

*Placed at the meeting of  
Academic Council  
held on 12.12.2019*

**Appendix-H-37**  
**MADURAI KAMARAJ UNIVERSITY**  
*(University with Potential for Excellence)*

**Directorate of Distance Education**

**Syllabus for M.A. Tourism Management (Semester Pattern)**  
**(With effect from the academic year 2019-2020 onwards)**  
**Regulations, Scheme of Examinations and Syllabus**

**1. INTRODUCTION:** Tourism is one of the World's largest and fastest growing industries. In terms of revenue and the number of people involved, it has become world's third industry after chemicals and fuel Industry. Tourism helps nations to earn a large sum of foreign exchange without exporting any tangible product. Besides, tourism provides employment to a large number of people directly and indirectly. Tourism is a multi-dimensional phenomenon that incorporates the Hotel and the Travel sector. Every Sector of Tourism namely Tourism Attraction, Transport Sector, Accommodation Sector and Amenities in India are having a wonderful development. It also provides a great employment opportunity. Moreover, it is important for the professionals of both the Tourism sector and the Hotel sector to have appropriate knowledge in each other as both the sectors are inter-twined with each other. In this context, it was felt that a course blending these two sectors will be of great help to the students in getting better placements too. The course has been designed uniquely and the syllabus will come into effect for all affiliated college of Madurai Kamaraj University from the academic year 2019-20.

**2. ELIGIBILITY FOR ADMISSION:**

Candidates who apply for the Degree of MA Tourism Management shall possess: A pass in any Bachelor's degree of Madurai Kamaraj University or a pass in any degree of any other University accepted as equivalent thereto by the Syndicate subject to the conditions as may be prescribed therefore.

**3. OBJECTIVES:**

- To create a comprehensive Post Graduation in the emerging field of Tourism Education.
- To develop proficiency in the field of Tourism and Travel Management Subjects appropriately.
- To create awareness on job opportunities available in the field of Tourism.

**4. COURSE STRUCTURE:**

**DURATION :** The Course shall be for a period of two academic years consisting of four semesters.

**EXAM** : There will be an examination conducted by the University at the end of each Semester.

**MEDIUM OF INSTRUCTION:**

The Medium of instruction for this course will be English.

**5. CORE SUBJECT PAPERS:**

<b>Sl. No.</b>	<b>Subjects</b>
1	Principles of Management
2	Tourism Management
3	Indian Culture and Heritage
4	Accountancy for Tourism
5	Hospitality Management
6	Tourism Products of India
7	Travel Management
8	Eco Tourism
9	Travel Agency and Tour Operation Management
10	Tourism Destination Planning
11	Basic Air Travel
12	Research Methodology
13	Tourism Marketing
14	Entrepreneurship for Tourism
15	Tourism Impact
16	Human Resource Management

**6. COURSE STRUCTURE**

<b>Semester – I</b>				
<b>Serial Number</b>		<b>Paper Title</b>	<b>Hours Per Sem</b>	<b>Credit Per Course</b>
1		Principles of Management	4	4
2		Tourism Management	4	5
3		Indian Culture and Heritage	4	5
4		Accountancy for Tourism	4	4
			<b>16</b>	<b>18</b>
<b>Semester – II</b>				
5		Hospitality Management	4	4
6		Tourism Products of India	4	5
7		Travel Management	4	5
8		Eco Tourism	4	4
			<b>16</b>	<b>18</b>

<b>Semester – III</b>				
9		Travel Agency and Tour Operation Management	4	5
10		Tourism Destination Planning	4	4
11		Basic Air Travel	4	5
12		Research Methodology	4	4
			<b>16</b>	<b>18</b>
<b>Semester – IV</b>				
13		Tourism Marketing	4	5
14		Entrepreneurship for Tourism	4	4
15		Tourism Impact	4	5
16		Human Resource Management	4	4
			<b>16</b>	<b>18</b>
		<b>Grand Total</b>	<b>64</b>	<b>72</b>

## 7. PATTERN FOR SEMESTER ASSESSMENT:

A Semester has two patterns of assessment namely Internal (25 Marks) and External (75 Marks). Internal Assessment will be done through the assignments on the concerned subjects. External Assessment will be conducted by an examination at the end of the semester.

