

CHRIST UNIVERSITY
DEPARTMENT OF TOURISM STUDIES

Master of Tourism Administration – CURRICULUM
MTA – Summary of Credit, Marks and Hours

Semester	Hours	Marks	Credits
Semester I	21	700	21
Semester II	21	700	21
Semester III	20	650	20
Semester IV	18	600	18
Total	80	2650	80

Paper Code	I Semester	Credit	Marks	Hours
MTA 131	Business Environment	3	100	3
MTA 132	Principles of Management	3	100	3
MTA 133	French Language I	3	100	3
MTA 134	Accounting for Tourism	3	100	3
MTA 135	Principles, Policies & Practices of Tourism	3	100	3
MTA 136	Tourist Product I	3	100	3
MTA 137	Indian History	3	100	3
	Total	21	700	21

Paper Code	II Semester	Credit	Marks	Hours
MTA 231	French Language II	3	100	3
MTA 232	Business Statistics	3	100	3

MTA 233	Management Information System	3	100	3
MTA 234	Human Resource Management	3	100	3
MTA 235	Geography for Tourism	3	100	3
MTA 236	Tourism Product II	3	100	3
MTA 237	Travel Agency and Tour Operations	3	100	3
	Total	21	700	21

Paper Code	III Semester	Credit	Marks	Hours
MTA 331	Communication Management in Tourism	3	100	3
MTA 332	Tourism Finance	3	100	3
MTA 333	Research Methodology	3	100	3
MTA 334	Marketing for Hospitality and Tourism	3	100	3
MTA 335	Tourism Planning and Development	3	100	3
MTA 336	Sustainable Tourism	3	100	3
MTA 337	Internship Report - 40 Marks & Viva-Voce - 10 Marks	2	50	2
	Total	20	650	20

Paper Code	IV Semester	Credit	Marks	Hours
MTA	FOREX Management	3	100	3

431				
MTA 432	Business Policy and Strategic Management	3	100	3
MTA 433	Organizational Behavior	3	100	3
MTA 434	Elective 1: Air Ticketing and CRS	3	100	3
MTA 435	Airline and Cargo Management	3	100	3
MTA 436	Elective 2: Event Management	3	100	3
MTA 437	Hotel and Restaurant Administration	3	100	3
MTA 438	Dissertation -75 Marks & Viva -Voce -25 Marks	3	100	3
	Total	18	600	18

MTA – 131 BUSINESS ENVIRONMENT IN TOURISM

Objectives:

- **To enable the students to understand and analyze the national and global environment of Business through a macro and micro perspective of business in general and Tourism Industry in particular.**

Chapter 1

06 hours

BUSINESS: meaning – nature and scope – objectives of business – characteristics of today's business – Environment: meaning – constituents of environment (external and internal environment) – factors influencing environment – features – Environmental analysis: meaning – process of environmental analysis – limitations of environmental analysis.

Chapter 2

06 hours

GLOBALISATION: meaning – nature – reasons for going global – process of globalization/internationalization – benefits and problems of globalization – globalization in tourism and hospitality. Drivers of globalization. Impacts upon hospitality and tourism. -Globalization and international competition- industrial strategies- alliances. Globalization and marketing

Chapter 3

06 hours

WORLD TRADE ORGANISATION (WTO): General Agreement on Trade in Services (GATS)- modes of service trade-cross border trade-consumption abroad-commercial presence- movement of natural persons- Regulation of services trade-Infrastructure services- Professional services- Miscellaneous other services-India's trade in services-Air transport services. Tourism services-GATS commitments in Air Transport services- Tourism services- India's strategy in Air Transport and tourism services.

Chapter 4

10 hours

ECONOMIC ENVIRONMENT FOR TOURISM: meaning – factors constituting economic environment: sectoral approach – economic systems – Policies and Reforms etc. Trans national Business integration: Foreign market entry strategies, foreign investments, mergers and acquisitions, strategic alliances, franchising- management contracts- joint ventures-Globalization and human resources- Personal movements-Impacts on HRM- Effects of Transnational Business on small enterprises in tourism and working conditions in the tourism and hospitality industry- unskilled workers and pay-legislation- turn over of personnel.

Chapter 5

06 hours

POLITICAL AND LEGAL ENVIRONMENT IN TOURISM: Political institutions: Legislature – Executive and Judiciary – Responsibility of business to government and of government to business – role of government: economic, regulatory, promotional, entrepreneurial and planning roles – Govt. intervention and controls – levels of control-rationale for govt. interference

Chapter 6**06 hours**

SOCIO-CULTURAL ENVIRONMENT AND TOURISM: meaning of culture – elements of culture – organization of culture – complexities in multi-cultural business (cultural adaptation, cultural shock, cultural transmission, cultural conformity and cultural lag) – impact of culture on business – social responsibilities of business – business ethics – tourism and socio-cultural environment.

Chapter 7**05 hours**

TECHNOLOGICAL AND NATURAL ENVIRONMENT: meaning of technology – features of technology – impact of technology (social, economic and plant level implications) – technology in tourism – natural environment and impact on tourism business.

Suggested reading:

1. Essentials of Business Environment- K. Aswathappa, Himalaya Publishing House
2. Business Environment -Francis Cherunilam, Himalaya Publishing House
3. Global Economy and Business Environment- Francis Cherunilam
4. WTO and Indian Economy- G.K. Chadha
5. Marketing Management-Philip Kotler, Prentice Hall
6. Strategic Management in Tourism -L.Moutinho, CABI Publishing, U.K., Edition 2000.
7. Knowles Tim, Diamantis Dimitrios et al, Globalization of Tourism and Hospitality-Strategic Perspective”. Continuum, London, edition 2001.
8. Chanda Rupa, Globalisation and services, Oxford University Press, Delhi edition 2002.

MTA-132 Principles of Management

Objectives:

- To introduce the discipline of tourism and provide a set of underlying and guiding principles to approach the study of subject area.
- To provide the basis for a higher level tourism course and enable the students to understand the rudiments of tourism with a futuristic view.

Chapter 1

6 Hours

Management: Science, Theory and practice: - definition of management – nature and significance – objectives of management – levels of management – Principles of Management – Need for principles – Management Vs Administration – Functions of management – Role, attributes and qualities of manager – approaches to management.

Chapter 2

8 Hours

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

Chapter 3

6 Hours

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

Chapter 4

8 Hours

Staffing: Nature and purpose of staffing – human resource planning – recruitment – selection – training – compensation and performance appraisal

Chapter 5

10 Hours

Directing: Nature and importance of direction – **motivation:** meaning and importance – theories of motivation (Maslow's need hierarchy theory; Herzberg's Motivation-Hygiene theory; Vroom's Expectancy theory; Stacy Adam's Equity theory) – **Leadership:** meaning – theories of leadership (Trait theory; Behavioral theories; Situation theories; the path-goal theory – integrated leadership model) – **Communication:** meaning, process of communication – barriers in communication – Towards effective communication

Chapter 6

4 Hours

Controlling: Meaning – nature of organizational control - basic control process – techniques and tools of control – designing control systems

Chapter 7

3 Hours

Social Responsibility and Ethics: concept of social responsibility – managing ethical behavior – tools of ethics – corporate governance

Suggested readings:

1. Essentials of Management - Harold Koontz & Heinz Weihrich, Mc Graw Hill
2. Principles of Management - Terry Franklin, AITBS Publishers and Distributors, 8th Edn.
3. Management a Global Perspective - Harold Koontz & O' Donnel, Mc Graw Hill, New York
4. Management - Sherleker, Himalaya Publishing House
5. Organization and Management – R.D. Agarwal
6. Principles and Practices of Management – L.M. Prasad, Sultan Chand & Sons
7. Business Ethics – S.K. Chakravarthy, IIM, Calcutta
8. Management – James A.F. Stoner & R. Edward Freeman
9. Management Today – Gene Burton & Manab Thakur, Tata Mc Graw Hill

MTA 133: FRENCH LANGUAGE I

Objective:

- **The Tourism Industry is a booming one which offers a wide scope by way of employment with a rich foreign clientele, the student of tourism may be required to welcome a client, describe a hotel or a city, give advice on places to visit or dishes to try inform tourists about the itinerary for a tour, describe a monument, handle requests for room or ticket reservations, give information about the country or take messages on the telephone. The objective of teaching French is to equip the students with the essential skills to meet these requirements.**

Chapter 1: Boarding 23 hours – 50 minutes

Dossier 1 - Let me introduce

Know how - Introducing oneself & others / Speaking about oneself, one's work and one's family.

Contents - Nationalities/Professions/Numbers/Prepositions with Countries/Possessive adjectives/Verbs 'to be', 'to have'/I group verbs/Interrogation/Negation.

Dossier 2 - The flight leaves at

Know how - Giving information on opening and closing timings/How to phone? Contents – Time/Days of the week/Prepositions with the verbs 'to arrive' and 'to and leave'

Dossier 3 - It is a huge luxury hotel.....

Know how - Describing a lost object, a hotel, a room, a restaurant

Contents - Introduction and conceptualization of qualifying adjectives

Chapter 2 Take off 22 hours – 50 minutes

Dossier 1 - It is a 2 star hotel

Know how - Getting and giving information about a hotel

Contents - Interrogation / Negation: There is/There isn't / the Characteristic of a hotel (situation, comfort, number of rooms, facilities)

Dossier 2 - What a beautiful weather!

Know how - Speaking about the climate and clothes

Contents - Seasons/Months/Clothes

Dossier 3 - This morning we are going to visit

Know how - Announcing the itinerary to tourists/writing an itinerary

Contents - The verb 'to go' and prepositions/The near future and simple future tenses/The adverbs of place 'y' and 'en'/Expression

of time: this evening afternoon etc, Nominalization.

