# 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 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 hour.

The department offers a 2-year Msc program to cope with this imminent need to prepare students to fill the gap for managerial employees and entrepreneurs faced 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 Masters 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 programs perhaps qualifies 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 in the society while maintaining higher ethical standards.

### Program Objectives vs Outcomes

The offered programs 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 at 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

Masters

|  |  |  |  |
| --- | --- | --- | --- |
| Year | No of students | Male | Female |
| |  | | --- | | 2019 | | 2020 | | 8  18 | 4  15 | 4  3 |

### Student Faculty Ratio

|  |  |  |
| --- | --- | --- |
| Total Faculty | Total Students (Masters) | Faculty-Student Ratio |
| 2 | 24 | 1:12 |

### Average GPA in a Semester

The average GPA in a semester is 3.08

### Average Completion time

The MSc program at the department of Business Management, Karakoram International University has average completion time of 2 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 2 years masters, 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: 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: 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 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: 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: 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.
3. Shah, Ibrahim (2007) Hindu Art in Pakistan: a Study Based on Museums Collection), (PhD thesis, unpublished), Peshawar: Department of Archaeology, University of Peshawar
4. The Mahabat Khan Mosque and its Decorative Beauty (MPhil thesis, unpublished), Department of Archaeology, University of Peshawar, 1996
5. Khan, A. N. Multan: History and Architecture, Islamabad, 1983
6. Development of Mosque Architecture in Pakistan, Islamabad, 1991.
7. Sehrai, F.U. A Guide to Takht-i Bahi,
8. 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)
9. Rahman, A. Islamic Architecture of Pakistan: An Introduction, Peshawar, 1981
10. Hasan, Shaikh Khurshid. The Islamic Architectural Heritage of Pakistan, Royal Book Company, Karachi, 2000.
11. Dani, A.H. Shahbazgarhi, Peshawar, 1964.
12. Khan, F.A (1969) Architecture and Art Treasures in Pakistan: Prehistoric, Protohistoric, Buddhist and Hindu Periods, Karachi.

**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.

**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: 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

**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).

**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: 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: 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: 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: 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.

### GRADUATE PROGRAM MS/MPhil

Regarding MS Degree Programme, the NCRC agreed on the following principles, that:

1. The nomenclature of the degree will be “Masters Studies (MS) in Tourism & Hospitality”.
2. The MS Degree Programme will be of two years duration after four years BS/ Master Degree in Tourism & Hospitality.
3. The MS degree will be based on course work of 24 credit hours along with a mandatory research thesis/dissertation of 6 credit hours as per HECs’ policy guidelines.
4. The areas of specialization may be offered according to the geographic location of the institutions, availability of the faculty and other facilities.
5. The committee also recommended that the pre-requisite for admission to MS/MPhil Tourism & Hospitality must be four years BS/ Master Tourism & Hospitality.

### LIST OF SUBJECT

**MS/MPHIL - TOURISM & HOSPITALITY**

#### CORE COURSES:

1. Tourism Risk & Disaster Management
2. Hospitality Management
3. Tourism Theories & Practices
4. Team Management and Leadership in Tourism & Hospitality
5. Theory and Practice in Hospitality And Tourism Research
6. Indicators of Sustainable Development for Tourism Destinations
7. Natural Resource Management
8. International Logistics & Supply chain Management
9. Health, Nutrition and Safety
10. Destination Management
11. Applications of GIS In Tourism
12. The Business of Tourism
13. Marketing of Tourism Assets
14. International Tourism: Cultures and Behavior
15. Transportation Management
16. Hospitality & Tourism Strategic Issues
17. Travel Media Tourism & Journalisms
18. Theme Parks and Resort Management
19. Tourism SME’s & Destination Competitiveness
20. Total Quality Management in Tourism & Hospitality
21. Critical Issues in Eco-Tourism
22. Cultural Resource Management
23. Tourism Policy Making in the Real World
24. Financial Analysis of Tourism & Hospitality Organizations
25. Cultural Heritage Tourism

### DETAIL OF COURSES

**COURSE TITLE: TOURISM RISK AND DISASTER MANAGMENT**

#### Introduction:

Tourism businesses and destinations need to have strategies to deal with threats to the reputation and marketability of tourism destinations and businesses arising from external threats including terrorism, civil unrest, natural disasters, pandemics and economic slumps. They also need to be prepared to avert or manage internal reputation threats arising from management failure, mechanical, building or customer service failure. Reputation is the most valuable asset for any tourism (and indeed any service) destination or business. Maintaining reputation through well formulated risk management practice and procedure is a vital asset to any tourism business.

#### Objectives:

1. Develop tourism risk management strategies
2. implement tourism reputation and risk management strategies
3. monitor and evaluate tourism reputation and risk management strategies
4. Critically assess case specific data relating to tourism organizations and their risk management processes

#### Course Outcomes:

* + Comprehend major concepts, principles, and theories associated with tourism risk management
  + To understand critical role of risk management in tourism.
  + How to cope with crisis in tourism
  + How disaster affect the community and environment for tourism.

#### Course Contents:

##### Module-I Introduction:

Definitions of Natural Hazards and Disasters, Classification of Natural hazards, Classification of Disasters, Disaster risks, Vulnerabilities, Capacities

**Module-II Risk Management for Tourism Crises and Disasters:** Introduction, Disasters and Tourism, Crisis Management, The Role of the Tourism Industry in Risk Management, Hazards (Sources of Risk), The Nature of Disasters, The Toll from Disasters in 2005, The Risk Management Standard, Adapting the Risk Management Standard to Disaster/Emergency Risk Management, The Role of the Tourism Industry in Risk Management and Disaster Risk Management , The Tourism Risk Management Process

**Module-III National Responsibilities for Risk and Disaster Management:** Risk Management at the National Level, Coordination and Partnerships – A National Tourism Council, A National Tourism Safety and Security Plan, A National Tourism Incident Response Plan, Business Continuity Planning Guide for a Human Influenza Pandemic, Counter-Terrorism and Consequence Management, Preventing Organized Crime, Tourism Risk Management in the Pacific Region, Disasters in Asia and the Pacific, National Disaster Management Arrangements in Asia and the Pacific, The Asian Disaster Preparedness Centre Tourism Disaster Response Network

**Module-IV Crisis Management for Tourism Operators and Destinations:** The Four Crisis Management Strategies, Prevention/Mitigation, Preparedness, Response Recovery.

##### Module-V Media and Communication:

Introduction, Patterns of Media Reporting, Managing the Media, Guidelines for the Visitor Industry, Before a Crisis: Preparing for the Worst, Minimizing Damage, Recovering Visitor Confidence.

##### Module-VI Tourism Risk Management in an Age of Terrorism:

Why Analyzing Tourism Risks is Difficult, Do Economically Hard Times Cause e Rise in Tourism Crimes, Terrorism and Tourism, Tourism, Terrorism, and the Media, Developing a tourism risk management plan in an age of terrorism, Some Risk Management issues in an Age of terrorism, The Food Supply and Delivery Systems, Drugs, Tourism and Terrorism, Influence of Narco-Trafficking on Tourism in an Age of Terrorism.

#### RECOMMENDED BOOKS:

1. BURTON, I.; Kates, R.W. and White, G.F. (1993) The Environment as Hazard, The Guildford Press, London, UK.
2. DAMON, P. C. (2006) Introduction to International Disaster Management. Butterworth-Heinemann, UK.
3. DILLEY, Maxx (2005) Natural Disaster Hotspots: A Global Risk Analysis. World Bank and University of Columbia, US.
4. ELLIOT, J.E. (2006) An Introduction to Sustainable Development. Third Edition. Routledge, London, UK.
5. SMITH, Keith; and Petley, David N. (2009) Environmental Hazards: Assessing Risk and Reducing Disaster. utledge, London, UK.

**COURSE TITLE: TRAVEL MEDIA & JOURNALISM**

#### Course Introduction:

This course is designed with the aim that how media and journalist can promote tourism. This course deals with the primary introduction to the history, theory, and practice of communication, including language and literacy, representation and semiotics, mediated technologies and institutional formations, and social interaction. Integrates the study of communication with a range of media

production and the role of journalist (for example, writing, electronic media, film, performance).

#### Objectives:

* 1. To provide basic understanding about travel journalism and its role in tourism promotion; and
  2. To equip the students with the practical know-how on travel writing and the dynamics of making travelogues.

#### Course Contents:

##### Module-I Understanding Media:

Newspaper Journalists and Editors, Magazine Writers and Editors, Website Writers and Bloggers Guidebook Authors, Radio Broadcasters. Television Crews Staffversus Freelance.

Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books. The Internet Researching and Approaching Markets Travel Books Guide Books Accommodation Guides Business Travel Coffee Table Books, Autobiographical Tales Anthologies.

##### Module-II Working with Media:

Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources Nature of media coverage: webcast and telecast Script writing for travel programs Identifying points for visual support Conducting interviews Virtual tourism.

##### Module-III Organizing Research:

Research Topics: Sources of Information Research on the Internet Researching on the spot Organizing research material.

##### Module-1V Idea Development:

Developing Ideas for Travel Articles Journey Pieces Activity Pieces Special Interest Pieces Side-trips Reviews Ideas from own travel experiences Ideas from other sources.

##### Module-V Practices:

How to portray the experiences: Practical tips-Choosing the right words Verbs, Adjectives and Clichés, Illustrations the Practicality of taking photographs, Nonphotographic Illustrations..

