

**PUNJAB TECHNICAL UNIVERSITY
JALANDHAR**

SYLLABI OF 1st & 2nd SEMESTER

OF

POST GRADUATE DIPLOMA IN AIRLINES, TOURISM & HOSPITALITY MANAGEMENT:

Punjab Technical University, Jalandhar
M.Sc (Airlines Tourism and Hospitality Management)
Scheme of Syllabi (1st Semester)

1st Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
MTA-01	Tourism Products & Service Part-I	4	-	-	40	60
MTA-02	Global Trends in Tourism and Tourism concepts	4	-	-	40	60
MTA-03	Geography	4	-	-	40	60
MTA-04	Travel agency and Tour Operations	4	-	-	40	60
MTA-05	Airlines Management	4	-	-	40	60
MTA-06	Marketing Sales & PR	4	-	-	40	60
MTA-07	Customer Care & Interpersonal Skills	4	-	-	40	60
MTA-08	Front Office Operations	4	-	-	40	60

2nd Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
MTA-09	Tourism Products & Service -II	4	-	-	40	60
MTA-10	Tourism Promotion Resort Mgt	4	-	-	40	60
MTA-11	Automation in Tourism, Hospitality & Airlines	4	-	-	40	60
MTA-12	Total Quality Mgt.	4	-	-	40	60
MTA-13	Market Research	4	-	-	40	60
MTA-14	Housekeeping in Hospitality Operations	4	-	-	40	60
MTA-15	Strategic Mgt	4	-	-	40	60
MTA-16	Conference and Events Mgt (Practical)	-	-	4	60	40

PTA01 - TOURISM PRODUCT & SERVICES-I

Internal Marks:40	L	T	P
External Marks: 60	4	0	0
Total Marks: 100			

The Tourism Product

3 A's of Tourism

The Ideal Tourism Product

Accommodation

Types of Hotels:

- International Hotels
- Resorts
- Commercial Hotels
- Residential Hotels
- Floating Hotels
- Heritage Hotels

Supplementary Accommodation:

- Motels
- Youth Hostel
- Caravan and Camping Sites
- Pensions
- Bed and Breakfast Establishments
- Tourist Holiday Villages

Case Study Discussions:

EIH- Oberois

ITC Welcom Group

The Taj

Raddison

Intercontinental

Hilton

The Park Royale

The Leela Group

Future Trends in Hospitality Industry

Transportation

- India by Air
- India by Rail
- India by Road

Restricted/Protected Areas

Travelling in India- Documents and Formalities

Tourism Varieties in India:

- White River Rafting
- Trekking in the Himalayas

- Mountaineering in the Himalayas
- Winter Sports
- Heli-skiing
- Hang Gliding
- Rock Climbing
- Motor Rallies
- Ballooning
- Camel Safaris
- Yoga
- Golf

Hill Stations in India

PTA02 - GLOBAL TRENDS IN TOURISM AND TOURISM CONCEPTS

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Global Trends in Tourism: Introduction

Tourism in Asia: Overview

Tourism in India: Overview

Introduction to Travel Trade: Travel Agency, Tour Operations, Tourist Transport
(By Air, By Rail, By Road, cruises, car rentals)Introduction to Hospitality Industry: (Front Office, Housekeeping, Banquets,
Conferences and Events Mgt.) Hotels, Motels, Restaurants, Fast Food Joints,
Eating Joints, Resorts, Spas, etc.**Case Study Discussions:**

Barista

Café Coffee Day

McDonalds

Pizza Hut

Domino's

Introduction to Aviation Industry: City Office, Airport Ground Staff, Cabin Crew;
Domestic Airlines, International Airlines

Introduction to other Segments of the Service Industry

International / National organizations in Travel and Tourism:

WTO, WTTC, PATA, ASTA, UFTAA, IATA, ICAO

Regional Bodies: IATO, TAAI, FHRAI, AAI

Travel Lingo

Classification of tourism in terms of :

Destination visited – International tourism and domestic tourism

Purpose of Visit – Cultural tourism, Business Tourism, VFR, Pilgrimage tourism
etc.