Dossier 4 - This region offers you

Know how leisure	-	Describing a place, a city, a region, a country and the they offer/ expressing a preference
Contents	-	The verb 'to do' and prepositions/the use of the verbs 'to like', to prefer' etc., adjectives, Sports and
Qualifying/demonstrative/possessive Leisure.		
Dossier 5	-	I advise you
Know how	-	Advising/justifying a journey/Sports/Cities and touristic spots to visit etc.
Contents	-	The Imperative mood, the verb 'to advise' and 'must' in the conditional tense
Dossier 6	-	It is 3 kilometres
Know how	-	Situating/Showing the way
Contents	-	The definite and indefinite articles/Prepositions of place.

References:

1. **“Bon Voyage”, Methode de francais de l’hotellerie et du tourisme pour debutants. (Units I and II) Vasanthi Gupta, Malini Gupta, Usha Ramachandran W.R. Goyal 1999.**
2. **Touristic Aspects of Karnataka.**

MTA – 134 ACCOUNTING FOR TOURISM

Objectives: -

- To equip students with Accounting skills so that they could prepare, analyze and interpret accounts related issues in Tourism.
- To enable them to be successful executives in hotels, travel agencies with this knowledge of Accounting.

Chapter– 1: -

12 hours

Accounting Principles: Concepts and conventions, Double Entry System – Journal – Ledger – Trial Balance and Its Preparation - Final Accounts of Proprietary concerns

Chapter – 2: -

12 hours

Analysis and interpretation of Financial Statements- Comparative Income Statements-Comparative Balance Sheet-Common Size Income Statements-Common Size Balance Sheet. Ratio Analysis-Meaning, Uses of Ratio Analysis-Limitations-Classification of Ratios. Liquidity Ratios-Current Ratio, Quick Ratio, Absolute Liquid Ratio. Turn Over Ratios-Inventory Turn Over Ratio, Debtors Turn Over Ratio, Creditors Turn Over Ratio, Working Capital Turn Over Ratio. Solvency Ratios-Debt-Equity Ratio-Proprietary Ratio, Fixed Assets to Net Worth Ratio, Fixed Assets Ratio, Interest Coverage Ratio. Profitability Ratios-Gross Profit Ratio, Operating Ratio, Operating Profit Ratio, Expenses Ratio, Net Profit Ratio. Overall Profitability Ratios-Return on Shareholder's Investments-Return on Equity Capital, Earnings Per Share. Problems on the above. Preparation of Balance Sheet from given ratios excluded.

Chapter – 3: -

6 hours

Accounts of Hotel Industry-Calculation of occupancy rate and room rent. Final Accounts of Hotel Industry. Problems on the above.

Chapter– 4: -

4 hours

Cost Accounting – Concepts – Classification of Costs – Preparation of Cost Sheet.

Chapter – 5: -

6 hours

Methods of costing relevant to Tourism Industry-Operating Costing (Transport Costing). Preparation of Operating Cost Sheet.

Chapter – 6: -

6 hour

Marginal Costing – Meaning of Marginal Cost and Marginal Costing. Contribution-Profit Volume Ratio-CVP Analysis-BEP-Margin of Safety-Sales to Earn a Desired Profit. Problems on the above.

Books for Reference:

1. Shikla and Grewal – advanced Financial accounting Sultan Chand & Sons
2. Sashi K Gupta and R K Sharma – Financial Maangement Theory and Practice

3. Khan and Jain – Financial Management
4. Jain and Narang – Cost Accounting
5. M N Arora – Cost Accounting – Vikas Publishers

MTA 135 PRINCIPLES, POLICIES & PRACTICES OF TOURISM

Objectives:

- **It is to introduce to the discipline of Tourism and various aspects that constitute the concept of Tourism**
- **To enable students to understand the rudiments of Tourism with futuristic view**

Chapter 1: -Meaning & Measurement of Tourism 10 Hours

Overview - Objectives, meaning & nature-Classification of tourism & tourists
 Travel concept- Components – Tourism System – Leiper’s Model – Growth and development of Tourism - History. -Pleasure travel by all modes of transport in ancient times – Tourism Statistics, Objectives, Types and Methods.

Chapter 2: - Motivation and Organization of Tourism 10 Hours

Motivation - Definition-Basic motivations of tourism – Categories of Tourist motivation - Other elements of motivation for tourism –Factors influencing the organizations, National Tourist Organizations, Functions of Tourism Organizations - Organization Structure.

Chapter 3: - Socio-Cultural & Economic Impacts of Tourism 5 Hours

Social impact & benefits - Cultural impact & benefits - Economic impact & benefits – Environmental Impacts of Tourism

Chapter 4: -Tourism planning and Development 10 Hours

Common Features of Tourist Destinations – Components of Destination Amalgam. – Essential facilities and Services for Tourism Development. Tourism Planning process – Steps in tourism planning – Environmental Planning and Environmental Impact Assessment

Chapter 5: Dynamics and Growth of Tourism 10 Hours

Definition of tourism demand, types, Indicators of Tourism Demand – Determinants of tourism demand – Life style factors – personal and world view – Incentives granted by central and state govt. for the Tourism industry in India – Future tourism perspectives – Demographic – Political – Technological changes – Changing Business Practices – Tourist Health and safety aspects – Sustainability and Environment – Managing Change in Tourism

Books for Reference:-

1. Mcnitosh G - Tourism, Principles, practices, philosophies
2. Bhatia, A. K - Tourism, Principles & Practices, Sterling Publications.

3. Praveen Seth - Successful tourism planning and Management, Cross section publications
4. Page J Stephen, Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London
5. Burkart A. J & Medlik S. - Tourism Past, Present and Future. Heinemann London 1974.
6. Foster Douglas - Travel & Tourism Management. Mc. Millan London 1985.
7. Cooper Fletcher, Gilbert and Wanhill – Tourism Principles and Practices, ELBS with Pitman, London

MTA – 136 TOURISM PRODUCT I

Objectives:

- This course aims at developing the knowledge of Tourism Products, Assets and Resources of India. The module aims at creating a systemized method of classifying the various products and resources and examining them. Historical and Geographical background.
- The course also studies the culture, people and heritage, other ancillary activities such as arts, crafts, flora fauna and environmental ecology. The course will also examine the location, importance, popularity and accessibility through various modes of transport, facilities available with each type of location in perspective.

Chapter 1

8 Hours

- Tourist Resources – Definition and Differentiation
- Natural Tourist Resources – Rich Diversity in Landform, Landscape, Outstanding Geographical features, Climate, Flora, Fauna
- Mountain Tourist Resource – with special reference to the Himalayas and other Hill stations across India

Chapter 2

6 Hours

- Island and Beaches – with special reference to Andaman and Nicobar Islands, Goa, Lakshwadweep
- Coastal Areas
- Desert Resources in India – Geological structure, existing facilities, Safaris, Festivals

Chapter 3

15 Hours

Socio Cultural Resources

- Performing Arts of India, Classical Dances and Dance Styles
- Indian Folk Dances
- Music and Musical Instruments
- Handicrafts of India, Craftsmanship
- Indian Painting

Chapter 4

8 Hours

Socio Cultural Resources

- Fairs and Festivals
- Tourist Promotional Fairs – Kite Festival, White water Festival, Snake Boat Race etc.,
- Indian Folk Culture – Custom and Costumes, Religious Observation, Folk-lore and Legends
- World Heritage sites in India

Chapter 5

8 Hours

- Architectural Heritage of India – India's Architectural Styles adopted over the ages
- Historic Monuments of Tourist significance, ancient medieval and modern
- Important Historic / Archaeological sites, Museums, Art Galleries, Libraries their location and assets
- Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others
- Ayurveda, Yoga, Meditation

BOOKS FOR REFERENCE:

1. Percy brown : Indian Architecture Hindu and Buddhist period.
2. Harle .J.C : The Art and Architecture of Indian Sub Continent.
3. Bhartiya Vidya Bhawan: Imperial Unity.
4. Bharitya Vidya Bhawan: Classical age.
5. Acharya Ram : Tourism and Cultural Heritage of India: ROSA Publication (Jaipur,1986)
6. Basham.A.L : The Wonder that was India: Rupa and Com Delhi-1988.
7. The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting, Government of India, 1988.
8. Hussain.A.K : The National Culture of India, national Beek Trust, New Delhi-1987.
9. Mukerjee.R.K: The Culture and art of India-George Allen Unwin Ltd, London 1959.
10. The Treasure of: Marg Publication Bombay India Museums.

MTA - 137 INDIAN HISTORY AND CULTURE

Objectives:

- The paper will serve as a window for the students to foster the understanding that mutual interaction of various Cultures has been a major factor in human progress.
- To enable them to develop an appreciation of the contributions made by cultures to the total heritage of mankind.
- To develop a positive attitude towards Cultural heritage and development.
- To enable them to harness the rich Historical and Cultural heritage for the purpose of promoting tourism and national interests.

Chapter 1

Ancient India

India to the dawn of the historical period: - 3 hours
Introduction to History and Culture - Sources of Indian history - Geography of India - Evolution of Culture.

Chapter 2

Antiquity of Ancient Indian Civilizations: - 5 hours
Harappan Culture – Important sites – Town planning – Architecture – Vedic Culture (Rig Vedic and Later Vedic)

Chapter 3

Condition of North India from 6th Century BC to 1st Century AD: - 5 hours
Revolt against old order - Jainism and Buddhism - Early trade contacts between India and Europe – Saint Thomas

Chapter 4

Age of Empires:- 6 hours
Mauryas – Era of Ashoka – Inscriptions – Art and architecture - Imperial Guptas – Schools of Art in Ancient India – Mathura, Gandhara and Amaravathi - Educational Institutions in Ancient India – Nalanda – Taxila - Greater India

Chapter 5

Cultural contributions in Southern peninsula: - 6 hours
Sangam society and Culture – Bhakti Movement in South India – Acharyas – Shankaracharya – Ramanujacharya – Madhvacharya – Basaveswara

Chapter 6
Medieval India

5 hours

Muslim rule in India: -

Foundation of Delhi Sultanate - Evolution of Indo-Islamic Culture - Mughals – Emperor Akbar – Religious policy - Culture contributions under Mughals – The influence of Islam on Indian Culture – Mediaeval Indian Literature.