#### REFERENCES BOOKS:

1. Brunt. P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
2. Clark, Riley, M., Wood, R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
3. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.
4. Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

**COURSE TITLE: HOSPITALITY MANAGEMENT**

#### Course Introduction:

The purpose of this course is to expose students to important Managerial functions in a hotel with a view to give insight into hotel. It throws light on the various type of accommodation, to diagnose major trends, problems and possible solutions. To learn to establish and operate an accommodation business and understand it’s rules and regulations.

#### Objectives:

1. To provide an educational foundation for a range of administrative and management careers in the hospitality industry.
2. To develop in the student, the ability to think logically, communicate clearly develop an eye for detail, cost consciousness and optimum utilization of time energy and materials
3. To equip the student with a thorough understanding of the administrative production skills required. Maintenance of discipline, neat & pleasant appearance, and high level of personal and job hygiene.
4. To provide skills to manage in a computerized environment and a rapidly changing IT Environment and its effect in the hospitality environment. Also to provide work ethics and adequate work habits essential for working in a team.
5. To develop in the students skills and personal qualities of general importance and applicability in all aspects of working life.
6. To acquire skill for future management roles of various types of hospitality units and being aware & conscious of social responsibilities that an organization owes to its employees & clients.

#### Course Contents:

##### Module-I

What Is Hospitality Management

The Manager’s Role in the Hospitality Industry Why to Study Hospitality Management

Forces Affecting Growth and change in the Hospitality Industry

##### Module-II

Food Services

The Restaurant Business The Outlook of Food Services The Dining & Eating Markets

Restaurant as a Part of Large Business The Front House & Back House

How to increase Profit in food service Operations

##### Module-III

Reducing Cost

Cost of Sale and Controllable Expenses

Restaurant Industry Organization: Chain, Independent & Franchise Site Selection Expertise

Access to Capital

##### Module-IV

Competitive Forces in Food Industry

Comparison of on Site & Commercial Food Services College & University Food Services

##### Module-V

Health Care Food Services – Dietetic Food Trends in Health Care Food Industry School & Community Food Services School Food Services Models

Community Based Food Services Private Club Food Services

##### Module-VI

Issues Facing Food Industry Consumer Concern, Health & Wellness, Fast Food & a Hectic Pace

Nutritional Labeling

Hazard Analysis and Critical Control Points Alcohol and Dining

Food Services & the Environment

Thinking About Garbage from Dump to Waste Stream Recycling

The Greening of Restaurant Industry Reduce, Reuse, Recycle, Compost, Landfill

Enhancing Customer Services Guest Ordering, Guest Payment, Technologies in Back House, Technology and Internet Food Services.

#### Suggested Readings:

* 1. Zeithaml VA, ‘Service Marketing’, McGraw-Hill, London, 1996
  2. Gray and Ligouri: ‘Hotel and motel management and operations’ PHI, New Delhi, 2000
  3. Andrews: ‘Hotel front office training manual’ Tata McGraw- Hill,Bombay,1980
  4. Negi, ‘Hotels for Tourism Development’, S. Chand, New Delhi.
  5. Arthur & Gladwell: Hotel Assistant Manager ( London communica, Barril, Jenkins)
  6. Negi: Professional Hotel Management ( Delhi: S.Chand)

**COURSE TITLE: HEALTH NUTRITION AND FOOD SAFETY**

#### Course Introduction:

This course aims to develop an understanding of nutrition, and food safety as well as their roles in the public health agenda globally and at the local level. Topics of particular interest include the nutrition transition, the challenges of double burden of malnutrition consisting of both under-nutrition and food excess, and food safety problems in the world and in Pakistan.

#### Objectives:

1. Describe main principles of nutrition, food safety and health
2. Describe food safety problems (including antibiotics) globally
3. Analyze under and over nutrition situation and food security
4. Present the main contents of nutrition and food safety communication and education

#### Course Contents:

##### Module-I Nutrition and You:

Defining Nutrition, Health and Disease What are Nutrients. The Broad Role of Nutritional Science Health Factors and Their Impact Assessing Personal Health A Fresh Perspective: Sustainable Food Systems, Nutritional Balance and Moderation, Understanding the Bigger Picture of Dietary Guidelines National Goals for Nutrition and Health: Healthy People 2020.

Recommendations for Optimal Health.

##### Module-II Nutrition and the Human Body:

The Basic Structural and Functional Unit of Life: The Cell Digestion and Absorption Nutrients are Essential for Organ Function, Energy and Calories Disorders that can Compromise Health.

##### Module-III Digestion and Absorption of Food Nutrients:

A closer look at Carbohydrates, Lipids, Proteins and its Digestion and Absorption. The Functions, Health Consequences and Benefits. and Personal Diet Choices. - The Food Industry: Functional Attributes of Carbohydrates and the Use of Sugar Substitutes.

**Module-IV Nutrients Important to Fluid and Electrolyte Balance:** Overview of Fluid and Electrolyte Balance. Water’s Importance to Vitality. Regulation of Water Balance, Electrolytes Important for Fluid Balance, Consequences of Deficiency or Excess. Water Concerns, Popular Beverage Choices.

##### Module-V Achieving Optimal Health: Wellness and Nutrition:

Diet Trends and Health, Fitness and Health, Threats to Health, Foodborne, Illness and Food Safety, Start your Sustainable Future today, Careers in Nutrition.

##### Module-VI Characterization of Food Safety and Risks:

Definition of Food Safety, Characterization of Food Hazards Robert, Risk Analysis Frameworks for Chemical and Microbial Hazards. Dose-Response Modeling for Microbial Risk. Exposure Assessment of Microbial Food Hazards.

##### Module-VII Food Hazards:

Prevalence of Food Bourne Pathogens, Physiology and Survival of Food Bourne Pathogens in various food systems, Characteristics of Biological Hazards in Foods, Hazards from Natural Origins, Chemical and Physical Hazards produced during food processing, storage, and preparation, Hazards associated with Nutrient Fortification. Monitoring Chemical Hazards: Regulatory Information.

##### Module-VIII Systems for Food Safety Surveillance and Risk Prevention:

Implementation of FSLS regulatory programs for pathogen reduction, Advances in food sanitation: use of intervention strategies, Use of surveillance networks , Hazard analysis critical control point (HACCP).

**Recommended Books:**

* 1. Srilakshmi, B, “Food Science (5th Edition, New Age International Pvt. Ltd.
  2. [Karen E. Drummond](http://eu.wiley.com/WileyCDA/Section/id-302479.html?query=Karen%2BE.%2BDrummond), [Lisa M. Brefere](http://eu.wiley.com/WileyCDA/Section/id-302479.html?query=Lisa%2BM.%2BBrefere) (2013) Nutrition for Foodservice and Culinary Professionals, 8th Edition, John Wiley & Sons, Inc.
  3. Food Science and Nutrition: Malathi.
  4. Food and Nutrition: P K Jas.

**COURSE TITLE: CRITICAL ISSUES IN ECO-TOURISM**

#### Course Introduction:

This course will lead students to explore the history, concepts, principles and practice of ecotourism and development which promote cultural and environmental awareness and local economic benefits with an emphasis on non-western cultures. The material covered is intended to offer students basic knowledge of this sector of the tourism industry, enable them to define, describe and analyze the principles and practices of eco-tourism, and help them to appreciate the complex nature of ecotourism development in the contemporary world and to understand the critical issues related.

#### Objective:

To explore the interrelationships between the environment & its resource for sustainable ecological tourism planning and development.

#### Course Contents:

##### Module-I Nature and Scope of Ecotourism:

Definition of Ecotourism, Negative Ecotourism, Principles of Ecotourism.

##### Management Issues:

Recreation and the environment, recreational impacts on the environment, ethical and legal concerns, code of practice for ecotourism operators, incorporating ecotourism principles into activities, interpretation, visitor guidelines, planning for minimal impact, quality control.

##### Module-II Industry Destinations:

The ecotourism market, what do Eco tourists want?, trends in international tourism, understanding the needs of the consumer, consumer expectations, storing and preserving food.

##### Legal Considerations and Safety:

National Parks, land use/planning restrictions, code of practice, The safety strategy, hazards, first aid.

##### Environmental Pollution:

Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

##### Module-III Concept and Origin:

Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

##### Module-IV Eco-tourism Resources in Pakistan:

Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.

##### Module-V

Eco-tourism Planning and development strategies, Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product development, Marketing and Promotion, Infrastructure development, Industry involvement training programme both at operational and promotional level.

##### Module-VI

Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI,. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh.

#### Suggested Readings:

1. Baldvin J.H. (1985) Environmental Planning and Management. I.B.D. Dehradun
2. Singh Ratandeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.
3. Romila Chawla : Wildlife Tourism and Development; Sonali Publications, New Delhi.
4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co. Ltd., Publishing Co. Ltd.)
5. Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A. Lengman).
6. Khoshov T.N. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A. Lengman).
7. Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish
8. Mcnealy J. (1989), Economics and Biological Diversity I.U.C.N. (Switzerland)
9. Mridula & N. Dutt (1991) Ecology and Tourism (New Delhi, Universal Publishers)
10. Negi. J (1990) Tourism development and Resource conservation (New Delhi Metropolitan)
11. Sapru R.K. (1987) Environment Management in India (New Delhi) Ashish.
12. Singh T.V., J. Kaur and D.P. Singh (1982) Studies in Tourism Wildlife parts conservation (New Delhi Metropolitan)
13. Singh S.C. (Ed.) 1989) Impact of tourism on mountain Environment (Meerat Research India Publications)

**COURSE TITLE: INDICATORS OF SUSTAINABLE**

**DEVELOPMENT FOR TOURISM DESTINATIONS**

#### Course Introduction:

Tourism is now one of the global engines of development. Every year, more people are in motion than ever before in history. With good planning and management, tourism can be a positive force, bringing benefits to destinations around the world. If poorly planned and managed, tourism can be an engine for degradation. It is clearly in the interest of the tourism sector to maintain and sustain the basis for its prosperity, the destinations for tourism. This course is designed for to understand the student that how tourism development can be sustainable and will be more beneficial.

