

## I semester MTTM

### Tourism Principles and Practices

**Module-I:**– Tourism: definition, meaning, nature and scope; Tourist, travellers, visitor, transit visitor and excursionist - definition and differentiation; Leisure, recreation and tourism and their Interrelationship; Brief history of tourism worldwide and in India- Forms of Tourism: Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism; components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism system and Elements of tourism (Lieper's Model) – Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous, Multitude of industry, Pricing competitiveness/Flexibility) inbound and outbound tourism, domestic, international tourism.

**Module: II: Fundamentals of Management for Tourism:** Meaning, concept and characteristics of management - Nature of management: Management as a science, arts, Functions of management and their relevance in tourism industry - Types of management.

**Module III: Planning**-The nature and purpose of planning- principles of planning- types of planning- advantages and limitations of planning. **Organizing** – Nature and purpose of organizing- basis of departmentalisation, span of management- line and staff relationship line and staff conflicts-bases of delegation-methods of decentralization.

**Module IV: Directing** – Directing and problems in human relationship-motivation communication and leadership- coordinating. Management by objectives (MBO). **Controlling** – Concept and process of control, control of overall performance, human aspect of control.

**Module V: Types of Tourism:** Heritage Tourism, Adventure Tourism, and Cultural tourism, Sports Tourism, MICE Tourism, Educational Tourism and Mass Tourism. **Alternative Tourism:** Eco Tourism, Rural Tourism, Agro/Farm Tourism, Yoga Tourism.

#### Reference:

1. An introduction to Travel and Tourism, McGraw Hill Int. Edition. 1994.
2. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
3. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
4. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
5. Essential of Management – Harold Koontz and Heinz Weihrie
6. Organization and Management – R.D.Agarwal.
7. C.B. Memoria, Personnel Management.

8. K. Aswathappa, Human Resource Management, Tata Mc-Graw Hill New York.
9. C.S. VenkataRatnam, Personnel Management, Tata Mc-Graw Hill New York
10. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth.
11. Inskeep E, Tourism Planning – An Integrated and Sustainable Development. Approach.
12. JagmohanNegi, Tourism and Travel: Concepts and Principles.
13. P.S. Gill, Dynamics of Tourism (4Vols) Anmol Publication.

## **AIR TRAVEL MANAGEMENT**

**MODULE-I** History of aviation, types of aviation, Domestic and international Airlines, Scheduled, Non scheduled airlines, Chicago and Warsaw convention, five freedoms of Air, Aviation terminology & Airline terms and abbreviations, types of journey. IATA geography, Global alliances in airline industry, countries – capital, currencies, city codes, Airport codes

**MODULE –II** , Types of civilian aircraft, seating, arrangement, Classes of service, theory of an Aero plane, profile of Air crew, Aircraft exterior – External features of an Aircraft & its function. Interior of an air craft – cabin layout, seating arrangements, doors, windows, galley, Air craft communication system, emergency exit. Theory of an Airplane,

**MODULE-III** Policies of Airlines – unaccompanied minor, Dangerous goods- classification, packing and marking, carrying of pet animals, trends in airline industry in new millennium.

**MODULE-IV** Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, excess baggage charges, Baggage tracing – type of mishandled baggage, systems for tracing mishandled baggage, found & unclaimed baggage. Property irregularity report.

**MODULE-V** Health considerations in Air travel – cabin air pressure, Immobility and Circulatory problems, Jet lag, Travellers with medical conditions, Infants, pregnant women, pre-existing illness, Travellers with disabilities, communicable diseases, medical assistance.

### **.REFERENCE BOOKS:**

1. The Airline Business in the 21th Century- Dogains R.
2. Air Travel: A Social history – Hudson, Kenneth
3. Airline ticketing- Jagmohan Negi
4. Flight reservation and airline ticketing-Jitendra K.Sharma

## **MARKETING MANAGEMENT FOR TOURISM**

**MODULE – I** Introduction to Marketing Management – meaning – nature – differences between selling and marketing – Marketing Mix - Promotion Mix: Meaning – elements of promotion mix, Public Relations and Sales promotion - Determinants of Promotion Mix.

**MODULE II** Role of promotion in the marketing mix for tourism management – difference between advertising and sales promotions – determinants of promotion mix – Advertisability for Hotel & Tourism.

**MODULE – III** Advertising - Need, scope and importance of advertising – Role of advertising in the Economic development, advertising and society, latest trends in advertisements – Different types of advertisements.

**MODULE – IV** Advertising campaign planning, advertising copy design and communication strategy, copy- visualization layout, advertising appeals and themes, classification of advertising copies, essentials of good copy.

**MODULE – V** Advertising media, types of media, media planning and scheduling – advertisement budget – approaches to advertising budgeting. Advertising agencies – legal and ethical aspects of advertising business in India. Advertisement aids – trade market – slogans – packages – point of purchase displays - below the line promotion.