## 8. SCHEME FOR INTERNAL ASSESSMENT:

Each paper will be awarded with internal marks for a maximum of 25 Marks. The award of marks will be in the method detailed under scheme of evaluation give below.

### Total Marks for a Paper

External - 75 Marks      Internal - 25 Marks      **Total**      -      **100 Marks**

## 9. QUESTION PAPER PATTERN:

### SECTION – A

This section will consist of 10 Multiple choice answer questions student should answer 10 questions. All questions carry equal marks. Each question carries 1 Marks. **10 x 1 = 10 Marks**

### SECTION - B

This part contains paragraph Answer Questions. Choosing either A or B Answer not exceed two pages. (One questions from each unit) **5 x 7 = 35 Marks**

## SECTION – C

This part contains Essay Type Questions. Answer for each question should be given in minimum four pages five questions shall be given out of which a candidate should answer any three questions. All questions carry equal Marks. **3 x 10 = 30 Marks**

### **10. PASSING MINIMUM:**

The passing minimum for the PG course is 50 Marks in aggregate of Internal and External marks.

## **SEMESTER-I PRINCIPLES OF MANAGEMENT**

**Unit - I :** Definition of management - nature and significance - objectives of management - levels of management - Principles of Management - Need for principles - Management Vs Administration - Functions of management - Role, attributes and qualities of manager - approaches to management.

**Unit - II :** Planning: Nature and purpose of planning - types of plans - steps in planning - Planning process - Advantages and limitations of planning - Objectives: nature of objectives - process of managing by objectives - Strategies, policies and planning premises: nature and purpose of strategies and policies - Decision Making: Process - decision making techniques - importance and limitations of decision making.

**Unit - III :** Organising: Nature and purpose of organizing - formal and informal organization - organization levels and span of management - Organizational structure - Departmentation - Line/Staff Authority: Delegation of authority and responsibility and Decentralization.

**Unit - IV :** Staffing: Nature and purpose of staffing - human resource planning - recruitment - selection - training - compensation and performance appraisal.

**Unit - V :** Directing: Nature and importance of direction - motivation: meaning and importance. Communication: meaning, process of communication - barriers in communication. Controlling: Meaning - nature of organizational control - basic control process - techniques and tools of control - designing control systems.

### **Text Books:**

- Harold, K., & Heinz, W. (2012). Essentials of Management. (8thed.). Singapore: McGraw-Hill Education.

### **References:**

- Richard .M Hodgets (1993), Management, Academic Press, New Jersey.
- Hampton (1992), Management, McGraw – Hill, International Edition, Tokyo.
- Stoner & Wankel (1999), Management, Prentice Hall India, New Delhi.
- Peter F. Drucker (1987), Practice of Management, Pan Books, London, Reprint.

- Virmani.B.R. (2006), The Challenges of Indian Management, Response books, New Delhi.
- Important Business Magazines like: Business India, Business World and Fortune International.
- Venkata Rao. Y (2010), Management Process and Organisational Behavior, Akansha Publications, New Delhi.

## **TOURISM MANAGEMENT**

**Unit 1: Basic Concepts :** Definition of Tourism, Components of Tourism- Nature and Importance of Tourism – Motivations for Travel – Typology and Forms of Tourism, Sectors of Tourism - Concept of travel, Traveller, Visitor, Excursionist, Tourist, Picnic.

**Unit 2: Evolution of Tourism :** Roman Period – Development of Tourist Destinations – Age of Renaissance- Concept of Holiday – Paid Holiday - Industrial Revolution – Post World War-II Scenario - Structure of Present Day Tourism.

**Unit 3: Economic and Social Significance of Tourism :** Economic Significance: Multiplier Effect – Foreign Exchange Earnings – Balance of Payments – Economic Leakage – Job opportunities in Tourism. Social Significance: Cultural and Social aspects of Tourism – Demonstration Effects – Doxey’s Irritation Index – Tourism and International Understanding – Regional Development - Socio cultural Impacts of Tourism.

**Unit 4: Tourism in India :** India as a Destination (North & South India) - Development of Tourism in India – Formation of Ministry of Tourism – Department of Tourism (Government of India) - Functions of Department of Tourism.