Mode of travel arrangement – Inclusive travel and Independent travel

Motivation of Travel :

- Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc.
- Cultural motivations: pilgrimage tourism, cultural curiosity etc.
- Interpersonal Motivation: meeting new people, VFR, etc
- Status and Prestige motivation: business motivation

Factors that have led to the growth of tourism

Barriers to the growth of tourism

Positive and Negative impacts of tourism

- Economic Impacts
- Socio-culture Impacts
- Environmental impacts

Carrying capacity

- Types of carrying capacity: Physical, biological, Social carrying capacity
- Importance of carrying Capacity

Sustainable and Eco-tourism
Leiper's Tourism System model
Destination Life Cycle

PTA03 – GEOGRAPHY

Internal Marks:40

External Marks: 60

Total Marks: 100

L T P

4 0 0

Importance of Geography in Tourism (World, Asia and India)

Geographical terms

Global mapping : Latitudes, & Longitudes

Time Zones and Time calculation

INDIA : Physical and Political Map

ASIA (South, Southern, Eastern and Western Asia) : Physical and Political Map

Australasia (Australia and the Pacific Ocean Islands): Physical and Political Map

PTA04 - TRAVEL AGENCY & TOUR OPERATIONS

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1. TOUR OPERATIONS/TRAVEL AGENCY BUSINESS

Difference between Travel agent and tour operator

Functions of a Travel agent and a tour operator

Departments of a travel agency**Trade Terminology**-GSA, Inbound, outbound, Pax, TAC etc.**2. ITINERARY PLANNING*****Itinerary and its importance***

Types of Itineraries

Factors to keep in mind while designing an Itinerary

Some popular Itineraries for Inbound and domestic tourists:-

Golden triangle, Buddhist Circuit, South, Beach destinations etc.

Popular outbound Itineraries of Singapore, Malaysia, Thailand, Mauritius, Dubai, Nepal, Srilanka**3. PACKAGE TOURS**

Package tour and its components

Practical components of a standard package tour (Inbound, outbound and domestic)

Types of package tours

Designing & Costing of a package tour

Selling a tour package- the complete client handling activities (Sales/operations)**Selling packages to agents**- the TAC and the modes of commissions**4. TRAVEL TRADE**

Travel Trade organizations

Automaton in travel trade; benefits/disadvantages- Role of CRS

5. AIRLINES TICKETING

An overview of ticketing

Latest fares in the industry- Apex, Group fares, GV 10 fares, excursion fares

How to Send an EXO to the ticketing agents

Airport formalities- arrival/departure

6. HOTEL BOOKINGS

Booking a domestic and International hotel

How to send the bookings to the Hotel suppliers (the check-list)

An overview of GTA Hotel booking system

How to use GTA- a demonstration on the system

Searching and Booking a hotel on GTA

Issuing a hotel voucher on GTA

7. VISAS

Visa and its types

Preparing Visa cases

Formalities required for Various Visas like:- Schengen, UK, US, Dubai and Far East

Verification of endorsed Visa on the passport

8. MEDICALIM/ POE/ EURAIL/ FOREX

Basic overview of FOREX

Forex Terminology- TCs, Cash currency, BTQ, LERMS

Forex formalities and procedures

Forex limits for Indian nationals

Fundamentals of Mediclaim Policy-Need and Importance

Types of Mediclaim Policies and how to get it issued

What is POE and why it is required

The importance of an ECNR stamp

How to get the POE suspension – temporary and permanent

Documents required for POE suspension

Eurail and its types

Types of passes- Flexi pass, saver pass, sector tickets

How to get it issued (documents required)

9. STAR CRUISE

An Overview of Star Cruises

Ins and Outs of Super Star Virgo

Days of operation, Packages, sailing destinations, Types of cabins, Visa formalities, Services and facilities on board, luxuries and comforts, restaurants, basic layout

Boarding formalities

How to design cruise packages

Preparing Itineraries for Cruise + famous far east destinations

10.CASE STUDY DISCUSSION

(Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots)

Cox & Kings

TCI

Thomas Cook

SOTC/Kuoni

Mercury Travels

TSI

Paradise Holidays

Delhi Express

Orbit

Services International

Travel Bureau

Shashi tours & Travels (Buddhist Circuit)

Ebookers.com (makemytrip.com)

