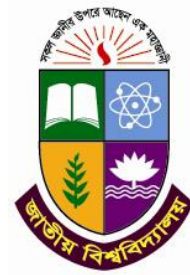


National University

Bangladesh



Syllabus for MBA Program

MBA in Tourism and Hospitality Management

One-Year MBA Program
Effective from the Session: 2021–2022

National University
MBA in Tourism and Hospitality Management
Syllabus

Total Credits: 36

Number of Semester: 2

First Semester

Course Code	Course Title	Credit
610101	Sustainable Tourism	03
610103	Resort Management	03
610105	Global Tourism	03
610107	Tour Management & Tour Guiding	03
610109	Maritime Tourism	03
Total		15

Second Semester

Course Code	Course Title	Credit
620101	Food Science and Nutrition	03
620103	Ethical Issues in Tourism and Hospitality	03
620105	Project Management	03
620107	Accommodation Management	03
620109	Digitalization in Tourism and Hospitality Management	03
620110	Internship/Project & Defense	2+1=03
620112	Viva Voce	03
Total		21

Course Code : 610101	Credits : 3	Class Hours: 45
Course Title :	Sustainable Tourism	

Course objectives: This course aims at understanding the functions, principles, importance, and characteristics of sustainable tourism. Students will be able to enhance their theoretical knowledge and best practices about sustainability in various segments of tourism.

Course contents:

1. **Introduction:** meaning; concepts of sustainable tourism; key principles; global sustainable tourism Council (GSTC) criteria; dimensions.
2. **Emergence of Sustainable Tourism:** Jafari’s ‘platform’ model: advocacy, cautionary, adaptancy and knowledge-based’ platforms; External (non-tourism) institutions; Tourism-related institutions.
3. **Issues in Sustainable Tourism:** weak and strong interpretations; complexity of tourism industry; sustainable tourism relationship aspects; indicators of sustainable tourism.
4. **Alternative Tourism:** introduction; characteristics; Farm-based tourism; Volunteer tourism; urban alternative tourism; Education tourism.
5. **The Facilitating Sectors:** Travel agencies; Tour operators; Transportation providers; Airlines; Cruise ships; Hospitality providers; Sustainable practices.
6. **Tourist Destinations:** Cultural landscape; Tourism cities; Tourist shopping villages; Protected areas; Indigenous territories; Small islands; Quality control and destinations.
7. **Ecotourism:** Definition; Ecotourism versus Nature Tourism; Characteristics; Principles; Ecotourism Impacts; Potentiality of ecotourism in Bangladesh.
8. **Sustainable Tourism with Reference to Bangladesh:** Sustainability issues in tourism policies; Sustainable consumption and production in tourism; Blue economy and tourism; Sustainability in sensitive destinations-Sundarbans, Saint Martin, Chittagong Hill Tracts, Cox’s Bazar.

Text Books:

- David Weaver (Eds.). **Sustainable Tourism: Theory and Practice.** Butterworth-Heinemann, Elsevier, The Boulevard, Langford Lane, Kidlington, Oxford, USA
- Rob Harris, Tony Griffin and Peter Williams (Eds.). **Sustainable Tourism: A Global Perspective.** Butterworth-Heinemann, Elsevier, The Boulevard, Langford Lane, Kidlington, Oxford, USA

Course Code : 610103	Credits : 3	Class Hours : 45
Course Title :	Resort Management	

Course objectives: This course provides an overview of resort management and operations. The scope of these industries will be discussed along with the principles of successful marketing, management, and development of a resort. This course will introduce students to the operations of modern day resorts, including ski, golf, and gaming resorts. Students will gain exposure to the wide range and high level of services and activities expected of resort guests and offered of today's resorts.

Course contents:

1. **The Resort Concept:** Characteristics of hotel Management; Characteristics of resort management; Outlook for the future.
2. **Special Consideration in Planning and Development:** Investment consideration; Social impact; Economic impact; Physical and environmental impact.
3. **Resort Planning and Development:** Investment considerations; Social impact; Economic impact; Physical and environmental impact; Development.
4. **Planning the Facilities:** The leisure philosophy; The leisure market, Facilities planning concepts; Basic elements of a resort complex; Facilities for the handicapped.
5. **Managing the Resort:** Personnel organization and human relations; The process of management; Planning of the organizational structure; The labor force: availability, retention and turnover; Wage and salary administration; Employee productivity.
6. **Security, Safety, and the Management of Risk:** Developing a security program; Safety; Crisis management; Risk management.
7. **Resort Marketing and Sales Promotion:** The marketing concept; Research and analysis; Market segmentation and potential guest markets; Tools of marketing: Advertising, Promotion, and Publicity.

