

MAHARAJA SUHEL DEV UNIVERSITY AZAMGARH (U.P.) – 276128, INDIA



राष्ट्रीय शिक्षा नीति – 2020 आधारित

Choice Based Credit system (C.B.C.S.)

[पाठ्यक्रम : 2024-25]

FACULTY OF COMMERCE & MANAGEMENT

1 YEARS 2 SEMESTER POST GRADUATE DIPLOMA

IN

HOSPITALITY AND TOURISM MANAGEMENT

Prepared By:

Dr. Dinesh Kumar Tiwari

Associate Professor

Dean and Convenor (Commerce)

Faculty of Commerce and Management

MSDU, Azamgarh (U.P.)

[EFFECTIVE : 2025-26 ONWARDS]

Name of Programme: Post Graduate Diploma in Hospitality and Tourism Management (PGDHTM)

Programme Code: PGDHTM

Programme Objectives: To develop professionals with comprehensive knowledge and practical skills in the fields of hospitality and tourism. The course aims to equip students with operational, managerial, and entrepreneurial capabilities essential for working in hotels, travel companies, event firms, and tourism boards.

Programme Outcomes: On successful completion of this programme, students will have a strong foundational understanding of hospitality and tourism industries, including their operational, managerial, and customer-facing components. They will be able to apply essential marketing strategies, manage tourism services, organize events and tours, and implement sustainable practices in travel and hospitality. The programme also builds research orientation, ethical awareness, and professional readiness for a wide range of industry roles.

Jobs future prospects: Tour Manager, Hotel Supervisor, Front Office Executive, Travel Consultant, Event Coordinator, Guest Relations Executive, Tourism Development Assistant, Entrepreneur in Travel & Hospitality Services

Course Intake : 60

Duration: ONE YEAR (TWO SEMESTERS)

Eligibility: Graduate in any Stream from a Recognized University

Medium of instructions: English & Hindi

Programme Details

Semester I

Course Code	Course Title	Credits	Internal Assessment	External Assessment	Max Marks
HTM0101T	Introduction to Hospitality and Tourism Industry	04	25	75	100
HTM0102T	Tourism Geography and Culture	04	25	75	100
HTM0103T	Hotel Operations Management	04	25	75	100
HTM0104T	Travel Agency and Tour Operations Management	04	25	75	100
HTM0105P	Industrial Visit and Report Writing (Practical) + Viva Voce	02	—	50	50
HTM0106P	Educational Tour (Dekho Apana Desh) and Report Writing (Practical) + Viva Voce	02	—	50	50
Total Credit and Marks		20	100	400	500

Dr. Dinesh Kumar Tiwari
Dean & Convenor

Prof Shrivardhan Pathak
External Member

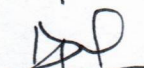

Dr. Anshu Gupta
External Member


Dr. Anil Kumar Singh
External Member

Dr. Sarvesh Kumar
Special Member

Semester II

Course Code	Course Title	Credits	Internal Assessment	External Assessment	Max Marks
HTM0201T	Hospitality Marketing and Customer Relationship Management	04	25	75	100
HTM0202T	Tourism Policies and Sustainable Tourism	04	25	75	100
HTM0203T	Event Management and MICE Tourism	04	25	75	100
HTM0204T	Legal and Ethical Aspects of Tourism and Hospitality	04	25	75	100
HTM0205P	Out Door Learning Programme and Research Project (Practical) + Viva Voce	02	—	50	50
HTM0206P	Industrial Training (4 to 6 Weeks) and Report Writing (Practical) + Viva Voce	02	—	50	50
Total Credit and Marks		20	100	400	500


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Resolution

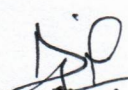
The meeting of the Board of Studies (BoS) of **Hospitality and Tourism Management** was held on **03/05/2025** to consider and approve the **Post Graduate Diploma in Hospitality and Tourism Management (PGDHTM)** under the NEP-2020 framework with a Choice-Based Credit System (CBCS).

The proposed structure, content, and syllabus were developed in alignment with the guidelines of the **National Education Policy 2020**, and in accordance with the official communication received from the University via letter no. **6019 / कु०शै० / 2025** dated **16.04.2025**.

The program is designed as a **1-year diploma course** (2 semesters) with a total of **40 credits** and a combination of theory and practical learning including an **educational tour** and a **survey-based research project**. The Board appreciated the practical orientation of the program and its alignment with employability and industry needs.

