the order of operations

##### Module-4 Decimals:

Reading and writing decimal, rounding decimals, adding decimals, subtracting decimals, multiplying decimals, dividing decimals, writing fractions as decimals.

##### Module-5 Ratio, Proportion and Percent:

Ratios, rates, proportions, and applications of proportions. Basics of percent, percents and fractions, The percent proportion, Identifying the parts in a percent problem, using proportions to solve percent problems, The percent equation, applications of percent, compound Interest.

##### Module-6 Measurement:

The English system, The metric system—length, The metric system--capacity and weight (mass), Applications of metric measurement, metric-English conversions and temperature

##### Module-7 Geometry:

Basic geometric terms, angles and their relationships, Rectangles and squares, Parallelograms and trapezoids, triangles, circles, volume, Pythagorean theorem, similar triangles

##### Module-8 Basic Algebra:

Signed numbers, addition and subtraction of signed numbers, order of operations, evaluating expressions and formulas, solving equations, solving equations with several steps, applications.

#### RECOMMENDED BOOKS/READINGS:

* + 1. Anton, H, 2000, Calculus with analytical Geometry, 5th Ed., John Wiley & Sons, Reprint National Book Foundation.
    2. Frank S. Budnick: Applied Mathematics for Business Economics and Social Sciences
    3. Bowen: Mathematics with Applications in Management and Economic

**COURSE TITLE: PRINCIPLES OF MANAGEMENT**

#### COURSE INTRODUCTION AND OBJECTIVE:

Examination of management theory and provide opportunities for application of these ideas in real world situations. This examination focuses on the managerial functions of Assessing, Planning, Organizing, and Controlling. Both traditional and cutting-edge approaches are introduced and applied. Specific attention is paid throughout the course to the ethical implications of managerial action and inaction.

* + - * Evaluate the global context for taking managerial actions of planning, organizing and controlling.
      * Assess global situation, including opportunities and threats that will impact management of an organization.
      * Integrate management principles into management practices.
      * Assess managerial practices and choices relative to ethical principles and standards.
      * Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
      * Determine the most effective action to take in specific situations.
      * Evaluate approaches to addressing issues of diversity.

#### COURSE OUTCOMES:

1. Discuss and communicate the management evolution and how it will affect future managers.
2. Observe and evaluate the influence of historical forces on the current practice of management.
3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
4. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
5. Practice the process of management's four functions: planning, organizing, leading, and controlling.
6. Evaluate leadership styles to anticipate the consequences of each leadership style.

##### Module I Introduction to Management and Foundation of Management:

What is management, Functions, Skills of management, Management types,

Historical forces shaping management, Classical management – Scientific Management- Bureaucratic Management – Administrative principles, Humanistic Perspective –Human Relations Movement – The Human Resource Perspective – The Behavioral Science Approach, Ethics

##### Module II Goal Setting & Planning:

Goals, Planning, Types of planning, Time Horizon, What is strategy, Strategic management, SWOT, Types of Strategies, From Formulation to Implementation, Fundamental of decision making, Types of decision making, Steps in decision making.

##### Module III Fundamental of organizing:

What is organizing, Types of organizations, Departmentalization, Division of labor.

##### Module IV Leading:

Nature of leadership, Leadership verses Management , Position power, Personal power, Empowerment, Behavioral approach, Contingency Approach, New Leadership Approach.

##### Module V Controlling:

Importance of Control, Planning & Controlling, Organization control focus, TQM, Elements of organization control, Management control system, Financial Control, Budgeting process, Trends in financial control

#### Recommended Books:

1. Understanding hospitality Law, Jack. P. Jeffries and Banks Brown 4th edition. Chips Books, Texas.
2. Hospitality and tourism law, M. Boustiv, J. Ross, N. Geddes, W. Stewart, International Thomson Business press 1999.
3. Principles of Hospitality Law, Mike Boella, Alan Pannett,2nd edition, Cengage Learning Business Press.
4. [www.tourism.gov.pk](http://www.tourism.gov.pk/)
5. Publication for Acts
6. Stephen P. Robins, Mary Coulter: Management
7. H. Koontz Odonnel and H. Weihrich: Management
8. Mc Farland: Management: Foundation and Practice
9. Robert M. Fulmer: The New Management
10. Brownell, Judi. “Women in Hospitality Management: General Managers’ Perception of Factors Related to Career Development.” International Journal of Hospitality Management, Vol. 13, No. 2, pp. 101–118, June 1994.
11. H. Koontz Odonnel and H. Weihrich: Management
12. Mc Farland: Management: Foundation and Practice
13. Robert M. Fulmer: The New Management.

**COURSE TITLE: HISTORY OF INDO-PAK**

#### COURSE INTRODUCTION & OBJECTIVES::

The course deals with the pre-Muslim period of Indo-Pakistan history. It deals with the Indus Valley Civilization and its landmarks and then also focuses on the origin and development of three important religions of the world: Hinduism, Jainism and Buddhism. It also discusses religion-political history and social conditions of the people of this period.

After studying this course, students will be able to:

* + Appreciate the achievements of one of the oldest civilization of the world—Indus Valley—and its relevance to today’s world.
  + Understand the socio-political and religious conditions of the people.
  + Develop a background for the later developments in India.

##### Module-1 Sources of ancient history:

**Module-2 Ancient History of Indo Pak:**

#### Prehistoric period:

* Vedic Aryans: social, political, economic and religious life
* Buddhism: Life and teachings of the Buddha
* Jainism
* Hinduism
* Achaemenian rule in Pakistan
* Alexander’s invasion of Pakistan
* Mauryan dynasty: Administration of Chandragupta Maurya, Ashoka’s contributions to Buddhism
* Indus-Greeks
* Scythians
* Parthians
* Kushanas: Achievements of Kanishka, Gandhara Art
* Sassanians
* White Huns
* Odi Shahis (i.e. Hindu Shahis)

### Module-3 Muslim History of Pakistan and India:

#### Arabs:

* Early contact
* Conquests of Baluchistan, Sindh and the NWFP
* Muslim rule in Baluchistan and Sindh under the Arab Khilafat

#### Turks:

* Trans Khyber activities of Ghaznavids and the rise and fall of Lahore as a centre of Muslim State AD 997-1210
* The rise of the Ghorids and the establishment of Delhi as the capital of Muslim India
* The Delhi Sultanate with Multan, Uchch and Lahore as centres in the west and Awadh and Bengal in the east AD 1150 to 1325.
* Fragmentation and Turbulence AD 1325 to 1425

#### Afghans:

* Lodhis
* Suris

#### Mughals and Post Mughals:

* Phases of establishment and transition from Sultanate to Badshahat AD 1526 to 1576
* Phase of Vibrant Mughal Society, culture and administration AD 1576 to 1707
* Decadence and decline AD 1707 to 1830
* Final stages AD 1830 to 1857

#### Provincial Chapter:

Every province will develop its Muslim period history accordingly

#### RECOMMENDED BOOKS/READINGS:

1. Abdur Rahman, The Last two Dynasties of the Sahis, Islamabad, 1979.
2. Basham, A.L. The Wonder that was India, rpt. India, 1963.
3. Majumdar, R.C. et.al. An Advanced History of India, Part-I, London, 1960.
4. Qureshi, I.H. (ed.), A Short History of Pakistan, Book One, Karachi, 1967.
5. Smith V.A. The Early History of India, from 600 BC to the Muhammad Conquest, Oxford,1967.
6. Thapar, R. A History of India, vol. 1, Penguin Books, New York, 1979.
7. Abdur Rahman, ‘New Light on the Khingala, Turk and the Hindu Sahis’, Ancient Pakistan, Vol. XV, 2002, 37-42
8. Abdur Rahman, ‘Ethnicity of the Hindu Sahis’, Journal of the Pakistan Historical Society, Vol. LI, No.3, 2003, pp. 3-10
9. Ali, M. The Court of the Great Mughals, Lahore, 1986.
10. Amjid, Y. Tareekh-e-Pakistan, Vols. I, II, (Urdu)

Barani, Z. Tarikh-i Feroz Shahi, Urdu tr. Aftab Asghar, Lahore, 1986.

1. Cambridge History of India, Vols. III, IV.
2. Elliot and Dowson, The History of India as Told by Its Own Historians, all vols., Lahore, 1976 (1st pub. 1867-77).

### COURSE TITLE: INTRODUCTION TO TOURISM &

**HOSPITALITY**

#### COURSE INTRODUCTION AND OBJECTIVES:

This course is designed to introduce students to the tourism and hospitality industry. Consideration is given to the concepts and vocabulary common throughout the tourism and hospitality sectors. A critical examination of the competition for resources with other industries is examined.

#### COURSE OBJECTIVES:

* 1. Describe the characteristics of tourism.
  2. Define, understand, and explore a variety of tourism terminology and concepts.
  3. Identify evolving issues and trends in the tourism industry and discuss their implications for festivals and events.
  4. Define the interrelationship of the five sectors of the tourism industry and evaluate their role in supporting events.
  5. Describe the history and current scope of the Hospitality industry.
  6. Describe the basic structure and organization of the foodservice industry.
  7. List and describe the basics of catering operations.
  8. Explain the structure, amenities and product types available in the lodging industry.

#### COURSE CONTENTS:

**Module -1**

Definitions, History, Scope, Types and Forms, Basis of Tourism, Limits of Tourism, Tourism Promotion. Main Global features, Time Zones and Climate.

#### Module -2

Travel (Air, Sea, Road), Accommodation (Hotels & Restaurants), Infrastructure, Super Structure, Composition, Related Industries, Recourses (Natural & Cultural), Activities.

#### Module -3

What is Hospitality industry, hospitality and tourism, characteristics of Hospitality industry, The natures of Hospitality industry, services offered by hospitality industry, relationships with other sectors of tourism Industry. Historical development in accommodation sector, accommodation classification, F&B establishment classification, Hotel guests and Types of guests, ownership and management of accommodations, management measures for Hotels.

#### Module – 4

Influences of hospitality industry on other establishment, working conditions in hospitality industry, service ethos. Types of establishments, key departments

Hospitality structures (organizational) major Hospitality division, support departments,

#### Module – 5

The Hotel Development Process, The Art and Science of Opening a Hotel , Customer Relationship Management, Ownership structure of hotels. Types- Sole proprietorship, Partnership, Management Contract, Joint Venture, Franchisee, Public Sector, Private Sector, Referral Groups/Consortium- Concept, Features, Advantages and Disadvantages.

#### RECOMMENDED BOOKS:

1. Boniface, Brian G., and Chris Cooper. *Worldwide Destinations: The Geography of Travel and Tourism*, 3rd Ed.
2. Brownell, Judi. “Women in Hospitality Management: General Managers’ Perception of Factors Related to Career Development.” *International Journal of Hospitality Management*, Vol. 13, No. 2, pp. 101–118, June 1994.
3. Burkart, A. J., and S. Medlik. *Historical Development of Tourism*. Aix-en- Provence, France: Centre des Hautes Studes Touristiques, 1990.
4. Burns, Peter M., and Andrew Holden. *Tourism: A New Perspective*. New York: Prentice Hall, 1995.
5. Bennett, M. M. “Strategic Alliances in the World Airline Industry.” *Progress in Tourism and Hospitality Research*, Vol. 3, No. 3, pp. 213–224, 1997.
6. Dwyer, Larry, and Peter Forsyth. “Economic Significance of Cruise Tourism.” *Annals of Tourism Research*, Vol. 25, No. 2, pp. 393–415, April 1998.
7. Harris, Robert, and Joy Howard. *Dictionary of Travel, Tourism, and Hospitality*
8. Towner, John. “Approaches to Tourism History.” *Annals of Tourism Research*, Vol. 15, No. 1, pp. 47–62, 1988.
9. Rice, Kate. “The Professional Prospects for Women in Travel.” *Travel Counselor*, No. 29, pp. 20–22, October 28, 1996.
10. Professional hospitality an introduction global books & subscription service New Delhi.
11. Hotel Management and Operation, John Wiley & Sons, Inc.
12. Introduction to Hospitality-John R. Walker University of South Florida Publisher: Prentice Hall
13. Hotel Management-educational & environmental aspects-Yogender K. Sharma
14. Housekeeping Training Manual– Sudhir Andrews (Tata McGraw Hill).
15. Front Office Training Manual– Sudhir Andrews (Tata McGraw Hill).
16. Food & Beverage Training Manual– Sudhir Andrews (Tata McGraw Hill).
17. Managing Front Office Operations – Kasavana & Brooks
18. Hotel, Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox.

# (Year 1)

**SEMESTER II**

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE SECOND SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit**  **Hrs.** | **Status** |
| 1. | English II ( Communication Skills) | 3 | Compulsory |
| 2. | Introduction to Computer | 3 | Compulsory |
| 3 | General III: Introduction to Archaeology | 3 | General |
| 4 | General IV: Introduction to Psychology | 3 | General |
| 5 | Islamic Studies / Ethics | 2 | Compulsory |
| TH.126 | Foundation II: Pakistan – Tourist Destinations | 3 | Foundation |
| **Total Credit hours** | | **17** |  |

**COURSE TITLE: ENGLISH II (COMMUNICATION SKILLS)**

##### Module-1 Theory:

* + Elements of effective language
  + Correct use of words & expression
  + Treacherous words; Translation from Urdu to English & Vice Versa

##### Module-2 Practical:

1. Comprehension and translation exercises.

**RECOMMENDED BOOKS/READINGS:**

1. English for international tourism by Pearson education Limited
2. English for international tourism workbook by Pearson education Limited
3. English for Careers Tourism by Robin Walker and keith hardling
4. English For Tourism Vocational Schools of Hospitality and Tourism Gu Keskil Nilgun Yorganc
5. English for Careers Tourism 1 Teacher\_s Book - Robin Walker and keith hardling.

**COURSE TITLE: INTRODUCTION TO COMPUTER**

#### COURSE INTRODUCTION & OBJECTIVES:

This course is designed to familiarize students with computers and their applications. It will also emphasize the use of computers and technology throughout their high school, college, and future careers. Students will learn fundamental concepts of computer hardware and software and become familiar with a variety of computer applications, including word processing, spreadsheets, databases, and multimedia presentations. Students will also investigate Internet-based applications, working with email and learning how to browse the web. Coursework also includes activities that explore social and ethical issues related to computers.

#### COURSE OUTCOMES:

* Upon completion of this course, students will:
* Be able to identify computer hardware and peripheral devices
* Be familiar with software applications
* Understand file management
* Accomplish creating basic documents, worksheets, presentations and databases
* Distinguish the advantages and disadvantages of networks
* Experience working with email and recognize email netiquette
* Explore the Web and how to conduct research
* Identify computer risks and safety

##### Module-1 Introduction to computer:

Definition, types and classification of computers, Hardware, Input hardware, storage hardware; processing hardware, Output hardware, Software, application software, system software, software packages, Different types of Microprocessors & other Hardware Terminology

##### Module-2 Use and Applications:

Application & the uses of Information Technology in the Hospitality Industry Examples of use of Computers in Front/Outlets etc, Introduction to different Computer Related terms/concepts, Introduction to different kinds of OS used in case of stand alone PC/Network, Single user/multi user OS(DOS/UNIX), Windows. File Handling Concepts under DOS/WINDOW, Concept of Computer File & its storage, Ways of maintaining Files under DOS/Windows,

##### Module-3 The Application of Microsoft Office:

Overall windows operation, Introduction to different windows based packages, Utilities / Application of MS-Word, Application of MS- Excel

##### Module-4 Useful Program:

* Adobe Photoshop. Editing photographs/Advertisement designing.
* Coral Draw. Layout and drawing.
* Macromedia Flash. Animation making/Drawing cartoons for newspapers and magazines. Graphics.
* use of scanners.

##### Module-5 Introduction to Internet:

Internet, e-mail; local area network, wide area network, configurations

##### Module-6 Computer Application (practical):

* Familiarize with a PC and identify the various components of a Computer.
* Identify the various Input and Output Devices.
* Introduction to Basic DOS commands.
* Introduction to Windows as an Operating System.
  + Getting familiar to Windows Environment.
  + Introduction to the various packages of MS-Office.
  + Introduction to the Word Processor.
  + MS-Word: Entering a document, Editing a Text. Inserting, replacing and deleting
  + Characters. Saving a document. Opening an Existing Document, and changing Page Layout.
  + Utilities / Application of MS-Word
  + Application of MS- Excel

##### Module-7 Advance applications for Tourism & Hospitality:

Property management system interfaces

* + Point of sale systems (pos)
  + Cash accounting systems (cas), guest information systems Food & beverage management applications
  + Recipe management / sales analysis Food and beverage applications
  + Pos order – entry units
  + Key boards and monitors , touch screen terminals
  + Pos software Accounts applications
  + Accounts receivable module
  + Payroll module inventory module

#### Recommended Books/Readings:

1. Richard G, 2000, “Computer Simulate with Mathematics” and Spring- Verlag. Germany.
2. Long L, Long N, 2000. Fundamentals of Computer, 6th ed.
3. Courter G, Marquis A, 1999, Microsoft Office 2000, BPB Publications.

**COURSE TITLE: INTRODUCTION TO ARCHAEOLOGY**

#### COURSE INTRODUCTION & OBJECTIVES:

The discipline of Archaeology involves the study of past societies, their practices and behaviors as deduced by the analysis and interpretation of their material remains. This course will provide an introductory exploration of archaeological theory, method and practice.

#### COURSE OUTCOMES:

* + By the end of this course, you should be able to do the following:
  + Define archaeology and its relevant role in reconstructing the past.
  + Exhibit an understanding of the development of the discipline
  + Demonstrate knowledge about basic archaeological techniques and methods
  + Analyze and critically evaluate archaeological material culture
* Synthesize archaeological data to make informed and educated interpretations
* Effectively communicate knowledge about archaeological ethics and contemporary heritage management efforts and organizations

##### Module-1 Theory:

* Definitions and Terminologies in Archaeology
* Aims and Objectives of Archaeology
* Brief History and developments of Archaeology
* Relation of Archaeology with Tourism and other subjects
* Field Archaeology (Discovery, Survey, Excavation, Recording, Pottery- yard, Registration, Cataloguing, Publication, Report writing)
* Pakistani Cultures & Civilizations (Indus & Gandhara)

##### Module-2 Practical:

* Visit to Archaeological Sites, Monuments and Museums

#### Recommended Readings:

1. Agrawal, D.P. Ghosh, A. (eds.), *Radiocarbon and Indian Archaeology,*

Bombay, 1973.

1. Aitkin, M.J. *Science-based Dating in Archaeology,* Longman, London, 1990.
2. Bowman, S.G.E. *Radiocarbon Dating,* the British Museum publication, London, 1990.
3. Fagan, B.M. *In the Beginning: An Introduction to Archaeology,* Harper Collins, 7th ed., 1991.
4. Hole, F. and Heizer, R.F. *Prehistoric Archaeology: A Brief Introduction*, New York, 1977.
5. Joukowsky, M. *A. Complete Manual of Field Archaeology, USA, 1980.*
6. Renf rew, C. and Bahn, P. *Archaeology: Theories, Methods and Practice,*

Thames and Hudson, London, 1991.