Text Books:

- R. C. Mill. **Resorts: Management and Operation.** Wiley.
- Peter Murphy. **The Business of Resort Management.** Routledge.

Course Code : 610105	Credits : 3	Class Hours : 45
Course Title :	Global Tourism	

Course objectives: This course provides concepts, models and techniques to analyse economic and non-economic factors necessary to identify and evaluate foreign market opportunities in tourism, including the future of the global travel economy and its broad trends. This course provides knowledge of: location- specific advantages and their relevance in strategic goals, communicating across cultures and managing cultural diversity in a global context, and destination competitiveness.

Course contents:

1. **Understanding Global Tourism:** Growth and evolution of tourism; Measuring tourism; Tourism and the global economic crisis; Barriers to tourism; Policy and practice for global tourism;Key themes.
2. **Understanding the Visitor:** Visitor motivation; Trends shaping the visitor in the 21st century; Market segmentation;Protecting the visitor.
3. **The Impacts of Tourism:** Social and cultural impacts;Understanding the value of tourism in communities; Climate change and global warming; Energy issues and tourism; Addressing the emission challenge in tourism; Water supply and water shortages.
4. **Tourism as a Force for Societal Growth:**Codes and ethics; Corporate social responsibility (CSR); Tourism, poverty alleviation and community well-being; Social marketing;Future areas for action.
5. **Destination Development and Management:**Competitiveness in global economy;The concepts of destinations and destination management; Competitiveness: the concept, tools for improving competitiveness; Functioning with innovation and creativity; Future issues for destination marketing.
6. **New Media Marketing for Tourism Businesses:** Benefitsandchallengesof e-marketing; The 10 keys to successful e-marketing for tourism businesses; Market and technology trends.
7. **Human Resources:**Human resource management; Education and training; Management of human capital in tourism; Future issues for HRM in tourism.
8. **Understanding the Future of Tourism:** Futures scenario: an overview; Forecasting demand; Key trends for the future; Crisis in global tourism; Crisis management.

Text Books:

- Page, S., & Consulting, T. T. **Policy and Practice for Global Tourism**. World Tourism Organization.
- Theobald, W. F. (Ed.). **Global Tourism**. Routledge.

Course Code : 610107	Credits : 3	Class Hours : 45
Course Title :	Tour Management and Guiding	

Course objectives: The course is designed to orient the students regarding the prevalent procedures and processing style in respect of the travel agency business and its management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements of the administrative machinery looking after the aspects of tourism and allied activities.

Course contents:

1. **Introduction to Travel and Tourism:** Concept of travel and tourism; History of travel and tourism; Origin of tour operation and travel agency; Difference between travel agency and tour operator.
2. **Travel Agency and Tour Operation Business:** Organizational structure; Chart of travel agency and tour operator with different sections; Functions of travel agency and tour operator; Setting up a full-fledged travel agency; Travel Agency approval by MOT and IATA; Equipment's and infrastructural requirements.
3. **Transportation:** Tourist Transport System: evolution, nature, scope and significant; Different modes, landmarks in the development of transport sector; Consequent socio-economic, cultural and environmental implications; Importance of transport in tourism.
4. **Itinerary Planning and Development:** Meaning, importance and types of itinerary; Resources and steps for itinerary Planning; Do's and don'ts of itinerary preparation; Tour formulation and designing process; Procedure for effective itinerary designing and development.
5. **Tour Packaging and Costing:** Introduction; Types of package tour; Components of a standard package tour; Tour formulation: factors affecting, tour design and selection process; Significance of package tours; Tour cost: components of tour cost, factors affecting the tour cost, costing a tour package.
6. **International Air Transport Regulations and Air Ticketing:** Major milestones in aviation industry: freedoms of air, Chicago Convention, role of airlines in tourism

promotion;Baggage handling: procedures and practices; Scheduled and non-scheduled airlines services; Calculation of flying time; Problems in airline business.

7. **Tour Guide Business:** Legal structure for business; Developing a business plan; Benefits of a package tour; Tour guide services; Successful tour planning; Advantage of community resources, Service performance satisfaction.
8. **Government and Professional Bodies:** Roles and Functions of PATA, IATA, WTO, BPC, BTB, TOAB, ATAB, UNWTO.

