

# MAHATMA GANDHI UNIVERSITY



**PROGRAMME DETAILS, SCHEME, AND**

**SYLLABUS**

**BACHELOR OF TOURISM AND TRAVEL**

**MANAGEMENT**

**(B.T.T.M)**

*(2017-18 Admission onwards)*

PREPARED BY BOARD OF STUDIES AND FACULTY OF SOCIAL SCIENCE

### **ACKNOWLEDGEMENT**

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Dean- Faculty Social Science  
MG University Kottayam

## **SCHEME AND SYLLABUS OF**

### **BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)**

#### **INTRODUCTION**

Tourism today is one of the fastest growing industries in the world. It has made rapid advances in recent years. Tourism has emerged as a developmental activity at all levels – global, national, regional and local. International tourism is one of the most important and fastest growing aspects of global trade and assist with infrastructure development. It is the main stay of economy for many nations today.

A degree programme in Tourism raises an opportunity for many students to select tourism as their career. This would definitely raise good manpower, entrepreneurs and researchers which are essential for the sustainable development of tourism. The Bachelor of Tourism and Travel Management (hereafter BTTM) programme of Mahatma Gandhi University has been designed to bridge the gap of availability of trained manpower for the Tourism industry.

#### **AIMS AND OBJECTIVES OF THE PROGRAMME**

The broad objective of the programme is to create professional managers, leaders and researchers in the tourism/hospitality industry. Specific objectives of the programme include:

1. To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.
2. To help students acquire practical skills in all the major arenas of the industry.
3. To orient and equip students with Information Technology skills of the age.
4. To equip students with managerial skills and help in entrepreneurial development.
5. To develop hospitality culture and behavior and to enhance student competencies.

After successful completion of the programme, the students should be competent to work in tour operation companies, travel agencies, Travel departments of corporate firms, Hospitality sector, Airlines, Cruise ships, Transport operators, Government agencies, Academics, Research, Consultancies, NGOs etc. Above all, the programme encourages entrepreneurship also.

### **DURATION OF THE PROGRAMME**

The programme shall be called BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM).

The duration of the BTTM programme of study is three academic years with six semesters. There shall be at least 90 working days inclusive of examinations and a minimum of 450 instructional hours in a semester. The duration of odd semesters shall be from June to October and that of even semesters from November to March.

### **COURSES OF STUDY**

Total number of Courses for the BTTM programme is divided in to the following:

- (a) Common Courses
- (b) Core Courses and
- (c) Open Course

Programme Duration	6 Semesters
Total Credits	120
Credits required from Common Course	08
Credits required from Core courses	109
Credits required from Open Course	03
Minimum attendance required	75%

There shall be two common courses on English, one each in the first and second semesters. There shall be an open course in the fifth semester with a choice of one paper from any other programmes or from the Physical Education department

## **Industrial Training Report and Study Tour Report:**

For successfully completing the BTTM programme each student has to submit Industrial Training Report and Study Tour Report at the end of the fourth and sixth semesters respectively.

### ***Industrial Training Report***

Students shall be required to undergo two to three weeks of practical training during the Fourth semester in any tourism related organization (Travel agency/ star hotels/ airport etc) duly approved by the head of the Institution / Department. They shall be required to submit a comprehensive training report at the end fourth semester. The report will have an internal evaluation at the end of the semester.

### ***Study Tour Report/ Case Study Report***

Students are also necessary to participate in the national tour conducted by the Department or to do a case study of any tourist destination in Kerala with the prior approval of the Head of the Institution during the sixth semester. The tour programme should be for a period of up to a maximum of two weeks covering important destinations. A tour report or case study report must be submitted at the end of the sixth semester. The report will have internal evaluation only.

### ***Project:***

All students are to do a project in the area of core course as a group consisting a maximum of five students. The projects are to be identified during the 5<sup>th</sup> semester of the programme with the help of the supervising teacher. The report of the project in duplicate is to be submitted to the department at the 6<sup>th</sup> semester and are to be produced before the examiners appointed by the University. External project evaluation and Viva / Presentation are compulsory and will be conducted at the end of the programme during the sixth semester.

**CONSOLIDATED SCHEME OF BTTM (BACHELOR OF TOURISM  
AND TRAVEL MANAGEMENT)**

**Pattern: Model III**

**Total credits: 120**

**SCHEME AND SYLLABUS OF BTTM**

Course Code	Semester And Title of Courses	Course Category	Hrs/Week	Credit	Marks	
					Internal	External
	<b>Semester-I</b>					
	Common Course English I	Common	5	4	20	80
TTICRT01	Methodology for tourism	Core	5	3	20	80
TTICRT02	Cultural Heritage of India	Core	5	4	20	80
TT1CRT03	Principles of Management	Core	5	4	20	80
TT1CRT04	Economics and Banking for Tourism	Core	5	4	20	80
	<b>Semester-II</b>					
	Common Course English II	Common	5	4	20	80
TT2CRT05	Tourism Principles and Practices	Core	5	3	20	80
TT2CRT06	Geography for Tourism	Core	5	4	20	80
TT2CRT07	Accounting and Finance for Tourism	Core	5	4	20	80
TT2CRT08	Tourism Resources of Kerala	Core	5	4	20	80
	<b>Semester-III</b>					
TT3CRT09	Tourism Products	Core	5	4	20	80
TT3CRT10	Tourism Policy and Planning	Core	5	4	20	80
TT3CRT11	Transportation Management	Core	5	3	20	80
TT3CRT12	Management Information System for Tourism	Core	5	4	20	80
TT3CRT13	Strategic Tourism Management & Entrepreneurial Development	Core	5	4	20	80
	<b>Semester-IV</b>					
TT4CRT14	Guiding Skills for Tourism	Core	5	4	20	80
TT4CRT15	Travel Agency & Tour Operations	Core	5	4	20	80
TT4CRT16	Computerized Office Management for Tourism	Core	5	4	20	80
TT4CRT17	Basics of Business Communication	Core	5	4	20	80
TT4CRT18	Human Resource Management	Core	5	4	20	80
TT4OJP01	Industrial training & Report	-		1	100	-

<b>Semester-V</b>						
TT5CRT19	Indian Constitution & Civic Consciousness	Core	6	4	20	80
TT5CRT20	E-Tourism	Core	6	4	20	80
TT5CRT21	Airfares and Ticketing	Core	5	4	20	80
TT5CRT22	Environmental Studies and Eco-Tourism	Core	4	4	20	80
TT5OPT01	Public Relations & Tourism Journalism	Open Course	4	3	20	80
TT5OPT02	Front Office Management					
TT5OPT03	Introduction to Principles of Tourism					
<b>Semester-VI</b>						
TT6CRT23	Tourism Marketing	Core	5	4	20	80
TT6CRT24	Principles of International Business for Tourism	Core	6	4	20	80
TT6CRT25	Hospitality Management	Core	5	4	20	80
TT6CRT26	Web Designing and Online Business for Tourism	Core	5	4	20	80
TT6CRT27	MICE Tourism	Core	4	4	20	80
TT6STP02	Study Tour/Case Study & Report	Field Study	-	1	100	-
TT6PRP01	Project/Dissertation	Project		2	20	80