**COURSE TITLE: PSYCHOLOGY**

#### COURSE INTRODUCTION & OBJECTIVES:

This course will introduce you to the fundamental principles of psychology. It has been designed not only to provide students with the tools necessary for the study of psychology but to present with a sampling of the major areas of psychology research. The course begins with a short overview of how psychology developed as an academic discipline and an introduction to a number of the principle methodologies most commonly developed in its study. The subsequent units are arranged around broad areas of research including emotions, development, memory and motivation etc.

#### LEARNING OUTCOMES:

Upon successful completion of this course, you will be able to:

* Identify the steps of the scientific method and explain how this method applies to psychological research methodology and statistical analyses;
* Demonstrate an understanding of the general history of the field of psychology;
* Explain the nature versus nurture argument and the current status of thinking regarding gene-environment interaction;
* Identify the basic components and mechanisms of the major biological systems often studied in psychology; and
* Demonstrate an understanding of the basic findings within a variety of areas of psychology, including: Sensation and perception, Learning and memory, Emotion, Development, Social psychology.

#### COURSE CONTENTS:

##### Module I:

* Introduction to Psychology
* Research Methodology
* Biological Bases of Behavior

##### Module II:

* Learning
* Memory & Cognition
* Personality

##### Module III:

* Abnormal Psychology
* Altered states of consciousness
* Motivation
* Emotion

##### Module IV:

* Life-Span Development
* Human Sexuality
* Social Psychology
* Health Psychology/Stress Management

##### Module V:

* Sensation
* Perception
* Cognition/Memory
* Intelligence

#### RECOMMENDED BOOKS:

1. An Introduction to the History of Psychology by *B.R Hergenhahn and Tracy Henley*
2. CLEP Introductory Psychology Book with Online CLEP Test Preparation 2nd Edition by Don J. Sharpsteen
3. Introduction to Psychology 10th Edition by *James W. Kalat*
4. Introduction to Psychology 10th Edition by *Rod Plotnik and Haig Kouyoumdjian*
5. Introduction to Psychology: Gateways to Mind and Behavior with Concept Maps and Reviews *By Dennis Coon and John O. Mitterer*
6. Psychology – 10th Edition by *David G. Myers.*

**COURSE TITLE: ISLAMIC STUDIES COURSE INTRODUCTION & OBJECTIVES:**

This course is designed to provide the students with basic concepts and principles of Islam. The course also focuses on the life of Muhammad (S.A.W) and makes an introduction of tourism and hospitality reference to Islamic teachings.

##### Module-1 Introduction to Quranic Studies:

* + Basic concepts of Quran, History of Quran, Uloom ul quran

##### Module-2 study of the selected Text from the Holy Quran:

* + Verses of Surah Al-Baqara related to faith (verse No. 284-286)
  + Verses of Surah Al- Hujrat related to Adab Al -Nabi (verse No:1-18)
  + Verses of Surah Al- Ihzab related to Adab Al -Nabi (verse No:6, 21, 40,56,57,58)
  + Verses of surah Al-Mumanoon related to charactristcs of faithful (verse No: 1-11)
  + Verse Surah al-Furqan related to social ethics(verse No: 63-77)
  + Verses of surah Al-inam related to Ihkam (verse No:152-154)
  + Verses of surah Al-saf related to tafakar, tadabar (verse No; 1-14)

##### Module-3 Basic concepts of Hadith:

* + History of Hadith
  + Kinds of Hadith
  + Uloom ul Hadith
  + Legal position of Sunnah

##### Module- 4 Life of Prophet Muhammad (P.B.U.H.):

* + Life of Muhammad bin Abdullah (before prophethood)
  + Life of the Holy prophet (S.A.W) in Makkah
  + Life of the prophet in(S.A.W) in Madina

##### Module-4 Islamic Civilization:

* + - Basic concepts of Islamic political system
    - Islamic concept of sovereignty
    - Basic institutions of Government in Islam

##### Module-4 Tourism & Hospitality and Islamic concepts:

* + - Ethics of hospitality in Islam
    - Ethics of food and beverages in Islam
    - Ethics of Travel and travelers in Islam

#### RECOMMENDED BOOKS/READINGS:

1. Ahmad Hasan, (1993), “Principles of Islamic Jurisprudence” Islamic Research Institute: Islamabad: Pakistan, International Islamic University.
2. Bhatia, H. S. (1989) “Studies in Islamic Law, Religion and Society” New Delhi: Deep & Deep Publications
3. Dr. Muhammad Zia-ul-Haq, (2001). “Introduction to Al Sharia Al Islamia” Islamabad, Pakistan: Allama Iqbal Open University
4. Hameed ullah Muhammad, „Introduction to Islam Mulana Muhammad Yousaf Islahi,”
5. Hameed ullah Muhammad, “Emergence of Islam” , Islamabad: IRI.
6. Hameed ullah Muhammad, “Muslim Conduct of State” Islamabad, Pakistan: Hussain Hamid Hassan, u leaf Publication.
7. Mir Waliullah, (1982), “Muslim Jurisprudence and the Quranic Law of Crimes” Islamic Book Service.

**COURSE TITLE: PAKISTAN- TOURISM DESTINATIONS**

#### COURSE INTRODUCTION AND OBJECTIVES:

This course focuses on the classification of the tourism resources of Pakistan. The course further makes clarification of tourist’s circuits and paths, tourist facilities. The student will get knowledge about the popular destinations in Pakistan. The course also emphasis to permeate students with an appreciation of the finite natural and cultural resources, and the importance of prudent and responsible management.

#### OBJECTIVES:

* 1. Enhancement of students’ knowledge about the tourism destinations of Pakistan
  2. Provision of information about tourists circuits in Pakistan.
  3. The existence facilities at natural and cultural sites, and the required amenities.
  4. Future opportunities for developing different kinds of conventional tourism.

#### COURSE OUTCOMES:

After the successful completion of the course the students will be able:

* + To know about the tourism attractions of Pakistan.
  + The level of facilities required at international standards.
  + To develop various types of tourism activities according to the natural and cultural resource available in Pakistan.
  + To apply principles of ethics, cultural sensitivity, and modern business practices.
  + To demonstrate an ability to engage in collaborative actions.

#### COURSE CONTENTS:

##### Module-1 Tourism in General:

History and development of tourism in Pakistan. Tourism at Glance, Types of resources, Classification of resources, National and provincial tourism bodies, Tourist paths, Tourism circuits, Tourist facilities and services.

##### Module-2 Natural Resources:

Natural Tourism resources in Pakistan- Tourist pattern and potential with relation to varied landforms (mountains, deserts, beaches, & islands), water bodies and biotic wealth (flora-fauna). Popular tourist destination for land based, water based and air based tourist activities.

National Parks and Natural Reserves in Pakistan.

##### Module-3 Cultural Heritage Resources:

Muslim, Buddhist, Sikh, Hindu, Socio cultural resources - Important fairs and festivals Manmade resources: Adventure sports – museums, zoo, theaters, Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation. Gastronomic tourism.

##### Module-4 Neotourism**:**

Emerging Tourism Destinations: Ecotourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism, CEPEC and benefits to Tourism Industry

##### Modlule-5 Popular Tourist destinations:

**Hill Stations:** Murree, Ziarat, Naran, Kaghan, Galliyat, Study of Hill Station attractions and their environment, Case studies of Swat valley, Hunza valley and Galliyat.

##### Module-7 Practical/Visits:

Visits to tourist destinations and preparation of visit report

#### Recommended Books/Readings:

1. Tahir Jahangir, A Travel Companion to the Northern Areas of Pakistan (Karachi, Oxford University Press, 2004.
2. Mock Johan (2002) Trekking in the Karakoram & Hindukush, onely Planet walking guide, 2nd Edition.
3. Siddiqui, Z (1988) Tourism marketing: Pakistan in UK's context.
4. Pakistan Guide by Isobell sha.
5. Pakistan from mountain to sea
6. Yearly Publication of Tourism.
7. [www.tourism.gov.pk](http://www.tourism.gov.pk/)
8. [www.unwto.org.pk](http://www.unwto.org.pk/) [www.wttc.org](http://www.wttc.org/)

**(Year 2)**

# SEMESTER III

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE THIRD SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| 1. | English III: Technical Writing and Presentation Skills | 3 | Compulsory |
| TH-212 | Foundation III: Sustainable Tourism | 3 | Foundation |
| 3. | General V: Introduction to Sociology | 3 | General |
| 4. | General VI: Organizational and Consumer  Behaviour | 3 | General |
| TH-215 | Foundation IV: Cultural Tourism | 3 | Foundation |
| **Total Credit hours** | | **15** |  |

**COURSE TITLE: ENGLISH III**

##### Module -1:

* + Grammar review
  + Vocabulary Development
  + Pronunciation
  + Drills
  + The psychology of effective communication
  + Principle of communication psychology

##### Module- 2

* Presentation
* Report writing
* The need for business report
* Informational report
* Analytical reports
* Writing headings and sub-headings
* Using visual aid
* Proof reading
* Presentations

**Recommended Books/Readings:**

1. Bov’ee D. Philips: Business Communication today
2. Stewart, Zimiber & Clark: Business English & Communication
3. Himstreet & Batty:Business Communication
4. Kitty O Locker: Business & Administrative communication

**COURSE TITLE: SUSTAINABLE TOURISM**

#### COURSE INTRODUCTION & OBJECTIVES:

This course introduces the concepts and principles associated with sustainable tourism development, emphasizing on their implications for management and planning purposes. Topics to be addressed include: concept, justification and evolution of sustainable development; socio-cultural, economic, and environmental dimensions of sustainable tourism; positive and negative impacts of tourism development; and principles conducive to sustainable tourism planning and community development. Given that each case of tourism development is unique, examples from the U.S. and around the world will be used to examine and discuss issues and practices of sustainable tourism development within different geo-cultural contexts. This course adopts the Problem-Based Learning format, which promotes and enhances students’ analytical skills, problem solving skill and team working skills.

#### OUTCOMES:

After Completion of this course the students will be able to understand the philosophy, scope and principles of sustainable development, differentiate sustainable versus non-sustainable practices in tourism developments along with identifying challenges, weaknesses, and strengths of sustainable tourism within different geo-cultural contexts. It will enable them to recognize socio- cultural, environmental and economic impacts of tourism at the individual, community, and greater society levels identify strategies to mitigate negative impacts and enhance positive impacts of tourism within a holistic approach. They will be able to evaluate and monitor indicators of community development recognize different types of niche tourism activities (e.g., volunteer tourism; agri- tourism) with the capacity to foster sustainable community development and improve student`s analytical and critical thinking as well as their communication skills.

#### COURSE CONTENTS:

##### Module-1:

**An Overview of Sustainability and Development**

##### Module-2:

**Introduction to Sustainable Tourism**

Historical Background, sustainable tourism: concepts and objectives, Key Issues in Sustainable Tourism, **critique of Current thinking in Sustainable Tourism.**

##### Module-3:

**Dimensions of Sustainable Tourism**

Sustainable Tourism Management: The Socio-cultural Dimension, The Environmental Dimension**,** The Economic Dimension, Major **Indicators of Sustainable Tourism**

##### Module-4:

**Strategies for Sustainability:**

Selected strategies for achieving sustainability, feasibility studies, project formulation, getting the framework right: policy and planning, organizing for sustainability: institutional issues.

##### Module-5:

**The Key Actors in Sustainable Tourism:**

The Public Actors, the Industry (tour operators/hoteliers), the Voluntary Sector, the Host Community, the Media, the Tourist, the NGOs/INGs.

##### Module-6:

**Sustainable Tourism in Different Geographical Locations:**

Coastal Areas and the Sea, Rural Areas, Urban Areas, Mountainous Regions, Islands, Wetlands, Deserts.

##### Module-7:

**Sustainable Tourism & Cultural Heritage:**

Culture & its preservation, culture as a tourism attraction, the impacts of tourism, Eco-tourism and parallels to cultural heritage tourism, industry responses to sustainable tourism, the realities of industry structure, role for development cooperation programs.

##### Module-8:

**Global Sustainable Tourism Criteria:**

Sustainability and Tourism Policies, Tourism and Sustainable Development Goals (SGDs).

#### RECOMMENDED READINGS:

1. Sustainable Tourism Management by John Swarbrooke.
2. UNWTO and UNEP (2005) Making Tourism More Sustainable: A Guide for Policy Makers, UNWTO, Madrid and UNEP, Paris
3. UNWTO (2004) Indicators of Sustainable Development for Tourism Destinations – Guidebook, UNWTO, Madrid
4. World Tourism Organization, (2002). Guide for local authorities on developing sustainable tourism. Madrid: WTO.
5. Cooper, C., (1993). Tourism: Principle and Practices. Pitman Publishing: London.
6. Diaz Benavides, D., (2001). The sustainability of International Tourism in Developing countries. In UNLDC ed. Tourism in the Least Developed Countries. Geneva: UNLDC.
7. Dwyer, L., Forsyth, P., Rao, P., (2000). The price competitiveness of travel and tourism: a comparison of 19 destinations. Tourism Management, 21, 9- 22.
8. Dwyer, L., Forsyth, P., Spurr, R., (2004). Evaluating tourism’s economic effects: new and old approaches. Tourism Management, 25, 307-317.
9. Font, X., Bendell, J., (2003). Standards for Sustainable Tourism for the Purpose of Multilateral Trade negotiations. In WTO ed. Studies in relation to trade negotiations on tourism services. Madrid: WTO.
10. Frechtling, D.C., (1999). The tourism satellite account: foundations, progress and issues. Tourism Management, 20, 163-170.

**COURSE TITLE: INTRODUCTION TO SOCIOLOGY**

#### COURSE INTRODUCTION & OBJECTIVES:

This course introduces students to the basic concepts and methods of sociology. Students will see the connection between the individual and society plus connections among key sociological concepts such as culture, socialization, norms, race, gender and social class, to understand how social forces shape our behaviour. This course encourages students to recognize that diverse opinions exist in a pluralistic society.

This course pays special attention to classical social theories of Durkheim, Marx and Weber. Twentieth-century perspectives such as symbolic interaction, conflict theory, structural functionalism and feminist theories are also considered.

#### COURSE OUTCOMES:

* Students can explain how deviance and conformity are socially constructed and distinguish what is, or is not, deviance depending on specific time frames, cultures, locations, historical periods, and reference groups.
* Students understand the basic historical data, sociological processes and concepts, and contemporary issues concerning the social construction of race, ethnicity, gender, social status, economic class, and learn how these change over time.
* Students can connect specific historical and contemporary demographic data to specific social institutions, explain the major sociological concepts and theories associated with the various institutions, determine the sociological impact on individuals and groups within the various institutions, and relate those institutions to specific types of societies.
* Students will be able to demonstrate an understanding of cross-cultural differences and an understanding of the importance of cultural context. Students will be familiar with the concepts of culture and its components (e.g., norms, values) and to identify and understand differences and commonalties within diverse cultures.

##### Module- 1: Understanding Sociology:

* Sociology: Definition, nature and scope
* Sociology as a Science
* Society and community, kind of community
  + Characteristics of community, differentiate between society and community.
  + Major Theoretical Perspectives

##### Module – 2: Sociological Approach to Tourism:

* + Sociological factor in Tourist motivation, Attitude and Perception
  + Social dimension of host – tourist relationship
  + Socio-economic and socio-cultural impacts of tourism

##### Module – 3: Tourism System and the Individual:

* + Socialization through interaction and exchange of values, norms, social laws and usages
  + Factors influencing individual’s role, behaviour, attitudes and experiences at the destination

##### Module-4 Culture and Society:

* Definition and Significance of Culture, characteristics of culture
* Social role and social status, types Culture role and status, cultural log, ethnocentrism.
* Group and Social Role and Socialization
* Relationship between culture and social structure

##### Module- 5 Social Group and Social Stratification:

* Definition of social group, types of social group.
* Definition and tyes of social class
* Social mobility, its agents and tyes.

##### Module – 6: Tourism and Social Institutions:

* + Social institutions and their roles
  + Factors influencing the roles and status of social institutions
  + Influence of tourism on social institutions

##### Module – 7: Tourism and Social Change:

* + Social Change: Definition and theories of social change
  + Factors affecting social change
  + Tourism as an instrument of social change

#### RECOMMENDED BOOKS/READINGS:

* 1. Apostolopoulos, Y., Leivadi, S & Yiannakis, A., (eds.) 2000, The Sociology of Tourism: Theoretical and Empirical Investigations, Routledge, London and New York.
  2. Vidya Bhushan and Sachdeva, D.R., 1992. An Introduction to Sociology, Kitab Mahal, Allahabad.
  3. Srinivas, M.N. 1987. Social Change in Modern India, Orient Longman, New Delhi.
  4. Veena das (Ed.), 2006. Handbook of Indian Sociology, Oxford University Press, New Delhi.
  5. Lan Robertson, Sociology (1977), seventh printing July (1980), Worth Publishers, Inc., 444 Park Avenue South New York, New York 10016
  6. Paul B. Horton and Chester L. Hunt, (1984) Sixth edition international Student Edition, McGraw-Hill International Book Company, Singapore.
  7. Robert Bierstedt, The Social Order (1970), International Student edition, McGraw-Hill Kogakusha, LTD, Tokyo,
  8. Donald Light, Jr. And Suyzanne Killer, Sociology (1985) Fourth Edition, Alfred A. Knopf, New York.
  9. Kendall, Diana: Sociology in our Times. Wadsworth
  10. Henslin, James M. Sociology. Allyn & Bacon
  11. Brgjar, George J. & Soroka, Michael P. Sociology. Allyn & Baco
  12. Kendall, Diana: Sociology in our Times. Wadsworth
  13. Henslin, James M. Sociology. Allyn & Bacon
  14. Brgjar, George J. & Soroka, Michael P. Sociology. Allyn & Baco.

**COURSE TITLE: ORGANIZATIONAL & CONSUMER BEHAVIOR**

#### COURSE INRODUCTION & OBJECTIVES:

This course deals with human behavior in organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture. Class sessions and assignments are intended to help participants acquire skills and analytic concepts to improve organizational relationships and effectiveness.

#### COURSE OBJECTIVES:

* + 1. To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
    2. To obtain frameworks and tools to effectively analyze and approach various organizational situations.
    3. To integrate course materials with your own workplace experiences.
    4. To reflect upon students own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.

#### COURSE CONTENTS:

##### Module I Organizational Behavior: An Introduction:

* The Nature and Study of Organizations
* Work in the 21st Century: The Changing World of People and Organizations
* Research Methods in OB

##### Module II Basic Human Processes:

* + Perception and Learning
  + Individual Differences: Personality and Abilities

##### Module III The Individual in the Organization:

* + Motivation
  + Work-Related Attitudes
  + Career Development and Work Stress

##### Module IV Group Process:

* + Group Dynamics and Teamwork
  + Interpersonal Communication
  + Decision Making in Organizations
  + Cooperation and Conflict in Organizations
  + Workplace Violence and Aggression

##### Module V Influencing Others:

* + Influence, Power, and Politics
  + Leadership: Its Nature and Impact in Organizations

##### Module VI Organizational Processes:

* + The Work Environment: Culture and Technology
  + Organizational Change and Development

#### RECOMMENDED BOOKS:

* + - 1. Organizational Behavior by Arnold Robbins and Timothy A. Judge
      2. Essentials of Organizational Behavior by [Stephen Robbins](https://www.google.com.pk/search?sa=X&biw=1350&bih=586&q=Stephen%2BP.%2BRobbins&stick=H4sIAAAAAAAAAOPgE-LSz9U3MLVMKjA0VuLVT9c3NEwyNyqpKijI0ZLJTrbST8rPz9YvL8osKUnNiy_PL8q2SiwtycgvAgCrwOCYOwAAAA&ved=0ahUKEwjQtqHmyYDRAhUkSo8KHUa_AOoQmxMIswIoATAQ)
      3. Leading Change: An Action Plan from the World's Foremost Expert by John Kotter
      4. Managing Organizational Behavior by Ronald R Sims
      5. Essentials of Organizational Behavior by Laurie J. Mullins
      6. Reframing Organizations: Artistry, Choice, and Leadership by Lee G. Bolman and Terrence E. Deal.