S. No.	Name	Designation	Capacity
1.	Dr. Dinesh Kumar Tiwari	Associate Professor	Dean & Convenor, Faculty of Commerce
2.	Prof. Shrivardhan Pathak	Professor	External Member PG (BoS)
3.	Dr. Anshu Gupta	Asst. Professor	External Member PG (BoS)
4.	Dr. Anil Kumar Singh	Asst. Professor	External Member PG (BoS)
5.	Dr. Sarvesh Kumar	Asst. Professor	Special Member

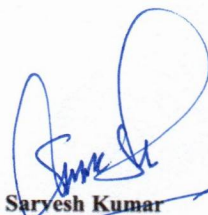
After detailed discussion, the **BoS of Hospitality and Tourism Management** unanimously approved the **Post Graduate Diploma in Hospitality and Tourism Management (PGDHTM)** curriculum and recommended its implementation from the **academic session 2025–26** onwards.


Dr. Dinesh Kumar Tiwari
Dean & Convenor


Prof Shrivardhan Pathak
External Member


Dr. Anshu Gupta
External Member


Dr. Anil Kumar Singh
External Member


Dr. Sarvesh Kumar
Special Member

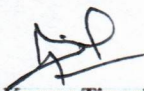
First Semester of Post Graduate Diploma in Hospitality and Tourism Management (PGDHTM)

Course Structure

Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max Marks
HTM0101T	Introduction to Hospitality and Tourism Industry	Compulsory	04	25	75	100
HTM0102T	Tourism Geography and Culture	Compulsory	04	25	75	100
HTM0103T	Hotel Operations Management	Compulsory	04	25	75	100
HTM0104T	Travel Agency and Tour Operations Management	Compulsory	04	25	75	100
HTM0105P	Industrial Visit and Report Writing (Practical) + Viva Voce	Compulsory	02		50	50
HTM0106P	Educational Tour (Dekho Apana Desh) and Report Writing (Practical) + Viva Voce	Compulsory	02		50	50
Total Credit and Marks			20	100	400	500

Note:

- a) Internal Assessment of 25 marks shall consists of 10 Marks on Sessional Test (Two Sessional Test), 10 Marks on Assignment and 05 Marks on Attendance & Discipline.


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Dr. Anshu Gupta
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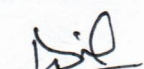

Dr. Anil Kumar Singh
External Member


Dr. Sarvesh Kumar
Special Member

Programme/Class: Post Graduate Diploma in Hospitality and Tourism Management	(Year – 1) First Semester	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 04 (Compulsory)	Total No. of Lectures = 60 (in hours per week): L-5/w	
Code:HTM0101T	Introduction to Hospitality and Tourism Industry	

Course Objective: To provide a foundational understanding of the hospitality and tourism sectors, their interconnection, historical evolution, organizational structure, and contemporary trends. The course aims to familiarize students with the diverse career opportunities and operational aspects of the industry.

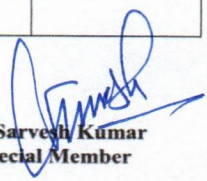
Unit	Topics Covered	No. of Lectures
Unit 1	Introduction to Tourism and Hospitality Industry Meaning and Concept of Tourism and Hospitality, significance of Tourism and Hospitality Industry, Historical Overview of Travel and Tourism, Evolution of the Hospitality Industry, Important ancient trade routes & Important Foreign Travellers, who visited India. Hospitality Industry Introduction and Basics: Meaning, Definition and Nature of Hospitality industry, Scope (Present scenario and Future Prospect) of Hospitality Industry, Sectors of the Hospitality Industry: Lodging, Food & Beverage, Recreation, and Entertainment, Importance of Service Quality in Hospitality, Career Opportunities in Hospitality.	12
Unit 2	Definitions and Terminologies in Tourism: Meaning & Definition of Tourism and Tourist, Traveler, Visitor, Excursionist and Drifter, Scope of Tourism, Factors Influencing Travel Decisions / Motivational factors of Tourists, Importance of Tourism Terminologies in Industry, Different Tourist Profiles (Budget, Luxury, Backpackers, Business, Adventure, Religious, Education and Cultural).	12
Unit 3	Nature, Characteristics, and Components of Tourism: Nature of Tourism, Characteristics of Tourism, Components of the Tourism Industry 5 As of Tourism (Attractions, Accessibility, Accommodation, Amenities, Activities), Tourism Demand and, Tourism Supply. Types and Forms of Tourism: Tourism Classification Based on Movement: Domestic and International (Inbound/Outbound), Forms of Tourism: Leisure, Adventure, Heritage, Cultural, Wellness, Medical, Religious, Eco-tourism, Dark Tourism, Space Tourism, and Virtual Tourism, Emerging Areas of Tourism: Rural, Eco, Medical, MICE, Indigenous, Wellness, Film, Golf, Responsible Tourism, Alternate Tourism, and Theme Tourism, MICE Tourism, Comparative Analysis of Different Tourism Types & Special Interest Tourism (SIT)	12
Unit 4	Impacts of Tourism and Hospitality: Economic, Cultural, Social, Environmental Impacts, Political Impact of Tourism and Health Impact of Tourism. Travel Trade, Tourism & Hospitality Business: History of Travel Agency and Tour Operator business, Travel Agency: Meaning, Types, and Functions, Tour Operations: Meaning, Types, and Functions, Transportation in Tourism: Modes of Transport (Air, Rail, Road, and Water), Linkage and Role of Ancillary Services in Tourism	12
Unit 5	Study of National and International Tourism and Hospitality Organizations: IRCTC, Ministry of Civil Aviation, DGCA and AAI, TAAI and IATO, FHRAI and ADTOI. Study of International Travel and Tourism Organization: UN Tourism, IATA, PATA and WTTC, ICAO, UFTAA and Schengen Agreement .	12


