

3. Evaluative Report of the Department

INSTITUTE OF HOTEL MANAGEMENT AND TOURISM (UIHMT) (July 2009- June 2013)

1. Name of the Department: **UNIVERSITY INSTITUTE OF HOTEL MANAGEMENT AND TOURISM (UIHMT)**

Established in 2009, University Institute of Hotel Management and Tourism (UIHMT) is striving hard towards the human resource development with the focus on Hotel Management, Hospitality and Tourism sector. Being a specialized institute in sectoral education in the area of tourism and hospitality education, UIHMT had already marked its attendance at national level by organizing various curricular, extracurricular and extension activities during the first four years.

2. Year of establishment: **2009**
3. Is the Department part of a School/Faculty of the university: **Yes, Faculty of Commerce and Business Management.**
4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.)

Sr. No.	Name of Programme	Specialisation	Duration	Full Time/ Part Time
1	B. Sc. (Tourism Management)	Tourism	3 years	Full Time
2	B. Sc. (Hospitality and Hotel Administration)	Hotel Management	3 years	Full Time

5. Interdisciplinary programmes and departments involved: ***Nil***
6. Courses in collaboration with other universities, industries, foreign institutions, etc.: ***Nil***
7. Details of programmes discontinued, if any, with reasons: ***Nil***
8. Examination System: Annual/Semester/Trimester/Choice Based Credit System: ***Semester System***
9. Participation of the department in the courses offered by other departments : ***NA***
10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Filled	Actual (Including CAS)
Professor	1	0	0
Associate Professor	2	0	0
Assistant Professor	10	2	10 (2 + 8 Temporary)

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D./ M.Phil. students guided for the last 4 years
Prashant Gautam	Ph. D. (Tourism)	Assistant Professor	Tourism Planning Development	8 Years	1 (Completed) 1 (Guiding)
Anish Slath	M. Sc. (Hotel Administration)	Assistant Professor	Hospitality Sales and Marketing	4 Years	--
Arun Singh Thakur	Ph. D. (Tourism)	Assistant Professor (T)	Tourism Promotion and Adventure Tourism	4 Years	--
Jaswinder Singh	M. Sc. (Hotel Administration)	Assistant Professor(T)	Culinary Arts	4 Years	--
Gaurav Kashyap	M. Sc. (Hotel Administration)	Assistant Professor(T)	Front Office	3Years	--
Abhishek Ghai	MHM	Assistant Professor(T)	F&B Service	1 Years	--
Tanvi	MHM	Assistant Professor(T)	House Keeping	1 Years	--

Nikita Khera	MTA, UGC-NET	Assistant Professor(T)	Travel Agency Operations	3 Years	--
Nitesh Goyal	Ph.D.	Assistant Professor(T)	Finance	4 Years	--
Ranjit Raman	MBA (Tourism) UGC-NET	Assistant Professor(T)	Marketing and Sales	2 Years	--

(T) = Temporary

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors: *Nil*

13. Percentage of classes taken by temporary faculty – programme-wise information

Sr. No.	Course/Programme	%ge
1	B. Sc. (Tourism Management)	80
2	B. Sc. (Hospitality and Hotel Administration)	85

14. Programme-wise Student Teacher Ratio

Sr. No.	Course/Programme	No. of Faculty (2012-13)	No. of Students (2012-13)	Student Teacher Ratio
1	B. Sc. (Tourism Management)	04	47	11:1
2	B. Sc. (Hospitality and Hotel Administration)	06	113	19:1

Note: The faculty of one course is also involved in taking special subjects of other course.

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual

	No. of Sanctioned Post (non teaching)	Filled on Permanent Basis (non teaching)	Filled on Temporary Basis
Administrative Staff	18	11	3
Technical Staff	7	4	3

16. Research thrust areas as recognized by major funding agencies: **Nil**
17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise. **Nil**
18. Inter-institutional collaborative projects and associated grants received
- a) National collaboration: **Nil**
b) International collaboration: **Nil**
19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received: **Ministry of Tourism, Govt. Of India has provided Rs. 2 Crore grant as seed money for the establishment of institute.**
20. Research facility / centre with
- state recognition : **Nil**
 - national recognition : **Nil**
 - international recognition : **Nil**
21. Special research laboratories sponsored by / created by industry or corporate bodies : **Nil**
22. Publications: *(Details are of permanent faculty only)*
- Number of papers published in peer reviewed journals (national / international) = **7**
 - Monographs
 - Chapters in Books = **8**