**COURSE TITLE: CULTURAL TOURISM**

#### COURSE INTRODUCTION & OBJECTIVES:

The course investigates the relationship between culture, heritage and tourism, by examining the socio-cultural complexities of cultural heritage tourism. Heritage tourism defines the modern market-centered approach to historic preservation. Issues and trends in the management of tangible and intangible assets, such as interpretation, globalization, cross-cultural values, impacts of development, sustainable tourism, etc. are also investigated. Focus will be placed on war heritage, UNESCO world heritage sites in Pakistan, the role of cultural and creative industries in tourism.

#### COURSE OUTCOME:

##### After the course students will be able to:

* Acquire knowledge and demonstrate an understanding of the relationship between culture and tourism, concepts and theories of cultural tourism
* How cultural tourism affects and is affected by stakeholders
* The relationship between cultural tourism and debates about contemporary issues.
* Analyze how heritage tourism works in Pakistan.
* Learn to perform under constraints and demonstrate an ability to work in a group through collaboration and cooperation.
* Demonstrate an ability to apply knowledge, collect data, extract and synthesize information, and present research findings and solutions.
* Demonstrate an ability to work independently and verbally present and/or write scholarly papers, to express opinions and arguments with respect to contemporary cultural tourism issues and trends.

##### Module 1: Introduction:

* Meanings of Culture, Society, Civilization
* Definition of Cultural Tourism
* Cultural Diversity
* Impacts of Tourism on Culture
* Living cultural Heritage, Archaeological Heritage
* International Cultural Tourism Charter

##### Module II: Cultural Tourism Resources:

* The Land
* Climate
* Economy
* Language and literature
* Socio-Religious groups
* Customs & Traditions

##### Module III: Attractions of Cultural Tourism in Pakistan:

* Tangible & Intangible Culture
* Archaeological sites
* Museums
* Architecture
* Fairs & Festivals
* Arts & Crafts
* Rural & Urban Tourism
* Religious/spiritual
* Folklores
* Performing Art (Music, Drama and dance)
* Traditional Sports
  + Food & Gastronomy
  + Events and exhibitions

##### Module IV: Cultural Tourism Issues & Challenges:

* + Endangered Cultures & Traditions
  + Globalization
  + Terrorism
  + Poverty
  + Awareness, Education and Trainings
  + Authentic data & ownership
  + Preservation & Conservation
  + Management & Marketing
  + Research and Planning

##### Module V: Cultural Tourism Planning & Operations:

Understanding heritage tourisms in relation to World Heritage Sites, urban and rural environments, specific sites, buildings and institutions, heritage tourism tours, understanding impacts from tourism, and, balancing conservation, community needs and access.

* + Cultural Policy of Pakistan
  + Tourism Policy of Pakistan
  + (Review- Case Study) and Assignments

#### RECOMMENDED READINGS:

1. Folk Heritage of Pakistan (Complete sets) 1975-77
2. Directory of cultural intuitions in Pakistan by Saboohi Niazi 1980.
3. Heritage management, interpretation, identity by Peter Howard
4. The Heritage Reader by Graham Fairclough
5. Heritage Studies: Methods and approaches by Marie Louise Stig
6. Uses of Heritage by Laurajane smith
7. Cultural tourism : The Partnership between tourism and cultural heritage management by Bob Mckercher and Hilary du cros
8. Intangible heritage (Key Issues in Cultural Heritage) by Laurajane smith
9. Cultural heritage and human rights by helaine siluerman

### (Year 2) SEMESTER IV

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE FOURTH SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| 1 | English IV/Statistics/Univ. Optional\* | 3 | Compulsory |
| DTH-  222 | Foundation V: Hospitality Operations | 3 | Foundation |
| 3. | General VIII: Public Relations | 3 | General |
| TH-244 | Foundation VI: : House Keeping Operations and Management | 3 | Foundation |
| 1. | UNIV Optional: Tourism Geography | 3 | Compulsory/  Uni Opp\*\* |
| **Total Credit hours** | | **15** |  |

**COURSE TITLE: ENGLISH IV**

#### COURSE INTRODUCTION & OBJECTIVES:

This course is designed to give students a comprehensive view of communication, its scope and importance in day to day life, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern communication.

The main objectives of the course are to:

1. Demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction.
2. Write effective and concise letters and memos.
3. Prepare informal and formal reports.
4. Proofread and edit copies of business correspondence.
5. Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts.
6. Plan successfully for and participate in meetings and conduct proper techniques in telephone usage.
7. Use e-mail effectively and efficiently.
8. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and Utilize electronic presentation software.

#### COURSE OUTCOMES:

* Upon successful completion of this course, the student should be able to:
  + Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
  + Identify ethical, legal, cultural, and global issues affecting business communication.
  + Utilize analytical and problem solving skills appropriate to business communication.
  + Participate in team activities that lead to the development of collaborative work skills.
  + Select appropriate organizational formats and channels used in developing and presenting business messages.
  + Compose and revise accurate business documents using computer technology.
  + Communicate via electronic mail, Internet, and other technologies.
  + Deliver an effective oral business presentation.

##### Module – 1 Effective Business Communication:

What is communication, Importance of communication, Communication Model, Barriers in communication, Rules to overcome Barriers in communication, Old vs. New style in communication, Talk Tactics.

##### Module – 2 The Seven C’s:

Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness.

##### Module – 3 The process of preparing an Effective Business Message:

Five Planning steps, Basic organization plans, Composing the Message.

##### Module – 4 Parts and Types of Business Message:

Standard & Optional parts, Letter layout, Good News, Bad News, Neutral and Persuasive Messages.

**Module – 5 Strategies for Successful Speaking and Successful Listening:** Strategies for improving Oral Presentations, Strategies for reducing Stage Fright, Strategies for improving Listening Skills

#### RECOMMENDED BOOKS/READINGS:

* 1. Effective Business Communications by HERTA A. MURPHY
  2. Business Communication: Process and Product by Mary Ellen Guffey
  3. The Sketchnote Handbook: The Illustrated Guide to Visual Note Taking by Mike Rohde
  4. Pitch anything : an innovative method for presenting, persuading and by Oren Klaff
  5. Essentials of Business Communication by Mary Ellen Guffey

**COURSE TITLE: STATISTICS**

#### COURSE INTRODUCTION AND OBJECTIVES:

This course focuses on the development of skills for performing statistical computations and analyzing data. Topics include measures of central tendency and variation; probability concepts, rules and distribution; normal and sampling distributions; hypothesis tests; and descriptive and inferential methods in regression correlations, and prince indexes.

#### COURSE OBJECTIVES:

1. How to calculate and apply measures of location and measures of dispersion -- grouped and ungrouped data cases.
2. How to apply discrete and continuous probability distributions to various business problems.
3. Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.

#### COURSE OUTCOMES:

* Students will be able to calculate and apply most measures of central tendency.
* Students will be able to apply discrete and continuous probability distributions to most business problems.
* Students will perform test of hypothesis and calculate confidence interval for a population.
* Students will be able to compute most of the results of bivariate and multivariate correlation and regression

#### COURSE CONTENTS:

##### Module 1: Introduction:

Basic Definitions and Concepts, Presentation of Data

##### Module 2: Descriptive Statistics:

Three Popular Data Displays, Measures of Central Location/ Central tendency Measures of Variability, Relative Position of Data, The Empirical Rule and Chebyshev’s

##### Module 3: Basic Concepts of Probability:

Sample Spaces, Events, and Their Probabilities , Complements, Intersections, and Unions. Conditional Probability and Independent Events

##### Module 4: Discrete Random Variables:

Random Variables, Probability Distributions for Discrete Random Variables The Binomial Distribution.

##### Module 5: Continuous Random Variables:

Continuous Random Variables, The Standard Normal Distribution , Probability Computations for General Normal Random Variables, Areas of Tails of Distributions.

##### Module 6: Sampling Distributions:

The Mean and Standard Deviation of the Sample Mean The Sampling Distribution of the Sample Mean

The Sample Proportion

##### Module 8: Testing Hypotheses:

The Elements of Hypothesis Testing, Large Sample Tests for a Population Mean

The Observed Significance of a Test, Small Sample Tests for a Population Mean

Large Sample Tests for a Population Proportion

##### Module 9: Correlation and Regression:

Linear Relationships Between Variables, The Linear Correlation Coefficient Modelling Linear Relationships with Randomness Present, The Least Squares Regression Line, Statistical Inferences About?, Determination, Estimation and Prediction.

#### RECOMMENDED BOOKS:

* 1. [Business Statistics ( With CD) 3rd Edition](https://www.flipkart.com/business-statistics-cd-3rd/p/itmczynzfyunhyzy?pid=9780070083233&srno=b_1_1&otracker=browse&lid=LSTBOK9780070083233TCHR3I) by G C Beri
  2. [Complete Business Statistics 7th Edition](https://www.flipkart.com/complete-business-statistics-7th/p/itmefjcvak5kkggr?pid=9780071077903&srno=b_1_2&otracker=browse&lid=LSTBOK9780071077903CBNGQN) by Amir D. Aczel
  3. [A First Course In Probability and Statistics](https://www.flipkart.com/first-course-probability-statistics/p/itmdytbpdcf6pp37?pid=9788175967311&srno=b_1_19&otracker=browse&lid=LSTBOK9788175967311S6MIFX) by Rao
  4. [Statistics for Business Edition](https://www.flipkart.com/statistics-business-with-cdrom-pb-pap-cdr/p/itmczzu7qdgp9vfe?pid=9780750686600&srno=b_1_21&otracker=browse&lid=LSTBOK978075068660009KJOD) English, by Waller D L
  5. [Applied Statistics for Business and Economics 3rd Edition](https://www.flipkart.com/applied-statistics-business-economics-3rd/p/itmczynwjvhghph2?pid=9780070703544&srno=b_1_22&otracker=browse&lid=LSTBOK9780070703544WYSB9I) by Allen Webster
  6. [Business Statistics : Communicating with Numbers 1st Edition](https://www.flipkart.com/business-statistics-communicating-numbers-1st/p/itm9781259097386?pid=9781259097386&srno=b_1_23&otracker=browse&lid=LSTBOK9781259097386XZNNUN) by Jaggia, Kelly.

**COURSE TITLE: HOSPITALITY OPERATIONS**

#### COURSE INTRODUCTION & OBJECTIVES:

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

The Objectives of the course are:

* + 1. Discuss and analyze the key factors responsible for the growth and development of hospitality and tourism.
    2. Describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns.
    3. Discuss hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts.
    4. Identify possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.
    5. Discuss the importance of effective leadership and management, and the characteristics of effective leaders in the hospitality industry.

#### COURSE OUTCOMES:

After completion of the course students will be expected to be able to:

* Describe the role of the housekeeping department in hotel operations, and explain the importance of effective communication between housekeeping, the front office and the engineering and maintenance division.
* Identify typical cleaning responsibilities of the housekeeping department, and explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department.
* Apply techniques to develop and improve human resource skills in recruiting, selecting, hiring and orienting. Techniques addressed include identifying sources of labor from nontraditional labor markets, implementing internal and external recruiting methods, minimizing employee turnover, enchasing interviewing skills, and orienting new employees to the housekeeping department.
* Apply techniques to develop and improve human resource skills in areas of training, scheduling, motivating, and disciplining. Techniques addressed include implementing the four-step training method, developing a staffing guide, adopting alternative scheduling methods, motivating the housekeeping staff, and administering a formal disciplinary action program.

#### COURSE CONTENTS:

##### Module -1:

**Lodging- yesterday and today:** Ancient history, middle ages, colonial period, nineteenth century and twentieth century. The industry today, Organization design, Types of travelers.

##### Module -2:

**Forces affecting growth and change in the hospitality industry:** Managing change, demand, diversity and culture change, supply land and its produce, workforce diversity, the impact of labor scarcity.

##### Module -3:

**Food Service:** The varied field of food service, the restaurant business, the dining market and the eating market, contemporary popular priced restaurants,

restaurant operations, making a profit in food service operations, keeping the score in operations. Best practices in food and beverage management. Contemporary hotel catering.

##### Module -4:

**Competitive Forces in Food Service:** Competitive conditions in food service, marketing mix, competition with other industries, self-operated facilities, business and industry food service, vending. Consumer concerns, Food service and the environment.

##### Module -5:

**Operations; Rooms:** The room side of the house, front office operations, Job at the front office, yield management, room rate structure, the property management system, guest accounting, reservation and forecasting, guest service.

##### Module -6:

**Operations; Housekeeping, Engineering and Security:** Housekeeping organization and operations, co-ordination with other departments, the hotel engineering functions/duties, engineering personnel, Duties of security department and personnel.

##### Module -7:

**Marketing and associated activities:** Building market leadership, consumer decision rules and implication of hotel choice, hotel pricing, Hotel sales organization and operations, public relations. Marketing research

##### Module-8:

**Financial control and information management:** Budgeting and forecasting, the economics of the hotel business, dimensions of the hotel investment decision. The hotel purchasing function, Data mining for hotel firms, Cash management and cost control.

#### Recommended Books:

* + - 1. [Michael J. O'Fallon](http://www.amazon.com/s/ref%3Dntt_athr_dp_sr_1?_encoding=UTF8&field-author=Michael%20J.%20O%27Fallon&search-alias=books&sort=relevancerank), [Denney G. Rutherford](http://www.amazon.com/s/ref%3Dntt_athr_dp_sr_2?_encoding=UTF8&field-author=Denney%20G.%20Rutherford&search-alias=books&sort=relevancerank) (2010) Hotel Management and Operations 5th edition. John Wiley & Sons.
      2. Jack D. Ninemeier and David K. Hayes (2006) Hotel Operations Management 2nd edition Persons.
      3. John R. Walker (2004) *Introduction to Hospitality Management 3rd Edition.*

Pearson.

* + - 1. Suzanne Weissinger (2000) *Hotel and Motel Operations 2nd edition.*

Delmar-Thomson Learning.

* + - 1. John Cousins, David Foskett, and Cailein Gillespie (2006), *Food and beverage Management 2nd* edition. Person.
      2. YU, L. (1999) *the Hospitality Business: Management and Operations*. The Haworth Hospitality Press*.*

### COURSE TITLE: HOUSEKEEPING OPERATION AND MANAGEMENT

#### COURSE INTRODUCTION & OBJECTIVES:

To give the students practical knowledge and supervisory duties of day to day procedures of housekeeping department. Acquaintance of different types of equipments and their uses. Cleaning of windows, floors and bathrooms, Bed making. Polishing of different types of articles. Cleaning and polishing of metals, brass, silver, copper. Cleaning of public areas. Overall cleaning of various types of rooms and bathrooms. Use of various machines used by the house keeping department. First Aid Procedures as dealt in theoryThe objectives of this course are to help students understand, organize and perform effectively the operations of the rooms division of a hotel. The course’s overall objective is to prepare the student for the management career in the hospitality field.

#### COURSE OUTCOMES:

Through the study to be carried out with the use of visual aids and on site visits, the student will become capable to:

* Be a successful seller of rooms and other services of the hotel
* Understand the reservations, check-in and check-out procedures
* Collaborate with his/her colleagues, as well as with the other departments of the hotel
* Offer high level services and contribute to the hotel’s security
* Plan, organize and control the room division’s operations

##### Module-1 Introduction:

The Housekeeper and the organization of the department, Housekeeping terminologies, Routine methods of work, Housekeeping department-Hierarchy, Duties & responsibilities of housekeeping staff, attributes of housekeeping employees, Planning and organizing the duties. Islam and Housekeeping, Types of Rooms & suites, Various status of Rooms, Amenities provided in standard, superior & deluxe rooms, facilities, supplies and amenities, Items provided on request.

##### Module-2 Hotel Housekeeping in Hotels:

Importance and Functions, Liaison with other departments, Types of Rooms- Classification, Room supplies, Related documentation procedures. Hotel facilities and services, leisure link facilities in hotel. Star rating standards and housekeeping.

##### Module-3 Cleaning Procedures:

Cleaning agents. Equipment’s classification, Principles of Cleaning, Selection of Cleaning material, Types of cleaning and cleaning procedures. Cleaning Schedules, Daily, weekly & Spring Cleaning, Morning & evening service, Second service, Daily cleaning in a Department room Planning a weekly cleaning schedule, Public area cleaning methods & SchedulesCleaning public

area-cleaning methods-cleaning agents-cleaning equipment’s and standards- pests, pest control and waste disposal-laundry, dry cleaning and stain removal contract cleaning. Green housekeeping.

##### Module-4 Room Preparation:

Bed making-Types of service, Laundry-Type & Machines used, key and key control, Pest control, Linen room-classification & layout

##### Module-5 Furnishing & Budgeting:

Different types of floors and wall covering, Carpet, curtains types, cushions, blankets, Furniture used in room, Interior décor. Room Interiors-Ceramics, Glass, Metals and Sanitary- Textile and Floral arts- Interior decoration- Lighting, Heating, Ventilation and Flowers. Budgeting and expenditures, control and practice, material classification and housekeeping inventory.

##### Module- 6 Laundry and linen room management:

laundry , Efficacy of On-Premises Laundry Operations, Planning and Pre- Engineering, Floor Plan Layout and Size, Major Equipment Requirements, material, chemicals and equipment , Staffing, washing cycles, dry cleaning, Linen, classification of hotel linen, Linen room, requirements of linen room, organizing activates of linen room.

##### Module-7 Health and safety Management:

Health and safety Management, health, safety and security risks for guest, Prevention of fire and First aid. PEST challenges in hotel, Key and lock management, lost and found management.

##### Modle-6 Demonstrate and Practice:

Practical work will be conducted in the inhouse labs and the student will be given exposure to the industry.

* + Basic steps and skills required for setting up trolleys and floors pantry Know forms.
  + Registration and records maintenance, Supervisory work.
  + Cleaning of rooms and bathrooms during departure, stay-on and others with emphasis on key tasks and correct sequence
  + Practice bed making, care-upkeep of carpets, dusting-wiping-cleaning of surfaces
  + Learn skills for polishing floors, metal, wood and other surfaces.

#### Recommended Readings:

1. Branson, Lennox; Hotel, Hostel and Hospital housekeeping Holder & Stoughton
2. Accommodation Operation Bharathiar University, Coimbatore India.
3. Housekeeping Management in Hotels Anita Banerjee. BK Chakravarti,
4. Alam, M., Housekeeping Manual, DT&H Hazara University, 2016.
5. Hotel House Keeping A Training Mannual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi.
6. Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press.
7. House Keeping Management by Matt A. Casado; Wiley Publications
8. Professional Management of Housekeeping Operations (II Edn.) by Robert

J. Martin & Thomas J.A. Jones, Wiley Publications

1. The Professional Housekeeper by Tucker Schneider, Wiley Publications
2. Professional Management of Housekeeping Operations by Thomas J. A. Jones publisher- John Wiley & Sons inc.
3. Managing Housekeeping Operations by Margart M. Kappa, CHHE, American Hotel & Lodging Associations.

