

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

APPENDIX - BE
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)
B.Sc. TOURISM & HOSPITALITY MANAGEMENT
CHOICE BASED CREDIT SYSTEM
REVISED SYLLABUS
(With effect from 2018-2019 onwards)
SCHEME OF EXAMINATIONS AND REGULATIONS

1. INTRODUCTION:

Tourism is one of the World's largest and fastest growing industries. In terms of revenue and the number of people involved, it has become world's third industry after chemicals and fuel Industry. Tourism helps nations to earn a large sum of foreign exchange without exporting any tangible product. Besides, tourism provides employment to a large number of people directly and indirectly. Tourism is a multi-dimensional phenomenon that incorporates the Hotel and the Travel sector. Every Sector of Tourism namely Tourism Attraction, Transport Sector, Accommodation Sector and Amenities in India are having a wonderful development. It also provides a great employment opportunity. Moreover, it is important for the professionals of both the Tourism sector and the Hotel sector to have appropriate knowledge in each other as both the sectors are inter-twined with each other. In this context, it was felt that a course blending these two sectors will be of great help to the students in getting better placements too. The course has been designed uniquely and the syllabus will come into effect for all affiliated college of Madurai Kamaraj University from the academic year 2018-19.

2. ELIGIBILITY FOR ADMISSION:

Candidates who apply for the degree of B.Sc. Tourism and Hospitality Management shall possess any of the following qualifications.

(a) AGE LIMIT:

The upper age limit for admission will be as per the Government Order issued by the Government of TamilNadu and the Regulations of Madurai Kamaraj University issued from time to time.

(b) QUALIFICATION:

1. Passed (10+2) Higher Secondary Examinations, conducted by Board of Higher Secondary Education, TamilNadu Government or equivalent thereto.
2. Any other similar examination approved by the Syndicate as equivalent thereto.

3. OBJECTIVES:

GENERAL OBJECTIVES

- To create a comprehensive under graduation in the emerging field of Tourism Education.
- To blend the Tourism and Hotel Management Subjects appropriately.
- To develop more job opportunities to the wards through the provision of a double major course

SPECIFIC OBJECTIVES

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

In short, every aspect of the requirement in tourism as well as in the Hotel sector have been taken into account while framing the syllabus. This course being a job-oriented course will be welcomed widely.

4. COURSE STRUCTURE:

There shall be 38 papers of which three papers are practical oriented. There shall be an examination at the end of each Semester. Each theory / practical paper shall be of three hours duration carrying a total of 100 marks.

DURATION : The course will be conducted for three years under semester pattern.

EXAM : There will be an examination conducted by the University at the end of each Semester.

MEDIUM OF INSTRUCTION:

The Medium of instruction for this course will be English.

5. CORE SUBJECT PAPERS:

	Subjects
Semester I	Principles and Practices of Tourism
	Tourism Products of India
Semester II	Travel Management
	Global Tourism Geography
Semester III	Tourism Itinerary Planning
	Basic Air Fare & Ticketing
Semester IV	Eco Tourism
	Food & Beverage Service Theory
Semester V	Airlines and Airport Management
	Food Production Theory

	Tourism Impact
	Human Resources Management
Semester VI	Tourism Policy and Planning
	Tourism Marketing Management

6. ALLIED SUBJECT PAPERS:

	Subjects
Semester I	Front office Theory
Semester II	Housekeeping Theory
Semester III	Destination Planning and Development
Semester IV	Front Office & House Keeping Practical
Semester V	Technology for Tourism
Semester VI	Food and Beverage Service Practical
	Food Production Practical

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

	Subjects
Semester I	Tourism Business
Semester II	Travel Agency Business

7.1 SKILL BASED SUBJECT PAPERS

	Subjects
Semester III	MS Office
Semester IV	Tourism Business Communication
Semester V	Basic Accounting Concept
Semester VI	Event Management
	Personality Development

