

Madurai Kamaraj University
Directorate of Distance Education, Madurai - 21
M.A. Tourism Management
I Year -I Semester

Details of Assignment Topics (To be submitted in 2500 words)

Two assignments for each Subject: Each assignment Carries 12.5 Marks: Total 25 Marks

S. No	SUBJECT CODE	SUBJECT NAME	TOPICS FOR ASSIGNMENT
1		Principles of Management	<ol style="list-style-type: none"> 1. Explain the different Functions of management in tourism industry 2. Types of plans and steps involved in planning process. 3. what is span of span of management 4. Importance of training in tourism and hospitality industry. 5. Tools and techniques of control in management
2		Tourism Management	<ol style="list-style-type: none"> 1. Explain the Forms of tourism and its significance. 2. Role of industrial revolution in the emergence of tourism 3. Positive and negative impacts of tourism on tourist destinations 4. Discuss the Formation and role of ministry of tourism in India 5. Role of private sector in the development of tourism
3		Indian Culture and Heritage	<ol style="list-style-type: none"> 1. Discuss the Secular literature of ancient India 2. Comparison between Indian and Western philosophy 3. Explain in detail Role of folk arts in tourism development in South India 4. Rock cut architecture in Tamil Nadu 5. What are the Problems and prospects of cultural tourism in India
4		Accountancy for Tourism	<ol style="list-style-type: none"> 1. Purpose and structure of a journal entry 2. Accounting differences between profit and non-profit organizations 3. Explain Features and benefits of marginal costing 4. What are the Elements of cost in management accounting 5. Sources of finance & funding in travel and tourism

Instructions to Candidate

Submission of Assignment is mandatory as per MKU Regulations

1. For each subject **internal assessment** marks is 25 (Two assignments for each subject).
2. For four subjects in the **First Semester** altogether you have to submit **8 assignments**.
3. Assignment cover page should contain the following Name of the Candidate, Subject, Subject Code, Semester and Enrolment Number, Mobile No. and address.
4. In case of delay or non-submission of assignment, result for the semester exam will be withheld.

Madurai Kamaraj University
Directorate of Distance Education, Madurai - 21
M.A. Tourism Management
I Year - II Semester

Details of Assignment Topics (To be submitted in 2500 words)

Two assignments for each Subject: Each assignment Carries 12.5 Marks: Total 25 Marks

S. No	SUBJECT CODE	SUBJECT NAME	TOPICS FOR ASSIGNMENT
1		Hospitality Management	<ol style="list-style-type: none"> 1. Sections of front office department and their functions 2. Types of hotels and their categorization 3. Type of menu and their characteristics 4. Role and responsibilities of security department in hotel management. 5. Challenges faced in hotel industry in India
2		Tourism Products of India	<ol style="list-style-type: none"> 1. Natural tourism resources of Tamil Nadu 2. Biosphere reserves of India recognized by UNESCO 3. Significance of Swadesh Darshan Scheme 4. Luxurious tourist trains in India 5. Medical tourism and its impact
3		Travel Management	<ol style="list-style-type: none"> 1. Departments in travel agency and its functions 2. Growth and development of transport in India 3. Services offered by Palace on Wheels and Maharajas Express 4. Role of Cruise Liners in tourism 5. Travel documents required for international level
4		Accountancy for Tourism	<ol style="list-style-type: none"> 1. Significance of renewable and non-renewable natural resources 2. Eco-friendly practices in India 3. Eco tourism destinations in South India 4. Principles of sustainable tourism 5. Stages of environmental impact assessment

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Madurai Kamaraj University
Directorate of Distance Education, Madurai - 21
M.A. Tourism Management
II Year - III Semester

Details of Assignment Topics (To be submitted in 2500 words)

Two assignments for each Subject: Each assignment Carries 12.5 Marks: Total 25 Marks

S. No	SUBJECT CODE	SUBJECT NAME	TOPICS FOR ASSIGNMENT
1		Travel Agency and Tour Operation Management	<ol style="list-style-type: none"> 1. Thomas Cook and his contribution to the tourism industry 2. Departments of travel agency and their functions 3. Resources and steps of itinerary planning 4. Role and functions of TAAI 5. Plan and prepare a tour itinerary for 20 days national tour
2		Tourism Destination planning	<ol style="list-style-type: none"> 1. Types of destinations 2. National and regional tourism planning 3. Place branding and tourist destination image 4. Components of destination marketing mix 5. Role of public private partnership in tourism sector
3		Basic Air Travel	<ol style="list-style-type: none"> 1. IATA global indicators 2. IATA codes of Indian cities and airlines 3. Travel formalities and documents 4. Types of VISA issued by India Government 5. Class of services in airlines
4		Research Methodology	<ol style="list-style-type: none"> 1. Methods of collecting quantitative data 2. Structure and steps of preparing research proposal 3. Sampling methods in Research Methodology 4. Deductive and inductive research 5. Trends in tourism research

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Madurai Kamaraj University
Directorate of Distance Education, Madurai - 21
M.A. Tourism Management
II Year - IV Semester

Details of Assignment Topics (To be submitted in 2500 words)

Two assignments for each Subject: Each assignment Carries 12.5 Marks: Total 25 Marks

S. No	SUBJECT CODE	SUBJECT NAME	TOPICS FOR ASSIGNMENT
1		Tourism Marketing	<ol style="list-style-type: none"> 1. Discuss the tourism marketing mix 2. Explain the product life cycle 3. Discuss the emerging trends in tourism marketing 4. Explain the role of environment in tourism 5. Discuss the skills required for a tourist marketer
2		Entrepreneurship for Tourism	<ol style="list-style-type: none"> 1. Discuss the different entrepreneurial styles and types 2. Role of SSI sector in economy 3. In detail discuss the different ownership structures 4. Discuss the steps involved in preparing a project report 5. Explain the different problems faced by women entrepreneurs
3		Tourism Impact	<ol style="list-style-type: none"> 1. Discuss the economic impact of tourism 2. what are the role of socio culture on tourism 3. Discuss the positive and negative impact of biodiversity 4. Discuss the process of environmental impact assessment 5. Discuss the significance of ameliorating impacts
4		Human Resource Management	<ol style="list-style-type: none"> 1. Discuss the global trends in HR practices 2. what are the different hiring trends in tourism industry 3. Discuss the steps involved in training and development 4. What is job elevation discuss in detail 5. Discuss the salient features of Industrial disputes act, 1965

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