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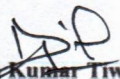

Dr. Anshu Gupta
External Member


Dr. Anil Kumar Singh
External Member


Dr. Sarvesh Kumar
Special Member

Suggested Readings:

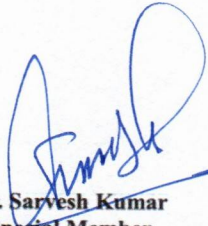
- **Singh Dr. Anil Kumar** "Basics of Tourism Geography & Management" **INDU BOOK SERVICES PVT. LTD., NEW DELHI 110002, ISBN 978-81-19907-71-7**
- **Singh Dr. Anil Kumar || Singh Dr Nishant** "Tourism and Hospitality Industry Customer Query and Complaint Management" **BHARTI PUBLICATION, NEW DELHI ISBN 978-93-94779-87-7**
- **Singh Dr. Anil Kumar-** *Tourism, Travel and Hospitality Management, Principles & Practices*, **BHARTI PUBLICATION, NEW DELHI. BHARTI PUBLICATION, NEW DELHI, 110002 ISBN 978-81-19757-64-0**
- **John R. Walker** – Introduction to Hospitality (*Pearson Education India*)
- **Sanjeev Bansal & Neha Arora** – Introduction to Tourism and Hospitality Industry (*Oxford Book Company India*)
- **S. Medlik** – Tourism and Hospitality in the 21st Century (*Routledge India*)
- **S.K. Bhatia** – International Tourism Management (*Sterling Publishers*)
- **Dennis L. Foster** – Hospitality & Tourism: An Introduction (*Cengage India Edition*)
- **Sudhir Andrews** – Introduction to Tourism and Hospitality Industry (*McGraw-Hill Education India*)


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Programme/Class: Post Graduate Diploma in Hospitality and Tourism Management	(Year – 1) First Semester	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 04 (Compulsory)	Total No. of Lectures = 60 (in hours per week): L-5/w	
Code:HTM0102T	Tourism Geography and Culture	

Course Objective: This course aims to develop an understanding of the relationship between geography, culture, and tourism. Students will learn how physical landscapes, climate, heritage, and cultural practices influence tourism patterns and destination development across the world and in India.

Unit	Topics	No. of Lectures
Unit 1	Basics of Tourism Geography: Definition and scope of geography in tourism. Concept and Importance of geography for tourism. types of maps, latitude and longitude International Date line, GMT, Time Zone, Time Calculation. Impact of geographical features on tourism trends, Role of geography in Tourism	12
Unit 2	World Geography and Major Tourist Destinations: Overview of continents and key countries from tourism perspective. Climatic region of the world, Factors affecting climatic conditions. Climate weather and season of the world. Major Tourist Circuits: Europe, Southeast Asia, Americas. Influence of physical features like mountains, beaches, and deserts on tourism.	12
Unit 3	Indian Tourism Geography: Physical and Political divisions of India and their tourism potential. Key Tourist States and Cities: Rajasthan, Kerala, Goa, Uttarakhand, Jammu & Kashmir. Important religious sites: Char Dham, Golden Temple, Bodh Gaya. Cultural Festivals and Fairs: Kumbh Mela, Pushkar Fair, Hornbill Festival etc.	12
Unit 4	Cultural Heritage and Tourism: Understanding culture, tradition, and heritage. Forms of cultural tourism: Heritage tourism, religious tourism, Art and Craft tourism. Role of UNESCO World Heritage sites. Case studies on famous cultural destinations in India and abroad. Popular world heritage sites (UNESCO listings)	12
Unit 5	Contemporary Issues in Geography and Culture-Based Tourism: Impact of over-tourism on cultural and natural heritage. Sustainable practices in cultural and geographical tourism. Impact of Climate on society and culture. Promoting responsible tourism through cultural sensitivity.	12

Suggested Readings:

- Singh Dr. Anil Kumar "Basics of Tourism Geography & Management" INDU BOOK SERVICES PVT. LTD., NEW DELHI 110002, ISBN 978-81-19907-71-7
- Singh Dr. Anil Kumar Singh, Dr Nishant "Tourism and Hospitality Industry Customer Query and Complaint Management" BHARTI PUBLICATION, NEW DELHI ISBN 978-93-94779-87-7
- P.C. Sinha – Tourism Geography (Anmol Publications Pvt Ltd)
- Robinson, Parnwell – Geography of Travel and Tourism (Cengage India Edition)
- Boniface, B.G. & Cooper, Chris – Worldwide Destinations: The Geography of Travel and Tourism (Routledge India)
- K.C. Sharma – Geography of Tourism in India (Vista International Publishing)


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Programme/Class: Post Graduate Diploma in Hospitality and Tourism Management	(Year – 1) First Semester	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 04 (Compulsory)	Total No. of Lectures = 60 (in hours per week): L-5/w	
Code:HTM0103T	Hotel Management	

Course Objective: The course aims to provide students with a detailed understanding of hotel operations, covering the major functional areas such as Front Office, Housekeeping, Food and Beverage, and other allied departments. Students will develop an operational perspective and managerial insight into hotel functioning.

Unit	Topics	No. of Lectures
Unit 1	Overview of Accommodation Industry: Definition and types of Accommodation: Organised Sector: Hotels, Motels, Resorts, Boutique hotels, Heritage hotels, Hostels, and Alternative Lodging. Types of Accommodation: Unorganised Sector: Dharamsala/Sarai, Circuit house/Dak Bungalow, Lodges/Boarding house, Youth Hostel, Yatri Niwas, Railway/Airport Retiring rooms, Tourist camps and Homestay, Major Departments of the hotels, Organizational Hierarchy in Hotel (Large and Small hotel structures), Role of General Manager and departmental heads.	12
Unit 2	Front Office Operations: Functions and layout of the Front Office. Guest cycle: Pre-arrival, Arrival, Occupancy, and Departure stages. Reservation systems, Registration process, Room assignment, Check-out procedures. Handling guest complaints and service recovery.	12
Unit 3	Housekeeping Operations: Role of Housekeeping in hotels. Organization chart of Housekeeping department. Cleaning procedures, Bed-making, Turndown service. Public area cleaning, Laundry operations overview. Inventory control and standard operating procedures (SOPs) in housekeeping.	12
Unit 4	Food and Beverage: Food and Beverage Production an overview, Introduction to Food and Beverage services. Restaurant types and service styles. Menu planning: Types of menus. Basics of food service: Mise-en-place, Table setting, Taking orders. Introduction to banquet operations and room service.	12
Unit 5	Safety, Security, and Environmental Practices in Hotels: Importance of safety and security in hotels. Fire safety, guest safety measures, emergency procedures. Eco-friendly practices: Waste management, energy conservation, sustainable hotel operations (Green hotels concept).	12

Suggested Readings:

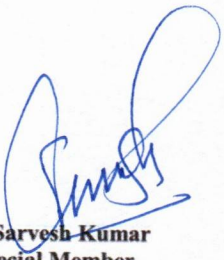
- Singh Dr. Anil Kumar || Singh Dr Nishant “Tourism and Hospitality Industry Customer Query and Complaint Management” BHARTI PUBLICATION, NEW DELHI ISBN 978-93-94779-87-7
- Singh Dr. Anil Kumar- Tourism, Travel and Hospitality Management, Principles & Practices, BHARTI PUBLICATION, NEW DELHI. BHARTI PUBLICATION, NEW DELHI, 110002 ISBN 978-81-19757-64-0
- Sudhir Andrews – Hotel Housekeeping: A Training Manual (McGraw-Hill Education India)
- Jatashankar R. Tewari – Hotel Front Office Operations and Management (Oxford University Press)
- Andrews, Sudhir – Food and Beverage Service: A Training Manual (McGraw-Hill Education India)
- Raghubalan & Raghubalan – Hotel Housekeeping: Operations and Management (Oxford University Press India)
- Dennis Foster – Managing Front Office Operations (Cengage Learning India Edition)
- S.K. Bhatia – The Management of Hotel Operations (Sterling Publishers Pvt Ltd)


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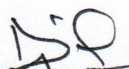
Programme/Class: Post Graduate Diploma in Hospitality and Tourism Management	(Year – 1) First Semester	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 04 (Compulsory)	Total No. of Lectures = 60 (in hours per week): L-5/w	
Code:HTM0104T	Travel Agency and Tour Operations Management	

Course Objective: This course aims to provide a thorough understanding of the operations and management of travel agencies and tour operations. Students will learn about travel documentation, itinerary planning, tour costing, and the business aspects of running travel agencies and tour companies.