**Teaching faculty**

The two Common Courses in English have to be taught by teachers with a master's degree in English along with other qualifications prescribed by the University. The core courses TT1CRT01, TT1CRT02, TT2CRT05, TT2CRT06, TT3CRT09, TT3CRT11, TT4CRT14, TT4CRT15, TT5CRT21, TT5CRT22, TT6CRT23, TT6CRT25 and TT6CRT27 and all practical papers, and open course have to be taught by teachers with MTTM / MTA / MTM / MBA (Tourism) / MMH qualification and other qualifications prescribed by the University. The interdisciplinary core courses like TT1CRT04, TT2CRT08, TT3CRT10, TT4CRT17, TT5CRT19, and TT6CRT24 have to be taught by teachers MTTM/MTA/MTM/MBA(Tourism)/M.A Economics with the above qualifications prescribed by the University. The papers TT1CRT03, TT2CRT07, TT3CRT13 and TT4CRT18 have to be taught by teachers MTTM / MTA / MTM / MBA (Tourism) / MMH / MBA / MCom along with other qualifications prescribed by the University. The papers TT3CRT12, TT4CRT16, TT5CRT20 and TT6CRT26 have to be taught by teachers with MCA / Msc. Computer Science / Msc. IT along with other qualifications prescribed by the University.



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**DETAILED SYLLABUS OF BTTM PROGRAMME  
SEMESTER 1  
TT1CRT01 METHODOLOGY FOR TOURISM**

**No. of credits – 3**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To understand the tourism phenomena and the distribution of the components of tourism.
2. To learn the concept and importance of tourism in different sectors.

**Module 1**

Meaning and concept of tourism – Tourism – excursion – leisure and recreation – tourist– visitor & traveler – History, evolution and development of tourism, Ancient period – Early pleasure travel- concept of annual holiday- Transportation network-paid holiday and mass tourism- causes of rapid growth of tourism

**Module 2**

Significance of tourism – Social, environmental, political, economic – Forms and types of tourism, dimensions of international and domestic tourism – Components of tourism – distribution – Inter-relation between various segments – travel industry network – Elements of tourism

**Module 3**

Measurement of tourism-Need for measuring tourism-Importance of tourist statistics-Types of tourist statistics--Methods of statistical measurement- General problem of measurement

**Module 4**

Tourism development and state intervention – Leisure development – National economic goals – political legislation, equity and social needs, social investment, regulation and government controls, regional development

**Module 5**

International & National Tourism Organizations-  
UNWTO, ICAO, IATA, PATA, UFTAA, TAAI, IATO

**References:**

1. Pran Nath Seth (2006) : Successful tourism Management , Sterling, NewDelhi (Vol. 1 & 2)
2. A.K Bhatia (2010) : International Tourism Management , Sterling, NewDelhi
3. A.K Bhatia (1997): Tourism Management & Marketing. Aph Publishing Corporations,
4. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
5. P.N. Seth (2006) : Successful Tourism Development Vol.1 and 2, Sterling Publishers, New Delhi
6. Page, Stephen (2011) : Tourism Management, Routledge, London

**SEMESTER 1**  
**TT1CRT02 CULTURAL HERITAGE OF INDIA**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To familiarize the culture set up in India and its contribution to Tourism.

**Module 1**

Culture, civilization and heritage: meaning, definition and feature of Indian culture, Unity in diversity, assimilation and toleration.

**Module 2**

Indian culture through ages – a brief explanation about Indus valley civilization, Aryans. Rulers – Alexander, The Mauryas and Ashoka, Sungas , Guptas, Vardhanas,Rajputs and Marathas; Tamil Sangam – Chola, Chera, Chalukyas, Pandyas – art, architecture and temples

**Module 3**

Muslim Invasions – Delhi Sulthanate- Slave,Khilji,Tuglaque,Sayid and Lodhi Dynasties-Mughals in India

**Module 4**

Art and architecture under Mughals – painting and music – Persian and Hindi Literature – Fairs and Festivals- cultural synthesis

**References:**

1. Manoj Dixit & Charu Sheela (2010) :Tourism Products , NewRoyalBooks, Lucknow
2. Jacob, Robinet (2009): Indian Tourism Products; Abhijeet Publications, New Delhi
3. Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012) ; Tourism Products of India – a National Perspective; Abhijeet Publications, Ne w Delhi
4. I C Gupta – Tourism Products of India
5. A L Basham (2007) : The Wonder that was India , Surjeet Publication , New Delhi
6. S A A Rizvi (1987) : Wonder that was India – Vol 2, Sidgwick & Jackson, London

**SEMESTER 1**  
**TT1CRT03 PRINCIPLES OF MANAGEMENT**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To understand the various functional areas of management in tourism industry
2. To enable the student to analysis the management process in tourism organization

**Module 1**

Management – concept, nature – Development of management – Taylor’s scientific management – Management functions – Roles and responsibilities of manager

**Module 2**

Planning – Nature, Process, types, and steps – steps in planning – mission – Objective – MBO – Procedure – Rule

**Module 3**

Organizing – Concept – Steps in organizing – span of management – authority & responsibilities – Delegation and decentralization – forms of organization structure – Line and staff structure – Staffing – recruitment – Selection – training

**Module 4**

Directing – Nature – Significance of motivation – Maslow’s need hierarchy theory – Herzberg’s motivation Hygiene theory – Communication Process – net work, grape wine , barriers of communication

**Module 5**

Controlling – Nature –Steps – Management by Exception

**References:**

1. L.M. Prasad (2007) : Principles and Practices of Management - Sultan Chand & Sons , New Delhi
2. S.K. Chakravarthy : Business Ethics-, IIM, Calcutta
3. Koontz O’Donnel : Management and Principles
4. Harold Koontz & Heinsz Weirich (2010) : Essential of Management , Tata MacGraw Hill , New Delhi
5. Beunet, Roger: Improving Training Effectiveness
6. Peter F. Drucker (2007) : Practice of Management , Elsevier, New york
7. Robbins, Stephens P (2010) : Organisational Behaviour, Pearson India, New Delhi

**SEMESTER 1**  
**TT1CRT04 ECONOMICS AND BANKING FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objective:**

To obtain basic idea relating to economics and banking

**Module 1**

Definition and Scope of Managerial Economics – Role in Decision Making Process  
– Economic Systems

**Module 2**

Demand – Types of Demand – Elasticity of Demand – Price and Income elasticity –  
Determinants

**Module 3**

Cost analysis – Cost Concept – Break Even Analysis – Cost Control and Reduction

**Module 4**

Functions of Commercial Banks- RBI- Credit Creation - Weapons of credit control –  
modern services of Banks – Teller system – credit cards etc – Different types of  
accounts

**Module 5**

Modern Technology in banking – Electronic Fund Transfer system – Cheque processing  
– MICR Cheques