**CHAPTERS PUBLISHED IN BOOKS
(Dr. Prashant Gautam)**

S.No.	Title	Page No.	Book Title	Publisher	ISBN/ISSN	Whether Peer Reviewed	Co-authors	Year	Whether the main author
1	Community Based Tourism Initiatives	172 - 183	Tourism Towards New Horizons (Status, Issues and Perspectives)	Kanishka, New Delhi	9384575569	Yes	-	2013	Yes

2	Theme Tourism: A study of Chandigarh	357 - 366	Tourism Towards New Horizons (Status, Issues and Perspectives)	Kanishka, New Delhi	9384575569	Yes	Arun Singh	2013	Yes
3	Analysis of Promotional Strategies Adopted by Adventure Tourism Service Providers	103 - 114	Tourism and Hospitality Industry- An Insight	Neha Books, New Delhi	9789380318417	Yes	S.P. Bansal and Arun Singh	2013	No
4	Expansion of Tourism in Indian Himalayas	244 - 293	Altai-Himalaya - Two Foundations of Eurasia	Satyam Publishing House	9789381632338	Yes	S P Bansal	2012	No
5	Adventure Tourism Market Segments and Promotional Policies: A Study	76-87	Challenges and Strategic Interventions for Tourism, Dixit et. al. (Eds.)	Royal Publications, Lucknow	9788191007268	Yes	Suman Sharma	2012	Yes
6	Branding in Tourism: A Study of Himachal Pradesh	19-34	Challenges and Strategic Interventions for Tourism, Dixit et. al. (Eds.)	Royal Publications, Lucknow	9788191007268	Yes	Sandeep Kulshreshtha and Yogita Sharma	2012	Yes
7	International Tourism Scenario	pp. 6-18	Tourism for Development – A Managerial Perspective, Bansal et. al. (Eds)	Kanishka, New Delhi	9788184573121	Yes	L.K. Bansal	2011	No

(Mr. Anish Slath)

S.No.	Title	Page No.	Book Title	Publisher	ISBN/ISSN	Whether Peer Reviewed	Co-authors	Year	Whether the main author
1	Interactions between Educational Institutions and Tourism and Hospitality Industry	--	Tourism and Hospitality Industry- An Insight	Neha Books, New Delhi	9789380318417	Yes	SC.S. Barua	2013	No

Edited Books = 5

Books with ISBN with details of publishers

r. Prashant Gautam

S.No.	Title	Type of Book and Authorship	Publisher	ISBN/ISSN	Whether Peer Reviewed	Co-authors	Year	Whether main Author
1	Tourism Towards New Horizons (Status, Issues and Perspective)	Edited, Reference, Joint	Kanishka, New Delhi	9384575569	Reviewed	Sandeep Kulshrestha and S.P. Bansal	2013	no

2	Tourism and Hospitality Industry – An Insight	Edited, Reference, Joint	Neha Publisher, New Delhi	9789380318417	Reviewed	Lalit K Bansal	2013	no
3	Tourism and Hospitality Industry – Challenges and Innovations	Edited, Reference, Joint	Neha Publisher, New Delhi	9789380318226	Reviewed	Lalit K Bansal	2012	no
4	Tourism for Development – A Strategic Approach	Edited, Reference, Joint	Bharti Publications, Delhi	9789381212189	Reviewed	S P Bansal and Sandeep Kulshreshtha	2012	no
5	Tourism for Development – A Managerial Approach	Edited, Reference, Joint	Kanishka, New Delhi	9788184573121	Reviewed	S P Bansal and Sandeep Kulshreshtha	2011	no

- Number listed in International Database (For *e.g.* Web of Science, Scopus,
 - Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.) **NA**
- Citation Index – range / average **NA**
- SNIP **NA**
- SJR **NA**
- Impact Factor – range / average **NA**
- h-index **NA**

23. Details of patents and income generated: **Nil**

24. Areas of consultancy and income generated: **Nil**

25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad: **Nil**

26. Faculty serving in

a) National committees

S.No.	Name of Faculty	Name of Committees	Position Held	Duration
1	Dr. Prashant Gautam			
		Board of Studies, IIS University Jaipur	Member	2009-
		Board of Studies, MAU, Himachal	Member	2012-
		Board of Studies, Bahra University	Member	2013-
		Board of Studies, Chandigarh University	Member	2011-
		Board of Studies, PU	Member	2009-
2	Anish Slath	Board of Studies, PU	Member	2009-

b) International committees NIL

c) Editorial Boards

Dr. Prashant Gautam	Journal of Tourism Innovations	Managing Editor	2010-11
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d) any other (please specify)

Dr. Prashant Gautam	Indian Tourism Congress	Treasurer	2012-
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27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).