**Unit 5: Tourism Organisations :** Concept of Organising Tourism - United Nation World Tourism Organisation (UNWTO) – International Associations and Organizations – Role of Private in Tourism - Tourism Organisations in India – National Organisation (India Tourism Development Corporation (ITDC)) – Regional Organisations – (Tamilnadu-TTDC, Kerala-KTDC) - Role of government in promoting tourism.

### **Text Books:**

- Sampath Kumar Swain and Jithendra Mohan Mishra **Tourism Principles and Practices**, Oxford University Press, New Delhi.
- Balan.J, **Fundamentals of Tourism**, Jayalakshmi Publications, 140, VPM Towers, TPK Main Road, Vasantha Nagar, Madurai – 625 003.
- Nafees A. Khan, **Development of Tourism in India**, Anmol Publications, New Delhi, 2001.

### **Reference Books:**

- Bhatia.A.K, **Tourism Development-Principles and Practices**, Sterling Publishers, New Delhi, 1982.

- Chris Cooper (et.al), **Tourism-Principles and Practice**, Pitman Publishing, London, 1993.
- Mathieson.A., and Wall.G., **Tourism: Economic, Physical and Social Impacts**, Longman, Harlow,1982
- Mukesh Ranga,Devesh Nigam (Ed), **New Approaches In Tourism Management**, Abhijeet Publications, Delhi, 2003.
- Pran Nath Seth (2006): **Successful tourism Management** , Sterling, NewDelhi (Vol. 1 2)
- Cooper, Fletcher et al, (1993), **Tourism Principles and Practices**, Pitman.
- P.N. Seth (2006) : **Successful Tourism Development Vol.1 and 2**, Sterling Publishers, New Delhi
- Page, Stephen (2011) : **Tourism Management**, Routledge, London

## **INDIAN CULTURE AND HERITAGE**

**Unit – I :** Glimpses of Indian cultural history – Pre and Post Vedic periods - Ancient Indian Literatures - Sacred Literature - Secular Literature - Ancient Society & Culture – Ashramas - Varna System – Purushartha - Indian vs. Western Culture.

**Unit – II :** Religions of India-Religious Shrines & Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Indian Vs Western Philosophy - Major Religious Tourism Centers in India.

**Unit – III :** Cultural Heritage - Ayurveda, Yoga and meditation - Performing Arts: Dance Forms - Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture - Role of Folk Arts in Tourism Development.

**Unit – IV :** Architectural Heritage - Rock Cut Architecture - Buddhist Architecture - Gandhara & Mathura Schools of Art - Hindu Temple Architecture - Indo-Islamic Architecture - Modern Architecture - Forts, Palaces and Havelies - Jain Cave Temples.

**Unit –V :** Museums and Art Galleries - Fairs and Festivals - Indian Cuisine - Traditional Arts and Crafts - World Heritage sites in India. - Problems and Prospects of Cultural Tourism in India.

### **Text Books:**

- Basham.A.L (1988), *The Wonder that was India*, Rupa and Com, Delhi

### **References Books:**

- S.P. Gupta (2002), *Cultural Tourism in India*, Indraprastha Museum of Art and Archaeology, New Delhi.
- Hussain.A.K (1987), *The National Culture of India*, National Book Trust, New Delhi.
- Robinet Jacob (2007), *Indian Tourism Products*, Abhijeet publications.
- Surendra Sahai (2006), *Indian Architecture: Hindu Buddhist and Jain*, Prakash Books.

## **ACCOUNTING AND FINANCIAL MANAGEMENT**

**Unit – 1 :** Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet - Advantages and disadvantages of Double entry system.

**Unit – II :** Users and uses of Accounting information - Accounts of Non-profit organizations: Income and Expenditure account – Receipts and Payments: Travel Agency Accounting - Accounting differences between profit and non-profit organizations.

**Unit – III :** Financial Statement Analysis and Interpretation – Meaning – Types of Analysis – Objectives – Importance – Tools of Analysis. Marginal Costing – Concept, Techniques & Applications – Cost Volume Profit Relationship - Break-even Analysis - Features, advantages and limitations of marginal costing.