Unit	Topics	No. of Lectures
Unit 1	Introduction to Travel and Tour Operations: Definition and types of travel intermediaries: Travel Agencies and Tour Operators. History and growth of travel agencies. Roles and functions of travel agencies and tour operators. Types of tour operators.	12
Unit 2	Setting up and Managing a Travel Agency: Procedure for setting up a travel agency. Approval/accreditation: IATA, Ministry of Tourism (Govt. of India). Organizational structure and staffing in travel agencies. Business ethics and customer service excellence in travel operations.	12
Unit 3	Travel Documentation and Formalities: Foreign Exchange Regulations (Basic overview). Air Ticketing concepts: PNR, GDS (Global Distribution System) basics. E-ticketing. Tourism, Travel and Hospitality Documentation and Regulations: Travel Documents: Passport, Travel Documents: Visa, Various others Types of Travel Document and Emergency Travel Documents, Driving Licence, Travel Insurance and Basic Hospitality Documentation, Technology & Travel Documents, Digi Yatra, and Health Documentation for Travel.	14
Unit 4	Tour Packaging and Itinerary Preparation: Concept of tour packaging. Types of tour packages: FITs, GITs, Customized tours. Components of a tour package. Itinerary planning: Essentials and considerations. Tour costing and pricing techniques (simple calculations).	11
Unit 5	Recent Trends and Challenges in Travel and Tour Operations: Impact of technology on travel agencies (Online Travel Agencies - OTAs). Changing consumer behavior in tourism. Sustainable tourism practices. Crisis management in travel: Handling cancellations, disruptions, emergencies.	11

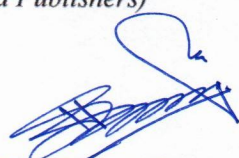
Suggested Readings:

- Singh Dr. Anil Kumar- *Tourism, Travel and Hospitality Management, Principles & Practices*, BHARTI PUBLICATION, NEW DELHI. BHARTI PUBLICATION, NEW DELHI, 110002 ISBN 978-81-19757-64-0
- Pran Nath Seth – *Successful Tourism Management* (Sterling Publishers Pvt Ltd)
- Mohinder Chand – *Travel Agency and Tour Operations: An Introductory Text* (Anmol Publications)
- A.K. Bhatia – *Tourism Development: Principles and Practices* (Sterling Publishers)
- Chuck Y. Gee, James C. Makens, Dexter J.L. Choy – *The Travel Industry* (Van Nostrand Reinhold, adapted for India)
- Dilip M. Kadam – *Tour Operations Management* (Vikas Publishing House)
- Ratandeep Singh – *Handbook of Travel Agency Management* (Kanishka Publishers)


Dr. Dinesh Kumar Tiwari
Dean & Convenor


Prof Shrivardhan Pathak
External Member

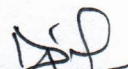

Dr. Anshu Gupta
External Member


Dr. Anil Kumar Singh
External Member


Dr. Saryesh Kumar
Special Member

Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max Marks
HTM0105P	Industrial Visit and Report Writing (Practical) + Viva Voce	Compulsory	02	—	50	50
Total Credit and Marks			2		50	50

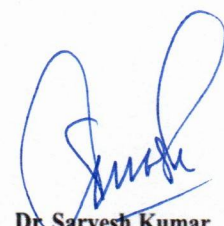
Note: Industrial visit decided by the faculty to earn the 02 credit in the nearest tourism and hospitality industry under the supervision of any faculty or industry personnel. After preparation of the report writing, the external examiner will evaluate the learning outcomes in Viva voce examination.


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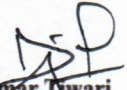

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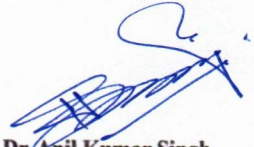
Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max Marks
HTM0106P	Educational Tour (Dekho Apana Desh) and Report Writing (Practical) + Viva Voce	Compulsory	02	—	50	50
Total Credit and Marks			02		50	50

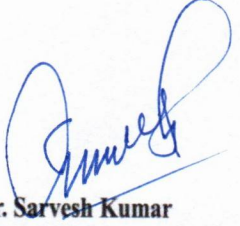
Note: In the first semester student will prepare an itinerary under the supervision of faculty for Dekho Apna Desh (Educational Tour 5-10 days) After preparation of the educational tour report writing, the external examiner will evaluate the learning outcomes in Viva voce examination.


