

MASTER OF TOURISM ADMINISTRATION

Regulations and Syllabus

(For admissions from 2012- 13 academic year onwards)



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REGULATIONS FOR MASTER OF TOURISM ADMINISTRATION (MTA)

1. SCHEME OF THE COURSE

The scheme for MTA from the Academic year 2012-2013 onwards will henceforth be under the **Mahatma Gandhi University Regulations (2011)** governing Post Graduate Programmes under the Credit Semester System (MGU-CSS-PG).

2. Duration of Programme

The duration of MTA program shall be of 4 semesters. Each semester consisting of a minimum of 90 working days, inclusive of examination, distributed over a minimum of 18 weeks of 5 working days each. A student may be permitted to complete the program on valid reasons within a period of eight continuous semesters from the date of commencement of the first semester of the programme.

3. Minimum eligibility for admission

An undergraduate in any subject with a minimum of 45% in part III is eligible to apply. Candidates belonging to scheduled castes and schedule tribes will be required to have only a pass in the qualifying examination. Candidates belonging to backward communities will be allowed a concession of 2% marks in the prescribed minimum marks.

Selection of candidates shall be made on the basis of rank list prepared by Post Graduate Common Allotment program (PGCAP) initiated by the University. Cancellation of registration is applicable only when the request is made within two weeks from the time of admission.

4. Principle and Nature of the Programme

Being a service industry, Tourism is growing at a faster pace which is standing next to IT sector. Hence there is an increased demand for competent professionals to manage the diverse forms of tourism business. Master of Tourism Administration (MTA) is designed in such a way to prepare students for managerial positions in Destination planning, Consultancies, Policy making, Tour operations, Travel agencies, Small and Medium Enterprises (SME), Hospitality and Aviation. After completing the program, the students should be able to work in, travel and tourism related organizations, at various capacities in government levels, Event and Entertainment industry, Hotels, Food & Beverage services etc. The programme also bestows entrepreneurial skills among the students to start new businesses in the above areas.

5. Objective of the Programme

The objective of the MTA programme is to create professionals with leadership skills to administer and manage business units in different tourism and hospitality sectors.

The objectives of the programme are as follows: -

- ❖ Analyse the various components of Tourism and to describe how they coincide each other.

- ❖ Depicts the interrelationship between travel, tourism and hospitality industries.
- ❖ Develop leadership skills and to provide necessary Managerial, Communicative, IT, product and Resource skills to effectively handle Tourism activities.
- ❖ Mould career paths and equip students to face professional challenges.
- ❖ Chalk out a research oriented approach.
- ❖ Enhance the ability and skills to build long lasting business relationships.
- ❖ Be able to target and position the tourism resources.
- ❖ Be able to frame a better and viable marketing and product innovation strategies to increase the profitability and stability of an organisation.

6. MASTER OF TOURISM ADMINISTRATION (MTA) PROGRAM

MTA Program includes **(A) core (B) Elective courses (C) and projects**. No course shall carry more than 4 credits.

7. EXAMINATIONS

The evaluation of each course shall contain two parts such as

- Internal or In-Semester Assessment (IA) and
- External or End-Semester Assessment (EA) is of 3 hours duration in each lecture based course.

The internal grade awarded to the students in each course in a semester shall be published on the notice board at least one week before the commencement of end semester examination. The evaluation of all components is to be published and is to be acknowledged by the candidate. All documents of internal assessments are to be kept in the institution for 2 years and shall be made available for verification by the university. The responsibility of evaluating the internal assessment is vested on the teacher(s) who teach the course. There will be University Examinations at the end of each semester for theory with duration of 3 hrs. Project evaluation and Viva-voce will be conducted at the end of the programme only. 25% weightage shall be given to the internal evaluation and the remaining 75% to external evaluation and the ratio of weightage between internal and external shall be 1:3.

7.1 Method of Evaluation

The internal marks shall be awarded on the basis of assignments, seminars, class participation, internship reports and class tests. Internal Marks once given cannot be revised. A separate minimum of C grade is required for a pass for both internal evaluation and external evaluation for every course. There shall be University examinations at the end of each semester. Written examinations are of three hour duration. After the project work and internships the students shall submit a report. Students will write a strategically oriented case analysis of the Subject concerned. The report shall be evaluated as per the norms given in this syllabus.

7.2 EVALUATION & GRADING

The internal and external assessment shall be evaluated based on a direct grading system on a 5 point scale given below.

Letter Grade	Performance	Grade Point (G)	Grade Range
A	Excellent	4	3.50 to 4.00
B	Very Good	3	2.50 to 3.49
C	Good	2	1.50 to 2.49
D	Average	1	0.50 to 1.49
E	Poor	0	0.00 to 0.49

The

overall grade for a program **for certification** shall be based on CGPA with a 7- point scale given below.

CGPA	Grade
3.80 to 4.00	A+
3.50 to 3.79	A
3.00 to 3.49	B+
2.50 to 2.99	B
2.00 to 2.49	C+
1.50 to 1.99	C
1.00 to 1.49	D

Each course is evaluated by assigning a letter grade (A, B, C, D or E) to that course by the method of direct grading. The internal (weightage = 1) and external (weightage = 3) components of a course are separately graded and then combined to get the grade of the course after taking into account their weightage.

A separate minimum of C grade is required for a pass for both internal evaluation and external evaluation for every course. A student who fails to secure a minimum grade for a pass in a course will be permitted to write the examination along with the next batch. The same is applicable for project work too.

7.3 After the successful completion of a semester, Semester Grade point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses and score a minimum SGPA of 2.0. However, a student is permitted to move to the next semester irrespective of her/his SGPA.

For instance, if a student has registered for 'n' courses of credits C1,C2.....,Cn in a semester and if she/he has scored credit points P1,P2.....Pn respectively in these courses, then SGPA of the student in that semester is calculated using this formula.

$$\text{❖ SGPA} = \frac{(P1+P2+\dots\dots\dots+Pn)}{(C1+C2+\dots\dots\dots+Cn)}$$

$$\text{❖ CGPA} = \frac{[(SGPA)1*S1+(SGPA)2*S2++(SGPA)3*S3++(SGPA)4*S4]}{(S1+S2+S3+S4)}$$

Where S1,S2,S3 and S4 are the total credits in semester1, semester2, semester3 and semester4.

7.4 GRADE CARD

The University shall issue to the students, a grade card on completion of each semester, which shall contain the following information.

- ❖ Name of the University
- ❖ Name of college
- ❖ Title of PG Programme
- ❖ Name of semester
- ❖ Name and Register Number of students
- ❖ Code Number Title and Credits of each course opted in the semester, Title and Credits of the project Work
- ❖ Internal, external and Total grade, Grade Point(G),Letter grade and Credit point(P) in each courses opted in the semester.
- ❖ The total credits, total credit points and SGPA in the semester.

The Final Grade Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final Grade card shall show the CGPA and the overall letter grade of a student for the entire programme.

8. AWARD OF DEGREE

The successful completion of all the courses with 'C+' grade shall be the minimum requirement for the award of the degree.

9. GRIEVENCE REDRESSAL COMMITTEE

College level: The College shall form a Grievance Redress Committee in each Department comprising of course teacher and one senior teacher as members and the Head of the Department as Chairman. The committee shall address all grievances relating to the internal assessment grades of the students. There shall be a college level Grievance Redress Committee comprising of Faculty advisor, two senior teachers and two staff council members (one shall be an elected member) and the principal as Chairman.

University Level: The University shall form a Grievance Redress Committee as per the existing norms.

