

**Course Title**  
**Tourist Behaviour and Marketing Research**

Course : MBA (HT)  
Course Code : PSMHTC0301  
Contact Hours : 60  
Maximum Marks : 100

Semester : III  
No. of Credits : 4  
Semester Exam : 60  
Internal Assessment : 40

The Syllabus is for the examination to be held in Dec 2019, 2020, 2021

**Learning Objective**

*This course has been designed to familiarize the students about the tourist behavior and to make them understand the significance of market research in tourism and hospitality industry*

**Unit 1**

Introduction: Concept of tourist behaviour; importance of understanding tourist behaviour; factors affecting tourist behaviour; models of tourist behaviour; Tourist motivation – types and systems of need; Personality and tourist behaviour – theories, self and self image.

**Unit 2**

Tourist perception – elements, dynamics, perceived risk; Tourist learning – behavioural learning and cognitive learning theories, measures of learning; tourist attitude formation and change – structural models (tri-component, multi-attribute, tying to consumer) and strategies for attitude change (ELM, cognitive dissonance and attribution theory).

**Unit 3**

Culture and Tourist Behaviour – concept, characteristics, cultural differences, cultural dimensions, values and culture, sub cultures; Cross Cultural Tourist Behaviour – concept and challenge, cultural shock, differences among societies, multi cultural competence.

**Unit 4**

Marketing research: meaning, definition, characteristics; marketing research process, research design; sampling design and procedures, sample size determination; questionnaire development; measurement and scaling techniques, data analysis techniques, report preparation and presentation, ethics in marketing research.

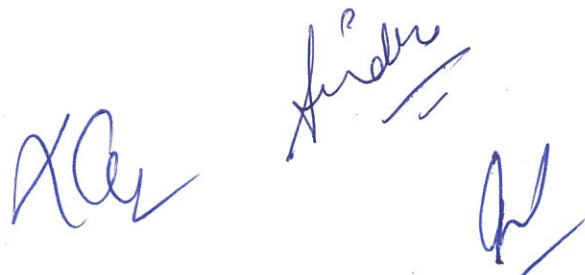
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### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e 12 (12\*5 = 60).

### Suggested Readings

- Schiffman, L.G and Wisenblit, J. (2018). *Consumer Behaviour*. Pearson Education
- Horner, Susan and Swarbrooke, John (2016). *Consumer Behaviour in Tourism*, 3/e. Burlington: Butterworth-Heinemann. (L)
- Pizam, A. and Mansfield, Y. (2000). *Consumer Behaviour in Travel and Tourism*, New York: Routledge.
- Bowen, D. and Clarke, J. (2009). *Contemporary Tourist Behaviour: Yourself and Others and Tourists*. Cambridge: Cambridge University Press.
- Malhotra, N.K. and Dash, S. (2016). *Marketing Research – An Applied Orientation*, Pearson



**Course Title**  
**Tour Guiding and Interpretation**

**Course :** MBA (HT)  
**Course Code :** PSMHTC0302  
**Contact Hours :** 60  
**Maximum Marks :** 100

**Semester :** III  
**No. of Credits :** 4  
**Semester Exam :** 60  
**Internal Assessment :** 40

*The Syllabus is for the examination to be held in Dec 2019, 2020, 2021*

**Learning Objective**

*This course has been designed to familiarize the students about the Tour Guide and Interpretation; its significance, current trends and skills applicable in tourism industry.*

**Unit 1**

**Tour Guiding-** Introduction to tour guiding and tour escorting; Roles and Importance of a tour guide; types of tour guides; difference between tour guide and tour escort; characteristics of a Tour Guide; code of conduct for tour guides in India – Ministry of Tourism; steps to become a tour guide; ethics in tour guiding.

**Unit 2**

Tour guiding in India; dynamics of tour guiding – top visual priority, position triangle; do's and don'ts of a tour guide; mechanics of tour guiding; tools of tour guiding trade; designing and conducting heritage tours.

**Unit 3**

Guiding during coach tour, religious sites; designing and conducting heritage walks; Guiding at museum; guiding at ASI site, guiding at walking tours, guiding during cycling tours, guiding during adventure trips, guiding during forest tours, guiding during market tours.

**Unit 4**

Responsible guiding; handling difficult tourists; handling questions; handling cross cultural issues; handling emergencies -medical emergencies, local unrest, theft, loss of passport; itinerary planning and implementation.