8. COURSE OF STUDY:

SEMESTER I						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part I Tamil					
	Tamil - I	6	3	25	75	100
	Part II English					
2	English - I	6	3	25	75	100

	Part III Core Subjects					
3	Principles and Practices of Tourism	5	5	25	75	100
4	Tourism Products of India	5	5	25	75	100
	Part III Allied Subject					
5	Front office Theory	6	4	25	75	100
	Part IV Non-Major Electives					
6	Tourism Business	2	2	25	75	100
	TOTAL	30	22	150	450	600

SEMESTER II						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part I Tamil					
	Tamil - II					
	Part II English					
2	English II	6	3	25	75	100
	Part III Core Subjects					
3	Travel Management	5	5	25	75	100
4	Global Tourism Geography	5	5	25	75	100
	Part III Allied Subject					
5	Housekeeping Theory	6	4	25	75	100
	Part IV Non-Major Electives					
6	Travel Agency Business	2	2	25	75	100
	TOTAL	30	22	150	450	600

SEMESTER III						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part I Tamil					
1	Tamil - III	6	3	25	75	100
	Part II English					
2	English III	6	3	25	75	100

	Part III Core Subjects					
3	Tourism Itinerary Planning	5	5	25	75	100
4	Basic Air Fare & Ticketing	6	5	25	75	100
	Part III Allied Subject					
5	Destination Planning and Development	5	4	25	75	100
	Part IV Skill Based Subject					
6	MS-Office	2	2	25	75	100
	TOTAL	30	22	150	450	600

SEMESTER IV						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part I Tamil					
1	Tamil - IV	6	3	25	75	100
	Part II English					
2	English IV	6	3	25	75	100
	Part III Core Subjects					
3	Eco Tourism	6	5	25	75	100
4	Food & Beverage Service Theory	5	5	25	75	100
	Part III Allied Subject					
5	Front Office & House Keeping Practical	5	4	40	60	100
	Part IV Skill Based Subject					
6	Tourism Business Communication	2	1	25	75	100
	*Extension Activities	0	1	25	75	100
	TOTAL	30	22	190	510	700

* **Note:** Extension activities: NSS / NCC / Physical Education / Science Forum / Eco Club carry **one credit**.

SEMESTER V						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1	Airlines and Airport Management	6	5	25	75	100
2	Food Production Theory	5	5	25	75	100
3	Tourism Impact	5	5	25	75	100
	Human Resources Management	5	5	40	60	100
	Part III Allied Subject					
5	Technology for Tourism	5	4	25	75	100
	Part IV Skill Based Subject					
6	Basic Accounting Concept	2	2	25	75	100
	Part IV Mandatory Subject					
7	Environmental Studies	2	2	25	75	100
	TOTAL	30	28	190	510	700

SEMESTER VI						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1	Tourism Policy and Planning	6	5	25	75	100
2	Tourism Marketing Management	6	5	25	75	100
	Part III Allied Subject					
3	Food and Beverage Service Practical	6	4	40	60	100
4	Food Production Practical	6	4	40	60	100
	Part IV Skill Based Subject					
5	Event Management	2	2	25	75	100
6	Personality Development	2	2	25	75	100
	Part IV Mandatory Subject					
7	Value Education	2	2	25	75	100
	TOTAL	30	24	205	495	700

9. PATTERN FOR SEMESTER EXAM:

The Pattern for semester examination are namely Internal (25 Marks) and External (75 Marks). Internal examination will be conducted by the college and concerned department. External Examination will be conducted by the university with common question paper for all affiliated college in the subject concerned.

10. SCHEME FOR INTERNAL ASSESSMENT:

Each paper will be awarded with internal marks for a maximum of 25 Marks. The award of marks will be in the method detailed under scheme of evaluation give below.

Scheme of Evaluation

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

Peer-Team-Teaching [PTT] is 10% of Total Syllabus that is to be learnt by a Peer Group among Students. This syllabus highlights Peer-Team-Teaching portion by showing [PTT] at every unit of the syllabus. However, the faculty concerned can decide on specific portion as per the requirement of the syllabus from time to time.