### **REFERENCE BOOKS:**

1. Advertising and Promotion – Belch and Belch
2. Advertising Management – Rathour
3. Advertising Management – Chunawalla
4. Advertising Management – Write & Ziegler
5. Advertising Management – Mahendra Mohan
- 6 Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
7. Tourism Marketing: Les Lumsdon
8. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
9. Marketing Management - V.S. Ramaswamy , S. Namakuman
10. Tourism Marketing & Management Handbook - Stephen F. Wilt and Luiz Mountinho

11. Marketing in Travel and Tourism - Victor T.C. Middleton
12. Marketing Management Analysis, Planning and Control, Kotler, Philip. PHI.
13. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
14. Fundamentals of Marketing, Stanton, William J, McGraw Hill.

## **COMMUNICATION SKILLS FOR TOURISM**

**MODULE I** Meaning and characteristics of Communication – Role of Communication in Business - Process of Communication – Objectives – Methods of Communication – Verbal – Oral – Written – Non Verbal - Barriers to Communication – Physical Barriers – Language (Semantic Barriers) – Socio Psychological Barriers – Cross Cultural Barriers – How to overcome Barriers.

**MODULE II** Media and Modes – Conventional Modes – Mail – courier – Telegraph – Telex – Electronic Communication – Telephone – Cellular phones – Fax – Email – Tele Conferencing - Internet – Use of Computers for Communication – Media of Mass Communication – Notice Board – Hoarding – Newspaper – Magazines – Film – Television – Internet (Social Media).

**MODULE III** Layout of a Business Letter – Job applications – resume - Enquiries and replies – Order and replies – Complaints and Claims – Sales Letters – Credit letters and Status Enquiries - Meeting Notice – Agenda – memos – e-mails– Reports – Structure of a report – executive Summaries – Representation.

**MODULE IV** Communication through speaking, discussing, listening and negotiating - Use of body language – business etiquettes – making speeches - Dialogue skills – Feedback skills – Telephone Dialogue – Telephone Etiquette

**MODULE V** Presentations – Making a Presentation – Preparing the text using Audio -Visual Aids – Power point Presentations

### **REFERENCE BOOKS:**

1. Business Communication - Urmila Rai and Rai S M
2. Business Correspondence and Report writing - Sharma R C and Krishna Mohan
3. Business Communication - Edward Rothschild and Helen Burnett E Rebecca
4. Lesikar – Pettit – Flatery, Business Communication.

## **HOTEL AND HOSPITALITY OPERATIONS**

**Module 1:** Introduction to hospitality industry: Definition, characteristics, Inter-relationship between hotel and tourism industry. Introduction to Hotels, definition, Growth and development of hotel industry, pioneer companies in hotel and accommodation sector in India, types of tourist accommodation, types of rooms, meal plans

**Module 2:** Classification of Hotel-Star categorization-Location – Size- Ownership, Organization Structure-operational department – Front office, Housekeeping, Food & Beverage Service and Food Production and non-operational department –Human Resource, Sales & Marketing, Finance, IT, Purchase & Receiving, Engineering & Maintenance, Store, Security department.

**Module 3:** ORGANISATION OF FRONT OFFICE AND BELL DESK – Layout, staff, duties and responsibilities of front office staff, symbols used in Front Office, Co-ordination of Front Office with other departments, Functions of receptionist. Guest Cycle. LOBBY & BELL DESK OPERATION – Role of Lobby Manager, Functions of Bell Desk, staff organization and luggage handling procedure on guest arrival and departure, Left Luggage Procedure.

**Module 4:** Organisation of Housekeeping –importance of housekeeping, Layout, Staff Organization, brief outline of duties of executive Housekeeper, role of control desk

**Module 5:** Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels. FHRAI, Role of FHRAI in hotel industry- Functions and operations.

### **Reference**

- Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000.
- Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
- Negi: Professional Hotel Management (Delhi: S.Chand).
- Jones & Lockwood – The Management of Hotel Operations.
- Prof. Jagmohan Negi, Gaurav Manohar, Hospitality Management, Published by Laxmi Publications, Ltd.
- S. Kannan (2003) Hotel Industry in India, Deep and Deep Publications, Pvt. Ltd., New Delhi

## **TOURISM GEOGRAPHY**

**Module-1:** Introduction-Concepts-leisure, Recreation and tourism-Geography and Tourism-Spatial scale-the geographical components of the Tourism system-nature of Tourism system-Market-Distance travelled.

**Module-2:** The geography of Demand for Tourism-Concepts and Definition-Actual demand-Suppressed Demand-Effective demand-Political influences-lifestyle Determinants-personality factors-Cohen's classification of Tourist-Deferred Demand.

**Module-3:** Importance of geography in the World Tourism-Latitudes and longitudes, Local time, Standard time, Greenwich mean time, Location of a Destination, International date line - Time zones-Flying Time calculations.