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### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings

- Chowdhary, N. (2013). *Handbook of Tour Guides*. Matrix Publications
- Mitchell, G.E. (2005). *How to start a Tour guiding business*.
- Lansangan, Z. (2008). *Principles and Ethics of Tour Guiding*.
- Perks. J. and Barrie, J. *How to be award winning Tour guide*.



## Course Title

### Tourism Resources of Jammu & Kashmir

Course : MBA (HT)

Course Code : PSMHTC0303

Contact Hours : 30

Maximum Marks : 50

Semester : III

No. of Credits : 2

Semester Exam : 30

Internal Assessment : 20

#### Learning Objective

To know about the various tourism products and tourism potential of Jammu & Kashmir State.

#### Unit 1

Tourism Products of Jammu- Leisure tourism Destinations; Pilgrimage Tourism Sites and Important Temples of Jammu; Adventure Tourism in Jammu; Important Lakes & Rivers of Jammu; Culture of Jammu; Sports; Historic Sites, Handicrafts.

#### Unit 2

Tourism Products of Kashmir- Tourist Attractions in Kashmir Region; Tourist Resorts: Gulmarg, Tangmarg, Pahalgam, Sonamarg, Historical Gardens; Historical Shrines and Places of Religious Importance; Ancient Monuments; Trekking Attractions; Sports; Shikaras and House Boats

#### Unit 3

Tourism Products of Ladakh- Interesting Places; Monasteries in Ladakh Region; River, Lakes and springs of the Region; Rafting in Ladakh; Mountaineering and Trekking in Ladakh; Sports; Ancient Monuments; Holy Places in the Region.

#### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt three questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 2 and Part (b) of each question in this section shall be from Unit 3. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 7.5 (7.5\*4 = 30).

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*The Syllabus is for the examination to be held in Dec 2019, 2020, 2021.*

**Suggested Readings:**

- Jammu Kashmir and Ladakh, Dr. DeshBandhu Gupta, Anmol Publications, 2009.
- Jammu, Kashmir & Ladakh, Parwaiz Dewan, Manas Publications, 2004.

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**Course Title**

**Project supervision based on summer internship**

**Course :MBA (HT)**

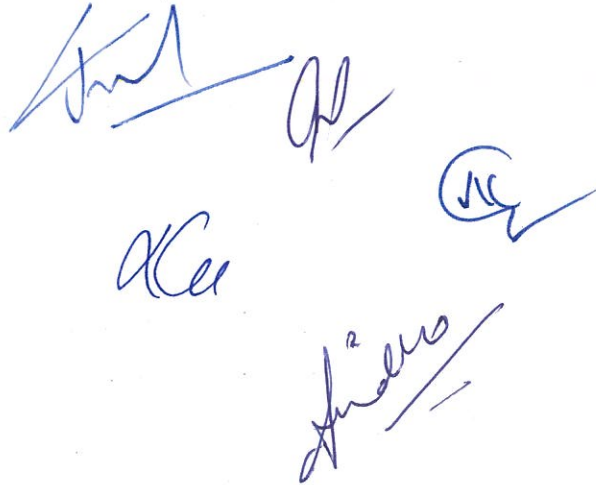
**Semester :III**

**Course Code :PSMHDC0304**

**No. of Credits :4**

*The Syllabus is for the examination to be held in Dec 2019, 2020, 2021*

**Objective:** The students shall go for industrial training for a period of 6-8 weeks and after completing the Industrial Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.



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VIVA VOCE

Course :MBA (HT)

Semester :III

Course Code : PSMHTC0305

No. of Credits :2

The Viva Voce examination shall be conducted for 50 marks (2 credits). The viva shall be evaluated by one internal examiner and one external examiner.





**Course Title**  
**Front Office Management**

**Course :** MBA (HT)

**Course Code :** PSMHTC0306

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** III

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

**Learning Objective**

*To provide requisite framework to the Front Office operations of hotel industry.*

**Unit 1**

Front Office Organisation & Personnel: Basic Layout and Design; Departmental Organisational Structure; Departmental Hierarchy; Attitude & Attributes and Salesmanship; Job Description and Job Specifications of F.O Personnel.

**Unit 2**

Front Office Responsibilities: Functions On Arrival Of The Guest; Guest History, Maintenance And Importance; Communication Internal And Interdepartmental; Emergency Situations; Telecommunications-Equipment & Communication over Telephones, Guest Complaint Handling; Concept of No- Shows .