Chapter 7
Modern India

6 hours

British Supremacy in India: -

Advent and Impact of European powers in India – Gothic and Indo Sarcenic Architecture - Indian Renaissance – Rise of Indian Nationalism - Road to freedom – Mahatma Gandhi, Jawaharlal Nehru – Modern Composite Culture

Chapter 8
Karnataka:

Historical background

5 hours

Chalukyas of Badami – Rashtrakutas – Hoysalas, Vijayanagaras – Contributions to the Karnataka Culture.

Bangalore - Historical background – Founding of Bangalore and its later growth as Cantonment – Festivals and architectural heritage of Bangalore

Map Work: -

4 hours

1. Physical features of India.
2. World Heritage Sites in India.
3. Heritage Sites in Karnataka.
3. India's largest cities.
5. Project (Field visit)

Reference:

1. A.L. Basham (Ed) – Cultural history of India.
2. K.M. Munshi (Ed) – History and Culture of Indian people – Vols 1-12 Bharatiya Vidya- Bhavan.
3. R.C. Majumdar – An Advanced history of India.
4. K.A. Nilakanta Sastri – South Indian history.
5. Fazul Hasan – Bangalore through ages.
6. T.P. Issar – The city Beautiful – A celebration of the architectural heritage and city – aesthetics of Bangalore.
7. R.R. Diwakar(Ed) Karnataka through ages.
8. K. Basavasraja – History and Culture of Karnataka.

9. H.V. Srinivasa Murthy – History and Culture of South India to 1000AD
10. Suryanath U. Kamath – A Concise history of Karnataka.
11. D.D. Kosambai – An Introduction to Indian history.
12. A.L. Srivastava – Sultanate of Delhi.
13. B.N. Luniya – Evolution of Indian Culture.
14. R.C. Majumdar – Mughal age.
15. R.C. Majumdar – Renaissance in Modern India.
16. Radhey Shyam Chaurasia – History of Ancient India – Earliest times to 1000AD.
17. B.L. Grover and S. Grover – A new look on Modern India.
18. S.C. Raychoudhary – History of Modern India
19. T.R. Sareen and S.R. Bakshi – Temples of India.
20. Winand. M. Callewaert – Gods and temples in South India.
21. E.B. Havell – Indian Architecture through the ages.
22. N. Subramaniam – Sangam polity.
23. Sundrajan – Indian history and Culture.

MTA 231: FRENCH LANGUAGE II

Objective:

- **The Tourism Industry is a booming one which offers a wide scope by way of employment with a rich foreign clientele, the student of tourism may be required to welcome a client, describe a hotel or a city, give advice on places to visit or dishes to try inform tourists about the itinerary for a tour, describe a monument, handle requests for room or ticket reservations, give information about the country or take messages on the telephone. The objective of teaching French is to equip the students with the essential skills to meet these requirements.**

Chapter 1: In flight	23 Hrs -50 Minutes
Dossier 1	- We are extremely sorry
Know how	- Excusing oneself/ Pacifying a client / Explaining, a solution
proposing	
Contents	- The expressions 'to excuse oneself, to complain and to pacify'.
Dossier 2	- Would you like to leave a message?
Know how	- Taking and passing on messages
Contents	- Personal pronouns/Expressions used during a phone conversation
Dossier 3	- It is a chicken with.....
Know how	- Describing a dish and a recipe / Suggesting dishes to clients
Contents	- Partitive articles / Personal pronoun 'en' /Adverbs of quantity/Culinary terms
Dossier 4	- It was in.....
Know how	- Narrating an event in the past /Speaking about the history of a monument
Contents	- Simple past and Descriptive tenses
Dossier 5	- You have to pay extra.....
Know how	- Speaking about tariffs/Different services of a hotel/conditions of hiring a Car
Contents	- Interrogative forms/Services of the hotel
Chapter 2	Arrival 22 Hrs – 50 Minutes
Dossier 1	- It is the most beautiful city.....
Know how	- Describing a city, a country, a region/Speaking about its climate /Festivals/Time differences /Currency/Laws

and
advice
and justifying

rules/Preparing a practical traveler's guide/Giving

- Contents - The Comparative and superlative degrees /Relatif
pronouns/Negations nothing, never, no more/The
expressions, 'I think / I believe /In my
opinion'
- Dossier 2 - 300 rooms with
- Know how - Giving oral and written information about a hotel, situation,
programme/ Catering/Conditions for
cancellations/Forbidding
- Contents - Clothes/Expressions used to forbid – If + present +
future....
- Dossier 3 - It is advisable to forsee
- Know how - Advising a client about tour/Highway code/ Clothes to
wear
- Contents - Pronominal verbs
- Dossier 4 - I'm sorry
- Know how - Excusing oneself by justifying
- Contents - Evaluation questionnaire
- Dossier 5 - Flight at
- Know how - Announcing the itinerary to Tourist, Oral and Written
- Contents - Nominalisation

References:

1. "Bon Voyage", Methode de francais de l'hotellerie et du tourisme pour debutants. (Units III and IV) Vasanthi Gupta, Malini Gupta, Usha Ramachandran W.R. Goyal 1999.
2. Touristic aspect of Karnataka.

MTA – 232 BUSINESS STATISTICS

Objectives

- To provide an overview of the various techniques available for data analysis and interpretation of business situations.
- To acquire competence in collection, summarization and presentation of results.

Chapter 1

Introduction: Importance of statistics, concepts of statistical population and a sample-quantitative and qualitative data-classification and tabulation of data. Measurement scales-nominal, ordinal, interval and ratio. Diagrammatic and graphical representation of data. Construction of univariate and bivariate frequency distributions. Stem and leaf plot

10 hours

Chapter 2

Measures of Central Tendency: Arithmetic mean, weighted mean, median and mode. Partition values-Quartiles, Deciles and Percentiles.

6 Hours

Chapter 3

Measures of Dispersion: Range, quartile deviation, standard deviation and coefficient of variation. Skewness- Karl Pearson's coefficient and Bowley's coefficient. Kurtosis(Definition only)

6 Hours

Chapter 4

Correlation and Regression: Scatter diagram, Karl Pearson's correlation, Spearman's rank correlation, linear regression.

6 Hours

Chapter 5

Time Series: Components of time series. Additive and multiplicative models. Measurement of trend by methods of moving averages and least squares. Construction of seasonal indices by simple averages and ratio to moving averages

8 Hours

Chapter 6

Index Numbers: Definition. Construction and use of index numbers. Price and Quantity index numbers. Unweighted aggregate index numbers. Weighted index numbers – Laspeyre's, Paasche's, Marshall Edgeworth's and Fisher's ideal index numbers.

6 Hours

Chapter 7

Sampling Design: Types of sampling-Probability sampling -simple random sampling-systematic sampling- stratified sampling, cluster sampling- area sampling, double sampling. Non Probability sampling-convenience sampling-purposive sampling – judgment sampling-quota sampling-snowball sampling (only the description of sampling procedures)

3 Hours

References:

1. **Levine Berenson, Basic Business Statistics, Prentice Hall of India.**
2. **Daniel and Terrell, Business Statistics for Management and Economics, Prentice Hall India.**
3. **Williams Sweeney, Anderson, Statistics for Economics, Thomson Asia Pvt Ltd., 8th Edition.**
4. **Frank Harry, Althoen. C. Steeve, Statistics-Concepts and Applications, Cambridge University Press, First Edition.**
5. **Agarwal B.L, Basic Statistics, New Age International Publishers, 4th Edition.**
6. **Hooda R.P, Statistics for Business and Economics, Mc Millian Business Books, 2nd Edition.**
7. **Black Ken, Business Statistics-Contemporary Decision Making, South Western College Publishing, 3rd Edition.**
8. **Levin I Richard, Rubin S David, Statistics for Management-, Prentice Hall of India.**

MTA – 233 MANAGEMENT INFORMATION SYSTEM

Objective:

- To understand the importance of Information System as a key enabler in providing solutions to travel & Tourism Industry.
- To study the impact of IT on travel industry, adapt and upgrade continuously to trends in IT. Realize the importance of Information as the key resource for productivity and customer satisfaction.

Chapter 1

06 Hours

Management Information Systems: An Overview

Introduction, Management Information Systems, Definition, Framework for MIS Organization and Management Triangle, Information Needs, Systems Approach, Meaning and Objectives of MIS, Disadvantages of Information Systems, Approaches of MIS Development, Constraints in Developing an MIS, MIS and use of Computer.

Chapter 2

08 Hours

Information Systems in Business

Introduction, Functional areas of business, Manufacturing information systems, marketing information systems, Quality information systems, Financial and accounting information systems, Human resource information systems, Geographical information systems.

Chapter 3

06 Hours

Information Technology in the Airline industry. Passenger Reservation Systems- Design issues- Central site hard ware-CRS versus GDS. Functionality of Airline reservation systems. Other airline application of IT-computerization of operations- decision support systems- Airport use of IT-flight information display system- electronic immigration control- Passenger service application-

Chapter 4

06 Hours

Information Technology Applications to Travel intermediaries- Travel Agency use of IT- global distribution system-CD-Rom Applications-electronic ticketing- internet usage by travel agents- travel agent back office systems, Tour Operator Use of IT- Package creations – distribution of tour packages reservations and customer management. Specialties channeller use of IT- meeting and convention planners- corporate travel planners, Impact of IT on the travel distribution channel

Chapter 5

06 Hours

Consumer access to Travel Information systems- The internet and Tourism- the world wide web- travel news groups, electronic bulletin boards and chat rooms. Consumer access to GDS- GDS on line- automated ticket machines. Information Kiosks. TV based tourism Information Retrieval and booking- videotext system -interactive TV. Voice input and recognition systems. A model of electronic consumer access.