10. COMPONENTS OF INTERNAL & EXTERNAL ASSESSMENT

10.1. Internal Assessment (IA) (IA Total weight – 6)

The internal evaluation shall be based on predetermined transparent system involving periodic written tests, assignments, seminars and attendance in respect of theory courses and

based on written tests, lab skill/records/viva and attendance in respect of practical courses. The weightage assigned to various components for internal evaluation is as follows.

a) Attendance (Weight-1)

Attendance	Grade
> 90%	A
Between 85 and 90	B
Between 80 and below 85	C
Between 75 and below 80	D
<75	E

The attendance of students for each course shall be another component of internal assessment with weight one. The minimum requirement of aggregate attendance during a semester for appearing in the end semester examination shall be 75%. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of the Postgraduate programme may be granted by the University.

If a student represents his/her institution, University, State or Nation in sports, NCC, NSS or Cultural or any other officially sponsored activities such as college union/ University union activities, he/she shall be eligible to claim the attendance for the actual number of days participated, subject to a maximum of 10 days in a semester based on the specific recommendations of the Head of the department and Principal of the college concerned.

b) Assignment (Weight- 1)

One Assignment is compulsory as an internal component for every course. The topic for the assignment shall be allotted within six weeks of Instruction.

Components	Weight
Punctuality	1
Review	1
Content	2
Conclusion	1
Reference	1

C) Seminar (Weight-2)

The purpose of seminar is to edify the student in self study. The students are expected to collect relevant matters from the books, articles, periodicals, newsletters, journals, published papers, magazines etc in the field concerned. They can also surf the cyber sources and Unique Resource Locators (URL's) for the above said purpose.

Components	Weight
Area/Topic selected	1
Review/ Reference	1
Content	2
Presentation	2
Conclusion	1

d) Test (Weight-2)

Average of the weight of the tests must be taken.

10.2. External Assessment (EA)

The external Examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation. The external evaluation shall be done immediately after the examination preferably through Centralized Valuation.

10.2.1 Question paper pattern

Sl.No.	Type of questions	Weight	No of Questions to be answered
1	SHORT ANSWER TYPE QUESTIONS (Not exceeding one page)	1	5 out of 8
2	SHORT ESSAY/ PROBLEM SOLVING TYPE QUESTIONS (Not exceeding two pages)	2	5 out of 8
3	LONG ESSAY TYPE QUESTIONS	5	3 out of 6

❖ Total weight- 5+10+15=30 weights

10.2.2 Question paper pattern for MTA 17- French/ German

Sl.No.	Type of questions	Weight	No of Questions to be answered
1	EACH BUNCH OF 4 QUESTIONS	1	16 out of 16
2	REPLY TO THE QUESTIONS	1	6 out of 8
3	GRAMMAR	2	6 out of 6
4	COMPOSITION	4	2 out of 3

❖ Total weight - 4+6+12+8= 30 weights

The questions shall cover all skills (Knowledge acquired, Standard application of knowledge and ability to synthesize knowledge) as well as the entire syllabus. Exam is conducted at the end of every semester and will be of 3 hours duration.

10.3 PROJECT ASSESSMENT (PA)

The components of Internal (IA) and external assessment (EA) of Project evaluation shall be distributed to 4 weights for IA and 12 weights for EA. 25% weightage shall be given to internal evaluation and the remaining 75% to external evaluation and the ratio shall be 1:3. Evaluation of Project Report and Viva (MTA 25 of 4th semester) shall be conducted by an external examiner duly appointed by the University.

PROJECT			
IA- Total weight – 4		EA- Total Weight- 12	
Components	Weight	Components	Weight
		VALUATION OF PROJECT	
		1) Title (Clarity & Brevity)	1
Punctuality	1	2.) Introduction	1
		(Relevance, applicability, aims and objectives)	
		3. Review of Literature	1
		(Relevance, Recent Literature / related studies done in the field)	
		4. Methodology	
Experimentation/Data Collection	1	(Research design, tools appropriateness, preparation, sample size, data analysis)	2
		5. Results and Discussions	1
		(Presentations, Tables, Method of analysis, interpretation of result)	
		6. Conclusion/ Application	1
		(statement of the problem, procedure, findings, conclusions, recommendations and its relevance)	
Presentation	1	(in brief)	1
		7. Bibliography/ references	1
		(Techniques of writing , consistent format, standard pattern, accuracy of reference, reporting)	

		(text of the project Vs Bibliography)	
		8.General get up	1
		(Absence of mistakes), grammar, omission of sentences, style and clarity)	
Viva voce	1	9.Viva voce	
		(aspects considered are knowledge of the topic-1 and communication skills-1	2

- ❖ Project work shall be completed working outside the teaching hours.
- ❖ It shall be carried out under the supervision of a teacher in the concerned department.
- ❖ The project report must be in between 100- 120 pages.
- ❖ The external evaluation of the project work (MTA 25 of 4th semester) is followed by Viva-Voce and shall be done by one external and one internal examiner.

10.4 Project Internship

- ❖ Program Project means a regular project work with stated credits on which the student undergoes a project under the supervision of a teacher in order to submit a dissertation on the project work as specified. The Project works of the first three semesters shall be evaluated internally, while that of 4th semester shall be evaluated externally.
- ❖ Comprehensive Viva-voce shall be conducted at the end semester of the program. Students should submit a report highlighting the learning experiences. The report should be submitted before the commencement of the University examinations.

10.5 Guide lines for Evaluation of I & II semester Project internship

- ❖ There shall be internship placements for not less than 20 days in a relevant industrial setting during first and second semesters. This is a supervised internship within the tourism and hospitality industry. This allows students to undertake experiential learning by working with the sponsoring tourism or hospitality organization to critically examine a major aspect of their operation.
- ❖ The internal evaluation of the project can be done at the department level based on viva and written report. The evaluation shall be done by a team of teachers in the department which shall necessarily consist of the head of the department and the supervising teacher. One spiral bound hard copy and a soft copy of the report should be submitted to the department for evaluation.

10.6 Evaluation of Tour Report in III Semester

During the third semester, students will have to submit a report of their study tour. Students should undertake visits to important national or international tourist destinations during their programme. The purpose is

- ❖ To experience travel and to understand the linkages between tourism and other service sectors.
- ❖ To familiarise some of the important tourist destinations in India or abroad.
- ❖ To learn how to organise and manage tours.

The students shall submit a written report of their tour experiences. This report shall be submitted in the third semester before the commencement of their university examination. The external evaluation of the project work is followed by Viva-Voce and shall be done by one external and one internal examiner duly appointed by the university.

10.6.1 If a student(s) is not able to take part in the National/ International Tour because of genuine /unavoidable reasons, those student(s) shall be permitted to carry out a Destination study/ Case study/ Research study. In such cases, the onus will be on the student(s) and must make sure that prior sanction for exception is accorded for the study concerned by the Faculty in charge/Head of the Department.

10.7 Evaluation of Project Report in IV semester

- During the fourth semester, the students are supposed to submit a Project report based on a Destination study/ Research Study which has to be chosen in consultation with the teacher concerned. Students should undertake visits to their study area / destinations during their project study and have to collect data by making use of questionnaires, Sample surveys, expert interviews and likewise. The external evaluation of the project work is followed by Viva-Voce and shall be done by one external and one internal examiner duly appointed by the university.

10.8 Grading of results

- ❖ Candidates who have secured not less than 50% marks in the aggregate shall be declared to have passed MTA in second class.
- ❖ Candidates who obtain an aggregate average of not less than 60% shall be declared to have passed MTA in first class.
- ❖ Candidates who obtain an aggregate average of not less than 75% shall be declared to have passed the MTA in first class with distinction.
- ❖ The existing norm of awarding grades to students who pass the course through supplementary examinations may be continued.

