

*Placed at the meeting of
Academic Council
held on 26.03.2018*

APPENDIX - BF
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)
M. A. TOURISM MANAGEMENT
CHOICE BASED CREDIT SYSTEM
REVISED SYLLABUS
(With effect from 2018-2019 onwards)
Regulation, 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 2018-19.

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:

GENERAL OBJECTIVES

- To create a comprehensive under graduation in the emerging field of Tourism Education.
- To blend the Tourism and Hotel Management Subjects appropriately.

- To develop more job opportunities to the wards through the provision of a double major course

SPECIFIC OBJECTIVES

- To impart professionalism in Tourism Service through appropriate Tourism Education.
- To inculcate administrative orientation through Tourism Management Subjects.

4. COURSE STRUCTURE:

There shall be twenty papers with the tenth paper will be Tour Report and the twentieth paper will be Project work.

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:

Sl. No.	Subjects
1	Management Process and Organisational Behaviour
2	Tourism Management
3	Hospitality Management
4	Travel Agency and Tour Operation Management
5	Accountancy and Financial Management
6	Tourism Destination Planning and Development
7	Accommodation operations Management
8	Internship / Tour / Report & Viva-Voce
9	Indian Culture and Heritage
10	Tourism Marketing
11	Food & Beverage Operations Management
12	Journey Pricing and Ticketing
13	Entrepreneurship for Tourism and Hotel Industry
14	Human Resource Management
15	Event Management
16	Eco Tourism and sustainable Tourism

6. ELECTIVE SUBJECT PAPERS:

Sl. No.	Subjects
1	Tourism Products of India
2	Research Methodology for Tourism
3	Tourism / Hotel Management Project work & Viva-Voce

7. NON-SUBJECT ELECTIVE PAPERS OFFERED BY TOURISM BOARD:

Sl. No.	Subjects
1	Basic Air Travel

8. COURSE OF STUDY:

Semester – I				
Serial Number	Subject Code	Paper Title	Hours Per Week	Credit Per Course
1	MS1	Management Process and Organisational Behaviour	6	5
2	MS2	Tourism Management	6	4
3	MS3	Hospitality Management	6	5
4	MS4	Travel Agency and Tour Operation Management	6	4
5	ME1	Tourism Products of India	6	5
			30	23
Semester – II				
6	MS5	Accountancy and Financial Management	6	5
7	MS6	Tourism Destination Planning and Development	6	4
8	MS7	Accommodation operations Management	6	5
9	ME2	Research Methodology for Tourism	6	4
10	MS8	Internship / Tour / Report & Viva-Voce	6	5
			30	23
Semester – III				
11	MS9	Indian Culture and Heritage	6	3
12	MS10	Tourism Marketing	6	4
13	MS11	Food & Beverage Operations Management	6	5
14	MS12	Journey Pricing and Ticketing	6	4
15	NME	Basic Air Travel	6	5
			30	21

Semester – IV				
16	MS13	Entrepreneurship for Tourism and Hotel Industry	6	5
17	MS14	Human Resource Management	6	5
18	MS15	Event Management	6	4
19	MS16	Eco Tourism and sustainable Tourism	6	4
20	ME/P	Tourism / Hotel Management Project work & Viva-Voce	6	5
			30	23
Grand Total			120	90

9. PATTERN FOR SEMESTER EXAM:

A Semester has two patterns of examination namely Internal (25 Marks) and External (75 Marks). Internal examination will be conducted by the college and concerned department. External Examination will be conducted by the university with common question paper for all affiliated college in the subject concerned.

10. 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.

Scheme of Evaluation

Test	=	10 Marks
Assignment	=	05 Marks
Seminar / Group Discussion	=	05 Marks
Peer-Team-Teaching	=	<u>05 Marks</u>
		25 Marks

Total Marks for a Paper

External	-	75 Marks
Internal	-	25 Marks
Total	-	<u>100 Marks</u>

11. EXTERNAL EXAM:

The external Exam or End of semester Exam will be conducted by November and April of every year for odd and even semester respectively.