Chapter 6

05 Hours

Hospitality Information Systems- Computer applications in the accommodation sector- property management systems. Management applications of a PMS- back office applications- interfaces between PMS and other hotel computer systems- guest room technology- telecommunications in a hotel. Computer applications in the food service sector- point – of – sale systems- restaurant management systems.

Chapter 7

08 Hours

Government Tourism Office Use of IT. Information provision- traditional methods- electronic methods- Marketing and promotion- customer data bases- market databases. Market research- data collection- data analysis. Management issues. **The international web of Travel net works.** Inter company data communication links- travel specific net works- computer switches- terminal emulation systems, protocol call converters and gateways. In- company computer net works- local and wide area net works- computer telephone integration. Electronic document interchange(EDI).

Reference Books:

1. Gupta, A.K, “*Management Information Systems*”, S. Chand &co,2000
2. O’Brien James, “*Management Information Systems*”, Tata McGraw hill,4th Edition, 2002
3. Raymond McLeod, “*Management Information Systems*”, Macmillan,3rd Edition, 1996
4. Turban Mclean, “*Information Technology for Management*”, John wiley and sons, 2nd Edition, 1999
5. Sheldon J. Pauline, *Tourism Information Technology*, CABI Publishing New York, Edn.2003.

MTA – 234 HUMAN RESOURCE MANAGEMENT

Objectives:

- To familiarize the students with concepts and processes of managing of Human Resource in Organization
- To enable the students apply the concepts and Principles of Human Resource Management in activities relating to Tourism Industry.

Chapter 1

6 Hours

Human Resource Management: meaning and concept – importance – objectives – functions – policies – procedures and programmes of human -resource management – Functions and Operations of a Personnel Office.

Chapter 2

6 Hours

Human Resource Planning: definition – need – process of human resource planning – job analysis – job description and job specifications

Chapter 3

6 Hours

Recruitment and Selection: Recruitment: meaning – factors affecting – recruitment process – recruitment methods – Selection: meaning – process of selection – placement and induction- induction process.

Chapter 4

7 Hours

Employee Training and Development: meaning - need for training – methods of training – training evaluation – Executive Development : need – process of executive development – Techniques – Career Planning: Need – Process – Advantages and Limitations.

Chapter5 -

7 Hours

Performance Monitoring and Appraisal: meaning – importance and purpose – techniques of performance appraisal – Job evaluation: meaning – objectives – methods – Employee Counseling: Meaning – Need – Types – Skills Required.

Chapter 6 -

8 Hours

Compensation and Salary Administration: Nature and purpose – Principles – Components – Salary Structures – Reward and incentives: Types of rewards – Employees Benefits and Welfare – Discipline: Disciplinary Action – Suspension – Retrenchment – Dismissal: Grounds for Dismissal – Employee Grievance Handling: Meaning – How to handle grievances – Discovery of Grievances – Processing – Steps in Grievance handling.

Chapter 7 -

5 Hours

Gender and Other Related Issues in Tourism: Position of Women – Managers' Responsibilities – Sexual Harassment – Code of conduct – Conducting Enquiry – Child Labor Human Rights and Consumer Protection.

Suggested readings:

1. Human Resource Management in Tourism – Manoj Madhukar, Rajat Publications, New Delhi
2. Human Resource Management in the Hospitality Industry – Frank M Go and Tom Baum, John Wiley and Sons Inc. New York
3. Human Resource and Personnel Management – K Ashwathappa, Tata McGraw Hill, 3rd Edn. 2004
4. Personnel/ Human Resource Management, David A Dcenzo & Stephen P Robbins, Prentice Hall, 2002
5. Human Resource Management, Ian Beardwell & Len Holden, Macmillan India, 1998
6. Human Resource Management, Lawrence S Kleiman, Biztantra, I Edn 2003
7. Personnel Management -C.B. Mamoria, Himalaya Publishing House

MTA – 235 GEOGRAPHY FOR TOURISM

Objectives:

- To help the students of Tourism some of the information about the places and events around the world, that build up over the life time in Tourism Industry
- To give an insight into various holiday destinations, and develop their role as travel professional.

Chapter 1:

8 Hours

The elements of Geography – Themes of Geography – Importance of Geography in Tourism – The world's climates – climatic elements and tourism – Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time – Impact of weather and climate on tourist destinations – world's continents -destinations on world map.

Chapter 2:

5 Hours

Geography and Tourism in North America –physical characteristics – Tourism characteristics – major Tourism Destination and Attractions of Canada and United States – Major Tourist Destinations in Mexico and the Caribbean countries.

Chapter 3:

5 Hours

The tourism geography of South America, Division of South American tourism – physical features. The Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil and Guyana's.

Chapter 4:

6 Hours

Geography and Tourism Africa and the Middle East – Geographical features. Tourism in the countries bordering to the Middle East – Mediterranean and Israel, Egypt, Syria – Turkey – Iran – Iraq. The North African Coast – Tunisia – Algeria – Morocco, Characteristics of tourism in Sub Sahara Africa – West Africa – East Africa and Southern part of Africa

Chapter 5:

10 Hours

An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland – North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal).

Chapter 6:

8 Hours

Tourism in Asia – Physical features – Tourism in East Asia: Japan – China – Hong Kong – South Korea – South East Asia – Singapore – Indonesia – Malaysia – Thailand – The

Philippines – Laos, Vietnam and Cambodia. South Asia and Tourism potential. The Indian Sub Continent. India – India’s tourism regions, Nepal and Bhutan – Srilanka – The Maldives Island – Bangladesh, Pakistan and Myanmar.

Chapter 7:

3 Hours

Geography and Tourism in Australia – Physical Characteristics of Australia and New Zealand – Patterns of Tourism in Australia – New Zealand’s Tourist Regions. The Pacific Islands.

Reference:

1. Burton, Rosemary, Travel Geography, Longman Edn. 1999.
2. Cooper, Chris and Bonifare, World wide Destinations, the Geography of Travel and Tourism, Butterworth
3. Hudman, Lloyd and Jackson Richard, Geography of Travel and Tourism, Delmar Publishers, Edn: 1999.
4. Perlitz, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2001.

MTA – 236 TOURISM PRODUCT II

- To provide an integrative view of the travel trade and different sectors of the tourism industry.
- To emphasize the dynamic nature of tourism while examining the key trends and issues impacting on the travel trade and tourism sector

Chapter 1

7 Hours

Tourism and Travel vendors – products and the end users – Tourism Services – features – serving traveler needs – levels of distribution channels for tourism products- one level – two level and three level tourism distribution channels – consolidators and travel clubs – Tourism information sources and services.

Chapter 2

10 Hours

Rail Transportation – origin and growth – AMTRAK and VIA RAIL. Canada Services AMTRAK accommodation and classes of service – International Passenger Rail Service – EURAIL system – Brit Rail – Indian Railways – Ind Rail passes – Rail travel in Japan. Automobiles – motor coaches / Car Rentals – Origin of Car Rental Market – The rental agreement – The Air line Industry – Carrier codes – charter airlines and Passenger Air craft. The Hub and spoke system – Reservation policies – children and Infants – Passenger check in and Baggage transport.

Chapter 3

10 Hours

Accommodation – Hotel rates and terms – Room tariffs – Room accommodation and facilities – Room categories – Bedding types – meal plans and codes – Room rate categories – Cruise ships -cruise categories – volume, premium , luxury and speciality cruises – cruise accommodation and deck plan – facilities, Basics of planning a cruise – popular cruise itineraries.

Chapter 4

10 Hours

Foundations for understanding Attractions and Entertainment, Similarities and Differences between Heritage Attractions and commercial attractions. Heritage attractions – museums and historical sites – zoos and aquariums – parks and preserves – Fairs and festivals

Commercial attractions – Amusement Parks, Gaming Shopping – live entertainment – the performing Arts.

Chapter 5

8 Hours

Destinations – classifying destinations – sporting activities – winter ski resort – golf resorts – spas – casino resort – integrated resorts – commercial recreation and clubs – meetings conventions and expositions.

References:

1. Cook A Roy, Yale J Laura et al, Tourism –The Business of Travel, Prentice Hall Edn. 1999
2. Foster Denisl, An Introduction to Travel and Tourism, Mc Graw – Hill Int. Edn. 1994

3. Negi, Jagmohanl, Tourist Guide and Tour Operations, Kaniska Publisher Edn 2004
4. Walker, Introduction to Hospitality, Delmar Publishers Edn. 1999

MTA – 237 TRAVEL AGENCY AND TOUR OPERATIONS

Objectives:

- **To expose students to the procedures and processing in Tourism and Travel aspects.**
- **To equip students to take care of the requirements of the profession.**

Chapter 1

10 Hours

Travel Agency – Definition and Scope – Tour Operators: Definition & Scope – Functions of Travel Agents – History of Travel Trade – 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 – Types of travel agencies – Full service agency, Commercial Agency, Implant agency, Group/ incentive agency – Literature or Manual for Travel Business.

Chapter 2

15 Hours

Functions of Travel Agency – travel information – Documentation – Passports: Types and requirements – Visas – Various types and requirements – Health Certificate – customs and Immigration –Airline codes-City Codes-Issuance of tickets Domestic and International. – products and services of a travel agency, pleasure/vacation travel – commercial travel – Tours – Ancillary Tourism Services- Services to tourists – Guide Services – Financial Services – Services to the Suppliers.

Chapter 3

10 Hours

The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sight seeing tours - Group, Incentive and convention tour – Types of Tour Operators. Components of Package Tour – Basic Principles on packaging – factors affecting tour design and selection – Booking a Tour – Mass Market Package holidays – Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations- planning and producing a tour – planning an itinerary – costing of tours – Reservation and documentation – Routing – programming daily activities – transport – transfers – accommodation – meals – sight seeing – single supplement – Escorting a tour- Servicing inbound tours – Marketing inclusive tours.