**Unit – IV :** Cost Accounting – Concept – Distinction between costing and cost accounting – Elements of Cost – Preparation of Cost Sheet - Types of Costs.

**Unit – V :** Financial Management – Scope – Objectives – Finance Functions – Major financial Decisions – Sources of Finance – Long term and short Term - Advantages and Disadvantages of different sources of funds.

### **Text Books:**

- Jawahar Lal (2009), Accounting for Management, Himalayan Publishing House.

### **Reference Books:**

- Grewal T.S. & Shukla M.C. (2010), Advanced Accounts Vol.1. Sultan Chand & Sons, Delhi.
- Prasanna Chandra (2006), Financial Management- Theory and Practice, Tata McGraw Hill, New Delhi.
- R.L.Gupta & Radhaswamy M. (2006), Advanced Accountancy- Vol. I, Sultan Chand & Sons, Delhi.
- Gosh T.P (2006), Fundamentals of Accounting, Sultan Chand & Sons, Delhi.
- Maheshwari. S.N. & Maheshwari. S.K. (2006), Fundamentals of Accounting, Vikas Publishing House, New Delhi.
- Sharma R.K., Gupta Shashi (2001), Management Accounting (MBA), Kalyani Publisher.
- Pandey. I.M (2006), Financial Management, Vikas Publishing House Pvt, Ltd., New Delhi.

## **SEMESTER-II HOSPITALITY MANAGEMENT**

**Unit - I :** Evolution, growth & development of Hospitality Industry - Role of accommodation in Tourism Industry - Classification of hotels - Forms of Ownership in Hotel Business - Star Rating system - Departments of Hotel – Organizational structure of Hotel.

**Unit - II :** Front Office Department – Various sections of front office and their functions – Attributes of front office personnel - Types of Guest Rooms and Room Rates - Co-ordination with Other Departments - House Keeping – Role and Responsibilities – Layout of Housekeeping department and their functions.

**Unit - III :** Food and Beverage Service Department – Functions - Different personnel working in F&B Department – Features of F& B Service outlets – Menu - Types of Food Service – Ancillary sections of F&B Departments – Food Production department – Functions - Kitchen Organization - Kitchen layout – Introduction to Indian and International cuisines.

**Unit - IV :** Non-Revenue Departments: Role and responsibility of each Department - Human Resource - Sales & Marketing - Finance & Accounts - Purchase & Stores - Maintenance & Engineering – Security.

**Unit - V :** Hotel Association FHRAI, HAI, Ahar, IHHA – Functions and operations - International Hotel Association - role and responsibilities of HACCP in hotel industry - Challenges faced in hospitality industry - Future trends in Hospitality Industry.

### **Text Books:**

- Gray and Ligouri; “**Hotel and Motel Management and Operations**”, Prentice Hall India, New Delhi, 1994.
- Andrews : “**Hotel Front Office Training Manual**” Tata McGraw Hills, Mumbai, 1986.

### **Reference Books:**

- Negi, “**Hotels for Tourism Development**”, Metropolitan India, Publishers Pvt. Ltd., Delhi, 1997.
- Negi, “**Professional Hotel Management**” S. Chand, Publications, Pvt. Ltd., Delhi, 2000.

## **TOURISM PRODUCTS OF INDIA**

**Unit - I :** Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Flora and fauna of different states of India.

**Unit – II :** Natural resources: Wildlife sanctuaries - National parks - Mountain Tourist Resources and Hill stations – Islands – Beaches - Caves & Deserts of India - Biosphere reserves in India.



**Unit – III :** Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa - Tourism circuits of Tamilnadu & Kerala.

**Unit – IV :** Manmade resources: Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Luxurious Tourist trains in India.

**Unit - V :** Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - Pilgrimage Tourism - Significance of MICE Tourism.

**Text Books:**

- S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

**References Books:**

- Stephen Ball (2007), Encyclopedea of Tourism Resources in India,B/H.
- Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
- Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
- Sarina Singh (2008), Lonely Planet India.
- Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

## **TRAVEL MANAGEMENT**

**Unit I Travel Agency and Tour operation :** Concept of Travel Agency – Origins of travel agency - Operations of travel agency - Organization structure of travel agency - Types of agencies - Tour Operator – Tour Operation - Definition- Concept - History and Growth of Tour Operation business - Types of Tour Operators, Organizational Structure, Forms of Organization, Departments and its functions The Process of travel decision making, Mode and Destination selection - Package Tours.