**Unit 3**

Front Office Operations: The Front-Office Desk-Equipment In Use; The Guest Room - Types & Status Terminology; Key Controls; Tariff Plans; Types Of Rates; Reservations: Need, Definition & Importance; Types of Reservations; Sources & Modes of Reservations; Individual and Group Bookings; Booking Instruments-Whitney Slips, Whitney Racks, Density Charts, Booking Conventional Charts. A&D Register etc.

**Unit 4**

Front Office cash/ check out settlement: Functions at the time of Departure; F.O. Cashier-role and responsibilities; F.O. Cash-Importance, Take Over & Handover; checkout & ill settlement- individual and group; Night Audit; Unpaid Account Balances.

**Note for paper setting**

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions

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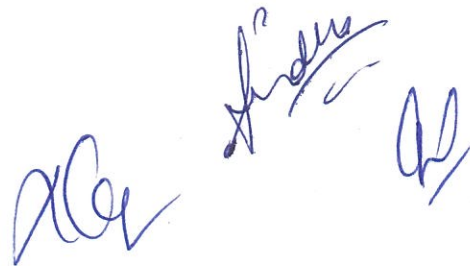
further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### **Suggested Readings**

- *Front Office Management, J.R Tewari, Oxford Publications, 2009.*
- *Check-In & Check-out, Gary k. Vallen & Jerome J. Vallen, Pearson Publications, 2013.*
- *Front office management , S K Bhatnagar, Frank Bros& company, 2011.*
- *Professional Hotel Management, Jagmohan Negi, S Chand & Company Pvt Ltd. 2012.*
- *Font office management & operation, Sudhir andrews, McGraw -Hill Companies, 2013.*



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**Course Title**  
**House Keeping Management**

**Course :** MBA (HT)

**Course Code :** PSMHTC0307

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** III

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

**Learning Objective**

*To familiarize the students with theoretical concepts related to house-keeping department of hotel.*

**Unit 1**

Introduction to HK Department: Meaning, definition & importance of H/K department; role H/K in hospitality industry; Layout of HK department; Organisational Structure of H/K department; H/K Personnel: Inter departmental relationship (emphasis on F.O and Maintenance); Role of key personnel in H/K department; Job description and Specification of H/K staff.

**Unit 2**

Planning work of HK departments: Briefing; control desk (importance role and coordination); role of control desk during emergency; duty ROTA & work schedules; care and cleaning of room procedure

**Unit 3**

Functions: Laundry Operations; H/K control; General Daily H/K operations; maintenance of hotel upkeep & functions; rules on the guest floor; key handling procedure.

**Unit 4**

Linen/Uniform/ Tailor Room: Par Stock; Types Of Linen; Procedure For Requisitioning Fresh Linen; Procedures For Requisitioning Guest And Cleaning Supplies; Records Kept In Floor Linen Room; Linen Exchange Procedure; Functions of Tailor Room

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### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings

- *Hotel Housekeeping operations and management, G.Raghubalan, Oxford Publications, 2013.*
- *Housekeeping Operations , Malini singh, Jaico Publishing House, 2008.*
- *Hotel Housekeeping Management & Operations, Sudhir Andrews, McGraw-Hill Publishing Company, 2013.*
- *Hotel Housekeeping Training manual , Sudhir andrews, McGraw-Hill Publishing Company, 2013.*





**Course Title**  
**Food and Beverage Management**

**Course :** MBA (HT)

**Course Code :** PSMHTC0308

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** III

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

**Learning Objective**

*To provide the requisite knowledge of the food and beverage management operations of hotel industry.*

**Unit 1**

Introduction to F&B service industry: the evolution of catering industry; F&B service personnel-staff organisation; basic etiquettes for catering staff; duties & responsibilities of service staff; attitudes & attributes of F&B service personnel.

**Unit 2**

F&B service Areas in a hotel: Restaurants and Their Subdivisions -Coffee Shop, Room Service, Bars, Banquets, Discotheques, Grill Room, Snack Bar, Night Club, Business Centers, Executive Lounges, Back Areas- Still Room, Wash Room, Hot Plate, Plate Room, and Kitchen Stewarding.

**Unit 3**

F&B service methods: Table service: silver/English, family. American, Butler/French, Russian, Self-Service; Buffet, Cafeteria Service, Specialized Service; Guerdon Trolley, Room Single Point Service: Takeaway, Vending, Kiosks, Food Courts, Bars.