**COURSE TITLE: PUBLIC RELATIONS**

#### COURSE INTRODUCTION & OBJECTIVES:

This is an introductory course of Public Relations regarding the theory, history, practice and future of public relations. The course provides you a comprehensive view of the field by introducing you:

#### COURSE OBJECTIVES:

Students will be able to:

* 1. Explain public relations as an ethical practice, a planned process, a managerial concept and a behavioral science
  2. Outline the history of public relations
  3. Recognize key professionals in shaping public relations
  4. Apply public relations models and communication theories
  5. Identify key publics involved in public relations
  6. Explain key issues in handling different key publics
  7. Evaluate PR writing, integrated marketing communications, and crisis management tactics
  8. Assess diverse situations and apply the appropriate public relations strategies and tactics to address these situations.

#### COURSE OUTCOMES:

* Communicate effectively with their audiences, and repair public relations and marketing communications messages in the appropriate style.
* Apply appropriate technology to the creation and dissemination of messages.
* Plan, initiate and complete a specific Public Relations/Marketing Communications Campaign.
* Be aware of the ethics of the profession and the Code of Ethics of the Public Relations

#### COURSE CONTENTS:

##### Module –I:

Definitions and overview of public relations - As a managerial concept - As a behavioral science.

##### Module –II:

History of the field, from ancient beginning to modern times - Important people, leaders in the field - Societal factors impacting growth.

##### Module –III:

Public relations problem-solving and planning “process” - RACE, ROPE, other programming models - Role of research in public relations programs.

##### Module –IV:

Public relations communication theory - SEMDR, other communications models

- Concept of two-way communication. The public of public relations - Overview of most crucial publics, including community, employees, consumers, government, news media.

#### RECOMMENDED BOOKS:

* + 1. The Practice of Public Relations (12th Edition) by Fraser P. Seitel
    2. Crystallizing Public Opinion by Edward Bernays
    3. The Tipping Point: How Little Things Can Make a Big Difference by [Malcolm Gladwell](http://www.businessinsider.com/blackboard/malcolm-gladwell).

**COURSE TITLE: TOURISM GEOGRAPHY**

#### COURSE INTRODUCTION AND OBJECTIVE:

A review of the geographical distribution of tourism, travel patterns, and tourism impacts on natural environments and local populations. Explains the fundamental spatial concepts in geography and relate them to tourism. Enables students to appreciate how spatial structures and spatial patterns influence tourism development.

The course will place emphasis on the economic, environmental and social impacts of tourism. At the conclusion of the course, all students should be able to:

* + - 1. Understand and describe spatial patterns of international and domestic tourism.
      2. Determine the impact of leisure travel on communities.
      3. Calculate the economic impact of tourism on geographic areas.
      4. Identify tourist attractions of regional, national, and world significance.
      5. Consider of comparisons and contrasts between geographic patterns of business and leisure travel.
      6. Identify tourism actors and career opportunities in tourism.

#### COURSE OUTCOME:

* Appreciate the role of geography in tourism development.
* Skills to read and interpret topographical maps and photographs.
* Knowledge and skills to delineate the impact of tourism on the environment.

##### Module -I:

What is geography, what is Tourism, Geography and tourism, Geographical components of tourism, spatial interaction between components and tourist system, Tourism Resources at world, national and local scale, Geography and the study of Tourism? Resources of Tourism, The meaning of resources, different kinds of resources, Geography of transportation, elements of transport, transport mode, routes and network.

##### Module –II:

Geography of the world – Brief introduction of continents & oceans. Greenwich mean time. International date line. Main tourist activities in different climatic zones, the hemisphere and the seasons. what is maps, types of maps, maps reading techniques and orientation and navigation. Tourism growth, International vs Domestic tourism, Total International arrivals, world top destinations and tourism receipts, tourism generators and related expenditures, tourism surpluses and deficits, regional pattern, external factors that affect tourism, Global perspective in future.

##### Module -III:

General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of UAE, China, India, Malaysia, Maldives, Nepal, Srilanka and Pakistan. General geographical features; physiography, climate, vegetation. Main countries, capitals & their tourist attractions. A Case study of France, United Kingdom, Switzerland, Spain, Italy

##### Module –IV:

General geographical features of North & South Americas; physiography, climate, vegetation, main countries, capitals & their tourist attractions. A Case study of the U.S.A. (only 5 destinations), Canada, Brazil, Cuba. General geographical features of given countries with information about physiography, climate, vegetation & tourist attractions of South Africa, Egypt, Australia, New Zeeland.

#### RECOMMENDED BOOKS/READINGS:

1. Brian G. Boniface and Chris Cooper; Worldwide Destinations**,** The geography of travel and tourism Elsevier Butterworth-Heinemann Linacre House, Jordan Hill, Oxford, Burlington.
2. Sharma Anil Dr; Tourism Management Maxford Books Dehli-92
3. Williams Stephen; Tourism Geography published 1998 by Routledge 11 New Fetter Lane, London .
4. Boniface, Brian G. & Cooper, Chris: Worldwide destinations casebook: the geography of travel and tourism, Butterworth-Heinemann, London, 2005.
5. Williams, Stephen: Tourism geography, Routledge, 1998.
6. Steves, Rick: Rick Steves' Switzerland, Avalon Travel Publishing, 2006.
7. McPhee, Margaret: Australia's Top Tourist Destinations, Universal Publishers, 2003.
8. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge. Sinha, P.C. Tourism Geography, Anmol Publication
9. International Atlas, Penguin Publication and DK Publications
10. Internet search.

### (Year 3) SEMESTER V

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE FIFTH SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| TH-311 | Foundation VII: Tourism Management | 3 | Foundation |
| TH-312 | Foundation VIII: Tourism and Hospitality Laws | 3 | Foundation |
| TH-313 | Major I: Front Office Operations and Management | 2 | Major |
| TH-314 | Major II: Tourism: Concepts and Principles | 3 | Major |
| TH-315 | Major III: Tourism Marketing | 3 | Major |
| TH-316 | Major: Heritage Management | 3 | Major |
| **Total Credit hours** | | **18** |  |

**COURSE TITLE: TOURISM MANAGEMENT**

#### COURSE INTRODUCTION & OBJECTIVES:

This subject will provide students with an overview of the tourism industry to include its size, scope, importance and impacts by focusing on the dynamic nature of its main operational sectors and the career opportunities within each of them. It will also provide a general understanding of the knowledge and associated skills required to work in this exciting and dynamic industry.

This course provides students with the fundamental knowledge concerning human resources management, destination planning, policy, environment and prospects in the tourism industry. The subject will expose students to managerial approaches that are pertinent in a business enterprise. Business challenges and several management issues are also covered in order for a student to acquire better understanding of managerial duties, skills, roles and decisions. Real life cases will also be discussed in order to give students a relatively comprehensive understanding of the tourism industry.

#### COURSE OUTCOMES:

* Define and appreciate the complexities relating to tourism studies, the tourist and the tourism industry.
* Define what is considered as the tourism product and the relevance to tourism management
* Describe the main sectors of the tourism industry including their interrelationships and importance
* Apply business principles as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering tourism products and services.
* Comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy tourism operations.
* Use appropriate technologies to enhance the quality and delivery of tourism products, services and customer experiences, to measure the effectiveness of tourism operations and to participate in tourism development.
* Keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry\* sectors to improve work performance and guide career development.
* Respond to issues and dilemmas arising in the delivery of tourism products, services and customer experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability

#### COURSE CONTENTS:

##### Module1: Managing the Tourism System:

Introduction, The scope, scale and significance of tourism, Definitions, concepts and structure of tourism Introduction: quality and the accommodation sector , The accommodation sector: overview and challenges, Tour operations management, Tour operating value chain, managing tourism distribution.

##### Module2: Managing Tourism Businesses:

Human resource management in tourism, The characteristics of tourism as a sector and their impact on the management of human resources, Skills shortages in tourism, Education and training in tourism, Flexibility and innovation in the management of human resources, Recruitment, retention and turnover , Rewards, benefits and compensation, Strategy for tourism, Strategic analysis , Strategic choice, Strategic implementation, The law and tourism

##### Module3: Managing Tourism in Its Environment:

Managing urban tourism, introduction: urban tourism within tourism studies, Urban tourism: key themes and issues, Managing the countryside for tourism: a

governance perspective, rural tourism, Tourism in the countryside: challenges, Tourism in the countryside: management responses, The governance of the countryside, Rural governance and tourism: competing ideologies, The nature of tourism in development , Nature of the destination, Site and visitor management at natural attractions

##### Module4: Contemporary Issues in Tourism Management:

The role of government in the management of tourism, the public sector and tourism policies, the role of government in tourism, Information and communication technologies for tourism, Tourism and the environment, International tourism: the management of crisis, Ethics in tourism management, managing the heritage enterprise for liveable host communities

#### RECOMMENDED BOOKS:

1. The Management of Tourism by Lesley Pender and Richard Sharpley
2. The Business of Tourism Management by *John Beech and Simon Chadwick.*
3. Tourism Management Dynamics Trends, management and tools by Dimitrios Buhalis and Carlos Costa.

**COURSE TITLE: TOURISM AND HOSPITALITY LAW**

#### COURSE INTRODUCTION & COURSE OBJECTIVES:

The key principles of law applicable to tourism, hospitality, and related industries, Pakistan tourism legislation on business organizations and several international law issues such as consumer protection, product and service liability, employment, and law of access to the natural environment.

* 1. Understand the nature of law and the legal system of Pakistan.
  2. Understand the legal concept and principles of personality, contract law, the rules under the specific provisions of the Civil and Commercial Code concerning sale, hire of property, hire of work, hire of services and labor law, deposit and special rules for innkeeper, insurance.
  3. Set up and manage basic forms of business organizations.
  4. Understand the rules imposed by specific legislations concerning the operation of hotel, place of entertainment, travel agency and tourist guide business.

#### COURSE OUTCOMES:

After successful completion of this course, students will be able to:

* + - Demonstrate an understanding of the implications of the relevant legal principles for the business.
    - Avail of the knowledge of the law to limit the legal exposure of the business.
    - Describe the courts system and sources of law.
* Use the knowledge of the law of tort, employment and commercial law in business.
* Apply the knowledge of hospitality and tourism law in business.

##### Module – 1:

What constitutions, law and rules, who is responsible to create a law, who are responsible to endorse the law. What are basic rights?

##### Module – 2:

Debate the statement, “the customer is always right,” from a basic legal position. Distinguish between the sources of law. Differentiate between the 3 varieties of torts: negligence, trademark infringement, and fraud. Define the terms, “civil rights” and “discrimination” Explain the relationship between interstate commerce and civil rights. Describe what is meant by liability. Recognize the impact of laws on managers as pertaining to: establishing essential job function. **Module - 3:**

Basic Legal Principles Governing Hospitality Operations - The Common Law Basis for Laws Governing the Hotelkeeper - The Hotelkeeper and the Law of Contracts.

##### Module – 4:

The Tourism & Hospitality related law in Pakistan under following headings;

1. Hotel & Restaurant Act 1976 and rules 1978
2. Tour Guiding Act 1978 and Rules
3. Travel Agencies Act 1978 and Rules

##### Module – 5:

The other related law in Pakistan under following headings;

* 1. Laws Dealing with Food Safety in Pakistan
  2. Health and Safety Acts
  3. Labor law.
  4. Antiquity Act.
  5. Liabilities for lost and theft
  6. Wild life.
  7. Forest Act.
  8. Taxation.
  9. Licensing and agreement law

#### RECOMMENDED READINGS:

1. Understanding hospitality Law, Jack. P. Jeffries and Banks Brown 4th Edition. Chips Books, Texas.
2. Hospitality and tourism law, M. Boustiv, J. Ross, N. Geddes, W. Stewart, International Thomson Business press 1999.
3. Principles of Hospitality Law, Mike Boella, Alan Pannett,2nd edition, Cengage Learning Business Press.
4. Relevant Acts and Ordinances
5. Factories Act, Industrial Relations Ordinances, Payment of Wages Act

**COURSE TITLE: FRONT OFFICE OPERATIONS AND**

### MANAGEMENT

#### COURSE INTRODUCTION AND OBJECTIVES:

The essential knowledge and skills required for management in hiring front office employees and renting rooms within the hospitality industry; property management systems, reservations, yield management.

After successful completion of this course, students will be able to:

* 1. Classify hotels in terms of their ownership, affiliation, and levels of service.
  2. Describe how hotels are organized and explain how functional areas within hotels are classified.
  3. Summarize front office operations during the four stages of the guest cycle.
  4. Discuss the sales dimension of the reservations process and identify the tools managers use to track and control reservations.
  5. Identify typical service requests that guests make at the front desk.
  6. Explain important issues in developing and managing a security program.
  7. Describe the process of creating and maintaining front office accounts.
  8. Identify functions and procedures related to the check‐out and account settlement process.
  9. Summarize the steps in the front office audit process.
  10. Apply the ratios and formulas managers use to forecast room availability.
  11. Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.

#### COURSE OUTCOMES:

The student will be able to:

* Identify the independent components of the lodging front desk/front office system.
* Identify and explain the impacts of the front desk/ front office on the overall lodging operation.
* Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
* Explain and perform the night audit function.

##### Module-1:

**Hotel Past & Present and Classification:**

Historical Perspective, Market Place Consistency, Lodging Management Association, Revenue Sources, Sleeping Rooms, Meeting Function Space, Outlets/Ancillary Revenue Sources, Profit Margin, Room Cost, Food Cost,

Opportunity Cost, Case Study, Hotel Sizes, Hotel Location Classification (Down Town, Resort, Airport, Suburban etc), Hotel product Types, Service Level, Target Market, hotel Rating (Star System), Case Study of Pearl Continental Hotels Pakistan .

##### Module-2:

**Care for Customer and communication:**

Hotel security, Health & safety, the concept of hospitality and service, the customer care triangle, care of the customer, roles, responsibilities and attributes of a receptionist, Communication, verbal communication, non-verbal communication, written communication, visual communication, telecommunication.

##### Module-3:

**Reservations and Check in:**

Sources of reservation, modes of reservation, types of reservation, methods of reservation, close outs, yield management, overbooking, control of reservation, confirming reservation and status of reservation, revision and cancellations, Registration, Room status, the check in process, walk-in or chance booking, VIP Check in, Group arrivals, Selling rooms- departure.

##### Module-4:

**Room Rate Structure:**

Rate Structure, Hubbart Formula, Cost Rate Formula, Market Tolerance, Room rate Designations, Rate Measurement Averages.

##### Module-5:

**Guest Accounting and Methods of Payment:**

Principles of hotel billing, Type of system, Machine billing, Property Management System, Control procedure, Night Audit, Cash Floats, Methods of Payment, Foreign Exchange, Petty cash and paid outs, rapid/speedy check outs.

##### Module-6:

**Selling Techniques:**

Reception as a sales department, Purpose of selling, ABC of selling, The hotel product, Selling methods.

##### Module-7:

**The Property Management System:**

Selecting The PMS, Guest Account, Guest registration Menu, Guest Accounting Menu, The Check In, Before PMS, PMS Hierarchy, PMS System Interface, The Evolution to PMS.

Industry Perspective: Technology in Hospitality

##### Module-7:

**Statistics and Reports:**

Business Statistics, Key Room statistics, Occupancy reports, Guest Statistics, Operational reports, Forecasts, Financial reports.

##### Module-8:

**Practical:**

Perform/Work at Front office for not less than 15 days, Field visits.

#### RECOMMENDED BOOKS:

1. Peter Abbott and Sue Lewry (1999) Front Office 2nd Edition, Butterworth Heinemann.
2. Dix Colin and Baird Chris (1998) Front Office 4th Edition, Harlow Longman.
3. Sue Baker, Pam Bradley and Jeremy Huyton (2000) Principles of hotel front office operations 2nd Edition: London Cassell.
4. [James A. Bardi](http://www.goodreads.com/author/show/792775.James_A_Bardi), [William Sullivan](http://www.goodreads.com/author/show/24233.William_Sullivan), [Sheryl F. Kline](http://www.goodreads.com/author/show/332877.Sheryl_F_Kline) (2006), Hotel front office management 4th Edition. John Wiley & Sons
5. South Asia Tourism Secretariat (2007) Front Office, SATS.
6. Front Office Training manual – Sudhir Andrews. Publisher: Tata McGraw- Hill
7. Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
8. Front Office – operations and management – Ahmed Ismail (Thomson Delmar).
9. Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.
10. Front Office Operations – Colin Dix & Chris Baird.
11. Front office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
12. Managing Front Office Operations By Kasavana & Brooks
13. Principles of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continum
14. Check in Check out- Jerome Vallen
15. [Hotel Front Office Management, 4th Edition](http://as.wiley.com/WileyCDA/WileyTitle/productCd-0471687103.html) by James Socrates Bardi; Wiley International.

**COURSE TITLE: TOURISM CONCEPTS & PRINCIPLES**

#### COURSE INTRODUCTION AND OBJECTIVES:

This course aims at identifying the student with the different types of concepts, their importance, strategies and success stories (Case studies). It also aims at identifying students with the proper plans and critical analysis for best management and operations practices to achieve sustainable development.

#### COURSE OBJECTIVES:

* 1. Explain the main concepts of tourism practices.
  2. Outline the principle historical changes that have occurred in tourism and its significant impact on current tourism practices.
  3. To apply a significant analytical, creative and conceptual skills.
  4. Plan, Manage and implement the concepts in tourism practices.

#### COURCE OUTCOMES:

* Knowledge and understanding of tourism and hospitality with emphasis on its available resources (Natural and Cultural), infrastructure and superstructure
* Management, marketing and business skills
* Evaluate critically, from a strategic perspective
* Communication skills
* Practical, innovative, demonstrative and employment related skills
* Integrate subject specific knowledge and transferable skills to develop a specialist in depth, conduct a research investigation, and effectively report the findings.
* Computer and Information Management Technology Skills

#### COURSE CONTENTS:

##### Module-1:

Introduction to Tourism, Definitions of Tourism, Concepts of Tourism: Cultural Tourism, Eco-Tourism, Community Based Tourism, Sustainable Tourism, Green Tourism, Pro-poor Tourism, Responsible Tourism, Public Private Partnership.