Chapter 4

5 Hours

Procedures for approval of a travel agency and tour operator – Organization structure of a travel agency/ tour operator – IATA rules and regulations for travel agency approval – Approval from various government bodies.

Chapter 5

5 Hours

Tour operational Techniques: Departure – Hotel Procedure – Aboard the Bus/Coach – Emergency procedures – Finance and accounting – Food and Beverages – Transportation Delays – Expulsion of a Tour Member – Handling Company Money – Reservation of Tourist Accommodation – Hotel Reservation – Types – Meal Plans and Codes – Room Rate, information requirements.

References:

1. An Introduction to Travel and Tourism, McGraw Hill Int. Editions. 1994
2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997
3. Chand Mahinder, Travel Agency Management: An Introductory Text, Anmol Publication, Edition 2000
4. Negi, Jagmohan, Tourist Guide and Tour operation, Kanishka Publishers 2004.
5. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
6. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001.

MTA – 331 COMMUNICATION MANAGEMENT IN TOURISM

Objectives:

- **This course will sharpen the analytical, written and spoken Communication skills, using media and modes essential in Business situations, in Decision making and implementation.**

Chapter 1

12 Hours

Importance of Communication – Process of Communication – Objectives – Methods of Communication – Verbal – Oral – Written – Non Verbal – Body Language; Graphics – Barriers to Communication – Physical Barriers – Language (Semantic Barriers) – Socio Psychological Barriers – Cross Cultural Barriers – How to overcome Barriers.

Chapter 2

6 Hours

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.

Chapter 3

12 Hours

Layout of a Business Letter – Job applications – Personal Letters – Enquiries and Replies – Orders and replies – Complaints and Claims – Sales Letters – Credit letters and Status Enquiries – Collection Letters.

Chapter 4

6 Hours

Meeting Notices – Agenda and Resolution Minutes – Reports – Structure of a report – Summarization – Drafting Telegrams – Representations

Chapter 5

9 Hours

Speeches and Presentations – Making a Presentation – Preparing the text – Using Visual Aids – Dialogue skills – Feedback skills – Telephone Dialogue – Telephone Etiquette.

References

1. Rai Urmila and Rai S.M – Business Communication, Himalaya Publishing House, Mumbai Edn 2004
2. Sharma R.C and Krishna Mohan, Business Correspondence and Report writing, Tata McGraw Hill, Edn 1996
3. Edward Rothschild and Helen Burnett E Rebecca, Business Communication, Prentice hall, Edn 1997
4. Lesikar, Raymond V, Business Communication, McGraw Hill Edn 1999.

MTA – 332 TOURISM FINANCE

Objectives: -

- To enable the student to understand the importance of Finance function in a service organization.
- To make the student understand the sources of Finance and its effective Management in Tourism and Travel Industry.

Chapter– 1: - Financial Management

5 Hours

Meaning and Definition – Scope, Aims of Finance Function and Objectives of Financial Management.

Chapter– 2: -Financial Planning

14 Hours

Objectives and Scope of Financial Planning – Nature and Characteristics of ideal financial planning – Determinants of financial planning – Estimation of Capital requirements of a firm. Sources of raising Capital – Equity & Preference Shares, Debentures, Retained Earnings, Public deposits, Loans and borrowings from Financial institutions – Leverage – Capital Structure decision – Cost of Capital – Specific Cost and Overall Cost.

Chapter–3: Sources of Finance

5 Hours

Classification of Sources of Finance-Security Financing-Internal Financing-Loan Financing.

Chapter-4: Capital Budgeting

5 Hours.

Concept of Capital Budgeting-Importance of Capital Budgeting-Capital Budgeting Appraisal Methods-Pay Back Period Method-NPV method-IRR Method-ARR Method.

Chapter-5: Working Capital

8 Hours

Concept of Working Capital – Requirements of Working Capital – Components – Control of Working Capital – Management of Cash-Management of Accounts Receivable (theory only).

Chapter– 6: Dividend Policy

8 Hours

Meaning of Dividend – Dividend Policy-Forms of Dividend-Determinants – Tourism Finance Corporation of India – Scope and its Functions – Financing of Tourism Projects.

Books for Reference: -

1. Brealy & Myers- Principles of Corporate Finance, Mc Graw Hill.
2. Prasanna Chandra- Financial Management Theory and Practice, Tata Mc Graw Hill
3. I M Pandey-Financial Management. Vikas Publishing House.
4. Khan & Jain-Financial Management. Tata. Mc Graw Hill.
5. Richard Kotas- Management Accounting for Hospitality and Tourism. Thomson Learning.

MTA – 333 RESEARCH METHODOLOGY

Objectives:

- To impart students with knowledge and understanding of Research Methodologies, Statistical Tools and Techniques
- To enable the students to plan and do a Research Project.

Chapter 1 4Hours

Fundamentals of Research: Definition of Research – Characteristics – Purpose of research - Scientific Method: basis – requisites of a good scientific method – components of scientific approach - Research and Theory

Chapter 2 6 Hours

Types and Methods of Research: Classification of Research: Pure and Applied research– Exploratory or Formulative Research – Descriptive research – Diagnostic study – Evaluation studies – Action research – Experimental research – Analytical study or Statistical method – Historical research – Survey- Case study – Field Studies – Steps in Research

Chapter 3 3 Hours

Review of literature: Literature classification – purpose of review – sources of literature – Planning the review work –note taking

Chapter 4 5 Hours

Planning of Research: the planning process – selection of a problem for research – Formulation of the selected problem – hypotheses: meaning – types (descriptive, relational, causal, working, null, statistical, common sense, complex and analytical Hypotheses) - Sources of hypotheses – theory observation, analogies, intuitions and personal experience – functions/role of hypotheses – characteristics – Concepts: definition – characteristics – types (concrete, abstract) types of definition of concepts (obstensive, verbal, descriptive or nominal, operational) – Research Design/Plan: meaning – essentials – classification of designs – contents of a Research Plan

Chapter 5 4 Hours

Sampling: meaning – characteristics of a good sample – sampling techniques: **Probability Sampling techniques** (simple random, stratified random, systematic random, cluster, area, multi-stage, random sampling with probability proportional to size, multiphase and replicated sampling) Vs non-probability) and **Non-probability sampling techniques** (convenience, judgment, quota and snowball sampling) – Sample unit, size and procedure Sampling errors

Chapter 6 4 Hours

Method of collection of data – meaning and importance of data – sources of data – use of secondary data – methods of collecting primary data : observation, experimentation – simulation – interviewing, panel method, mail survey, projective techniques, sociometry,

content analysis

Chapter 7

4 Hours

Tools for data collection: type of tools – construction of schedules and questionnaires – measurement scales and indices – pilot studies and pre-tests

Chapter 8

3 Hours

Processing of data: introduction – editing – classification and coding – transcription – tabulation and graphic representation

Chapter 9

10 Hours

Statistical analysis of data: introduction – measures of central tendency – measures of dispersion – measures of association – bi-variate analysis – multivariate analysis – hypothesis testing – tests of significance – times series analysis

Chapter 10

2 Hours

Report Writing: Introduction – types of reports – planning report-writing – research report format – principles of writing – documentation: footnotes and bibliography

Suggested readings:

1. Methodology of Research in Social Sciences – O.R. Krishnaswamy, Himalaya Publishing House
2. Methodology of Research -C.R. Kothari, Vikas Publication House, New Delhi
3. Research Methodology - Bhattacharya, Excel Books, New Delhi
4. Research Methodology -K.R.Sharma, National Publishers, Jaipur
5. Methodology and Techniques of Social Research -Wilkinson and Bhandarkar
6. Business Research Methods - Donald R Cooper and Pamela S Schindler
7. Quantitative techniques For Managerial Decision Making – Shenoy G.V., Srivastava U.K. and Sharma S.C.
8. Marketing Research – David A Aaker, V.Kumar & George S Day
9. Business Statistics – David R Anderson, Dennis Sweeney & Thomas Williams
10. Tourism Research Policy and Regulation – P.C. Sinha, Anmol Publishers Pvt. Ltd. New Delhi
11. Research Methodology - Shah Jahan

MTA – 334 MARKETING FOR HOSPITALITY AND TOURISM

- **To understand the various marketing functions and techniques related hospitality and tourism and their applications to real life situations**
- **To focus on the pragmatic aspects of marketing that helps the learners to focus on the pertinent facets of placing hospitality and tourism products before the stake holders of tourism industry.**

Chapter 1 **09 Hours**

Introduction: Marketing for Hospitality and Tourism – Definition – Core Marketing Concepts – Marketing Philosophies – Selling Vs Marketing, Differences between Products and Services – Technology and Marketing – Specific features of Tourism Marketing – Marketing Environment (Macro) – Economic, Natural, Technological, Political – Legal and Socio Cultural.

Chapter 2 **09 Hours**

Market Segmentation: Segmentation bases – Criteria to effective segmentation – Market Targeting – Market Positioning – Marketing Strategies – Alternative Strategies by Market Focus-Ps of Marketing- Product Mix – salient features of Tourism Products – New Product Development – Product Life Cycle – Strategies – Brand decisions.

Chapter 3 **08Hours**

Pricing: Pricing Considerations – Internal and External Factors – Pricing Approaches: Cost based – Break Even Analysis – Value based Pricing – Competition based Pricing – Pricing Strategies – New Product Pricing Strategies – Existing Product Pricing Strategies – Psychological Pricing – Promotional Pricing.

Chapter 4 **10 Hours**

Promotion in Tourism Industry-objectives-Methods-Advertising-Sales Promotion—Personal selling-Public Relations-Publicity in Tourism. Direct Marketing – Characteristics of each Promotion.