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Second Semester of Post Graduate Diploma in Hospitality and Tourism Management (PGDHTM) Course Structure

Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max Marks
HTM0201T	Hospitality Marketing and Customer Relationship Management	Compulsory	04	25	75	100
HTM0202T	Tourism Policies and Sustainable Tourism	Compulsory	04	25	75	100
HTM0203T	Event Management and MICE Tourism	Compulsory	04	25	75	100
HTM0204T	Legal and Ethical Aspects of Tourism and Hospitality	Compulsory	04	25	75	100
HTM0205P	Out Door Learning Programme and Research Project (Practical) + Viva Voce	Compulsory	02	—	50	50
HTM0206P	Industrial Training (4 to 6 Weeks) and Report Writing (Practical) + Viva Voce	Compulsory	02	—	50	50
Total Credit and Marks			20	100	400	500

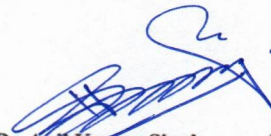
Note:

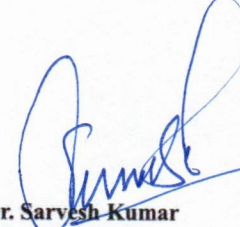
- a) Internal Assessment of 25 marks shall consists of 10 Marks on Sessional Test (Two Sessional Test), 10 Marks on Assignment and 05 Marks on Attendance & Discipline.


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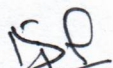
Programme/Class: Post Graduate Diploma in Hospitality and Tourism Management	(Year – 1) Second Semester	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 04 (Compulsory)	Total No. of Lectures = 60 (in hours per week): L-5/w	
Code:HTM0201T	Hospitality Marketing and Customer Relationship Management	

Course Objective: The course aims to familiarize students with the fundamentals of marketing in the hospitality industry and the significance of managing customer relationships. It emphasizes creating value through effective marketing strategies and building long-term loyalty in highly competitive service environments.

Unit	Topics	No. of Lectures
Unit 1	Introduction to Hospitality Marketing: Meaning, features, and importance of marketing in hospitality and tourism. Service marketing vs product marketing. Key characteristics of hospitality services: Intangibility, Inseparability, Variability, Perishability. Understanding customer value and satisfaction.	12
Unit 2	Marketing Mix for Hospitality and Tourism: Application of 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence). Designing service packages. Pricing strategies in hotels and tourism services. Role of distribution channels including Online Travel Agencies (OTAs).	12
Unit 3	Understanding Customers and Market Segmentation: Identifying customer needs and expectations. Bases for market segmentation: Demographic, Geographic, Psychographic, Behavioral. Targeting and positioning strategies for hospitality services. Customer behavior and decision-making process.	12
Unit 4	Customer Relationship Management (CRM) in Hospitality: Concept and importance of CRM. Elements of CRM strategy. Stages of CRM cycle: Acquisition, Retention, Extension. Customer satisfaction measurement techniques. Handling complaints and service recovery. Loyalty programs and guest retention strategies.	12
Unit 5	Digital Marketing and Trends in Hospitality: Role of digital platforms: Website marketing, Social media, Email marketing, Mobile apps. Reputation management (TripAdvisor, Google Reviews). Personalization in service delivery. Emerging trends: AI in customer service, Virtual Reality (VR) tours.	12

Suggested Readings:

- Philip Kotler, Bowen & Makens – *Marketing for Hospitality and Tourism* (Pearson India)
- Singh Dr. Anil Kumar ll Singh Dr Nishant “*Tourism and Hospitality Industry Customer Query and Complaint Management*” BHARTI PUBLICATION, NEW DELHI ISBN 978-93-94779-87-7.
- S.M. Jha – *Services Marketing* (Himalaya Publishing House)
- Jagmohan Negi – *Marketing and Sales Strategies for Hotels and Travel Trade* (Kanishka Publishers)
- Christopher Lovelock & Jochen Wirtz – *Services Marketing: People, Technology, Strategy* (Pearson Education)
- Seth Godin – *Permission Marketing* (Indian Edition)
- David C. Edelman – *Branding and CRM in the Digital Age* (Adapted editions available)
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Dr. Dinesh Kumar Tiwari
Dean & Convenor

Prof Shrivardhan Pathak
External Member


Dr. Anshu Gupta
External Member


Dr. Anil Kumar Singh
External Member


Dr. Sarvesh Kumar
Special Member

Programme/Class: Post Graduate Diploma in Hospitality and Tourism Management	(Year – 1) Second Semester	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 04 (Compulsory)	Total No. of Lectures = 60 (in hours per week): L-5/w	
Code:HTM0202T	Tourism Policies and Sustainable Tourism	

Course Objective: The course aims to familiarize students with tourism policies at national and international levels and introduce the principles and practices of sustainable tourism development. It emphasizes responsible tourism practices for environmental protection, cultural preservation, and economic growth.