##### Module-2:

Cultural Tourism, Concept & Definition, Principles of Cultural Tourism, Case Study (Cultural Tourism)

##### Module-3:

Community Based Tourism, Concept & Definition, Principles of Community Based Tourism, Case Study (Community Based Tourism)

##### Module-4:

Eco-Tourism & Green Tourism, Concept & Definition, Principles of Green Tourism, Case Study (Eco & Green Tourism)

##### Module-5:

Pro-Poor Tourism, Concept & Definition, Principles of Eco-Tourism, Case Study (Pro-Poor Tourism)

##### Module-6:

Responsible Tourism, Concept & Definition, Principles of Responsible Tourism, Case Study (Responsible Tourism)

##### Module-7:

Other concepts

#### RECOMMENDED BOOKS/READINGS:

* + 1. Cooper, C. Fletcher, J. Gilbert, D. and Wanhill, S. (2002). Tourism Principles and Practice, Longman, UK
    2. Dittmer, P. (1998). *Hospitality Industry*, Third Edition, Wiley and Sons.
    3. Boniface, Brian G., and Chris Cooper. *Worldwide Destinations: The Geography of Travel and Tourism*, 3rd Edition.
    4. Brownell, Judi. “Women in Hospitality Management: General Managers’ Perception of Factors Related to Career Development.” *International Journal of Hospitality Management*, Vol. 13, No. 2, pp. 101–118, June 1994.
    5. Burkart, A. J., and S. Medlik. *Historical Development of Tourism*. Aix-en- Provence, France: Centre des Hautes Studies Touristiques, 1990.
    6. Burns, Peter M., and Andrew Holden. *Tourism: A New Perspective*. New York: Prentice Hall, 1995.
    7. Bennett, M. M. “Strategic Alliances in the World Airline Industry.” *Progress in Tourism and Hospitality Research*, Vol. 3, No. 3, pp. 213–224, 1997.
    8. Dwyer, Larry, and Peter Forsyth. “Economic Significance of Cruise Tourism.” *Annals of Tourism Research*, Vol. 25, No. 2, pp. 393–415, April 1998.
    9. Harris, Robert, and Joy Howard. *Dictionary of Travel, Tourism, and Hospitality*
    10. Towner, John. “Approaches to Tourism History.” *Annals of Tourism Research*, Vol. 15, No. 1, pp. 47–62, 1988.
    11. Rice, Kate. “The Professional Prospects for Women in Travel.” *Travel Counselor*, No. 29, pp. 20–22, October 28, 1996.
    12. Witt, Stephen F., and Luiz Moutinho. *Tourism Marketing and Management Handbook*, 2nd Edition. New York: Prentice Hall, 1994.
    13. World Tourism Organization. *Yearbook of Tourism Statistics*. Madrid: WTO, 2010.
    14. Towner, John. “The Grand Tour: Sources and a Methodology for an Historical Study of Tourism.” *Tourism Management*, Vol. 5, No. 3, pp. 215–222, September 1984.
    15. WTTCHRC. *Steps to Success: Global Good Practices in Travel and Tourism Human Resource Development*. Vancouver: World Travel and Tourism Council Human Resource Centre, 1998.

**COURSE TITLE: TOURISM MARKETING**

#### COURSE INTRODUCTION AND OBJECTIVES:

This course will provide knowledge of models, concepts, tools and techniques necessary to undertake strategic marketing and management decisions in the field of tourism. The objective of the course is to focus on developing analytical skills in the formulation and implementation of market driven strategies and plans for an organization. Strategic marketing is the process of creating satisfied

customers through the integration of all business functions and through the continuous search for a sustainable competitive advantage through innovation.

Therefore the course will cover current developments in marketing and management theory and practice. After having successfully completed the course, students will be able to master the following skills: provide insight into the role of marketing in tourism strategy development at the highest levels of an organization; apply strategic marketing frameworks, concepts, and methods to different types of tourism organizations; evaluate customer-life time value; assist tourism organizations to deliver excellent tourism experiences; discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers.

#### COURSE OUTCOMES:

Knowledge and understanding of:

* The role of marketing in tourism strategy development.
* Destination marketing management: demand and supply issues, attractiveness and competitiveness.
* Theory, formulation and implementation of market driven strategies and plans for a tourism organizations.
* Marketing mix strategies and tactics for tourism.
* Understanding of strategic marketing frameworks, concepts, and methods to different types of tourism organizations.
* To evaluate customer-life time value and assist tourism organizations to deliver excellent tourism experiences.
* To discuss the internal and external barriers to strategy implementation, as well as use various approaches for overcoming these barriers.

##### Module-I Marketing:

What is marketing, The Core Concepts, Needs, Wants & Demands, Products (Goods, Services, & Ideas), Exchange & Transactions, Relationship network, Markets, Marketers & Prospects, Marketing Management, Company orientation toward marketplace.

##### Winning Markets through Market- Oriented Strategic Planning:

The Nature of High Performance Business, Organization & Organizational Culture , Corporate & Division Level Strategic Planning – Defining the Corporate Mission – Establishing Strategic Business Units – Assigning Resources to each SBU –

##### Scanning Marketing Environment:

Analyzing Needs & Trends in the Macro Environment, Identifying & Responding to the Major Macro environment Forces, Macro Forces - Demographic - Economic – Natural – Political – Legal Social – Cultural

##### Module-II Market Segments, selecting market targets and Developing marketing strategies:

Market segmentation, Levels of market segmentation, Pattern of market segmentation, Market segmentation procedure, Bases for segmentation consumer markets, Bases for segmenting business markets, Requirements for effect segmentation, Evaluating target markets.

##### Developing New Products:

Challenges in new product development, Effective organizational arrangements, Managing the new product development process – Idea generation – Idea screening – Concept development and testing – Marketing strategy development – Business analysis – Product development – Market testing – Commercialization The Consumer Adoption Process

##### Managing life Cycle Strategies:

The Product life cycle – Demand/ Technology life cycle – Stages in the product life cycle – Product Category, Product for, Product and branding life cycle, Marketing strategies throughout the plc, Market evaluation.

**Module-III Managing service businesses and product support services:** The nature and classification of services, Characteristics of services and their marketing implications – Intangibility – Inseparability – Variability – Perishability.

**Managing Advertisement, Sale Promotion and Public Relations:** Designing the sales forces – sale force objectives – Sale force strategy – Sale force structure – Sale force size – Sale force compensation, Managing the sales force – Recruiting and selecting sales representatives – Training sales representatives - Motivating sales Representatives – Evaluating sales Representatives, Principles of personal selling – Sales Professionalism – Negotiation – Relationship marketing.

#### RECOMMENDED BOOKS:

1. The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 2nd Edition by David Meerman Scot
2. Marketing for Tourism by J. Christopher Holloway
3. Tourism marketing and management handbook Stephen F. Witt, Luiz Moutinho
4. Marketing For Hospitality And Tourism By Kotler
5. Sales and Marketing for Travel and Tourism (2nd Edition) by Doris S. Davidoff and Philip G. Davidoff (Jan 14, 1994)
6. Hospitality Sales and Marketing by James R. Abbey (Jun 1, 2008)
7. Marketing for Hospitality & Tourism (5th Edition) by Philip R Kotler, John T. Bowen and James Makens.
8. Marketing Essentials in Hospitality and Tourism: Foundations and Practices by Stowe Shoemaker and Margaret Shaw.

**COURSE TITLE: HERITAGE MANAGEMENT**

#### COURSE INTRODUCTION AND OBJECTIVES:

In this there is a shift from managing the heritage resources for tourism to managing the tourism processes, venues and products in terms of how tourists make use of and 'consume' heritage. The module will encourage you, the student, to look at the growth of the tourism industry and how it has affected the heritage, museum and art gallery sector. It takes account of the opportunities and threats posed by tourism to the ‘heritage industry’ and consider international and national policies, charters and legislation regarding heritage tourism.

#### COURSE OUTCOMES:

* To give an intellectual framework for understanding the definitions, concepts and philosophies surrounding heritage tourism and its management.
* To some key issues in heritage tourism including, sustainability, benefits and negative impacts, public interest and the different types of heritage tourism.
* To an understanding of heritage tourism in terms of different contexts - for example in relation to urban, rural and site-specific environments.
* To an intellectual framework in order to understand the consumption of heritage tourism products and activities.

##### Module-1 General Introduction:

Definitions, historical background, scope and importance of Cultural Resource Management.

**Module-2 Cultural Heritage Management: theories and methods:** Provides a theoretical framework and examines issues of evaluation, legislation, and communication to foster global responsibility and present integrative approaches to managing heritage.

##### Module-3 Cultural Heritage Documentation and Presentation:

Deals with the approaches and techniques used for the identification, documentation, interpretation and presentation of cultural heritage sites and materials. The module takes critical approaches to the ideas of heritage and to the interpretation of heritage resources. Site inspections will expose students to contemporary professional practice in the field as well as to the experience of being “heritage consumers”. Assignments will enable practice in applying the techniques to real situations.

##### Module-4 Heritage Tourism:

Defining heritage tourism and understanding the links between heritage and tourism histories of heritage tourism management, the development of heritage tourism organizations and agencies, key issues and the different types of heritage tourism, heritage tourism development as a process, planning and management.

##### Module-5 Cultural Heritage Planning and Development:

Explores practical approaches and methods to heritage development and planning with emphasis on the integration of related disciplines to attain environmentally sound and socially responsible preservation, management and development initiatives.

##### Module-6 The Museums:

Coves various modules that deal with the museum philosophy, policy, function, and structure. Topics like code of conduct and professional standards in museums, collection management, museum documentation, and computerization of museum records, exhibition policies, museum environment and its control. Methods and standards in the treatment of museum artifacts are specially emphasized in this module. Role and services are also covered.

##### Module-7 Preventive Conservation:

Covers all aspects of the storage and display of artifacts e.g. museums, disaster plans, monitoring and controlling the storage and display environment, storage materials etc. The module focuses on issues related to preventive conservation such as disaster planning, conservation policies, collections survey, building envelopes and zonation, storage systems, oddy tests, and stable storage materials. Students will take an environmental monitoring project and collection condition survey as Moduleof this course.

##### Module-8 Conservation Projects Management:

Looks at collections management and condition surveys, and at the commissioning, planning and management of conservation projects. History of structures, survey techniques and report writing, assessment and diagnosis of structural failure, repair techniques: philosophy and technology, maintenance programmes, environmental control and monitoring, case studies: structural problems in selected building types.

##### Module-9 Information Technology in Heritage Management:

Provides the students with the basic theory and principles of various types of information technologies, including database management systems, GIS etc. The course focuses on the application of these techniques in the documentation, conservation and management of cultural heritage.

##### Module-10 Special Topics in Cultural Heritage Management & Tourism Resources Management:

To be decided by the course instructor subject to the department approval, Aims at explaining the main aspects related to managing tourism resources including balancing tourism supply and demand, government tourism administration, role of private sector and NGOs, tourism impacts, human and financial resources, and public awareness.

##### Module-11 Tourism and Local Community:

Emphasis is placed on the study and analysis of the interaction processes between local community and the tourism activities in the various cultural, social

and economic aspects, as well as the impact of such interaction on the change processes produced by the tourism industry among local people.

### RECOMMENDED READINGS:

1. Cultural Heritage Management: A Global Perspective by Phyllis Mauch Messenger and George S. Smith.
2. Heritage: Management, Interpretation, Identity by Peter Howard.
3. Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management by Bob Mekercher and Hilary Du Cros.
4. Risk Preparedness: A Management Manual For World Cultural Heritage by Herb Stovel.
5. Management Guidelines For World Cultural Heritage Sites by Bernard M. Feilden and Jukka Jokilehto.
6. Operational Guidelines of the UNESCO World Heritage Committee.
7. Dar, S.R. Archaeology and Museums in Pakistan, Lahore, 1977.
8. Dar, S.R. Museology and Museum Problems in Pakistan, Lahore 1980.
9. Dar, S.R. Repositories of our Cultural Heritage: A Handbook of Museums in Pakistan, Lahore, 1979.

### (Year 3) SEMESTER VI

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE SIXTH SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| TH-321 | Foundation IX: Event Management | 3 | Foundation |
| 2. | General VII: Logic & Critical Thinking | 3 | General: |
| TH-323 | Major IV: Sacred/Religious Tourism | 3 | Major |
| TH-324 | Major V: Travel & Tour Operations | 3 | Major |
| TH-325 | Major VI: Sports and Adventure Tourism | 3 | Major |
| 6. | General: Project Management | 3 | General: |
| **Total Credit hours** | | **18** |  |

**COURSE TITLE: EVENT MANAGEMENT**

#### COURSE INTRODUCTION AND OBJECTIVES:

This course will cover the role of events in today's world, budgets and goals, workflow management, venue selection and negotiation, room layouts and seating formats, food and beverage, entertainment and speakers, design and decor, transportation and logistics, registration and check-in, hybrid meetings, apps and technology, basic lighting and audio visual, and more.

#### COURSE OUTCOMES:

The student will be able to:

* Understand how to create an event that achieves specific objectives for the host/client.
  + Design a planning process that incorporates budgeting, project management, communication and evaluation tools.
  + Have an understanding of the various event elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
  + Understand the role of the planner on site at the event, and the mindset necessary to oversee successful event coordination.
  + Understand the key elements of a conference and the processes involved in format and venue selection, registration, catering, accommodation, transport, theming, security and entertainment.
  + Understand management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.
  + Understand opportunities and challenges such as sponsorship, marketing, publicity and stakeholder management as they relate to conference and corporate event management.

##### Module-1

Introduction, Size, Type, Event Team, Code of Ethics, Relevant legislation, Licensing, Stakeholders and official Buddies, Contracts.

##### Module-2 Concept & Design:

Developing Event Concept, Analyzing the Concept, Designing, Logistics, feasibility (SWOT, PEST, AIDA, SMART).

##### Module-3 Marketing & Technology:

Nature of Event Marketing, Process, Marketing Mix (Product, Price, Place, People, Promotion, Image, Advertising, Publicity, Public Relation, Sponsorship). Marketing Plan Goals, Leveraging Technology, Mobile Apps & Social Media, Photo/Video Capture and Post-Event Usage, Virtual/Hybrid Event Options

##### Module- 3 Financial Management and Planning:

The Budget, Breakeven Point, Cash Flow, Profit and Loss Statement, Balance Sheet, Financial Control System, Panic Payments. Mission/Purpose Statement, Aims and Objectives, Event Proposal, Staging, Theme, Rehearsals, Services, Catering, Accommodations, Environment, Staffing, Organizational Chart, Job Descriptions, Recruitments, Trainings, Volunteers.

##### Module-4 Protocol:

Guests, Titles, Dress Code, Protocol for Speakers, Religious and cultural Protocols, Political and Official Protocols, Protocols for Different Ceremonies, Rules and Regulations.

##### Module-5 Leadership:

Developing Leadership Skills, Managing Temporary and Diverse Teams, Group Development, Improving Communication, Time management, Planning and Managing Meeting, Coordination.

##### Module-6 Operations and Logistics:

Logistics, Policies, Procedures, Performance Standards, Functional Areas, Leadership and Staff motivations.

##### Module-7 Safety and Security:

Security, Safety and Health, Risk Management, Incident Reporting, Response Teams and Plans, Standards for Safety, security and risk Management.

##### Module-8 Crowd Management & Evacuation:

Crowd Management Plan, Major Risks, Crowd Management, Emergency Planning, Implementing Emergency Procedures.

##### Module-9 Monitoring Control and Evaluation:

Monitoring and Control Systems, Operational Monitoring and Control, Evaluation, the Broader Impacts of Event, Accountability.

##### Module-10 Functional Organization

Trends and issues, Organize an Event, MICE, Conference, Exhibition, Festival, Meeting, etc.

#### RECOMMENDED READINGS:

1. The event manager's bible: the complete guide by D.G. Conway
2. Events management by Glenn Bowdin
3. Event planning: the ultimate guide to successful me by Judy Allen.
4. Events design and experience (events management) by Graham Berridge.
5. Special event production: the resources by Doug Matthews.

**COURSE TITLE: LOGIC & CRITICAL THINKING**

#### COURSE INTRODUCTION & OBJECTIVES:

This course helps students learn to think clearly, concisely and analytically, through a familiarity with the reasoning methods of logic in terms of learning how to define terms, formulate arguments, and analyze statements critically and objectively. The course deals with the language of logic and the methods of deductive and inductive reasoning.

#### COURSE OUTCOMES:

After studying this course, the learners will be able to:-

* + Explain and apply the basic concepts essential to a critical examination and evaluation of argumentative discourse;
  + Use investigative and analytical thinking skills to examine alternatives, explore complex questions and solve challenging problems;
  + Synthesize information in order to arrive at reasoned conclusions;
  + Evaluate the logic and validity of arguments, and the relevance of data and information;
  + Recognize and avoid common logical and rhetorical fallacies

#### CONTENT LIST:

##### Module I

* + - Definition of Logic
    - Logic as a science and an art
    - Scope of logic
    - The laws of logic
    - Induction and essential characteristics of induction

##### Module II

* + - Categorical propositions and classes
    - Quality, quantity and distribution
    - The traditional square of opposition
    - Immediate inferences, conversion, obversion, contraposition, inversion
    - Existential import
    - Symbolism and diagram for categorical proposition

##### Module III

* + - Three basic uses of language
    - Discourse serving multiple functions
    - The form of discourse
    - Emotive words
    - Kinds of agreement and disagreement
    - Emotively neutral language
    - The purpose of definition
    - The types of definition
    - Various kinds of meaning
    - Techniques for defining
    - Standard form categorical syllogisms
    - The formal nature of syllogistic arguments
    - Venn diagram techniques for testing syllogisms
    - Rules and fallacies
    - Reducing the number of terms in categorical syllogism
    - Translating categorical proposition into standard forms
    - Uniform translation
    - Enthymemes
    - The dilemma
    - Informal fallacies
    - Fallacies of ambiguity
    - The avoidance of fallacies

#### RECOMMENDED BOOKS:

1. Suppes, P. (2012). Introduction to logic. Courier Corporation.
2. Gensler, H. J. (2012). Introduction to logic. Rutledge.
3. Kant, I. (2015). Introduction to logic. Open Road Media.
4. Bradley, R. (1979). Possible worlds: An introduction to logic and its philosophy.
5. Rescher, N. (1964). Introduction to logic.

**COURSE TITLE: RELIGIOUS/SACRED TOURISM**

#### COURSE INTRODUCTION & OBJECTIVES:

The course will cover different aspects of tourism related to Religious (or Sacred) sites and places still in use of the followers of various religious groups within the country and abroad regardless of any factual and/or theistic biasness. It will also cover visits to various sites and places/buildings associated with the followers of different religions. For example, Buddhist stupas and monasteries in the Swat, Taxila and Peshawar valleys, Sikh shrines, Jain/Hindu temples, Muslim religious establishments, tombs/graveyards, Christian churches, etc.

#### COURSE CONTENTS:

##### Module-I:

Basic concepts – History of Religious travel & tourism – Religious tourism as educational & spiritual phenomena.

##### Module-II:

Ancient religions of the world and tourism – spiritual philosophies – religious destinations in the world – religious destinations in Pakistan.

##### Module-III:

Tourism & Hospitality and Islamic concepts – ethics of hospitality in Islam – ethics of food and beverages in Islam – ethics of travel and travellers in Islam, Management issues for religious heritage attractions – impacts of religious tourism – in personal, local community, economy, politically, world wide

##### Module-IV:

Religious history of Pakistan, Classification of religious/sacred places (of the Muslims, Christians, Buddhists, Hindus, Jains, Parsis, Sikhs, Kalashas, etc), Types of religious heritage (Masjid, Tombs, Idgahs, Stupas, Monasteries, Temples, Dharmasalas, Sacred caves/grounds/places, Churches, Gurudvaras, Places (such as grounds, trees, hill-tops, caverns, rivers, springs, etc) associated with great religious leaders of various religions

##### Module-V:

Living pilgrimages, Moral values pertaining to religious/sacred places, Management/organizational structure of sacred places, Financial management for Religious Sites, Security/Human Resource management for Religious Sites

, Awareness, marketing and promotion for Religious Sites

#### Suggested Readings:

1. Nasim Khan, M. Treasures from Kashmir Smast – The Earliest Shivaite Monastic Establishment. Peshawar. 2006
2. Nasim Khan, M. The Sacred and the Secular: Investigating the Stupa

and Settlement Site of Aziz Dheri, Peshawar Valley, Khyber Pukhtoonkhwa (3 volumes). Peshawar. 2010.