**References:**

1. P.L. Mehta(2005); Managerial Economics: Analysis, Problems and Cases, Sultan Chand, New Delhi
2. Varshney and Maheshwari (1994); Managerial Economics , Sultan Chand, New Delhi
3. D. Salvatore (2014); Managerial Economics , Oxford University Press, New Delhi
4. Pearson and Lewis; Managerial Economics
5. G.S. Gupta (2011); Managerial Economics, Tata McGraw-Hill Education, New Delhi
6. Krishnan Kamra (2006); Economics of Tourism , Kanishka Publishers, New Delhi
7. Ashif Iqbal Fazil, S. Husain Ashraf; Tourism in India (planning & development)
8. Mario D'Soula; Tourism development and Management
9. Kuml Chattopadyay (1995); Economic Impact of Tourism Development , Kanishka Publishers, New Delhi

**SEMESTER 2**  
**TT2CRT05 TOURISM PRINCIPLES AND PRACTICES**

**No. of credits – 3**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To realize the potential of tourism industry in India
2. To understand various elements of tourism management
3. To evaluate the role of various organization of tourism

**Module 1**

Growth and development of tourism in India – Travel and Travelers in ancient India, Travel during Medieval age, the period of European trade, tourism in Independent India

**Module 2**

Tourist motivation – Factors – types – push and pull factors – Determinants of tourism – psychological, cultural, economic, personal and social; Barriers to travel

**Module 3**

Impact of tourism – Meaning, positive and negative impacts of tourism – Social, cultural, economic and environmental impacts

**Module 4**

International conventions – Warsaw convention 1924, Chicago convention 1944, UN declaration, and Manila declaration (general details only)

**Module 5**

Profile of Indian Tourism- Nature, Characteristics and Components of Indian Tourism- Role of Department of Tourism-NTO and ITDC in Promoting Indian Tourism

**References:**

1. Pran Nath Seth (2006) : Successful tourism Management , Sterling, NewDelhi (Vol. 1 & 2)
2. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall. London
3. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
4. Bhatia, A.K. (2010) : International Tourism Management, Sterling, New Delhi
5. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
6. Christopher.J. Hollway; Longman (2012) ; The Business of Tourism, Pearson , New York
7. Babu et al., Tourism Development: Sage publishers , New Delhi

**SEMESTER 2**  
**TT2CRT06 GEOGRAPHY FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To understand different geographical features of tourism.
2. To understand the process and linkage responsible for generation of tourism flows.

**Module 1**

Introduction to Geography – Definition, scope and contents of geography of tourism – Major land forms – Mountains, Plains, Plateaus and valleys

**Module 2**

Geographical determinants – diversities and disparities – typology and areas of linkages flow and orientation – Impact of weather and climate on tourism, seasonal rhythm; Geographical components and tourism development

**Module 3**

Geography of India: - Physical features, topography and drainage, forest wealth, seasonality and destinations – seasons and climate seasonality in tourism.

**Module 4**

Maps: Types of maps – map reading skills –Use of GIS, GPS and Remote Sensing.

**References:**

1. Christopher P Cooper (1993); Geography of Travel and Tourism, Butterworth-Heinemann, London
2. B Boniflce and C Cooper (2005); World Wide Destinations, Elsevier
3. Williams S (1998); Tourism Geography, Routledge, London
4. L E Hudman & R H Jackson (2003) : Geography of Travel & Tourism , Thomson/Delmar Learning, New Delhi
5. Philip G Davidoff (1995); Geography of Tourism ,Prentice Hall, New York
6. Jacob, Robinet (2009): Indian Tourism Products; Abhijeet Publications, New Delhi
7. Jacob, Robinet; Mahadevan P; Sindhu Joseph (2012) ; Tourism Products of India – a National Perspective; Abhijeet Publications, Ne w Delhi

**SEMESTER 2**  
**TT2CRT07 ACCOUNTING AND FINANCE FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To know the basic concept of accountancy and its relation to tourism.
2. To be able to understand the key facts of financial management.
3. To integrate and use the concept of accounting and financial management in tourism.

**Module 1**

Finance – Introduction, meaning, nature, scope and functions of finance – Application of financial management in tourism industry

**Module 2**

Accounting – Meaning – definition – nature – scope – types of accounting functions – Classification of accounting – importance of accounting in tourism industry

**Module 3**

Principles of accounting – Accounting concepts – double entry system of accounting – journal – ledger – trial balance

**Module 4**

Preparation of final accounts without adjustment – Trading account – Profit and loss account – balance sheet of a sole trading concern

**References:**

1. Grewal, T.S (2000) ; Double Entry Book Keeping , Sultan Chand & Sons, New Delhi
2. R.LGupta (1983); Advanced Accounting ,Sultan Chand & Sons, New Delhi
3. Jain & Narang (2001); Advanced Accounting ,Kalyani Publishers
4. S.N Maheshwary (1995); Advanced Accounting , Vikas Publishing House Private, Limited, New Delhi
5. S.A. Siddiqui (2011); Comprehensive Accountancy,Laxmi Publications, New Delhi
6. N.D. Kapoor (1996); A Complete Course in Accounting Volume – I,Pitambar Publishing, New Delhi
7. R.C. Chawla and C. Juneja; Double-Entry Book-Keeping
8. T.S. Grewal (1978); Introduction to Accountancy, S Chand, New Delhi

**SEMESTER 2**  
**TT2CRT08 TOURISM RESOURCES OF KERALA**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To study in brief important Tourist destinations in Kerala as well as the rich cultural heritage of the state.

**Module 1**

Mythological origin of Kerala- Christianity in Kerala- Cheraman Perumal Juma Masjid- Jainism and Buddhism in Kerala- Pre historic remains in Kerala

**Module 2**

Ancient Trade and Cultural Contacts- caste hierarchy- Marumakkathayam- English colonialism- Cultural progress in the Native states of Travancore, Cochin and Malabar- Kerala Renaissance and Anti colonial Movements

**Module 3**

Kerala geographic Location- Physical features of Kerala- Rivers, Lakes and Back waters- Fairs and Festival of Kerala- Boat Races- Ayurvedic Tradition of Kerala- Climate of Kerala

**Module 4**

Pilgrim Centers in Kerala- Major Museums and Art galleries- Bellads of Kerala- Wild Life Sanctuaries and Bird Sanctuaries in Kerala- Eco tourist Destinations in Kerala

**Module 5**

Kerala- Capital- Districts - seaports in Kerala- Airports in Kerala- Tourist attractions of each Districts

**References:**

1. Rajan Gurukkal, Raghava Warriar - A Cultural History of Kerala- Vol – 1
2. Lonely Planet (2000)- Kerala , Lonely Planet
3. A Sreedhara Menon (2008): Cultural Heritage of Kerala , D C Books, Kottayam
4. Robinet Jacob (2012): Health tourism and Ayurveda , Abhijeet Publications, New Delhi
5. Tourism Products of Kerala; Mahatma Gandhi University, Kottayam
6. Authentic Handbook of Kerala; IPRD Department, Government of Kerala



**SEMESTER 3**  
**TT3CRT09 TOURISM PRODUCTS**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To familiarize different types of tourism products in India.
2. To understand the cultural tourism resources in India.