**Learning Outcomes:**

**After completion of the course, students will be able to:**

* Obtain and use the best information possible in support of better decision- making regarding sustainable development for tourism.
* Students will understand that how indicators are proposed as key building blocks for sustainable tourism and as tools which respond to the issues most important to managers of tourism destinations.
* Make optimal use of environmental resources
* Respect the socio-cultural authenticity of host communities
* Ensure viable, long-term economic operations, providing socio- economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

**Course Contents:**

**Module-I Introduction:**

Why use Indicators, Indicators at Different Levels, Types of Indicators, Measurement and Expression of Indicators, Indicators and Planning, Indicators as a Catalyst, Progress in Indicators Development and Use, Growing Indicators Initiatives Worldwide, Advances in Indicators Methodologies, Indicators Initiatives of other Sectors, Indicators and Performance Measurement.

**Module-II Indicator Development Procedures:**

Key Steps to Indicators Development and Use, Initial Phase: Research and Organization. Indicator Development Phase, Implementation

**Module-III Sustainability Issues and Indicators in Tourism:**

Wellbeing of Host Communities, Sustaining Cultural Assets, Community Participation in Tourism, Tourist Satisfaction, Health and Safety

**Module-IV Capturing Economic Benefits from Tourism:**

Protection of Valuable Natural Assets, Managing Scarce Natural Resources, Limiting Impacts of Tourism Activity, Controlling Tourist Activities and Levels, Destination Planning and Control, Designing Products & Services, Sustainability of Tourism Operations and Services.

**Module-V Indicators Applications: Uses in Tourism Planning and Management:**

Indicators and Policy, Using Indicators to Strategically Plan for Tourism, Indicators and Regulation, Public Reporting and Accountability, Indicators and Certification/Standards Programmes, Performance Measurement and Benchmarking.

**Recommended Books:**

1. Indicator of Sustainable Development for Tourism Destination by WTO
2. Boniface, B.; Cooper, C. Worldwide Destinations: The Geography of Travel and Tourism; Elsevier: Oxford, UK, 2009.
3. Candela, G.; Figini, P. The Economics of Tourism Destinations; Springer: Berlin/Heidelberg, Germany, 2012.
4. Vanhove, N. The Economics of Tourism Destinations; Elsevier: Oxford, UK, 2005.
5. Fennell, D. Ecotourism Programme Planning; CABI Publishing: Wallingford, UK, 2002.
6. Drumm, A.; Moore, A. An Introduction to Ecotourism Planning; The Nature Conservancy: Arlington, VA, USA, 2005.
7. Veal, J. Leisure and Tourism Planning and Policy, 2nd Ed.; CABI Publishing: Oxford, UK, 2002.
8. Wanda, G.E. Rural Tourism Development Localism and Cultural Change; Channel View Publications: New York, NY, USA, 2009.
9. Fennell, D. Ecotourism; Taylor & Francis: New York, NY, USA, 2007.
10. Tribe, J. The Economics of Recreation, Leisure and Tourism; Elsevier: Oxford, UK, 2011.

### COURSE TITLE: INTERNATIONAL LOGISTICS & SUPPLY CHAIN MANAGEMENT COURSE INTRODUCTION

#### Course Introduction:

This course aims to provide students with new and future-oriented perspectives on international logistics and supply chain management and deepen their understanding of that area. It utilizes a unique cross-disciplinary approach, combining logistics and supply chain management with business marketing, purchasing, management, economic geography, and informatics. Students are introduced to practice through interaction with a number of different companies.

#### Learning Outcomes:

* + Demonstrate knowledge and understanding in Logistics and supply chain management.
  + Demonstrate considerably deep insight into current research and development work in logistics and supply chain management;
  + Demonstrate specialized methodological knowledge in business administration and specifically related to logistics and supply chain management.
  + Demonstrate understanding of issues of logistics and supply chain management and how they can be interpreted with different theoretical approaches.

#### Course Contents:

##### Module-I Introduction 1

Introduction and Function of the Book, Role of the Supply, Chain Managing, the Supply Pipeline for Global Trade Flows, the Global Logistics Operator, Comparison between National (Domestic) and International Logistics, International Transport, International Trade Law, Employment Law. Globalization and International Trade Environment.

##### Factors and Challenges Driving Logistics and Supply Chain Management:

Factors Driving, Global Supply, Chain Management, Customs and Global. Supply Chain Management, Management of the Inventory in the Supply Chain, Analysis Including-Vendor Management, Factors Contributing to the Development of Logistics. Asset Management in the Supply Chain, Lean Supply, Chain Management, Lean Supply Workforce.

##### Module-II Export Sales Contract:

Introduction - Market Environment - Market Entry Strategy - Constituents of the Export Sales Contract- Evolution and Revolution of Logistics and Supply Chain

Management- Modern Logistics Concepts - Logistics Department Logistics Providers Are Taking on More Responsibilities as the Industry.

##### Constituents of the Export Sales Contract Continued:

Contract of Affreightment: Terms of Delivery Incoterms 2000. Factors Determining Choice of Incoterms 2000 -Trade Finance Introduction Currency Credit Terms UCP 600 Documentary Credits and Allied Documents Market Development Strategy with Global Logistics Focus -Business to Business (B2B) and Business to Consumer (B2C). Value-Added Benefit - Identifying Priorities.

##### Module-III Constituents of the International Purchasing/Procurement System:

International Purchasing Systems Constituents/Strategy and its Interface with the Management of the Global. Supply Chain - Negotiating the Contract - Financing Global Supply Chains

##### Selecting the International Logistics Operator:

Criteria of Selecting the Third-Party Logistics Operator - The Key Factors in the Development of a Successful 3PL Contract Logistics - International Organization for Standardization – ISO Supply Chain Management Selection - Six Core Products – Supply Chain Management – Warehousing – Customs- Clearance – Air Freight – Consolidation – Project Cargo.

##### Module-IV International Transport:

Trade-Offs Inherent in International Logistics – Multi-Modalism - Key Factors in a Transport Mode(s) Trade-Off Speed Frequency Packing - Insurance - Warehousing - IT and E-Commerce - Project Installation Management

##### Operations Management:

Benchmarking – Supply Chain - Global Supply Chain Management - Supply Chain Cycle Time Management Reduction Logistics Result Evolution Strategy Demand-Driven Supply Network.

##### Module-V Security Global Supply Chain:

ISPS Code - CSI and C-TPAT - Radio Frequency Identification (RFID).

##### Specialized Software in the Supply Chain Process:

Background, Need for Specialized Systems Functions and Objectives of a Specialized International Trade System Pre-Order Enquiries, Quotations and Order Capture - Export-Specific Data - Shipment Procedures - Letter of Credit and General Compliance. The Software-Driven Process Data Capture Packing Operations Shipping Arrangements- Dispatch-Time Data Document Completion and Production - Statutory Reporting - Profitability Analysis

#### Recommended Reading:

1. International Logistics: Global Supply Chain Management by Long, Douglas
2. International Logistics: Global Supply Chain Management 2003rd Edition by Douglas Long
3. Textbooks and Teaching International Logistics and Supply Chain Management by Hans Joachim Schramm
4. International Logistics by Pierre David
5. International Logistics by Donald F. Wood, Anthony Barone, Paul Murphy, Daniel L. Wardlow
6. Logistics and Distribution Management by Alan R, Rushton, Phil Croucher, John Oxley

**COURSE TITLE: DESTINATION MANAGEMENT**

#### Course Introduction:

Managing destinations is an area of growing importance as tourism regions compete to provide unique experiences and exceptional value to visitors. Principles and concepts of building strong destinations are explored to assist future tourism professionals in establishing stronger regional tourism organizations while responding to the needs and wants of community residents.

##### The aims of the course are to provide:

* 1. An analysis of tourism planning at the international, national, regional, local and organizational scales
  2. An understanding of the principles of tourism planning, including specific legislative and policy frameworks
  3. An analysis of macro and micro factors that influence tourism planning
  4. An introduction to sustainable development in tourism
  5. An evaluation of the range and significance of stakeholders in tourism planning
  6. An appreciation of the resourcing of tourism planning
  7. An understanding of the nature of destinations and the need for destination planning and management
  8. Practical skills in the development of plans for tourism destinations

#### Learning Outcomes:

* On successful completion of this course a student will be able to: Explain the role of tourism destination management at international, national, regional and local scales
* Apply the principles of tourism destination management to develop plans for a tourism destination
* Evaluate the significance of stakeholders in the tourism destination management process and develop plans that meet their needs
* Differentiate between a range of factors that influence the tourism destination management process
* Assess the role of sustainable development in tourism destination management
* Consider the future of tourism destination management

#### Course Contents:

##### Module-I Ensuring a sustainable form of Development:

Traditional tourism v/s sustainable tourism, sustainable tourism and the triple bottom line, tools for managing destinations, system of measuring excellence for destinations – SMED, public use plan for destinations, building capacity.