Chapter 5 **09 Hours**

Packaging and Programming – Reason for the Popularity of Packaging and Programming – The distribution Mix – Nature and Importance in Travel Trade – Distribution Channels – Marketing of Tourist Destinations.

References:

1. Kotler, Philip, Bowen John, Makens James: Marketing for Hospitality and Tourism; Pearson Education. Edn 2006
2. Morrison Alistair. M, Hospitality and Travel Marketing, Delmar Thomson Publications, Edn. 2002
3. Christian Gronroos, Service Management and Marketing MA, Lexington Books Edn. 1996
4. Ravishankar, Service Marketing
5. Kamra, Krishna K, Managing Tourist Destination – Development, Planning, Marketing, Policies, Kanishka Publishers, New Delhi

6. Cooper, Fletcher, Gilbert and Wanhill – Tourism Principles and Practices, ELBS with Pitman, London.

MTA – 335 TOURISM PLANNING AND DEVELOPMENT

Objectives:-

- **Tourism which if properly planned could be a boom or else it could be a curse. Therefore it is necessary to have a deep insight into all that relates to its promotion. As such this paper is to be studied to understand the theoretical framework of destination planning and various intricacies involved in it**

Chapter 1 -

7 Hours

Tourism Planning: what is planning - why planning – planning process – elements of tourism plan – environmental and socio-cultural considerations in planning – impact mitigation measures – socio-cultural considerations: benefits – negative impacts – economic considerations – economic analysis – political considerations – role of govt. – issues related to planning

Chapter 2

8 Hours

Planning in tourism: Tourism systems – market-supply match – the functioning system – external factors – approaches to tourism planning: international level – national level – regional level – destination and site level planning – public and private participation – reasons for govt. intervention in tourism: economic reasons – political reasons – social and cultural reasons – environmental reasons

Chapter 3 -

6 Hours

Strategic and tactical perspective of planning: framework for strategic planning in destinations – strategic tourism policy model – strategic areas that need govt. intervention

Chapter 4 -

12 Hours

Developing tourism plans: goals – components – plan preparation – techniques, surveys and area characteristics – plan formulation by checklist method by World Tourism Organization : General background analysis – infrastructure analysis and projections – extent and form of tourism – market analysis and projections – tourism development policy and structure plan – economic analysis – environmental considerations – socio-cultural considerations – institutional considerations – marketing and promotion considerations - plan implementation and monitoring – surveys for plan development – survey of area characteristics – institutional elements

Chapter 5 -

6 Hours

Planning Tourist attractions: natural, cultural and special interest attractions – planning and monitoring natural, cultural and specific interest attraction resources – implementation elements and monitoring

Chapter 6 -

6 Hours

Planning Linkages: global level planning – necessity – areas of concern – international bodies – international sources of fund – national level planning: elements – regional level planning: elements – local level planning: steps – developing linkages

Books for Reference:-

1. McIntosh G - Tourism, Principles, practices, philosophies
2. A. K. Bhatia - Tourism, Principles & practices
3. Praveen Seth - Successful tourism planning and Management, Cross section publications
4. Page J Stephen, Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London
5. Burkart A. J & Medlik S. - Tourism Past, Present and Future. Heinemann London 1974.
6. Foster Douglas - Travel & Tourism Management. Mc. Millan London 1985.
7. Cooper, Fletcher, Gilbert and Wanhill-Tourism Principles and Practices, ELBS with Pitman, London.
8. Pearce Douglas - Tourist Development Honkong.
9. Kamra Krishna K – Managing Tourist Destination: Development, Planning, Marketing and Policies, Kanishka Publishers, New Delhi
10. Tourism Planning and Development J.K. Sharma, Kanishka Publishers, New Delhi
11. Tourism Development Principles, Process and Policies, William C Gartner, John Wiley & Sons, New York
12. Tourism Planning P.C. Sinha, Anmol Publishers Pvt. Ltd. New Delhi
13. The Development and Management of Visitors Attractions, John Swarbrooke, Butterworth – Heinemann, Oxford

MTA – 336 SUSTAINABLE TOURISM

Objectives: -

- To enable students to understand how tourism development if not properly planned can lead to disastrous consequences. Cautions to be taken.
- This paper intends to expose the students to an orderly growth of Tourism so that it becomes sustainable

Chapter – 1

8 Hours

Definition – Forces which promote Sustainable Tourism – Economic Forces which resist Sustainable Tourism – Principles of Sustainable Tourism – Carrying Capacity – The Environmental Impact of Tourism – Basic Properties of Ecology – Definition of Ecology – Environment – Ecosystem – Relationship of Ecology Tourism – Tourism Activities and their Linkages to Ecology and Environment – Pollution – Cultural, Social and Economic Cost – Merits and Demerits.

Chapter –2

4 Hours

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.

Chapter – 3

8 Hours

Environmental Impact Assessment (EIA) – The need for EIA – Steps of EIA- Method – Usage of EIA – in conserving Ecology and Environment – Definitions – Ethics – Codes and Conduct of Conservation in Accordance with the Culture and Tradition of the Habitat – Goals and Strategies with special reference to Tourism – UN Initiatives on Ecology and Environment – National Policy on Ecology and Environment – Future Prospects and policy alternatives.

Chapter – 4

6 Hours

Definitions of Development – Sustainable Development Basic Strategies – Sustainable Tourism Strategies – Classification of Property Rights – Common Property Resources – Prisoner's Dilemma Game Model – Historical Review of Common Property resources – Management of Common Property resources – Case Studies.

Chapter – 5

8 Hours

Eco-Tourism – Interaction of Ecology and Environment for Tourism Activities – The Various types- Eco –Cultural Tourism, Health Tourism, Heritage Tourism – Adventure Tourism – Farm Tourism – Angling – Water sports related Eco –Tourism Activities – Business of Eco Tourism- Forms of Recreation and Related Activities – Ecological Concern – Methodology for Developing New Tourism Activities without affecting Existing Ecology and Environment.

Reference:

1. Pearle . DW & JJ Warford - World Without Economics, Environment and Sustainable Devpt. – Oxford University Press.
2. Negi J, Tourism Devpt. and Resource Conservation, Metropolitan, New Delhi,
3. Butter RW – Tourism Environment and Sustainable Devpt.
4. Inskip E- Tourism Planning – An Integrated and Sustainable Devpt. Approach.

MTA – 431 FOREX MANAGEMENT

Objectives:

5. To understand the need for foreign exchange
6. To have a brief idea about the foreign exchange market and the players
7. To have an insight into foreign exchange business.

Chapter 1

5 hours

An overview of Foreign Exchange, Foreign Exchange Market, Participants in Forex Market, Functions of Forex Market, Spot Market and Forward Market Exchange Rate Determination — Nature of Euro Currency Market.

Chapter 2

9 hours

Balance of Payments – Structure of BOP, Equilibrium, Disequilibrium and Adjustments, Different approaches to adjustment – Indian Forex Market, An overview – Different types of Exchange Rate – Merchant rates – Types of Rate, Guidelines for Computing the Rate – International Monetary System

Chapter 3

10 hours

Foreign exchange Exposure Management – Forecasting Exchange Rates, Transaction Economics and Transaction Exposure – Managing Foreign Exchange Exposure

Chapter 4

9 hours

Exchange Rates Arrangement in India – Determination of exchange Rate in the Spot Market and Forward Market – Foreign Direct Investment – Theories of FDI, Cost and Benefits of FDI, Strategy for FDI – Concept of FII

Chapter 5:

6 hours

Management of Foreign Exchange Reserves, Monetary Policy and Fiscal Policy in the present context of Economic Liberalization and Globalization.

Chapter 6:

6 hours

Letters of Credit – Meaning – Mechanism, Type, Operations – Documents used in Foreign trade.

References:

10. Vyuptakesh Sharan, International Financial Management, 4th Edition, PHI
11. David S. Kidwell, Richard L. Peterson, David W Blackwell: Financial Institutes, Market and Money, Harcourt Brace Jovanovion, 1993
12. H.P. Bhardwaj: Foreign Exchange Handbook, Wheeler Publishing, 1994
13. Bibek Debroy: The convertible Rupee and how to profit from it, Global Business Press
14. A Guide to Forex Dealing and Operating, Pub: by State Bank of Hyderabad, 1993.
15. Jeevanandam,C, Forign Exchange and Risk Management,Sultan Chand &Sons, New Delhi.

MTA – 432 BUSINESS POLICY AND STRATEGIC MANAGEMENT IN TOURISM

Objectives:

- 1. To acquire the ability to view an organization or a business unit in the context of its environment**
- 2. To understand strategy and to develop/evaluate strategic Options.**

Chapter 1

10 Hours

Introduction to Business Policy and Strategic Management in Tourism

Business Policy: Evolution –Nature– Importance – Purpose – objectives – Understanding Strategy: Definition – Levels at which strategy Operates – Types of Planning Systems: An Overview of Strategic Management – Nature and approaches to strategic Decision Making – Process of strategic Management – Strategists and their role.

Chapter 2

15 Hours

Strategy Formulation in Tourism

Mission and purpose – Business Definition –Environmental Appraisal – Concept of Environment – Environmental Scanning – Appraising the Environment – Dynamics of Internal Environment – Considerations – Methods and Techniques – Strategic Alternatives –Grand Strategies – Modernization Strategies – Diversification and Integration Strategies – Strategic Choice – Process and Strategic Planning.

Chapter 3

12 Hours

Strategy Implementation in Tourism

Interrelationship between Formulation and Implementations:– Issues – Structural Implementation : Structural considerations - Functional Implementation: Functional Plans and Policies – Financial, Marketing, Operations and Personnel Plans and Policies – Integration of Functional Plans and Policies– Behavioral Implementation – Personal Values and Business Ethics – Social Responsibility and Strategic Management

Chapter 4

8 Hours

Strategic Evaluation and Control: An overview– Operational Control – Techniques of Strategic Evaluation and Control – Role of Organizational Systems in Evaluation.