**Module 1**

Concept, types and characteristics of tourism products, elements of tourism products – geographical elements, Peter’s inventory of tourist attractions

**Module 2**

Tourism resources of India – Types, features, and diversities of Indian tourism Products

**Module 3**

Religious Tourism in India – Hindu, Buddhist, Jain, Sikh, Islam and Christian pilgrim centers

**Module 4**

Performing arts – dance forms of India, music and musical instruments, Handicrafts of India, fairs and festivals

**Module 5**

Natural Tourist resources –National parks ,Wild life sanctuaries ,Beaches and Islands, waterfalls; Desert tourism; Desert safaris and festivals

**References:**

1. Manoj Dixit & Charu Sheela (2010) ; Tourism Products ,NewRoyalBooks Lucknow
2. IC Gupta – Tourism Products of India
3. A L Basham (2007) : The Wonder that was India ,Surjeet Publication, New Delhi
4. S A A Rizvi (1987) : Wonder that was India – Vol 2 ,Sidgwick & Jackson, London
5. Jacob, Robinet, Mahadevan P & Sindhu Joseph (2012); Tourism Products of India – a National Perspective, Abhijeet Publications, New Delhi.
6. Robinet Jacob (2012): Health tourism and Ayurveda , Abhijeet Publications, New Delhi

**SEMESTER 3**  
**TT3CRT10 TOURISM POLICY AND PLANNING**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To learn about policy making and planning in tourism

**Module 1**

Tourism policy – Definition – Need for Tourism policy – Initiatives – National Committee on Tourism (NCT-1988) – First Tourism Policy – Objectives (1982) Recommendations – National Action Plan 1992 – Objectives – Tourism Policy 1997 – Features – National Tourism Policy 2002 – National Tourism Policy 2015 – Kerala Tourism Policy – Tourism Policy – General Features – Kerala Tourism Policy 2012

**Module 2**

Tourism Planning – Definition, Planning Process – Importance of planning, different phases of planning – Levels and Types of Tourism Planning – International Level, National Level, Regional Level

**Module 3**

Role of Public and Private Sector in tourism planning– Govt. Sector – Reasons of planning – Economic, Social and Cultural, Environmental Political – Private Sector Investment in Tourism Industry ( Travel Agency, Airlines, Hotels)

**Module 4**

Tourism & Five Year Plans(from 10<sup>th</sup> plan onwards),Introduction of Neethi ayog in India

**References:**

1. Rattandeeep Singh (2004) ; Hand Book of Environmental Guide Lines for Indian Tourism; ; Kanishka Publishers, New Delhi
2. Pran Nath Seth (2006) ; Successful Tourism Management; Sterling Publishers, New Delhi
3. J.K. Sharma (2004); Tourism Planning and Development a new perspective; Kanishka Publishers, New Delhi
4. Dr. M.R. Dileep ; Tourism Concepts & Practices; KITTS Publication

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**SEMESTER 3**  
**TT3CRT11 TRANSPORTATION MANAGEMENT**

**No. of credits – 3**

**No. of contact hours – 90hours / 5 hours per week**

**Objectives:**

1. To learn about the various types of transportation networks
2. To understand the relationship between transportation and tourism

**Module 1**

Introduction to Tourist Transportation: Development of means of transport - Tourist transport system – Leiper’s frame work – Role of transport in tourism – Up market and Low budget travelers

**Module 2**

Surface Transport: Road transport system in India – types of roads – Public transportation system; Rail Transport: General information about Indian Railways, Brief History –Classes of Journey – Types of trains & tracks – Railway Reservation modes – circle trip – Talkal – i-ticket – e-ticket - luxury trains, hill trains, IRCTC - Eurail Pass, Indrail pass.

**Module 3**

Airport Layout –Airfield – Terminal Area – Flight support Area. Major Airlines and Airports in India - Airport facilities for passengers; Ground handling; Departure formalities – Arrival Formalities – Customs Channels

**Module 4**

Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. Cruise liners – Types.

**Module 5**

Logistics Management: Origin and Definition – Types of Logistics; Importance and the need of Supply Chain

**References:**

1. Jagmohan Negi (2014); Travel Agency and Tour Operations, Sterling publishers, New Delhi
2. Bhatia, A.K (2010)., International Tourism Management, Sterling, NewDelhi
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2),Sterling, NewDelhi
5. G Raghuram & N Rangaraj (2001), Logistics and Supply Chain Management - Cases and Concepts, Allied Publishers, New Delhi
6. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
7. Janat Shah, Supply Chain Management (2009): Text and Cases, 1st Edition, Pearson. New Delhi

**SEMESTER 3**  
**TT3CRT12 MANAGEMENT INFORMATION SYSTEM FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To enable the students to work with different computation process and analysis.
2. To understand the need of MIS in tourism related industries.

**Module 1**

Introduction to management information system – Definition characteristics management information system nature and scope of MIS

**Module 2**

Structure and classification of MIS: Physical components – decision support system – executive information system – transaction processing system – office automation system – Business expert system – financial marketing and human resource information system

**Module 3**

Information and system concepts – Types of information – kinds of system – Boundary – Interface and black box – Elements of system

**Module 4**

Data base – Objectives of database – advantage and disadvantages of database – database management system

**References:**

1. Gordan Davis (2001); Management information system; Tata McGraw-Hill Education, New Delhi
2. James A.O. Brien (2013); Management information system; Tata McGraw-Hill Education, New Delhi
3. Jerome Kantre (1984) ;Management with information; Prentice-Hall, New Delhi
4. D.P. Goyal (2006) ; Management information systems: managerial perspectives; Macmillan, New Delhi

**SEMESTER 3**  
**TT3CRT13 STRATEGIC TOURISM MANAGEMENT AND**  
**ENTREPRENEURIAL DEVELOPMENT**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objective:**

To develop the necessary input for inculcating new ideas for creating new ventures

**Module 1**

Entrepreneurship – Definition – Types of entrepreneur – competencies entrepreneur – Developing competencies

**Module 2**

Small scale entrepreneur – characteristics and relevance – Role of entrepreneurs in SSE and economic development – problem and support needs of SSE – Institutional set up for development of SSC

**Module 3**

Financial management issues in SSE – Managing asset and liabilities –Evaluating performance – Managing family enterprise – definition, issues and problems, strategies

**Module 4**

Strategy – concept – Nature and characteristics of strategic decision – level of strategy – benefits of strategic management

**Module 5**

Strategic management process – Analysis models – Bccs model – SWOT analysis – Types of strategies – stability – growth – retrenchment – combination

**References:**

1. Drucker P.F (2004); Innovation and Entrepreneurship; Elsevier, UK
2. Sexton. D.L & Smilor. R.W (2007); The Art and Science of Entrepreneurship;Springer Science & Business Media
3. Drucker; All Books that are Entitled Strategic Management, Business;
4. Glueck & Robinson; Strategic Management;

**SEMESTER 4**  
**TT4CRT14      GUIDING SKILLS FOR TOURISM**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To acquire an in-depth knowledge about the profession of tour guiding and escorting

**Module 1**

Introduction to Guiding and escorting- Meaning; concept and types of tour guide, duties and responsibilities of Guides and Escorts , various role of tour guide, the business of guiding, organizing a guiding business

**Module 2**

The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances

**Module 3**

Guest relationship management- Handling emergency situations- medical, personal, official, VISA/passport, Death, handling guest with special needs/different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, checklist, leading a group, code of conduct.