PTA05 - AIRLINES MANAGEMENT

Internal Marks:40

External Marks: 60

Total Marks: 100

L T P

4 0 0

AIR TRANSPORT SYSTEM

1. History of Aviation
2. Airline Terminology
3. Cabin Crew
4. Announcements
5. Airport Jobs
6. Airport Codes
7. Airline Codes
8. Phonetic Alphabet
9. Airport Lounges Case studies
10. How airports work
11. Baggage Handling
12. Airport Security
13. Freight
14. Guidelines for the carriage of elderly and handicapped passengers

15. Impact of Air Travel on Human Health and Psychology
16. World Organizations (IATA, ICAO, DGCA, ETC..,)
17. Case Study Discussions:
Jet Airways, Air Sahara, Air Deccan, Kingfisher, Indian Airlines, Air India,
Emirates, Singapore Airlines, Malaysian Airlines, Thai Airways, British Airways

PTA06 - MARKETING, SALES AND PR

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1. **Customer Orientation:** Marketing Concept: Needs, Wants, Demand, Products, Value satisfaction And Quality Management, Exchange, Transaction And Relationships, Markets, Marketing, Marketing Management, Philosophies of Marketing Management
2. **Service Culture:** Characteristics of Service Marketing Marketing Strategies For Service Business, Managing Differentiation, Managing Service Quality, Tangibilizing The Product, Managing The Physical Surroundings, Advantages of Non-Ownership, Managing Employees, Managing Perceived Risk, Managing Consistency.
3. **Market Segmentation, Targeting And Positioning:** Market Segmentation, Bases of Segmentation, process of segmentation, Market Targeting, Positioning For Competitive Advantage
4. **Designing And Managing Product:** Product, Product Issues, Broad Descions, New Development, Product Life Cycle Strategies
5. **Internal Marketing:** Internal Marketing, Internal Marketing Process, Building Customer Loyalty, Customer Satisfaction Vs Customer Loyalty, Relationship Marketing, Retailing Customers, Retaining Good Employees, Capacity And Demand Management
6. **Pricing Products:** Price, Factor Influencing Prices, Price Approaches, Pricing Strategies, Price Changes.
7. **Distribution Channels:** Nature And Importance of Distribution System, Functions of Channel Distribution, Marketing Intermediaries, Travel Agents, Wholesalers brokers, Multinational House, Hotel Representation, Selecting Channel Members.
8. **Promotion Product:** Advertising :Major Decision ,Setting Objectives ,Setting Advertising Budget, Manage Descions, Media Descions, Campaign Evaluation. Direct Marketing: Tele Marketing, Relationship Marketing Sales Promotion: Setting Objectives, Selecting Sales Promotion Tools, Developing Sales Promotion Programme Evaluating The Results.

9. **Publicity:** The Public Relation Process, Major Tools In Marketing PR
 Professional Sales: Sales Force Objectives, Sales Force Structure And Size,
 Organizing Sales Department, Recruiting And Training Sales Force, Marketing
 The Sales Force.

CASE STUDY:

1. Segmentation, Targeting And Positioning
2. Branding :North Carolina as a destination
3. Public Relations
4. Pricing Strategy:Southwest airlines

PTA07 - CUSTOMER CARE & INTERPERSONAL SKILLS

Internal Marks:40	L T P
External Marks: 60	4 0 0
Total Marks: 100	

Who is a customer? Internal customer, External customer

Who is a service provider?

Why are some service providers better than others?

Who is a satisfied/ dissatisfied customer?

What are the consequences of satisfied/ dissatisfied customers?

What is Quality?

What is customer satisfaction?

What is customer delight?

Key areas of customer care

- The product or the service itself
- Sales and promotion of the service
- After sales support to the customer
- Organizational culture

Customer Feedback, feedback tools

Converting Customer care philosophy into everyday action

Service Recovery

Grooming and Etiquette

Telephone Handling Skills

Complaint Management

Transactional Analysis in Customer Care

Case studies and Role Plays

PTA08 - FRONT OFFICE OPERATIONS

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

INTRODUCTION:

FRONT OFFICE ASSISTANT

Qualities

Practical aspects of selling a room

FRONT OFFICE FUNCTIONS

Information

Reservations

Reception

Lobby

Cashiering

Night Auditor

Telephones

Emergencies

FRONT OFFICE'S INTERACTION WITH OTHER DEPARTMENTS

FRONT OFFICE RECORDS AND STATISTICS

PGATHM SEMESTER II

PTA09 - TOURISM PRODUCT & SERVICES – II

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

**TOURISM LEGISLATION; SAFETY AND SECURITY IN
TOURISM:**

- Indian Wildlife
- Fairs and Festivals in India
- Shopping in India
- Cuisine in India
- Museums in India
- Arts & Crafts in India
- Tourism Legislation
- Safety and Security in Tourism