**Unit II: Road Transport :** Evolution of Road Transport (Silk Route, Roman Road Network) – Road Transport in India-Types of Roads (National, State and Village – Types of Road Transport (Government, Private and Tourist Coaches) – Major Tourist Coach Systems in the World and India – Documentation for Road Tourist Transport in India – Car Rental System – Introduction – Present Scenario and Future Challenges; Overview of Technology and Car Rentals – Associations and Organizations of Car Rentals - State Level Plans of Tourism / Transport Development Corporations.

**Unit III: Rail Transport:** History of Railways around the World and in India – Major Railway Systems of The World - Amtrak, Euro Rail, Brit Rail, Japan Railways, Canadian Railways, And Other Railway Systems in Africa & Australia – Development of Railways in India – Types of Trains in India – Luxury Tourist Trains in India (Palace on Wheels, Deccan Odyssey, Heritage on Wheels and Golden Chariot) – Indrail pass –The International Railway Congress Association (ICRA) – Reading of Railway Time Tables (Trains at a Glance, Southern Railways Time Table)

– Procedures of Railway Ticket Booking (Manual and Online), Cancellations – Passenger Amenities (On Station and On Board) - Metro Trains in India.

**Unit IV: Water Transport :** Origin and development of Water transport system – Water Transport in India – Inland and International Water Transport of India – River Canal Boats – Development of Backwaters (Boat Houses) - Development of Cruise Liners – Major Cruise Liners – Facilities of Cruise Liners- Role of Cruise Liners in Tourism – Impacts of Ferries and Cruises on Tourism - Boating Holidays –and Packages in India and The World with Map Work - Types of Water Transport in India.

**Unit V: Air Transport:** History of Air Transport – Formation, Functions and role of ICAO, IATA, AAI, DGCA – Aviation in India – Outline of Air India and Private Airlines Operating in India – Patterns of Demand and Supply – Travel Documents (Passport, Visa, Health, Customs, Currencies and Airport Taxes) - Role of Airlines in Tourism development.

**Text Books:**

- Bhatia A.K. “**Tourism Development: Principles and Practices**”, Sterling Publishers, Pvt. Ltd, New Delhi. 1982
- Christopher.J.Holloway, “ **The Business of Tourism**”, Pearson Education Ltd, England, 1998.
- Kaul R.h., “**Dynamics of Tourism: A Trilogy**”, Sterling Publishers, Pvt. Ltd, New Delhi. 1982.

**Reference Books:**

- The annual Railway Publications entitled “**Trains at a Glance**”and “**South Zone Time Table**” Published by Southern Railway Publication Division for Indian Railways, Rail Bhavan, New Delhi.
- Cook, R.A; Marqua,J&Yale,L.J.(2006). **Tourism: The Business of Travel**. New York: Pearson Education
- Fontgalland,B.De.(2010).**The World Railway System**. New York: Cambridge University Press
- Chuck Y. Gee,” **Travel Industry**”

## **ECO TOURISM**

**Unit – I:** Eco- tourism - Evolution, Principles, Trends. Functions of Ecotourism – Basic properties of Eco-Tourism – Absorbing capacity, carrying capacity, resilience and sustainability - Tourism carrying capacity – Environmental impact Assessment - Renewable and Non-renewable Natural Resources.

**Unit II:** Ecotourism Planning and Development, Design considerations for eco-tourism facilities. Climate analysis, Locality analysis and Site analysis- Design for Environment, Socio economic conditions, Culture and Experimental values. Community participation in tourism planning - Eco-friendly Practices in Hotels.

**Unit III :** Eco- tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability- Major Eco tourism destinations of India - Major wildlife sanctuaries, bird sanctuaries, national parks, biological reserves and community reserves.

**Unit IV:** Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007 - Global Warming & Climate Change - Cape Town Declarations 2002 and Kerala Declarations.