**Module 4**

Conducting tours: Pre tour planning, modes of transportation, conducting various types of tours, understanding clients need, establishing good service security measures, relationship with fellow guides, Coordination with hospitality institutions; points to remember while guiding and escorting

**References:**

1. Dennis L Foster – Introduction to Travel Agency Management
2. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
3. Pond K L(1993) ; The professional guide: Dynamics of tour guiding,

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**SEMESTER 4**  
**TT4CRT15 TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

**No. of credits – 4**

**No. of contact hours – 90hours / 5 hours per week**

**Objectives:**

1. To understand the inner working mechanism of the travel agency.
2. To understand various skills necessary for tour operation business.

**Module 1**

Travel trade – History and development of travel agency, functions, travel agent, types, responsibilities – source of income of a travel agent- setting up of travel agency; Role of IATA and approval – approval from the government – Bill settlement Plan (BSP)

**Module 2**

Travel agency and tour operations – Difference between travel agent and tour operator – linkages and arrangements with hotel – travel agencies and airlines – tour escorts and guides

**Module 3**

Organization structure of a travel agency – Information, counseling, ticketing, documentation, liaisoning, staffing, directing, planning, organizing, and controlling

**Module 4**

Tour operation – concept and nature of tour operation – functions – types of tour operations – type of tour operators

**Module 5**

Itinerary development – Meaning and definition – types of itineraries – reference tool for itinerary preparation – development of effective itinerary

(Note: Practical work of itinerary preparation, tour costing, filling of passport application and visa forms should be done among the students.)

**References:**

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text ,Anmol Publications Pvt. Limited, New Delhi
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
5. Laurence Stevens(1990); Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers
6. Jane Archer,(2006); Manual of Travel Agency Practice – Butterworth Heinemann Pub, London
7. Betsy Fay ; Essentials of Tour Management –Prentice Hall; Mark Mancini: Conducting tours
8. Mark Mancini (1996); Conducting tours, Delmar Thomas, New York
9. H A Rogers and J A Slinn- Tourism Management of Facilities
10. Lickorish L J and Kershaw A G – The travel trade, practical press

**SEMESTER 4****TT4CRT16 COMPUTERIZED OFFICE MANAGEMENT FOR TOURISM****No. of credits – 4****No. of contact hours – 90hours / 5hours per week****Objectives:**

To make the students learn the basics of computers and its use in office management

**Module 1**

Introduction to Computer – Classification of computer – Historical development of computer – Computer generation – Input Output devices – Memory units – Storage devices

**Module 2**

Word processing – M S Word – Creating, Modifying, Saving documents – Creating header and footer – Creating form letters for mail merge

**Module 3**

Spread sheet – MS Excel – Understanding the work book window – Entering tables – Values and formulas in to call – Formatting work sheet – Creating charts.

**Module 4**

MS PowerPoint – Introduction – Creating presentations – Formatting background, adding sounds – Slide show, Slide sorter – Setting animations – Slide Transition – Setting intervals

**References:**

1. Introduction to Computers - Leon, 1/e Alexis Leon & Mathews Leon, Vikas Publishing.
2. Introduction to Computers & MS Office by Sanjay Saxena, Vikas Publishing.
3. Computer Fundamentals (Sixth Edition), Pradeep K. Sinha, Priti Sinha, Published by BPB Publications, 2007
4. Ms-Office 2007 by Gini Courter & Annette Marquis BPB Publications
5. Special Edition Ms Excel 2007 by Patrick Blattner, Louie Utrich. Ken Cook & Timothy Dyck Prentice Hall India Pvt. Ltd.



**SEMESTER 4**  
**TT4CRT17 BASICS OF BUSINESS COMMUNICATION**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To learn the basics of communication needed for tourism industry
2. To understand the basics of business correspondence

**Module 1**

Introduction to Business Communication, Basic Forms of Communication, Process of Communication, 7 C's of communication; Mal-functions of communication, Business Etiquette, Technology of Business Communication

**Module 2**

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release; Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing; Report writing

**Module 3**

Non-verbal communication: Facial expressions, gazes, stare; Body language, touching; Micro expressions, cognitive factors. Attribution;

**Module 4**

Social behavior: features and factors; Personality – traits and characteristics; Group behavior; leadership in a group; interpersonal relations

**References:**

1. Phillip, Louis (1975) ; Organizational Communication: The Effective Management,Grid, Incorporated
2. Raman, Meenakshi and Sharma, Sangeeta (2012); Technical Communication: Principles and Practice,OUP India, New Delhi
3. Ross, Robert D (1977); The Management of Public Relations ,Wiley, London
4. Stephenson, James (1937); Principles and Practice of Commercial Correspondence

**SEMESTER 4**  
**TT4CRT18 HUMAN RESOURCE MANAGEMENT**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

1. To learn various managerial skills necessary for the success of tourism industry
2. To learn the students about the procedures and practices applied for the manpower training and placement

**Module 1**

Human resource management – Scope – functions and objectives – personnel management and HRM evolution – HRM – requirement of HRM in tourism

**Module 2**

Human resource planning – meaning and definition – information of HRP – process of HRP – requisites for successful HRP – barriers to HRP – job analysis – job design

**Module 3**

Recruitment – Recruitment process – selection – selection process – methods selection – induction – placement

**Module 4**

Training and Development – Nature and importance of training and development – HRD in tourism – techniques of training

**Module 5**

Performance Appraisal – appraisal process – job evaluation – job evaluation process – compensation influencing factors – components of remuneration – Absenteeism and Labour turn over – labour welfare – wage and salary Administration

**References:**

1. K. Aswathappa (1999); Human Resources and Personnel management – text and cases; Tata McGraw-Hill, New Delhi
2. Aswathappa K (2008), Organisational behaviour, Himalaya Publishing. New Delhi
3. Management of Human Resources - text and cases; Rakesh. K. Chopra
4. Human Resources Management; C.B. Gupta
5. Human Resources Development; Dr. P. C. Tripathi.
6. Railey M (2014), Human Resource Management, Butterworth Heinemann.London
7. M Boella, S Goss-Turner, Human Resource Management in the Hospitality Industry: An introductory guide, Butterworth-Heinem

**SEMESTER 5**  
**TT5CRT19 INDIAN CONSTITUTION AND CIVIC CONSCIOUSNESS**

**No. of credits – 4**

**No. of contact hours –108/6 hours per week**

**Objectives:**

1. Enable the students to understand the various provision of Indian constitution
2. To impart civic consciousness among students.