**Module-4:** Climate and Tourism-climate elements and tourism-Climate Zones-Climate Change-Indian climate patterns-North-South-East and West-Indian Tourism Regions and zoning-Western arid region-Semi-arid region-canal Region-Aravali region-Eastern agro-industrial region-Southeastern Agricultural region and Chambal ravine region-Case studies on Bali(Indonesia), Maldives and Costa Rica.

**Module-5:** The geography of Resources for Tourism-Characteristics and management of tourism Resources-Tourism Planning –Visitor management strategies and Action-Tourism resource at the Global Scale-tourism resources at the National scale-classification of recreation resources-tourism resources at the local scale-resorts and other tourist Centres-Typology of Tourist Centres-Case study on Italy, Singapore ,Japan and USA.

### **References:**

1. Geetanjali –Tourism Geography, Centrum Press, New Delhi.
2. Subhash Chandra Sharma-geography of Tourism, rajat publications, New Delhi.
3. Brian Boniface and Chris Cooper-The Geography of Travel and Tourism, BH Publications.
4. Dr.Rana Pratap and Dr.Kamla Prasad-Tourism Geography, Shree publishers and Distributors, New Delhi.
5. Velvet Nelson-An Introduction to the Geography of Tourism, Rawat publications, New Delhi.
6. Mohinder Chand-Travel Agency management, Anmol publications PVT Ltd., New Delhi

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**ORGANISATIONAL BEHAVIOUR**

**MODULE – I** Foundation of Organizational Behaviors – Psychology as a Science of Human Behavior – Contribution of behavior Science to Management – Personal Growth – Meaning and Concepts of personal Growth, Personal Life style choices, personal growth and Training Individual conflict.

**MODULE – II** Individuals and organization, individual differences – Attitudes – Aptitudes and interest – personality theories – personality tests – personality determination – perception – beliefs – values- problems and perception.

**MODULE – III** Employee Counseling: Meaning – need – Manager’s role in changing behavior. Negotiation Skills: Creating Climate – Opening Process – Conducting the negotiation – Preparing for Negotiation- Styles of Negotiating – Rules of Negotiating.

**MODULE – IV** Motivation- Concepts and Application, Definition, Early and Contemporary theories, From Concept of Applications – Job design, goal setting and other programmes. Stress: Meaning, Nature and levels of stress, causes, effects and coping strategies. Employee discipline – standing orders – discipline and disciplinary procedures – charge sheet – enquire – punishment – dismissal – appeal

**MODULE – V** Organizational culture – creativity and innovation - types of culture – Authoritarian and participative culture- Dominant and sub- culture – strong and weak culture – healthy and unhealthy culture – how to acquire good culture.

**REFERENCE BOOKS:**

1. Gregory Moorehead and Ricky W Griffin, Organizational Behavior – Managing People and Organizations, Biztantra, 7/e, 2005
2. Negotiation Hand Book – PHI
3. Essentials of Negotiation, HBS, 2003
4. Bill Scott, The Skills of Negotiating, Jaico, 2003
5. Organizational behavior – Hartman and Harris – Jaico
6. Organizational behavior- Rhanka.
7. Organizational behavior – B.S. P. Rao

## **TOUR OPERATIONS MANAGEMENT**

**Module I:** Tour operators and Tour operations, Definition – Functions and types– Departmentalization, The Travel Market: Business Travel, Corporate travel, Commercial group travel, Institutional travel – Leisure Travel: Family Travel, Single resort travel, special interest travel – Segments of travel industry: Travel agencies – Airlines – Lodging establishments – Tour wholesalers – Cruise liners – Car rentals – Rail transportation.

**Module II:** Rules for Recognition – Role of Tour operator – Income of Tour operator –Tour Wholesalers – Designing a Tour – Tour order – Input and Output of Tour operation – Reservation systems – Centralized Reservation systems (CRS) and Global Distribution System(GDS).

**Module III:** Package Tours, types and forms of tour package, Components of Package Tour – Basic Principles in packaging – factors affecting tour packaging and package selection –Mass Market Package holidays, inbound and out bound package tours – Free Independent Traveller (FIT’S) Packages or Inclusive Tours, Merits and demerits of package tour, special requirements for outbound packages, Sources of earning: commissions, service charges.

**Module IV:** Stages of Package Tour formulation: Initial Research- pre experience and post experience; Development of itinerary; Appointment of destination Coordinators; Negotiation with vendors, designing tour brochure, Developing reservation system, Common package types, different trip types, Itinerary preparation, and important considerations for preparing itinerary, Different types of tour itinerary, Travel Terminology.

**Module V:** Tour costing and pricing- components of tour cost, consumer trends affecting the future of tour operating, consumer issues in tour operating.

### **Reference:**

1. Chand.M., ‘Management of Travel Agency and Tour Operation’, Anmol, New Delhi.
2. JagmohanNegi, ‘Tourist Guide and Tour Operation: Planning & Organising’ Kanishka, New Delhi, 2005.
3. Kamra, K.K. and Chand, Mohinder (2002). Basics of TourismTheory, operation and Practice, New Delhi: KanishkaPublishers, and distributors.
4. Swain, S. K., & Mishra, J. M. (2012). Tourism: Principles andPractices. Oxford University Press.
5. Goeldner, C. R., & Ritchie, J. B. (2007). Tourism principles,practices, philosophies. John Wiley & Sons.
6. Holloway, J.C. (2008). The Business of Tourism, London: PersonEducation Limited.
7. Yale P. (1995). The Business of Tour Operations, London: Pitman.