- Each paper will be of 3 hours duration and carry 75 marks.
- The question papers will consist of three sections namely sections A, B and C as detailed in the scheme of evaluation given below.

12. 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

13. SCHEME OF EVALUATION

Internal examination will be evaluated by teachers concerned for the subjects at the college. External evaluation is done at the university level by central evaluation procedure.

14. PASSING MINIMUM:

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

15. TEACHING METHODOLOGY:

Tourism and Hotel management is an upcoming field of education that provides enormous job opportunity. This field of study requires clarity on principles supported by effective training for practice. In view of this MA (Tourism Management) students are provided with Classroom teaching, Internship/Tour program in Second semester and Project report in fourth semester.

15.1 SEMINAR ON WORLD TOURISM DAY

To create awareness on the global scenario of tourism every college is advised to conduct a tourism seminar during the period of World Tourism Day (Sept 27).

16. TEXT BOOKS:

- Amarchand, D., “Research Methods in Commerce”, Emerald Publications, Chennai – 2. 2005.
- Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.
- Balan.J, Fundamentals of Tourism, Jayalakshmi Publications, 140, VPM Towers, TPK Main Road, Vasantha Nagar, Madurai – 625 003.
- Basham.A.L (1988), The Wonder that was India, Rupa and Com, Delhi
- Bernard Davis and Sally Stone (1989), Food and beverage Management, ELBS Heinemann Publishers, Oxford
- Boniface B. & Cooper C (2009), Worldwide Destinations: The geography of Travel & Tourism Oxford Butterworth Heinemann.
- Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- Gray and Ligouri; “Hotel and Motel Management and Operations”, Prentice Hall India, New Delhi, 1994.
- Jawahar Lal (2009), Accounting for Management, Himalayan Publishing House.
- Koontz & Weirich (2004), Management, McGraw – Hill, Tokyo, (Text Book).
- Kothari C.R (2002), Research Methodology, Vishwa prakashana India.
- Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
- Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
- Nafees A. Khan, Development of Tourism in India, Anmol Publications, New Delhi, 2001.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co.Ltd, New Delhi.
- Richard W.Butler (2006), The Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
- Rosemary Burton (1995), Travel Geography Pitman Publishing, Marlow Essex.
- Sampath Kumar Swain and Jithendra Mohan Mishra Tourism Principles and Practices, Oxford University Press, New Delhi.
- Sudhir Andrews: “Hotel Front Office Training Manual” Tata McGraw Hills, Mumbai, 1986.
- Sudhir Andrews, Hotel House Keeping Training Manual, Tata Mc Graw Hill Publishers, New Delhi, Edition 2, 2005.
- Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.

17. REFERENCE BOOKS:

- Ahluwalia SK., 'Basic principles of environmental resources, Jaipur, 2006.
- Aleta Nitschke, Marget M.M. kappa, Managing Housekeeping operations
- Babbie. E (2001), The Practice of Social Research, 9th Edition, Wardworth, and Thomson Learns, USA.
- Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
- Bhatia.A.K, Tourism Development-Principles and Practices, Sterling Publishers, New Delhi, 1982.
- Chakravarthy S.K. (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
- Chris Cooper (et.al), Tourism-Principles and Practice, Pitman Publishing, London, 1993.
- Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism Service Quality and Destination Competitiveness, CABI Publishing
- Clifford M.Baumbach & Joseph R.Mancuso, Entrepreneurship and Venture Management, Prentice Hall
- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- David . Allen, Accommodation & Cleaning Services, Volume I & II, Hutchinson
- David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
- David de Vaus. (2002), Analyzing social sciences, Data, Sage Publication, New Delhi.
- Dennis Lillicrap and John Cousins (2006), Food and Beverage Service 7th edition, Hodder Arnold.
- Dessler (2001), A Framework for HR Management, Pearson Edn India.
- Donald L. Sexton & Raymond W.Smilor, The Art and Science of Entrepreneurship, Ballinger
- Donald R Cooper & Pamela S Schindler (2006), Business Research Methods, McGraw Hill, New Delhi.
- Edmund Heery (2001), A Dictionary of HRM, Oxford University Press.
- Eric, F. Green, Gallen G. Drake and Jerome, F. Sweeny (1986) Profitable Food and Beverage Management, Hayden Book Company, Inc. NJ
- Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), The Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing
- George Trucker, Madelin Schacider, Mary Scoviak, The Professional Housekeeper Rosemary Hurst, Heinemann, House Keeping Management for Hotels,
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
- Gosh T.P (2006), Fundamentals of Accounting, Sultan Chand & Sons, Delhi.
- Grewal T.S. & Shukla M.C. (2010), Advanced Accounts Vol.1. Sultan Chand & Sons, Delhi.