**Module 1**

Indian Constitution – Preamble of the Constitution – Sources and Out Standing Features of the Constitution- Philosophy of Indian Constitution

**Module 2**

Indian Administration – Legislature, Executives, Judiciary; Indian Parliament-Rajya sabha, Lok Sabha-Functions of Parliament; Indian President – Powers and functions of President-Procedure for the President Election- Jurisdiction of Supreme court

**Module 3**

Indian Citizenship Act- Method of Acquisition and Loss of Indian Citizenship- Right to Information Act 2005

**Module 4**

Fundamental Rights – Fundamental Duties- Directive Principles of State Policy

**Module 5**

Constitutional Amendment and its Procedure; Important Amendments

**References:**

1. D.D. Basu (2008): An Introduction to the constitution of India, New Delhi, Prentice, Isacc:
2. M.V. Pylee (1998) : An Introduction to the constitution of India, Vikas Publishing House, New Delhi
3. Jojo Mathew & Manish K. Gulam (2009 : Indian Polity & constitution, career classics, New Delhi
4. K.R. Acharya: Indian Govt & Politics
5. Brij Krishore Sharma (2005): Introduction of India, Prentice Hall: New Delhi

**SEMESTER 5**  
**TT5CRT20 E – TOURISM**

**No. of credits – 4**

**No. of contact hours – 108HRS/6 hours per week**

**Objectives:**

1. To study in detail the use of information technology in tourism organizations.
2. To learn how modern technology has revolutionized the travel and tourism industry.

**Module 1**

Internet, wireless technology, Digital convergence; Cyber ethics, cyber crime, cyber threats, cyber security, privacy issues, cyber laws, cyber addictions, health issues- guide lines for proper usage of computers, internet and mobile phones

**Module 2**

Internet as a marketing tool, Online reservations, online airport check in, Credit cards and net banking, Digital security in Tourism – CCTV , Smart Cards - Access control – security chips - biometric security systems, biometric passport/e-passport

**Module 3**

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO); Multiple Platforms: - Desktop, Laptop, Tablets, Mobile, Video, Social Media; Online Reputation Management: - Owned Media, Earned Media and Paid Media

**Module 4**

History and development of CRS, Introduction to GDS (Galileo / Amadeus) - Online ticketing: Travel portals and examples as case study, trends, Disintermediation, Internet as a tool for tourism promotion

**References:**

1. Technology in Action, Pearson
2. V. Rajaraman (2013), Introduction to Information Technology, Prentice Hall , New Delhi
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas
4. Peter Norton (2004), Introduction to Computers,6e,(Indian Adapted Edition) , McGraw-Hill Education, New Delhi
5. Alexis & Mathews Leon (2009), Fundamentals of Information Technology, Vikas Publishing House Pvt Limited, New Delhi
6. George Beekman, Eugene Rathswohl (2003), Computer Confluence, Prentice Hall, New Delhi
7. Barbara Wilson (1996); Information Technology: The Basics, Thomson Learning
8. Ramesh Bangia, Learning Computer Fundamentals, Khanna Book Publishers

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**SEMESTER 5**  
**TT5CRT21 AIR FARES AND TICKETING**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5hours per week**

**Objectives:**

To study the international airfares, and to equip the students the mechanism of airfare ticketing exercise. *(All the fares and NUC's should be provided in the question paper itself).*

**Module 1**

Airline Terminology – Airports and offline stations served by airlines – abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT) – Global indicators.

**Module 2**

Air Geography – IATA areas, sub areas, sub regions. Time calculation: GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time.

**Module 3**

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA)

**Module 4**

Familiarization with OAG: Three letter city and airport code, airline designated code, minimum connecting time. Familiarization with Air tariff: currency regulation, NUC conversion factors, general rules. Familiarization with TIM: Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing special attention.

**Module 5**

Introduction to fare construction: Air fare-types, basic elements of airfare. Fare construction formula and basic steps using mileage principles for One Way (OW), Return Trip (RT) and Circle trip journey (CT) with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS), HIP check, Back Haul Minimum Check (BHC) and CTM Check

**References:**

1. Jagmohan Negi (2005), 'Air travel Ticketing and Fare construction', Kanishka, New Delhi, 2005
2. OAG, Consultant, IATA, Geneva
3. Study Kit for IATA/UFTAA  
Foundation Course: - Module – I – Introduction to tourism - Module – II – Travel Geography - Module – III – Air Transport - Module – IV Air Fares & Ticketing
4. Gupta S.K (2007): International Airfare & Ticketing Methods & Technique, Udh Publishers & Distributors (p) Limited, New Delhi

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**SEMESTER 5**  
**TT5CRT22 ENVIRONMENTAL STUDIES AND ECO TOURISM**

**No. of credits – 4**

**No. of contact hours –72hours / 4hours per week**

**Module I**

**Unit 1 : Multidisciplinary nature of environmental studies**

Definition, scope and importance

Need for public awareness.

**Unit 2 : Natural Resources :**

Renewable and non-renewable resources : Natural resources and associated problems.

a) Forest resources : Use and over-exploitation, deforestation, case studies.

Timber extraction, mining, dams and their effects on forest and tribal people.

b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water

logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewable and non renewable energy sources,

use of alternate energy sources, Case studies.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion

and desertification

- Role of individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

**Unit 3: Ecosystems**

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the given ecosystem:-
  - a. Forest ecosystem

## **Module II**

### **Unit 1: Biodiversity and its conservation**

- Introduction
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values.
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India

### **Unit 2: Environmental Pollution**

Definition

Causes, effects and control measures of: -

- a. Air pollution
  - b. Water pollution
  - c. Soil pollution
  - d. Marine pollution
  - e. Noise pollution
  - f. Thermal pollution
  - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
  - Role of an individual in prevention of pollution
  - Pollution case studies
  - Disaster management: floods, earthquake, cyclone and landslides.

### **Unit 3: Social Issues and the Environment**

- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people: its problems and concerns, Case studies
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies
- Consumerism and waste products
- Environment Protection Act

- Air (Prevention and Control of Pollution) Act
- Water (Prevention and Control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

### **Module - III**

Eco- Tourism – concept and definition – the eco- tourist character – eco-tourism products –Eco- Tourism development and its relevance – strategies of eco- tourism development, Tourism and environment linkage

### **Module IV**

Eco- Tourism and India – Eco – tourism and World Tourism Organization – present scenario, national committee on tourism and ecological aspects of tourism.

### **Module – V**

**Unit 1- Human Rights**– An Introduction to Human Rights, Meaning, concept and development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social and Cultural Rights).

**Unit-2 Human Rights and United Nations** – contributions, main human rights related organs - UNESCO, UNICEF, WHO, ILO, Declarations for women and children, Universal Declaration of Human Rights.

**Human Rights in India** – Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities

**Unit-3 Human Rights and environmental rights** - Right to Clean Environment and Public Safety: Issues of Industrial Pollution, Prevention, Rehabilitation and Safety Aspect of New Technologies such as Chemical and Nuclear Technologies, Issues of Waste Disposal, Protection of Environment

**Conservation of natural resources and human rights:** Reports, Case studies and policy formulation. Conservation issues of western ghats- mention Gadgil committee report, Kasthuriangan report. Over exploitation of ground water resources, marine fisheries, sand mining etc.