11. Teaching Faculty

- a) The core courses and electives except MTA 04, MTA11, MTA 16 and MTA 21 should be taught by teachers with MTA/MTM/ MBA (Tourism)/MMH qualification as prescribed by the University.
- b) The courses, MTA 04, MTA11, MTA 16 and MTA 21 should be taught by teachers with MBA/M.Com/MTA/MTM/MBA Tourism/MMH degree as prescribed by the University.
- c) The core course i.e. MTA17 should be taught by French/ German faculty.

12. MASTER OF TOURISM ADMINISTRATION-Program Structure

SEMESTER ONE

Course No	Name of Courses	Credit	Total Credits/ Semester
MTAO1	Introduction to Tourism Administration & Management	4	19
MTAO2	Tourism Products of India	3	
MTAO3	Hospitality Operations and Management	3	
MTAO4	Research Applications in Tourism	4	
MTAO5	Communicative English for Tourism and Hospitality	4	
MTAO6	Project Internship in Hotel/ Resort and Viva Voce	1	

SEMESTER TWO

Course Name	Name of Courses	Credit	Total Credits/ Semester
MTAO7	Heritage Tourism	4	20
MTAO8	World Tourism Geography	4	
MTAO9	Human Resource Management for Tourism	3	
MTA10	Travel Agency and Tour Operation Business	4	
MTA11	Information Technology for Tourism	4	
MTA12	Project Internship in Travel agency/ Tour operation Company and Viva voce	1	

SEMESTER THREE

Course Name	Name of Courses	Credit	Total Credits/ Semester
MTA13	Eco Tourism and Environment Management	3	19
MTA14	Organisational Behaviour and Management Process	4	
MTA15	Tourism Marketing and Public Relations	4	
MTA16	Accounting and Finance for Tourism	4	
MTA17	French/ German	3	
MTA18	Project:- Study Tour and Viva Voce	1	

SEMESTER FOUR

Course Name	Name of Courses	Credit	Total Credits/ Semester
MTA19	Event Management	3	22
MTA20	Customer Relationship and Service Management	3	
MTA21	Entrepreneurship for Tourism and Hospitality Business	3	
MTA22	Destination Planning and Development	4	
MTA23	Airfares and Ticketing (Elective)	3	
MTA24	Cargo Management (Elective)		
MTA 25	Project Report and Viva	6	
		22	

13. Course Coding

- ❖ Every course in the programme is coded according to the following criteria.
- 1. The first, second and third letter from the programme. Master of Tourism Administration ie. **MTA**
- 2. Two digits to indicate the course number of that semester.
 - i.e., **MTAO1** and like wise

14. CAREER OPTIONS

14.1) Technical Research and Development

- ❖ Social Scientists
- ❖ Research Coordinators/Project Officers/Assistants of various welfare Programmes of Government /NGOs, agencies of National & International repute

14.2) Education

- ❖ Teaching faculty in Colleges, National and state Institutes in Travel & Tourism
- ❖ Special Educators and Instructors in Vocational Higher Secondary Schools (VHSE) which offer Tourism as a Vocational Course
- ❖ Resource persons for various firms/institutes/colleges/university centres

14.3) Administrators

- ❖ Tourism Information Officers (TIO) in Department of Tourism (DOT)-Kerala and other state/ central ministries
- ❖ Hospitality Managers/ Hospitality assistants in KTDC like wise
- ❖ Extension Officers or Officers on Special duties assisting Tourism projects
- ❖ Information Assistants
- ❖ District Tourism Promotion Council (DTPC) Secretaries

14.4) Tour Operations and Travel Agency Business

- ❖ Senior Tour Consultant
- ❖ Junior Tour Consultant
- ❖ Information assistants
- ❖ Marketing executives/ sales executives
- ❖ General sales agents (GSA)

14.5) Product Design &Development

- ❖ Product developers
- ❖ Interior /Landscape Designers of Firm/ Hotels/Spas
- ❖ Consultancy Services
- ❖ Event management
- ❖ Entertainment

14.6) Marketing and Sales

- ❖ Sales promotion personnel
- ❖ Trusted Cost Accountants(TCA) of Government's Promotional campaigns (domestic and Overseas)
- ❖ Consumer awareness campaigners

14.7) Hospitality/ Service Jobs

- ❖ Front Officers managers
- ❖ Restaurant/ bread and breakfast inns managers/ HR managers
- ❖ Spa attendants/ health assistants in Spas/ health resorts
- ❖ Professional Guides
- ❖ Service personnel in Home stays/ House boats like wise

15. All other matters regarding the conduct of the MTA Degree program in the affiliated colleges under the choice based credit and semester system (CBCSS) which are not specified in this regulation, the common regulation of **MGU-CSS-PG** will be applicable.

MTAO1 INTRODUCTION TO TOURISM ADMINISTRATION AND MANAGEMENT

Objectives:

- To realize the potential of tourism industry in India
- To understand the various elements of Tourism management
- To familiarize with the Tourism policies in the national and international context.

Unit – 1

Tourism Industry and its structure: attractions, accommodation, transportation. Present trends in domestic and global tourism. Concepts, definitions, origin and development of Tourism - History -Pleasure travel Types of tourism, Forms of tourism: domestic, international, regional, inbound, outbound, Tourism net work and components of tourism, Interdisciplinary approaches to tourism. Tourism system (Leiper's Model)

Unit – 2

Tourism organizations: World Tourism Organisation (WTO), Pacific Area Travel Association (PATA), World Tourism & Travel Council, (WTTC) Role and function of Ministry of Tourism, Govt. of India, ITDC, FHRAI, IHA, IATA.

Unit – 3

Tourism bills of Rights, tourism code, Manila declaration, International conventions- Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966 International convention on travel contract, Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage)

Unit – 4

Documentation areas:- Passport, Tourist Card, Visa, special papers, Health certificate, Regulations regarding foreign exchange and insurance- International travel regulations

Unit – 5

National Tourist Organizations (NTO) and National Tourism policies, National Policy 1982- National Tourism Board Recommendation reg:- , National Action Plan 1992, Tourism Policy 2002, Vision 2025 of DOT- Kerala.

References:-

1. Goldener, C & Ritchie, B (2006), 'Tourism Principles, Philosophy, Practices, John Wiley, New York.
2. Geoper et al (2006), 'Tourism principles & Practices, Pearson Edn., New York.
3. Sunetra Roday, Archana Biwal & Vandana Joshi (2009), Tourism: Operations and Management, Oxford University Press.
4. Swain, Sambath Kumar, Mishra J,M, Toutourism- Principles and Practices, Oxford University Press.
5. Marc Mancini (2008), Access: Introduction to Travel and Tourism, Thomson Delmar
6. N. Jayapalan (2001), An introduction to Tourism, Atlantic Publishers, New Delhi.
7. Krishnan K Kamra & Mohinder Chand (2004), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, New Delhi.

MTA 02 TOURISM PRODUCTS OF INDIA

Objectives:

- To familiarize the social and cultural set up in India and its contribution to tourism.
- To understand the nature of different tourism products.

Unit – 1

Tourism Products: Definition, Concept and classification- Unique features of Tourism Product in India – Historical perspective – Ancient, Medieval and modern – Geography of India – Physical and Political features – Astrology, Ayurveda, Yoga and Meditation – Languages and literature – Major Religions of India.

Unit – 2

Cultural Tourism - problems and prospects – Fairs and Festivals-Dance Festivals – Performing arts – Dance and Music forms - Music Festivals – Fruit and Flowers Shows – Food Festivals – Myths and Legends – Cuisines and specialty dishes- Artifacts and Handicrafts Architecture –Paintings and Sculpture.

