



Two-Year Master Degree Programme

Master in Tourism and Travel Management

2 Years [Course work + Research]

**FACULTY OF HOTEL MANAGEMENT &
CATERING TECHNOLOGY**

Parul University

Vadodara, Gujarat, India

VISION OF THE FACULTY:

To nurture leaders with the ability to skillfully navigate the dynamic landscape of the tourism industry.

MISSION OF THE FACULTY:

M1 To impart exemplary, innovative & Quality education in the field of Tourism Industry.

M2 To foster a participatory learning environment, enhancing the capacity of students through active engagement and collaboration.

M3 To cultivate the necessary workforce to meet the expanding demands of the ever-growing tourism industry.

1. Program Educational Objectives

The statements below indicate the career and professional advancement that the Master in Tourism and Travel Management (DSC and Major Electives) curriculum intends to provide the students.

PEO 1	Graduates will develop advanced knowledge and managerial competencies in tourism, travel, hospitality, and allied sectors to effectively handle industry challenges and opportunities at national and international levels.
PEO 2	Graduates will apply research skills, innovative thinking, and sustainable tourism practices to contribute towards responsible tourism development and policy-making.
PEO 3	Graduates will demonstrate leadership, communication, entrepreneurial abilities, and ethical values for successful careers in academia, industry, government, and tourism-related organizations.

2. Program Learning Outcomes

Program Learning outcomes are statements conveying the intent of a program of study.

PLO 1	TECHNICAL KNOWLEDGE-	Apply advanced knowledge of tourism, travel management, hospitality operations, destination planning, and tourism policies in professional practice.
PLO 2	PROBLEM ANALYSIS SKILL-	Analyze complex issues related to tourism and travel industries and develop effective, sustainable, and innovative solutions.
PLO 3	DEVELOPMENT AS A PROFESSIONAL-	Demonstrate professional growth through lifelong learning, adaptability, leadership qualities, and continuous skill enhancement in the tourism sector.

PLO 4	PROFESSIONAL SKILLS-	Exhibit effective communication, teamwork, managerial, digital, and interpersonal skills required for successful tourism and travel operations.
PLO 5	INDUSTRY ETHICS-	Practice ethical values, social responsibility, cultural sensitivity, and sustainable tourism principles in professional decision-making.
PLO 6	RESEARCH SKILLS-	Conduct research using appropriate qualitative and quantitative methods to address tourism-related issues and contribute to academic and industry knowledge.
PLO 7	EMPLOYABILITY -	Develop entrepreneurial and employability competencies to pursue careers in tourism, travel, hospitality, aviation, events, and related sectors.

3. Program Specific Learning Outcomes

PSO 1	Demonstrate comprehensive knowledge of tourism operations, destination management, travel planning, tour packaging, and hospitality services for effective industry practices.
PSO 2	Apply managerial, analytical, and technological skills in solving real-world challenges related to tourism development, customer service, and sustainable tourism management.
PSO 3	Develop research, entrepreneurship, and leadership capabilities to contribute effectively in tourism enterprises, policy-making, academia, and allied service industries.

4. Mapping of Program Educational Objectives and Mission statement

	M1	M2	M3
PEO 1	✓	✓	
PEO 2	✓	✓	
PEO 3			✓

5. Mapping of Program Learning Outcomes and Program Educational Objectives

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7
PEO 1	3	3	3	3	3	2	3
PEO 2	3	2	3	3	1	3	3
PEO 3	3	2	3	3	3	1	3

1-Low correlation, 2- Moderate correlation, 3- High correlation

6. Mapping of Program Specific Outcomes and Program Educational Objectives

	PSO 1	PSO 2	PSO 3
PEO 1	3	3	2
PEO 2	1	3	2
PEO 3	3	1	3

1-Low correlation, 2- Moderate correlation, 3- High correlation

1. Credit Framework

Semester wise Credit distribution of the programme	
Semester-1	22
Semester-2	22
Semester-3	26
Semester-4	18
Total Credits:	88

Category wise Credit distribution of the programme	
Category	Credit
Major Core	48
Major Elective	16
AEC/SEC/VAC /MOOC	8
Research Project /OJT	16
Total Credits:	88

2. Program Curriculum

Master in Tourism and Travel Management					
SEMESTER -I		Teaching Scheme			
			Contact Hours		
Code	Subject	Credit	Lect	Lab	Tut
	Major Core Course				
	Tour Operations (Theory)	3	3	-	
	Tour Operations (Practical)	1	-	2	
	Strategic Management in Tourism & Hospitality	4	4	-	
	Indian Tourism Destinations-(Theory)	3	3	-	
	Indian Tourism Destinations-I (Practical)	1	-	2	
	International Service Marketing	4	3	-	
	Major Elective Course (Any One)				
	Tourism Business Management and Managerial Practices	4	3	-	
	E Tourism	4	3	-	
	AEC	2	-	-	
	Total	22	18	4	

SEMESTER -II		Teaching Scheme			
			Contact Hours		
Course Code	Course title	Credit	L	L	T
	Major Core Course (DSC)				
	Global Tourism Destinations (Theory)	3	3	-	-
	Global Tourism Destinations (Practical)	1	-	2	-
	Contemporary issues and Niche Tourism Management	4	3	-	1
	Negotiation and Liaison Management in Tourism	4	3	-	1
	Tourism Startup Management	4	3	-	1
	Major Elective Course (Any One)				
	Travel documentation and package Design	4	3	-	1
	Airport and Airline Operations	4	3	-	1
	VAC	2	-	-	-
	Total	22	19	2	2
SEMESTER -III		Total			
			Contact Hours		
Course Code	Course title	Credit	L	L	T
	Destination Planning and Tourism Policy (Theory)	3	3	-	-
	Destination Planning and Tourism Policy (Practical)	1	-	2	-
	Research Methodology and Statistical Tool	4	3	-	1
	Event Design and Management	4	3	-	1
	Resort and Leisure Management	4	3	-	1
	Major Elective Course (Any Two)				
	Retail Business Management	4	4	-	-
	Advance Hospitality management	4	4	-	-
	Customer Experience Design	4	3	-	1
	International Transport System	4	4	-	-
	SEC (Any one)	2	-	4	-
	Total	26	20	6	3



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SEMESTER -IV		Teaching Scheme			
			Contact Hours		
Course Code	Course title	Credit	L	T	P
	MOOC (Any one)	2			
	Research project/OJT				
	Research Project	16	-	32	-
	OJT	16	-	32	-
	Total	18	-	64	-

Type of Course	Credits Allocated
Ability Enhancement Courses (AEC)	2
Skill Enhancement Courses (SEC)	2
Value Added Courses (VAC)	2
Major elective Courses	16
Discipline Specific Courses	48
OJT/Research	16
MOOC	2
Total	88



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Semester	List of Discipline Specific Course (DSC)	Course Code
1	Tour Operations (Theory)	
1	Tour Operations (Practical)	
1	Strategic Management in Tourism & Hospitality	
1	Indian Tourism Destinations-(Theory)	
1	Indian Tourism Destinations-I (Practical)	
1	International Service Marketing	
2	Global Tourism Destinations (Theory)	
2	Global Tourism Destinations (Practical)	
2	Contemporary issues and Niche Tourism Management	
2	Negotiation and Liaison Management in Tourism	
2	Tourism Startup Management	
3	Destination Planning and Tourism Policy (Theory)	
3	Destination Planning and Tourism Policy (Practical)	
3	Research Methodology and Statistical Tool	
3	Event Design and Management	
3	Resort and Leisure Management	



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Seme ster	List of Major Elective	Course Code
1	Tourism Business Management and Managerial Practices	
1	E Tourism	
2	Travel documentation and package Design	
2	Airport and Airline Operations	
3	Retail Business Management	
3	Advance Hospitality management	
3	Customer Experience Design	
3	International Transport System	

Semester	List of AEC	Course Code
1	Communication and Critical Thinking for Managers	

Semester	List of VAC	Course Code
2	Law, Policy, and Governance in Tourism	



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Semester	List of SEC	Course Code
3	SEC-I: Digital competency in Hospitality Operations	
3	SEC-II: Field work in Research	
3	SEC-III: Academic Writing and Research Publication in Tourism	
3	SEC-IV: Travel Vlogging and content writing	

Semester	List of MOOC	Course Code
4	MOOC-I: Environment planning and Management	
4	MOOC-II: Advertisement and Media	
4	MOOC-III: Integrated Marketing Management	
4	MOOC-IV: Soft Skills for 21st Century	

Semester 1

Course Name: Tour Operations (Theory)

Course Code:

Prerequisite: Basic understanding of tourism concepts, tour planning, tour components, and contemporary tourism.

Rationale: This course introduces students to the fundamental concepts, operational frameworks, and practical dimensions of tour operations. It focuses on travel agencies, tour operators, tour packaging, itinerary planning, special interest tourism (SIT), and the socio-economic, political, and technological environment influencing tour operations. The course integrates theoretical understanding with practical exposure to prepare students for entry-level professional roles in the tourism industry.

a. Course Learning Objective:

CLOBJ 1	To develop a clear understanding of the structure, functions, and interlinkages of travel agencies and tour operators.
CLOBJ 2	To enhance professional competence in tour package formulation, costing, and itinerary planning.
CLOBJ 3	To familiarize students with travel documentation, regulatory requirements, and operational procedures in tour operations.



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CLOBJ 4	To analyze Special Interest Tourism (SIT) segments and apply SWOT analysis to tourism destinations and products.
CLOBJ 5	To examine the socio-economic, political, and technological factors influencing tourism and tour operations.

b. Course Learning Outcomes:

CLO 1	Explain the roles, functions, and organizational structures of travel agencies and tour operators.
CLO 2	Design and evaluate tour packages, including itinerary planning, costing, pricing, and profitability.
CLO 3	Apply knowledge of travel documents and operational procedures in tour planning and execution.
CLO 4	Assess Special Interest Tourism segments using SWOT analysis and destination case studies.
CLO 5	Analyze the impact of socio-economic, political, and technological environments on tourism operations.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Explain the roles, functions, and organizational structures of travel agencies and tour operators.	Understand
CLO 2	Design and evaluate tour packages, including itinerary planning, costing, pricing, and profitability.	Apply
CLO 3	Apply knowledge of travel documents and operational procedures in tour planning and execution.	Apply
CLO 4	Assess Special Interest Tourism segments using SWOT analysis and destination case studies.	Analyze
CLO 5	Analyze the impact of socio-economic, political, and technological environments on tourism operations.	Analyze

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d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3			3	20	20		60		100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

e. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Foundation of Tourism	9	20%
	Tourists' typology, Characteristics, types and forms of tourism, Transportation: Surface, Water, Air, Types of Accommodation, Types of Attractions, Amenities in Tourism, Ancillary services in tourism, Interdisciplinary Approaches to Tourism		
2	Travel agency and Tour operators	9	20%
	Travel agency v/s Tour operators: Types, Organizational Structure, various departments, functions, Destination management companies (DMC), OTA, Linkages of Travel agency, principal suppliers of tourism services, Tour Guiding and escorting		
3	Travel Documents & Tour Packaging	9	20%
	Passport, VISA, insurance, health certificate, Special permits, FOREX Package Types: FIT, GIT, escorted, hosted, incentivized, SIT. Package formulation: inclusions, exclusions, client preferences. Itinerary planning: Types, tools, design. Costing, pricing, and profitability. Brochure design, marketing, promotion. Supplier negotiation.		
4	SIT: SWOT Analysis	9	20%
	MICE, Medical and Wellness, Rural, Ecotourism, Community-Based tourism, Wild-Life tourism, Adventure Tourism, Food tourism, Film Tourism, Cruise Tourism, Dark Tourism, Volunteer Tourism, Technology in Tourism		
5	Socio-Economic, Political, and Technological Environment	9	20%
	Tourism Impacts, Travel Organizations: International, National, Tourism Statistics, Tourism and Technology		
	TOTAL	45	100%



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f. Reference Book

- **Bhatia, A. K. (2018).**
Tourism Development: Principles and Practices. Sterling Publishers, New Delhi.
- **Holloway, J. C., & Humphreys, C. (2019).**
The Business of Tourism (11th ed.). Pearson Education.
- **Yale, P. (2017).**
The Business of Tour Operations. Pearson Education.
- **Gee, C. Y., Makens, J. C., & Choy, D. J. L. (2012).**
Tourism Planning: Policies, Processes and Relationships. Pearson Education.
- **Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018).**
Tourism: Principles and Practice (6th ed.). Pearson Education.
- **Kamra, K. K., & Chand, M. (2015).**
Basics of Tourism: Theory, Operation and Practice.