### **Internal: Field study**

- Visit to a local area to document environmental grassland/ hill /mountain
- Visit a local polluted site – Urban/Rural/Industrial/Agricultural Study of common plants, insects, birds
- Study of simple ecosystem-pond, river, hill slopes, etc

(Field work Equal to 5 lecture hours)



## REFERENCES

1. Agarwal, K.C 2001 Environmental Biology, Nidi Publ. Ltd, Bikaner.
2. Bharucha Erach, Text Book of Environmental Studies for undergraduate Courses. University Press, IInd Edition 2013 (TB)
3. Brunner.R., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p
4. Clark.R.S., Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001. Environmental Encyclopedia, Jaico Publ. House. Mumbai. 1196p
6. De A.K.Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, 11.P.1993 Water in crisis, Pacific Institute for Studies in Dev. Environment & Security. Stockholm Environment Institute Oxford University Press 473p
9. Hawkins R.E, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment, Cambridge University Press 1140p
11. Jadhav.H & Bhosale.V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p
12. Mckinney, M.L & Schock.R.M. 1996 Environmental Science Systems & Solutions. Web enhanced edition 639p
13. Mhaskar A.K., Matier Hazardous, Techno-Science Publications (TB)
14. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB)
15. Odum.E.P 1971. Fundamentals of Ecology. W.B. Saunders Co. USA 574p
16. Rao.M.N & Datta.A.K. 1987 Waste Water treatment Oxford & IBII Publication Co.Pvt.Ltd.345p
17. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
18. Survey of the Environment, The Hindu (M)
19. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB) XI
20. Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)

21. u) Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p
23. (M) Magazine (R) Reference (TB) Textbook
24. Sithamparanathan; Ecosystem Principles and Sustainable Agriculture, SciTech
25. J Tyler & Miller (2014); Living in the environment, Cengage Learning, New Delhi

**SEMESTER 5**  
**TT5OPT01 PUBLIC RELATIONS AND TOURISM JOURNALISM**

**No. of credits – 3**

**No. of contact hours – 72 hours / 4 hours per week**

**Objectives:**

To study about Public relations and Travel Journalism as a career option

**Module 1**

Principles of PR – PR Ethics – Mass Communication – Knowledge Organization – Communication skills – Image building – Goodwill, Feedback – Role of PR in Organization

**Module 2**

Advertising Photographer & institutions – Conference – Conflict – PR in Tourism Industry

**Module 3**

Meaning and scope of Journalism – Principles of Journalism – Editing – Tourism press in India – Print media – Radio & TV Media

**Module 4**

Web Journalism – Suppliers of News – Editor – Languages and Styles – Theories of Mass Communication – News Agencies – Journalism as a Career and Profession

**Module 5**

Qualities required as a reporter – Photo Journal – Design and Make-up – Picture Editing and Caption – Mass Media policies – Media representation in tourism

**References:**

1. Public Relation; Jeth Waney
2. Public Relation Hand Book
3. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
4. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
5. Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
6. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne
7. Arvahan E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

**SEMESTER 5**  
**TT5OPT02 FRONT OFFICE MANAGEMENT**

**No. of credits – 3**

**No. of contact hours – 72 hours / 4hours per week**

**Objectives:**

To equip the students about the details of front office management as a career opportunity

**Module 1**

Introduction to Hotel Industry – Types of Hotels – Introduction to Front Office – Front office operations – Front office equipment – study of various systems

**Module 2**

Reservation – Registration – Technology – Method of Payment – Room Rate – Front Office Communication

**Module 3**

Check Out and Settlement – Night audit – Telephone Operation

**Module 4**

Principle and Function of Catering Management – Tools of Management – organization chart

**Module 5**

General Manager – duties and Responsibilities – Guest satisfaction and Review – Training and development –Laws governing Food service Establishment – Employee facilities and Benefits

**References:**

1. Sudhir Andrews (2007); Front Office Management & Operations, Tata McGraw-Hill Education, New Delhi
2. Rakesh Puri ; Front Office Operations & Management:
3. Jatashankar R. Tiwari (2009); Hotel Front Office Operations & Management, OUP India, New Delhi
4. Colin Dix, Chris Baird(2006); Front Office Operations, Pearson Education India, New Delhi
5. Gary K.Vallen, Jerome J.Vallen (2013); Check-In Check-Out Managing Hotel operations: Pearson, New Delhi
6. Sue Baker, Jeremy Huyton, Pam Bradley (2001); Principles of Hotel Front-Office Operations: Cengage Learning EMEA, New Delhi
7. Sushil Kumar Bhatnagar; Front Office Management:
8. Sudhir Andrews (2009); Hotel Front Office Training Manual, Tata McGraw-Hill Education, New Delhi

**SEMESTER 5****TT5OPT03 AN INTRODUCTION TO PRINCIPLES OF TOURISM****No. of credits – 3****No. of contact hours – 72hours / 4hours per week**

Objectives: To invoke interest in students with basic concepts of tourism

**Module 1**

Tourism- Meaning and definition, Origin and growth of tourism, Tourism development in India- pre and post war period, Factors affecting growth of modern tourism.

**Module 2**

Components of tourism – distribution – Inter-relation between various segments – travel industry network – Elements of tourism

**Module 3**

Basic travel motivators, Significance of tourism – Social, environmental, political, economic, Negative impacts of tourism

**Module 4**

Forms and types of Tourism, carrying capacity, factors affecting carrying capacity, sustainable tourism development.

**Module 5**

Tourism Products of India ( Major Cultural, Natural and Manmade), UNESCO World heritage sites in India.

**Reference:**

Pran Nath Seth: Successful Tourism Management (Vol 1&amp;2) Sterling Publishers, New Delhi.

A K Bhatia: Tourism Development; Principles and Practices, Sterling Publishers, New Delhi

Robinet Jacob: Tourism Products of India; A National perspective, Abhijeeth Publications, New Delhi.

A K Bhatia: The Business of Tourism; Concepts and Strategies, Sterling Publishers, New Delhi.

**SEMESTER 6**  
**TT6CRT23 TOURISM MARKETING**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Objectives:**

To equip the students the basics of marketing with special reference to tourism

**Module 1**

Tourism Marketing – concept – characteristics – philosophies of marketing management  
– customer relationship management

**Module 2**

Marketing research – need – process of marketing research

**Module 3**

Market segmentation – types of market segmentation – market planning objectives  
marketing mix – Ps of marketing

**Module 4**

Product – concept – new product development – Product life cycle – Product pricing –  
methods and strategies – Distribution strategies

**Module 5**

Promotion mix – Promotional budget – Promotional strategies – Service marketing  
techniques, Marketing of Airline (Case study)

**References:**

1. Ravi Shankar (2002); Service Marketing, Excel Books India, New Delhi
2. Nimit Chaudhary – Service Marketing
3. Philip Kotler, Bowens and James Makens (2010); Marketing for Tourism and Hospitality ,Pearson, NewDelhi
4. Holloway and Robinson, Marketing for tourism, Longman publisher, London
5. SM Jha (2008): Tourism Marketing , Himalaya Publishing, Mumbai
6. Jagmohan Negi: Marketing and Sales strategies for Hotels and Travel Trade.
7. Keller& Kotler (2009); Marketing Management, Pearson Prentice Hall, New Delhi
8. Naresh Malhotra (2010); Marketing Research , Pearson Prentice Hall, New Delhi
9. Kotler, Philip and Armstrong Philip (1999), Principle of Marketing, Prentice-Hall India, New Delhi

**SEMESTER 6****TT6CRT24 PRINCIPLES OF INTERNATIONAL BUSINESS FOR TOURISM****No. of credits – 4****No. of contact hours – 108 hours /6 hours per week****Objectives:**