Unit – 3

Archaeological sites – Monuments –Ancient Temples of India – Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture, Hill stations, pilgrimage centres, Beach Resorts of India, facilities and amenities

Unit – 4

Major tourism circuits of India- Emerging Tourism Destinations of India- potentials & issues, promotional measures initiated by Ministry of Tourism, Govt. of India, State Governments and Private Tourism Agencies

Unit – 5

Major wildlife sanctuaries, national parks and biological reserves, Evolving sects in Tourism- Health and rejuvenation tourism, Adventure and Ecotourism, Rural and cultural tourism, Recreational tourism, Resorts and Golf tourism

References:-

1. Robinet Jacob etal (2012), Tourism Products of India, Abhijeeth publications, New Delhi.
2. A. L Basham (2003), 'The Wonder that was India' , Oxford University Press.
3. A. L.Basham (1998), 'A Cultural History of India', Oxford University Press.
4. Sarina Singh (2007),India , Lonely Planet Publication.
5. H.K.Kaul, 'Travelers India', Oxford University Press.
6. Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal Books.
7. Negi, Jagmohan (2001), Adventure Tourism and sports, Kanishka Publishers.

MTA 03 HOSPITALITY OPERATIONS AND MANAGEMENT

Objectives:

- To understand the essentials of hospitality industry;
- To familiarize with hotels and their functions
- To do project work in the above areas.

Unit - 1

Introduction to accommodation industry – Types of accommodation & classification, categorization and forms of Ownership

Unit - 2

Activities in Accommodation Management – Front office – Housekeeping –F&B, entertainment, the engineering and maintenance division - the marketing and sales division - The Accounting division - the HR division and the security division. Infra structure hospitality -Supporting services- shopping

Unit - 3

Seven Ps of Marketing in Hospitality Marketing –(Product, Price, Place, Promotion, People, Process, and Physical Evidence).

Unit – 4

Hotel operations - Food services for the transportation market. Food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services

Unit – 5

Trends in lodging and food services- Usage of CRS in Hotel Industry- Operational usage through chain of hotels. Role of Associations & Institutions in hospitality management- FHRAI, IHM, IHMCT and like wise

References:-

1. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi,2000.
2. Andrews: 'Hotel front office training manual' Tata Mcgraw Hill, Bombay.
3. Negi, 'Hotels for Tourism Development', S.Chand, New Delhi.
4. Arthur & Gladwell: Hotel Assistant Manager(London communica, Barril, Jenkins)
5. Negi: Professional Hotel Management(Delhi: S.Chand)
6. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996

MTA 04 RESEARCH APPLICATIONS FOR TOURISM

Objectives

- To know the role of research as a means to more effective decision-making.
- To familiarize the student with the fundamental concepts and various techniques of research that can be used in business and management.

Unit 1

Introduction: Overview of Tourism Research, Research methods for tourism, Reflections on the Practice of Research

Unit 2:

Ethics in Tourism Research, Objectives and personal perspectives, Research Design, Findings and Summarizing of Research Literature, Measurement of Variables and Proposal writing

Unit 3:

Research methods and data collection, Survey Research: Sampling and Questionnaire Design, Use of various techniques in Tourism Research such as the Delphi Technique

Unit 4:

Types of Research, Use of Qualitative and Quantitative Research in Tourism, Evaluation of Research in Leisure, Recreation and Tourism

Unit 5:

Analyzing Data and Testing Hypothesis: Summarizing Data, Regression Analysis, Correlation Analysis, Analysis of Variance, T test, F test, Factor Analysis, Use of cluster analysis in Tourism, Communicating Research Results

Unit 6:

Future of Tourism Research

References:-

1. Bob Brotherton (2009), *Researching Hospitality and Tourism*, Sage Publications.
- Brente W Ritchie, Peter Burns, Catherine Palmer, *Tourism Research Methods: Integrating Theory with Practice*, CABI
2. Ercan Sirakaya, *Research Methods for Leisure, Recreation and Tourism*, CABI
3. Mona Clark, Michael Riley, Ella Wikie and Roy C Wood (1998), *Research and Writing Dissertations in Hospitality and Tourism*.
4. A J Veal (2006) *Research Methods for Leisure and Tourism- A practical Guide*, Prentice Hall, Essex.
5. Levent Altinay & Alexandros Paraskevas (2008), *Planning Research in Hospitality and Tourism*, Butterworth Heinemann.

MTA 05 COMMUNICATIVE ENGLISH FOR TOURISM AND HOSPITALITY

Objectives:

- To further enhance students' abilities such as accurately understanding and appropriately conveying information, ideas, etc. and enable them to use such abilities in their social lives, while fostering a positive attitude toward communication through the English language.
- To enable students to have analytical, critical, and communicative minds
- To encourage students to develop learning autonomy and enhance their intellectual self-esteem

Unit 1 – Understanding Communication

The Communication Process- Forms of Communication- oral and written, verbal and non-verbal (kinesics, proxemics, paralinguistics chronemics.) - Barriers in Communication and classification of barriers

Unit 2 - Active Listening and Effective Reading- Listening skills – reiteration and application of concepts- Reading skills – reiteration and application of concepts- Listening Comprehension - speeches (general and business) professional texts (based on business reports/work related issues/ current affairs/ environment etc). - Listening and giving Feedback – case studies on interpersonal problems- Reading and analyzing texts of advertisements-Reading comprehension texts (business and work related texts/speech texts/ current affairs etc)

Unit 3 – Professional Speaking –

Speaking skills – reiteration of concepts- Group Discussion with evaluation- Debate- Presentation with evaluation- Jam/ Extempore- Mock Interview and Meetings with evaluation-. Dealing with difficult people – role play based on behavioural patterns- Case Studies and SWOT analysis- Hot Seat with evaluation

Unit 4 - Business Writing-

Principles of Communicative Writing- Business Letters – application, enquiry, complaints, reservations- E –Mails- CV Writing- Synopsis and Note taking - Reports – a) Graph Sales Report b) Field/Survey Report c) Minutes and Agenda- Professional Brochures- Questionnaires- Writing Proposals

Unit 5 – Functional Grammar and Business Vocabulary-

English for Specific Purposes – vocabulary related to fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General Corporate- Phrasal Verbs, Word Pairs, Synonyms and Antonyms- Use of Tense and Problems of Concord

References

1. Company to Company – Andrew Littlejohn, Cambridge University Press
2. Communicative English – Meenakshi Raman and Sangeeta Sharma,Oxford University Press
3. Technical Communication- Meenakshi Raman and Sangeeta Sharma,Oxford University Press
4. Business Communication – Meenakshi Raman and Prakash Singh,Oxford University Press

5. English Language Laboratories: A Comprehensive Manual – Nira `Konar, PHI Learning
6. Business Matters – Mark Powell, Thomson Heinle .
7. Words at Work –David Horner, Peter Strutt, Cambridge University Press
8. Commercial Correspondence –A. Ashley, Oxford University Press
9. Business Correspondence and Report Writing – R.C. Sharma,
10. Krishna Mohan, Tata McGraw Hill
11. Communicating in Business, Simon Sweeney, Cambridge University Press
12. IELTS and BEC Papers, Cambridge University Press

MTA 07 HERITAGE TOURISM

Unit 1

Fundamentals of Heritage

The Nature and Meaning of Heritage-Related concepts-Distinguish culture, Heritage and civilization Heritage classification-Tangible and Intangible Heritage, socio cultural. The definition of Heritage and Heritage system. Heritage and natural Heritage.

Unit2

World Heritage List

Role and Relevance of world Heritage-UNESCO, World Heritage Mission-[cultural, Natural and Mixed Heritage Properties]-State parties and Heritage properties-world Heritage committee and world Heritage convention-Criteria for selection of properties-world Heritage sites in India.