## **TRAVEL AGENCY MANAGEMENT**

**Module I:** Introduction to Tourism Industry, History & Growth of Travel Agency Business, Emergence of Thomas Cook and American Express, Scope, Travel trade- Concept of travel & tourism – Nature and features of tourism as an industry. Role of TAAI and UFTA in travel agency business.

**Module –II:** Travel agency– Definition of Travel Agency and Tour Operations, Differentiation, Interrelationship, Role and contributions of travel agency in the growth and development of tourism.

**Module –III:** Travel Agent: Organization Structure of Travel Agency, Travel formalities – Passport & Visa – Types, Types and Functions of a Travel Agent, Ancillary tourism service. Sources of income for the travel agency: Commission, Service charges. Dealing with Principal Suppliers: Dealing with air travel, tourist transport and accommodation. Supplier challenges, travel search engines.

**Module IV:** Introduction to Online Travel Agency business, Business Model, Case study on Expedia/ Make my trip/ trip advisor. Travel Agent access to GDS and CRS, booking cruises, USA rail pass, Eurail pass, Brit rail pass, India rail pass. International car hires.

**Module V:** How to set up travel agency: Market research, sources of funding, comparative study of various types of organisation proprietorship, partnership, private limited and limited, Govt. rules for getting approval, IATA rules, regulation for accreditation, Documentation, Office automation, Practical exercise in setting up a Travel Agency.

### **Reference:**

- J.M.S.Negi, 'Travel Agency Operation, Concepts and Principles' Kanishka, New Delhi, 2005
- Victor.T.C. 'Marketing & Selling of Airline products', 2004, England.
- Holloway, J.C., 'The Business of Tourism', PH, London, 2002
- Chand.M., 'Management of Travel Agency and Tour Operation', Anmol, New Delhi
- JagmohanNegi, 'Tourist Guide and Tour Operation: Planning & Organising' Kanishka, New Delhi, 2005.
- P. C. Sinha, Encyclopedia of tourism management.
- Gee, Chuck and Y. Makens (1990). Professional Travel Agency Management, New York: Prentice Hall.
- Mohinder Chand (2007) Travel Agency Management: An Introductory Text. New Delhi: Anmol Publications Pvt. Ltd.

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## **AIRLINE TICKETING**

**Module-1: Introduction-** Concepts-IATA Area Number-I, II and III-City Codes-Airport Codes-airline Codes- Standard meals and Codes- CRS/GDS.

**Module-2:** Travel Classes and class codes: Fare types, normal and special fares. Computerized and manual ticketing, Accurate ticketing as a specified in the IATA ticketing hand book (THB)-TIM-OAG-Miscellaneous charges order (MCO), prepaid ticket advice (PTA).

**Module-3:** Fare construction Terminology- Global Indicators-Sales Indicators-Types of Journeys- One way Trip-Round Trip-circle Trip-Open Jaw-Origin open jaw-Turn around open jaw-Stop over-Transfer point-ARNK-Alligators neck-one Country Rule.

**Module-4:** Basic Principles of International Fares and Ticketing-Currency System-Rule-NUC-MPM-TPM-EMA-EMS-HIP-AF-BHC-IROE-LCF-Problems on Inbound and outbound-Half RT fare and E-Ticket.

**Module-5:** Amadeus: PNR Generation-Encoding and Decoding –Time Availability-Seat availability-Time table-Requests-Meal-seat-Refund-cancellation (Theory and Practical).

### **References:**

1. Jitendra K Sharma-Flight Reservation and Airline Ticketing, Kanishka Publishers and distributors, New Delhi.
2. K M Unnikrishnan-Air Cargo and Airport handling,A Manual for Beginners.
3. Dr.Jagmohan Negi-Travel agency and Tour operation, Kanishka Publishers, Distributors,New delhi.
4. Mohinder Chand-Travel Agency management, Anmol publications PVT Ltd,.New Delhi.
5. IATA hand book on Ticketing

## **DESTINATION PLANNING AND DEVELOPMENT**

**Module-1:** Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.

**Module-2:** Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

**Module-3:** Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges-Creating the Unique Destination Proposition -Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study of Karnataka as a brand.

**Module-4:** Destination Promotion and Publicity - Ten 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies and Role of DMO's in destination marketing strategies-Case studies.

**Module-5:** Institutional Support: 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 plan - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable Tourism destination- Case studies.