**Unit – V:** Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources – Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type.

**Reference Books:**

- Inskip, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
- Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
- Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
- Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
- Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK.
- Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.
- Sukanta K Chaudhury, ‘Culture, Ecology and Sustainable development’ Mittal, NewDelhi, 2006
- Ramesh Chawala, ‘Ecology and Tourism Development’, Sumit international, New Delhi,2006
- Matha Honey, ‘Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
- Rast Buckley, ‘Environmental impacts of Ecotourism’, CABI, London, 2004
- SK.Ahluwalia, ‘Basic principles of environmental resources, Jaipur, 2006.
- Journal of Sustainable Tourism, Channel View Publishers.
- Journal of Eco-Tourism, Channel View Publishers.

**SEMESTER-III**  
**TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT**

**Unit –I :** Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency Business - Linkages and Integration with The Principal Service Providers - The Changing Scenario of Travel Trade - Influence of IT in Travel Agency Business.

**Unit –II :** Travel Agency and Tour Operation Business - Functions of Travel Agency – Departments of Travel Agencies - Setting Up A Full-Fledged Travel Agency - Sources of Income of a Travel Agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government - Evolution of Tour Operation Business.

**Unit –III :** Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning – Tour file handling - Do's and Don'ts of Itinerary Preparation – Tour Formulation and Designing Process - Fits & Group Tour Planning and Components – Special Interest Tours (Sits) - Role and Relevance of Tour Operation Business in Modern Scenario.

**Unit –IV :** Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of Costing - Types of Costs – Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings And TCI - Marketing Strategies of Tour Operation Business.

**Unit –V :** Role and Responsibility of Travel Trade Associations: Objectives - Roles and Functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAIOI, ADTOI, IAAI, FIYTO, TAFI. - Guidelines for recognition as an approved travel agent.

**Text Books:**

- Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
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**Reference Books:**

- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

## **TOURISM DESTINATION PLANNING**

**Unit – I :** Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - Types of destinations.

**Unit – II :** Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Demand and supply match - Design and innovations - Demand and supply match.

**Unit – III :** Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Place branding & destination image - Product development and packaging - Destination branding - Place branding & destination image.

**Unit – IV :** Destination Promotion and Publicity - Six 'A's framework for tourism destinations - Destination Marketing Mix - Destination Competitiveness – Distribution Channels - 6As.

**Unit – V :** Public Private Partnership (PPP) - National Planning Policies for Destination Development - WTO Guidelines for Planners - Role of urban civic bodies: Town planning - Characteristics of rural tourism planning - Environmental Management Systems - Characteristics of rural tourism planning.

### **Text Books:**

- Richard W. Butler (2006), The Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.

### **Reference Books:**

- Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism Service Quality and Destination Competitiveness, CABI Publishing
- Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), The Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing

## **BASIC AIR TRAVEL**

**Unit I :** Geography in Travel Planning – Physical Geography, Destination Geography, Cultural Geography, IATA Geography and Global Indicators – Longitudes and Latitudes of Maps, World Continents, Major Cities - Understanding and reading Maps.

**Unit II :** World Time Zones and Elapsed Time – GMT / UTC – International Data Line. IATA Coding and Decoding (Cities and Airlines) - Currencies of the World – Coding and Decoding - Daylight Saving Time.

**Unit III :** Planning Travel Itineraries – Basic Steps in Planning, Planning Air Itineraries, Resources for Planning - Travel Formalities – Taxes, Customs, Currencies, Health Records and

Insurances - Auxiliary Services, Information, Health and Preventive measures for Travelers - Immigration, Transit Passengers, Passengers Expenses Enroute - Special Passengers.

**Unit IV :** Travel Information Manual (TIM) – Passport, Visa, Health, Tax, Customers and Currency Regulations – OAG Flight Guide – Industry Terminology – Definitions – Baggage restrictions – Cabin Baggage – Weight Concept – Piece Concept – Prohibited Goods – Dangerous Goods – Free Baggage allowances – Special Charges - Dangerous Goods Regulation Act.

**Unit V :** The Airport and the Flight – Class of Services - Airport formalities - In-Voluntary Up Gradation and Down Gradation - Standard Reservation Procedures and Customer Services – Responding and Handling Customer Needs – Cancellation – Reconfirmation - Booking Services by Airlines and Travel Agents - Form of Payment functions of the GDS and the Internet.