Unit 3

Heritage Tourism Destinations of South India-Hyderabad-Badami-Aihole-Pattadakal-Belur-Halebid-Sravanabelagola-Bijapur-Madurai-Tanjavur-Thiruvananthapuram-[Historicity- Important Monuments Star attraction)

Unit 4

Heritage Management In India (Legal Affairs), Constitutional Provisions -Article 51(f)(duty),Central legislation-Act 1958,Act 1972,ASI and its Regulations. Guidelines issued by Ministry of culture.

Unit5

Heritage conservation-Issues and options-Heritage Interpretation and Interpretive Communication- Recent Trends in Heritage Tourism (Indian Context)

References:-

1. Handbook On world Heritage sites (ASI)
2. A. L Basham- A Cultural History of India, Oxford University Press
3. Image India- heritage of Indian arts & crafts- Ram Dhamija- Vikas Publications
4. Kirshenblatt, Barbara (1998), Destination Culture: Tourism, museums and Heritage, Berkeley, University of California Press.
5. Mckercher, Bob: DuCros Hilary (2001), Cultural Tourism: The Partnership between tourism and cultural heritage Management, Haworth Hospitality Press.
6. <http://tourism.gov.in/>
7. <http://www.indiaheritage.org/>

MTA 08 WORLD TOURISM GEOGRAPHY

Objectives

- To gain basic knowledge about world tourism attractions
- To study about the role & importance of geography in Tourism development

Unit – 1

Introduction to Geography – meaning & definition, relationship between tourism & geography, forms of geography, meaning, definition & features of tourism geography, importance of geography on tourism, Geography as a tourism attraction.

Unit – 2

Natural based Geographical wonders of the world, UNESCO's natural heritage sites of the world – its distribution in different continents, famed attractions in Asian continent.

Unit – 3

Global Tourism flow facts & figures, Global Positioning systems & Global Information systems – its features & applications in tourism, satellite mapping of tourism resources, geographical limitations of tourism

Unit – 4

Maps & Map Study – Meaning & definition of maps, globes, distinction between maps & globes, types of maps – general maps & thematic maps - tourism maps, topographic maps, Latitude, longitude, GMT, equator, tropic of cancer & tropic of Capricorn, Identification of tourist attractions & cities on maps

Unit – 5

A case study on unique geographical attractions of the world

- a) Cox Bazar, b) Grand Canyon, c) Keibul lamjao National Park d) Majuli Island e) Western Ghats f) Sahara desert g) Norwegian Fjords h) Great Barrier reef i) Seregenti eco systems j) Suez Canal k) Table Mountains l) Kilimanjaro Peak

References –

1. Brian Boniface and Chris Cooper (2009), Worldwide Destinations – The Geography of Travel and Tourism
2. Alan. A. Lew, World Geography of Travel and Tourism, A regional approach, Butterworth – Heinemann.
3. Guide to Places of the World- Readers Digest
4. Geography of Travel and Tourism- Lloyd Hudman and Richard Jackson, Thomson Delmar Learning, 2003
5. Majid Husain (2011), World Geography, Rawat Publications.
6. 501- Must Visit Cities, 2008, Bounty Books
7. Tour Brochures of Thomas Cook, Cox and Kings, SOTC
8. Majid Husain, World Geography – Rawat publications
9. Globe, ATLAS, World MAP

MTA 09 HUMAN RESOURCE MANAGEMENT FOR TOURISM

Objectives

- To provide basic knowledge about the concepts of Human Resource Management
- To study the role and importance of Human Resources in Tourism Industry

Unit – 1

HRM- meaning, definition, features, scope, functions, human resource planning, HR as a prime asset, demand forecasting & supply, human resource auditing, need & importance of HR in tourism & hospitality industry, Tourism man power planning, performance appraisal, Job analysis, job design & work scheduling, problems of managing HR in tourism industry

Unit – 2

Employee selection, Concept of Recruitment & Selection – meaning, definition, difference between recruitment and selection, selection & recruitment process applicable to tourism & hospitality industry, sources of recruitment

Unit - 3

Human Resource Development, Placement, induction, need for training & managerial development, types of training applicable to human resources in tourism, internal mobility, seasonality nature of tourism industry & its impacts on managing & retaining HR

Unit – 4

Special skills required for human resources working in Hotels, Resorts, Home Stays, Tour Operations, Travel Agency, Airlines and Theme parks. Leadership, theories of leadership & decision making qualities required for tourism professionals, Techniques for motivating & retaining human resources

Unit – 5

Service labor relations – Compensation management, methods for determining compensation, & remuneration packages offered, employees welfare, fringe benefits, other benefits, Strikes, layoff & lockouts, Grievances handling, trade unions & their activities - functions, collective bargaining, ethics & HR management, major challenges faced by HR managers of 21st century

References –

1. Karam Pal (2011), Management process & OB , I.K International, New Delhi.
2. Pravin Durai (2010), Human Resource Management, Pearson.
3. Sampad Kumar Swain (2008), HRM for Tourism, Abhijeet Publications, New Delhi.
4. Chitra Atmaram Naik (2011), Human Resource Management, Ane Books.
5. Sudhir Andrews (2011), Human Resource Management for Hospitality Industry, Mc Graw Hill Publishers.

MTA 10 TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Objectives:

- To understand the various activities of travel agency and tour operation business
- To understand the packaging and itinerary planning
- To study the linkages of travel agency with other related organizations

Unit - I

History and growth of travel agency business- emergence of Thomas Cook- Emergence of Travel Intermediaries- Indian travel agents and tour operators- an overview. Definition of travel agent and tour operator- differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.

Unit-2

Function of a travel agency and tour operator Itinerary planning: domestic and international. Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Types of Tour, tour formulation and designing process, group tour planning and component,

Unit-3

Itinerary preparation for inbound, outbound and domestic tours, preparation of specific common interest tour itinerary & costing, sample tour itinerary of Thomas Cook, Cox & Kings, and SITA Travels.

Unit-4

Meaning of tour package, types and forms of tour package, costing, quotations, FIT and GIT tariffs, confidential tariffs, voucher- hotel and airline and exchange order, Pax docket, status report, AGT statements, merits and demerits of package tour, special requirements for outbound packages, liaison and selling package tours, commission, mark up, services charges

Unit-5

Govt. rules for getting approval, IATA rules, regulations for accreditation, documentation, entrepreneurial skill for travel, tourism and hospitality: problems of entrepreneurship in travel trade.

References:-

1. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers.
2. Mohinder Chand (2010), Travel Agency and Tour Operation- An introductory Text, Anmol Publishers.
3. Chunk, James, Dexter & Boberg , Professional Travel Agency Management .
4. D.L. Foster , The Business of Travel Agency Operations and Management .
5. Berendien Lubbe (2000), Tourism Distribution- Managing the travel intermediary, Juta Academic.
6. Susan Webster, Group Travel Operating Procedures, New York.
7. James M Poynter, Travel agency accounting procedures, New York.
8. Syrratt G, Manual of Travel agency practices, Butterworth, Heinemann.
9. Kamra, Chand (2004), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, New Delhi.
9. Betsy Fay, Essentials of tour management-, Prentice-Hal

MTA 11 INFORMATION TECHNOLOGY FOR TOURISM

Unit 1

Information Technology and Tourism- Introduction- The tourism industry components and requirements of the tourists-Attraction sector- accommodation sector- advertising sector-Transport sector

Unit 2

New and Innovative Technologies-Collaborative filtering- Personalization software-Knowledge based software- Electronic Payment-Video Conferencing-Virtual Reality and Web casting- Online Word of Mouth Monitoring(WOM)-Knowledge based systems- Computer Reservation System(CRS)- GIS Applications in Tourism Planning

Unit 3

Information Technology and the tourism industry components: Travel Services and Computers like Car Rental, Railways and Airlines-Tour Services and Computers such as online development of packaged tours-Hotel Services and Computers like Reservations, Food and Beverages services, Billing