**Unit 4**

Beverages and F&B Equipment: Types of Beverages; Introduction, Definition & Classification of Wares: Glasses & Service Equipment- Crockery, Cutlery, Holloware, Flatware; Menus & cover Types: Types of Meals-Breakfast-Introduction, Types-Brunch, Lunch, Hi-Tea; The Covers-Standard Types of Covers; Taking an Order' Beverage Service.

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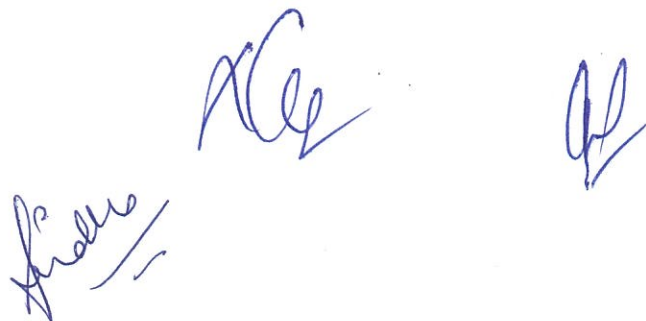

*The Syllabus is for the examination to be held in Dec 2019, 2020, 2021*

### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings

- *Food and Beverage service, Sudhir Andrews, Tata McGraw Hill, 2013.*
- *Food and Beverage service, Lillicrap D R, Hodder Education, 2012.*
- *Food & Beverage Service, Vijay Dhawan, Frank Bros & Co, 2011.*



**Course Title**  
**Customer Relationship Management**

Course : MBA (HT)

Course Code : PSMHTC0309

Contact Hours : 60

Maximum Marks : 100

Semester : III

No. of Credits : 4

Semester Exam : 60

Internal Assessment : 40

The Syllabus is for the examination to be in Dec 2019, 2020, 2021.

**Learning Objective**

*The Objective of this course is enabling the students to develop an understanding of the concept and application of the principles of customer relationship management (CRM) in hospitality and tourism context. The course stresses the importance of understanding the needs and aspirations of the customer as the basis of building an effective, long term relationship.*

**Unit 1**

Introduction to customer relationship management (CRM), facets of CRM, importance of CRM; CRM categories.

**Unit 2**

Customer-supplier relationships; relationship oriented organisation; customer Knowledge; market driven CRM, CRM payback.

**Unit 3**

Customer acquisition; customer retention; customer satisfaction; customer loyalty; loyalty programs.

**Unit 4**

Customer equity; customer profitability analysis; lifetime value of customer satisfaction-profit chain. CRM implementation; CRM as a competitive advantage; strategies to win customer loyalty.

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### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings

- Customer Relationship Management, Ed Peelen, Pearson, 2008.
- Customer Relationship Management, H Perru Mohamed , Vikas Publishing House, 2013.
- Customer Relationship Management, Getting it right! , Judith W. Kincaid, Pearson, 2014.
- Customer Relationship Management, Kristin Anderson, Tata McGraw Hill, 2007.




**Course Title**  
**Itinerary Preparation and Tour Packaging**

**Course :** MBA (HT)  
**Course Code :** PSMHTC0310  
**Contact Hours :** 60  
**Maximum Marks :** 100

**Semester :** III  
**No. of Credits :** 4  
**Semester Exam :** 60  
**Internal Assessment :** 40

The Syllabus is for the examination to be held in Dec 2019, 2020, 2021

**Learning Objective**

*To familiarize the students with concepts, progresses and preparation of an Itinerary. The emphasis would also be on trends and challenges related to itinerary preparation.*

**Unit 1**

Package tours: definition, forms and components, basic principles in packaging; Itinerary Preparation: Concept, Typology: Duration, GITs, FITs, Do's and don'ts of itinerary preparation, steps of itinerary preparations, Limitations and Constraints of Itinerary, Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary, Seasonal Itinerary, Product based itinerary, All inclusive itinerary.

**Unit 2**

Costing a Tour: Meaning, Components and Considerations; Factors influencing tour cost; Types of costs: Fixed and variable cost, direct and indirect cost; Cost sheet, Advantages of cost sheet; FIT Costing and Group Costing; accommodation costing: Differential Tariff Plan, Accommodation Cost; Transportation Cost; Meals Plans cost; Ancillary costs; Pricing Strategies and Distribution Mechanism; Steps of tour handling: Creation of Docket/ File, bookings and Reconfirmation with Airlines, Hotels and ground service providers, final tour operations, crisis management in tour, preparation of feedback or guest comment sheet and its analysis.