- Gupta R.L.& Radhaswamy M. (2006), Advanced Accountancy- Vol. I, Sultan Chand & Sons, Delhi.
- Gupta S.P. (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
- Hampton (1992), Management, McGraw – Hill, International Edition, Tokyo.
- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
- Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
- Hussain.A.K (1987), The National Culture of India, National Book Trust, New Delhi.
- IATA - Ticketing Handbook
- India, Lonely Planet Publications.
- Inskip, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
- Joan C. Branson & Margaret Lennox, Hotel, Hostel & Hospital House Keeping, ELBS
- Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
- Joseph F, Haur, Robert & David. J (2004), Market Research, McGraw Hill, New Delhi.
- Kotler Philip (2006), Marketing Management, PHI, Delhi.
- Maheshwari. S.N. & Maheshwari. S.K. (2006), Fundamentals of Accounting, Vikas Publishing House, New Delhi.
- Malhotra.N.K. (2007), Marketing Research, An applied Orientation, Fifth Edition, Pearson Education.
- Marshall. L, Rossman B. (1999), Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
- Matha Honey, 'Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
- Mathieson.A., and Wall.G., Tourism: Economic, Physical and Social Impacts, Longman, Harlow,1982
- Matt A. A Casado, Housekeeping Management
- Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
- Michael Hall C. & Stephen J. Page (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.
- Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
- Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
- Mukesh Ranga,Devesh Nigam (Ed), New Approaches In Tourism Management, Abhijeet Publications, Delhi, 2003.
- Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.

- Negi, “Hotels for Tourism Development”, Metropolitan India, Publishers Pvt. Ltd., Delhi, 1997.
- Negi, “Professional Hotel Management” S. Chand, Publications, Pvt. Ltd., Delhi, 2000.
- OAG World Wide - Airways Guide
- Pandey. I.M (2006), Financial Management, Vikas Publishing House Pvt, Ltd., New Delhi.
- Passenger Air Tariff - World Wide Fares
- Passenger Air Tariff - World Wide Maximum Permitted Mileage
- Passenger Air Tariff - World Wide Rules
- Peter F. Drucker (1983), Innovation and Entrepreneurship, Heinman, New York.
- Peter F. Drucker (1987), Practice of Management, Pan Books, London, Reprint.
- Prabhas C Sinha, ‘Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
- Pran Nath Seth (2006): Successful tourism Management , Sterling, New Delhi.
- Prasanna Chandra (2006), Financial Management- Theory and Practice, Tata McGraw Hill, New Delhi.
- Ramasamy VS & Namakumar. S (1990), Marketing Management: Planning & Control, Macmillan, New Delhi.
- Ramesh Chawala, ‘Ecology and Tourism Development’, Sumit international, New Delhi, 2006
- Rast Buckley, ‘Environmental impacts of Ecotourism’, CABI, London, 2004
- Richard .M Hodgets (1993), Management, Academic Press, New Jersey.
- Richard M.Hodgets, Effective Small Business Management, Academic Press
- Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
- Robert J. Martin, Professional Management of Housekeeping operations
- Robert L.Mathis & John.H.Jackson (2005), HRM, South Western Pub.
- Robinet Jacob (2007), Indian Tourism Products, Abhijeet publications.
- Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, Ltd.,
- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
- Saiyadain S.Mirza (2003), HRM, TMH, New Delhi.
- Seth P.N. (2006) : Successful Tourism Development Vol.1 and 2, Sterling Publishers, New Delhi
- Sharma R.K., Gupta Shashi (2001), Management Accounting (MBA), Kalyani Publisher.
- Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.
- Stoner & Wankel (1999), Management, Prentice Hall India, New Delhi.
- Sukanta K Chaudhury, ‘Culture, Ecology and Sustainable development’ Mittal, NewDelhi, 2006