Unit 4

Media: An Information Tool for Tourism-Television, Print Media, Others such as MICE, Virtual Media-2G and 3G connectivity, Role of websites and Internet in promoting tourism, Case study of Kerala Tourism Website

Unit 5

Destination Management System- Introduction to destination management-definition of tourism destination- Importance of Internet-E Business models and programmes-E marketing and new methods of accessing the information-Use of ICT in Destination Management System

Unit 6

E- Tourism business in Kerala-Recent policy developments -E-tourism initiatives some examples of e-tourism initiatives -examples of e tourism initiatives by Scotland, Switzerland and the like countries- a comparative analysis with Indian and Kerala initiatives

References

1. Werthner, Hannes, and Stefan Klein. *Information technology and tourism: a challenging relationship*. Springer Verlag Wien, 1999.
2. Buhalis, Dimitrios, and Rob Law. "Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research." *Tourism management* 29.4 (2008): 609-623.
3. Sheldon, Pauline J. *Tourism information technology*.. Cab International, 1997.
4. [Journal of Information Technology & Tourism](#)
5. www.unwto.org

MTA 13 ECOTOURISM AND ENVIRONMENT MANAGEMENT

Objectives:-

- To familiarize the students with the theoretical inputs as well as practical issues of Sustainable tourism Development.
- To analyze the role of Eco Tourism as an effective tool for practising Responsible Tourism

Unit-1

Ecotourism; Approaches in sustainable tourism: Global initiative under Quebec City and Oslo conventions- Responsible Tourism; Concept and Global responses.

Unit-2

Cape Town and Kerala Declaration-Community based and Pro-poor tourism (PPT) including community participation. STEP (Safe To Eat Places). Eco-friendly Practices and Energy waste Management.

Unit-3

Ecotourism Planning and Development, Design considerations for eco-tourism facilities. Climate analysis, Locality analysis and Site analysis- Design for Environment, Socio economic conditions, Culture and Experimental values. Community participation in tourism planning.

Unit-4

Major wildlife sanctuaries, bird sanctuaries, national parks, biological reserves and community reserves. Case study on Kadalundi Community reserve in Kerala (a direct field visit is preferable)

Unit-5

Ecology- types- Pollution –types- Pollution ecology – Energy environment nexus, Ecological Foot practice – Ecological and socio-economic indicators, measures to control pollution. Waste management- Zero destination campaign

References

1. Sukanta K Chaudhury, 'Culture, Ecology and Sustainable development' Mittal, New Delhi, 2006
2. Ramesh Chawala, 'Ecology and Tourism Development', Sumit international, New Delhi, 2006
3. Matha Honey, 'Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
4. Rast Buckley, 'Environmental impacts of Ecotourism', CABI, London, 2004
5. Prabhas C Sinha, 'Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
6. SK.Ahluwalia, 'Basic principles of environmental resources, Jaipur, 2006.
7. Journal of Sustainable Tourism, Channel View Publishers.
8. Journal of Eco-Tourism, Channel View Publishers .

MTA 14 ORGANIZATIONAL BEHAVIOUR AND MANAGEMENT PROCESS

Objectives

- To provide basic knowledge about the concepts of Organizational Behaviour
- To develop the skills & traits needed for hospitality managers

UNIT – 1

Organizational Behavior –Meaning, definition, features, Interdisciplinary nature of OB, Benefits of OB, levels & stages of employee & group behavior, challenges & opportunities of organizational behavior in tourism industry, leading management thinkers

UNIT – 2

Personality – meaning & definition, Determinants of personality, Personality & human behavior of tourism professionals, psycho analytical social learning, job fit, trait theories of personality. Emotions and Emotional Intelligence as a managerial tool

Unit - 3

Perception – definition & meaning, Process, Selection, Organization Errors, Managerial implications of perception. Learning - classical, operant and social cognitive dissonance approaches. Implications of learning & values on managerial performance

Unit - 4

Attitude – meaning, forms and factors influencing attitude, attitude & productivity of tourism employees, relationship, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics.

Unit - 5

Stress - Nature, sources, causes, Effects, influence on personality, managing stress- Concept of Conflict, meaning and definition, Conflict Management, steps, levels and strategies for managing conflict. Features, objectives & process of organizational development, TQM- definition, principles, need & importance of TQM in tourism industry

References –

1. Karam Pal, OB & Management process, I.K International, New Delhi.
2. Mirza S Saiyadain, Human resource management,
3. Sampad Kumar Swain , HRM for Tourism, Abhijeet Publications, NewDelhi.
4. Lee Ross , HRM in Tourism and Hospitality, Cengage Publications.
5. Percy K Singh, HRM in Hotel and Tourism Industry – Existing Trends and Practices
6. Aswathappa K, Organisational behaviour , Himalaya Publishing
7. Mohinder Chand, Travel Agency management – An introductory text, Anmol Publishers.

MTA 15 TOURISM MARKETING AND PUBLIC RELATIONS

Objectives:-

- To know the concepts and components of marketing;
- To develop the right marketing mix for tourism; and
- To inculcate the skills for tourism marketing.

Unit – I

Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Management Philosophies, Uniqueness of Tourism Marketing

Unit – II

Market Targeting- Market Segmentation. Identifying Market Segments and Selecting Target Market-Identifying & Developing Market Activities of Tourism Market-Marketing mix for travel and tourism.

Unit – III

Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

Unit – IV

Pricing Tourism Products- Pricing Considerations and Approaches- Pricing Strategies and Methods-Marketing of Small Tourism Business- Distribution Channel in Travel and Tourism, Cooperation and conflict Management,

Unit – V

Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity.

References:

1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken
2. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
3. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
4. Fundamentals of Marketing, Stanton, Willam J , McGraw Hill.
5. Marketing Management, Bhattacharya K. Sisir, National Publishing House.
6. Tourism Marketing, Devashish Das Gupta, Pearson, 2011.
7. Marketing of Hospitality and Tourism Services, Prasanna Kumar, McGraw Hill.

MTA 16 ACCOUNTING AND FINANCE FOR TOURISM

Objective :

- To enable students with elementary business and accounting practice.

Unit 1

Introduction- concept of business-characteristics of business activities- comparison of business, profession and management-classification of business activities- objectives of business-business risk-starting a business-basic factors-Forms of business- sole trader- HUF-partnership cooperative society- joint stock company- Features, Merits, demerits- financial needs- capital-fixed, working long term , short term- factors determining capital structure- nature of business characteristics of company. Management control. Cost of finance. Effect of debt financing on the earnings per equity share. Expected earning in relation to interest charges. Cash flow. Flexibility of capital structure. Methods to raise capital.

Unit 2

Accounting concepts; accounting equation ; generally accepted accounting concepts , Principles and conventions ; Double entry system. Recording of transactions, preparation of trial balance. Bank reconciliation statement.- Rectification of errors. Define consignment, consignor, consignee- features of consignment- difference between sale and consignment- important terms in consignment. How to make a bill, invoice, quotation etc. joint venture-joint venture and consignment-joint venture and partnership

Unit 3

Preparation of final accounts (non- corporate entities) – Capital and revenue items ,Manufacturing, trading and profit and loss account, Balance sheet , adjustment entries ,closing entries.

Unit 4

Online Commerce Options- Functions and Features- Payment Systems – Electronic Digital and Virtual Internet Payment System- Applications of Internet in Hospitality- E-Booking- E-Tarriff etc. Electronic Banking and Internet Banking ; Electronic payment systems – ATMs – Credit and debit cards – smart cards – signature storage and display by electronic means – MICR cheques – EFTS (Electronic Fund Transfer System) – RTGS – Infrastructure requirement – transactions; Core banking – concepts and benefits.