##### Module-II Tourism Inventory, vision & goals setting:

Tourism supply inventory, accommodation, tour operators, developing a vision for destination, setting goals for tourism development.

##### Module-III Auditing the visitor and resident experience:

Visitor experience value chain, designing a visitor survey, creating a resident profile survey, establishing a destination management system.

##### Module-IV Utilization of clusters for gaining a competitive edge:

Tourism clusters, role of stakeholders in forming clusters, how to organize clusters into sustainable business practices,

##### Module-V Destination Management organizational partnership:

Tourism statistics & monitoring, traveller indicators, industry advocacy, asset advocacy, industry support, growth & training, engaging residents.

##### Module-VI Destination positioning strategies:

Marketing activities of DMO, SWOT analysis, consumer behavior, marketing objectives of DMO, tool used by DMO, monitoring & evaluation, setting indicators,

##### Module-VII Building a destination online presence:

Key elements for a successful web presence, identifying websites development support, registering a domain name, hosting, web wish list, visual design, tips for good websites, developing contents, contents management system, search engine, social media and its contents, tone and voice, managing comments.

##### Module- Developing a visitor information Program:

Tourist informational needs, tourism professionals, tourist information strategies, visitor information center, information kiosks, mobile devices, revenue generators.

#### Recommended Readings:

1. Kirshenblatt Gimblett, B. (1998). Destination culture: tourism, museums, and heritage. Berkeley: University of California Press.
2. Laws, E. (1995). Tourist destination management: issues, analysis, and policies. London; New York: Rutledge
3. Morgan, N., Pritchard, A. & Pride R. (Eds.) (1995). Destination branding : creating the unique destination proposition. London; New York: Rutledge.
4. Brent Ritchie, J.R. & Crouch, I.G. (2003). The competitive destination: a sustainable tourism perspective. Oxon, UK: CABI Publications.

**COURSE TITLE: APPLICATION OF GIS IN TOURISM**

#### Course Introduction:

This course introduces the hardware and software components of a Geographic Information System and reviews GIS applications. Topics include data structures and basic functions, methods of data capture and sources of data, and the nature and characteristics of spatial data and objects. Upon completion, students should be able to identify GIS hardware components, typical operations, products/applications, and differences between database models and between raster and vector systems.

#### Learning outcomes:

Upon completion of this course, the student will be able to:

* + Define GIS
  + Use GIS to identify, explore, understand, and solve spatial problems
  + Demonstrate GIS modeling skills
  + Demonstrate critical thinking skills in solving geospatial problems.
  + Design and implement a GIS project
  + Demonstrate competency with the ArcMap software to enhance and interpret data
  + Use queries in GIS Analysis Formulate applications of GIS technology.

#### Course Contents:

##### Module-I Introducing GIS**:**

What is GIS, What GIS can do, Types of GIS projects, Remote sensing, GPS, SDSS Continental Drift.

##### ArcGIS

Exploring ArcGIS, Spatial Data, Metadata, ArcCatalog, ArcToolbox

##### Working with ArcMa

Map documents, Windows and Menus, Help system, Data frames, Layers, Symbols and styles, Map scales and labeling

##### Module-II Coordinate Systems and Map Projections**:**

Map projections and GIS, Coordinate Systems, Spheroids and datums, Common projection systems, Projecting data

##### Drawing and Symbolizing Features:

Types of maps, Classifying numeric data, Using map layers, Editing symbols and using styles, Displaying rasters

##### Working with Tables:

Tables, Joining tables, Statistics, Summarizing tables, Editing and calculating tables.

##### Module-III Queries:

What are queries?, Selecting, Using queries in GIS analysis.

##### Spatial Joins:

Spatial join, Types of joins, Setting up a spatial join.

##### Map Overlay:

Map overlay, other spatial analysis functions, Coordinate systems and map units.

##### Module-IV Presenting Data:

Maps and Reports in ArcGIS, Working with map elements, Layout toolbar, Working with map scales, Setting up scale bars.

##### Geocoding:

Introduction to geocoding, Geocoding styles, Geocoding process, Setting up the address locater, Reference data, x-y coordinates.

##### Basic Editing in ArcMap:

Editing overview, The Editor Toolbar, Snapping features, Creating adjacent polygons, Editing features, Editing attributes, Saving work.

##### Module-V Advanced Editing:

Using sketch tools , Changing existing features, Combining features, Buffering features, Topology and shared features.

##### Working with Geo databases:

About geo databases, Creating geo databases, Creating feature datasets, Using default values, Setting up domains, Split and merge, Subtypes.

#### Recommended Readings:

1. Introduction To Geographical Information Systems By Prithvish Nag And Smita Sengupta, Prithvish Nag.
2. Geographic Information Systems as an Integrating Technology: Context, Concepts, and Definitions *by Kenneth E. Foote and Margaret Lynch*
3. Geographic Information Systems (GIS) Across Disciplines: A Resource Guide for the Sciences by Nicole Nawalaniec
4. Principles of Geographic Information System: An Introductory Text Book by Otto Huisman and Rolf A. de

**COURSE TITLE: THE BUSINESS OF TOURISM**

#### Course Introduction:

The tourism industry comprises several main sectors, e.g. transport, accommodation, travel distribution, visitor attractions, public-sector organizations, and so on. This module focuses on each sector’s economic and operational characteristics and the ways in which they interact in the production of tourism products and services.

#### Course Aim and Objectives:

This Course aims to examine the development, operation, structure, organization and trends associated with individual sectors in the tourism industry. Each of the sectors under study is analyzed in terms of its business characteristics, while the overall aim of the module is to offer a comprehensive introduction to the business of tourism by examining how different sectors operate and interact within the tourism system.

#### Learning Outcome:

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

* Identify the key components involved in the study and understanding of tourism, and appreciate the role of these sectors in tourism as a whole
* Understand the main economic and operating characteristics of the accommodation sector, transport for tourism, travel distribution, visitor attractions, and public-sector organizations
* Identify the major operators and explain the industrial structure of the sectors
* Evaluate the major influences on the sectors and explain the major trends
* Develop skills in critical thinking, group working, communication, academic research, and writing.

#### Course Contents:

##### Module-I

Defining and analyzing tourism

The development and growth of tourism up to the mid-twentieth century The era of popular tourism: 1950 to the twenty-first century

##### Module-II

The demand for tourism

The economic impacts of tourism The sociocultural impacts of tourism The environmental impacts of tourism

##### Module-III

The structure and organization of the travel and tourism industry

Tourist destinations Tourist attractions

##### Module-IV

Tourist Transportation

Intermediaries in the provision of travel and tourism services

##### Module-V

Marketing of Tourism Assets

Tourism Assets marketing – an introduction Environmental factors

Market segmentation and target marketing in the Tourism industry The marketing mix and tourism

The marketing mix and food and drink Company Tourism marketing

#### Suggested Readings:

1. Business Travel and Tourism by John Swarbrooke and Susan Horner 2001
2. The Business of Tourism Management by John Beech and Simon Chadwick 2006
3. The Business of Tourism by J Christopher Holloway with Claire Humphreys and Rob Davidson 2009

**COURSE TITLE: INTERNATIONAL TOURISM: CULTURES AND BEHAVIOR**

#### Course Introduction and Objectives:

There is no doubt that international tourism expanded significantly in the last decade. International tourism has also been forecasted to reach unprecedented numbers in the years to come. The consequences of such increased international travel can be very diverse. The question arises whether international tourism enhances understanding among people and the level of their enjoyment, or increases the likelihood of cultural misunderstanding and conflict. The argument of this book is that in order for the tourism industry to be successful in the future, managers and marketers need to be aware of and sensitive to cultural differences among international tourist markets. Learning about, understanding, and respecting the national cultures of others can prevent potential cultural misunderstanding and conflict in international tourism, significantly improve social contact between international tourists and local hosts, enhance tourist satisfaction with travel products, and generate repeat visitation.

#### Course Contents:

##### Module-I

International Tourism: The Global Environment Globalization, tourism and culture

Cultural diversity

##### Module-II

Cultural Theories and Practices Intercultural theories

Cultural practices and tourism impacts on culture

##### Module-III

Culture and Cultural Differences Culture, Cultural variability

##### Module-IV

Cultural influences on intercultural communication Cultural influences on social interaction

Cultural influences on rules of social interaction Cultural influences on service

Cultural influences on ethics

##### Module-V

Tourist Behavior, Human behavior: its nature and determinants Consumer buying behavior

Cultural influences on tourist buying behavior

##### Module-VI

Cross-Cultural Comparison

Cultural differences among international societies Multicultural competence in a global world

### Recommended Books:

* 1. International Tourism 1st Edition by Yvette Reisinger
  2. International Tourism: Cultures and Behaviour [Yvette Reisinger](https://www.abebooks.com/servlet/SearchResults?an=Yvette%2BReisinger%2BPhD&cm_sp=det-_-bdp-_-author)
  3. Transformational Tourism: Tourist Perspectives edited by Yvette Reisinger
  4. Handbook of International and Intercultural Communication by Asante, M.,

W. (1989) Newbury Park, California: Sage Publications

* 1. Understanding Culture’s Influence on Behaviour by Brislin, R. (1993) . Orlando: Harcourt Brace Jovanovich.
  2. Intercultural Communication: An Introduction. Thousands Oaks, by Jandt,

F. (1998), California: Sage Publications.

* 1. Culture: A Critical Review of Concepts and Definitions by Kroeber, A. and Kluckhohn, C. (1985). New York: Random House.