- Surendra Sahai (2006), Indian Architecture: Hindu Buddhist and Jain, Prakash Books.
- Travel Information Manual, IATA, Netherlands, 2009.
- Venkata Rao. Y (2010), Management Process and Organisational Behavior, Akansha Publications, New Delhi.
- Virmani.B.R. (2006), The Challenges of Indian Management, Response books, New Delhi.
- Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.
- Weaver D., The Encyclopedia of Ecotourism, CABI Publication, UK.

18. RETOTALLING AND REVALUATION PROVISION:

RETOTALLING:

Candidates can apply for re-totalling within 5 days from the date of publication of results. Candidates who would like to apply for revaluation after having received the copy of the answer script through re-totalling mode can apply within 15 days.

REVALUATION

Candidates can apply for revaluation directly to the university within 20 days from the date of publication of results on website (for Semester students). Candidates who have applied for revaluation are advised to register for the next examination, if necessary, within the due date, without waiting for the result of revaluation.

Candidates are advised to visit the university website www.mkuniversity.org for latest regulation of MKU in this regard.

19. TRANSITORY PROVISION:

UG Syllabus revision once in 3 years and afterwards 3 years under transitory provision.

20. SUBJECTS AND PAPER RELATED WEBSITES:

- www.setupmyhotel.com
- www.openlibrary.org
- www.nationallibrary.gov.in
- www.archive.org/details/digitalibraryindia
- www.ndl.iitkgp.ac.in
- www.tourism.gov.in/india-tourism-development-corporation-itdc
- www.ttdconline.com
- www.irctc.co.in

DETAILED SYLLABUS
FIRST SEMESTER
MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR

Unit - I

Management Concepts and Functions: Nature and Levels in Management – Managerial Roles and Skills – Tasks of a Professional Manager — Manager and Environment - Social Responsibilities of Business. Planning: Steps in Planning Process – Scope and Limitations – Short Range and Long Range Planning – Flexibility in Planning – Decision Making.

[PTT: Management by Objectives (MBO)]

Unit - II

Organising: Organisation Structure & Design – Authority Relationships – Delegation of Authority and Decentralisation – Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture — Mechanistic vs. Adoptive Structures.

[PTT: Impact of Technology on organisational design]

Unit - III

Directing and Controlling: Motivation – Motives – Characteristics – Motives Theories – Motivation and Productivity – Leadership Styles & Models - Process of Communication - Formal and Informal Communication – Verbal and non-Verbal Communication – Control Process – Methods, Tools and Techniques – Design of Control Techniques – Choices in Control.

[PTT: Barriers to communication]

Unit - IV

Organizational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Transactional Analysis. [PTT: Stress Management]

Unit - V

Group dynamics: Group Behaviour – Group Formation - Understanding Work Teams– Conflict, Negotiation, and Intergroup Behaviour - Management of Change – Resistance to Change – Organisational Development.

[PTT: Difference between individual and group behavior]

Text Books:

- Venkata Rao. Y (2010), Management Process and Organisational Behavior, Akansha Publications, New Delhi.
- Koontz & Weirich (2004), Management, McGraw – Hill, Tokyo, (Text Book).

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.
- Peter F. Drucker (1983), Innovation and Entrepreneurship, Heinman, New York.

- 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
 [PTT: 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.
 [PTT: 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.
 [PTT: 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)
 [PTT: 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)
 [PTT: 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

HOSPITALITY MANAGEMENT

Unit - I

Introduction to Accommodation industry – Early – Middle Age – Present Development. -Types of accommodation and their grouping, Classification and Categorization. [PTT: Forms of Ownership in Hotel Business]

Unit - II

Activities in Accommodation Management – Front Office – House Keeping – Bar and Restaurant Supporting Services. The Room Division, the food and beverage division, the engineering and maintenance division, security division.
[PTT: Functions of the marketing and sales division]

Unit - III

Introduction to Restaurant Management - Hotel operations - Food services for the Air, Water and Railway transportation market - Food services for the Leisure market and Retail food services.
[PTT: Business / Industrial Catering services.]