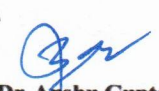
Unit	Topics	No. of Lectures
Unit 1	Introduction to Tourism Policy and Planning: Ministry of Tourism GoI, ITDC, UPSTDC, Concept and importance of tourism policy. Objectives and stages of tourism planning. Public and private sector role in tourism development. Tourism planning at national, state, and local levels.	12
Unit 2	National and International Tourism Policies: National Tourism Policy of India (latest version overview). Key features of Incredible India campaign. Role of UNWTO and UNESCO in tourism development. Bilateral and multilateral tourism agreements.	12
Unit 3	Sustainable Tourism Concepts: Definition and need for sustainable tourism. Principles of sustainable tourism. Triple Bottom Line Approach: Environmental, Economic, and Socio-cultural sustainability. Stakeholders in sustainable tourism.	12
Unit 4	Issues and Challenges in Sustainable Tourism: Carrying capacity and visitor management. Impact of mass tourism. Climate change and tourism. Managing cultural and heritage sites sustainably. Strategies for minimizing negative impacts.	12
Unit 5	Initiatives and Best Practices in Sustainable Tourism: Eco-tourism development. Community-based tourism initiatives. Sustainable hospitality practices (Green hotels, Certifications like LEED). Case studies: Sustainable tourism projects in India and globally (Sikkim, Kerala Responsible Tourism).	12

Suggested Readings:

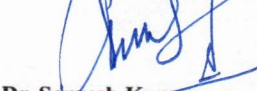
- **A.K. Bhatia** – *Tourism Development: Principles and Practices* (Sterling Publishers Pvt Ltd)
- **P.C. Sinha** – *Tourism Planning* (Anmol Publications Pvt Ltd)
- **S.M. Jha** – *Sustainable Tourism Development: Planning and Management* (Himalaya Publishing House)
- **David Weaver** – *Sustainable Tourism: Theory and Practice* (Routledge India Edition)
- **Mohinder Chand** – *Travel Agency and Tour Operations: An Introductory Text* (Anmol Publications Pvt Ltd)


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External Member


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Programme/Class: Post Graduate Diploma in Hospitality and Tourism Management	(Year – 1) Second Semester	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 04 (Compulsory)	Total No. of Lectures = 60 (in hours per week): L-5/w	
Code:HTM0203T	Event Management and MICE Tourism	

Course Objective: The course introduces students to the fundamentals of event planning and the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. It aims to develop practical skills required for conceptualizing, organizing, and managing events while understanding the growing significance of MICE tourism globally.

Unit	Topics	No. of Lectures
Unit 1	Introduction to Event Management: Definition and classification of events. Types of events: Cultural, Corporate, Exhibitions, Sports, Mega-events. Role of events in tourism promotion. Key success factors in event management.	12
Unit 2	Event Planning and Budgeting: Event concept and theme development. Steps in event planning. Budget preparation and control. Venue selection and logistics management (catering, audiovisuals, accommodation). Vendor management and contract negotiation basics.	12
Unit 3	Marketing, Promotion, and Sponsorship: Event marketing mix. Strategies for promoting events: Digital marketing, traditional media, PR campaigns. Importance of sponsorship: Identifying sponsors, proposal writing, managing sponsorship relations.	12
Unit 4	Understanding MICE Tourism: Introduction to MICE industry. Importance of Meetings, Incentives, Conferences, Exhibitions in global tourism. Role of professional conference organizers (PCOs) and Destination Management Companies (DMCs). Key MICE destinations in India and abroad.	12
Unit 5	Contemporary Trends and Risk Management in Events: Use of technology in events: Event apps, Virtual and Hybrid events. Risk management and contingency planning. Legal and ethical issues in event management. Sustainability practices: Green events, eco-certifications.	12

Suggested Readings:

- Sita Ram Singh – *Event Management* (Aph Publishing Corporation)
- Singh Dr. Anil Kumar || Singh Dr Nishant “*Tourism and Hospitality Industry Customer Query and Complaint Management*” BHARTI PUBLICATION, NEW DELHI ISBN 978-93-94779-87-7.
- Joe Goldblatt – *Special Events: Creating and Sustaining a New World for Celebration* (Wiley India)
- Avneet Kaur – *Event Management and MICE* (Kanishka Publishers)
- Mehndiratta Vandana – *Event Management and Marketing* (Global Vision Publishing House)
- Leonard H. Hoyle – *Meeting, Convention, and Event Planning* (Oxford India Edition)
- Shone and Parry – *Successful Event Management* (Cengage Learning India)

Dr. Dinesh Kumar Tiwari
Dean & Convenor

Prof Shrivardhan Pathak
External Member

Dr. Anshu Gupta
External Member

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Dr. Sarvesh Kumar
Special Member

Programme/Class: Post Graduate Diploma in Hospitality and Tourism Management	(Year – 1) Second Semester	Max. Marks: 25+75 Min. Passing Marks: 40
Credit – 04 (Compulsory)	Total No. of Lectures = 60 (in hours per week): L-5/w	
Code:HTM0204T	Legal and Ethical Aspects of Tourism and Hospitality	

Course Objective: The course aims to provide students with an understanding of the basic legal frameworks, rights, responsibilities, and ethical considerations in the tourism and hospitality industries. It prepares students to make legally sound and ethically responsible decisions in real-world scenarios.