Recommended Readings:

1. Business Policy – Azhar Kasmi, Tata McGraw Hill, New Delhi
2. Strategic Management for Tourism Communities – Peter E Murphy and Ann E Murphy
3. Business Policy and Strategic Management – B.K.Acharya and P.B. Govekar
4. Exploring Corporate Strategy, Jerry Johnson and Kevan Scholes, Prentice Hall

MTA – 433 ORGANIZATIONAL BEHAVIOUR

Objectives:

- To familiarize the students with the concepts of behavioural processes in organization and enable them to understand the multi dimensional aspects of individual behaviour in various situations.
- To equip the students with skills that enable them to understand themselves and others better.
- To develop students skills for influencing and managing groups thus enhancing personal and interpersonal skills

Chapter 1 Organizational Behavior:

05 Hours

Meaning – nature – goals – elements – Fundamental concepts – approaches to the study of Organizational Behavior- Historical development of Organizational Behavior – Model of Organizational Behavior - Organizational Behavior System.

Chapter 2 Individual Behavior:

03 Hours

Factors Influencing Individual Behavior-Environmental Factors-Personal Factors-Organizational Systems and Resources-Psychological

Chapter 3. Personality:

07 Hours

Meaning and Definition – determinants of personality – personality traits-Authoritarianism, Locus of Control, Machiavellianism, Introversion and Extroversion, Achievement Orientation, Self-Esteem, Risk-taking, Self-Monitoring. Theories of Personality-Type Theory-Trait Theory-Pschoanalytic Theory-Social Learning Theory. The shaping of Personality-Freudian Stages-Neo-Freudian Stages-Cognitive Stages.

Chapter 4. Perception:

04 Hours

Meaning and Definition-Perceptual Process–factors influencing perception-The link between perception and Individual Decision Making – perceptual biases/errors – honing perceptual skills

Chapter 5. Learning:

03 Hours

Meaning – Theories of learning-Classical Conditioning, Operant Conditioning, and Social Learning. Principles of learning

Chapter 6. Motivation:

04 Hours

Meaning – Theories of motivation (Content theories: Maslow’s, Herzberg’s, Alderfer’s and Mc Clelland’s theories) Process theories: Equity theory of Stacy Adam’s and Vrooms Expectancy theory.

Chapter 7. Management of Stress:

03 Hours

Meaning of stress – nature of stress – stress levels and consequences – sources of stress – effects of stress – stress management techniques

Chapter 8. GROUP DYNAMICS:**06 Hours**

Meaning and definition of a Group-Classification of Groups-formal groups – informal groups – command group – task group – interest group – friendship group. Stages of group development. Group properties: roles, Norms, Status, Size and Cohesiveness. Group behavior: required and emergent behavior. Group Decision Making – group versus the individual – strengths and weaknesses of group decision making. Groupthink and Group shift. Group decision-making techniques. Group effectiveness.

Chapter 9. Leadership and Management effectiveness:**05 Hours**

meaning – types and approaches of leadership

Chapter 10. Conflict:**05 Hours**

Meaning and Definition of Conflict – The conflict process. Functional and Dysfunctional conflict – Levels of Conflict – Intra-individual conflict – Inter-personal conflict – inter-group conflict. Conflict Resolution Strategies. Negotiation – Bargaining Strategies. The Negotiation process. Issues in Negotiation

Suggested reading:

1. Organizational Behavior -Fred Luthans, Irwin Mc Graw Hill Publication, 8th Edn 1998
2. Organizational Behavior-Robbins, Prentice Hall of India, 8th Edn. 1998
3. Organizational Behavior-Keith Davis, Tata Mc Graw Hill, 9th Edn. 1995
4. Organizational Behavior-Uma Sekaran, Tata Mc Graw Hill, 7th Edn. 1998
5. Management and Organizational Behavior - Laurie J Mullins
6. Organizational Behavior-K. Aswathappa, Himalaya Publishing House
7. Organizational Theory and Behaviour – V.S.P. Rao & P.S. Narayan, Konark Publishers Pvt.Ltd. New Delhi

MTA – 434 INTERNATIONAL AIR TICKETING AND CRS

Objectives:

- Through this paper it is intended to expose the students to various issues and developments related to International Air Ticketing.
- To know about Air Ticketing and Travel and tourism agencies, their structure and Organization.

Chapter 1

4 Hours

Passenger Air Tariff, Background information, Passenger Air Tariff Editions - IATA areas of the world, Global Indicators, One country rule, International sale indicators.

Chapter 2

4 Hours

Types of Journeys – One way Trip – Round Trip – Circle Trip – Open Jaw – Counting Transfers and Stopovers.

Chapter -3

9 Hours

Fare Type- One way- Round Trip fares- Carrier fare selection - Local currency fares- NUC conversion procedure- Rounding NUC's- Rounding local currency fares

Chapter 4

9 Hours

OW through Fare Construction – Maximum Permitted Mileage (MPM) – Extra Mileage Allowance (EMA)– Excess Mileage Surcharge(EMS) – Higher Intermediate Point (HIP)Check – Backhaul Check.(BHC)

Chapter 5

4 Hours

RT and CT fare construction – Selecting a Fare Break Point – General Guidelines – RT/CT formula – CTM Check.

Chapter 6

4 Hours

Ticketing; Traffic Documents –Passenger Ticket and Baggage Check- Miscellaneous Charges order(MCO)- Multiple Purpose Document(MPD)- Introduction to special fares- Billing and Settlement Plan.

Chapter 7

15 Hours

Electronic Booking Tool – Amadeus.

Reference:

IATA Training Manual Foundation Course

MTA – 435 AIRLINE AND CARGO MANAGEMENT

Objectives:

- To gain a thorough insight in various issues, developments and formalities related to airline management and airport handling.
- To provide an understanding about various rules, regulation, procedures and documentation about cargo and its movement by different transport modes.

Chapter –1

4 Hours

Introduction to Airline Management – Aviation History – Multinational Regulations for Travel Industry – Freedoms of Air – Chicago Convention – Warsaw Convention – Function and Roles of ICAO – IATA – DGCA.

Chapter – 2

10 Hours

Types of Aircrafts- Narrow body and Conventional Aircrafts- Check in Formalities at Airport-Baggage Handling – Regulations – Types of Baggage – Handling Unaccompanied Minor(UNM)– Coffin – Pets – Wheel Chair Passengers Etc. – Ramp Equipments at the Airport.

Chapter – 3

6 Hours

Air Cargo – Airway Bill – Dangerous Goods – Live Animal Regulation-International Air Transport-International set up for air transport- freight rate.

Chapter – 4

15 Hours

Sea Cargo – Export, Import Documentation- Documents in Shipping - Bill of Lading – Mate’s Receipt – Types of B/L -Shipping Bill – Bill of Entry – Invoice – Letter of Credit.-Types of Shipment-C&F, CIF, FOB-Export Import Procedures.-Characteristics of Shipping Industry-Liner and tramp operations-World Sea borne Trade and World Shipping.

Chapter – 5

10 Hours

Containerization – ICD- History – Multi modal Transportation – Advantages- EPZ – EPCG – DEPB –Special Import License – Cargo Liability and Marine Insurance-Marketing Logistics System- Export Import Marketing Management.

Reference:

1. Seth Prannath, Successful Tourism Management Vol II, Sterling Publications, New Delhi
2. M.I. Mahajan., Export-Import Procedures, Snow White Publications
3. Daniel Mark Jr., Shipping Cartels
4. TAS Balagopal, Export Management, Himalaya Publications.

MTA – 436 EVENT MANAGEMENT

Objectives:

- To provide the basic framework for planning a meeting, convention, exhibition or expositions.
- To help the students with the skills necessary for interacting with the various players involved in the Management of Events.

Chapter 1

12 hours

History of Meetings Conventions and Expositions – Convention and Visitor Bureaus – Players in the Industry – International Association of Conference and Convention Center (IACC) – Corporate meeting Planners – Independent Meeting Planners – Tour Operators – Trade shows – Expositions – Trade show sponsors – Exposition show manager – service contracting Hotels – The Sponsor Associations – Trade Unions – Independent – Independent Companies sponsoring and Operate Tradeshows – Religious Groups – Theatre and Art Organization – Social Organization.

Chapter 2

12 hours

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 – Evaluation – Host Venues – Significance of Convention and meeting Business Role of host Property – key players in host property – Services – Guest Room – Check in – Check out – Meeting space – Seating Style – Hospitality Programme – Spouse Programmes – Special Events – Design of Hospitality Programme

Chapter 3

12 hours

Types of Host Facilities – Convention centre – Conference Centre – Hotel Types – Non Traditional Host Facilities – Trade Shows – Purpose – Show Management – Show Organizers – Show Producers – Exhibitors – Attitude – Economic Impacts – Meeting Management – Introduction – Meeting Planners – Types – Corporate – Independent – government – Travel Agencies – Responsibilities of Meeting Planners – Pre Meeting – Onsite – Post Meeting – Post Meeting Tours – Legal Issues – Negotiation – Steps in Negotiation – Meeting

Chapter 4

9 hours

Meeting Technology – Video Conferencing – Computers and LCD – Technology for meeting attendee – Business Centre – Fax – Photocopying – Internet – Tips for Exhibitors.

Event Promotion – Marketing Events – Interrelation between Events and Tourism Industry.

References:

1. Sandra K Strick., Meetings, Conventions and Exposition in Introduction to the Industry – Rhonda Montgomery
2. Avrieh, Barry, Event and Entertainment Marketing, Vikas Publications, New Delhi, Edn 1994
3. Gaur Sanjay Singh, Event Marketing and Management, Vikas Publications, New Delhi, Edn. 2001.