PTA10 - TOURISM PROMOTION; RESORT MANAGEMENT

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

TOURISM PROMOTION:

1. **ADVERTISING:**
 - Advantages of Advertising
 - **Planning the Advertising:**
 - **Media Selection**
 - **Message Selection**
 - **Cost of Advertising**
 - **Determining Advertising Effectiveness: Inquiries, Recall Tests, Recognition Tests, Sales Tests**
 - **Steps in Planning an Advertising Campaign:**
 - **Stage One- Defining the Product**
 - **Stage Two – Defining the market segments**
 - **Stage Three – Interpreting the Marketing Objectives**
 - **Stage Four – Planning the Advertising Campaign**
 - **Stage Five – Implementing the Campaign**
 - **Stage Six – Assessing the Impact and Value of a Campaign**
 - **Advertising Agency:**
 - **Selecting an Agency**
 - **Agency Procedure**
 - **Departments in an Advertising Agency**
2. **SALES SUPPORT:**
Sales Support Techniques:
 - **Brochure**
 - **Folder**
 - **Shell Folder**
 - **Sales Letter**
 - **Display Material**
 - **Special Offers**
 - **Newsletters: Essential Ingredients to Production of Newsletter**
3. **PUBLIC RELATIONS:**
 - **Public Relations in Tourism**
 - **Public Relation Techniques**
 - **Handling the PR Functions**
 - **Public Relations Agency**

RESORT MANAGEMENT:**The Resort Concept**

- Commercial or transient hotels

- Resorts

Types of Resorts:

- Year-round resorts
- Summer Resorts
- Winter resorts
- Health or spa resorts
- Urban resorts (resorts in urban settings)
- Beach resorts
- Timeshare resorts
- Recreational Resorts
- Seaside Resorts
- Fishing Resorts
- Ski Resorts
- Mega-Resorts
- Casino resorts
- Convention Hotels
- Motels and Motor Hotels
- Condominium Hotels
- Residential Hotels
- Casino Hotels
- All-suite hotels
- Characteristics of Hotel Management

- *Characteristics of Resort Management*

- Visitor Market
- **Facilities**
- Location
- Recreation
- Seasonality
- **Personnel Attitude**
- Managers and Management
- Corporate or Employer Responsibility
- Employee Housing
- Labour Skills
- Sources of Revenue
- Activity Control
- *The Balance Sheet*
- *Resorts and Traditions*

Special Considerations in Planning and Development:

- **Investment Considerations**
- Market Feasibility

- Market Segmentation
- Target Marketing
- Competition Analysis
- Forecasts
- Changing markets
- Resort Financing
- Capital Requirements:
- Investment Risks
- Forms of Resort Ownership
- Shared Ownership Concepts
- **Social Impact:**
 - Community Relations
 - *Social Impact Strategy*
 - **Types of Social Impact**
- **Economic Impact:**
 - *Employment*

PTA11 – AUTOMATION IN TOURISM, HOSPITALITY & AIRLINES

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

Automation in the tourism industry –

An Introduction

The need for information

Information as a resource

Automation in the hotel, airlines and travel business: An introduction to automation with computers and without computers.

IATA : Importance, Role , History

Automation in the Airline Industry:

Introduction to CRS :

The need for a CRS system

History of the CRS system

Companies providing CRS

Use of the CRS by Airlines and Travel Agents

Benefits and importance of the CRS system to the Travel trade

Basic commands applicable to CRS systems (Galileo)

Ticketing process:

Components of a ticket

Types of tickets: Manual ticket/ Automated Ticket/ e-ticket

Role of BSP in ticketing

Details of an automated ticket.