**Reference Books:**

- OAG World Wide - Airways Guide
- Passenger Air Tariff - World Wide Fares
- Passenger Air Tariff - World Wide Rules
- Passenger Air Tariff - World Wide Maximum Permitted Mileage
- Travel - Information Manual (TIM)
- IATA - Ticketing Handbook

**RESEARCH METHODOLOGY**

**Unit-I :** Introduction to Research- Nature, Scope and Significance of Research - the Art and Science of Knowing Ontology and Epistemology - Theoretical Development - What is Theory Not, Deductive and Inductive Research - Variables, Construct and Relationship - Reliability and Validity - Methodology and Research Methods - Propositions and Hypothesis.

**Unit-II :** Identifying Research Problems- Review of Literature - Research Questions - Item Generation - Scale Development - Scale Evaluation - Questionnaire Design - Sampling Methods - Sample Error - Grounded Theory.

**Unit-III :** Qualitative Techniques- Ethnography and Case Study - Experimentation, In-depth Interviews - Focused Group Technique, Delphi Technique, Participant Observations - Projective Technique - Content Analysis, Pilot Study, Historical Analysis - Preparation of Field Notes - Quantitative Techniques- Measures of Central Tendency and Dispersion - Normal Distribution - Correlation, Regression Analysis - Testing of Hypothesis - Parametric and Non- Parametric Test - Multivariate Analytical Techniques - Use of SPSS.

**Unit-IV :** Data Collection & Presentation- Methods & Sources of Data Collection - Communicating the Research Findings - Written & Oral Presentation - Report Writing Tips - Scientific Writing Styles - Structure and Steps of Preparing Research Proposal - the Art of Writing Research Paper - Art of citing references.

**Unit-V :** Contents of Tourism Research – Major areas of research in Tourism – Strategy, Challenge, Contemporary Trends in Tourism Research – Forecasting Tourism Demand and supply – Market trends, Nature of Forecasting, Simple Regression Analysis – Research Methodology for identifying new Tourism Destinations - Assessment of Tourism Impacts.

**Text Books:**

- C.R Kothari (2002), Research Methodology, Vishwa prakashana India.
- Donald R Cooper & Pamela S Schindler (2006), Business Research Methods, McGraw Hill, New Delhi.
- Amarchand, D., “Research Methods in Commerce”, Emerald Publications, Chennai – 2. 2005.
- Gupta, S.P., Statistical Methods, Sultan Chand & Sons, New Delhi.

**References Books:**

- Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
- David de Vaus. (2002), Analyzing social sciences, Data, Sage Publication, New Delhi.
- Malhotra.N.K. (2007), Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.
- Babbie. E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
- Joseph F, Haur, Robert & David. J (2004), Market Research, McGraw Hill, New Delhi.

**SEMESTER-IV**

**TOURISM MARKETING**

**Unit I**

Evolution of Marketing - Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research - Tourism Marketing Mix.

**Unit II**

Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting - Market Positioning.

**Unit III**

The 4 P’s of Marketing: Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling - Other P’s: People, Physical Evidence and Process.

**Unit IV**

Marketing of Tourism & Related Activities - Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub-sectors and products - Trends in Tourism Marketing.

## **Unit V**

Developing Marketing Skills for Tourism - Self Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism - International Perspective and Contemporary Trends - Innovative Products in Tourism.

### **Text Books:**

- Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.

### **References Books:**

- Kotler Philip (2006), Marketing Management, PHI, Delhi.
- Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.
- Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
- Ramasamy VS & Namakumar. S (1990), Marketing Management: Planning & Control, Macmillan, New Delhi.

## **ENTREPRENEURSHIP FOR TOURISM**

### **Unit – I**

Entrepreneurship – Definition, Role and expectations – Entrepreneurial styles and types – Characteristics of the Entrepreneur – Functions of an Entrepreneur – Promotion of Entrepreneurship - Entrepreneurial styles and types.

### **Unit – II**

Entrepreneurial Motivation Theories - Assistance Programme for Small Scale Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure, Causes and Preventive Measures - Role of SSI Sector in the Economy.