Unit	Topics	No. of Lectures
Unit 1	Introduction to Legal Framework in Hospitality and Tourism: Meaning and scope of hospitality and tourism law. Legal environment and compliance basics. Legal responsibilities of hoteliers and travel agents. Liabilities towards guests and tourists.	12
Unit 2	Contracts and Consumer Protection: Essentials of a valid contract. Contractual obligations in hospitality and tourism. Introduction to Consumer Protection Act (latest amendment). Guest rights, duties, and remedies for deficiencies in services.	12
Unit 3	Tourism and Travel Related Regulations: Overview of regulatory bodies: Ministry of Tourism, IATA, DGCA. Licensing requirements for hotels and travel agencies. Passport and Visa regulations. Insurance requirements in tourism and hospitality operations.	12
Unit 4	Ethical Issues in Tourism and Hospitality: Meaning and importance of ethics. Ethical challenges: Overbooking, Misrepresentation, Data privacy, Employee rights. CSR initiatives in hospitality and tourism. Ethical marketing practices.	12
Unit 5	Environmental and Heritage Protection Laws: Environmental laws relevant to tourism: Environment Protection Act, Forest Conservation Act. Heritage protection laws: Ancient Monuments and Archaeological Sites Act. Legal aspects of eco-tourism and sustainable practices.	12

Suggested Readings:

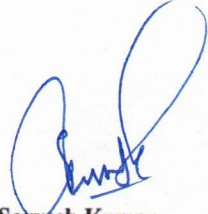
- **Singh Dr. Anil Kumar- Tourism, Travel and Hospitality Management, Principles & Practices, BHARTI PUBLICATION, NEW DELHI. BHARTI PUBLICATION, NEW DELHI, 110002 ISBN 978-81-19757-64-0.**
- **Singh Dr. Anil Kumar, Singh Dr Nishant “Tourism and Hospitality Industry Customer Query and Complaint Management” BHARTI PUBLICATION, NEW DELHI ISBN 978-93-94779-87-7**
- **N.D. Kapoor – Elements of Mercantile Law (Sultan Chand & Sons)**
- **Sujata Menon – Law for Tourism Industry (Oxford University Press India)**
- **A.K. Bhatia – Tourism Development: Principles and Practices (Sterling Publishers)**
- **S.M. Jha – Business Ethics and Corporate Governance (Himalaya Publishing House)**
- **P.C. Sinha – Law and Ethics in Travel and Tourism (Anmol Publications Pvt Ltd)**


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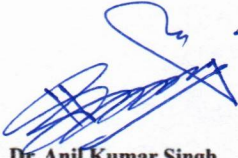
Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max Marks
HTM0205P	Out Door Learning Programme and Research Project (Practical) + Viva Voce	Compulsory	02	—	50	50
Total Credit and Marks			2		50	50

Note: Outdoor learning program decided by the faculty in the nearest tourism and hospitality industry resources under the supervision of any faculty or industry personnel. After preparation of the learning research project, the external examiner will evaluate the learning outcomes in Viva voce examination.


Dr. Dinesh Kumar Tiwari
Dean & Convenor

Prof Shrivardhan Pathak
External Member

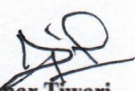

Dr. Anshu Gupta
External Member


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External Member


Dr. Sarvesh Kumar
Special Member

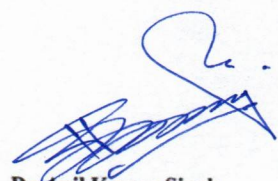
Code	Paper Name	Compulsory/ Elective	Credit	Marks		
				Internal Assessment	External Assessment	Max Marks
HTM0206P	Industrial Training (4 to 6 Weeks) and Report Writing (Practical) + Viva Voce	Compulsory	02	—	50	50
Total Credit and Marks			02		50	50

Note: In the second semester student will attend the industrial training in the tourism and hospitality industry (Travel agency, Tour operation company and Hotel industry). After preparation of the training report, the external examiner will evaluate the learning outcomes in Viva voce examination.


Dr. Dinesh Kumar Tiwari
Dean & Convenor


Prof Shrivardhan Pathak
External Member


Dr. Anshu Gupta
External Member


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