Faculty is encourage to participate in orientation, refresher, workshops, seminars etc. to enhance their teaching and technical skill.

28. Student projects

- percentage of students who have done in-house projects including inter-departmental projects : **NIL**
- percentage of students doing projects in collaboration with other universities
/ industry / institute : *100% students undertake their on-the-job training in reputed organisations and undertook their projects their only.*

29. Awards / recognitions received at the national and international level by

- Faculty : *Dr. Prashant Gautam has been appointed as treasurer of Indian Tourism Congress*
- Doctoral / post doctoral fellows : **Nil**
- Students : **Nil**

30. Seminars/ Conferences/Workshops organized and the source of funding (national

/ International) with details of outstanding participants, if any.
/

S.No.	Seminar / Workshop	Title	Date	Funding Agency
1	National Seminar	Entrepreneurship in Hospitality Industry	19 th March 2013	
2	National Seminar	One Billion Tourists – One Billion Opportunities	15-16 February 2013	ICSSR, PU,
3	National Seminar	Tourism and Hospitality Industry: Omission, Innovations and Challenges	15-16 October, 2011	P.U., CITCO, Panjab Tourism

31. Code of ethics for research followed by the departments

Students are encouraged to verify their assignments by the reputed plagiarism detection software available in Panjab University.

32. Student profile programme-wise:

Year	Name of Programme	Application Received	Selected		Pass Percentage	
			Male	Female	Male	Female
2009	B.Sc. (HHA)	193	52	10	88	100
2010	B.Sc. (HHA)	297	23	2	91	100
2011	B.Sc. (HHA)	Data NA	27	5	--	--
2012	B.Sc. (HHA)	237	40	6	--	--
2009	B.Sc. (TM)	50	15	6	47	100
2010	B.Sc. (TM)	Common with B.Sc (HHA)	8	9	50	89
2011	B.Sc. (TM)	Data NA	10	2	--	--
2012	B.Sc. (TM)	Common with B.Sc (HHA)	10	7	--	--

33. Diveristy of Students

Name of the Programme (refer to question no. 4)	% of students from the same University	% of students from the other universities within the State	% of students from universities outside the State	% of students from other countries.
<i>NA since the institute runs only undergraduate programmes.</i>				

34. How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise. : *Nil, since institute offers only two undergraduate programme and only one batch was passed out from institute till 30th June 2013*

35. Student progression

B.Sc. (Tourism Management)

Student progression	Percentage against enrolled
UG to PG	38% (2012), 16% (2013)
PG to M.Phil.	NA
PG to Ph.D.	NA
Ph.D. to Post-Doctoral	NA
Employed	
Campus selection	62% (2012), 46% (2013)
Other than campus recruitment	
Entrepreneurs	0% (2012), 31% (2013)

For B.Sc. Hospitality and Hotel Administration

Student progression	Percentage against enrolled
UG to PG	13% (2012), 16% (2013)
PG to M.Phil.	NA
PG to Ph.D.	NA
Ph.D. to Post-Doctoral	NA
Employed	
Campus selection (on and off campus)	47% (2012), 68% (2013)
Other than campus recruitment	

Entrepreneurs	18% (2012), 16% (2013)
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36. Diversity of staff

Percentage of Faculty who are graduates	
Of the same university	Nil
From the other University within the state	Nil
From other universities from other states	100%
From universities outside countries	Nil

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period : *Two (appointed on temporary basis)*

38. Present details of departmental infrastructural facilities with regard to

- a) Library = **553 Books**
- b) Internet facilities for staff and students = **Available in Lab and Wi-fi**
- d) Total number of class rooms = **9**
- e) Class rooms with ICT facility = **3**
- f) Students' laboratories = **8**
- g) Research laboratories = **NA**

39. List of doctoral, post-doctoral students and Research Associates

- a) from the host institution/university = **NA**
- b) from other institutions/universities = **NA**

40. Number of post graduate students getting financial assistance from the university.
NA

41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

The following points were taken into consideration:

- *Suggestions made by institutional committees*
- *Demand of the course*
- *Details of other institutes offering the courses*
- *Employability*

- Possible tie-ups

42. Does the department obtain feedback from

- a. Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?