### **Unit – III**

Ownership Structures – Proprietorship, Partnership, Company, Co-operative, Franchise - Proprietorship, Partnership.

### **Unit – IV**

Identification of Business Opportunity – Preparation of Feasibility Report – Financial and Technical Evaluation – Project Formulation – Common Errors in Project Formulation – Specimen Project Report - Common Errors in Project Formulation.

### **Unit – V**

Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services - Women Entrepreneurship - Problems faced by Women Entrepreneurs – Development of women Entrepreneurship - Problems faced by Women Entrepreneurs.

### **Reference Books:**

- Donald L. Sexton & Raymond W. Smilor, **The Art and Science of Entrepreneurship**, Ballinger
- Clifford M. Baumbach & Joseph R. Mancuso, **Entrepreneurship and Venture Management**, Prentice Hall
- Richard M. Hodgets, **Effective Small Business Management**, Academic Press



## TOURISM IMPACT

### Unit 1: Introduction:

Impact – meaning and definition – Introduction to tourism Impact – major influences on tourism Impacts – classification of Impacts on tourism - Economic Impact: Benefits – income, employment, skills development, multiplier effect, balance of payments, benefits of tourism investment, Seasonality of Tourism - Tourism impact on economic development.

### Unit 2: Socio-cultural Impact:

Introduction – cultural tourism products – handicrafts, languages, traditions, gastronomy, art and music, architecture, history of area including visual reminders, types of work engaged by the host community, religion and ritual activities - Services support, social impacts and cultural erosion (from initial welcome to antagonism) - Positive aspects of Socio-Cultural Impact.

### Unit 3: Physical / environmental Impact:

Introduction - Tourism induced natural environmental degradation, loss of scenic value, effect of intrusion – Positive and negative impact on biodiversity – Erosion and physical damage – Visual and structural change - concept of carrying capacity and sustainable tourism.

### Unit 4: Impact Assessment and Management:

Impact assessment methods, Social impact assessment, Environmental impact assessment and environmental audit - Process of environmental impact assessment. Education, Role of tour guide – self regulation – Information technology – role of tourist in reducing negative impacts on environment.

### Unit 5: Tourism Development and Management:

**Managing Impacts:** Role of various policy measurers: Finance, controls, standards capacities, management strategies – managing natural resources for tourism - Tourism management for the host community –Techniques in tourism development - Significance of ameliorating impacts.

### Reference Books:

- Davidson, Rob, Tourism (1993) Pitman, London.
- Tiwari S.P., Essential of Tourism.
- WTO. Sustainable Tourism Development. Guide for Local Planners (1993).

## HUMAN RESOURCE MANAGEMENT

### Unit – I

Introduction to Human Resources Management: Context and Concept of Human Resources Management – Organization and Functions of the HR – Structure and Strategy - HR Manager – Evolution of HR practices in Indian Context - Global trends in HR practices.

### Unit – II

HR Planning: Job terminologies – Job Analysis - Manpower Planning – Recruitment - Selection and Induction – Coaching and Mentoring – Performance Appraisal - Career Development – Retention and Retirement - Hiring trends in Hotel industry.

### **Unit – III**

Human Resource Development: Concept – Climate and culture of HRD – Training and Development – Methods, Design and Evaluation of T & D Programmes - Potential appraisal – Promotions and Transfers – Personnel Empowerment - **Competency** standards in tourism sector.

### **Unit-IV**

Compensation: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale - Compensation issues in Hotel and Tourism.

### **Unit – V**

Legislative Framework: Trade Unions Act, 1926 – Salient features of Industrial Disputes Act, 1947 - Payment of Wages Act, 1936 – Employees Provident Fund (Miscellaneous and Provisions) Act, 1952 – Payment of Bonus Act, 1965 - Payment of Gratuity Act, 1972 - Disciplinary Procedure.

### **Text Books:**

- Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co.Ltd, New Delhi.
- Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.

### **Reference Books:**

- S.K.Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
- Saiyadain S.Mirza (2003), HRM, TMH, New Delhi.
- Dessler (2001), A Framework for HR Management, Pearson Edn. India.

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