To learn the basics of today's international business

**Module 1**

Meaning and definition of foreign exchange – Balance of Trade and Balance of Payment – India's Balance of Payments Problems

**Module 2**

The rate of exchange – determination of rate of exchange – Purchasing Power – Parity Theory

**Module 3**

Exchange Control – Multiple Exchange Rates – Fixed, Flexible and Floating – Fluctuations in Rate of Exchange – Causes – Objectives, Methods – Important provisions of FEMA

**Module 4**

Globalization of markets – production – Investment and Technology – Export Import Procedures

**Module 5**

International Financial Institutions – IMF – Special Drawing Rights – IBRD – ADB – IDA

**References:**

1. P. Subba Rao (2001), International Business, Himalaya Publishing House, New Delhi;
2. Prof. J.V. Prabhakara Rao; International Business;
3. Francis Cherunilam (2010); International Business, PHI Learning Pvt. Ltd, New Delhi
4. Sundaram and Black(1995); International Business Environment , Prentice-Hall, New Delhi
5. Bhalla and Raju; International Business Environment
6. P.G. Apte (2010); International Financial Management , Tata McGraw-Hill Education, New Delhi
7. Justin Paul (2011); International Business , PHI Learning Pvt. Ltd, New Delhi

**SEMESTER 6**  
**TT6CRT25 HOSPITALITY MANAGEMENT**

**No. of credits – 4**

**No. of contact hours –90hours / 5 hours per week**

**Objectives:**

1. To enable the students to understand the essentials hospitality management
2. To understand different public relation techniques used for the promotion of hospitality business

**Module1**

Introduction to hospitality industry – Accommodation types and forms – Hotel concept and classification

**Module 2**

Categorization – Categorization of hotels on the basis of facilities provided (star system) and approval

**Module 3**

Important departments of hotel – Front office, Housekeeping, Food and Beverage, maintenance and engineering – function and co- ordination with other departments

**Module 4**

Guest cycle – Guest stay process in a hotel – Major processes and stages associated with it – Reservation, Registration, Guest complaints etc.

**Module 5**

Role and input in multinationals in hotel sector – Leading multinational and public sector hotel chains in India

**References:**

1. RK Malhotra ; Fundamentals of Hotel Management and Operations, Anmol Pub, New Delhi
2. Mohammed Zulfiker ; Introduction to Tourism and Hotel Industry, UBS Pub, New Delhi
3. Dennis. L. Foster ; VIP and Introduction to Hospitality, Mc Graw Hill
4. M. L. Ksavana and R. M. Brooks ; Front Office procedures , Educational Institute. A.H.M.A
5. Sudhir Andrews ; Hotel front Office Management, Tata Mc.Graw Hill, New Delhi
7. Puspinder. S. Gill ; Dynamics of Tourism –Vol.4 – Tourism and Hotel Management Anmol Pub, New Delhi
8. Jag Mohan Negi ; Hotels for Tourism Development, Metropolitan Pub, New Delhi
9. John R Walker ; Introduction to Hospitality Management , Pearson Education India
10. S Medlik & H Ingram: The business of Hotels , Butterworth Heinemann, New Delhi



**SEMESTER 6****TT6CRT26 WEB DESIGNING AND ONLINE BUSINESS FOR TOURISM****No. of credits – 4****No. of contact hours – 90 hours / 5 hours per week****Objectives:**

To learn the basics of web designing and its use in tourism

**Module 1**

Introduction to windows – Start menu –Folder, Documents, Desktop, Toolbar

**Module 2**

Internet – History, Basic requirements; Hardware, Software, Web browser, Internet explorer, Netscape Navigator, Feature – Email, Outlook Express, World Wide Web

**Module 3**

Computer Networks – Introduction, Uses, Types of network, Network Topologies – FTP, Transmission Media – Magnetic media, Twisted pair media, Base band and Broadband, Fibreoptic Cable

**Module 4**

Introduction to HTML – HTML Tags – Forms, Frames, Tables; List – Links – Display in images; Web page designing

**References:**

1. Using Microsoft Windows 2000 Professional By Robert Cowart, Brian Knittel, Que Publishing
2. Computer Networks by Andrew S. Tanenbaum, Prentice Hall PTR, 2003
3. Data Communications and Networking by Behrouz A. Forouzan, McGraw-Hill Education, 2006
4. HTML: A Beginner's Guide, Fifth Edition By Wendy Willard, McGraw-Hill Education
5. Computer Fundamentals and Internet Basics By: Rohit Khurana, DK Publishers and Distributors, Delhi

**SEMESTER 6**  
**TT6CRT27 MICE TOURISM**

**No. of credits – 4**

**No. of contact hours – 72 hours / 4 hours per week**

**Objectives:**

To enable the students to understand the essentials of Event management

**Module 1**

Introduction to conventions, exhibitions and meetings (MICE) – Definition of conference and the components of the conference market – Introduction to convention venues – characteristics of conferences / conventions

**Module 2**

The nature of conference markets – Demand for conference facilities – Economic and social significance of conventions – impact of conventions on local and national communities – Demographic trends and Geographical Distribution – introduction to professional meeting planning – management of conference at site

**Module 3**

Convention / exhibition facilities – Benefits of conventions facilities – Interrelated venues – Project planning development

**Module 4**

Meeting planner/ convention manager – Organizing and planning events – Major attributes of meeting planners, Types of meeting planners – Convention and visitor bureaus, Bureaus structure and funding

**Module 5**

Travel Industry Fairs – Participation Advantage – ITB – WTM – SMTV – FITUR – EIBTM- PATA Travel Mart, KTM

**References:**

1. Avrieh, Barry (1994), Event and Entertainment Marketing, Vikas Publications, New Delhi.
2. Gaur Sanjay Singh (2001), Event Marketing and Management, Vikas Publications, New Delhi.
3. Diwakar Sharma (2009), Event Planning and Management, Deep & Deep Publications. New Delhi
4. Cindy Lemaire Mardi Foster- Walker- Event Planning Business, Jaico Publishing House; Mumbai.

**SEMESTER 6****TT6STP02      STUDY TOUR REPORT****No. of credits – 1****Study Tour Report\Case study Report**

Each student has to submit a Study Tour Report or a Case Study Report of any tourist destination in Kerala during the sixth semester for evaluation. The evaluation is for 100 marks and should be internal only. Preparation of study tour report include two parts: pre tour phase and post tour phase. Pre tour phase involves itinerary preparation, costing etc. Post tour phase involves detailed report on the tour.

**SEMESTER 6**  
**TT6PRP01 PROJECT/DESSERTATION**

**No. of credits: 2**

All students are to do a project as a group consisting a maximum of five students. The projects are to be identified during the 5th semester of the programme with the help of the supervising teacher. The report of the project in duplicate is to be submitted to the department at the 6<sup>th</sup> semester and are to be produced before the examiners appointed by the University.

External project evaluation and Viva/ Presentation are compulsory and will be conducted at the end of the programme during the sixth semester. 20 % of marks are awarded through internal assessment.

The project is treated as a separate course. The course will have a credit of 2 and is compulsory for completion of the programme.