Yes, All issues related to teaching-learning-evaluation are discussed at the departmental meetings on a regular basis. Suggestions for improving them are placed before the board of Studies (BoS) for approval and implementation.

- b. Students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?

The subject teacher gets feed back on curriculum, teaching-learning process etc from students on a regular basis. All issues related to teaching-learning-evaluation are discussed in a comprehensive manner. The institute analyses these reports and suggestions and corrected measures, if needed are taken.

Institute has established a concept of Institutional Guardians, where the regular meetings are conducted for feedbacks for the future improvements.

- c. Alumni and employers on the programmes offered and how does the department utilize the feedback?

Being a very new institute, only one batch was passed out till 2013 and UIHMT is in touch with the alumni through personal contacts as well as social network. They offer suggestions for the improvement of the curriculum as well as teaching-learning-evaluation.

43. List the distinguished alumni of the department (maximum 10)

NA, since institute is newly established.

44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.

2011 Onwards

EXTENSION LECTURES

Name and Address	Topic	Institution	Date
Mr. Anil Malhotra,	Innovations in Hotel Industry	General Manager, Hotel Taj Chandigarh	27 September 2011
Mr. Dinesh Anand ,	R&D issues in Tour Packages	Cox and Kings, Chandigarh	27 September 2011
Ms. Gagan,	VISA and frontier formalities	Cox & Kings, Chandigarh	27 September 2011
Mr. Savya Sachi	Contemporary	General Manager,	27 September 2011

Chatterjee,	Hotel Industry	Hotel Hometel, Chandigarh	
Mr. Ankit,	Issues related with Human Resource Development for Hotel Industry in India	Training Manager Hotel Hometel, Chandigarh	27 September 2011
Prof. Sandeep Kulshreshtha,	‘Emerging Trends in Tourism and Hospitality Industry’	Indian Institute of Tourism and Travel Management (Ministry of Tourism Govt. of India), Gwalior M.P.	11 January 2012
Dr. Sidghir Baweja,	‘Branding in Tourism and Hospitality Industry’	USOL, Panjab University, Chandigarh	29 March 2012
Dr. Tapti Roy	Innovations in Tourism Industry	Vice Chancellor – Indus Internation al University, UNA	25 September 2012
Prof. S.P. Bansal	Trends in Tourism and Hospitality Industry	Vice Chancellor – Maharaja Agrasen University, Himachal Pradesh	26 September 2012
Mr. Manmohan Singh	Insight into Hospitality Industry	Aroma Hotels, Chandigar h	26 September 2012
Mr. Harpreet Singh and Mr. Gulati	Architecture of Chandigar h	Punjab University	26 February 2013

Seminars/ workshop /special programmes (2011 onwards)

Title of the Seminar	Place and Dates
Soft Skill Workshop	Chandigarh July 20-23, 2011
Tourism and Hospitality: Omissions, Innovations and Challenges	Chandigarh October 15-16, 2011
Induction programme	Chandigarh July 16-20, 2012
One Billion Tourists – One Billion Opportunities	Chandigarh February 15-16, 2013
Entrepreneurship in Hospitality Industry	Chandigarh, March 19, 2013

45. List the teaching methods adopted by the faculty for different programmes.

Teaching methods includes:

- o Lectures;*
- o Demonstrations;*
- o Discussions;*
- o Case analyses;*
- o Student presentations;*
- o Group projects; and*
- o Guest speakers from industry*

46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?

- *Self assessment and feedback by students and teachers*
- *Employer's interaction.*

47. Highlight the participation of students and faculty in extension activities.

Institutes faculty and students actively participate in all the activities

48. Give details of “beyond syllabus scholarly activities” of the department.

- Participation and organising in world tourism day events organised to commemorate global themes.
- Participation in week long Leadership Development cum Adventure Camp.
- Exhibitions of culinary skills in Chandigarh Rose festival.
- Organising educational trip covering the popular tourist places.
- Organizing annual Theme Lunch in the institute.

