

DIPLOMA (HOTEL MANAGEMENT & CATERING TECHNOLOGY) – PART SIX

Optional Early Certificate: - N/A

S.N	Code	Name of Module	CR
1	HM63-26	International Hospitality Law	4
2	HM63-27	Human Resource Management	5
3	HM63-28	Tourism Business Environment	4
4	HM63-29	International Tourism Management	5
5	HM63-30	Internship	3

Module Name: INTERNATIONAL HOSPITALITY LAW

1. Cultures and the Challenges

- Multicultural Education and Training
- Sources of Thinking and Behavior
- Framework for Cultural Difference
- Cross-Cultural Challenges for
- Culture and standards
- Cultures and Standard
- Cultural Training
- Levels of Cultures
- Collectivism
- Organizational Cultures
- Touristic Cultures

2. Hospitality Industry

- The Elements of Hospitality
- International Hospitality Industry Overview
- The food Service Sector
- The Accommodation Sector
- Market Segmentations
- Other Accommodation Sectors.

3. International Hospitality Enterprises

- Strategic Planning and Global Strategy
- Environmental Analysis
- Social Environment
- Task/Industrial Environment
- Threat of new Entrants
- Internal Analysis
- Business Level Strategy
- Cost Leadership strategy
- Cost Leadership Strategy
- Global Strategy
- International Strategy
- Corporate Level Strategies
- Diversification

4. Management : Managing Diversity

- Encouraging People to Value Diversity
- Training for Managers in How to Manager a Diverse Workforce
- Ethnocentric
- Polycentric
- Geocentric
- Regiocentric
- Centralization and Decentralization
- Functions of Informal Organization
- Disadvantage of Informal Group
- Human Resource Strategy
- Job Satisfaction, Turnover and Absenteeism
- managing Change
- managing Cultural Diversity
- The Management Challenge

Module Name: Human Resource Management

- 1. Introduction:** Meaning, Definition, Scope, Evolution, Objectives of HRM, Qualities of HR / Personnel Manager, Role of Human Resource Manager, Development of HRM in India, Distinction between HRM and PM.

- 2. Human Resource Planning:** Meaning, Objectives, Benefits of Human Resources Planning, Process and Problems in Human Resources Planning, Recent Implication in HRP, Staffing, Recruitment, Types of Tests.
- 3. Training and Development:** Meaning, Definition, Need, Advantages, Objectives, Importance of Training, Types of Training, Difference between Training and Development, Education Classification of Training Methods, Executive Development, Knowledge Management.
- 4. Trade Unions:** Meaning, Characteristics, Functions and Role of Trade Unions, Union Structure, Wages and Salary Administration, Wage Boards and Pay Commissions, Wage Incentives, Quality Circles, Industrial Democracy, Socio – Technical Systems.
- 5. Performance Evaluation:** Performance Appraisal, Promotions, Transfer Demotions, Separation, Grievance Procedure.

Module Name: TOURISM BUSINESS ENVIRONMENT

1. History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.
2. Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.
3. Growth and development of tourism in India, National Action Plan 1992.
4. Impacts of tourism-economics, social, physical and environmental, Tourism trends world over and its futuristic study.
5. Emerging trends in tourism—health tourism, adventure tourism, ecotourism.

Module Name: INTERNATIONAL TOURISM MANAGEMENT

1. Globalization & tourism sector Globalization & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements.
2. The emergence of international hotels & tourism .Historical aspects, development of chains, development abroad, airline connection .-Political aspects of the international travel, tourism - Barriers to travel, tourism investment & business, regulations, international organisations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management.
3. International hotels -Balancing global & local perspectives -Operating in a multinational environment --- International rules & regulations -a brief study. Human resources & cultural diversity -Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations.
4. International tourism sales & marketing -Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning.
5. Global competition & the future -Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.