Semester 1

Course Name: Tour Operations (Practical)

Course Code:

Prerequisite: Basic understanding of tourism concepts, tour planning, tour components, and contemporary tourism.

Rationale: This course introduces students to the fundamental concepts, operational frameworks, and practical dimensions of tour operations. It focuses on travel agencies, tour operators, tour packaging, itinerary planning, special interest tourism (SIT), and the socio-economic, political, and technological environment influencing tour operations. The course integrates theoretical understanding with practical exposure to prepare students for entry-level professional roles in the tourism industry.

a. Course Learning Objective:

CLOBJ 1	To develop a clear understanding of the structure, functions, and interlinkages of travel agencies and tour operators.
CLOBJ 2	To enhance professional competence in tour package formulation, costing, and itinerary planning.
CLOBJ 3	To familiarize students with travel documentation, regulatory requirements, and operational procedures in tour operations.
CLOBJ 4	To analyze Special Interest Tourism (SIT) segments and apply SWOT analysis to tourism destinations and products.
CLOBJ 5	To examine the socio-economic, political, and technological factors influencing tourism and tour operations.

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b. Course Learning Outcomes:

CLO 1	Explain the roles, functions, and organizational structures of travel agencies and tour operators.
CLO 2	Design and evaluate tour packages, including itinerary planning, costing, pricing, and profitability.
CLO 3	Apply knowledge of travel documents and operational procedures in tour planning and execution.
CLO 4	Assess Special Interest Tourism segments using SWOT analysis and destination case studies.
CLO 5	Analyze the impact of socio-economic, political, and technological environments on tourism operations.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Explain the roles, functions, and organizational structures of travel agencies and tour operators.	Understand
CLO 2	Design and evaluate tour packages, including itinerary planning, costing, pricing, and profitability.	Apply
CLO 3	Apply knowledge of travel documents and operational procedures in tour planning and execution.	Apply
CLO 4	Assess Special Interest Tourism segments using SWOT analysis and destination case studies.	Analyze
CLO 5	Analyze the impact of socio-economic, political, and technological environments on tourism operations.	Analyze

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
		2	1			20		30	50

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination



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e. Course Content:

SR.NO.	TOPIC	Practical	WEIGHTAGE IN %
1	Practical 1: Pre-Tour Documentation and Service Confirmation	4	13.3%
2	Practical 2: Preparation of Tour Docket and Operational File	5	16.6%
3	Practical 3: Customized Itinerary Preparation and Distribution	5	16.6%
4	Practical 4: SIT: Destination case study	4	13.3%
5	Practical 5: SIT: Tour package Formulation	4	13.3%
6	Practical 6: During-Tour Monitoring and Service Quality Control	4	13.3%
7	Practical 7: Post-Tour Evaluation and Feedback Analysis	4	13.3%
	TOTAL	30	100%

f. Reference Book

- **Bhatia, A. K. (2018).**
Tourism Development: Principles and Practices. Sterling Publishers, New Delhi.
- **Holloway, J. C., & Humphreys, C. (2019).**
The Business of Tourism (11th ed.). Pearson Education.
- **Yale, P. (2017).**
The Business of Tour Operations. Pearson Education..
- **Gee, C. Y., Makens, J. C., & Choy, D. J. L. (2012).**
Tourism Planning: Policies, Processes and Relationships. *Pearson Education.*
- **Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018).**
Tourism: Principles and Practice (6th ed.). Pearson Education.



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- **Kamra, K. K., & Chand, M. (2015).**
Basics of Tourism: Theory, Operation and Practice.

Semester 1

Course Name: Strategic Management in Tourism & Hospitality

Course Code:

Prerequisite: Principles of Management, Tourism Management, Hospitality Operations Management

Rationale: This course aims to develop strategic thinking and decision-making capabilities among tourism and hospitality students. It focuses on strategic analysis, formulation, implementation, and evaluation in tourism destinations, hotels, travel agencies, airlines, and hospitality enterprises operating in dynamic and competitive environments.

a. Course Learning Objectives (CLOBJ)

CLOBJ 1	Elaborate the fundamentals of strategic management in tourism and hospitality.
CLOBJ 2	Illustrate internal and external environments using strategic tools.
CLOBJ 3	Familiarize the student with Formulation of competitive and corporate strategies
CLOBJ 4	Examine & explain strategy implementation and leadership issues.
CLOBJ 5	Evaluate & describe the strategic performance and sustainability practices

b. Course Learning Outcomes (CLOs)

CLO 1	Explain key strategic management concepts and frameworks..
CLO 2	Conduct environmental and competitive analysis using strategic tools.
CLO 3	Develop business-level and corporate-level strategies
CLO 4	Design strategic implementation plans.
CLO 5	Assess strategic performance and sustainability initiatives.

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c. Teaching & Examination Scheme

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	40	-	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Unit No.	Topic	Lecture Hrs.	Weightage in (%)
1	Introduction to Strategic Management: Concept, importance and evolution of strategic management, Levels of strategy and strategic management process, Nature of tourism & hospitality industry, Role of strategy in competitive markets	10	16.66 %
2	External Environment Analysis: PESTLE Analysis, Porter's Five Forces Model, Competitive analysis in tourism & hospitality, Globalization and digital disruption	10	16.66 %
3	Internal Analysis & Strategic Tools: Resource-Based View (RBV), Core competencies and value chain analysis, SWOT & TOWS Matrix, Benchmarking in hospitality	10	16.67 %
4	Strategy Formulation: Business-level strategies, Corporate-level strategies, Growth strategies in tourism, Mergers & acquisitions and Blue Ocean Strategy	10	16.67 %
5	Strategy Implementation: Organizational structure and strategic fit, Leadership and change management, Strategic control and balanced scorecard, Role of technology and innovation	10	16.67 %
6	Strategic Evaluation & Sustainability: Strategy evaluation and performance measurement, CSR and Sustainable tourism strategies (SDGs), Crisis management, Digital transformation & smart tourism	10	16.67 %



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	Total	60	100%
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e. Reference Books

- Evans, N., Campbell, D. & Stonehouse, G. – Strategic Management for Travel and Tourism – Routledge
- Olsen, M., West, J. & Tse, E. – Strategic Management in the Hospitality Industry – Pearson
- Okumus, F., Altinay, L. & Chathoth, P. – Strategic Management for Hospitality and Tourism – Butterworth-Heinemann
- Hill, C. & Jones, G. – Strategic Management Theory – Cengage
- David, F.R. & David, F.R. – Strategic Management: Concepts and Cases – Pearson
- Thompson, A., Strickland, A. & Gamble, J. – Crafting and Executing Strategy – McGraw Hill

Semester -1

Course Name: Indian Tourism Destination (Theory)

Course Code:

Prerequisite: Basic knowledge of Indian geography and culture.

Rationale: This course introduces students to the rich and diverse tourism destinations of India including cultural, natural, heritage, and religious attractions. It helps students understand India's tourism landscape and its importance in tourism planning and promotion.

a. Course Learning Objective:

CLOBJ 1	To understand the diversity of tourism destinations in India.
CLOBJ 2	To explore major cultural and heritage destinations.
CLOBJ 3	To identify natural and wildlife tourism destinations.
CLOBJ 4	To examine religious and pilgrimage tourism circuits.
CLOBJ 5	To understand emerging tourism destinations in India.

b. Course Learning Outcomes:

CLO 1	Identify major tourism destinations of India.
CLO 2	Explain the importance of cultural and heritage sites.
CLO 3	Recognize natural and eco-tourism destinations.
CLO 4	Classify religious tourism destinations.

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CLO 5	Analyze emerging tourism trends in India.
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SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Indian Tourism Destinations	8	18%
	Meaning & concept of tourism destination Classification of tourism destinations Factors affecting destination development Importance of tourism destinations		
2	Cultural, & Heritage Destinations	10	22%
	Heritage cities: Jaipur, Agra, Varanasi UNESCO World Heritage Sites Cultural tourism destination Fair & festival		
3	Natural Tourism Destinations	9	20%
	Hill stations: Shimla, Manali, Darjeeling Beaches: Goa, Kerala, Andaman Wildlife, national Park and Biosphere Reserve		
4	Religious Tourism Destinations	11	25%
	Char Dham Circuit Buddhist Circuit Golden Temple & Ajmer Sharif South Indian temple tourism Jain Pilgrimage Sites Churches in India		
5	Emerging Tourism Destinations	7	15%
	Adventure tourism Medical tourism Rural tourism		
	TOTAL	45	100

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's
CLO 1	Identify major tourism destinations of India.	Remember
CLO 2	Explain the importance of cultural and heritage sites.	Apply
CLO 3	Recognize natural and eco-tourism destinations.	Analyze
CLO 4	Classify religious tourism destinations.	Evaluate
CLO 5	Analyze emerging tourism trends in India.	Apply

a. Course Content



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d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3			3	20	20		60		100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Reference Book-

- Tourism Products of India – A.K. Bhatia
- India: A Tourist Paradise – Jagmohan Negi
- Geography of Tourism – S.K. Bansal
- Incredible India – Ministry of Tourism



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Semester -1

Course Name: Indian Tourism Destination (Practical)

Course Code:

Prerequisite: Basic knowledge of Indian geography and culture.

Rationale: This course introduces students to the rich and diverse tourism destinations of India including cultural, natural, heritage, and religious attractions. It helps students understand India's tourism landscape and its importance in tourism planning and promotion.

a. Course Learning Objective:

CLOBJ 1	To understand the diversity of tourism destinations in India.
CLOBJ 2	To explore major cultural and heritage destinations.
CLOBJ 3	To identify natural and wildlife tourism destinations.
CLOBJ 4	To examine religious and pilgrimage tourism circuits.
CLOBJ 5	To understand emerging tourism destinations in India.

b. Course Learning Outcomes:

CLO 1	Identify major tourism destinations of India.
CLO 2	Explain the importance of cultural and heritage sites.
CLO 3	Recognize natural and eco-tourism destinations.
CLO 4	Classify religious tourism destinations.
CLO 5	Analyze emerging tourism trends in India.



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Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's
CLO 1	Identify major tourism destinations of India.	Remember,
CLO 2	Explain the importance of cultural and heritage sites.	Apply
CLO 3	Recognize natural and eco-tourism destinations.	Analyze
CLO 4	Classify religious tourism destinations.	Evaluate
CLO 5	Analyze emerging tourism trends in India.	Apply

c. Course Content:

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SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Destination Mapping	5	17%
	Mark major tourism destinations on India map: • Cultural • Natural • Religious • Wildlife		
2	Destination Profiling	7	23% ¹
	Prepare short profiles of any 5 destinations including: • Location • Tourism importance • Major attractions • Best time to visit		
3	Heritage Tourism Study	3	10%
	Study & present: • 1 UNESCO Heritage Site • 1 Historical City		
4	Religious Tourism Circuit	4	13%
	Prepare a circuit plan: • Char Dham / Buddhist Circuit / Golden Temple Route, Jain pilgrimage sites and churches of India		
5	Natural Tourism Study	2	6%
	Prepare report on: • Hill station / Beach / Wildlife destination		
6	Tour Itinerary Design	2	7%
	Design: • 3 Day Cultural Tour • 5 Day Religious Tour		
7	Emerging Destination Study	3	10%
	Study & present: • Adventure destination OR • Rural tourism destination		
8	Destination Presentation	4	14%
	Individual/Group presentation on: • Any Indian tourism destination		
	TOTAL	30	100

d. Teaching & Examination Scheme:



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L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
		2	1			20		30	50

Evaluation, **ESE-** End Semester Examination

e. Course Content:

Reference Book

- Tourism Products of India – A.K. Bhatia
- India: A Tourist Paradise – Jagmohan Negi
- Geography of Tourism – S.K. Bansal
- Incredible India – Ministry of Tourism



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Course Name: International Service Marketing

Course Code:

Prerequisite: Principles of Marketing, Tourism Marketing, Services Management

Rationale: This course aims to provide students with conceptual and practical knowledge of international service marketing with special reference to tourism and hospitality industries. It focuses on global service environments, cross-cultural consumer behavior, international market entry strategies, service quality management, and digital transformation in global tourism markets.

a. Course Learning Objectives (CLOBJ)

CLOBJ 1	Detail about fundamentals of international service marketing.
CLOBJ 2	Present global service environments and cross-cultural consumer behavior.
CLOBJ 3	Examine international market entry and expansion strategies.
CLOBJ 4	Evaluate service quality and relationship marketing in global markets.
CLOBJ 5	Assess contemporary trends in international tourism and hospitality marketing.