Unit 5

Software Configuration & INI setup- Data Directory & Folders configuration- Single & Multiple User- Tally Screen Components- Mouse / Keyboard Conventions & Key Combinations- Switching between screen areas-Quitting Tally - Maintaining Company Data- Basic Company Details- Create/Alter/Select/Load/Close a Company- Chart of Accounts - F11:Company Features - F12: Configuration. -Basic Concepts of Accounting- Financial Statements, Financial Statement Analysis-Cost Centre, Basic concepts of Inventory
(10 hrs theory & 15 hrs practical)

References:

1. Bhushan Y.K.,1987 .Fundamentals of business organizations & Management,Sultan Chand & sons: New Delhi.
2. Kuchhal, S.C. Corporation Finance, Chaithanya Publishing House: Allahabad.
3. Maheswari, S.N. 1986. Introduction to Accounting, Vikas Publishing House: NewDelhi.
4. Musselman, Vernon A. , AND John H.Jackson,1985. Introduction to modern business, Prentice Hall of India: New Delhi.
5. William Pickles, 1932, accountancy, E. L. B. S. and Pitman, London.

MTA 17 FRENCH / GERMAN

Objective: To equip the student to interact with a foreigner.

FRENCH - Contents:

Unit-1

Grammaire.

Articles-defini et indefinis, article contracte', verbs en present-reguliere et irreguliere, singulier et pluriel, masculin et feminin, negation, interrogation, de, situation dans le temps, les adjectifs possessives, les adjectifs demonstratives, imperatif, l'article partitif, les verbs pronominaux les pronoms tonique, le passé compose et imparfait, le future simple, future proche, comparitifs, les pronoms direct et indirect, les pronom en et y.

Unit 2

Vocabulaire.

Professions-nationalite',les pays,date, boissons et repas, la classe, la ville, le village, la maison, la famille, la gare, l'hospital, la vie quotidienne, les fetes,le climat,les materieux

Unit 3

Situation orales:

Se presenter, identification des objets,gouts et preference, demander/donner. Raconter et decire.

TEXT BOOKS:

1. Panorama, Cle Interntional, 2004. Units 1,2 and 3.
2. Le francais pour vous. Joy Thomas (private circulation)
3. Le francais pour tous . Cyril Mathew.(private circulation)

REFERENCES

1. Chandrashekar, Hangal, Krishnan Mokashi: A Votre Service Francais Pour l'Hotellerie et le tourisme.
2. Larousse dictionary: (French to English)(English to French)
3. Max Dany and Jean Robert Lalay : Le Francais, de l'Hotellerie et du Tourisme Industry
4. S. Bhattacharya: French for Hotel Management and Tourism Industry

MTA 17- GERMAN

GERMAN- Contents:

1. Grammatik :

Verben, personal

pronomen, fragsatz, possessivepronomen, artikel, negation, partiklen, zeitangaben,

Trennbare verben, imperative, modalverben, verbena mit akkusativobject, artikelwörter.

2. Thema

Name –land-wohnort-studium und beruf, familie, tagesablauf, kino, theater, stellensuche, einkauf.

References:

1. Lernziel Deutsch, Max Huber verlag,, Reihe 1-7.

MTA 19 EVENT MANAGEMENT

Objectives:

- To provide basic knowledge about the concepts of Event Management
- To develop the skills needed to manage events related to tourism business

UNIT – 1

Introduction to business tourism, meaning, definition & significance, nature of business tourism & types, Structure of business tourism, reasons for the growth of business tourism, stages of development, Incentive travel, demand & supply side of business tourism,

UNIT – 2

MICE Tourism, features, criteria's required for a mice destination, Major MICE destinations in the world & in India, Players in event business – ICPB, ICCA. Historical & heritage sites, Event – Meaning & definition, classification of events, tourism events, religious associations & events, Characteristics, Impacts & Limitations of events.

UNIT – 3

Event management – meaning & definition, event managers and their qualities, resources & logistics required for conducting events, Individual events & Corporate events, conference & convention centers, types of venues for conducting events, selection, location, theme, layout of events, application of management principles in event management, steps required to conduct an a successful event, event budget, legal issues related with events

UNIT – 4

Event as a tourism product, relationship between events & tourism industry, relevance & applications of Information technology in events – Video Conferencing, Tele conferencing, LCD projectors, Internet, Fax, E-mail.

References –

1. Lynn Van Der Wagen, Carlos (2011), Event Management, Pearson, New Delhi.
2. Tony Roggers – 2008, Conferences and Conventions – A global industry, Butter Worth Heinman
3. Avrieh Barry (1994), Event and Entertainment Marketing, Vikas Publications
4. Deobrah Ross, Exposition and trade shows, John Wiley & sons International
5. Diwakar Sharma, Event Planning & Management, Deep & Deep publications
6. Fenich (2010), Meetings, Exposition, Events and Convention, Pearson.

MTA20- CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

Objectives:-

- To receive a proper and better understanding of customer service management of in a local and global context.
- To be able to manage a market oriented service organization.
- To take up the challenge of good customer relationship management

Unit- 1

Conceptual and theoretical foundations of relationship marketing- Relationship-Marketing-Alternative perspective- Role of Relationship marketing in tourism business.

Unit- 2

Relationship Marketing in consumer markets; antecedents and consequences. Model of buyer-seller relationship.. New Product development in relationship management perspective.

Unit- 3

Role of communication in building relationship. Developing a marketing communication programme. Customer profitability analysis and design issues. Tapping the power of marketing through relationship marketing.

Unit- 4

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service aspirations Consumer Behavior in Service encounters

Unit - 5

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

References

1. Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar.
2. Marketing Management – A Relationship Marketing Perspective: Cranfield School of Management.
3. Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.
4. Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower.
5. Tourism Marketing, Manjula Chowderly, Oxford University Press.

MTA 21 -ENTREPRENEURSHIP FOR TOURISM AND HOSPITALITY BUSINESS

Objectives:-

- To empower students to become an entrepreneur in tourism,
- To familiarize the modalities for starting a tourism business and
- To bring into light how one can position one's own business in a competing tourism market

Unit- 1

Entrepreneur, entrepreneurship – definition-concepts- characteristics-functions. Distinction between entrepreneur and manager, entrepreneur and intrapreneur, entrepreneur and entrepreneurship- traits and motivation- theories of motivation- Maslow's Need Hierarchy theory ,McClelland's Three Needed model and Aldefer's ERG theory. Role entrepreneur in economic development- factors affecting entrepreneurial growth. Tourism as an industry, basic needs of a tourism entrepreneur.

Unit- 2

Types of entrepreneurs on various aspects like, objectives, behavior, business technology, motivation, growth, stages of development, scale of operations. Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality. Women entrepreneur-need-scope-problems. Tourism and women entrepreneurs-emerging challenges, women empowerment and entrepreneurship.

Unit-3

E D P-meaning and objectives. Reasons for starting an enterprise-importance of training- target group-contents of training programme-special agencies for entrepreneurial development and training- banks, public and private, T C O's NIESBUD,EDII XISS, NABARD, NISIET etc,- problems in the conduct of E D P's-steps to make EDP successful –factors affecting tourism entrepreneurial growth-economic ,social, psychological , governmental attitude, competitive factors-opportunity analysis.