Unit - IV

Managerial Issues: Trends & Problems - Success factors - Study of selected Star Hotels and Popular Food chains (Global & Domestic).
[PTT: Hospitality Marketing – Product, Price, Place, Promotion, People, Process and Physical Evidence.]

Unit - V

Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels – Hotel Association FHRAI, HAI, Ahar, IHHA – Functions and operations.
[PTT: International Hotel Association]

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.

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
[PPT: 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.
[PPT: 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).
[PPT: 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.
[PPT: 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.

[PPT: 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.

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 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.

[PPT: 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.

[PPT: 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.

[PPT: 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.

[PPT: 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.

[PPT: 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.

Second Semester**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.

[PTT: 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.

[PTT: 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.

[PTT: 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.

[PTT: Types of Costs]

Unit – V

Financial Management – Scope – Objectives – Finance Functions – Major financial Decisions – Sources of Finance – Long term and short Term.

[PTT: 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.

TOURISM DESTINATION PLANNING AND DEVELOPMENT

Unit – I

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process [**PTT:** 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 [**PTT:** 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 [**PTT:** Place branding & destination image]

Unit – IV

Destination Promotion and Publicity - Six 'A's framework for tourism destinations - Destination Marketing Mix - Destination Competitiveness – Distribution Channels [**PTT:** 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 [**PTT:** 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

ACCOMMODATION OPERATIONS MANAGEMENT

Unit I: GUEST ACCOUNTING

Job description of a front office cashier - Guest Accounts-Folios-Vouchers-Ledgers - Creation & Maintenance of Accounts - Record keeping system: Manual, Semi - Automated, Automated - Credit monitoring - Floor limit, House limit, part settlement of in house guests - Account maintenance: Charge purchase, Account Correction, Accounts allowance, Account transfer, Cash advance.

Unit II: NIGHT AUDITING

Functions of the night auditor - The role of the night auditor - Cross-referencing - Guest credit monitoring - Daily & supplementary transcripts.
[PTT: The night audit process]

Unit III: PLANNING AND ORGANIZATION OF THE H.K. DEPARTMENT

Area Inventory List - Frequency schedule performance and productivity standard - Time and motion study standard operating manual - Job procedure - job allocation and work schedule - calculating staff strength and planning duty rosters
[PTT: Training and motivation performance appraisal]

Unit - IV BUDGET AND BUDGETARY CONTROL

Types of Budget - Budget process - planning capital budget operating budget - Controlling expenses - Income statement - Purchasing system - method of buying - Stock record - Issuing and control.
Contract Service - Types of contract service in hotel Industry
[PTT: Advantages and disadvantages of contract services]

Unit - V SAFETY AND SECURITY

Potential Hazards in House Keeping - Safety Awareness and Accident prevention - Fire prevention and firefighting - First Aid
DEALING WITH EMERGENCIES - Planning for emergency - Dealing with bomb threat, terrorism - fire etc. - Guest and employee theft prevention measures.
[PTT: Lost and found procedure - Disposable of articles not claimed]

Text Books:

- Sudhir Andrews, Hotel House Keeping Training Manual, Tata Mc Graw Hill Publishers, New Delhi, Edition 2, 2005.
- Joan C. Branson & Margaret Lennox, Hotel, Hostel & Hospital House Keeping, ELBS

Reference Books:

- Matt A. A Casado, Housekeeping Management
- Aleta Nitschke, Marget M.M. kappa, Managing Housekeeping operations
- Robert J. Martin, Professional Management of Housekeeping operations
- George Trucker, Madelin Schacider, Mary Scoviak, The Professional Housekeeper
Rosemary Hurst, Heinemann, House Keeping Management for Hotels,

RESEARCH METHODOLOGY FOR TOURISM

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.

[PTT: 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.

[PTT: 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.

[PTT: 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.

[PTT: 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.

[PTT: 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.