Text Books:

- Chand. M. **Travel Agency Management: An Introductory Text.** Anmol Publications Pvt. Ltd. New Delhi, India.
- Foster, D.L.**The Business of Travel Agency Operations and Administration.** McGraw Hill, Singapore.

Course Code : 610109	Credits : 3	Class Hours : 45
Course Title :	Maritime Tourism	

Course objectives: Tourism in marine environments aims to contribute to the process of theory building, and to be the leading source for research reports and analysis related to all forms of Maritime tourism. Maritime tourism refers to sea-based activities such as boating, yachting, cruising, nautical sports as well as their land-based services.

Course contents:

1. **Introduction to Maritime Tourism:** History of maritime tourism; Maritime area of Bangladesh; Relation of maritime tourism with blue economy.
2. **Marine Tourists Destinations and Trends:** Geography of coastal and marine tourism in Bangladesh.
3. **Coastal based Tourism:** Difference between maritime tourism and coastal based tourism; What is Off-shore tourism? Is it different from Maritime tourism?
4. **Present Status of Coastal Tourism in Bangladesh:** Different establishments and facilities and amenities of Bangladesh Coastal based tourism.
5. **Maritime Laws:** International and national maritime laws and other related laws.
6. **Diversification of the Activities for Maritime Tourism:** Comparison of activities of maritime tourism among different important littoral countries.

7. **Examining the Prospective of Coastal, Maritime Tourism and Sea Cruising:** The market of World Sea cruising: Problems and prospect of sea cruising in Bangladesh; Probable routes of sea cruising in and around Bangladesh.
8. **Impacts of Maritime Tourism.** Social, economic and environmental impact; Sustainable management of maritime tourism; Safety and security issues in maritime tourism.

Text Books:

- Monica Brito, Alvaro Dias, Mafalda Patuleia. **Managing, Marketing, and Maintaining Maritime and Coastal Tourism.** IGI Global,
- Ross Dowling, Clare Weeden. **Cruise Ship Tourism.** CABI, UK.
- Orams, Mark. **Marine Tourism: Development, Impacts and Management.** Taylor & Francis
- James Higham and Michael Lück. **Marine Wildlife and Tourism Management: Insights from the Natural and Social Sciences.** CABI, UK.

Course Code : 620101	Credits : 3	Class Hours : 45
Course Title :	Food Science and Nutrition	

Course objectives: Ability to identify nutrition-related public health problems, integrates information from basic nutrition sciences, critically analyze data, and develop appropriate conclusions. Discipline specific knowledge, skills, and competencies needed in the field of dietetics and nutrition. Competent application of nutrition knowledge and skills in a work environment, including an ability to calculate and/or define diets for various health/disease conditions, screen individuals in nutritional risk, determine nutrient requirements across the lifespan, and calculate enteral and parental nutrition formulations; determine costs of services/operations, interpret financial data, and prepare a budget.

Course contents:

1. **Introduction:** Food and health; Objectives of food science and nutrition; Principles of dietetics; Major nutrients – characteristics, functions, digestion, metabolism and food sources, deficiencies, diseases.
2. **Food Groups:** Cereals and pulses; Milk and milk products; Pasteurization; Eggs; Meats; Fish; Nuts and dried fruits; Sweets foods; Fruits and vegetables; Spices and condiments.

3. **Water:** Definition; Dietary sources; Functions of water; Role of water in maintaining health; Water balance.
4. **Food Microbiology:** Introduction; Food intake and food habits; Psychological factors; determining food habits; Environmental and behavioral factors influencing food acceptance.
5. **Food Processing:** Definition; Types of treatment; Effects of heat, acid, alkali on food constituents,
6. **Evaluation of Food:** Definition; Objectives; Sensory assessment of food quality; Introduction to proximate analysis of food constituents.
7. **Balanced Diet:** Definition; Importance of balanced diet; RDA for nutrients – age, gender, physiological state; Planning nutritionally balanced diets based on food groups.
8. **Meal Planning:** Definition; Factors affecting meal planning; Principles of meal planning; Critical evaluation of meals – hotels, institutional and industrial catering; Calculation of nutritive values of foods; Food value.