Unit-4

Venture promotion steps- searching for prospective business ideas or opportunities; processing of these ideas and selecting the best idea; collecting the required resources and setting up the enterprise. Forms of ownership, problems faced by a new entrepreneur. The pre requisites to start an enterprise- registration- different types of license and other requirements. Small scale business. Tourism marketing mix for entrepreneurs-travel firms(tour operators, travel agencies) SME's- Hospitality-(hotels, supplementary units)

Unit- 5

Project-meaning-features- classification. Detailed study of the phases of project management-project identification-project formulation-project appraisal-project selection- project implementation-management. Format of feasibility report. Role and responsibilities of a project manager. Comparative study of PERT and CPM. Distinguish between administration and management. T Q M

Unit- 6

Non detailed [portions for self study and that may be used for seminars and assignment] Schumpeter's concept of an entrepreneur. Risk and uncertainty in entrepreneurship. Motivating factors. Entrepreneurial competencies. Post training follow-up phase. Institutions that provide assistance for entrepreneurial development at state level(Kerala). Kakinada experiment. The role governmental agencies in the organization of E D P. the five force model of competition. Environmental scanning-information gathering-spying-forecasting. Opportunity analysis. Use manpower in tourism. Tourism product marketing. Break even analysis. Globalization and tourism. Social responsibility of business. Sick unit and its recovery. Green channel. Bridge capital. Seed capital assistance. Foreign language as a tourism product and aid. SWOT analysis. Subsidies and incentives.

[8 hours]

References :

1. Baporikar Neeta. (2011), Entrepreneurship Development and Project Management, Himalaya: New Delhi.
2. Hisrich.D.Robert. (2011), International Entrepreneurship: starting, Developing and, Managing a Global Venture, Sage.
3. Rice P. Mark (2008), Entrepreneurship, Atlantic Publishers.
4. Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi.
5. Abraham M.M., Entrepreneurship Development and Project Management, Prakash: Changanacherry.
6. Manjula Chaudhary (2010), Tourism Marketing, Author(s): , Oxford University Press.
7. Vasant Desai, Entrepreneurship & Small Scale Industries, Himalaya Publishers.
8. Vasant Desai, Entrepreneurship Development, Himalaya Publishers.
9. Feroze Banker, Progressive Entrepreneur, Kanishka Publishers.

MTA 22 DESTINATION PLANNING AND DEVELOPMENT

Objectives:-

- To acquaint students with different destinations and
- To enable students to plan and develop destinations.

Unit-1

Defining "Destination", Types of destination, characteristics of destination, Destinations and products, Development, meaning and function, goals for development,

Unit-2

Tourism Destination Planning, Environmental Analysis, Resource Analysis, Regional Environmental analysis, Planning for Sustainable Tourism Development, Contingency Planning, economic impact, social impact, cultural impact, environmental impact, demand and supply match, sustainable development and planning approaches and indicators, design and innovations.

Unit-3

Tangible and intangible attributes of destination, person's determined image, destination determined image, measurement of destination image, place branding and destination image, destination image formation process,

Unit-4

Product development and packaging, culture and nature-based development- Image and image-building of products and destinations.

Unit-5

Public and private policy, Public Private Partnership (PPP) National Planning Policies, WTO guideline for planner, References, Role of Urban civic body, Town planning, urban development, Environmental Assessment, commoditization, demonstration effect, carrying capacity, community participation, stakeholder management

References:-

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
3. Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
4. Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
5. Shalini (EDT) Singh, Dallen J.Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003
6. Geoffrey Ian Crouch, JR Brent Ritchie, Horst-Herbert G Kossatz, 'The Competitive Destination : a sustainable tourism perspective' CABI Publishing,2003

MTA 23 AIRFARES AND TICKETING

Objectives:-

- To provide deep knowledge and skills in dealing with Airlines International Costing based on IATA Standards

Unit 1

Understand airfare terms and definitions- Application of IATA fare rules and restrictions for: mixed class- higher intermediate points- limitations in indirect travel-special fares using mileage system- higher intermediate points- single sector differentials-multi-sector differentials- surface sectors- open jaw- stop-overs charges add-on fares-higher intermediate fares- minimum fare check (one-way sub-journey check- OSC)- plus up-one-way back haul checks-circle trip minimum checks

Unit 2

Construction of fares for journeys that include more than one class- Mixed class fares- construct fares for single sector differentials in linear/automated format- construct fares for multi-sector differentials in linear/automated format

Unit 3

Construction of fares for journeys that are via a city which has a higher fare- Higher intermediate points (HIPs)- construct fares in linear/automated format for one way and returns that include one or more higher intermediate fares (HIFs) using HIF checks- Add on fares-for one way and/or return normal fare itineraries where add-on fares have to be applied either at original or destination or both-apply rules and restrictions Surface sectors (open either at original or destination or both apply rules and restrictions Surface sectors(open jaw)- within one way and/or return normal fares and/or within special fares as applicable- apply rules and restrictions

Unit 4

Special Fares using the mileage system- Special fares using mileage-construct special fares with mileage- apply rules and restrictions- Special fares with stop-over charges- apply stop-overs charges on a return special fare itinerary

Unit 5

Backhaul and Circle trip minimum checks- One-way backhaul check rule (OWB or BHC)- construct fares for one way journeys with one or more higher intermediate points where the higher intermediate fare check (HIP) results in a HIP from the point of origin resulting in the application of the one way backhaul check rule (OWB or BHC)- Circle trip minimum fare check rule- construct fares for return journeys with one or more higher intermediate points where the higher intermediate fare check (HIP) results in a HIF from the point of origin resulting in the application of the circle trip minimum fare check rule (CTM)

Unit 6

Fares using various breakpoints- Journeys including surcharges: construct fares in NUCs for one way and return journeys using the principles of the mileage system including where ticketed point mileage (TPM) exceeds maximum permitted mileage (MPM)

References:-

1. ABC Worldwide Airways Guide(Red & Blue)
2. 2.Air Tariff Book 1, Worldwide Fares
3. 3 .Air Tariff Book 1, Worldwide Rules, IT Fares etc.
4. Jeanne Semer Purzycki, A practical Guide to Fares and Tickrting, Cengage.
5. Doris S Davidoff, Air Fares and Ticketing, Prentice Hall.

MTA 24 CARGO MANAGEMENT

Objectives:-

- To provide an outline history of air cargo industry
- To identify the key developments in the field concerned

Unit 1

Introduction to cargo management

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo. Cargo Rating - Familiarization of Cargo Tariffs - Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

UNIT 2 Introduction to air cargo

Air Cargo Terminology IATA Cargo agent and agency Operation- ABC Air cargo Guidebook Air Cargo Guides. The Air Cargo Tariff and Rules (TACT Rules), TACT Tariff etc, Familiarization of Cargo Tariffs -Rules governing Cargo Acceptance- Rounding Off Weights/Dimensions/Currencies Chargeable Weights & Principles of Air Cargo Rates Cargo Booking Acceptance: Acceptance of special cargo. IATA Dangerous Goods regulation, Perishable cargo, valuable cargo, Baggage Shipped as Cargo, Human Remains, Life Saving Drugs, Live Animals Regulations. Restrictions in acceptance of Cargo, Identification of Cargo, Documentation, Labels

UNIT 3 Documents in Air cargo

Airway Bill: The Function and Completion of the airway Bills, Labeling & Marking of Packages. Cargo manifesto, Cargo transfer Manifesto Documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. Small /Medium Transportation Programme(SMTP), Import General Manifest(IGM), Shipped On Board(SOB), LOC, Full Container Load cargo(FCL)

UNIT 4 Cargo Handling

Handling Cargo, Cargo capacity of Air, Cargo needing special attention- Introduction to dangerous goods regulations - Some important Cargo companies.

UNIT 5 Export Insurance and Finance

Cargo Liability & Insurance, Foreign Trade License Activity, Export-Import Documentation

References:-

- 1.ABC Worldwide Airways Guide(Red & Blue)
- 2.Air Tariff Book 1, Worldwide Fares
- 3 .Air Tariff Book 1, Worldwide Rules, IT Fares etc.
- 4 .Air Tariff Book 1, Worldwide Maximum Permitted Mileage
5. Travel Information Manual(TIM)
6. IATA Ticketing Hand Book
7. The Air Cargo Tariff (TACT)