b. Course Learning Outcomes (CLOs)

CLO 1	Explain key concepts and frameworks of international service marketing.
CLO 2	Analyze global marketing environments using relevant tools.
CLO 3	Develop international marketing strategies for tourism and hospitality services.
CLO 4	Design service quality and relationship marketing strategies.
CLO 5	Evaluate digital and sustainable marketing practices in global tourism.

c. Teaching & Examination Scheme

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

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d. Course Content

Unit No.	Topic	Lecture Hrs.	Weightage in (%)
1	Introduction to International Service Marketing: Nature of services, differences between goods & services, global service economy, characteristics of tourism services.	10	16.66%
2	Global Marketing Environment: PESTLE analysis, cultural environment, political-legal issues, WTO & GATS, international consumer behavior.	10	16.66%
3	International Market Entry Strategies: Exporting, franchising, joint ventures, strategic alliances, global hotel chains expansion strategies.	10	16.67%
4	Service Marketing Mix in International Context: 7Ps in global markets, pricing strategies, distribution channels, international branding.	10	16.67%
5	Service Quality & Relationship Marketing: SERVQUAL model, customer satisfaction, CRM, loyalty programs in airlines and hotels.	10	16.67%
6	Contemporary Issues: Digital marketing, social media, sustainable tourism marketing, crisis management, destination branding.	10	16.67%
	Total	60	100%

e. Reference Books

- Palmer, A. – Principles of Services Marketing – McGraw Hill
- Kotler, P., Bowen, J. & Makens, J. – Marketing for Hospitality and Tourism – Pearson
- Hollensen, S. – Global Marketing – Pearson
- Lovelock, C. & Wirtz, J. – Services Marketing – Pearson
- Zeithaml, V., Bitner, M.J. & Gremler, D. – Services Marketing – McGraw Hill



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Semester 1

Course Name: Tourism Business Management and Managerial Practices

Course Code:

Prerequisite: Basic understanding of tourism industry operations.

Rationale: This course equips students with managerial knowledge and business practices required in tourism organizations such as travel agencies, tour operators, hospitality firms, and destination management companies.

a. Course Learning Objective:

CLOBJ 1	To understand the fundamentals of tourism business management.
CLOBJ 2	To explore managerial functions in tourism organizations.
CLOBJ 3	To examine operational practices in tourism businesses.
CLOBJ 4	To understand decision-making and leadership in tourism.
CLOBJ 5	To develop managerial and entrepreneurial skills.

b. Course Learning Outcomes:

CLO 1	Explain tourism business management concepts.
CLO 2	Identify managerial roles in tourism organizations.
CLO 3	Understand operational practices in tourism firms.
CLO 4	Apply decision-making and leadership skills.
CLO 5	Analyze business practices in tourism enterprises.

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c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Explain tourism business management concepts.	1
CLO 2	Identify managerial roles in tourism organizations.	2
CLO 3	Understand operational practices in tourism firms.	4
CLO 4	Apply decision-making and leadership skills.	5
CLO 5	Analyze business practices in tourism enterprises.	3

d. Teaching & Examination Scheme:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Tourism Business	10	17%
	Nature of tourism business Types of tourism enterprises Structure of tourism organizations Role of management in tourism		
2	Managerial Functions in Tourism	14	23%
	Planning in tourism organizations Organizing & staffing Leadership & motivation Controlling & coordination		
3	Tourism Operations Management	12	20%
	Travel agency operations Tour operator functions Service quality management Customer relationship management		
4	Decision Making & Leadership	16	27%
	Managerial decision-making Leadership styles in tourism Problem-solving in tourism business Communication in tourism organizations		
5	Managerial Practices in Tourism	8	13%
	Entrepreneurship in tourism Business ethics Crisis & risk management Sustainable tourism management practices		
	Total	60	100



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e. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1		4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

f. Course Content:

Reference Book

- Tourism Management – David Weaver
- Tourism Principles & Practices – A.K. Bhatia
- Management for Tourism – Stephen J. Page
- Tourism Operations & Management – Sunetra Roday



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Semester 1

Course Name: E-Tourism

Course Code:

Prerequisite: Basics of Tourism Management, Information Technology in Tourism, Marketing Principles

Rationale: This course aims to familiarize students with the application of information and communication technologies (ICT) in the tourism industry. It focuses on digital transformation, online travel distribution systems, e-marketing, e-commerce, revenue management systems, and emerging technologies that influence global tourism and hospitality businesses.

a. Course Learning Objectives (CLOBJ)

CLOBJ 1	Explain the concept and evolution of E-Tourism.
CLOBJ 2	Familiarize the students with digital platforms and online distribution systems in tourism.
CLOBJ 3	Demonstrate the-marketing and social media strategies in tourism businesses.
CLOBJ 4	Elaborate e-commerce models and revenue management systems.
CLOBJ 5	Assess emerging technologies and digital innovations in tourism.

b. Course Learning Outcomes (CLOs)

CLO 1	Explain the role of ICT in tourism development.
CLO 2	Analyze online travel distribution systems and digital intermediaries.
CLO 3	Develop digital marketing strategies for tourism enterprises.
CLO 4	Apply e-commerce and revenue management concepts in hospitality.
CLO 5	Evaluate technological innovations such as AI, VR, and block chain in tourism.

c. Teaching & Examination Scheme

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

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d. Course Content

Unit No.	Topic	Lecture Hrs.	Weightage in (%)
1	Introduction to E-Tourism: Concept, evolution, ICT in tourism, digital transformation, impact on tourism supply chain.	10	16.66%
2	Online Travel Distribution Systems: GDS, CRS, OTAs (Booking.com, Expedia), meta-search engines, role of intermediaries.	10	16.66%
3	E-Marketing in Tourism: Digital marketing mix, SEO, SEM, social media marketing, and influencer marketing, online branding.	10	16.67%
4	E-Commerce & Online Consumer Behavior: B2B, B2C, C2C models, online payment systems, cybersecurity issues.	10	16.67%
5	Revenue Management & Data Analytics: Dynamic pricing, channel management, RMS, big data in tourism.	10	16.67%
6	Emerging Technologies & Contemporary Issues: AI, Chatbots, VR/AR, Blockchain, Smart Tourism, Sustainable digital practices.	10	16.67%
	Total	60	100

e. Text Books

- Buhalis, D. & Law, R. – Progress in Information Technology and Tourism Management – Elsevier
- O'Connor, P. – Electronic Information Distribution in Tourism and Hospitality – CABI
- Kotler, P., Bowen, J. & Makens, J. – Marketing for Hospitality and Tourism – Pearson
- Laudon, K. & Traver, C. – E-Commerce: Business, Technology, Society – Pearson
- Werthner, H. & Klein, S. – Information Technology and Tourism – Springer



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Course Name: **Communication and Critical Thinking for Managers**

Course Code:

Prerequisite: Basic understanding of business principles and interpersonal skills.

Rationale: To equip future managers with essential communication and critical thinking skills needed for effective decision-making, problem-solving, and leadership in dynamic organizational settings.

a. Course Learning Objective:

CLOBJ 1	Understand foundational models and processes of communication for managers.
CLOBJ 2	Recognize and overcome barriers to effective communication in diverse organizations.
CLOBJ 3	Apply logical reasoning and critical thinking frameworks to solve managerial problems.
CLOBJ 4	Develop skills for persuasive and ethical communication in decision-making.
CLOBJ 5	Evaluate information and arguments critically in workplace contexts.

b. Course Learning Outcomes:

CLO 1	The students will be able to describe key communication models and processes used in managerial roles.
CLO 2	The students will be able to identify common barriers to communication in teams and propose solutions.
CLO 3	The students will be able to apply critical thinking techniques to analyze managerial problems and decisions.
CLO 4	The students will be able to construct logical, persuasive, and ethical arguments in business scenarios.
CLO 5	The students will be able to evaluate information sources for credibility and relevance in management communication.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:



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Course Learning Outcomes		Bloom's Level
CLO 1	The students will be able to describe key communication models and processes used in managerial roles.	1
CLO 2	The students will be able to identify common barriers to communication in teams and propose solutions.	2
CLO 3	The students will be able to apply critical thinking techniques to analyze managerial problems and decisions.	3
CLO 4	The students will be able to construct logical, persuasive, and ethical arguments in business scenarios.	6
CLO 5	The students will be able to evaluate information sources for credibility and relevance in management communication.	5

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2			2	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

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SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Foundations of Managerial Communication	5	17%
	Models and channels; Communication process; Verbal and non-verbal communication; Communication in organizations		
2	Barriers and Strategies for Effective Communication	5	17%
	Barriers to communication (physical, psychological, organizational, cultural); Overcoming barriers; Diversity and inclusiveness; Feedback mechanisms		
3	Critical Thinking for Managers	7	23%
	Definition and importance; Models of critical thinking; Problem-solving frameworks; Cognitive biases and logical fallacies		
4	Persuasive and Ethical Communication	5	16%
	Persuasion techniques; Negotiation and conflict resolution; Ethics in managerial communication; Decision making and argumentation		
5	Persuasive and Ethical Communication	4	13%
	Persuasion techniques; Negotiation and conflict resolution; Ethics in managerial communication; Decision making and argumentation		
6	Information Evaluation and Presentation	4	14%
	Assessing sources; Data interpretation; Structuring arguments; Effective presentations; Visual communication		
	TOTAL	30	100

f. Reference Book-

- Hackman, M. Z. & Johnson, C. E. – Leadership: A Communication Perspective
- Minto, B. – The Pyramid Principle: Logic in Writing and Thinking
- Kahneman, D. – Thinking, Fast and Slow
- Kumar, S. & Lata, P. – Communication Skills (Oxford University Press)
- Pearson, D. A. – Critical Thinking and Communication: The Use of Reason in Argument (Pearson)



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**FACULTY OF HOTEL MANAGEMENT AND
CATERING TECHNOLOGY**

Course Name: Global Tourism Destinations (Theory)

Course Code:

Prerequisite: Basic knowledge of world geography.

Rationale: This course introduces students to major tourism destinations across the world, helping them understand global tourism patterns, destination appeal, and international tourism circuits.

a. Course Learning Objective:

CLOBJ 1	To understand the concept of global tourism destinations.
CLOBJ 2	To explore major tourism regions of the world.
CLOBJ 3	To identify cultural and natural attractions globally.
CLOBJ 4	To examine international tourism circuits.
CLOBJ 5	To understand emerging global destinations.

b. Course Learning Outcomes:

CLO 1	Identify major global tourism destinations.
CLO 2	Explain the tourism significance of world regions.
CLO 3	Recognize cultural and natural global attractions.
CLO 4	Classify international tourism circuits.
CLO 5	Analyze emerging tourism trends worldwide.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's
CLO 1	Identify major global tourism destinations.	1
CLO 2	Explain the tourism significance of world regions.	4
CLO 3	Recognize cultural and natural global attractions.	6
CLO 4	Classify international tourism circuits.	5
CLO 5	Analyze emerging tourism trends worldwide.	5

d. Teaching & Examination Scheme:

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Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3			3	20	20		60		100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Global Tourism	8	18%
	Concept of global tourism destinations Classification of world tourism destinations Factors influencing international tourism		
2	Tourism Destinations of Europe	10	22%
	France Switzerland Italy United Kingdom		
3	Tourism Destinations in America	9	20%
	USA Canada Brazil Mexico		
4	Tourism Destinations in Africa & Ocean	11	25%
	South Africa Egypt Australia New Zealand		
5	Tourism Destinations in Africa & Ocean	7	15%
	South Africa Egypt Australia New Zealand		
	TOTAL	45	100%

f. Reference Books

- Cooper et al. – Tourism Principles & Practice
- Holloway – The Business of Tourism
- Goeldner & Ritchie – Tourism Principles, Practices, Philosophies
- Boniface & Cooper – Worldwide Destinations



PARUL UNIVERSITY

**FACULTY OF HOTEL MANAGEMENT AND
CATERING TECHNOLOGY**

Course Name: Global Tourism Destinations (Practical)

Course Code:

Prerequisite: Basic knowledge of world geography.