1. Shah, Ibrahim (2007) Hindu Art in Pakistan: a Study Based on Museums Collection), (PhD thesis, unpublished), Peshawar: Department of Archaeology, University of Peshawar
2. The Mahabat Khan Mosque and its Decorative Beauty (MPhil thesis, unpublished), Department of Archaeology, University of Peshawar, 1996
3. Khan, A. N. Multan: History and Architecture, Islamabad, 1983
4. Development of Mosque Architecture in Pakistan, Islamabad, 1991.
5. Sehrai, F.U. A Guide to Takht-i Bahi,
6. Marshall, J. (1975) Taxila: An Illustrated Account of Archaeological Excavations Carried Out at Taxila Under the Orders of the Government of India Between the Years 1913-1914, (3vols.), New Delhi repr. (1st edn. Cambridge University Press 1951), (Vol. I: Structural Remains)
7. Rahman, A. Islamic Architecture of Pakistan: An Introduction, Peshawar, 1981
8. Hasan, Shaikh Khurshid. The Islamic Architectural Heritage of Pakistan, Royal Book Company, Karachi, 2000.
9. Dani, A.H. Shahbazgarhi, Peshawar, 1964.
10. Khan, F.A (1969) Architecture and Art Treasures in Pakistan: Prehistoric, Protohistoric, Buddhist and Hindu Periods, Karachi.

**COURSE TITLE: TRAVEL & TOUR OPERATIONS**

#### COURSE INTRODUCTION & OBJECTIVES:

The course exposes students to knowledge on the operations and management of tour and travel segments of the tourism industry. It equips them with skills of how to manage tour and travel related procedures and activities enabling them to become effective managers.

Course objectives are as under:

1. Knowledge of the tour operations industry
2. Knowledge and skills of tour operators’ products
3. Knowledge and skills essential in the administration and management of tour operations as a business
4. Acknowledge the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping
5. Understand different types of tour operators as well as basic types of organizational structures
6. Identify tour distribution channels
7. Evaluate the significance of business plan for tour operators
8. Appreciate the ways in destination research, development, and supply negotiations
9. Device and develop tour itinerary planning
10. Understand how to strategically price the tour
11. Understand the three major function of tour operations; pre‐tour operation, tour execution, and post‐tour phase
12. Appreciate an administration of tour operation and its environment

#### COURSE OUTCOMES:

* The students will gain necessary skills in travel management.
* They will increase their knowledge and practice in packaging tours.
* They will adopt the travel system and have competence for implementation.
* Knowledge and skills of tourism operations industry
* Understating legal aspects in tour and travel operations.

##### Module-I Introduction to Travel and Tourism:

Concept of Travel and tourism, Nature and features of Tourism as an industry, Travel Trade Meaning and definition of travel agency and tour operator, Travel trade-an historical perspective, Types of travel agency and tour operator business, Destination company-functions, Distinction between wholesale travel agency and tour operator business, Integration and linkages in the travel agency business, Role and Contribution of travel companies in the growth and development of tourism, Travel Trade- the Changing Environment.

##### Module-II Organizational Structure and Functions of Travel Agency Business:

How to start a Travel Business, Choice of Travel Agency Ownership, Organization structure and Working of Travel Agency and Tour Operator, Travel Agency- MNCs meaning and Benefits, Procedure for the approval from Government of Pakistan , Functions of travel companies.

##### Module-III Itinerary Development:

Introduction, Meaning and Definition, Types of Itineraries, How to Develop an effective Itinerary, Reference tools for Itinerary Preparation, Step- by- Step procedures.

##### Module-IV Tour Packaging Management:

Concept, Origin and Development of Tour packaging, Types of Tour Package, Components of a standard package Tours, Tour Package- Pre information

##### Module-V Tour Costing and Pricing:

Defining the concept of cost, Tour Cost- a focus on cost effectiveness, Components of tour cost, Fixed and variable costs, Direct and indirect costs, Factors affecting the Tour Cost, Costing a tour package, Cost sheet- meaning and significance, Procedure for Cost determination, Calculation of tour price, Factors affecting the tour pricing, Significance of profit margin, Pricing strategies for package tours.

##### Module-VI Public sector Tourism Enterprises and Tour Packaging Business:

Public sector Undertaking, Government involvement in Tourism Operations, Major Tourism Enterprises in Public Sector, Equipping the office, filling system, building a Tour company, success prescriptions, prepare for failure then concentrate on success.

#### RECOMMENDED BOOKS/READINGS:

* 1. Barbara Braidwood, Susan Boyee & Richard Cropp; Tour Guiding Business by Unistar Books Pvt Ltd.
  2. Negi, Jagmohan (1998): Travel Agency and Tour Operation: Concepts and Principles, Kanishka, New Delhi
  3. Tour Guiding; South Asian Tourism secretariat.
  4. Tour operation South Asian Tourism secretariat.
  5. Yale, Pat (1995) *The Business of Tour Operations*, London: Longman Group
  6. Webster, Susan (1993) *Group Travel Operating Procedures* (2nd ed.)., Van Nostrand Reinhold.

**COURSE TITLE: SPORTS AND ADVENTURE TOURISM**

#### COURSE INTRODUCTION & OBJECTIVES:

Sport Tourism refers to vacations that include playing, or watching competitive or non-competitive sports or participating in recreation or leisure activities. While adventure tourism means to enjoy wilderness of mountains, beaches, deserts and forest etc. Topics covered in this course include: sport/adventure industries, politics in sport, sport/ adventure marketing, and sport facility operation. Sports and adventure has become a major demand generator for many countries around the world and consequently the growth and status of this phenomenon is a major aspect of this course. The process of creating proposals and bids for sport/adventure events will also be discussed.

1. Discuss the relationship between sports and adventure tourism
2. Identify the major sports/ adventure venues and events.
3. Discuss issues and initiatives related to sports tourism in Canada and internationally
4. Understand how government agencies and private sector groups work together to foster the growth of sport and adventure events and activities
5. Identify the steps used to promote major sport and adventure events

#### COURSE OUTCOMES:

The students will be able to:

* + Develop a sport tourism concept plan and/or research paper to implement and organize within an organization or for an organization.
  + Develop and present a cross-border sport tourism plan or a sport & adventure plan to organize and implement.

#### Sport Tourism

##### Module-I Introduction Sport and Tourism:

Sport and tourism: Globalization, mobility and identity Sport and tourism in a global world

Sport and contemporary mobility Culture and identity.

##### Module-2 Activity:

Globalization and the mobility of elite competitors Spectatorship and spectator experiences Recreational sport and serious leisure

##### Module-3 People:

Authentic experiences Temporary sport migrants

Transnationalism, migration and diaspora

##### Module-4 Place:

Modern landscapes and retro parks Place attachment

Sport and place competition

Globalization, mobility and identity: Building theoretical informed insights into the study of sport and tourism

#### Adventure Tourism

##### Module-5

Introduction/ Basic Concepts, Definitions, historical background, hard and soft adventures.

##### Module-6

Classification of Adventures**,** Land, water/ aqua and aerial adventures

##### Module-7

Major Adventure Activities and skills**,** Mountaineering, Trekking, Mountain Biking, Skiing, Diving, White Water Rafting, Surfing, Swimming, Ballooning, Parachuting, Paragliding.

##### Module-8

Organizations/ Clubs working for Adventure Tourism in Pakistan, Famous Adventure Destinations of Pakistan, Potential Adventure Destinations of Pakistan.

#### RECOMMENDED BOOKS/READINGS:

1. Adventure Tourism by Ralf Bukley
2. Adventure Tourism: The New Frontier by John Swarbrooke, Colin Beard, Suzanne Leckie and Gill Pomfret (4 Jul 2003)
3. Adventure Tourism by R. Buckley (24 Oct 2006)
4. Adventure Tourism Management by Ralf Buckley Professor (30 Oct 2009)
5. Adventure Tourism: Meaning, Experience and Education by Peter Varley, Steve Taylor and Tony Johnson (1 Dec 2012)
6. Sport Tourism Paperback by [Douglas Michele Turco](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=Douglas%2BMichele%2BTurco&search-alias=books&field-author=Douglas%2BMichele%2BTurco&sort=relevancerank) (Author), [Roger Riley](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&text=Roger%2BRiley&search-alias=books&field-author=Roger%2BRiley&sort=relevancerank) (Author), [Kamilla Swart](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&text=Kamilla%2BSwart&search-alias=books&field-author=Kamilla%2BSwart&sort=relevancerank) (Author)
7. Sport and Tourism 1st Edition by [James Higham](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=James%2BHigham&search-alias=books&field-author=James%2BHigham&sort=relevancerank) (Author), [Tom Hinch](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&text=Tom%2BHinch&search-alias=books&field-author=Tom%2BHinch&sort=relevancerank) (Author).

**COURSE TITLE: PROJECT MANAGEMENT**

#### COURSE INTRODUCTION & OBJECTIVES:

The course trains in the basic principles of project management, including concepts from the initiating, planning, executing, monitoring & controlling, and closing process groups. Introduce fundamentals of project management knowledge areas, integration, scope, time, cost, quality, human resources, communications, risk, procurement, and stakeholder management. The objectives are:

* 1. Understand key concepts of project management and project lifecycle
  2. Begin to develop project planning skills
  3. Practice the key stages of managing projects
  4. Develop increased awareness of available resources to further develop project management skills
  5. Consider how to apply new knowledge to their own projects and set realistic goals for moving forwards

#### COURSE OUTCOMES:

* Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise.
* Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management.
* Demonstrate effective project execution and control techniques that result in successful projects.
* Conduct project closure activities and obtain formal project acceptance.
* Demonstrate a strong working knowledge of ethics and professional responsibility.
* Demonstrate effective organizational leadership and change skills for managing projects, project teams, and stakeholders

#### COURSE CONTENT:

##### Module-I

Introduction to Project Management, Organizational Capability, Leading and Managing Project Teams, Project Selection and Prioritization.

##### Module-II

Stakeholder Analysis & Communications Planning, Scope Planning, Chartering, Scheduling, Resourcing and Budgeting Projects.

##### Module-III

Project Risk Management, Project Quality & Kick-off, Project Supply Chain Management, Determining Project Progress & Results, Finishing the Project and Realizing the Benefits.

##### Module-IV

Reviewing the Project Lifecycle, Large Scale & Iconic and Public Sector Projects, Events as Projects, Triple Bottom Line Sustainability, Community Consultation & Engagement, Industry Speaker.

#### Recommended Books:

1. Project Management Body of Knowledge by Project Management Institute
2. The art of project management by Scott Berkun
3. The fast forward MBA in project management by Eric Verzuh
4. Project Management: A Systems Approach to Planning, Scheduling by Harold Kerzner.

### (Year 4) SEMESTER VII

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE SEVENTH SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| TH-411 | Major VII: Restaurant Management | 3 | Major |
| TH-412 | Major VIII: Accounting and Finance | 3 | Major |
| TH-413 | Elective I: Tourism Planning and Development | 3 | Elective |
| TH-414 | Elective II: Culinary Art | 3 | Elective |
| TH-415 | Major IX: Research Project-I | 3 | Major |
|  |  | **15** |  |

**COURSE TITLE: RESTAURANT MANAGEMENT**

#### COURSE INTRODUCTION & OBJECTIVES:

This course is a restaurant management course that provides students the unique opportunity to study operations and management of full-service restaurants. Course topics include operational issues, customer satisfaction, restaurant trends and challenges, financial accountability, service issues, and management development. Various aspects of production and service are experienced, discussed and demonstrated. Students become familiar with all aspects of a restaurant operation.

The course is designed for students who desire to improve their understanding of restaurant management. It will identify leadership skills in finance and cost

controls, marketing, bar and kitchen food productions, and effective menu planning. This course will also provide students with the basics of entrepreneurialism and how to put these learning objectives to work.

#### COURSE OUTCOMES:

After successfully completing this course, student will be able to:

* Summarize procedures within restaurant operations
* Apply operational procedures to achieve specific results
* Examine the influence of history of restaurants on contemporary restaurants
* Justify use of managerial functions to affect profitability
* Develop strategies to improve restaurant performance

##### Module-1 Introduction:

Introduction to catering – Different types of catering establishments. Relationship of catering industry with other industries. Attributes of food and beverage service personals, Staff organization in different types of restaurants, duties & responsibilities of restaurant staff. Classification of restaurants. Types of restaurants, Ancillary departments.

##### Module-2 Restaurant Facilities:

Development and design, space allocation, features of equipment, factor affection the selection of equipment, Classification of operating equipment used in restaurants & their uses. Automatic vending, Dining room furnishing, furniture, linen, Restaurant service Mise en Scene, Mise en place. Conservation of environment, solid waste management.

##### Module-3 Services technicalities:

Basic technical skills, interpersonal skills, laying cover, taking orders, service of Food, service of beverages, clearing during service, SERVQUAL in Restaurant.

##### Module-4 Procedures:

Billing, special form of service. Function catering, function administration, function organization. Operational control, revenue control, appraising revenue, appraising cost, appraising profits, profits measures, apprising the whole operation.

##### Module-5 Accounting & Technology in Restaurant:

Technology in restaurants industry, table management, POS system, mobile phone technology, web based program, Gifts and loyalty cards, Guest services.

##### Module-6 Financial planning and operations:

Financial planning and operations, records and reports, cost and control, review of Restaurant business plan.

##### Module-7 Restaurant Leadership and Management:

Leading the employee, nature of leadership, employee input, Restaurant Management issues, new employee Training and development, Orientation,

Communication skill, team building, effective delegation, developing others, Staffing the Restaurant.

**Module-8 Practical work & familiarization visit to restaurants, and out lets:** Demonstrations and Practical’s of the skills and methods of service and supervisory tasks.

Familiarization of cutlery, Crockery, glassware, Hollowware and Flatware, furniture, ancillary areas of F&B Dept. Linen used in the F&B Dept, Handling of trays and salvers, Mise en scene –Laying and relaying of Tablecloth, Mise en Place, Service of water, Holding and use of Service Spoon and Fork,Sequence of service / Taking orders, service of Food – Silver Service, Laying tables for Different Meals, Lunch Service, Pre Plated Service, Drawing Glassware, Service of Water / Bottled Water / Mineral Walter, Service of Tea, Service of Coffee, service of Juices, Service of Beverages in Rooms, KOT,BOT, billing, Beverage Sales Control, Beverage Sales Summary Sheet, Quotation.

#### RECOMMENDED READINGS:

1. Walker, John R., (2011) The restaurant : from concept to operation.— Seventh edition. Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Cousins, Foskett, Gillespie Food and Beverage Management, Pearson Education
3. Casado, Matt A (1994), Food and Beverage Service Manual, John Wiley & Sons.
4. Costas Katsigris, Chris Thomas, Design and Equipment for Restaurants and Foodservice: A Management View,
5. Dennis R. Lillicrap, John A Cousins (1991), Food and Beverage Service, Elbs.
6. Food and beverage Service – I Bharathiar University, Coimbatore India.
7. S. Medlik (1972), Profile of the Hotel and Catering Industry, Heinemann.

**COURSE TITLE: ACCOUNTING AND FINANCE FOR TOURISM & HOSPITALITY**

#### COURSE INTRODUCTION & OBJECTIVES:

This course deals with the basic of accounting and finance. This will enable students to determine tourism and hospitality organization profitability and economic transparency. The objective of the course is to supply the students with the knowledge that is needed for financial decision making in the hospitality industry and for efficient record taping, financial management of tourism and hospitality enterprises. This course highlights the dimensions of organizational culture which are associated with accounting and financial knowledge and processes. The course is divided in two sections. The first section refers to general principles of accounting. The second section refers to the analysis of

financial statement which make different stakeholders for taking appropriate decisions.

#### COURSE OUTCOMES:

At the end of this course, students will know:

* What is accounting? The process of recording business transactions.
* Development of financial statement according to GAAP.
* How to determine the financial status of tourism and hospitality organizations.
* Accounting cycle, as well as finance.
* Financial analysis and to determine probability of an organization.
* Investment appraisal methods, with applications to expansion, restructuring, acquisitions.
* The nature and use of the financial products/ instruments available in the market.

#### COURSE CONTENTS:

##### Module-I Introduction to Accounting:

What is accounting, what is finance, Accounting systems, Types of Accounting, Decision making parties, Principles of accounting.

##### Module-II Basics of Accounting:

Introduction to financial statements, Balance Sheet/ Statement of financial positions – Assets – Liabilities – Owner equity, Accounting Equation, Effects of business transactions, Income statement, Statement of cash flow, Articulation, Forms of business organization.

##### Module III The Accounting Cycle

Role of accounting record, The ledger , The use of Accounts, Debit & Credit entries, T – Ledger, The trial balance, Adjusting entries, Adjusted trial balance, Preparation of financial Statements, Income statement, Statement of owner equity, Balance sheet

##### Module IV Financial Assets Management

What is finance, modes of financing, Sources of Finance, Equity Shares, Preference Shares, Cash management, Reporting cash in balance sheet, Cash Handling, Internal control, Cash disbursement, Bank statement, Reconciling bank statement, Petty cash funds, Cash budget, Account Receivable, Short term Investment, Working Capital and its Sources

##### Module V Financial Analysis

Liquidity ratio, Activity ratio, Solvency ratio, Profitability ratio, Cost Analysis, Vertical Analysis, Horizontal Analysis, Ratio Analysis

#### RECOMMENDED BOOKS:

* 1. Accounting for Hospitality, Tourism and Leisure 2nd Edition by [Gareth](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=Gareth%2BOwen&search-alias=books&field-author=Gareth%2BOwen&sort=relevancerank) [Owen](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=Gareth%2BOwen&search-alias=books&field-author=Gareth%2BOwen&sort=relevancerank).
  2. Management Accounting for Hospitality and Tourism 3rd Edition by [Richard](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=Richard%2BKotas&search-alias=books&field-author=Richard%2BKotas&sort=relevancerank) [Kotas](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=Richard%2BKotas&search-alias=books&field-author=Richard%2BKotas&sort=relevancerank)
  3. Harris, P. (1995) 'Accounting and Finance for the International Hospitality Industry', Butterworth Heinemann: UK, PB, ISBN 075063586X stlg18.99
  4. Kotas, R. and Conlan, M. (1997) 'Hospitality Accounting', ITBP: UK, PB, ISBN 1861520867 stlg19.99
  5. Owen, G. (1998) 'Accounting for Hospitality, Tourism and Leisure', Longman: UK, PB, ISBN 0582312957 stlg20.99
  6. Atkinson, H. Berry, A. and Jarvis, R. (1995) 'Business Accounting for Hospitality and Tourism', ITBP: UK, PB, ISBN 0412480808 stlg20.99
  7. The Economic Ascent of the Hotel Business By Paul Slattery
  8. Hospitality Financial Management By Agnes L. DeFranco, Thomas W. Lattin
  9. Hotel Operations and Audting Manual By Cihan Cobanoglu, Gail Sammons, Patrick J. Moreo
  10. Accounting and Financial Management, First Edition - Developments in the International Hospitality Industry By Marco Mongiello, Peter Harris
  11. Financial Management for Hospitality Decision Makers (Hospitality, Leisure and Tourism) 1st Edition by [Chris Guilding](https://www.amazon.com/Chris-Guilding/e/B001IYVFS8/ref%3Ddp_byline_cont_book_1)

**COURSE TITLE: CULINARY ART**

#### COURSE INTRODUCTION AND OBJECTIVES:

Food is fundamental to life. Not only does it feed our bodies, but it is often the centerpiece for family gatherings and social functions. In this course, students learn all about food, including food culture, food history, food safety, and current food trends. They also learn about the food service industry and prepare some culinary dishes. Through hands-on activities and in-depth study of the culinary arts field, this course helps students to enhance their cooking skills and gives them the opportunity to explore careers in the food industry.