49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details.

NA

50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.

UIHMT has designed its programmes in Hospitality and Hotel Administration as well as Tourism with the prime objective to inculcate a global way of thinking that is a valuable asset to and prerequisite for tourism and hospitality today. These programmes are unique among tourism, travel and hospitality sector, because these focus on grooming students to be leaders, who possess a deep knowledge of the global scenario of the industry. These programmes incorporate both subject-specific and generic business modules and have been designed to reflect industry practices and academic developments. Each of the existing programmes touches hospitality and tourism as a business activity- the organisation, dimensions, social significance and impact of core areas. Both programmes have been designed to meet the needs of prospective professionals for the industry. Learners are supported at every stage of learning and development through interactive pedagogy in which teachers act as knowledge facilitators.

51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strength

- 1. Location of University is biggest advantage and the brand name of city..Chandigarh*
- 2. Brand name of Panjab University*
- 3. Industry exposure of teachers*
- 4. Quality placements of students in reputed companies and in case of hotels students are working with five star properties.*
- 5. Taking responses from students, academic peers and employers, for review and re-design of curricula.*
- 6. Organizing multifarious activities*
- 7. Continued academic growth and professional development through Seminars, Workshops, Conferences, participation in competitions etc.*
- 8. Institute has necessary infrastructure to start Post Graduate program.*

Weakness

- 1. Number of sponsored major/minor research projects*
- 2. Inadequate number of tie-ups/MoUs*
- 3. Consultancy Activities*
- 4. Faculty involvement in collaborative research*

Opportunities

- 1. Sponsored schemes of Ministry of Tourism like Hunar se Rozgar, or Capacity Building Programs.*
- 2. Training for both Faculty members and Students through workshops/seminars*
- 3. Consultancies and Funded research projects.*
- 4. Provision for interdisciplinary research.*
- 5. Support for faculty in their higher studies*

Challenges

- 1. Working of institutional employees as per industry system.*
- 2. Adopting industry standards and SOP's in the University.*
- 3. Admitting high caliber students*
- 4. Instability of Job opportunity in industries.*
- 5. Set up a state-of-the-art Labs*
- 6. To have more space for seminar hall/ class room/faculty rooms*

52. Future plans of the department.

By the year 2020 UIHMT intends to create a fully operational **Integrated Tourism and Hospitality Research Cell (ITHRC)**, which will focus on research in tourism and hospitality industry. This would be first of its kind in India.

Phase wise mile stones

Phase	Year	Description
One	2013-14	UIHMT has already started a Tourism Business Incubator Centre (TOBIC), where students practice business operations under simulated conditions, which will help them in taking up entrepreneurial opportunities.
Two	2014-16	In this phase UIHMT will start a project of creating a dedicated bank of indigenous regional cuisines/recipes .
Three	2015-18	Strengthening of recipes bank: During this period UIHMT will focus to have a document centre, research lab (kitchens), demonstration lab, multimedia labs etc. Further this cell will try to revive the dying traditional cuisines by recording, documenting and further disseminating its knowledge.
Four	2018-20	Starting up full fledged consultancy centre. We hope that by this time UIHMT will be having a dedicated backup of researchers, thus we have kept this mile stone for ourselves.

To fulfill the social responsibilities, institute proposes engage itself in following activities:

- a) **Chandigarh Tourist Survey:** This year UIHMT proposes to conduct a comprehensive tourist survey at Chandigarh.
- b) **Guide Training Programme:** It is felt that there is a need of trained guides at Chandigarh, thus UIHMT wishes to launch such programme. We also believe that in this programme we can take the best help from the intellectual capital of Panjab University.
- c) **Tourism Awareness Programme:** In wake of increasing negative incidents with the tourists in India, we feel that a proper awareness of tourism is needed amongst the young generation (like the 'I Love New York' Campaign of 1976), thus we also proposes to launch a mass level tourism awareness campaign, which will involve school, college students and general public of the city. It is hoped that it will help in establishing a tourist friendly brand image for the city.
- d) **Hunar se rojgar** (specially focused on the deprived groups of society like Women/SC/ST/Minority etc.)
- e) **Earn while you learn** (for poor students of region): In this program, the training will be focused on ready jobs and small scale entrepreneurship.