Rationale: This course introduces students to major tourism destinations across the world, helping them understand global tourism patterns, destination appeal, and international tourism circuits.

a. Course Learning Objective:

CLOBJ 1	To understand the concept of global tourism destinations.
CLOBJ 2	To explore major tourism regions of the world.
CLOBJ 3	To identify cultural and natural attractions globally.
CLOBJ 4	To examine international tourism circuits.
CLOBJ 5	To understand emerging global destinations.

b. Course Learning Outcomes:

CLO 1	Identify major global tourism destinations.
CLO 2	Explain the tourism significance of world regions.
CLO 3	Recognize cultural and natural global attractions.
CLO 4	Classify international tourism circuits.
CLO 5	Analyze emerging tourism trends worldwide.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Identify major global tourism destinations.	1
CLO 2	Explain the tourism significance of world regions.	4
CLO 3	Recognize cultural and natural global attractions.	6
CLO 4	Classify international tourism circuits.	5
CLO 5	Analyze emerging tourism trends worldwide.	5



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d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
		2	1			20		30	50

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

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e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	World Map Work Marking major tourism destinations in: Europe Asia Americas Africa Oceania	5	13%
2	Destination Profiling Students prepare profiles including: Location Major attractions Best season Accessibility Cultural highlights	7	233%
3	Comparative Analysis Compare two global destinations based on: Tourism appeal Accessibility Visitor experience	6	20%
4	Itinerary Preparation Design: 5-day Europe Tour 5-day Asia Tour 7-day International multi-country tour	8	27%
5	Case Study Study of one global tourism destination: Tourism products Target market Unique selling points	4	13%
	TOTAL	30	100

f. Reference Books

- Cooper et al. – Tourism Principles & Practice
- Holloway – The Business of Tourism
- Goeldner & Ritchie – Tourism Principles, Practices, Philosophies
- Boniface & Cooper – Worldwide Destinations



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Semester 2

Course Name: Contemporary Issues and Niche Tourism Management

Course Code:

Prerequisite: Basic understanding of tourism industry.

Rationale: To provide students with an understanding of emerging challenges and specialized tourism segments shaping the future of the tourism industry, and to equip them with knowledge to manage niche tourism markets sustainably and strategically.

a. Course Learning Objective:

CLOBJ 1	To understand contemporary challenges in tourism
CLOBJ 2	To explore sustainability and crisis issues
CLOBJ 3	To examine digital transformation in tourism
CLOBJ 4	To understand niche tourism concepts
CLOBJ 5	To analyze niche tourism development

b. Course Learning Outcomes:

CLO 1	Describe emerging issues affecting tourism
CLO 2	Explain sustainability and crisis impacts
CLO 3	Assess role of technology in tourism
CLO 4	Differentiate niche tourism types
CLO 5	Propose niche tourism strategies

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's
CLO 1	Describe emerging issues affecting tourism	1
CLO 2	Explain sustainability and crisis impacts	3
CLO 3	Assess role of technology in tourism	2,3
CLO 4	Differentiate niche tourism types	1
CLO 5	Propose niche tourism strategies	2

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	

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4			4	20	20		60		100
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L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Contemporary Issues in Tourism • Changing global tourism trends • Overtourism and its impact • Climate change and tourism • Cultural and social challenges	10	17%
2	Crisis and Risk Management • Tourism crises (pandemics, disasters) • Risk mitigation strategies • Destination recovery planning	14	23%
3	Digital Transformation in Tourism • Smart tourism • Role of AI & technology • Online platforms and social media	12	20%
4	Sustainable and Responsible Tourism • Environmental sustainability • Community participation • Ethical tourism practices	16	27%
5	Introduction to Niche Tourism • Meaning and importance • Difference between mass & niche tourism • Market segmentation • Types of Niche Tourism	8	13%
	TOTAL	60	100

f. Reference Books

- Holloway – The Business of Tourism
- Cooper – Tourism Principles & Practice
- UNWTO Reports
- Smith – Issues in Cultural Tourism



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Semester 2

Course Name: NEGOTIATION AND LISAION MANAGEMENT IN TOURISM

Course Code:

Prerequisite: Basic knowledge of tourism operations, travel agency management, and organizational behavior.

Rationale: Negotiation and liaison management are critical competencies for tourism professionals who regularly interact with governments, suppliers, partners, and clients. This course equips students with strategic thinking and relationship-management skills essential for leadership roles in the tourism industry.

a. Course Learning Objective:

CLOBJ 1	To develop a strong theoretical foundation in negotiation concepts and liaison management principles.
CLOBJ 2	To understand stakeholder relationships within tourism, travel, and hospitality environments.
CLOBJ 3	To analyse negotiation strategies applicable to tourism suppliers, intermediaries, and destinations.
CLOBJ 4	To examine communication, persuasion, and conflict management techniques.
CLOBJ 5	To evaluate ethical, legal, and cross-cultural dimensions of negotiation.
CLOBJ 6	To understand the role of liaison management in policy advocacy, destination coordination, and crisis handling.

b. Course Learning Outcomes:

CLO 1	Apply negotiation theories to real-world tourism and hospitality contexts.
CLO 2	Manage liaison activities with multiple internal and external stakeholders.
CLO 3	Analyze and resolve conflicts using structured negotiation approaches.
CLO 4	Demonstrate professional communication and relationship management skills.
CLO 5	Propose strategic negotiation frameworks for tourism enterprises and destinations.

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c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4			4	20	20		60		100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Content	Teaching Hours	Weightage
1	Fundamentals of Negotiation and Liaison Management Concept, Scope, and Importance of Negotiation in Tourism; Liaison Management: Meaning, roles, and responsibilities in Liaison; Types of Negotiations: Distributive, Integrative, Multiparty; Negotiation styles and personality traits; Stakeholder mapping in tourism and hospitality for liaison and negotiation.	10	16%
2	Negotiation Process and Strategies Stages of Negotiation: preparation, discussion, bargaining, closure; Information gathering and power dynamics; Strategy selection and tactical approaches; Best Alternative to a Negotiated Agreement (BATNA), Zone of Possible Agreement (ZOPA) and Concession Planning; Comparison between Win–Win and Win–Lose negotiations.	8	16%
3	Communication, Persuasion, and Conflict Management Role of Verbal and Non-verbal communication in negotiations; Persuasion techniques and influence models; Emotional Intelligence and Negotiation Behaviour; Conflict sources in Tourism Organizations; Mediation, Arbitration, and Dispute Resolution techniques.	8	13%
4	Negotiation in Travel, Tourism, and Hospitality Operations Negotiations with Hotels, Transporters, and Vendors; Travel Trade Contracts and Service-Level Agreements; Government liaison: Tourism Departments, regulatory bodies; Destination Management Organizations (DMOs); Event, MICE, and Group Travel negotiations.	8	13%
5	Cross-Cultural, Ethical, and Legal Aspects Cultural dimensions and Negotiation behaviour; International Business etiquette and protocol; Ethics in negotiation and relationship management; Legal aspects of	8	13%

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	contracts and agreements; Risk Management in Negotiation decisions.		
6	Strategic Liaison Management and Relationship Building Strategic alliances and partnerships in tourism; Public–Private Partnerships (PPP); Community liaison and destination coordination; Corporate communication and lobbying; Managing long-term professional relationships	10	16%
7	Contemporary Issues and Crisis Negotiation Negotiation during crisis and disruptions; Tourism diplomacy and international liaison; Labor negotiations and internal stakeholder management; Technology-supported negotiations; Future trends in Negotiation and Liaison management.	8	10%
	Total	60	100%

e. Reference Books:

- Getting to Yes- Fisher, R., Ury, W., & Patton, B.
- Negotiation - Lewicki, R. J., Barry, B., & Saunders, D.
- The Mind and Heart of the Negotiator- Thompson, L.
- Introduction to Hospitality Management- Walker, J. R.
- Marketing for Hospitality and Tourism- Kotler, P.
- Tourism Management and Digital Transformation- Buhalis, D.
- Sustainable Tourism- Weaver, D.
- UNWTO and WTTC Policy Reports



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Semester 2

Course Name: Tourism Start-up Management

Course Code:

Prerequisite: Basic understanding of tourism operations and business concepts.

Rationale: This course aims to develop an entrepreneurial mind-set among students of tourism and hospitality management. It focuses on recognizing business opportunities within the tourism industry, understanding the process of establishing and managing tourism enterprises, and applying innovation and sustainability principles. Students will gain practical knowledge of project formulation, financial planning, marketing, and institutional support systems for tourism ventures.

a. Course Learning Objective:

CLOBJ 1	Understand the fundamental concepts, nature, and significance of entrepreneurship in tourism.
CLOBJ 2	Identify and evaluate business opportunities in various sectors of tourism
CLOBJ 3	Develop project proposals and feasibility studies for tourism ventures
CLOBJ 4	Analyze the process of establishing, managing, and promoting tourism enterprises
CLOBJ 5	Evaluate the role of government schemes, financial institutions, and case studies of successful tourism entrepreneurs

b. Course Learning Outcomes:

CLO 1	Students will be able to describe the concept and importance of entrepreneurship in tourism.
CLO 2	Students will be able to identify and assess potential business opportunities in tourism
CLO 3	Students will be able to design project reports and conduct feasibility analyses.
CLO 4	Students will be able to manage and promote small and medium tourism
CLO 5	Students will be able to evaluate institutional and financial support mechanisms for tourism entrepreneurship



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c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Students will be able to describe the concept and importance of entrepreneurship in tourism.	1
CLO 2	Students will be able to identify and assess potential business opportunities in tourism.	2
CLO 3	Students will be able to design project reports and conduct feasibility analyses.	4
CLO 4	Students will be able to manage and promote small and medium tourism enterprises	5
CLO 5	Students will be able to evaluate institutional and financial support mechanisms for tourism entrepreneurship	5

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1		4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

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e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Tourism Entrepreneurship	10	17%
	Concept, nature, and scope of entrepreneurship in tourism; importance of tourism entrepreneurs in economic development; traits and characteristics of successful tourism entrepreneurs; types of tourism enterprises; challenges in tourism entrepreneurship.		
2	Business Opportunity Identification and Project Formulation	14	23%
	Sources of business ideas in tourism, environmental scanning, feasibility study, project identification, preparation of business plan, risk and return analysis.		
3	Establishing a Tourism Enterprise	12	20%
	Steps in setting up a tourism business, selection of location, registration, funding options, government incentives and subsidies, MSME and Startup India initiatives, legal and ethical considerations.		
4	Management of Tourism Enterprises	16	27%
	Organizational setup, management functions, marketing and promotion of tourism services, financial planning, innovation and sustainability in tourism enterprises.		
5	Entrepreneurial Development and Case Studies	8	23%
	Institutional support for tourism entrepreneurs (ITDC, NIESBUD, SIDBI, Ministry of Tourism, etc.), entrepreneurial development programs (EDPs), success stories of Indian and global tourism entrepreneurs, current trends in tourism start-ups.		
	TOTAL	60	100

f. Reference Book:

References

Gupta, C.B. & Srinivasan, N.P. – Entrepreneurship Development in India

- Morrison, Alison – Entrepreneurship in the Hospitality and Tourism Industry
- Roy, Subhas – Tourism Entrepreneurship
- Peter Drucker – Innovation and Entrepreneurship
- Hisrich, Robert D. – Entrepreneurship



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Semester 2

Course Name: Travel Documentation and Package Design

Course Code:

Prerequisite: Basic understanding of tourism concepts, travel formalities, and tour management at the undergraduate level.

