



GU/Acad –PG/BoS - CDT/2025-26/688

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CIRCULAR

The syllabus of the Change of Discipline Test (CDT) for **Master of Science in International Hospitality and Tourism Management** Programme, approved by the Standing Committee of the Academic Council in its meeting held on 24th & 25th November 2025 is attached.

The Dean/Vice-Dean (Academic) of the Goa Business School and the Principals of all the affiliated Colleges are requested to take note of the above and bring the contents of this Circular to the notice of all concerned, including students aspiring to pursue the Master's Programmes.

(Ashwin V. Lawande)
Deputy Registrar – Academic

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Dean (Academic), Goa Business School, Goa University.
3. Principals of all the affiliated Colleges.

Copy to:

1. Controller of Examinations, Goa University.
2. Assistant Registrar (Admissions), Goa University.
3. Assistant Registrar Examinations (UG/PG), Goa University.
4. Director, Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.



GOA UNIVERSITY

SYLLABUS FOR CHANGE OF DISCIPLINE TEST (CDT) **FOR MASTER OF SCIENCE IN INTERNATIONAL HOSPITALITY AND** **TOURISM MANAGEMENT PROGRAMME**

Effective from AY: 2026-2027

Modules	Content
Module 1:	<p>Fundamentals of Tourism</p> <p>Tourism Concepts and Definitions: UNWTO definitions, scope, evolution of tourism; Tourism as a catalyst of socio-cultural and economic development.</p> <p>Types and Forms of Tourism: Leisure, Adventure, Business, Cultural, Religious, Sports, Event, Medical, Wellness, Eco-tourism; Domestic, Inbound, Outbound tourism.</p> <p>Components of Tourism (A-5 Model): Attraction, Accessibility, Accommodation, Amenities, and Activities.</p> <p>Tourist Motivation and Behaviour: Push & pull theory; Maslow's Need hierarchy Theory applied to tourism needs; Plog's model (allocentric Vs. psychocentric travellers).</p> <p>India and Goa Tourism Fundamentals: India's tourism diversity (Hill, Desert, Coastal, Heritage circuits); Key tourism circuits of Goa: Coastal circuit, Heritage circuit (Old Goa), Spice plantation circuit, Wildlife circuit; Role of Goa Tourism Development Corporation (GTDC).</p>
Module 2:	<p>Basics of Hospitality Industry</p> <p>Hospitality Concepts: Historical evolution (Inns, Sarais, Colonial hotels to modern chains); Difference between lodging, resorts, homestays, hostels.</p> <p>Hotel Classification: Star classification by the Ministry of Tourism (India); Heritage hotels, Boutique hotels, Resorts, Eco-lodges.</p> <p>Hotel Operations: Front Office - Reservations, check-in/out, billing, and guest cycle; Housekeeping - Linen management, cleaning procedures, and room layout; F&B Production and Service - Kitchen hierarchy, menu planning, and service styles (silver, buffet, semi-à-la-carte, etc.).</p> <p>Customer Service and Service Quality: SERVQUAL model; Moments of truth in hospitality</p>

	<p>India and Goa Hospitality Sector: Growth of branded hotels in India (Taj, Oberoi, ITC, Marriott, Hyatt, IHG); Prominent hospitality brands in Goa (Taj Exotica, Cidade de Goa, ITC Grand Goa, Alila Diwa, Marriott, Hyatt); Festivals boosting hospitality business: IFFI Goa, Sunburn Festival, Goa Carnival.</p>
Module 3:	<p>Business and Management Principles in Tourism and Hospitality</p> <p>Management Principles: Functions: Planning, Organising, Staffing, Directing, Controlling; Leadership styles in service organisations.</p> <p>Tourism and Hospitality Entrepreneurship: Travel agency and tour operation basics; Licensing and accreditation (IATA, TAAI, MOT guidelines); Entrepreneurship opportunities in Goa: Water sports, beach shacks, eco-resorts, wellness retreats.</p> <p>Tourism Marketing: 7 Ps of service marketing (Product, Price, Place, Promotion, People, Process, Physical evidence); Tourism branding & destination marketing.</p> <p>Human Resources: Grooming, etiquette, soft skills; Labour and employment in the Indian hospitality sector.</p> <p>India and Goa Industry Perspective: Make in India and Tourism policy; Carrying capacity, over-tourism, beach regulations, shack policy.</p>
Module 4:	<p>Tourism Geography and Current Affairs</p> <p>Tourism Geography Basics: Time zones, climate, seasons, accessibility and transportation networks; Sustainable destination planning.</p> <p>Major World Destinations: Paris, London, New York, Rome, Dubai, Singapore, Sydney, Cairo.</p> <p>Major Destinations in India: Delhi, Agra, Jaipur, Goa, Kerala, Varanasi, Kashmir, Mumbai, Kolkata.</p> <p>UNESCO World Heritage Sites: India: Taj Mahal, Hampi, Ajanta & Ellora, Qutub Minar, Churches & Convents of Goa; Global: Pyramids of Giza, Great Wall of China, Colosseum, Machu Picchu.</p> <p>Current Trends and Issues: Sustainable and Responsible Tourism; MICE tourism, Cruise tourism, Medical and Wellness tourism; Impact of pandemics, climate change, conflict on tourism; Trends in India and Goa: Digital tourism, Smart tourism, Casino tourism, Water sports.</p>
References/ Readings:	<ol style="list-style-type: none"> 1. Stylos, N., Rahimi, R., & Robinson, P. (Eds.) (2024). <i>Contemporary Marketing Management for Tourism and Hospitality: How New Tech and Gen Z Drive Sustainable Business Transformation</i>. Palgrave Macmillan. 2. Hassan, A., & Pitanatri, P. D. S. (Eds.) (2025). <i>Handbook of Tourism and Hospitality Marketing in Indonesia</i>. Springer Singapore.

3. Romero-Dexeus, C., Andrades, L., & Martínez-Marín, E. (Eds.) (2024). *Tourism, Hospitality & Event Management: Smart Tourism Destination Management*. Springer.
4. Purnachandra Rao, P., & Lokesh Kumar, K. N. (Eds.) (2023). *Tourism and Hospitality Management: Education and Entrepreneurship*. Bharti Publications.
5. Singh, A. K. (2023). *Tourism, Travel and Hospitality Management: Principles & Practices*. Bharti Publications.
6. Sharma, A., Arora, S., & Deb, S. K. (Eds.) (2025). *Tourism and Hospitality Management – A Modern Fusion of Sectors*. Bentham Books.
7. Bayram, G. E., & Sharma, A. (2024). *Dynamics of the Tourism Industry: Post-Pandemic and Post-Disaster Perspectives and Strategies*. In *Advances in Hospitality and Tourism* series. Apple Academic Press.
8. Ebert Rowan Otto, C. S., & Schutte, D. K. (2024). “A Framework for Total Productivity Management (TPMan) in a Resort Environment” in *Tourism & Hospitality* (MDPI). MDPI, 5(3).
9. Šerić Honović, N. (2024). Review of *Routledge Handbook of Trends and Issues in Tourism Sustainability, Planning and Development, Management, and Technology*. *Tourism and Hospitality Management*, 30(1), 147–148.
10. Dhewi, T. S., Narmaditya, B. S., Mukhlis, I., & Ridzuan, A. R. (2024). “What Drives the Revisit Intention of Heritage Hotel Customers?” *Tourism and Hospitality Management*, 30(2), 239–247.