**COURSE TITLE: NATURAL RESOURCE MANAGEMENT**

#### Course Introduction:

This course is intended for students interested in the policies and management of the natural environment and its resources. However, the transferable nature of the skills elements involved may make this course attractive to other students wishing to pursue a career in government agencies or consultancy. It is a

practically orientated course and provides students with a basic toolkit of quantitative and qualitative techniques used in resource planning and analysis, together with case studies with which to gain experience of their application.

**Learning Outcomes:**

Upon successful completion of the course you will be able to

* Interpret and engage with current debates around sustainable natural resource management;
* Define the major formative processes behind natural resource issues within Australia and internationally;
* Discuss the integrated nature of human activities, environmental values, ecological processes and sustainable resource management
* Critically reflect on the diverse and sometimes competing perspectives of different resource users;
* Compare and contrast the different approaches to natural resource management and their underlying principles

#### Course Contents:

**Module-I Environment, Ecosystems and Natural Resources:** Environmental management and natural resource management Ecosystem approach to natural resource management

##### Module-II Natural Resource Management:

Models and principles

Elements in the process of NRM

##### Module-III Problem definition in NRM:

Data collection and interpretation [Remote sensing](http://people.aub.edu.lb/~webeco/rs%20lectures.htm) Practices

Integrative Processing and Modelling (GIS)

##### Module-IV Methods of NRM:

Problem definition and recognition

Methods of management: Intervention, Planning , Regulation, socio-economic and political change

#### Recommended Readings:

1. Nath et al. Managing the Ecosystem. Routledge.
2. Omara-Ojungu, P. Resource Management in Developing Countries. Longman.
3. O’Riordan, T. Perspectives on Resource Management. Pion.
4. Van Dyne. The Ecosystem Concept in Natural Resource Management.
5. Ewert, A (ed). Natural Resource Management. The Human Dimension. Westview.
6. McCloy, K. Resource Management Information Systems. Taylor and Francis.

**COURSE TITLE: CULTURAL RESOURCE MANAGEMENT**

#### Course Introduction and Objectives:

In this module 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.

#### Learning Outcomes:

Upon the completion of the course students will be able to:

* + 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

#### Course Contents:

##### Module-I General Introduction:

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

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

##### Module-III 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-VI 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-VII 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 part of this course.

##### Module-VIII 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.

#### Recommended Books:

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.

**COURSE TITLE: TOURISM THEORIES & PRACTICES**

**Course Introduction:**

This course explains foundation tourism theories, in particular whole tourism systems, and applies these theories to practical contexts in tourism and hospitality industries. Important academic skills related to sustainable tourism, critical thinking, information literacy and essay writing are embedded in the curriculum.

Tourism is a dynamic phenomenon that undergoes and facilitates rapid change in human environments around the world in a number of ways. Keeping pace with tourism poses a number of challenges in understanding human mobilities and the processes involved. This course is designed to develop in students a critical understanding of selected contemporary behavioral, social, economic, political and environmental issues and phenomena that affect, and are affected by, tourism and the industry it supports. Contemporary debates on theory and practice are introduced as focal points of this course within which to contextualize theoretical and applied perspectives of the study of tourism.

#### Learning Outcome:

* + Students will foster skills in critical thinking, synthesis of theory, and articulation of ideas to position real-world issues of a changing world in a theoretical framework.

**Course Contents:**

**Module-I**

Study of tourism, History of tourism

**Module-II**

Whole tourism systems, People as tourists

**Module-III**

Places in tourists' itineraries, Tourism environments

**Module-IV**

Sustainable tourism, Tourist attractions

**Module-V**

Tourism industries and organizations, Tourism patterns and trends.

**Recommended Books:**

1. Responsible Tourism: Concepts, Theory and Practice Paperback– April 8, 2016 by [David Leslie](https://www.amazon.com/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&text=David%2BLeslie&search-alias=books&field-author=David%2BLeslie&sort=relevancerank) (Editor)
2. Responsible Tourism: Concepts, Theory And Practice by David Leslie
3. Management Science in Hospitality and Tourism: Theory, Practice, and Applications Muzaffer Uysal, Zvi Schwartz, Ercan Sirakaya-Turk
4. Strategic Place Branding Methodologies and Theory for Tourist Attraction edited by Bayraktar, Ahmet, Uslay,
5. Bridging Tourism Theory and Practice by Jafar and Liping A. Cai

**COURSE TITLE: TEAM MANAGEMENT AND LEADERSHIP IN TOURISM & HOSPITALITY**

#### Course Introduction:

This course is designed to acquaint students with the changing nature of leadership, management, and quality issues facing today’s hospitality industry. In-depth coverage of topics such as the Malcolm Baldrige National Quality Award, power and empowerment, communication skills, goal setting, high- performance teams, challenges of diversity, managing organizational change, and strategic career planning, will provide the student with the knowledge and skills needed to lead a hospitality organization in the challenging and demanding environment.

#### Learning Outcome

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

* Develop leadership and management skills through group cooperation
* Describe the roles and functions of a leader in the hospitality and tourism industry
* Describe the roles and functions of a manager in the tourism & hospitality industry
* Understand the importance of the continuous improvement process
* Understand the importance of goal setting and teambuilding
* Understand the importance of conflict management skills, the need for career planning
* Apply production forecasting techniques and procedures, physical and perpetual inventory systems
* To provide the student with a "real life" experience in the tourism & hospitality industry.

##### Module-I

Leadership and team building - their importance and roles. Leadership, work, organizations and human characteristics. Customer service, SMART and C- SMART criteria.

##### Module-II

Motivating people; the social context and psychology. Describing and examining various motivational theories, the need for achievement.

##### Module-III

Team and group definitions; values and team behaviour, peoples’ perceptions of teams. Team types and team membership., Synergy, groupthink, group dynamics and norms, peer and hierarchical groups; inertia and friction. Team

formation and development; team features, communication and life cycle; team loyalty. Team roles and functions; role theory, team wheels, Belbin’s model. Testing for teams and selecting team members, the need for balance, recruitment.

##### Module-IV

The role of the leader; leadership traits and styles, Leadership theories, the leadership spectrum and matrix, becoming a leader, Power, influence and relationships in organisations; the use and sources of power. Authority, responsibility and accountability. Delegation and empowerment in the workplace. Dealing with conflict; negotiation, learning, adaptation, and behaviour change. Team leadership and culture; cultural development and change, cultural types, culture clashes.

##### Module-V

Twenty-first century teams and leaders, ICT and technological synergy, virtual teams, boundaries. Theorists: Adair, Belbin, Warren, Blanchard, Covey, Handy, Lewin, Lewis, Morris, Peters, Robbins.

#### Suggested Readings:

* 1. What is leadership in the hospitality industry? By Editor Hotelier
  2. Advances in Culture, Tourism and Hospitality Research by Professor Arch Woodside
  3. [Travel and Tourism by Richard Sharpley](http://newcatalog.library.cornell.edu/catalog/6008805)
  4. [Marketing in Travel and Tourism by Victor T. C. Middleton; Alan Fyall; Mike](http://newcatalog.library.cornell.edu/catalog/6417810) [Morgan; Ashok Ranchhod](http://newcatalog.library.cornell.edu/catalog/6417810)
  5. [United States Travel and Tourism Industry by Danielle P. Moore; Allison G.](http://newcatalog.library.cornell.edu/catalog/7199099) [Doherty](http://newcatalog.library.cornell.edu/catalog/7199099)
  6. [Strategic Management for Travel and Tourism by Nigel Evans; David](http://newcatalog.library.cornell.edu/catalog/5342485) [Campbell; George Stonehouse](http://newcatalog.library.cornell.edu/catalog/5342485)
  7. [Worldwide Destinations: the Geography of Travel and Tourism by Brian G.](http://newcatalog.library.cornell.edu/catalog/7736360) [Boniface; Chris Cooper; Robyn Cooper](http://newcatalog.library.cornell.edu/catalog/7736360)
  8. Leadership in the Service of Hospitality Judi Brownell

**COURSE TITLE: MARKETING OF TOURISM ASSETS**

#### Course Introduction

Students develop actual marketing campaign for business within hospitality industry. Emphasis on (a) analysis of market, competition and product, (b) planning financial budget and (c) developing short-term and long-range strategies to achieve desired profit through effective advertising, sales and public relations plan.

#### Learning Outcomes:

Upon completion of the course, the student will be able to demonstrate knowledge of the following topics:

* Understand the hospitality and tourism marketing process.
* Develop hospitality and tourism marketing opportunities & strategies.
* Developing the hospitality and tourism mix
* Manage hospitality and tourism marketing.
* Understand how social media impacts marking in the hospitality business.

#### Course Contents:

**Module-I**

Tourism Marketing Trends, Current Marketing Investment + Customer Review, Initial Strategy Planning

#### Module-II

Situation Analysis, Setting the Scene for Growth, Content Marketing

#### Module-III

Website Marketing: Strategy, Management, Development, Design, Website Marketing: Online Booking Systems, Content Planning, Measurement **Module-IV**

Blogging, Search Engine Optimization, Social Media: Strategy

#### Module-V

Customer Advocacy, Online Reputation Management, Email Marketing

#### Module 6

Finalizing your Tourism Marketing Strategy

#### Recommended Readings:

1. Tourism and Hospitality Marketing: A Global Perspective 1st Edition by Simon Hudson
2. Tourism and hospitality marketing by Sharron Dickman
3. [Marketing in Travel and Tourism by Victor T. C. Middleton; Alan Fyall; Mike](http://newcatalog.library.cornell.edu/catalog/6417810) [Morgan; Ashok Ranchhod](http://newcatalog.library.cornell.edu/catalog/6417810)
4. Travel, Tourism and Hospitality Marketing Theory and Practice by Camilleri**,** Mark Anthony
5. Handbook of Hospitality Marketing Management edited by Haemoon Oh.