PTA12 - TOTAL QUALITY MANAGEMENT

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1: Origin of the Quality Movement

- * Historical Development of the Quality Movement
- * Concept of Total Quality Management
- * The Quality Gurus
- * The Baldrige Quality Award

2. Total Quality Management

- * Key Elements
- * Check Pointers

3. The Total Quality Management Tool Kit

- * Definition of the Seven Statistical Tools
 - Pareto Diagrams
 - Cause & Effects Diagram
 - Histograms
 - Control Charts
 - Scatter Diagram
 - Graphs
 - Check Sheets

4. Quality Aspects in a Service Organization

- * Why Service organizations are different?
- * What matters most to customers?
- * Managing Quality in Service organizations
- * Quality Control
 - Just- in-time concept
 - Deming's Principle

5. Human Resource Development and Quality Management

- * Role of HRD, Training and development
- * Changes related to performances and its measurement
- * Importance of Frontline staff

6. Building a Quality organization

- * Organizing and implementing- Total Quality Management
- * Roles in organizational transition to TQM
 - Small groups and Employee involvement
- Teams for TQM.
- Quality Circles

7. Benchmarking.**8. Educating the customers about Quality .****9. ISO Series****10. Obstacles to TQM**

PTA13 – MARKET RESEARCH

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

- ❖ What is Marketing research?
- ❖ Components of a modern Marketing Information System
- ❖ Internal records system – order-to-payment cycle, sales information systems, databases, data warehouses and data-mining
- ❖ Marketing Intelligence System – methods of gathering market information, primary and secondary data sources
- ❖ Marketing research system – suppliers of marketing research, the marketing research process
- ❖ computerized MDSS
- ❖ Marketing research system – suppliers of marketing research, the marketing research process
- ❖ Overcoming barriers to the use of marketing research
- ❖ Marketing Decision Support System
- ❖ Forecasting and demand measurement –
 - The measures of Market Demand
 - Which market to measure
 - A vocabulary for demand measurement
 - market demand
 - market forecast
 - market potential
 - company demand
 - company sales fore cast
 - company sales potential
 - Estimating current demand
 - Total market potential
 - Area market potential
 - Industry sales and market shares
 - Estimating future demand
 - Survey of buyers intentions

PTA-14- HOUSEKEEPING IN HOSPITALITY OPERATIONS

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

CHAPTER 1 - ORGANISING THE HOUSEKEEPING DEPARTMENT

1. Housekeeping Personnel
2. Organizational structure of a large Hotel (Chart)
3. Importance of Job Description of Housekeeping Personnel
4. Job Description of:-
 - Executive Housekeeper
 - Housekeeping Supervisor
 - Uniform/ Linen room supervisor
 - Night Supervisor, Room Attendant etc.

CHAPTER 2 - ROOMS AND FLOORS- PRACTICES AND PROCEDURES

1. Knowledge of rooms
2. Rules on guest floors
3. Bathroom cleaning procedure
4. Reportable matters list

CHAPTER 3 - PUBLIC AREA

Description of all public areas of large hotel

CHAPTER 4 – HOUSEKEEPING PROCEDURES

1. Lost and found procedures
2. Stains and classification
3. Cleaning agents

CHAPTER 5 – HOUSEKEEPING TERMS

PTA15 – Strategic Management

Internal Marks:40

L T P

External Marks: 60

4 0 0

Total Marks: 100

1. Basic Concepts of Strategic Management

Understanding Strategy,defining and explaining Strategy,Levels at which strategy operates,strategic decision making ,the process of strategic management

2. Strategy Formulation

Strategic Intent,vision,Mission,business definition,Goals and objectives

Environmental Appraisal ,Concepts of environment ,environmental sectors(political,economical,social and technological),environmental techniques (SWOT,TOWS)

3. Introduction to Corporate & Business generic strategies

4. Strategy Implementation: Activating strategies, Interrelationship between formulation and implementation, Aspects of Strategy, Implementation, Project implementation, Procedural, implementation, Resource Allocation

5. Strategic Evaluation and Control: An overview of strategic evaluation and control, Strategic Control, Operational Control, Techniques of strategic evaluation and control, role of organizational system of evaluation.

PTA16 – CONFERENCES & EVENTS MANAGEMENT

Internal Marks:60

L T P

External Marks: 40

0 0 4

Total Marks: 100

1. Event Management- Concept, Conceptualising – creating and developing events – Essentials of Conference/Convention/ trade fairs/ Expos/ Product Launch/ Entertainment Shows/ Sports Events etc.
2. Event Planning
3. Event Marketing
4. Event Evaluation