**INTERNSHIP / TOUR / REPORT & VIVA-VOCE
Third Semester**

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

[PTT: Indian vs. Western Culture]

Unit – II

Students will be guided to organise a tour program under a leadership of a staff of the concerned department to cover a set of destinations in a minimum of 7 days and a maximum of 12 days. The students will submit a tour report under the guidance of staff who organized the tour. Itinerary preparation and tour file handling will be conducted in the class for this paper.

The assessment for the Study Tour will be 25 marks for the Report and 75 marks for the Viva which will be conducted by an External Examiner.

Religions of India-Religious Shrines & Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Indian Vs Western Philosophy.

[PTT: 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.

[PTT: 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.

[PTT: Jain Cave Temples]

Unit –V

Museums and Art Galleries - Fairs and Festivals - Indian Cuisine - Traditional Arts and Crafts - World Heritage sites in India.

[PTT: 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.
- The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting, Government of India, 1988.

TOURISM MARKETING

Unit I

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

[PTT: Tourism Marketing Mix]

Unit II

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

[PTT: 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.

[PTT: 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.

[PTT: 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.

[PTT: 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.

FOOD & BEVERAGE OPERATIONS MANAGEMENT

Unit – I

Beverages - Definitions and categories of beverages, Classification of beverages, Non-alcoholic beverages - Beverage control – purchasing, purchase specification for beverages, Pricing of beverages - Beverage menu/lists - Service of beverages - General rules for serving of wine - Service of Wine in Restaurants.

[PTT: Procedure for stocking a bar]

Unit – II

Sales control – approaches (manual & automated (machine system) – Electronic cash register – point of sales control - Yard sticks in controlling (total F&B sales, department profit, average spending power, sales mix, payroll cost, index productivity, stock turnover, seat turnover, sales per waiter/waitress, sales per square foot. [PTT: Significance of sales mix in food and beverage]

Unit – III

Inventory control – stock level determination – ABC analysis – actual & perpetual stock taking – BEP – Menu Engineering – menu margin concept, Budgets & Budgeting – Purpose, steps, advantages, limitations – budgetary control – objectives of budgetary control. [PTT: Different types of budget in Hotel Business]

Unit – IV

Food Cost Control – Cost concepts, Sales concepts - Methods of Food Purchasing - production control, purchasing, quality purchasing – Receiving & storing – receiving control, storing control, issuing control [PTT: Types of Stocktaking in Hotel]

Unit – V

Variance analysis – meaning, steps, material price variance, material usage variance, labour variance, overhead variance, sales variance – Advantages of variance analysis – MIS – utility, features, determinants, planning & control activities, reports generated [**PTT**: Advantages and disadvantages of MIS]

Text Books:

- Dennis Lillicrap and John Cousins (2006), **Food and Beverage Service** 7th edition, Hodder Arnold.

Reference Books:

- Bernard Davis and Sally Stone (1989), **Food and beverage Management**, ELBS Heinemann Publishers, Oxford
- Eric, F. Green, Gallen G. Drake and Jerome, F. Sweeny (1986) **Profitable Food and Beverage Management**, Hayden Book Company, Inc. NJ

JOURNEY PRICING AND TICKETING

Unit 1

IATA Geography and Global Indicators – Understanding and reading Maps – 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 - Travel Information Manual (TIM) – OAG – Passenger Air Tariff (PAT) – The Journey concept –International Sale Indicators – Types of ISIs - One Country Rule- Ticketing Entry

[**PTT**: Match cities and countries with IATA Traffic Conference areas and sub-areas]

Unit 1I

Fare Selection Criteria – Fare Type- OW versus Half RT Fares - Global Indicator - Carrier Selection - Conditions of the Rule - Currency Rules – Local Currency Fares - NUC Conversion Procedure - Rounding NUCs - Rounding Local Currency Fares - Point to Point Fare Calculation - Specified Routings – Application of Routings - Specified Routing Table - Route Reference Numbers - Fare Construction Formula Revisited.