Rationale: This course provides post-graduate students with advanced knowledge of travel documentation, regulatory frameworks, and professional tour package design. It emphasizes the application of documentation procedures, compliance with international travel regulations, and strategic package formulation, costing, and pricing. The course prepares students for managerial roles in travel agencies, tour operations, destination management companies, and online travel platforms through practical exposure and industry-oriented case analysis.

a. Course Learning Objective:

CLOBJ 1	To develop an in-depth understanding of travel documentation, regulations, and formalities governing domestic and international travel.
CLOBJ 2	To familiarize students with passport, visa applicable to tourism operations.
CLOBJ 3	To strengthen professional competence in tour package formulation through market analysis, product differentiation, and operational planning.
CLOBJ 4	To equip students with the ability to design, evaluate, and optimize itineraries based on destination resources, client preferences, and operational constraints.
CLOBJ 5	To analyze tour costing, pricing strategies, and revenue mechanisms for different types of tour packages.

b. Course Learning Outcomes:

CLO 1	Apply travel documentation requirements, regulations, and formalities for domestic and international tourism operations.
CLO 2	Analyze passport and visa regulations and their implications for tourism and travel operations.
CLO 3	Design professionally structured tour packages using market analysis, product differentiation, and operational planning principles.
CLO 4	Develop and evaluate itineraries by integrating destination resources, client preferences, and operational constraints.
CLO 5	Apply tour costing techniques and pricing strategies to assess the financial viability of different types of tour packages.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Apply travel documentation requirements, regulations, and formalities for domestic and international tourism operations.	Apply
CLO 2	Analyze passport and visa regulations and their implications for tourism and travel operations.	Analyze
CLO 3	Design professionally structured tour packages using market analysis, product differentiation, and operational planning	Design
CLO 4	Develop and evaluate itineraries by integrating destination resources, client preferences, and operational constraints.	Evaluate
CLO 5	Apply tour costing techniques and pricing strategies to assess the financial viability of different types of tour packages.	Apply

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1		4	20	20		60		100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination



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e. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Travel Documentation and Formalities	12	20%
	Major Documents for International Travel and Domestic Travel, Cargo Documentation, Travel Advisories, Health Regulations, medical certificates. Currency Regulations: RBI rules pertaining to FOREX, FERA & FEMA, Customs Regulations, Baggage rules, Lost Luggage, Travel Insurance. Travel Documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP)		
2	VISA and Passport	12	20%
	Passport: Types of Passports, Rules and Regulations, Travel certificates, Alternative travel documents for cruise staff and others. Visa: Types of Visas, Embassies and Consulates, Formalities for applying for Visas, supporting documents, Rules governing the issuance of Visas		
3	Tour Packaging Formulation	12	20%
	Definition, Types, and components of package tour, process of package formulation, Classifications of Tour Packages, Tour brochure designing, promotion of tour packages; media selection criteria		
4	Itinerary Preparation	12	20%
	Meaning, Importance and Types of Itineraries - Resources and Steps for Itinerary Planning, Concept and typology; GIT, FIT; limitations and constraints; custom made itinerary; readymade itinerary		
5	Tour Package Costing and Pricing		
	Concept of Costing - Types of Costs, Components of Tour Cost, Preparation of Cost Sheet, Costing of tour packages of FIT, GIT and Inbound Tours Tour Pricing, Calculation of Tour Price, pricing strategies and distribution mechanism Tour package Formulation: Golden Triangle Tour, Religious tour, Adventure tour, Europe Tour	12	20%
	TOTAL	60	100%



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f. Reference Book-

- Negi, J. M. (2018). Travel Agency and Tour Operation Management (2nd ed.). New Delhi: Kanishka Publishers.
- Holloway, J. C., & Humphreys, C. (2019). The Business of Tourism (11th ed.). Harlow: Pearson Education.
- Gee, C. Y., Makens, J. C., & Choy, D. J. (2012). The Travel Industry (4th ed.). New Jersey: Wiley.
- IATA. (Latest Edition). Travel Information Manual (TIM). Montreal: International Air Transport Association.
- Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). Marketing in Travel and Tourism (4th ed.). Oxford: Butterworth-Heinemann.
- UNWTO. (2015). Tourism Facilitation: Visa Policies and Travel Formalities. Madrid: United Nations World Tourism Organization.



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Semester 2

Course Name: Airport and Airlines Operations

Course Code:

Prerequisite: Basic understanding of tourism and transportation systems.

Rationale: To provide students with an in-depth understanding of the structure, functioning, and management of airlines and airports, focusing on operational, regulatory, and customer service aspects critical to the aviation and tourism industries.

a. Course Learning Objective:

CLOBJ 1	To understand the organizational and operational structure of airlines and airports.
CLOBJ 2	To examine key processes involved in airline and airport management.
CLOBJ 3	To explore the regulatory framework and safety standards governing aviation.
CLOBJ 4	To study the interrelationship between airlines, airports, and tourism
CLOBJ 5	To analyze the role of technology, customer service, and sustainability in aviation operations.

b. Course Learning Outcomes:

CLO 1	Demonstrate an understanding of the operational framework of airlines and airports.
CLO 2	Analyze key components of airport and airline management systems.
CLO 3	Evaluate safety, security, and regulatory standards in aviation.
CLO 4	Examine the role of technology and service quality in enhancing passenger experience.
CLO 5	Assess current issues and future trends in the global aviation and tourism industries.



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c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Demonstrate an understanding of the operational framework of airlines and airports.	1
CLO 2	Analyze key components of airport and airline management systems.	2
CLO 3	Evaluate safety, security, and regulatory standards in aviation.	4
CLO 4	Examine the role of technology and service quality in enhancing passenger experience.	5
CLO 5	Assess current issues and future trends in the global aviation and tourism industries.	5

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1		4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination



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g. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	INTRODUCTION TO AIRLINE AND AIRPORT OPERATIONS - OVERVIEW OF GLOBAL AVIATION INDUSTRY - STRUCTURE AND ORGANIZATION OF AIRLINES - CLASSIFICATION OF AIRLINES: FULL-SERVICE, LOW-COST, CHARTER - OVERVIEW OF AIRPORT OPERATIONS AND MANAGEMENT FUNCTIONS - RELATIONSHIP BETWEEN AVIATION AND TOURISM	10	17%
2	AIRLINE OPERATIONS MANAGEMENT - AIRLINE SCHEDULING, FLEET PLANNING, AND ROUTE DEVELOPMENT - INFLIGHT SERVICE AND CATERING - CREW MANAGEMENT - CARGO OPERATIONS AND LOGISTICS - ROLE OF GLOBAL DISTRIBUTION SYSTEMS (GDS) AND CRS	14	23%
3	AIRPORT OPERATIONS AND MANAGEMENT - AIRPORT INFRASTRUCTURE AND FACILITIES - PASSENGER TERMINAL MANAGEMENT - GROUND HANDLING AND RAMP SERVICES - AIR TRAFFIC CONTROL (ATC) AND AIRPORT SECURITY - EMERGENCY PROCEDURES AND SAFETY MANAGEMENT SYSTEMS	12	20%
4	AVIATION REGULATIONS AND SAFETY - INTERNATIONAL AND NATIONAL REGULATORY BODIES: ICAO, IATA, DGCA, AAI - AVIATION POLICIES AND BILATERAL AGREEMENTS - SECURITY PROTOCOLS AND RISK MANAGEMENT - ENVIRONMENTAL AND NOISE MANAGEMENT LEGAL ISSUES IN AIRLINE AND AIRPORT OPERATIONS	16	27%
5	EMERGING TRENDS AND CASE STUDIES - DIGITAL TRANSFORMATION AND SMART AIRPORTS - AI, BIOMETRICS, AND AUTOMATION IN AVIATION - SUSTAINABLE AVIATION PRACTICES (GREEN AIRPORTS, CARBON OFFSET PROGRAMS) - IMPACT OF GLOBAL CRISES (COVID-19, GEOPOLITICS) ON AIR TRANSPORT - CASE STUDIES: SINGAPORE CHANGI AIRPORT, EMIRATES AIRLINES, INDIGO, HEATHROW AIRPORT	8	13%
	TOTAL	60	100



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h. Text Book and Reference Book:

1. Morrison, S.A. & Winston, C. — The Economics of Airline Operations
2. Doganis, Rigas — Flying Off Course: Airline Economics and Marketing
3. Kendall, K.W. — Airline Operations and Management: A Management Textbook
4. Gillen, David & Lall, Ashok — Air Transport and Tourism: Operations and Management
5. Doganis, Rigas — Airline Business



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Semester 2

Course Name: Law, Policy and Governance in Tourism

Course Code:

Prerequisite: Basic understanding of tourism systems.

Rationale: This course provides theoretical understanding of the legal framework, tourism policies, and governance structures that regulate and guide tourism development at national and international levels.

a. Course Learning Objective:

CLOBJ 1	To understand the legal framework of tourism
CLOBJ 2	To study tourism policies and planning
CLOBJ 3	To understand roles of regulatory institutions
CLOBJ 4	To examine governance systems in tourism
CLOBJ 5	To explore sustainable governance practices

b. Course Learning Outcomes:

CLO 1	Students will be able to explain tourism laws
CLO 2	Students will be able to describe tourism policies
CLO 3	Students will be able to examine regulatory roles
CLO 4	Students will be able to analyze governance systems
CLO 5	Students will be able to evaluate sustainable governance

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Students will be able to explain tourism laws	
CLO 2	Students will be able to describe tourism policies	
CLO 3	Students will be able to analyze governance systems	
CLO 4	Students will be able to examine regulatory roles	
CLO 5	Students will be able to evaluate sustainable governance	5



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d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2			2	20	20		60		100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

e. Course Content:

SR.NO.		LECTURE	WEIGHTAGE IN %
1	Introduction to Tourism Law - Meaning and importance - Legal framework in tourism - Contractual obligations - Consumer protection	5	17%
2	International Tourism Regulations - Global tourism governance - Aviation regulations - Visa & immigration policies - Role of international organizations	7	23%
3	Tourism Governance - Concept of governance - Public–Private Partnerships (PPP) - Destination management - Stakeholder involvement	6	20%
4	Sustainable Tourism Governance - Environmental regulations - Cultural heritage protection - Responsible tourism	8	27%
5	Contemporary Issues - Crisis management - Safety & security - Digital governance	4	13%
	TOTAL	30	100

f. Reference Books

- A.K. Bhatia – Tourism Development
- Holloway – The Business of Tourism
- UNWTO Publications
- Ministry of Tourism Policy Reports



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Semester 3

Course Name: DESTINATION PLANNING AND POLICY (Theory)

Course Code:

Prerequisite: Basic understanding of tourism geography and tourism operations.

Rationale: This course provides students with knowledge and skills for planning, developing, and managing tourism destinations in a sustainable and competitive manner. It emphasizes the importance of strategic planning, infrastructure development, stakeholder coordination, and visitor management in ensuring the long-term success of destinations.

a. Course Learning Objective:

CLOBJ 1	Understand the concept and process of destination planning and development.
CLOBJ 2	Analyze the key elements of destination management including policy, infrastructure, and sustainability.
CLOBJ 3	Evaluate the roles of stakeholders and governance in destination development.
CLOBJ 4	Apply destination marketing and management principles for competitiveness.
CLOBJ 5	Examine real-world destination case studies and management models.

b. Course Learning Outcomes:

CLO 1	Explain the fundamental concepts, importance, and processes of tourism destination planning.
CLO 2	Identify and analyze the factors influencing destination development and sustainability.
CLO 3	Develop frameworks for stakeholder participation and governance in destination management.
CLO 4	Apply destination marketing strategies and management tools for competitive advantage.
CLO 5	Assess global best practices and case studies for sustainable destination management.



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c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Explain the fundamental concepts, importance, and processes of tourism destination planning.	1
CLO 2	Identify and analyze the factors influencing destination development and sustainability	2
CLO 3	Develop frameworks for stakeholder participation and governance in destination management	4
CLO 4	Apply destination marketing strategies and management tools for competitive advantage	5
CLO 5	Assess global best practices and case studies for sustainable destination management.	5

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3			3	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

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e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Destination Planning and Policy	8	18%
	Concept, scope, and significance of destination planning; stages of destination development; principles of sustainable planning; role of government and tourism organizations, Tourism policies in India: National, State, Regional		
2	Destination Development Process	10	22%
	Resource assessment, carrying capacity, site selection, destination zoning, tourism infrastructure and facilities, destination life cycle (Butler Model).		
3	Destination Management Framework	9	20%2
	Destination management organizations (DMOs), governance structures, stakeholder participation, crisis and disaster management, policy and regulation.		
4	Destination Marketing and Positioning	11	25%
	Image building, branding, promotion mix, use of digital media, events and festivals as marketing tools, role of public-private partnerships.		
5	Sustainability and Case Studies	7	15%
	Sustainable destination practices, eco-destinations, community-based tourism, responsible tourism, case studies on successful destination management (e.g., Kerala, Singapore, Bali).		
	TOTAL	45	100

f. Text Book and Reference Book:

1. Inskip, E. – Tourism Planning: An Integrated and Sustainable Development Approach
2. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. – Tourism: Principles and Practice
3. Mill, R.C. & Morrison, A.M. – The Tourism System: An Introductory Text
4. Buhalis, D. – Marketing the Competitive Destination of the Future
5. Gee, Chuck Y. – Tourism Destination Management
6. Pearce, D. – Tourism Today: A Geographical Analysis
7. Hall, C.M. – Tourism Planning: Policies, Processes, and Relationships



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Semester -3

Course Name: Destination Planning and Policy (Practical)

Course Code:

Prerequisite: Basic knowledge of tourism and geography

Rationale: This practical course focuses on developing students' ability to analyze, plan, develop, and manage tourist destinations. It provides hands-on experience in destination assessment, tourism planning, sustainability practices, and stakeholder management.

a. Course Learning Objective:

CLOBJ 1	Develop skills in destination analysis and assessment.
CLOBJ 2	Understand destination planning processes.
CLOBJ 3	Enhance destination management capabilities.
CLOBJ 4	Apply sustainable tourism principles.
CLOBJ 5	Prepare professional destination development plans.