* + 1. Discuss the history and development of the food service industry.
    2. Describe the major accomplishments of famous chefs from history.
    3. Summarize the influence of historical entrepreneurs in the food service industry in the United States.
    4. Analyze how current trends in society affect the food service industry.
    5. Explain how taste and smell combine to give foods their flavors.
    6. List physical, psychological, cultural, and environmental influences on food likes and dislikes.
    7. Discuss global food diversity.
    8. Explain the basics of safety in culinary arts.
    9. Identify safety hazards in the food service workplace.
    10. Explain the basics of sanitation in a professional kitchen.
    11. Discuss procedures for cleaning commercial kitchen equipment.
    12. Identify various moist and dry cookery methods.
    13. Identify levels of training required for food service and culinary arts occupations.

#### COURSE OUTCOMES:

* To apply the latest modes of working, in order to master the various existing culinary techniques in national and international cookery, as well as in traditional and contemporary cuisine.
* To estimates, manage resources and calculate costs, taking into consideration all necessary factors, from purchasing of basic resources, working with suppliers through to the final product, making use of strategic, administrative and marketing concepts.
* To be able to manage a working team, making the best of their potential and supervising the activities of kitchen aids and auxiliaries, acquiring the necessary competence to solve different problems which may arise in the area of work, as well as the efficient use of time, space and human and material resources within the kitchen.
* To plan and carry out efficient leadership for the best preparation and elaboration of foods, observing always the safety and hygiene regulations in the work place and following the instructions of a qualified professional.
* To acquire the knowledge which will allow you to conserve and handle different food resources, and to design and produce menus to meet the quality standards of each area of the market.

##### Module-I Introduction:

Aims & Objectives of cooking food, Introduction to Safety, maintaining personal hygiene, hazards and Risks, History and development of cooking, the kitchen brigade, what is a professional cook, food and nutrition’s, the food guide pyramid, food contamination, Food and Beverage system. Health & Safety regulations, hazards in work place, emergencies in work place, communication skills, security procedures, team work, waste management, pest control, storage and stock control.

##### Module-II Introduction to Hygiene and Sanitation:

Hygiene, Sanitation, meaning, uses in hotel industry. Importance of hygiene and sanitation in catering industry. Personal hygiene for staff members in the production areas in preparing food or coming in touch with food and beverages. Personal hygiene for staff coming in touch with guests.

##### Module-III Basic concepts:

Foundation Ingredients- fats, oils and their uses. Raising agents - Flavoring and Seasonings, sweetening agents, Thickening agents. Knife and Knife skills, kitchen terminologies.

##### Module-IV Preparation concepts:

Preparation of Ingredients – Washing, peeling, Scrapping, cutting of vegetables, method of mixing foods, methods of cooking foods. Sauce meaning, uses,

points to be observed when preparing recipe for mother sauces, Names and derivatives of mother sauce.

##### Module-V Menu concepts:

Menu and types of menu , Basic Stocks types, Soups and its types, Rice and types of rice, Egg dishes, pasta and cooking methods of pasta, Fish course, Poultry, key preparation techniques for poultry, Introduction to vegetables and cooking techniques.

##### Module-VI (Practical’s):

Horrs d’ Oeuvers, appetizers and starters, salads, cold sauces, Introduction to desserts. (Preparation of 6 recipes from each course)

#### RECOMMENDED/SUGGESTED READINGS:

1. Anita Tull (1996), Food and Nutrition, Oxford University Press.
2. Arora K (1982), Theory of Cookery, K.N. Gupta & Co.
3. Auguste Escoffier (1979), The Complete Guide to the Art of Modern Cookery, Heinemann.
4. Ann Seranne (1983), The Complete Book of Egg Cookery, Collier Macmillan
5. David J, Textbook of Hotel Management, Anmol Publication (P) Ltd.
6. Douglas Robert Brown (2003), The Restaurant Manager's Handbook, Atlantic Publishing Company.
7. David A. V. Dendy (2001), Cereals and Cereal Products, Springer.
8. Eleanor Hallam (2005), Food Technology, Nelson Thornes.
9. Escoffier (1941), The Escoffier Cook Book, Crown Publishers, New York.
10. Fannie Merritt Farmer (1896), The Boston Cooking-School Cook Book, Little, Brown and Company.
11. Peter Barham (2001), The Science of Cooking, Springer.
12. Julia Child, Louisette Bertholle, Simone Beck (2001), Mastering the Art of French Cooking, Knopf Publishing Group.
13. Robin Nelson (2003), Fruits, Lerner Publications.
14. Frederic Rosengarten, Jr., Frederic Rosengarten (2004), The Book of Edible Nuts, Courier Dover Publications.
15. Frances E. Ruffin (2005), Kitchen Smarts: Food Safety and Kitchen Equipment, The Rosen Publishing Group.
16. Kenneth James (2006), Escoffier: The King of Chefs, Continuum International Publishing Group.
17. Thomas B. Johansson, Laurie Burnham (1993), Renewable Energy: Sources for Fuels and Electricity, Island Press.
18. Food preparation South Asian Secretariat. Jessica Souhami (2006), Sausages, Frances Lincoln Ltd.

**COURSE TITLE: RESEARCH METHODOLOGY**

#### COURSE INTRODUCTION & OBJECTIVES:

Research Methodology is a hands‐on course designed to impart education in the foundational methods and techniques of academic research in social sciences and business management context. Research scholars would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. Once equipped with this knowledge, participants would be well‐placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

* 1. understand some basic concepts of research and its methodologies
  2. Identify appropriate research topics
  3. select and define appropriate research problem and parameters
  4. prepare a project proposal (to undertake a project)
  5. organize and conduct research (advanced project) in a more appropriate manner
  6. write a research report and thesis
  7. write a research proposal

#### COURSE OUTCOMES:

The students will be able to understand:

* + - To understand the basic framework of research process.
    - To understand various research designs and techniques.
    - To identify various sources of information for literature review and data collection.
    - To develop an understanding of the ethical dimensions of conducting applied research.
    - Appreciate the components of scholarly writing and evaluate its quality.

##### Module-I Introduction to Research:

What is research, Business research , Definition of research, Types of research, Basics or fundamentals of research, Internal & External Research, Ethics of research.

##### Module-II The Hallmarks of Research:

Purposiveness, Rigor, Testability, Replicable, Precision & Confidence, Objectivity, Generalization , Limitation of research.

##### Module-III Steps of Hypothesis – Deductive Methods:

Observation, Preliminary information gathering, Theory formulation, Hypothesizing, Future data collection, Data analysis, Deduction.

##### Module-IV Business Research:

The internet, Electronically mails, Browsers, Web sites.

##### Module-V Research Process:

Define broad problem area, Preliminary data gathering, Problem definition, Theoretical frame work, Generation of hypothesis, Research design, Data collection, Analysis & Interpretation, Deduction, Report writing, Report Presentation, Decision.

##### Module-VI Data collection Methods:

Sources of data, Primary sources, Secondary sources, Data Collection methods

– Interviewing (Structured / Unstructured) – Questionnaires – Attributes of good questionnaire, Other Methods – Observational surveys – Sampling – Electronic sources.

##### Module-VII The Research Report:

Research Proposal, Report, Report Writing, Purpose of the Report, Characteristics of the Report.

##### Module-VIII Integral Parts of the Report:

Title Page Preface Acknowledgment Research Proposal & Authorization letter Executive Summary Table of contents Introduction Section Body of the Report- Final Parts of the Report References Bibliography Appendix Oral Presentation.

#### RECOMMENDED BOOKS/READINGS:

1. Hult, C.A. Researching and Writing Across the Curriculum, 2nd Ed. California, (1990).
2. Lester, J.D. Writing Research Papers: A Complete Guide, London. (1987).
3. Marius, R. A Short Guide to Writing about History, London. (1989).
4. Sharer, R.J. and Wendy A. Fundamentals of Archaeology, London. (1980),
5. Goode & Hatt, Methods in Social Research, National Book Foundation, Islamabad. (2000).
6. Mali, A. L. Pancholi Kundan, the Fundamentals of Research Methodology, Jaipur, India. (1988).
7. Bahr, C. & Albert, Social Science Research Methods, National Book Foundation, Islamabad. (2000).

**(Year 4)**

# SEMESTER VIII

|  |  |  |  |
| --- | --- | --- | --- |
| **COURSE TITLE EIGHTH SEMESTER** | | | |
| **Paper** | **Paper Name** | **Credit Hrs.** | **Status** |
| TH-421 | Major X: Research Project-II | 3 | General: |
| TH-422 | Major XI: Emerging Trends in Tourism and  Hospitality | 3 | General: |
| TH-423 | Major XII: Human Resource Management | 3 | General: |
| TH-424 | Elective III: Destination Branding | 3 | Elective |
| TH-425 | Elective IV: Tourism and Peace | 3 | Elective |
| **Total Credit hours** | | **15** |  |

### COURSE TITLE: Major X: Research Project-II

**COURSE TITLE: EMERGING TRENDS IN TOURISM &**

### HOSPITALITY

#### COURSE INTRODUCTION & OBJECTIVES:

For the last few years, the tourism industry is witnessing some emerging trends and issues among bulk of tourists, which is resulting in some new developments in the industry itself. It is expected that these upcoming trends will influence the strategy development, business, marketing policies and the tourism planning in the year ahead. This course focuses on the key issues and the forthcoming trends in the tourism and hospitality industry.

The main objectives of the course are:

* 1. Training and education
  2. Challenges of tourism and hospitality industry
  3. Crisis and forecasting of tourism & hospitality industry
  4. Organization and management (practical issues and current trends in the hotel, catering and tourism industry)
  5. Product and food innovation
  6. Current trends & Tourism

#### COURSE OUTCOMES:

* Critical review of the key trends in tourism and hospitality sector on local, regional and global levels.
* Deduce key trends through interpreting and critiquing academic theory and current industry practice of the key challenges that the sector faces.
* Concisely advocate and substantiate professional judgments to a variety of audiences through a diagnosis of emerging challenges that may inhibit growth in the sector, proposing creative strategies to combat

them exemplifying ethical responsibility and evidence-based decision- making.

##### Module-I Overview of World Tourism:

Introduction, Tourism and Hospitality Industry, Trends in Tourism and Hospitality, Looking beyond the short term.

**Module-II Actual Challenges to the Tourism and Hospitality Industry:** What is Crisis, How long will the crisis last, How does the crisis reflect on the Tourism and Hospitality Industry, How do Tourism and Hospitality players react, what should the tourism and hospitality industry expect?

##### Module-III Financial crisis and Tourism and Hospitality:

Investment in Tourism and Hospitality as a subject of theory of efficient capital market, Conditions and Interdependencies of the Subprime Crisis for Tourism and hospitality, Facts, Figures and Legacies of Speculation in Tourism.

##### Module-IV Forecasting the future of Tourism and Hospitality:

Introduction – Winning in a Turbulent Era, The Economic Downturn, Scenarios for the Road to Recovery, Key Themes for 2020 in the Hospitality and Tourism Sector, Drivers of Change over the Next Decade, The World in 2030, Technology and Tomorrow’s Customer, Travel in 2015 – What Does the Market Think?, Building a Future Ready Organization – Practical Actions.

##### Module-V The Future of Mobility – Scenarios for the Year 2025:

Why Are We Looking into the Future of Mobility?, Looking into the Future: The Scenario Technique, What Will Our World Look Like in the Year 2025?, Scenario “Mobility Calls for Action” – A Look Back from the Year 2025, What Does All This Mean to Our Mobility? – How Mobile Are We in the Year 2025?.

##### Module-VI Future of Global Aviation:

Commercial Jetliners, history and forecast, Companies and Airlines, Negotiation positions, Negotiation options.

##### Module-VII What’s Next for Online Tourism and Hospitality:

Mobile, Semantic Web, Customization, Media Versus Transaction Models, Differentiation Beyond Price, Travel Company Media Offerings/Monetizing Downstream Traffic, Social Media, Metasearch (Travel Search Engines)

#### RECOMMENDED BOOKS:

1. Trends and issues in Global Tourism by Roland Canardy and Martin Buck, 2010, Springler
2. The future of Hospitality and Travel by Maruim Cetron
3. New Trends in Tourism and Hotel Industry by Atul Saxena
4. Emerging Trends in Tourism by Ashok Aima.

**COURSE TITLE: HUMAN RESOURCE MANAGEMENT**

#### COURSE INTRODUCTION & OBJECTIVES:

Students are introduced to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures. Topics include the need for human resources management and its growing professionalism; human resource planning including job design and analysis; recruitment and selection; compensation; employee development; workplace health and safety; and employee relations.

* 1. Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
  2. Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges.
  3. Identify the human resources needs of an organization or department.
  4. Conduct a job analysis and produce a job description from the job analysis.
  5. Evaluate the procedures and practices used for recruiting and selecting suitable employees.
  6. Assess training requirements and design a successful orientation and training program.
  7. Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.

#### COURSE OUTCOMES:

* Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
* Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
* Properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
* Evaluate a company’s implementation of a performance-based pay system.
* Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.
* Align HR systems with the strategic business objectives of a firm

##### Module-I Strategic HRM in a Changing Environment:

What is HRM?, the Activities of HRM, Trends Enhancing the Importance of HRM, Competitive Advantage, Domestic vs. International HR, International HR strategies.

##### Module-II The Legal Environment of HRM:

Equal Employment Opportunity Law, Age Discrimination Law, Disability Law, Harassment Law, Future Trends in EEO.

##### Module-III Work Analysis & Design:

What is Work Analysis? What are the Major Goals of Work Analysis?, Most useful Work Analysis Methods How to choose the Best Work Analysis Method

##### Module-IV HR Planning, Recruitment and Selection:

Effective HR Planning, the Recruitment Function (HRP in Action, Selection Methods, Application Blanks and Biographical data, Reference and Background Checks, Personnel Testing, Performance Testing, Interviews

##### Module-V Performance Management and Appraisal:

How do we define and Why Measure Performance?, Legal Issues Associated with Performance Appraisals, Designing an Appraisal System, Methods of Delivering Performance Feedback.

##### Module-VI Training & Development:

Need Assessment, Development of the Training Program, Evaluation Special Training Programs.

##### Module-VII Direct & Indirect Compensation:

Direct Compensation: Wage & Salary, the Traditional Approach to Compensation.

Indirect Compensation: Employee Benefits, Communicating the Benefits Program International Compensation Managerial Implications for PFP Program.

##### Module-VIII Pay for Performance:

Determinants of Effective PFP, Main Problems with PFP, Legal Implications of PFP.

Individual PFP Plans: Merit pay & Incentive System, Group Incentive Plans, Managerial and Executive Incentive Pay.

##### Module-IX Employee Health & Safety:

Common Workplace Injuries & Diseases, Legal Issues Related to Health & Safety, Programs to Reduce Accidents at Work.

#### RECOMMENDED READINGS:

1. Human Resource Management *An Experiential Approach* H. John Bernardin
2. William B. Werther & Keith Davis: Human Resource & Personnel, McGraw-Hill.
3. Bernardin & Russell: Human Resource Management McGraw Hill. 73
4. Fred Luthans: Organizational Behavior. McGraw Hill.
5. Robert Kreitner & Angelokinicki: Organizational Behavior, IRWIN
6. Human Resource Management by- David A. Decenzo, Stephen P. Robbins
7. Jemes C. Vanhorne: Fundamentals of Financial Management
8. Eugene F. Brigham: Fundamental of Financial Management
9. Garry Dessler, Human Resource Management.
10. Dale S. Beach, Personnel The Management of people at work.
11. Holdin, Human Resource Management.

**COURSE TITLE: DESTINATION BRANDING**

#### COURSE INTRODUCTION & OBJECTIVES:

Ferrari, iPod Nano, Toyota, Nike, Khaadi, HSY, Marriott, Pearl Continental, Lipton, Samsung, Imperial, Bata, Service, etc. These are just some of the names which conjure up strong images and feelings. We love to love them, or love to hate them. They are strong brands because they have resonance in the mind of the consumer.

This course introduces you to brands by allowing you to stand in the shoes of the Brand Manager. The course objectives are twofold:

1. To understand the theoretical concepts underlying successful brands.
2. To apply those concepts to real brands.

#### COURSE OUTCOMES:

Upon completion of this course students will be able to:

* + Dismantle a brand and evaluate its intrinsic and extrinsic components.
  + Suggest routes for brand development on large and small budgets.
  + Critically assess brand naming strategies
  + Critique product, packaging and logo design.
  + Evaluate the role of advertising and media in brand development.
  + Describe brand portfolio management strategies.
  + Present routes for brand extension and growth.
  + Critically assess strategies for brand recovery.
  + Relate concepts presented in branding literature to real-world brands.

#### COURSE CONTENTS:

##### Module-I

Global context, Global Trends, Travel Motivations, Technological Change, Competitive environment, Types of brands, Product brand, service brand, destination brand, place brand, Thematic brand, geographical brand, from destination to place, branding in digital age.

##### Module-II

Branding objectives, Brand positioning, branding process, destination audit, segmentation analysis, Consumer perception research, Competitor analysis, brand building process and models, understanding visitor vs non-visitor, brand architecture, Challenges

##### Module-III

Bringing the brand to life, applying brand value, brand guidelines, the logo: brand essence or symbol, slogans and straplines, living the brand value, creative branding, main steps in developing brand.

##### Module-IV

Managing the brand, brand manager, steering group, brand champions, brand advocates, brand seminars, Keeping the brand fresh, branding measuring, brand tracking surveys, online panel surveys, bench marking surveys, omnibus style surveys, visitor satisfaction surveys, monitoring media coverage, branding strategies, implementing the brand, critical success factors and the future

#### RECOMMENDED BOOKS:

1. Riezebos, R. (2003) Brand Management, London: Financial Times- Prentice Hall.
2. Brassington, F. and Pettitt, S. (2006) *Principles of Marketing 4th Edition*. London: Financial Times-Prentice Hall.
3. de Chernatony, L. & McDonald, M. (2003) Creating Powerful Brands, London: Butterworth Heinemann.
4. Klein, N. (2001) *No Logo*, London: Flamingo Press.
5. Asworth, G. J and Goodal, B.(eds) (1990) Marketing Tourism places. Routledge London.
6. Carmen. B, Stuart. E .l and Ritchie. J.R.B (2005) Destination branding: Insights and practices from destination management organizations.
7. Katrin . B, (2005) Tourism destination marketing- A tool for destination management? Newzealand
8. Pike. S, (2004) Destination Marketing Organisation. Elsevier

**COURSE TITLE: TOURISM & PEACE**

#### COURSE INTRODUCTION & OBJECTIVES:

With over one billion tourists travelling the world every year, tourism has become a worldwide social and cultural phenomenon that engages people of all nations as both hosts and guests. The fundamental experience of tourism – visiting a new place and meeting its people and culture – is a transformative aspect that defines tourism’s role as an agent of peace. Never before have people travelled so widely, nor encountered such a wide variety of cultures. These connections spur dialogue and exchange, break down cultural barriers and promote the values of tolerance, mutual understanding and respect. In a world constantly struggling for harmonious coexistence, these values espoused by tourism are

integral to building a more peaceful future. Indeed, peace is the cornerstone of travel and tourism, and essential to social growth and development.