**COURSE TITLE: CULTURAL HERITAGE TOURISM**

#### Course Introduction:

The course investigates the relationship between culture and tourism, by examining the socio-cultural complexities of cultural heritage tourism. 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.

#### Course Outcomes:

Students will be able to:

* + Acquire knowledge and demonstrate an understanding of:

1. The relationship between culture and tourism
2. Concepts and theories of cultural tourism
3. How cultural tourism affects and is affected by stakeholders
4. The relationship between cultural tourism and debates about contemporary issues
   * 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.

#### Course Contents:

##### Module-I 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-II 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-III 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-IV 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-V 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 Books:

1. Richards, G. (2007). Cultural Tourism: Global and Local Perspectives. NY: Hayworth
2. Reisinger, Y., & Turner, L. (2003). Cross-Cultural Behavior in Tourism: Concepts and Analysis. Oxford, U.K.: Butterworth Heinemann.
3. Sigala, M., & Leslie, D. (2005). International Cultural Tourism Management: Implications and Cases. Oxford, U.K.: Butterworth Heinemann.

**COURSE TITLE: HOSPITALITY & TOURISM STRATEGIC ISSUES**

#### Course Introduction:

The hospitality industry is comprised of business firms, that in order to be successful, must properly manage the perishable nature of core products that are: service based commodities, labor intensive, face fierce competition levels, and exist within ever changing market place conditions.

This course assesses the nature of hospitality products and addresses the unique challenges hospitality professionals face in managing their firms. The course combines the resource-based view and the stakeholder view with traditional theory and models providing a comprehensive and managerially useful perspective of strategic management. The focus of the course involves the translation of those strategic managerial ideas into the context of hospitality business management thereby providing a better fit to a service based industry as opposed to ideas found in general strategy literature. Instruction of the course will use a diverse set of examples and case studies that link strategies and pertinent issues to actions and activities of hospitality firms from both domestic and international perspectives.

#### Objectives:

According to the course content, by the end of the course, students will be able to:

* 1. Understand the traditional perspective vs. bundled resource approach to strategic management
  2. Execute the strategic management perspective within the context of a hospitality firm
  3. Distinguish and create strategies that garner competitiveness in the hospitality industry
  4. Motivate hospitality managers and employees to think strategically
  5. Create a strategic direction for a hospitality firm

#### Learning Outcome:

* + - Understand hospitality firm resources and capabilities in establishing a competitive advantage
    - Create value-adding activities within a hospitality firm
    - Develop a strategic group mapping
    - Understand advantages and disadvantages of: a concentration strategy; vertical integration strategy; diversification strategies
    - Determine lucrative hospitality ventures through assessment of successful/unsuccessful mergers and acquisitions, refocusing corporate assets, and portfolio management
    - Implement strategy through organizational design and control (e.g. strategic vs. financial control systems)

#### Course Contents:

##### Module-I

Introduction to course and topics (basic terminology)

The origin of strategic management (e.g. resource-based view)

##### Module-II

The strategic management process/strategic thinking (i.e. situation analysis, strategic direction, strategy formulation, strategy implementation)

##### Module-III

Variables affecting global competitiveness in the hospitality industry Analysis of external stakeholders and the operating environment

##### Module-IV

Organizational resources and competitive advantage in the hospitality industry Strategy formulation at the hospitality business-unit level

##### Module-V

Corporate-level strategy and restructuring

Strategies for hospitality entrepreneurship and innovation

#### Suggested Readings:

1. Enz, C. (2010). Hospitality Strategic Management: Concepts and Cases (2nd Ed). John Wiley & Sons, Inc. ISBN 978-0-470-08359-8

#### Other Readings:

1. *Journal of Travel Research*
2. *Journal of Vacation Marketing Cornell Hotel & Restaurant Quarterly*
3. *International Journal of Hospitality Management*
4. *Journal of Hospitality Marketing and Management Tourism and Hospitality Research*
5. *Journal of Travel and Tourism Marketing*
6. *International Journal of Contemporary Hospitality Management*
7. *Scandinavian Journal of Hospitality and Tourism*
8. *Tourism and Hospitality: Planning and Development*
9. *Journal of Services Marketing*

**COURSE TITLE: TOURISM POLICY MAKING IN THE REAL WORLD**

#### Course Introduction:

This course aims at demonstrating the critical importance of tourism policy to the competitiveness and sustainability of a destination, and relates tourism planning to policy making. The course outlines the structure, content and formation of tourism policy while the planning and management strategies are to be articulated in the context of social, economic, political and environmental impacts of tourism. Students will be introduced to case studies worldwide so as to appreciate the geographical specificities of, and develop a ‘critical lens’ towards tourism policy and planning.

#### Learning Outcomes:

* Understand the role of policy and planning in tourism development
* Learn terms and concepts related to tourism policy and planning
* Appreciate the process of tourism marketing
* Critically assess research and professional literature
* Apply theories to practice through group projects
* Develop analytical and writing skills through individual research

#### Course Contents:

##### Module-I

What is tourism policy?, Principles and processes of tourism planning.

##### Module-II

Destination making: Tourism marketing and identities

Strategic collaborations: Tourism policy and planning at different scales

##### Module-III

Social and cultural implications

Power and politics in tourism policy and planning

##### Module-IV

Towards a sustainable tourism policy?

Policy and planning for niche/alternative tourism

The future of tourism policy and planning: Challenges and issues

#### Recommended Reading:

There is no set text for this course but there are a couple of introductory texts that are useful:

1. Goeldner, C.R., and Ritchie, J. R. B. (2012) *Tourism: Principles, Practices, Philosophies*, Hoboken, NJ: John Wiley & Sons. [Ebook available on HKU Libraries website]
2. Hall, C.M. (2008) *Tourism Planning: Policies, Processes and Relationships*, Harlow, England; New York: Pearson/Prentice Hall. [Ebook available on HKU Libraries website]

**COURSE TITLE: TRANSPORT MANAGEMENT**

#### Course Introduction and Objectives:

This subject aims to introduce the concepts used to understand the relationship between transport and tourism and the characteristics of different forms of passenger transport. By addressing the role, function and operational characteristics of various modes of passenger transport, this subject enables students to recognize the scope of the transport sector in tourist destinations. Current and future challenges facing in the transportation business will also be explored.

#### Learning Outcomes:

Upon completion of the subject, students will be able to:

* + Recognize the development of passenger transport and how it facilitates tourism development.
  + Identify the principal forms of passenger transport and their key operational characteristics.
  + Describe different types of transport services and how they interact with the entire tourism system.
  + Analyze the contemporary issues and challenges facing in the transportation business that relates to the tourism industry.

##### Module-I

Overview of the Transport Sector

Conceptualizing tourism and transport; Elements of passenger transport; Role of transport in the tourism industry.

##### Module-II

Air Transport Airline deregulation; Structure of air transport; Categorization of airline

Operation; Economies of airline operation; Globalization and alliances; Role and operation of airport in the airline business.

##### Module-III

Water Transport, Cruise vacation and experience; Major cruising areas and ports of call worldwide; Cruise itinerary planning and tourist destination development; Coastal and inland waterways transport.

##### Module-IV

Land Transport Rail travel and products; Types of train; Car rental and motor coach business in tourism. Contemporary Issue for Tourist Transport, Future challenges of passenger travel; Environmental impact of tourist transport; Future travel methods and experiences.

#### Recommended Textbooks:

1. Page, S. J. (2009). Transport and tourism: Global perspectives. Pearson Education Asia.
2. Bazargan, M. (2010). Airline operations and scheduling. Ashgate.
3. Duval, D. T. (2007). Tourism and transport: Modes, networks and flows. Channel View Publications.
4. Gibson, P. (2012). Cruise operations management. Hospitality Perspectives. Abingdon: Routlege.
5. O'Connell, J. F., & Williams, G. (2011). Air transport in the 21st century: key strategic developments. Farnham; Burlington, VT: Ashgate.
6. Ward, D. (2015). Berlitz cruising and cruise ships 2015. Berlitz Publication.
7. Wensveen, J. G. (2011). Air transportation: A management perspective. Farnham, England; Burlington, VT: Ashgate.

**COURSE TITLE: TOTAL QUALITY MANAGEMENT IN TOURISM & HOSPITALITY**

#### Course Introduction:

Total Quality Management (TQM) in Tourism Hospitality & Leisure is a comprehensive and fundamental rule or belief for leading and operating an organization, aimed at continually improving performance over the long term by focusing on Tourists and Guests while addressing the needs of all stakeholders. It is both a philosophy and a set of guiding principles that represent the foundation of a continuously improving tourism organization. The bottom line of TQM is results: increased productivity, efficiency, tourist/guest satisfaction/delight, and world-class performance. This course will present the various TQM frameworks, concepts, and quality improvement tools necessary for implementing the quality culture that characterizes world-class organizations of the 21st century.

#### Leaning Outcomes:

By the end of this course, you should be able to:

* + Implement the principles and concepts inherent in a Total Quality Management (TQM) approach to managing a manufacturing or service organization.
  + Understand the philosophies--including similarities and differences--of the gurus of TQM in order to better evaluate TQM implementation proposals offered by service quality management organizations and consultants.
  + Successfully implement process improvement teams trained to use the various quality tools for identifying appropriate service quality process improvements.
  + Assess exactly where an organization stands on quality management with respect to the ISO 9000 quality management standard and the Baldrige Award criteria.
  + Develop a strategy for implementing TQM in a tourism organization.