### **References:**

- 1 Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
- 2 Richard W.Butler (2006), The Tourism Area Life Cycle: Applications And Modifications, Channel View Publications.
- 3 Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism Smes, Service Quality And Destination Competitiveness, CABI Publishing

**OPEN ELECTIVE**  
**TRAVEL AND TOURISM MANAGEMENT**

**Module-1: Concepts of Tourism**-Meaning-Definitions-Visitors-Excursionist-Tourist-Traveller-Hospitality- Nature- Forms –Types of tourism-Tourism System-Purpose of Travel-Travel Motivators-Five ‘A’S of Tourism-Historical development of Tourism-Tourism in India.

**Module-2: Impacts of Tourism**-Significance of Tourism-Multipliers Effect-Economic-Social-Cultural-Environmental impacts of Tourism (Positive and Negative)- Case Studies.

**Module- 3 : Travel Intermediaries:** Travel agents and Tour operators, types and functions-Tour Packages-Types-Formulation of Tour Packages-Itinerary-Types-Steps in Itinerary preparation-Tour Packaging and Costing- Interrelationship between tour operator and travel agents.-Government rules for getting approval- IATA rules & regulations for accreditation.

**Module-4: Travel Formalities and Regulations:** Passport-Visa-Customs-Currency Exchange-Health Regulations and Travel Insurance.

**Module-5: Tourism Transportation-** Tourist transport-Air-Road-Water-Rail-essential Features of tourist transport-Civil Aviation in India and its role-Airports Authority of India, Airports In India.

**REFERENCES**

1. Tourism development – Principles and practices – AK Bhatia
2. Tourism in India – A.K. Bhatia
3. Tourism in India – V.K. Goswamy
4. Tourism principles and practices- Sampad Kumar Swain, Jitendra Mohan Mishra
5. Travel agency management-Mohinder Chand

**ACCOUNTING FOR TOURISM INDUSTRY**

**MODULE 1 Introduction to Management Accounting** - Definitions – Objectives - Characteristics – Advantages and limitations of Management Accounting - Differences between Financial Accounting and Management Accounting.

**MODULE 2 Analysis of Financial Statements** - Meaning – Types – Tools of Financial Statement Analysis – problems on Comparative Statements, Common Size Statements and Trend Percentages

**MODULE 3 Fund Flow Statement and Cash Flow Statement** - Meaning of Fund Flow statement – utility of fund flow statement – Advantages and disadvantages – Simple problems on preparation of Fund flow statement - meaning of Cash Flow statement – advantages and Limitations of Cash Flow statements – Differences between Fund Flow statement and Cash flow statement – Problems on preparation of Cash Flow statements as per the Accounting standards.

**MODULE 4 Multiple Accounts** - Accounts of Customers – Guest Accounts - Creation and Maintenance of Guest Accounts – Correction of errors – Corrections and Allowance – Accounts of Non-Resident Guests – City Ledger – Advances received in Cash – Paying bills by credit cards.

**MODULE 5 Front office Account System-** Responsibilities of Front Office Accounting System – General concepts of Front office accounting – Accounts – Folios – Vouchers – Point of Sales (POS) – Ledgers – Credit Monitoring – Methods of Settlement of Accounts – Differences between Ordinary Cheques and Travelers cheques – Procedure for accepting foreign currency – Visitor Tabular Ledger – Posting procedure of VTL.

**Reference Books:**

1. Management Accounting – Greg Shields
2. Financial Management – I. M Pandey
3. Financial Management – Prasanna Chandra
4. Management Accounting – Khan and Jain
5. Hotel Accounting – Anil Kathuria
6. A text book on Hotel Accounting – Shyam Lal Arora

## **INTERNATIONAL TOURISM DESTINATIONS**

**Module-1: Tourism Geography of North America/South America-**Tourism Destination and activities in USA-Canada-Mexico –West Indies-Brazil-Argentina-Venezuela and Colombia.

**Module-2: Tourism Geography of Europe-** Tourism Destination and activities in England-Italy-France-Germany-Austria-Switzerland-Finland and Spain

**Module-3: Tourism Geography of Africa-** Tourism Destination and activities in Egypt-Kenya-Tanzania-South Africa and Ethiopia.

**Module-4: Middle East** Tourism Destination and activities in UAE-Turkey-Iran –Iraq and Saudi Arabia.

**Module-5: Tourism Geography of Asia and Australia-** Tourism Destination and activities in India - China-Japan-Singapore-Malasia-Thailand-Indonesia-Sydney-Canberra and New Zealand.

### **References:**

- 1) Travel Geography, Burton and Rosemary Longmen Edn. 1999.
- 2) Worldwide destination, Geography of Travel and Tourism by Cooper, Chris and Bomifade.
- 3) Geography of Travel and Tourism, Hudson, Lyods and Jackson, Delmar Publishers 1999.
- 4) International destinations by Perlitz, Lee and Elliots, Prentic Hall Edn. 2001.
- 5) World Geography – By Majid Hussain



## **TOURISM RESEARCH METHODS**

**Module 1:** Introduction to Research, Definition of Research – Characteristics – Purpose of research, Role of research in tourism business, requisites of a good scientific method –components of scientific approach, Types of Research, Research problem, Review of literature, Classification, Purpose and Sources of literature, Steps in Research.