MTA - 437 HOTEL AND RESTAURANT ADMINISTRATION

Objectives:-

- To equip students to present case histories of Hotel & Restaurant.
- To enable them to analyze, interpret and draw conclusions on the basis of material collected/ presented through case studies and histories and manage/administer Hotels/Restaurants.

Chapter – 1:-

10 Hours

THE HOSPITALITY & CATERING INDUSTRY Evolution, growth & development of Hospitality Industry

Present Indian and global Scenario

Future trends in the hospitality industry, strategic planning

Future challenges vis a vis changing tourism trends

Study of Indian & international hotel chains

Gradation and classification of hotels and restaurants

National & international bodies responsible for grading & classification

Operating arrangements – individual, lease arrangements, chain operations, professional management, franchise & referrals, management & marketing contracts

Chapter – 2:-

DEPARTMENTS OF AN APPROVED HOTEL

08 Hours

Operating departments – Food & Beverage Production, Food & Beverage Service, Front Office and Housekeeping. Organizational structure, importance, role and responsibility of each department. Administrative & others – Human Resource, Sales & Marketing,

Finance & Accounts, Purchase & Stores, Food & Beverage Control, Maintenance & Engineering, Security- Coordination between departments Food & Beverage Management Managerial & operational aspects – menu planning, purchasing, costing & profitability, planning, staffing, manpower, layout,

Conference, conventions, banqueting.

Chapter– 3:-

THE FRONT OFFICE DEPARTMENT

14 Hours

Introduction, Organizational Structure

Duties, responsibilities, qualities & attributes of Front Office Staff

A Career in the Front Office

FRONT OFFICE OVERVIEW

Reservation

Sources, Modes, Functions, Methods of Recording Bookings, Group Reservation, FIT Reservation, Walk-in, VIP Reservation, and Overbooking, Confirming Bookings,

Cancellations, Amendments, Forms and Formats Used, IRS, CRS, Reservation Terminology

Reception

Functions, Communication Modes, Telecommunications, Preparing for Guest Arrival, Checking of Reservation, Correspondence, Preparing Expected Arrival List, Preparing Expected Departure List, Calculating Room Position. Pre-registration Process, Day & Night Reception, Preparing Night Receptionist Report, Forms and Formats used in Reception, Reception Terminology

Registration

Legal Obligations, Types of Registration Methods, Documents Generated, Registration Procedures for Indians/Foreigners, Walk-ins, Guests with Confirmed Reservation, Walking a Guest, Group Registration, Crew Registration, Transit Passengers, Procedures for Scanty Baggage, Skippers, Forms and Formats Used, Registration Terminology

Information

Functions, Guest Alphabetical Index, Message Handling, Handling Guestroom Keys, Handling Guest Mail and Guest Parcels, Paging, Guest Information, Housekeeping Discrepancy Report, Forms and Formats Used, Information Terminology, Places of Tourist Interest in the City and State, Shopping Areas, Hospitals, Places of Entertainment

Chapter– 4:-

08 Hours

Lobby & Bell Desk- Telephones Front Office Cash

Role of Lobby Manager and Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout, Luggage Handling Procedures, Left Luggage Procedure, Miscellaneous Services such as Postage, Stationery, First Aid, Guest Errands, Valet Parking and Allied Guest Services, Forms and Formats Used, Lobby and Bell Desk Terminology

Telephones

Layout and Equipments, Special Features for Hotels, Staff Organization, Telephone Manners, Telephone Techniques, Wake-up Call Procedures, Fire Alarm Procedures, Bomb Scare Procedures, Telex Operations, Fax Operations, Forms and Formats Used, Telephone Terminology

Front Office Cash

Functions, Guest Accounting, Guest Folio, Guest Allowances, Procedure for Handling Credit Cards, Foreign Exchange Handling Procedures, Guest Charges, Vouchers, Petty Cash, Crew Allowances, Departure Control, Guest Bills, Payment Procedures, Safety Locker Management, Night Auditing, Reports Generated, Forms and Formats Used, Terms and Terminology.

Chapter – 5:-

5 Hours

THE ACCOMMODATION PRODUCT

Types of Guest Rooms as per size and number of beds, décor, view

Segmentation of Rooms as per market – Concept, Executive Floors, Club Room, Presidential Suites etc.

Room Rates – Basis of Charging Room Rates, Rack rates, Discounted Rates, Special Rates, Seasonal rates, The need for Discount

Rate Types – Corporate Rates (CVGR), Commercial Rate, Promotional Rate, Crib Rate, Package Rate, Back-to-Back Series Rate, Government Rate, Weekend Rates, Day Rate, Extra Bed etc.

Meal Plans – Types, Need and Usage of Plans, Application in different types of Hotels

Books for Reference: -

1. Hotels and Tourism Part I & Part II – Dr. Chakraborty
2. Hotels clarification and grading – Dr. Jagmohan Negi.
3. Introduction to Hospitality- Walker
4. Welcome to Hospitality-Kye-Sung-Chon & Raymond T Sparrowe.
5. Managing Front Office Operations Michael Kasavana
6. Hotel Front Office Operations Sue Baker, Pam Bradley and Jeremy Huyton
7. Hotel Front Office Management James A. Bardi
8. Front Office Operations & Management Ahmed Ismail
9. Front Office Procedures, Social Skills Peter Abbot & and Management Sue Lewry
10. The Professional Housekeeper Schneider and Tucker

**CERTIFICATE COURSE IN
BUSINESS ENTREPRENEURSHIP AND MANAGEMENT**

Objectives:

- **To facilitate the students to develop Entrepreneurial qualities and to identify their competencies to achieve objectives in Life.**
- **To enable them to set up their own business enterprises through a systematic approach to small business management.**

Chapter 1

5 Hours

Entrepreneurship – Meaning: Concept - Entrepreneurial Culture and Structure - Barriers to Entrepreneurship - Factors Affecting Entrepreneurship – Entrepreneurship Development Programme

Chapter 2

4 Hours

Entrepreneur – Functions – Qualities – Classification – Views on Entrepreneurs – Intreneurs- Entrepreneur vs Manager - Entrepreneurial Traits and qualities.

Chapter 3

4 Hours

Achieving Entrepreneurial Motivation; Entrepreneurial Rewards; Motivation factors – theories of motivation

Chapter 4

8 Hours

Entrepreneurial Systems – Identification of Business Opportunities - Search for a Business Ideas - Sources of Ideas - Market Survey – Selection of Product - Choice of technology, Plant and equipment - Quality control

Chapter 5

5 Hours

Steps in Setting up a Small Enterprise - Institutions Assisting Enterprises

Chapter 6

4 Hours

Basic Concepts of Finance Management, Marketing Management, Production Management and Personnel Management

Chapter 7

6 Hours

Business Plan Formulation, Features of a Project Report

Chapter 8

3 Hours

Sickness in Small Enterprise- Causes, Signs, Signals and Remedies

Chapter 9

6 Hours

Case Studies of Entrepreneurs, Ethics and Social Responsibility of Business

Suggested Readings:

1. Entrepreneurial Development, Gupta & Srinivasan
2. Entrepreneurial Development, Anil Kumar, New Age International

3. Small Scale Industries and Entrepreneurial Development, C.S.V. Murthy, Himalaya Publication
4. Entrepreneurial Development – S.S. Khanka
5. Small Scale Industries and Entrepreneurship Vasanth Desai, Himalaya Publishing House
6. Entrepreneurs Guide to Starting a Successful Business, James W Halloran, McGraw Hill

CERTIFICATE COURSE IN TRAVEL AND TOURISM MANAGEMENT

Objectives:

- **To provide comprehensive knowledge of the travel trade and transport sectors**
- **To carve the competencies required to face the challenges of dynamic travel & tourism industry.**

Chapter 1: -

5 Hours

Meaning & Definition-Classification of tourism & tourists- Components -Motivation - Definition-Basic motivations of tourism – Categories of Tourist motivation - Other elements of motivation for tourism –National and International Tourist Organizations – WTO-IATA-ICAO-TAAI-PATA –UFTAA etc.

Chapter 2

10 Hours

Tourism Services – features –distribution channels for tourism products -Travel Agency – Definition and Scope – Tour Operators: Definition & Scope – 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 – AMTRAK - EURAIL system – Brit Rail – Indian Railways – Ind Rail passes .

Chapter 3

12 Hours

Types of travel agencies – Full service agency, Commercial Agency, Implant agency, Group/ incentive agency – Literature or Manual for Travel Business.-Functions of Travel Agency – travel information – Documentation – Passports: Types and requirements – Visas – Various types and requirements – Health Certificate – customs and Immigration –Airline codes-City Codes-Issuance of tickets Domestic and International. – products and services of a travel agency, pleasure/vacation travel – commercial travel – Tours – Procedures for approval of a travel agency and tour operator in India– Organization structure of a travel agency/ tour operator – IATA rules and regulations for travel agency approval

Chapter 4

13 Hours

The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sight seeing tours - Group, Incentive and convention tour – Types of Tour Operators. Components of Package Tour – Basic Principles on packaging – factors affecting tour design and selection – Booking a Tour – Mass Market Package holidays – Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations- planning and producing a tour – planning an itinerary – costing of tours – Reservation and documentation – Routing – programming daily activities – transport – transfers – accommodation – meals – sight seeing – single supplement – Escorting a tour- Servicing inbound tours – Marketing inclusive tours.

Chapter 5

5 Hours

Accommodation – Classification of Hotels -Organization of Hotel Departments-Hotel rates and terms – Room tariffs – Room accommodation and facilities – Room categories – Bedding types – meal plans and codes – Room rate categories. Meetings conventions and expositions. –MICE Tourism.

References:

1. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997
2. Chand Mahinder, Travel Agency Management: An Introductory Text, Anmol Publication, Edition 2000
3. Negi, Jagmohan, Tourist Guide and Tour operation, Kanishka Publishers 2004.
4. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
1. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001.
2. Seth Prannath, Successful Tourism Management, Sterling Publications, New Delhi.