[**PTT**: Limitations on indirect travel]

Unit 1II

SITI OW Through Fare Construction – Maximum Permitted Mileage (MPM) - Ticketed Point Mileage (TPM) - Extra Mileage Allowance (EMA) - Excess Mileage Surcharge (EMS) - Higher Intermediate Point Check (HIP) - Backhaul Check (BHC) - SITI RT and CT Fare Construction – Selecting a Fare Break Point - General Guidelines - SITI RT / CT Formula - CTM Check and secondary Fares, Changing Fare Break Points, Add-ons – Definition – Application - Industry Add-ons - Carrier Add-ons.

[**PTT**: Importance of Stopovers and Connections]

Unit IV

Mixed Class Travel – Single Sector on a Higher Class, consecutive Sectors on a Higher Class, Class Differential with Varying HIPs, Return Trips and Class Differentials, Intermediate Class Exceptions. Ticketing – Traffic Documents, Passenger, Ticket and Baggage Check, Miscellaneous Charges Order, Multiple Purpose Document (MPD). Credit Cards – Definition of Terms, Universal Air Travel Plan (UATP), Commercial Credit Cards.

[**PTT:** Calculation of child and infant fares]

Unit V

Taxes, Fees and Charges – Tax Reference, Types of TFCS, TFC Identification, General Conversion Procedures, Euro Conversion Procedure, Security Surcharge Shown as a “Q”. Special Fares – Definition, Types of Special Fares, Standard Conditions and General Rules, Interpreting Validity Conditions Establishing Seasonality and Day of Week, Counting Transfers Stopovers, Selecting the Applicable Special Fare, RT / CT Special Fare Construction, Selection, Calculation, Taxes and Ticketing, Open Jaw for Special Fares, OW Special Fare Construction Steps, Combination of Fares, Collecting Penalty Fees – Children Fare. Billing and settlement Plan (BSP) – Aims of the BSP, BSP Background, Advantages of BSP to Travel Agents, Operation of the Billing and settlement Plain, Validation Equipment, Standard Traffic Documents, Commissions and Service Fees, IATA BSP International Services.

[**PTT:** Exercises on ticketing]

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

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.

[**PTT:** 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.

[**PTT:** 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.

[PTT: 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.

[PTT: 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.

[PTT: 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

Fourth Semester

ENTREPRENEURSHIP FOR TOURISM AND HOTEL INDUSTRY

Unit – I

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

[PTT: 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

[PTT: Role of SSI Sector in the Economy]

Unit – III

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

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.
[PTT: 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.
[PTT: 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.
[PTT: Competency standards in tourism sector]

Unit-IV

Compensation: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale.
[PTT: 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.

[PTT: 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.
- Robert L.Mathis & John.H.Jackson (2005), HRM, South Western Pub.
- Saiyadain S.Mirza (2003), HRM, TMH, New Delhi.
- Dessler (2001), A Framework for HR Management, Pearson Edn India.
- Edmund Heery (2001), A Dictionary of HRM, Oxford University Press.

EVENT MANAGEMENT

UNIT I

Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management.

[PTT: Key steps to a successful event]

UNIT II

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism - The Economic and Social significance of Conventions, process of Convention Management.

[PTT: The nature and demand of Conference markets]

UNIT III

Event Managers and their Qualities, Resources & Logistics Required for Conducting Events, Individual Events & Corporate Events, Conference & Convention Centers, Types of Venues for Conducting Events, Selection, Location, Theme, Layout of Events, Application of Management Principles in Event Management, Steps Required to Conduct An a Successful Event, Event Budget.

[PTT: Legal Issues Related With Events]

UNIT IV

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation.

[PTT: Case Studies of events of National and International importance]

UNIT V

Travel Industry Fairs – ITB (International Travel Trade Show Berlin), WTM (World Travel Market), TTW(Travel & Tour World), FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

[PTT: Benefits of Fairs]

Text Books:

- Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
- Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.

Reference Books:

- Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
- David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
- Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

ECO TOURISM AND SUSTAINABLE 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.

[PTT: 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.

[PTT: 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.

[PTT: 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

[PTT: 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.

[PTT: 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.

PROJECT WORK

Every candidate has to select a topic for the Project Work in consultation with the supervisor assigned by the Head of the Department and Write a project not exceeding 100 pages. The Project will be assessed by the Department and viva-voce will be conducted by the Department.