**Module 2:** RESEARCH DESIGN: Definition, Types of research, Steps Involved in Research Process. Research Design-Various Methods of Research Design. hypotheses: meaning – types, Sources of hypotheses – functions/role of hypotheses.

**Module 3:** Sampling and Tools for Data Collection: Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Sampling errors, Types of Data: Secondary and Primary, Various Methods of data Collection,

**Module 4:** Processing of data: introduction – editing – classification and coding – transcription– tabulation and graphic representation, Statistical analysis of data: introduction –measures of central tendency, mean, mode and median.

**Module 5:** Data presentation, Report Writing: Introduction – types of reports – planning report-writing – research report format – steps in report of writing – documentation: footnotes and bibliography.

### **Reference:**

1. Brunt, P. 'Market Research in Travel & Tourism', Butterworth Heinemann: UK,1997.
2. Clark, M.,Riley, M., Wilkie,E. and Wood, R.C. 'Researching and Writing Dissertations in Hospitality and Tourism', ITBP: UK,1998.
3. Jennings, G. 'Tourism Research', John Wiley & Sons,2001.
4. Poynter, J. 'How to research and write a thesis in Hospitality and Tourism: A step by step guide for College students, Wiley: UK1993.
5. Ritchie, J.R.B. and Goeldner, C.R.(eds)'Travel, Tourism and Hospitality Research: A Handbook for Managers and Researchers', Wiley: UK.1994.

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## **TOURISM PLANNING AND DEVELOPMENT**

**Module I: Sustainable Tourism:** Definition – Forces which promote Sustainable Tourism – Economic Forces which resist Sustainable Tourism – Principles of Sustainable Tourism – Carrying Capacity – The Environmental Impact of Tourism.

**Module II: Tourism Planning:** Common Features of Tourist Destinations – Components of Destination Amalgam. –Essential facilities and Services for Tourism Development, Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning.

**Module III: Tourism Policy:** Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992: Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism.

**Module IV: Tourism and Ecosystem:** Basic Properties of Ecology – Definition of Ecology– Environment – Ecosystem – Relationship of Ecology and Tourism – Tourism Activities and their Linkages to Ecology and Environment

**Module V: Global Concerns** – Factors creating the issues of Global Concerns – Rise in Temperature– Melting of Snow Caps – Rise in Sea Level – Monsoon and its Changes – The Impact of Global Concern on Tourism – Prevention of Hazards.

### **Reference:**

1. Singh Ratandeep: Handbook of Environmental Guidelines for Indian Tourism– Kanishka Publishers, New Delhi.
2. A.K.Bhatta Tourism, Principles & practices.
3. Praveen Seth- Successful tourism planning and Management, Cross-section Publications.
4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co.Ltd., Publishing Co.Ltd.)
5. Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).
6. Page.J. Stephen. Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London.

## **EVENT MANAGEMENT**

**Module I:** History of Meetings Conventions and Expositions, Conceptual foundations of events; Major characteristics; Five C's of event management; Advantages of events- to the Organizer, Event Planner, Participants, Economy and Society; Broad classification of Events.

**Module II:** Introduction to MICE: Components of MICE; Economic and social significance of MICE. Introduction to professional meeting planning- definition, types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention visitor Bureaus – functions, structure and funding sources.

**Module III:** Events venues: concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; Introduction to conference facilities in India. Role and functions of CVB, ICPB and ICCA.

**Module IV:** The Process of Meeting and Convention Management – Goals – Objectives – Targeting Population – Designing the programme – Budget – Site Selection – F&B – On the management – Services provided at meetings. Meeting Technology – Video Conferencing – Computers and LCD – Technology for meeting attendee, Concept of incentive tour and special requirements for its organization.

**Module V:** Case studies: Tourism festivals: Ellora Festival, Taj Festival, Khajuraho Festival, Desara festival, Hampi Festivals (Any two) Trade Fairs: World Travel Mart, TTF, SATTE.

### **Reference:**

1. A.K. Bhatia, 'Event Management', Sterling Publishers Pvt.Ltd. Delhi,2001
2. Anton Shone & Bryn Parry, 'Successful Event Management', 2002Dr.Joe Gold Blatt, 'Special Events'
3. Avrich,Barry 'Event and Entertainment Marketing', Vikas, Delhi,1994
4. Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998
5. Montgomery, R.J. and Strick, S.K. (1995). Meetings Conventionsand Expositions- An Introduction to the Industry. New York:Van Nostrand Reinhold.
6. Weirich, M.L. (1992). Meetings and Conventions Management.New York: Delmar Publishers Inc.
7. Fenich, G.G. (2005). Meetings, Expositions, Events andConventions- An Introduction to the Industry. New Delhi:Pearson/Prentice Hall.