**Unit 3**

Package Tour: Preparing a feasible itinerary of various circuits: Golden triangle, Buddhist Circuit, Char- Dham, Sufi Circuit; Preparation of some important itineraries of Goa, Rajasthan, Madhya Pradesh, Jammu and Kashmir, Kerala and North- East.

**Unit 4**

Preparation of product-oriented package tour: Ayurveda, health and wellness, yoga, meditation and nature cure; Preparation of International itineraries: Europe; Singapore, Malaysia, Thailand; Australia, New Zealand; USA, Hajj and Umrah.







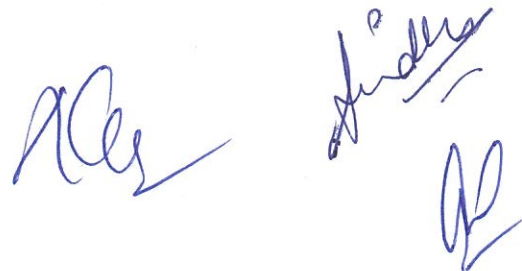
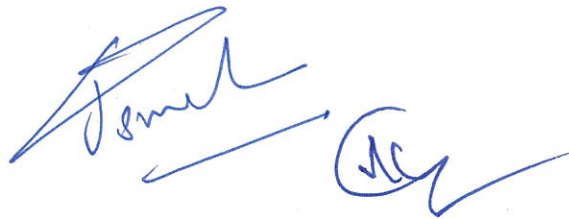


### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings

- Negi, J. (2006), *Travel Agency and Tour Operations: Concepts and Principles*, Kanishka Publishers.
- Chand M. (2009), *Travel Agency Management: An introduction text*, Anmol Publications Pvt. Ltd.
- The business of travel agency and tour operations management by A.K Bhatia, Sterling publications.
- Swain, S.K and Mishra, J.M. *tourism principles and practices*, Oxford university press.
- Roday.S, Biwal.A and Joshi.B. 2009, *tourism operations and management*, Oxford university press.
- Walker, J.R. and walker, J.J. 2011. *Tourism concepts and practices*, Pearson New delhi.





**Course Title**  
**Destination Planning and Management**

**Course :** MBA (HT)

**Course Code :** PSMHTC0311

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** III

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

*The Syllabus is for the examination to be held Dec 2019, 2020, 2021*

**Learning Objective**

*The course aims to understand the current issues related to Destination Planning and Management.*

**Unit 1**

Destination Management – introduction, concept and importance; elements of tourist destination; destination management organizations; stakeholders in destination management; ten A's of successful destinations; tourism planning – need, objective, institutional framework; National level tourism policy - L.K. Jha Committee (1963), National Tourism Policy (1982), National Committee Report (2002); stimulating tourism investment.

**Unit 2**

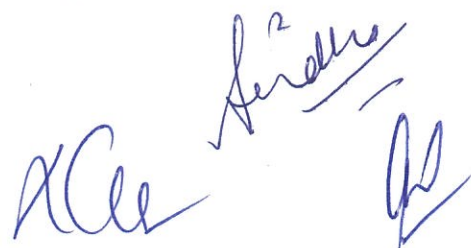
Destination Planning – introduction, characteristics, history; destination management planning process; destination visioning; destination management research; destination image; destination product development – components of destination product, destination life cycle, destination quality, product development strategies and models, development of packages; Destination Master Plan.

**Unit 3**

Destination partnerships – concept, need, types, benefits; public – private partnership – role in destination development, challenges and barriers; destination team building; destination community relations; destination stakeholders - types, need for building relations; tourism and destination management boards; destination governance – dimensions, accountability, transparency; destination leadership.

**Unit 4**

Destination segmentation, Destination branding – importance, challenges, characteristics of good destination brand; steps in destination brand development; destination integration marketing communication; destination positioning; destination marketing and technology; destination competitiveness; Ensuring quality and standards at the destination; Utilization of destination benchmarking to set standards.



### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings

- Morrison, Alastair M. (2013). *Marketing and Managing Tourism Destinations*. New York: Routledge.
- Pike, Steven (2008). *Destination Marketing*, UK: Butterworth Heinemann.