Text Books:

- Norman N. Potter. **Food Science**. Springer Publication
- Carolyn D. Berdanier, Johanna T. Dwyer, Elaine B. Feldman. **Handbook of Nutrition and Food**. CRC Press

Course Code : 620103	Credits : 3	Class Hours : 45
Course Title :	Ethical Issues in Tourism and Hospitality	

Course objectives: This course includes understanding the ethics in tourism, its utility in business and tourists. The students can able to know about the ethical and legal dimensions of tourism. The focus of this course is to make a comprehensive view of the ethical and legal issues relating to tourism.

Course contents:

1. **Introduction:** Defining ethical tourism; Need for an ethical approach; Ethical values; Social justice; Cultural relativism; Ethical decision making.
2. **Tourism and Social Issues:** Migration and tourism; Human rights and tourism; Tourism and peace; Mega tourism events and human rights.

3. **Ethics in Contemporary Aspects:** Tourism and indigenous people; Tourism and disability; Animals and tourism; Climate change.
4. **Ethics and Tourism Segments:** Ethics and sustainable tourism; Medical tourism; Nature based tourism.
5. **Hospitality and Marketing Ethics:** Ethical hospitality industry; Managers' approaches to ethics; Marketing ethics; Ethical behaviors; Virtue ethics for tourism marketers; Ethics and quality in hospitality.
6. **Rights and Codes of Ethics:** Rights; Rights and development; Tourism codes of ethics; The basis of codes; Moral relativism and codes of ethics; Codes of conduct for tourists; UNWTO code of ethics.

Text Books:

- Brent Lovelock and Kirsten M. Lovelock. **The Ethics of Tourism: Critical and applied perspectives.** Routledge, Taylor & Francis Group, New York, USA.
- Mick Smith and Rosaleen Duffy. **The Ethics of Tourism Development.** Routledge, Taylor & Francis Group, New York, USA.

Course Code : 620105	Credits : 3	Class Hours : 45
Course Title :	Project Management	

Course objectives: This course includes the roles of the project management to achieve organization's goals. The students will be able to understand the project activities from the perspective of managers and other stakeholders. They will get ideas regarding initiation and implementation of a project and utilization of the outputs in practice.

Course contents:

1. **Introduction:** Defining project; Characteristics; Project management; Project manager; Project life cycle; Project management and governance.
2. **Project Initiation:** Project portfolio management; Identifying and analyzing stakeholders; Dealing with conflict; Negotiation; Project in organization; Project form; Project team.
3. **Project Planning:** Project planning in action; Key elements; Human resource; Coordination through integration management; Resource allocation- critical path method, problems, resource loading, resource leveling.
4. **Budgeting and Scheduling:** Estimating project budgets; Top-down budgeting; Bottom-up budgeting; Costing; Project risk management; Network techniques- PERT and CPM; Resource scheduling.

5. **Project Monitoring and Control:** Planning-monitoring-controlling cycle; Information needs and reporting; value analysis; Project control- purposes of control, types of control processes, control system.
6. **Project Auditing and benefits Realization:** Purposes of evaluation; The project audit; Project audit life cycle; Measurement; The varieties of project closure; The closure process; The final report; Benefits realization; Afterword.

Text Books:

- Jack R. Meriedith, Scott M. Shafer and Samuel J. Mantel Jr. **Project Management: A Strategic Managerial Approach.** Wiley & Sons, Inc., NJ, USA.
- Gary R. Heerkens. **Project Management.** McGraw-Hill, NY, USA

Course Code : 620107	Credits : 3	Class Hours : 45
Course Title :	Accommodation Management	

Course objectives:Accommodation Management is an introductory hotel management subject which provides an in-depth understanding of critical guest service functions associated with the ‘rooms’ inventory of an accommodation business. Service quality and service recovery principles underpin all facets of room division management from guest reservations to reception/arrival, housekeeping and maintenance services, guest safety and security and guest departures.

Course contents:

1. **Introduction to Hospitality Industry:** Classification and categorization of hotels; Types and organization structure of a hotel; Organizational structure of rooms division; Inter departmental Communication.
2. **The Guestrooms and Facilities:** Types of rooms; Room status terminology; Standard layout (single, double, twin, suite rooms);Smoking; Nonsmoking and barrier free rooms; Furniture; Fixtures; Fittings; Soft furnishing; Accessories; Guest supplies and amenities in a guestroom; Public area facilities.
3. **Front Office Procedures:** Front office equipment; Telecommunication; Reservations – types, procedures, rates, plans; Bell Desk operations; Guest registration; Front office accounting; Check out and settlement of bills.