#### Course Contents:

##### Module-I

Overview of Quality and Total Quality Management The concept of Quality, Totality & Management Overview of Tourism Hospitality & Leisure in Pakistan Current situation & Future Prospects

##### Module-II

The TQM Gurus: Crosby, Deming, and Juran The Malcolm Baldrige National Quality Award ):

Overview, Criteria for Performance Excellence

Unique Characteristics of Tourism hospitality & Leisure Services

How tourism Hospitality & Leisure services are different from physical goods?

##### Module-III

Service quality concepts and dimensions pertinent to Tourism Hospitality & Leisure.

Perception of Service quality, Dimensions of Service Quality, Service Quality Objective

Continuum of Service, Total Service Commitment

##### Module-IV

Service quality ,Customer Satisfaction & Value: An Examination of their Relationship

Measuring Service Quality and Customer Satisfaction, Service Quality- Satisfaction Relationship, The Value Construct

##### Module-V

Service Quality Process Management

The impact of People, Process and Physical Evidence on Tourism Hospitality & Leisure Service Quality, Understanding the role of Service Encounter in Tourism Hospitality & Leisure Service

##### Module-VI

Leadership and Strategic Planning: Attitude & Involvement of the top Management

Empowering Service Personnel to deliver through Motivation & Empowerment, Effective Communication, Shift to Quality Culture

##### Module-VII

Service Guarantee; An Organizations Blue Print for Assisting the delivery of Superior Service, Managing the Service Failure through Recovery, Technology & its Impacts on Service Quality, The ISO 9000 Standard for Quality Management Systems

#### Suggested Readings:

1. Mok, C., Sparks, B., & Kadampully, J. (2013). *Service quality management in hospitality, tourism, and leisure*. Routledge.
2. Ross, J. E., & Perry, S. (1999).*Total quality management: Text, cases, and readings*. CRC Press
3. Alexander, William, and Richard Serfass. “Beyond Vision: Creating and Analyzing Your Organization’s Quality Future” *Quality Progress*, July 1998, 31-36.
4. Calingo, Luis Ma. R. “The Evolution of Strategic Quality Management” *International Journal of Quality and Reliability Management* 13:9 (1996): 19- 37.
5. Hunter, Michael R., and Richard D. Van Landingham. “Listening to the Customer Using QFD” *Quality Progress*, April 1994, 55-59.
6. Lackritz, James R. “TQM Within *Fortune* 500 Corporations” *Quality Progress,*

February 1997, 69-72.

1. Raiborn, Cecily, and Dinah Payne. “TQM: Just What the Ethicist Ordered”

*Journal of Business Ethics* 15 (1996): 963-972.

1. U.S. National Institute of Standards and Technology. *Baldrige National Quality Program 1999: Criteria for Performance Excellence*. Gaithersburg, Md., 1998.

**COURSE TITLE: TOURISM SME’S AND DESTINATION COMPETITIVENESS**

#### Course Introduction and Objective:

The course has two main perspectives on SMEs – an internal perspective where the managing of SMEs is in focus, and the external perspective that looks at SMEs in their roles in economic development. This course focuses on the importance and purpose of SMEs highlighting how to carry out efficient and effective small and medium business activities in Tourism & Hospitality Sector.

#### Learning Outcomes:

Students will learn how to select an SME sector, understand the different players involved in Tourism & Hospitality SME’s, and comprehend the divergent nature of obstacles in the success of a business. Student will be well aware of different kind of issues related to policy making, development of feasibility and business plans, and interaction of different institutions of public or/and private sector. Students will also be able to know the rules and regulations to formulate and implement business and marketing strategies to compete in international market and to get benefits from the competitive advantages.

##### Module No Description:

1 **Introduction to the course**

History, definition and regional concepts of Tourism SMEs, The Role of Tourism SMEs in Economic Development, Ethics and Social Responsibilities of Entrepreneurs, The future of Entrepreneurship.

##### The Role of Entrepreneurship in Tourism SMEs

Kinds of Entrepreneurs

Their Role and Functions in Tourism Enterprise

##### Small Entrepreneurs in Pakistan

Role of SMEs in Global and Regional Level

The Development of Tourism SMEs in Pakistan

##### Creativity, The Business Idea and Opportunity Analysis

Sources of New Ideas, Methods of Generating Ideas, Creative Problem Solving, Innovation, Opportunity Recognition, Opportunity Analysis Plane, Product Planning and Development Process, E-Commerce and Business Start- Up

1. **The Business Plan: Creating and Starting the Tourism Venture** Planning as part of Business operation, What is Business Plan?, Who should write the Plan?, Scope and value of the business plan- who needs the plan?, How do potential lenders and investors evaluate the plan?, Presenting the plan, Information needs, Market information, Operations information needs, Financial information needs, Using the internet as a resource tool, Writing the business plan, Operations plan, Using and implementing the business plan, Why some business plans fail?

##### The Marketing Plan for Tourism SME

Industry analysis, Marketing research for new ventures, Understanding the marketing plan, Characteristics of marketing plan, The marketing mix, Steps in preparing the marketing plan

##### Organizational Plan for Tourism SME

Developing the management team, Legal forms of business, Tax attributes of forms of business, The limited liability company versus the S. corporation,

S. Corporation, The limited liability company, Designing the organization, Building the management team and a successful organization culture, Role of board of directors, The board of advisors, The organization and use of advisors.

##### Strategic Management for SME

Sustainability & Competitiveness

Managing Innovation & Creativity for Tourism organization(Destination Management & Competitiveness)

##### Destination Competitiveness Models

* + 1. Destination Competitiveness: Determinants and Indicators [Larry Dwyer](http://www.tandfonline.com/author/Dwyer%2C%2BLarry) & [Chulwon Kim](http://www.tandfonline.com/author/Kim%2C%2BChulwon)
    2. Tourism Destination Competitiveness: From Definition to Explanation? Josef A. Mazanec, Karl Wöber, Andreas H. Zins,
    3. Tourism destination competitiveness: a quantitative approach Michael J. Enright.
    4. A model of destination competitiveness/sustainability: Brazilian perspectives

J.R. Brent Ritchie, Geoffrey I. Crouch

#### Recommended Books:

1. Robert D. Hisrich/ Michael P. Peters/ Dear A. Sheperd: Entrepreneurship
2. Paul Burns and Jim Dew Hurst: Small Business and Entrepreneurship
3. Eleri Jones and Claire Heaven-Tang Tourism SME’s, Service Quality and Destination Competitiveness
4. P.N. Singh: Entrepreneurship for Economic Growth
5. Peter F. Drucker: Innovation and Entrepreneurship Peter F. Drucker
6. John B. Miner: Entrepreneurial Success.
7. Jones, O., Tilley, F.: Competitive Advantage in SMEs.
8. Poornima M. Charantimath: Entrepreneurship Development and Small Business Enterprises.

**COURSE TITLE: THEME PARK & RESORT MANAGEMENT**

#### Course Introduction and Objectives:

The course aims to provide students with essential concepts and necessary skills to perform various professional responsibilities in the resort and theme park industry.

#### Objectives:

* + Apply the concepts, theories and professional practice in tourism and hospitality to provide quality service in the industry;
  + Demonstrate professional competence in pursuing a career in the resort and theme park industry through service and/or operation roles;
  + Perform supervisory functions to uphold quality services and administration within tourism and hospitality settings

#### Learning Outcomes:

Upon completion of the programme, students are expected to deal with the industrial operations and problems in the tourism, resort and theme park industry in an efficient manner.

### Part: 1

##### Module-I Tourism Entertainment:

concept and objectives, Analysis and evaluation of the agents involved in the process of creating, and developing entertainment activities and/or actions.

The tourist entertainer: study of professional profile.

##### Module-II Theme:

Theme parks: Definition and characteristics, Development and management, Theme Park Operations, Theme Park Services, Described the different operational areas of a theme park.

##### Module-III. Design and programming:

Design and programming of tourism entertainment activities and /or actions

### Part 2

##### Module-IV Introduction:

The History and Characteristics of Resorts,. The Resort Concept,. The Development of Gaming,. Resorts in the 21st Century – a comparison

##### Resort Planning and Development:

Investment Consideration, The Role of Planning and Management, Planning, Facilities, Grounds Maintenance, Planning and the Leisure concept,. Food and Beverage planning

##### Module-V Recreational Activities:

Golf, B. Tennis, Snow sports, Water sports, Spa and Health Club Facilities,. Recreational Infrastructure and Nature, Theme Resorts

##### Managing the Resort:

Personnel organization and Human Relations,. Wage and Salary Administration, Employee Productivity, Labor force (hiring, retention, turnover), Policy in Gaming, Resort Operation, and Human Relations

##### Customer Service:

Guest Relations, Guest Activities and Services, Housekeeping, the Reservations Department, The Host Concept

##### Module-VI Security and Safety:

Rules and protection in Casino management planning, Guest Safety, Surveillance, Human Resource Training, Interpreting the behavior of gamblers, Social aspects of Casino development ,neighborhood crime, organized , corruption, political corruption)

##### Marketing the Resort Experience:

Comps and Credit, Resort Marketing and Sales Promotion, Market Segmentation and potential guest markets, Advertising, Promotion, and Publicity, The Casino concept in relation to other Resort services

##### Impacts and Future Trends

The Economic, Environmental, and Social Impact of Resort Development and Gaming.