b. Course Learning Outcomes:

CLO 1	Students will be able to analyze tourism potential of destinations.
CLO 2	Students will be able to prepare destination development plans.
CLO 3	Students will be able to evaluate tourism infrastructure.
CLO 4	Students will be able to apply sustainable practices.
CLO 5	Students will be able to manage tourism stakeholders.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Students will be able to analyze tourism potential of destinations.	1
CLO 2	Students will be able to prepare destination development plans.	4
CLO 3	Students will be able to evaluate tourism infrastructure.	6
CLO 4	Students will be able to apply sustainable practices.	5
CLO 5	Students will be able to manage tourism stakeholders.	3

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SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Study of a Local Tourist Place (Write about attractions, facilities, and problems)	4	13%
2	List of Tourism Resources of a Destination (Natural, cultural, historical places)	3	10%
3	SWOT Analysis of a Tourist Destination (Strengths, Weaknesses, Opportunities, Threats)	4	13%
4	Tourist Facilities Survey (Hotels, transport, food, toilets, parking, safety)	5	17%
5	Cleanliness and Environment Study (Waste, pollution, greenery, cleanliness)	4	13%
6	Tourist Feedback Collection (Ask visitors about their experience)	5	17%
7	Simple Development Plan for a Destination (Suggestions for improvement)	3	10%
8	Promotion Plan for a Tourist Place (How to advertise using posters, social media, etc.)	2	7%
	TOTAL	30	100

d. Teaching & Examination Scheme:

e. Course Content:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
		2	1			20		30	50

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

f. Reference Book-

1. Inskip, E. – Tourism Planning: An Integrated and Sustainable Development Approach
2. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. – Tourism: Principles and Practice
3. Mill, R.C. & Morrison, A.M. – The Tourism System: An Introductory Text
4. Buhalis, D. – Marketing the Competitive Destination of the Future
5. Gee, Chuck Y. – Tourism Destination Management
6. Pearce, D. – Tourism Today: A Geographical Analysis
7. Hall, C.M. – Tourism Planning: Policies, Processes, and Relationships



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Semester 3

Course Name: Research Methodology and Statistical Tools

Course Code:

Prerequisite: Basic understanding of academic writing and foundational research concepts.

Rationale: To equip scholars with advanced knowledge of research methods, analytical tools, and academic ethics necessary for producing high-quality, original, and impactful research in tourism, hospitality, and allied disciplines.

b. Course Learning Objective:

CLOBJ 1	To understand the fundamental principles and processes of scientific research.
CLOBJ 2	To develop the ability to identify research problems and formulate hypotheses.
CLOBJ 3	To acquire skills in designing qualitative and quantitative research studies.
CLOBJ 4	To gain proficiency in data collection, analysis, interpretation, and presentation.
CLOBJ 5	To apply ethical standards and academic integrity in conducting and publishing research.

c. Course Learning Outcomes:

CLO 1	Demonstrate comprehensive understanding of research paradigms, designs, and methodologies.
CLO 2	Formulate clear research problems, objectives, and hypotheses.
CLO 3	Apply appropriate data collection tools and statistical methods for analysis.
CLO 4	Develop and present a well-structured research proposal or paper.
CLO 5	Uphold ethical research practices and academic integrity in scholarly work.

d. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Demonstrate comprehensive understanding of research paradigms, designs, and methodologies.	1,2
CLO 2	Formulate clear research problems, objectives, and hypotheses.	1,2
CLO 3	Apply appropriate data collection tools and statistical methods for analysis.	1,2
CLO 4	Develop and present a well-structured research proposal or paper.	1,2
CLO 5	Uphold ethical research practices and academic integrity in scholarly work.	1,2,3

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e. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20		60		100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

f. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Research - Meaning, objectives, and significance of research - Research process and types of research (basic, applied, exploratory, descriptive) - Research in tourism and hospitality context - Role of theory and conceptual frameworks	10	17%
2	Problem Formulation and Research Design - Identification and formulation of research problems - Hypothesis: definition, formulation, - Research design types: qualitative, quantitative, and mixed-method - Sampling design and techniques	14	23%
3	Data Collection Methods - Primary and secondary data sources - Tools and techniques: questionnaire, interview, observation, focus groups - Measurement scales and reliability testing - Use of technology and AI tools in data gathering	12	20%
4	Data Analysis and Interpretation - Editing, coding, and tabulation of data - Descriptive and inferential statistics - Use of SPSS, Excel, and qualitative analysis tools - Data Interpretation	16	27%
5	Research Report Writing and Ethics - Structure and components of a research report/thesis - Citation styles (APA, MLA, Harvard) - Plagiarism and research ethics - Publication process and peer review	8	13%



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	• Writing research proposals, abstracts, and journal papers		
	TOTAL	60	100

Suggested Reference Books:

- Kothari, C.R. & Garg, G. – Research Methodology: Methods and Techniques (New Age International)
- Creswell, J.W. – Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (SAGE)
- Cooper, D.R. & Schindler, P.S. – Business Research Methods (McGraw-Hill)
- Saunders, M., Lewis, P. & Thornhill, A. – Research Methods for Business Students (Pearson)
- Sekaran, U. & Bougie, R. – Research Methods for Business: A Skill Building Approach (Wiley)
- Flick, Uwe – An Introduction to Qualitative Research (SAGE)



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Semester 3

Course Name: Event Design and Management

Course Code:

Prerequisite: Basic knowledge of planning, communication skills, teamwork, and time management is the main prerequisite for event management.

Rationale: Event management requires strong planning, communication, coordination, and time management skills to ensure smooth organization and successful execution of events.

a. Course Learning Objective:

CLOBJ 1	To understand the fundamentals and scope of event management.
CLOBJ 2	To develop effective planning and organizational skills for events.
CLOBJ 3	To build strong communication, teamwork, and leadership abilities.
CLOBJ 4	To learn budgeting, marketing, and risk management for events.
CLOBJ 5	To gain practical experience in designing, managing, and evaluating successful events.

b. Course Learning Outcomes:

CLO 1	Explain the concepts, scope, and importance of event management.
CLO 2	Plan and design different types of events effectively.
CLO 3	Prepare event budgets and apply marketing strategies.
CLO 4	Manage event operations, logistics, and risk factors.
CLO 5	Organize, execute, and evaluate events professionally.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Explain the concepts, scope, and importance of event management.	1
CLO 2	Plan and design different types of events effectively.	2
CLO 3	Prepare event budgets and apply marketing strategies.	4
CLO 4	Manage event operations, logistics, and risk factors.	5
CLO 5	Organize, execute, and evaluate events professionally.	5



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d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1		4	20	20		60		100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

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e. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Event Management	10	17%
	Meaning and Scope of Event Management Types of Events (Corporate, Social, Cultural, Sports, etc.) Role of Event Manager Event Industry in India Career Opportunities in Event Management Tourism Based Event		
2	Event Planning and Design	14	23%
	Event Concept and Theme Development Goal Setting and Target Audience Event Proposal and Feasibility Study Event Scheduling and Time Management Venue Selection and Layout Planning		
3	Event Marketing and Budgeting	12	20%
	Event Promotion and Publicity Sponsorship and Fundraising Media Relations and Advertising Budget Preparation and Cost Control Pricing Strategies and Ticketing		
4	Event Operations and Risk Management	16	27%
	Vendor and Supplier Management Logistics and Resource Management Crowd Management and Security Legal Issues and Permissions Accident Reporting		
5	Event Execution and Evaluation	8	13%
	On-site Event Management Team Coordination and Leadership Quality Control and Customer Satisfaction Post-Event Evaluation and Reporting Feedback, Documentation, and Future Planning		
	TOTAL	60	100

Reference:

- Successful Event Management: A Practical Handbook by Shone & Parry
- Professional Event Coordination by Julia Rutherford Silvers
- The Business of Event Planning by Judy Allen



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Semester 3

Course Name: RESORT AND LEISURE MANAGEMENT

Course Code:

Prerequisite: Basic understanding of tourism management, hospitality operations, and destination planning.

Rationale: The course prepares future tourism leaders to manage complex resort and leisure enterprises by blending strategic thinking, operational expertise, and sustainability-oriented decision-making.

a. Course Learning Objective:

CLOBJ 1	To develop advanced conceptual clarity on resort and leisure industry structures and business models.
CLOBJ 2	To analyse resort planning, design, and location decisions from a strategic perspective.
CLOBJ 3	To evaluate operational management practices across accommodation, recreation, wellness, and entertainment facilities.
CLOBJ 4	To examine financial, marketing, and revenue strategies specific to resort environments.
CLOBJ 5	To assess sustainability, wellness, and responsible tourism practices in resort development.
CLOBJ 6	To understand emerging trends, technology integration, and innovation in leisure and resort management.

b. Course Learning Outcomes:

CLO 1	Critically evaluate different resort and leisure business models.
CLO 2	Design and manage integrated leisure experiences aligned with guest expectations.
CLO 3	Apply strategic planning, financial, and marketing tools in resort operations.
CLO 4	Analyse human resource and service quality challenges in leisure environments.
CLO 5	Propose sustainable and innovative solutions for resort and leisure enterprises.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1		4	20	20		60		100

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L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Sr. No.	Content	Teaching Hours	Weightage
1	Introduction to Resort and Leisure Industry Concept and evolution of resorts and leisure tourism; Comparison between Resorts, Hotels and destination-based leisure enterprises; Types of resorts: Beach, Hill, Desert, Island, Forest, Spa, Wellness, Theme-based, Integrated resorts; Global and Indian resort industry overview; Role of resorts in destination development.	8	13
2	Resort Planning, Design, and Development Resort site selection and feasibility analysis; Master planning and resort layout concepts; Architectural design and experiential zoning; Infrastructure, utilities, and carrying capacity; Legal, regulatory, and environmental considerations	8	13
3	Resort Operations and Guest Experience Management Accommodation Operations in resorts; Food & Beverage concepts in leisure environments; Recreation, sports, entertainment, and wellness facilities; Guest journey mapping and experience design; Service quality, personalization, and luxury management	10	16
4	Financial and Revenue Management in Resorts Resort Costing and Budgeting techniques; Pricing strategies for leisure products; Revenue management and yield optimization; Package design and dynamic pricing; Financial performance measurement and control	8	13
5	Marketing, Branding, and Digital Strategies Resort Branding and Positioning; Leisure product development and experience marketing; Digital marketing, OTA strategies, and distribution channels; Customer relationship management (CRM); Role of social media, influencers, and reputation management	10	16
6	Human Resource and Sustainability Management Workforce planning and Talent management in resorts; Training, Motivation, and Service culture; Sustainable resort operations and green practices; Wellness tourism, eco-resorts, and responsible leisure; Community engagement and CSR initiatives	8	13
7	Contemporary Trends and Innovation Smart resorts and technology integration; Experiential and immersive leisure concepts; Adventure, wellness, and slow	8	13



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	tourism trends; Crisis Management and Resilience in resort operations; Future of resort and leisure management		
	Total	60	100

Reference Books:

- Introduction to Hospitality Management- Walker, J. R
- Resort Development and Management - Gee, C. Y
- Managing Front Office Operations- Kasavana, M. & Brooks, R
- Sustainable Tourism- Weaver, D
- Tourism Management and Digital Transformation- Buhalis, D.
- Resort Management- Jordan, R. (Ed.)
- Hospitality, Tourism and Leisure Management: Issues in Strategy and Culture- Foley, M.
- The SAGE Handbook of Hospitality Management - (Brotherton & Wood, eds.)
- Marketing for Hospitality and Tourism- Kotler, P.
- Researching Tourism, Leisure and Hospitality for Dissertations and Theses- Mason, P.



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Semester 3

Course Name: Retail Business Management

Course Code:

Prerequisite: Basic computer skills, internet usage knowledge, and fundamental understanding of management concepts are the main prerequisites for online business management.