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**Course Title**  
**Sustainable Tourism Management**

**Course :** MBA (HT)

**Course Code :** PSMHTC0312

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** III

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

The Syllabus is for the examination to be held in Dec 2019, 2020, 2021

**Objective:**

To understand the concept of sustainable tourism management and also the impact of tourism on environment, society, economy and culture.

**Unit 1**

Sustainable Development - concept, definition, principles, dimensions and theories; sustainable tourism – definition, goals and objectives; global sustainable tourism council – introduction and objectives; Indian sustainable tourism council – introduction, objectives and activities; guiding principles of sustainable tourism; United Nations sustainable development goals; role of NGO's in sustainable tourism; sustainable tourism criteria of India.

**Unit 2**

Community Based Tourism – definition, concept, need, benefits; typologies of community participation – Arnstein (1969), Petty (1995), Tosun (2000); barriers to community participation; strategies to promote community participation in tourism; Pro-poor tourism; Responsible Tourism – definition, objectives, guidelines.

**Unit 3**

Eco Tourism – definition, concept, need, benefits; role of stakeholders in eco-tourism; pro-environmental behaviour; profiling the eco-tourism; environmental management system in tourism organizations; guidelines of eco-tourism; eco-hotels – concept and certifications; international and national eco-tourism destinations; ethics in eco-tourism.

**Unit 4**

Standardization and certification for tourism sustainability; ISO 14000; Role of WTTC, UNWTO, PATA, UNEP, IUCN in sustainable tourism development; climate change and tourism development; Paris Convention on Climate Change (2015); Tourism disaster planning and management.

**Note for paper setting:** The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).



### Suggested Readings:

- Inskip, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: Van Nostrand Reinhold.
- Ritchie, J.R. & Crouch, I.G (2005), *the Competitive Destination –A Sustainable Tourism Perspective*, CABI Publishing, UK.
- Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability. Development and New Tourism in the Third World*. Routledge, London.
- Middleton, V.T.C and Hawkins, R. (1998), *Sustainable Tourism: A Marketing Perspective*, Butterworth – Heinemann, Oxford.
- Weaver, D. (2001), *The Encyclopedia of Ecotourism*, CABI Publication, UK.
- Wahab, S and John J. Pigram, J.J. (1997), *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

**Course Title**  
**Event Management and MICE**

**Course :** MBA (HT)

**Course Code :** PSMHTC0313

**Contact Hours :** 60

**Maximum Marks :** 100

**Semester :** III

**No. of Credits :** 4

**Semester Exam :** 60

**Internal Assessment :** 40

*The Syllabus is for the examination to be held in Dec 2019, 2020, 2021*

**Learning Objective**

*To familiarize the students with the essentials of event management and MICE.*

**Unit 1**

Event Management – meaning, definition, importance, types; need and functions of events, key elements of events; key players in event industry; structure of event industry; principles of event management; major elements of events; role of events in tourism and hospitality.

**Unit 2**

Event planning – concept, features, planning process steps, defining scope, developing programmes, analyzing staging requirements, APEX event specification guide; event coordination – establishing business relationships, request for proposals, event budgeting; On site operations – risk management, plan and organize work flow, event team management.

**Unit 3**

Event marketing – research, marketing plan, developing marketing strategy; Visitor management; Post Event management – feedback; evaluation of event performance – concept research, formative evaluation, objective evaluation, summative evaluation; correcting deviations; preparation of documents / reports, bill settlement.

**Unit 4**

MICE – definition, concept, need, trends; Meetings – types, planning, layout; Incentives – motivations, types, role of destinations; Conventions – process, components of convention / conference markets, key players, impacts of conferences and conventions; Exhibitions – purpose, types, attracting visitors, leading hospitality and tourism trade fairs (WTM, ITB, SATTE, GITB, TTF), role of exhibitions in industry development.

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### Note for paper setting

The end term question paper will contain two sections. Section A shall contain two questions from each unit with internal choice. The candidate will attempt four questions from this Section selecting one from each Unit. Section B will contain two questions further divided into two parts. Part (a) of each question in this section shall be from Unit 3 and Part (b) of each question in this section shall be from Unit 4. The candidate will attempt any one question from Section B. All questions carry equal marks i.e. 12 (12\*5 = 60).

### Suggested Readings

- Lynn Van der Wagen, Lauren White ,Event Management: For Tourism, Cultural, Business and Sporting Events
- Gaur, S.S. and Saggere, S.V. (2003). Event Marketing and Management , Vikas Publishing
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