Planning for community cohesiveness, Historical challenges and problems of resort development, Determining the Economic Impact of the Resort and Gaming Industry, Social and Cultural Aspects of Gaming, Future Trends in Resort Development, Management, and Planning

**Recommended Books:**

1. Hasimoto, K., Kline, S., and G. Fenich. 1998. Casino Management: Past, Present, and Future. (2nd Edition). Dubuque: Kendall & Hunt.
2. Mill, R.C. 2001. Resorts: Management and Operation. New York: Wiley & Sons
3. Clavé, Salvador Anton (CABI, 2007): *The global theme park industry*

(Theme 3)

### COURSE TITLE: THEORY AND PRACTICES IN HOSPITALITY AND TOURISM RESEARCH

#### Course Introduction:

The course aims to develop student reading, writing and research background. This course consist different research papers from Hospitality Management, Tourism Management, Tourism & Hospitality SME’s, Tourism and Hospitality Marketing, New technologies in tourism, food and services safety. Faculty of tourism and hospitality will teach three paper in each section in this course for developing student mind for this new discipline of research in Pakistan.

#### Objectives:

* + Elaboration of tourism and hospitality theories, in particular whole tourism systems, and applies these theories to practical contexts in tourism and hospitality industries.
  + Important academic skills related to critical thinking,

#### Learning Outcomes:

On the completion of the course a student will be able to:

* + Understand research writings.
  + How to develop a research paper
  + Explanation of different methodologies used in tourism and hospitality
  + Use of different research technique in this specific industry

##### Module-I Hospitality Management:

The contribution of internship in developing industry relevant management competencies among hotel and tourism management students

*A.H. Ahmad Ridzuan, N.C. Ahmat & A.A. Azdel*

An examination of current compensation and performance appraisal practice among hotel employers in Malaysia: A preliminary study

*J. Lahap, S.M. Isa, N.M. Said, K. Rose & J.M. Saber*

Assessing employees’ performance in Integrated Service Recovery Strategies (ISRS): The role of self-efficacy

*F. Farook, C. Mason & T. Nankervis*

Revisit the legal duty of hoteliers towards contractual entrants and invitees in hotels

*N.C. Abdullah*

A preliminary study on boutique hotels in the city of Kuala Lumpur

*A.S. Arifin, S.A. Jamal, A.A. Aziz & S.S. Ismail*

Knowledge strategic choices in implementing knowledge strategy: Case of Malaysian hotel industry

*H. Ismail, S.M. Radzi, N. Ahmad & S.K.A. Nordin*

Quality practices and quality implementation: A proposed case study in Grand Bluewave Hotel, Shah Alam

*N. Sumarjan, B. Syaripuddin, S.A. Jamal, C.T. Chik & Z. Mohi*

Organizational citizenship behaviors of hotel employees: The role of discretionary human resource practices and psychological contract

*M.A. Hemdi, M. Hafiz, F. Mahat & N.Z. Othman*

A stakeholder approach to working conditions in the tourism and hospitality sector

*A. Walmsley & S.N. Partington*

##### Module-II Hospitality and Tourism Marketing:

An investigation of customers’ satisfaction as a mediating effect between hotel customer loyalty antecedents and behavioral loyalty

*A.A. Azdel, M.F.S. Bakhtiar, M.S.Y. Kamaruddin, N.A. Ahmad & N.C. Ahmat*

Impact of actual self-congruity and ideal self-congruity on experiential value and behavioral intention

*J.M. Yusof, H.A. Manan, N.A.M. Kassim & N.A. Karim*

The time-satisfaction relationship of interpretation topics in Yehliu Geopark

*C.H. Chu, Y.J. Guo, C.C. Chen, C.H. Hsu, Y.H. Wang & Y.C. Wang*

Sensory marketing influence on customer lifetime value of the hotel industry

*B.S. Hosseini, R. Mohd-Roslin & P. Mihanyar*

The mediating effect of superior CRM capability: The impact of organizational wide implementation and training orientation on profitability

*H.Y. Liu & T.B. Phung*

Predictors of guest retention: Investigating the role of hotel’s corporate social responsibility activities and brand image

*N.Z. Othman & M.A. Hemdi*

Sponsorship leverage and its effects on brand image

*A.H. Abdul-Halim, A.R. Mohamad-Mokhtar, N.A. Nordin, A.R. Ghazali, W.S. Wan-Abdul-Ghani & N.F. Mohd-Sah*

##### Module-III Tourism management:

Exploring responsible tourism development facet

*M. Hafiz, M.R. Jamaluddin, M.I. Zulkifly & N. Othman*

The development of sports tourism towards residents of Langkawi Island, Malaysia

*P.H. Khor, N.F.H. Ibrahim-Rasdi & K.C. Lim*

Travel behavioral intention of choosing Malaysia as destination for medical tourism

*A. Aziz, R. Md-Yusof, N.T. Abu-Bakar, S.N.H. Taib & M. Ayob*

Tourism signatures and moderating effect of by-products in building Sarawak state destination image

*A. Emaria, M.S.M. Zahari & M.Z. Nur-Adilah*

International tourists revisit intention: Has it prevalence in United Arab Emirates?

*J.M. Abdul-Rahim, M.S.M. Zahari, S.A. Talib & M.Z. Suhaimi*

A survey of hikers’ characteristics at prominent mountains in Malaysia

*S.H. Taher, S.A. Jamal & N. Sumarjan*

Community-based rural tourism as a sustainable development alternative: An analysis with special reference to the community-based rural homestay programmes in Malaysia

*K. Kayat, R. Ramli, M. Mat-Kasim & R. Abdul-Razak*

Entrepreneurial knowledge and hospitality awareness of agro-tourism

*Z. Siti-Hajar, M.S. Fadzilah, M. Muzzamir & A.H. Norhaslin*

Exploring conceptual framework of tourism SMEs performance in heritage sites

*M.M. Rashid, M. Jaafar, N. Dahalan & M. Khoshkam*

##### Module-IV Technology and Innovation in Hospitality and Tourism:

Social media: Credibility, popularity and its benefits towards events’ awareness

*M.H. Zamri, M.D. Darson & A.M.F. Wahab*

Travelers’ sharing behaviors on the internet: Case of Taiwan

*P.S. Hsieh*

Exploring the accessibility and content quality of the Go2homestay website

*S.A. Sabaruddin, N.H. Abdullah, S.A. Jamal & S. Tarmudi*

SoLoMo and online trust towards generation Y’s intention to visit boutique hotels

*A.A. Ahmad, M.N.I. Ismail & S.M. Radzi*

The integration of Technology Readiness (TR) and Customer Perceived Value (CPV) in tablet-based menu ordering experience

*M.I. Zulkifly, M.S.M. Zahari, M. Hafiz & M.R. Jamaluddin*

Perception of environmental strategies in hotels and the influence towards future behavior intention: Locals’ perspective in Malaysia

*M.F.S. Bakhtiar, A.A. Azdel, M.S.Y. Kamaruddin & N.A. Ahmad*

Comparative research of Pro-Environmental Behavior (PEBs) in daily life and tourism circumstances

*H.J. Kim, N.J. Kim & K.M. Yoo*

The mediating effect of attitude between customer responsiveness and actual usage of “Touch ‘n Go” card in foodservice outlets

*S. Zurena, M.S.M. Zahari & O. Ida-Rosmini*

##### Module-V Foodservice and Food Safety:

Assessing plate waste in public hospital foodservice management

*N.A. Zulkiply & C.T. Chik*

Complaint behavior on too long waiting or service delay: Analysis based on customer genders and occupations.

*N. Zainol, M.A.A. Bashir, A.R. Ahmad Rozali & M.S.M. Zahari*

The impact of food quality and its attributes on customers’ behavioral intention at Malay restaurants

*M.A.A. Bashir, N. Zainol & A.M.F. Wahab*

Health is wealth: The significance of organic/slow food in the context of Indian people

*A.K. Rai*

Customer perceptions on Halal food quality towards their revisit intention: A case study on Chinese Muslim restaurants

*N.H. Rejab, N.R.A.N. Ruhadi, A. Arsat, J. Jamil & H. Hassan*

Attributes to select casual dining restaurants: A case of customers in Klang Valley area, Malaysia

*F. Ahmad, H. Ghazali & M. Othman*

Customer behavioural intention: Influence of service delivery failures and perceived value in Malay restaurants

*Z. Othman, M.S.M. Zahari & S.M. Radzi*

#### Recommended Readings:

1. Theory and Practice in Hospitality and Tourism Research Edited by Salleh Mohd Radzi, Norzuwana Sumarjan, Chemah Tamby Chik, Mohd Salehuddin Mohd Zahari, Zurinawati Mohi, Mohd Faeez Saiful Bakhtiar & Faiz Izwan Anuar

### 2.1.4 Computer Usage

Most of the studies in BS/master 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** | | | |
| MSc |  |  | **Foundation** | **Core** | **Elective** | **Specialization** |
| 12 credit hours | 12 credit hours | 12 credit hours | 21 credit hours | 21 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 Dirrector (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 MSc degree program in THM shall be made every year for Fall semester only.
3. Admission to MSc will be announced preferably after the declaration of the results of B.A/B.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** |
| Master of Tourism and Hospitality Management | Masters | B.A/B.Sc/B.com and other relevant degree with at least 2nd division (45% Marks) | 2years |

## 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 thesis of their projects 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 of the department 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.