Rationale: Online business management requires digital skills, self-discipline, and basic management knowledge to effectively plan, operate, and grow businesses in a virtual environment.

a. Course Learning Objective:

CLOBJ 1	To understand the fundamentals of business management in an online environment.
CLOBJ 2	To develop digital, communication, and decision-making skills.
CLOBJ 3	To learn online marketing, e-commerce, and customer relationship strategies.
CLOBJ 4	To gain knowledge of financial, operational, and human resource management in digital businesses
CLOBJ 5	To build entrepreneurial and problem-solving abilities for managing online enterprises.

b. Course Learning Outcomes:

CLO 1	Explain the concepts and functions of online business management.
CLO 2	Use digital tools and platforms for managing business activities.
CLO 3	Apply online marketing and e-commerce strategies effectively.
CLO 4	Manage finance, operations, and human resources in virtual businesses.
CLO 5	Plan, operate, and evaluate successful online business ventures.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Explain the concepts and functions of online business management.	Remember, Understand
CLO 2	Use digital tools and platforms for managing business activities.	Apply
CLO 3	Apply online marketing and e-commerce strategies effectively.	Analyze
CLO 4	Manage finance, operations, and human resources in virtual businesses.	Evaluate
CLO 5	Plan, operate, and evaluate successful online business ventures.	Apply

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d. Mapping of Course Learning Outcomes and Program Learning Outcomes and Program Specific Outcomes:

SR.NO.	TOPIC	L1ECTUR E	WEIGHTAGE IN %
1	Introduction to Retail Management	10	17%
	• Meaning, Scope, and Importance of Retailing • Evolution of Retail Industry • Types of Retail Formats (Organized & Unorganized, Online & Offline) • Role of Retail Manager • Retail Trends in India and Global Market		
2	Retail Planning and Store Operations	14	23%
	• Retail Strategy and Business Planning • Store Location and Layout Design • Visual Merchandising and Display • Inventory Control and Stock Management • Supply Chain in Retail		
3	Retail Marketing and Customer Management	12	20%
	• Retail Marketing Mix • Pricing and Promotion Strategies • Customer Service and Relationship Management • Loyalty Programs and CRM • Branding and Private Labels		
4	Financial and Legal Aspects of Retailing	16	27%
	• Retail Accounting and Budgeting • Cost Control and Profit Analysis • Retail Laws and Consumer Protection • GST and Taxation in Retail • Ethical Practices in Retail		
5	Retail Entrepreneurship and Emerging Trends	8	13%
	• Starting a Retail Business • Franchise and Chain Store Management • E-Retailing and Omnichannel Retailing • Technology in Retail (POS, RFID, AI) • Future Trends in Retail Industry		
	TOTAL	60	100



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e. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4			4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

Reference Book-

- **Retailing Management** by Michael Levy, Barton A. Weitz & Dhruv Grewal
- **Retail Management** (Chatterjee, Satakshi & Giri)
- **Retail Management** (Madhu Jasola)



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Semester 3

Course Name: Advance Hospitality Management

Course Code:

Prerequisite: Familiarity with basic principles of business or service management is helpful but not required.

Rationale: To develop students' understanding of the hospitality industry's core functions and specialized management practices, preparing them for successful leadership roles in hospitality organizations.

a. Course Learning Objective:

CLOBJ 1	Understand foundational concepts and scope of hospitality management.
CLOBJ 2	Examine key operational areas within hospitality (front office, housekeeping, F&B, etc.).
CLOBJ 3	Apply service excellence principles to enhance guest experience.
CLOBJ 4	Analyze strategies for effective resource, revenue, and human capital management.
CLOBJ 5	Evaluate the role of technology, ethics, and sustainability in hospitality.

b. Course Learning Outcomes:

CLO 1	The students will be able to describe the structure and main functions of hospitality organizations, including hotels and restaurants.
CLO 2	The students will be able to explain operational procedures and standards for major hospitality departments.
CLO 3	The students will be able to apply principles of guest service and service recovery in different hospitality settings.
CLO 4	The students will be able to analyze challenges and solutions in resource management, cost control, and revenue optimization in the hospitality sector.
CLO 5	The students will be able to assess the impact of technology, ethics, and sustainability practices on hospitality management.



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c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	The students will be able to describe the structure and main functions of hospitality organizations, including hotels and restaurants.	1
CLO 2	The students will be able to explain operational procedures and standards for major hospitality departments.	1,2
CLO 3	The students will be able to apply principles of guest service and service recovery in different hospitality settings.	2,3
CLO 4	The students will be able to analyze challenges and solutions in resource management, cost control, and revenue optimization in the	4
CLO 5	The students will be able to assess the impact of technology, ethics, and sustainability practices on hospitality management.	5

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1		4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

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d. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Hospitality Management	10	17%
	Concept & scope; Types of hospitality organizations; History & evolution; Career paths		
2	Operations in Hotels & Restaurants	14	23%
	Front office, housekeeping, food & beverage management; Standard operating procedures		
3	Guest Service & Service Excellence	12	20%
	Service standards; Guest relations; Complaint handling; Service recovery		
4	Resource & Revenue Management	8	13%
	Human resource management; Cost controls; Yield/revenue management; Inventory management		
5	Technology, Ethics, & Sustainability	8	13%
	ICT applications in hospitality; CSR; Legal/regulatory compliance; Sustainable practices		
6	Trends and Innovations in Hospitality	8	13%
	Current industry trends; Innovation in products/services; Quality assurance; Globalization		
	TOTAL	60	100

e. Reference Book-

- John R. Walker – Introduction to Hospitality
- Michael J. O’Fallon & Denney G. Rutherford – Hotel Management and Operations
- Cathy A. Enz – Hospitality Strategic Management: Concepts and Cases
- Thomas J. A. Jones – Professional Management of Housekeeping Operations
- Micah Solomon – The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets
- Michael C. Sturman, Jack B. Corgel & Rohit Verma – The Cornell School of Hotel Administration on Hospitality



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Semester 3

Course Name: CUSTOMER EXPERIENCE DESIGN

Course Code:

Prerequisite: Basic understanding of tourism operations, hospitality services, and marketing concepts.

Rationale: In an experience-driven tourism economy, competitive advantage depends on the ability to design memorable, meaningful, and emotionally engaging tourist experiences. This course equips future tourism professionals with theoretical frameworks and applied perspectives required to manage customer experiences strategically.

a. Course Learning Objective:

CLOBJ 1	To develop conceptual understanding of customer experience and service design in tourism.
CLOBJ 2	To analyse tourist behaviour, expectations, emotions, and decision-making journeys.
CLOBJ 3	To understand experience design tools applicable to travel and tourism services.
CLOBJ 4	To evaluate service quality, satisfaction, and loyalty from an experience perspective.
CLOBJ 5	To integrate technology and digital touchpoints into tourism experience design.
CLOBJ 6	To examine contemporary trends and innovations in experience-driven tourism.

b. Course Learning Outcomes:

CLO 1	Design holistic customer journeys for tourism products and destinations.
CLO 2	Apply experience design frameworks to tourism and hospitality services.
CLO 3	Analyse service gaps and emotional touchpoints in tourist experiences.
CLO 4	Propose customer-centric strategies to enhance satisfaction and loyalty.
CLO 5	Evaluate the impact of experience design on brand value and competitiveness.

g. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	

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3	1		4	20	20		60		100
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L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

h. Course Content:

S r	Content	Weightage	Teaching Hours
1	Foundations of Customer Experience in Tourism Introduction to concept of Customer Experience and Experience Economy; Difference between Service Quality and Customer Experience; Introduction to the concept of Tourism as an experiential product; Customer Expectations, perceptions, and emotions in Tourism as a product; Experience Lifecycle of Customer in Tourism	10	6
2	Tourist Behaviour and Experience Mapping Tourist motivation and behaviour models; Customer personas/ Profiles in Tourism sector; Touchpoints and Moments of Truth; Customer Journey Mapping Techniques; Customer Journey Pain points and delight factors in Tourism.	16	10
3	Experience Design Tools and Frameworks Design Thinking in Tourism; Service Design and Service Blueprinting; Co-creation of Experiences; Sensory and Emotional design elements; Role of Storytelling in Tourism experiences.	10	6
4	Managing Experiences Across Tourism Sectors Experience Design in travel agencies and tour operations; Accommodation and Resort guest experience; Transport and Transit experience design; Attractions, events, and destination experiences; Integrated destination experience management	13	8
5	Digital and Technology-Enabled Experiences Digital touchpoints and Omni channel experiences; Role of mobile apps, websites, and OTAs in Customer Experience design; Personalization and Data-driven experience design; social media and Online reviews and its impact on Customer experience; Technology-Enhanced and Smart Tourism experiences.	20	12
6	Measuring and Improving Customer Experience Experience Metrics and KPIs; Customer satisfaction, loyalty, and advocacy; Net Promoter Score (NPS) and feedback systems; Service Recovery and Complaint Management; Continuous Experience Improvement strategies; Analytical tools for tourist experience measurement: SERVQUAL Model; SERVPERF Model; Customer Journey Analytics and Customer Satisfaction	20	12



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	Index mapping; Experience Quality Model (EXQ), Mystery and Experience Audits		
7	Contemporary Trends and Experience Innovation Experiential, Immersive, and Transformational tourism; Wellness, slow, and sustainable experiences; Inclusive and Accessible tourism experiences; Crisis impact on tourist experiences; Future trends in customer experience design.	10	6
	Total	100	60 hours

i. Reference Books:

- The Experience Economy- Pine, B. J. & Gilmore, J. H
- This is Service Design Thinking - Stickdorn, M. et al.
- Services Marketing- Zeithaml, V., Bitner, M. J., & Gremler, D.
- Introduction to Hospitality Management- Walker, J. R.
- Marketing for Hospitality and Tourism- Kotler, P.
- Tourism Management and Digital Transformation- Buhalis, D.
- Experiential Marketing- Schmitt, B
- UNWTO Experience and Innovation Reports



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Semester 3

Course Name: International Transport System

Course Code:

Prerequisite: Basic understanding of tourism geography and transportation.

Rationale: To provide students with knowledge of international transport systems and their role in enhancing global connectivity, facilitating tourism flows, and supporting destination accessibility.

a. Course Learning Objective:

CLOBJ 1	To understand international transport systems
CLOBJ 2	To examine global air transport networks
CLOBJ 3	To analyze international surface and sea transport
CLOBJ 4	To understand transport connectivity
CLOBJ 5	To explore trends in global mobility

b. Course Learning Outcomes:

CLO 1	Describe global transport systems
CLO 2	Explain international air networks
CLO 3	Assess global connectivity
CLO 4	Analyze transport infrastructure
CLO 5	Evaluate future transport trends

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Describe global transport systems	1
CLO 2	Explain international air networks	2
CLO 3	Assess global connectivity	1,3
CLO 4	Analyze transport infrastructure	1
CLO 5	Evaluate future transport trends	3

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d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4			4	20	20		60		100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to International Transport - Meaning and scope - Role in global tourism - Transport and accessibility	10	17%
2	International Air Transport - Global airline networks - Air hubs and gateways - Open sky policies	10	17%
3	International Surface Transport - Cross-border railways - International road networks - High-speed rail systems	10	17%
4	International Water Transport - Cruise tourism - Ferry systems - Maritime connectivity	10	17%
5	Unit V – Connectivity and Tourism Development - Global mobility - Multimodal transport - Role in destination growth	10	16%
6	Unit VI – International Regulations - Air transport agreements - Safety and standards - Role of global bodies	10	16%
	TOTAL	60	100

Reference Books

- Dileep – Tourism Transport
- Page – Transport for Tourism
- UNWTO Reports
- ICAO Publication



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Semester 3

Course Name: Digital Competency in Hospitality Operations

Course Code:

Prerequisite: Basic knowledge of hospitality operations and fundamental computer skills.

Rationale: This course equips students with essential digital skills required to enhance efficiency, service quality, and competitiveness in technology-driven hospitality operations.

a. Course Learning Objective:

CLOBJ 1	Develop digital readiness in hospitality operations
CLOBJ 2	Equip students with tech-enabled service delivery skills
CLOBJ 3	Build competency in smart hotel systems
CLOBJ 4	Enhance operational efficiency using digital tools
CLOBJ 5	Understand future trends in hospitality technology

b. Course Learning Outcomes:

CLO 1	Understand the role of digital technologies in transforming hospitality operations and enhancing service efficiency.
CLO 2	Demonstrate knowledge of digital systems used in front office, housekeeping, and food & beverage operations.
CLO 3	Apply customer relationship management tools and digital platforms for improving guest experience and engagement.
CLO 4	Evaluate the impact of emerging technologies such as AI, IoT, and automation in hospitality services.
CLO 5	Analyze the importance of data security and ethical handling of guest information in digital hospitality environments.