4. **House Keeping Procedures:** Control desk; Forms; Files; Formats and registers; The linen room and housekeeping store procedures; Supervision in housekeeping; Rules on a guest floor; Key controls; Guestroom cleaning services; Cleaning the public areas; Laundry systems; Briefing and debriefing; Control desk; Duty roaster and work schedule; Files with format used in housekeeping department.
5. **Yield Management:** Introduction and concepts covered; Differential rates; Forecasting bookings; Rate availability restrictions; Statistical representations – threshold curves; Displacement.

Text Books:

- Hasan Hussain. **Hotel Room Division Management.** LAP Lambert Academic Publishing, Germany.
- Kasavana Michael L. and Richard M. Brooks. **Managing Front Office Operations.** AHLA

Course Code : 620109	Credits : 3	Class Hours : 45
Course Title :	Digitalization in Tourism and Hospitality Management	

Course objectives: Digitalization in tourism and hospitality management focus on technology and innovation shape the future tourism. The course highlights role of information and communications technologies in tourism and hospitality industry. Emerging of new tourism and hospitality concept, the disappearance of some existing tourism, dynamic tourist behavior will be diagnosing here.

Course contents:

1. **Introduction:** Historical development E-tourism; Electronic technology for data processing and communication; Strategic, tactical and operational use of IT in tourism.
2. **Global Distribution System:** History and evolution; GDS and CRS; Levels of CRS participation; Hotel distribution system; Cases of Amadeus – galileo, world span, sabre, abacus; Changing business models of GDS.
3. **Typologies of E-tourism:** Business models – business to business (B2B), business to consumer (B2C), consumer to business (C2B), consumer to consumer (C2C), business to employees (B2E), business to government (B2G).
4. **Payment system in E-tourism:** Payment gateway; Billing and settlement plan (BPS); Security issues and certification; Future of E-tourism; Travel blogs; E-marketing and promotion of tourism products; Challenges for conventional business models and competitive strategies.

5. **Amadeus Practical:** Hands of Amadeus software – searching, building, retrieval, display cancel of PNR, fare display, itinerary pricing, issuance of tickets.
6. **An introduction to ICT and innovation in tourism and Hospitality Industry:** Define ICT and Innovation, Impact of Technology in Tourism and Hospitality, relationship between ICT and Innovation, Role of ICT in tourism Product development.
7. **Technology adaptation and product development:** theoretical perspective of Technology adaptation, finding the ways of technology opportunities, factors influencing opportunities, technology adaptation and product development.
8. **Analysis of E-tourism:** Define E-tourism, significance of E-tourism, tools and components of E-tourism, Consumer-Demand Driven E-tourism, Enterprise supply driven E-tourism, Payment system in E-tourism, Payment gateway; Billing and settlement plan (BPS); Security issues and certification;
9. **Smart Tourism- a new dimension:** Define Smart tourism, context of Smart tourism, Smart devices for travel, tourism and destination, Smart devices for Hospitality, Smart devices for Transportation, how it links to Smart CITY and how it different from E-tourism.
10. **Internet of Things (IoT) in Tourism and Hospitality:** Define IoT, HowIoT change the Shape of Tourism and Hospitality Industry, different IoT in Travel and Tourism, Different IoT in Hospitality, how It help data management for Business.
11. **Global Distribution System:** History and evolution; GDS and CRS; Levels of CRS participation; Hotel distribution system; Cases of Amadeus – galileo, world span, sabre, abacus; Changing business models of GDS.
12. **Digitation in Promotion and Branding:** Digital Marketing for Tourism and Hospitality, Social Media Marketing, Exemplify websites, and other digital marketing platform, Positioning through Smart devices.
13. **ICT Development in Bangladesh:** Current context of ICT in Bangladesh, Development of ICT in Bangladesh, how it impacts Bangladesh tourism, Government plan for ICT and Tourism.

Text Books:

- Buhalis, D. **eTourism**, Prentice Hall: UK
- Ponduniuniversity. **e tourism**(Online search)
- Breda University.**SMART Tourism Tools**(online)

Course Code : 620110	Credits : 3	Class Hours :
Course Title :	Internship/Project & Defense (2+1) Credits	

Course Code : 620112	Credits : 3	Class Hours :
Course Title :	Viva Voce	