#### COURSE OUTCOMES:

Trust-building between different stakeholders:

* Forward-looking and constructive cooperation between participants
* Innovative solutions to existing economic or social challenges
* A higher quality, and broader acceptance, of decisions
* Ownership of and commitment to implementing agreed-upon results
* Collective responsibility for change
* Sustainable outcomes
* Long-lasting cooperative structures
* Focusing on the contribution to the common cause
* Being open to iterative learning
* Respecting legitimacy

#### COURSE CONTENTS:

##### Module-I Tourism Ethics and Peace:

Peace Sensitive Tourism: How Tourism Can Contribute to Peace. Peace Tourism.

Cornerstones for a Better World: Peace, Tourism and Sustainable Development.

##### Module-II Tourism, Development and Peace-building:

Responsible Tourism and Development in the Context of Peace-Building Understanding Economic Effects of Violent Conflicts on Tourism Religious Tourism – Business for Peace in the Holy Land

Tourism, Democracy and Conflict Resolution.

##### Module-III Tourism, Democracy & Conflict:

Tourism as a Force for Political Stability

War and Peace – and Tourism in Southeast Asia

Peace Sensitivity in Tourism Codes of Conduct at Destinations in Conflict The Role of the Tourist Guide in Promotion of Dialogue between Civilizations Mainstreaming Sustainability through Peace-Building at Large-Scale Tourism Events.

##### Module-IV Culture, Heritage and Education:

Tourism as Peace Education: A Role for Interpretation Peace as a Destination: Peace Tourism around the World

Peace through Tourism: An Historical and Future Perspective

#### RECOMMENDED BOOKS:

* 1. Tourism, Progress and Peace by [Omar Moufakkir](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=Omar%2BMoufakkir&search-alias=books&field-author=Omar%2BMoufakkir&sort=relevancerank) (Editor), [I. Kelly](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&text=I.%2BKelly&search-alias=books&field-author=I.%2BKelly&sort=relevancerank).
  2. Peace Through Tourism: Promoting Human Security Through International Citizenship by [Lynda-ann Blanchard](https://www.google.com.pk/search?tbo=p&tbm=bks&q=inauthor%3A%22Lynda-ann%2BBlanchard%22), [Freya Higgins-Desbiolles](https://www.google.com.pk/search?tbo=p&tbm=bks&q=inauthor%3A%22Freya%2BHiggins-Desbiolles%22).
  3. International Handbook on Tourism and Peace by UNWTO.

### 2.1.4 Computer Usage

Most of the studies in BS program is computer based like presentations, assignment writing, research, downloading relevant study material etc.

### Laboratory Activities

Not applicable.

## Standard 2-1 The curriculum must be consistent and supports the program’s documented objectives

The courses are fairly consistent and support the program objectives

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Group of Courses** | **Objectives** | | | | |
| **1** | **2** | **3** | **4** | **5** |
| Content Knowledge, all core courses |  |  |  |  |  |
| Research, Research Project, Research Methodology and Advanced Practicals |  |  |  |  |  |
| Skills and Utilization, E |  |  |  |  |  |
|  |  |  |  |  |  |

## Standard 2-2: Theoretical background, problems analysis and solution design must be stressed within the program’s core material

Although most of the courses cover all the elements however most of the subjects require the students to study and solve different case study analysis, real life problems and its practical implications.

## Standard 2-3: The curriculum must satisfy the core requirements for the program as specified by the respective accreditation body

The curriculum satisfies the core requirements as the courses have been developed under the guidelines of HEC for BS/Master programs.

**Table A.1 Minimum Requirements for Each Program** (Program Semester Credit hours)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Program** | **Compulsory Courses** | **Inter Disciplinary Courses** | **Discipline Specific** | | | |
| BS |  |  | **Foundation** | **Core** | **Elective** | **Specialization** |
| 27 credit hours | 25 credit hours | 27 credit hours | 15 credit hours | 30 credit hours | 12 credit hours |

\*The program follows the core requirements of the HEC.

## Standard 2-4: The curriculum must satisfy the major requirements for the program as specified by the respective accreditation body

All the courses have been designed in line with HEC guidelines provided by NBEAC. Semester wise scheme of studies is given in Annexure G.

## Standard 2-5: The curriculum must satisfy humanities, social sciences, arts, ethical, professional and other discipline requirements for the program as specified by the respective accreditation body

The adopted curriculum covers all the aspects as mentioned in the previous sections.

## Standard 2-6: Information technology component of the curriculum must be integrated throughout the program

Information technology is an important tool for modern science therefore; two courses of computer and its applications are included as technology component in the scheme of studies as given in section 2.4.

## Standard 2-7: Oral and written communication skills of the students must be developed and applied in the program

In each course Assignment and Presentation is mandatory for graduates to improve their oral, written and communication skills. Beside this, few courses have been included to strengthen the aforementioned areas.

**Table2.5: Courses of written and communication skills**

|  |  |
| --- | --- |
| Sr. No. | Course |
|  | Research Project Defense |

# Criterion 3: Laboratories and Computing Facilities

## Laboratories Information

The Department of THM Hunza Campus possesses a shared computer lab.

## Safety Regulation

1. Eating and drinking is strongly prohibited.
2. Unattended and disorganized cables must not be present in the computer lab.
3. Students are not allowed to open CPUs or any other part of the computer on his own.
4. Students are instructed to visit computer lab only in their stipulated time of working.
5. Safety and instrumental manuals must be followed before any activity with in the computer lab.
6. A functional First Aid Box must be available.

## Standard 3-1: (Lab manuals/documentation/instruction for experiments must be available and readily accessible to faculty and students

Lab manual/documentation/instructions are available and readily accessible.

## Standard 3-2: There must be adequate support personal for instruction and maintaining the computing laboratories.

A lab supervisor and a full time laboratory assistant are there to maintain lab and support graduates for their lab activities.

## Standard 3-3: The university computing infrastructure and facilities must be adequate to support programs objectives

Please refer to 3.1 till 3.4 in response to this.

# CRITERION 4: STUDENTS SUPPORT & ADVISING

Student support and counseling is an important element to achieve documented objectives. A full support strategy is framed to complete the program on time. A senior faculty as student advisor monitors student support and advising activities. It is mandatory for all faculty members to be available during office hours and students are encouraged to consult and discuss problems related to their courses, carrier, and future plans.

## Standard 4.1: Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner

The elective and required courses are offered on regular basis. Before the commencement of each semester, a complete scheme of study is planned mentioning the courses offered by the department and other departments. Student advisors usually request respective departmental chairperson for the arrangement of faculty in a particular course.

## Standard 4.2: Courses in the major areas of study must be structured to ensure effective interaction between student, faculty and teacher assistants

Usually each course is assigned to a single faculty member. Every course comprises practical work, assignments and presentations since there are fair opportunities for students to interact with the teacher. Students are encouraged to provide feedback and express their ideas for courses. Courses from other departments are taught in the first two to three semesters and departmental practice and rules information are disseminated to the concerned teacher.

## Standard 4.3 Guidance on how to complete the program must be available to all students and access to academic advising must be available to make course decisions and careers choices

An orientation week is placed in academic calendar of KIU normally in last week of February. During this orientation week, every teacher deliver a lecture related to courses in his/her field. Student advisor inform students about the program requirements, rules and regulations (DOs and DONTs) in the university. A booklet of students’ guide is provided to all new comers. The booklet covers mission, objectives, courses, scholarship opportunities, internship programs and guidelines for a new comer. QEC and Students’ affairs section also actively involved to provide guidance and welcoming environment for students and seminar regarding good interviewing skills and anger management are arranged for the students. Student advisor provide detailed information about the scope of chemical sciences, professional societies and technical bodies, and students are advised to get membership of such organizations. Program coordinator invites heads, professionals and representatives of aforementioned bodies to conduct interactive session for students for future planning.

# Criterion 5: Process Control

The process for the delivery of major functions such as student admission and registration, faculty recruitment, teaching is executed under the semester rules and HEC guidelines. To meet the set standards, the process is controlled, reviewed and evaluated periodically.

## Standard 5.1: The process by which students are admitted to the Program must be based on quantitative and qualitative criteria and clearly documented. The process must be periodically evaluated to ensure that it is meeting its objectives

The university has constituted a committee by involving admission office, students’ affairs and senior faculty members. The university has a set criteria and procedure for admissions. The evaluation and review of admission process is the responsibility of admission committee.

### Admission Procedure

1. The University shall invite applications for admission to various academic programs on prescribed application form, through an advertisement by the Admission Office, Assistant Director (Student Affairs and Examinations) indicating clearly number of open-merit seat as well as those on quota basis. The number of seats in each degree program will be decided by the departmental council and conveyed to the Admission Office.
2. Admissions for BS degree program in THM shall be made every year for Fall semester only.
3. Admission to BS will be announced preferably after the declaration of the results of F.A/F.Sc and the whole process shall be completed preferably one month prior to commencement of the semester.
4. Admission will be open to all eligible candidates as per following;
5. From Gilgit Baltistan 80% of total seats in each discipline in each department.
6. From all over Pakistan (excluding Gilgit-Baltistan) 20% of total seats in each discipline in each department.
7. Foreign students seeking admission in the University shall be required to submit their applications through the HEC, Government of Pakistan. Such students shall be included in 20% as described in (b) above.
8. Admission will be open to all eligible candidates without discrimination on the basis of caste, creed, and gender.
9. The advertisement shall be published in at least in one local and one national level daily newspaper together with University Website.
10. Candidates shall be required to submit application forms (www.kiu.edu.pk), within the stipulated time, complete in all respects, along with the following documents duly attested by an officer (BPS-17) and above.
11. Attested copies of S.S.C, H.S.S.C, or equivalent examination certificates.
12. Attested copies of detail marks certificates.
13. Attested copy of character certificate from the head of the institution last attended.
14. Attested copy of domicile certificate.
15. Three passport size photographs.
16. Migration certificate (original) within 15 days after admission.
17. Attested copy of computerized national identity card or form ‘B’.
18. Every application shall be accompanied by an affidavit signed by the applicant and countersigned by his father/guardian stating that she/he will abide by the Statutes, Rules and Regulations of the University and instructions issued from time to time, by the Vice Chancellor, Dean, Chairperson, or teacher.
19. Candidates applying for admission to more than one discipline and category (quota) will be required to submit a separate application form along with all supporting documents, for discipline and category (quota).
20. In case a student has passed his/her HSSC or equivalent examination before the current session, an affidavit must be submitted to this effect, that he has not been registered in any other institution/university and has not completed a regular degree program already.
21. In case of admission on reserved seats, the applicants / nominees shall apply through proper channel. If no candidate applies for reserved seats / quota, then the reserved seats will be converted to open merit.
22. Admission on reserved seats will be granted on the basis of merit determined amongst the applicants.
23. The number of open merit and quota seats shall be determined by the Academic Council on the recommendations of the Departmental Council and Faculty Council.
24. The details of reserved seats are as under:
25. Sports 01 seat per discipline per department.
26. Hafiz-e-Quran 01 seat per discipline per department.
27. Disable 01 seat per discipline per department
28. There shall be a Departmental Admission Committee consisting of the following:
29. Chairperson of the Concerned Department (Convener)
30. Three Senior Faculty Members (Members)
31. All the candidates shall be required to bring the relevant original documents for inspection by the Departmental Admission Committee.
32. If two candidates have equal merit, the one senior in age shall be given preference over the other for the purpose of admission.
33. If any candidate fails to appear before the Admission Committee at the specified time and venue, he shall not be considered for admission and the seat shall be offered to the next candidate on merit.
34. Candidate selected for admission must finalize the admission requirements within the notified period, failing which their right of admission will be forfeited and the admission will be offered to the next candidate on waiting list.
35. Late admission will be allowed to only those candidates who are on waiting list. They will be informed about their selection by placing information on the University notice board and will be required to finalize the admission requirements within the notified period.
36. The merit list will be displayed on university website ([www.kiu.edu.pk](http://www.kiu.edu.pk))
37. Criteria for Admissions

|  |  |  |  |
| --- | --- | --- | --- |
| **Title of Program** | **Degree** | **Entry Requirement** | **Duration** |
| Bachelor of Tourism and Hospitality Management | BS | F.A/F.Sc/I.Com and other relevant degree with at least 2nd division (45% Marks) | 4years |

## Standard 5.2: The process by which students are registered in the program and monitoring of students’ progress to ensure timely completion of the program must be documented

The admission office allots registration numbers to students in consultation with departmental admission committee after confirmation of admission. Then the document is reviewed by Registrar Academics and followed by final approval of document by competent authority.

**Students’ Progress Evaluation**

A student is evaluated to ensure timely completion of the program in each course on the basis of various components of the study including class attendance, assignments, projects, lab work, presentation, quizzes, Mid Term, and Final Term examinations according to the following %weight.

**Table-5.1: Components of Assessment**

|  |  |
| --- | --- |
| Nature of Examination | Course (with practical) |
| *Quizzes, Assignments, Presentations etc* | 30% |
| *Continuous Assessments* | 30% |
| *Final Term Examination* | 40% |

## Standard 5.3: The process of recruiting and retaining highly qualified faculty members must be in place and clearly documented. Also processes and procedures for faculty evaluation

For recruitment of high qualified faculty new created and vacant positions are advertised through national newspapers and university website. The HR section receives application scrutinized and shortlisted on the basis of qualification, publication, expertise and experience as per criteria set by HEC. Short listed candidates are invited for interview before selection board. The names of selected candidates are recommended to KIU senate for approval. Finally, the appointment of candidates is notified by the registrar office.

Faculty Recruitment, Promotion, Training and Evaluation

**Table-5.2: Faculty recruitment**

|  |  |  |
| --- | --- | --- |
| **Faculty** | **Policy** | **Process** |
| Recruitment | HEC approved policy | Selection board |
| Promotion | As per HEC policy | Selection board through recommendations of HOD, Dean and VC |
| Evaluation | HEC approved policy | Student evaluation by QEC at the end of each semester, Self-assessment reports of faculty member annually and ACRs |

## Standard 5.4: The process and procedures used to ensure that teaching and delivery of course material to the students emphasize active learning and that course learning outcome is met. The process must be periodically evaluated to ensure that it is meeting the objectives.

Before the commencement of semester, timetable is circulated among faculty members. HOD convenes a meeting to advise faculty to deliver current knowledge regularly and to involve students in active learning. A departmental evaluation of faculty is conducted through students in order get feedback. In order to meet learning outcomes, HOD suggest the obtained feedback from students to concerned faculty member. QEC also conduct a students’ survey for the evaluation of teacher performance, the comments from students are communicated to teacher. All faculty members are required to maintain course files which include the course outlines, students’ attendance, quizzes and assignments’ records and other relevant material. They submit their course files along with final results at the end of the semester.

## Standard 5.5: The process that ensures that graduates have completed the requirements of the program must be based on standards, effective and clearly documented procedures. This process must be periodically evaluated to ensure that it is meeting its objectives

At the end of each semester final term examinations are held to evaluate the students’ progress. Students with satisfactory progress are promoted to new semester. At the end of 7th semester (3.5 years), students are required to submit a project and to defend before a panel of examiners. They also have the option to undergo a two-month internship in an organization and submit a report about the same. An independent panel of examiners is constituted, initially suggested by HOD and approved by Dean. After approval from the panel HOD submit progress report and award list to examination section.

# Criterion 6: Faculty

## Standard 6.1: There must be enough full time faculty who are committed to the program to provide adequate coverage of the program areas / courses with continuity and stability. The interest of all faculty members must be sufficient to teach all courses, plan, modify and update courses. The majority must hold a PhD degree in the discipline.

The qualification and expertise of faculty fairly meet the requirements of program. Teachers are capable of designing, modifying and updating curriculum.

## Standard 6.2: All faculty members must remain current in the discipline and sufficient time must be provided for scholarly activities and professional development. Also, effective programs for faculty development must be in place

The PhD faculty members have been recruited on BPS by meeting HEC criteria. Therefore, the entire faculty is current and updated with the respect to their knowledge research and innovations. Every faculty member is required to submit a detailed assessment report at the end of each academic year. Since, all the faculty members are academically sound and active in research. Faculty is encouraged to attain national and international faculty development programs beside this KIU also organize time-to-time faculty development sessions.

Teaching hours allocated to full time faculty members as per HEC defined limits which provide enough time for faculty to excel in scholarly and professional programs.

## Standard 6.3: All faculty members should be motivated and have job satisfaction to excel in their profession.

The KIU has well-defined mechanism for faculty motivation. Each year faculty is required to apply for “Best University Teacher Award” each year under the directives of QEC. To assess the research and innovation performances faculty members, they are encouraged to apply for “Research Productivity Award” by Pakistan Council for Science and Technology. Dean, Vice Chancellor, HoD and public appreciation is also in effect to motivate a faculty member for achieving excellence in his/her profession. Conducive working environment is provided for job satisfaction.

# Criterion 7: Institutional Facilities

The competent authority of the university is determined to facilitate department in all aspects includes, highly qualified faculty, infrastructures and management staff.

## Standard 7.1: The institution must have the infrastructure to support new trends such as e-learning.

E-learning facilities have been provided to all faculty members and students. Faculty is provided with computer and internet access for e-learning to support the program objectives. Most of the students have received laptops under Prime minister’s laptop program and there is centralized computer facility for students. Each student has a login ID to access internet for e-learning. Under the supervision of director electronics and IT the support staff is always on standby to look after e-learning facilities. This section receives enough funds annually from university to upgrade facilities to meet modern standards.

## Standard 7.2: The library must possess an up-to-date technical collection relevant to the Program and must be adequately staffed with professional personnel.

The department has enough number of graduating students and hundreds of candidates apply for admission.

## Standard 7.3: Class room must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibilities.

The library holds books stock for Management Sciences. Reasonable space is allocated for students of department of business management. Some cabins for individual study are also organized. Most of the students have laptops, received from Prime Minister’s Laptop Scheme. Sufficient number of computers is also available to access internet resources. Computer Labs are well equipped and fairly support the business management program to achieve objectives. Some of the faculty has funding along with university allocated funds for research projects. Thus, efforts are up to the mark to involve students on research side.

# Criterion 8: Institutional Support

The competent authority of the university is determined to facilitate department in all aspects includes, highly qualified faculty, infrastructures and management staff.

## Standard 8.1: There must be sufficient support and financial resources to attract and retain high quality faculty and provide the means for them to maintain competence as teachers and scholars.

Each year university recruits highly qualified faculty because of departmental need. Qualification and productivity-based incentives are given to attract and retain the faculty. Workshops and faculty development sessions are organized to sharpen the teaching abilities of teachers. A reasonable amount of funds is allocated each year for development of research facilities in order to get maximum research productivity from faculty.