## **DIGITAL APPLICATIONS IN TOURISM**

**MODULE – I** ICT and Tourism: Concepts of ICTs, benefits & limitations of ICTs - implementations of ICTs in tourism, tourism stakeholders and interfaces – challenges in the tourism industry induced by ICTs.

**MODULE –II** Travel & Tourism Information Systems: Geographic information system (GIS) - Global Positioning System (GPS) – Central Reservation System (CRS), Global Distribution System (GDS), Intermediaries, Infomediaries - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) – Electronic Data Interchange (EDI) - Enterprise Resource Planning (ERP) - Management Information Systems (MIS) - Executive Information System (EIS) - Knowledge Based systems.

**MODULE – III** ICT usage by Supply side: ICTs in the Hospitality and Airline Industry, GDS and CRS - ICTs in Tour Operators and Travel Agencies, Business process reengineering (BPR) - Bank Settlement Plan (BSP) - ICTs for Tourism Destination Management - ICT supported Consumer Relationship Management - knowledge management, business intelligence - social media marketing in tourism and mobile services in tourism

**MODULE IV** ICT usage by Demand side: Travel news groups, electronic bulletin boards and chat rooms- access to GDS - automated ticket machines - Information Kiosks - TV based tourism information retrieval and booking, videotext system, interactive TV - Voice input and recognition systems - Social media and ICT influence in travel decision making, Virtual Tourist Commmoduleies

### **MODULE V**

Travel & Tourism Business models & Cyber security: Business intelligence and smart business networks, online business models - website optimization – Online Travel Agency (OTA), travel agency automation, voyager systems, tour package planning systems, managing e-service centre, delivering e-value to customers - cyber crimes, cyber laws and security.

### **PRACTICALS**

Practical exposure on

1. Online reservation system & payment system
2. Web designing
3. Blog writing
4. GDS (AMADEUS/GALILEO or related)

**REFERENCE BOOKS:**

1. Robson Wendy, Strategic Management and Information Systems Pitman Publishers
2. Elmansic/Navathe, Fundamentals of Database Systems
3. Information technology for tourism ,Gary Inkpen
4. Computers today by S.K Basandra

## **OPEN ELECTIVE:**

### **HERITAGE OF INDIA**

**Module- I:** Definitions, Scope and Nature of Heritage, Kinds of Heritage – Tangible and Intangible. Relationship between Heritage and Tourism. Heritage tourism in India

**Module- II :** Indian Art – Paintings- Different school of Paintings, Sculptors, Architecture – Nagar style of architecture, Dravidian style of architecture, Vesara style of architecture and Indo-Islamic architecture.

**Module- III :** Indian Dance forms-Classical-Folk-Comparison between Classical and Folk-Dance festivals in India-Indian Music-Types-Major Fairs and festivals and its importance in Tourism.

**Module –IV: UNESCO World Cultural Heritage Sites in India-:** Ajanta and Ellora Caves (1983), Churches and Convents of Goa (1986), Fatehpur Sikri (1986), Group of Monuments at Mahabalipuram (1984) Khajuraho Group of Monuments (1986), Mountain Railways of India (1999), Qutb Minar and its Monuments, Delhi (1993), Sun Temple, Konârak (1984), Taj Mahal (1983). **UNESCO World Natural Heritage Sites in India:** Great Himalayan National Park Conservation Area (2014), Kaziranga National Park (1985), Keoladeo National Park (1985), Nanda Devi and Valley of Flowers National Parks (1988), Sundarban National Park (1987).

**MODULE V – ASI-Functions and Laws related to Heritage protection in India-Study on important heritage tourism destinations of Karnataka – Group of Monuments at Pattadakallu (1987), Group of Monuments at Hampi (1986), Bijapur and Gulbarga.**

### **REFERENCES**

1. Heritage and Cultural tourism – Romila chawla
2. Tourism products - Robinet Jacob, Sindhu, Mahadevan
3. Cultural tourism - Harish Badan

## **IV**

## **SEMESTER**

### **Industrial training**

- 1) Each student must undergo on the job training in any Tourism/Hotel/Aviation industry
- 2) The practical training shall preferably be undertaken in the beginning of the semester only. The minimum period of training shall be 2 months.
- 3) The trainer has to assess the student and award 100 marks along with a training certificate.
- 4) The students have to write a project report regarding their training which shall be valued for 50 marks. There shall be a training presentation & viva voce examination on the training for 50 marks.

## START-UP AND ENTREPRENEURSHIP

**Module 1:** Entrepreneurship- Definition, Role and expectation. Entrepreneurial motivations, Types; Characteristics, functions and importance of Entrepreneurship, opportmoduleies in tourism; Entrepreneurial traits and qualities; A brief study of forms of Business Organization – sole trading partnership, limited liability, co-operative, Partnership producers' companies – public private partnership – steps involved in establishing a new tourism enterprise.

**Module 2:** Start-up Idea: How to get a start-up idea, Idea assessment. Identifying target segment and Market Segment: Understanding target segment, sizing the market. Analysing Environment and Competitive advantage: Analysing the environment, Understanding the industry (Porter's 5 force model), Competitive Advantage.