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c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Understand the role of digital technologies in transforming hospitality operations and enhancing service efficiency.	1,2
CLO 2	Demonstrate knowledge of digital systems used in front office, housekeeping, and food & beverage operations.	1,2
CLO 3	Apply customer relationship management tools and digital platforms for improving guest experience and engagement.	1,2
CLO 4	Evaluate the impact of emerging technologies such as AI, IoT, and automation in hospitality services.	1,2
CLO 5	Analyze the importance of data security and ethical handling of guest information in digital hospitality environments.	1,2,3

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2			2	20	20		60		100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

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e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Digital Hospitality	5	17%
	☐ Concept of Digital Transformation in Hospitality ☐ Role of Technology in Hospitality Operations ☐ Traditional vs Smart Hospitality Systems ☐ Digital Competency for Hospitality Professionals		
2	Digital Front Office & Reservation Systems	7	23%
	☐ Property Management Systems (PMS) ☐ Online Reservation Systems ☐ Channel Managers & OTA Integration ☐ Contactless Check-in / Check-out ☐ Mobile Key & Self-Service Technologies		
3	Technology in Housekeeping & F&B Operations	6	20%
	☐ Housekeeping Management Systems ☐ Inventory & Maintenance Software ☐ POS (Point of Sale) Systems ☐ Digital Menu & QR Ordering ☐ Kitchen Display Systems		
4	Customer Relationship & Online Reputation Management	8	27%
	☐ CRM in Hospitality ☐ Guest Feedback Systems ☐ Loyalty Programs ☐ Online Reviews & Ratings ☐ Role of Social Media in Guest Engagement		
5	Emerging Technologies & Data Security	4	13%
	☐ AI & Chatbots in Hospitality ☐ IoT & Smart Rooms ☐ Robotics in Hotel Operations ☐ Data Analytics for Decision Making ☐ Cybersecurity & Guest Data Privacy		
	TOTAL	30	100

Suggested Reference Books:

- Hospitality Management and Digital Transformation – Busulwa
- Managing Technology in the Hospitality Industry – Michael L. Kasavana
- Computers in Hotels: Concepts and Applications – Partho Pratim Seal



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Semester 3

Course Code: Field Work Research

Prerequisite: Basic understanding of research methodology, research design, and data collection methods.

Rationale: This course provides students with hands-on exposure to field-based research methods. It enables them to design, conduct, document, and analyze primary data systematically. The course strengthens methodological rigor, ethical sensitivity, and analytical skills required for advanced academic research and professional field investigations.

a. Course Learning Objective:

CLOBJ 1	To develop the ability to identify and formulate field-based research problems.
CLOBJ 2	To provide practical exposure to various field data collection methods.
CLOBJ 3	To train students in designing research tools such as questionnaires and interview schedules.
CLOBJ 4	To enhance skills in field documentation, coding, and data analysis.
CLOBJ 5	To develop ethical awareness and professional conduct in field research.

b. Course Learning Outcomes:

CLO 1	Identify and define field research problems with clarity and feasibility
CLO 2	Apply appropriate sampling techniques and field data collection methods.
CLO 3	Design and implement research tools such as questionnaires and interview schedules
CLO 4	Analyze, code, and interpret field data systematically.
CLO 5	Demonstrate ethical standards and professional documentation in field research.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Identify and define field research problems with clarity and feasibility	Understand
CLO 2	Apply appropriate sampling techniques and field data collection methods.	Apply
CLO 3	Design and implement research tools such as questionnaires and interview schedules	Create
CLO 4	Analyze, code, and interpret field data systematically.	Analyze
CLO 5	Demonstrate ethical standards and professional documentation in field research.	Evaluate

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d. Teaching & Examination Scheme:

Teaching Scheme (Hours / Week)				Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
Credit	Lect	Lab	Tut	T	P	CE	T	P	Int.+Ext.	Int.+Ext.	
2		4				100			50		100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Identifying and Defining a Field Research Problem	2	6.6%
2	Sampling Techniques in Field Work	2	6.6%
3	Designing a Field Survey Questionnaire	2	6.6%
4	Conducting a Pilot Survey	2	6.6%
5	Designing a Semi-Structured Interview Schedule	2	6.6%
6	Face-to-Face Interview	2	6.6%
7	Telephonic / Online Interview	2	6.6%
8	Structured Observation Method and Unstructured Observation	2	6.6%
9	Participant vs Non-Participant Observation	2	6.6%
10	Focus Group Discussion (FGD) Simulation	2	6.6%
11	Case Study Method in Field Research	2	6.6%
12	Data Triangulation in Field Work	2	6.6%
13	Data Coding and Basic Field Data Analysis	2	6.6%
14	Ethical Issues in Field Research	2	6.6%
15	Case Study: Field Note Writing and Documentation	2	6.6%
	Total		100%

f. Reference Book-

Kothari, C. R. (2019). Research Methodology: Methods and Techniques. New Age International.
Creswell, J. W. (2018). Research Design: Qualitative, Quantitative and Mixed Methods Approaches. Sage Publications.
Babbie, E. (2020). The Practice of Social Research. Cengage Learning.
Bryman, A. (2016). Social Research Methods. Oxford University Press.



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g. Evaluation Criteria for each Practical

Evaluation Criteria for each Practical	Marks
Conceptual Understanding of the Method/Technique	2
Application and Appropriateness to Research Objectives	2
Accuracy and Systematic Execution of the Practical	2
Quality of Documentation and Organization	2
Critical Analysis, Reflection, and Ethical Consideration	2
Total	10



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Semester 3

Course Name: Academic Writing and Research Publication in Tourism

Course Code:

Prerequisite: Basic understanding of research methodology and tourism studies

Rationale: This course provides students with practical knowledge and skills required for academic writing, research design, publication processes, and dissemination of research in the field of tourism. It aims to enhance scholarly writing abilities, ethical research practices, and publication competence among postgraduate students.

a. Course Learning Objective:

CLOBJ 1	To develop the ability to identify research gaps and formulate research problems in tourism.
CLOBJ 2	To enhance academic writing skills suitable for research proposals and journal publications.
CLOBJ 3	To familiarize students with research methodologies and data analysis techniques relevant to tourism studies.
CLOBJ 4	To develop competency in ethical research practices and referencing standards.
CLOBJ 5	To equip students with knowledge of journal selection, peer review processes, and research visibility strategies.

b. Course Learning Outcomes:

CLO 1	Formulate research problems and objectives in tourism research.
CLO 2	Conduct systematic literature reviews and develop structured research proposals.
CLO 3	Apply appropriate research methodologies and basic data analysis techniques.
CLO 4	Demonstrate academic writing proficiency with proper referencing and ethical standards.
CLO 5	Prepare and submit research papers to suitable journals and respond effectively to reviewer comments.

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c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Formulate research problems and objectives in tourism research.	Analyze
CLO 2	Conduct systematic literature reviews and develop structured research proposals.	Apply
CLO 3	Apply appropriate research methodologies and basic data analysis techniques.	Apply
CLO 4	Demonstrate academic writing proficiency with proper referencing and ethical standards.	Evaluate
CLO 5	Prepare and submit research papers to suitable journals and respond effectively to reviewer comments.	Create

d. Teaching & Examination Scheme:

Credit	Teaching Scheme (Hours / Week)			Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
	Lect	Lab	Tut	T	P	CE	T	P	Int.+Ext.	Int.+Ext.	
2		4				100			50		100

L-

Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

e. Course Content:

SR.NO	TOPIC	LECTURE	WEIGHTAGE IN %
1	Identifying and Formulating Research Problems in Tourism	2	6.6%
2	Conducting a Literature Review in Tourism Research	2	6.6%
3	Writing Research Proposals in Tourism	2	6.6%
4	Academic Writing Style and Structure	2	6.6%
5	Referencing and Avoiding Plagiarism	2	6.6%
6	Research Methodology in Tourism	2	6.6%
7	Data Collection Techniques	2	6.6%
8	Data Analysis and Interpretation	2	6.6%
9	Writing Research Papers for Journals	2	6.6%
10	Writing Conference Papers and Posters	2	6.6%
11	Identifying High-Impact Tourism Journals	2	6.6%
12	Ethical Considerations in Tourism Research	2	6.6%
13	Using Digital Tools for Academic Writing	2	6.6%
14	Publishing and Responding to Reviewer Comments	2	6.6%



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15	Strategies for Increasing Research Visibility and Citations	2	6.6%
	TOTAL	30	100%

f. Reference Book-

- Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.
- Veal, A. J. (2018). Research Methods for Leisure and Tourism: A Practical Guide. Pearson Education.
- Swales, J. M., & Feak, C. B. (2012). Academic Writing for Graduate Students. University of Michigan Press.
- Murray, R. (2017). How to Write a Thesis. Open University Press.
- Day, R. A., & Gastel, B. (2016). How to Write and Publish a Scientific Paper. Cambridge University Press.

g. Evaluation Criteria

Sr. No.	Evaluation Criteria	Marks
1	Conceptual Clarity and Understanding	2
2	Application and Practical Execution	2
3	Academic Writing Quality	2
4	Referencing, Ethics and Originality	2
5	Presentation and Timely Submission	2
	Total	10



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Semester 3

Course Name: Travel Vlogging and Content Writing

Course Code:

Prerequisite: Basic understanding of tourism concepts and social media platforms

Rationale: This course provides students with practical skills in travel content creation, including travel vlogging, blog writing, digital storytelling, and social media promotion. It equips students with hands-on experience in planning, producing, editing, and marketing travel-related content using accessible digital tools.

Course Learning Objective:

CLOBJ 1	To introduce students to the fundamentals of travel vlogging and digital content writing.
CLOBJ 2	To develop storytelling and scriptwriting skills for travel media.
CLOBJ 3	To provide practical exposure to smartphone-based photography, videography, and editing tools.
CLOBJ 4	To enhance digital marketing and audience engagement skills in tourism content.
CLOBJ 5	To promote ethical and responsible tourism representation through digital platforms.

a. Course Learning Outcomes:

CLO 1	Create short travel vlogs and written travel content using basic digital tools.
CLO 2	Apply storytelling and scriptwriting techniques in travel media production.
CLO 3	Produce and edit travel videos using smartphone applications.
CLO 4	Develop content marketing strategies using social media platforms.
CLO 5	Analyze audience engagement and apply ethical practices in travel content creation.

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b. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Create short travel vlogs and written travel content using basic digital tools.	Create
CLO 2	Apply storytelling and scriptwriting techniques in travel media production.	Apply
CLO 3	Produce and edit travel videos using smartphone applications.	Apply
CLO 4	Develop content marketing strategies using social media platforms.	Create
CLO 5	Analyze audience engagement and apply ethical practices in travel content creation.	Analyze

c. Teaching & Examination Scheme:

Credit	Teaching Scheme (Hours / Week)			Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
	Lect	Lab	Tut	T	P	CE	T	P	Int.+Ext.	Int.+Ext.	
2		4				100			50		100

L-

Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR.N O.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Introduction to Travel Vlogging and Travel Content Creation	2	6.6%
2	Choosing a Travel Niche and Understanding Your Audience	2	6.6%
3	Planning Travel Content (Local Destination Focus)	2	6.6%
4	Basics of Travel Storytelling	2	6.6%
5	Writing Scripts for Short Travel Videos (1–2 minutes)	2	6.6%
6	Smartphone Photography and Video Basics for Travel	2	6.6%
7	Recording Clear Audio and Basic Lighting Techniques	2	6.6%
8	Video Editing Using Free Mobile Apps	2	6.6%
9	Writing Short Travel Blog Posts	2	6.6%
10	Creating Catchy Titles and Marketing	2	6.6%
11	Using Instagram, YouTube Shorts, and Blogs for Travel Content	2	6.6%
12	Creating a Content Calendar for Travel Pages	2	6.6%
13	Ethical Content Creation and Responsible Tourism Promotion	2	6.6%
14	Collaborating with Local Businesses or Destinations	2	6.6%
15	Understanding Basic Analytics (Views, Likes, Engagement)	2	6.6%
	TOTAL	30	100%



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e. Reference Book-

Lon Safko (2012). The Social Media Bible. Wiley.

Ann Handley (2014). Everybody Writes. Wiley.

Robin Ryan (2016). YouTube Channels For Dummies. Wiley.

Scott A. Cohen & Girish Prayag (2017). Tourism Research Methods. CABI.

□ Content Marketing Institute (Latest Reports & Digital Resources).

f. Evaluation Criteria

Sr. No.	Evaluation Criteria	Marks
1	Creativity and Originality	2
2	Technical Execution (Video/Blog Quality)	2
3	Content Structure and Clarity	2
4	Audience Relevance and Engagement Strategy	2
5	Presentation and Timely Submission	2
	Total	10



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Semester 4th

Subject	Credits
MOOC (Any one)	
MOOC-I: Environment planning and Management	2
MOOC-II: Advertisement and Media	2
MOOC-III: Integrated Marketing Management	2
MOOC-IV: Soft Skills for 21st Century	2
Research project/OJT	
Research Project	16
OJT	16
Total	16