**Module 3:** Building a Legal Structure: Introduction, Common legal mistakes, Types of Legal Structures, Entity registration process, choosing a base location, Selecting legal expert. Permits Registration and Compliances, Intellectual Property Rights, Importance and Types, IP registration process, Contracts: Key aspects, Founder and Employee agreement, Vender and customer contracts.

**Module 4:** Understanding Financial Basics: Introduction to Financial Basics, MIS, Financial Key Performance Indicators, Working Capital Management: Introduction, Operating Cycle, Financing and Management of Working Capital, Vendor contracts, Financial management and long term investments, Capital Structure and Taxation, Break Even Analysis,

**Module 5:**Business Planning: Components of BP, Importance of BP, Elements of BP, Format of BP, building an effective BP, Marketing strategy for an effective BP, Building BP Projections. Funding Overview: Seeking external funding, Funding stages, Qualities to look for investors, approaching investors. Valuation: Decoding Valuation, Valuation and dilution, Cap tables. Pitching and Term sheet: Investors pitch, Components of a pitch, Term Sheet and Post Term Sheet, Program completion. Face book for business.

### Reference:

- Entrepreneurship Development by S. Anil Kumar, S.C. Poornima M.K.Abraham & K. Jayashree.
- Entrepreneurship & Small Business Management by C.B. Gupta & Khanka.
- Xcess' Board of Editors, Guide to Starting a Travel Agency and Tour Operation Business – The Business of Tourism, XcessInfostorePvt. Ltd. (2013).
- Roy A. Cook D.B.A, Laura J. Yale Ph.D. Emerita and Joseph J. Marqua, Tourism: The Business of Travel (4th Edition), ISBN-13: 978-0137147298.



# PROJECT REPORT AND VIVA VOCE

## PERSONALITY DEVELOPMENT AND SOFT SKILLS

**Module-1:** Introduction to Personality Development The concept of personality - Dimensions of personality –The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

**Module-2:** Attitude & Motivation Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude. motivation - Significance - Importance of self-motivation- Factors leading to de-motivation.

**Module-3:** Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem - Positive and negative self esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.

**Module-4 :** Other Aspects of Personality Development- Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics –Good manners and etiquette.

**Module-5:** Employability Quotient Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

### References:

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.
2. Tata McGraw-Hill 1988. 2. Heller, Robert. Effective leadership.
3. Essential Manager series. Dk Publishing, 2002 3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
5. Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
6. Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.
7. Smith, B . Body Language. Delhi: Rohan Book Company. 2004

## WELLNESS TOURISM

**Module I** Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient canters of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well-being – spirituality – Typologies of Health tourism - Factors affecting growth of health tourism.

**Module II** Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy, Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

**Module III** Concept and Dimensions of holistic health care: – the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

**Module IV** Yoga and Meditation: Origin and development of yoga and meditation in India. Different forms of yoga and meditation. The impact of yoga and meditation in the body and mind. International Yoga Day. Some of the important yoga centres in India.

**Module V** Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth.

### Reference:

- Smith, M. and Puczko, L. (2009) Health and wellness tourism Sivananda Yoga Vedanta Centre (2000) The New Book of Yoga, Ebury Press.
- Vishnudevananda Swami, The Complete Illustrated Book of yoga.
- Kulkarni, Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur.
- Pruthi , Raj (2006) Medical Tourism in India, Arise Pub, New Delhi
- Rajagopalan, S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad,.

## **AIR CARGO MANAGEMENT**

**Module 1 Introduction to Air Cargo** - Definition and Abbreviation of Air Cargo – History of Air Cargo - Types of Goods/ Products shipped by Air – Characteristics of Air Cargo – Trends and Performance of Air Cargo in Asia

**Module 2 Loading of Cargo** - Procedure for Loading and Unloading of Cargo – Export-Import License – Types and Nature of Cargo – Sea Cargo – Introduction – an overview of Sea Cargo industry.

**Module 3 Important Components of air Cargo Planes and their functions** - Elementary theory of Flight – Theory of Gravitation – Condition of Equilibrium – Load and Trim – Limitations of Cargo Carrying Capacity.

**Module 4 Airport Familiarization for Air Cargo Handling** - Equipment used near the Aircraft – Engineering and Commercial equipment – Special Service codes – Transportation times (Flying time)

**Module 5 Overview of Logistics Management** - Origin of Logistics – Need for logistic Management - Types of Logistics – Essentials of Logistics in International Trade – case studies on FedEx, UPS, DHL, Cathay Pacific, Lufthansa, Emirates, Menzies Aviation Bobba.

### **Reference Books:**

1. Air Cargo Management – Unnikrishnan
2. Air Cargo Management; Air Freight and the Global Supply Chain – Michael Sales
3. Air Cargo Freight – Patrick Kinley
4. Logistics Management – Rakesh Singh and Satish C. Ailawadi
5. Supply Chain and Logistics Management – Closs and Cooper

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