Total Marks for a Paper

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

11. EXTERNAL EXAM:

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

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

12. QUESTION PAPER PATTERN:

SECTION – A

This section will consist of 10 Multiple choice answer questions student should answer 10 questions. All questions carry equal marks. Each question carries 1 Marks.

10 x 1 = 10 Marks

SECTION - B

This part contains paragraph Answer Questions. Choosing either A or B Answer not exceed two pages. (One questions from each unit)

5 x 7 = 35 Marks

SECTION – C

This part contains Essay Type Questions. Answer for each question should be given in minimum four pages five questions shall be given out of which a candidate should answer any three questions. All questions carry equal Marks.

3 x 10 = 30 Marks

13. SCHEME OF EVALUATION

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

14. PASSING MINIMUM:

The passing minimum for the UG course is 40 Marks in aggregate of Internal and External marks.

15. MODEL QUESTION PAPER

PRINCIPLES OF TOURISM

Time: 3 hours

Marks: 75 Maximum

SECTION - A

10x1=10 marks

Answer ALL questions by choosing best among the given choices.

All questions carry equal marks

1. The technical definition of Tourism was developed by
 - (a) Hunziker & Krapf
 - (b) Hunziker & Gray
 - (c) Burkat & Davidson
 - (d) Burkat & Medlik

2. A tour to Forts, Museums, Palaces and War sites is termed as
 - (a) Cultural Tourism
 - (b) Historical Tourism
 - (c) Geographical Tourism
 - (d) Religious Tourism

3. One of following was a good tourist attraction during Roman Period.
 - (a) Dessert
 - (b) Mountain
 - (c) Spa
 - (d) Forest

4. Holidays emerged from the concept of
 - (a) Heal day
 - (b) Halo day
 - (c) Hell day
 - (d) Holy day

5. Taj Mahal is world famous because, it is
 - (a) a wonder of the world
 - (b) a symbol of love
 - (c) a mogul master-piece
 - (d) All of the above.

6. One of the following locations was the first to get a Gandhi Museum in India.
 - (a) Gujarath
 - (b) Madurai
 - (c) Kolkata
 - (d) Pondicherry

7. The Organization for the Indian Travel Agents is called
 - (a) ITAO
 - (b) OTAI
 - (c) TAAI
 - (d) ITAI

8. ITDC is the abbreviation for
- (a) India Tourism Development Corporation
 - (b) Italian Transport Development Corporation
 - (c) Istanbul Travel Development Corporation
 - (d) International Tourism Development Corporation
9. One of the following is not a Tourism Product in India.
- (a) Fenny of Goa
 - (b) Taj Mahal
 - (c) Meenakshi Amman Temple
 - (d) Dal Lake
10. The art of making appropriate communication to the Public is
- (a) Publicity
 - (b) Public Relation]
 - (c) Advertisement
 - (d) Pamphlet

SECTION - B

5x7= 35 marks

Answer ALL questions by choosing either (a) or (b).
All questions carry equal marks

11. (a) What are the components of Tourism? Illustrate with examples.
Or
(b) Write about the Nature and Importance of Tourism.
12. (a) Write about the role of Roman Period in the development of tourism.
Or
(b) Write briefly on the concept of Holiday and Paid Holiday.
13. (a) What is the Golden Triangle in Indian Tourism? Why?
Or
(b) "TamilNadu is a land of revitalization"- Prove or Disprove.
14. (a) Write about the role of Private in Tourism development in India.
Or
(b) Explain the functions and services of TTDC.
15. (a) Define and Explain a Tourism Product.
Or
(b) Write on the role of advertisement in Tourism development.

SECTION - C

3x10= 30 marks

Answer any THREE questions among the following
All questions carry equal marks

16. Define Tourism, Tourists and Explain the Types of Tourism with examples.
17. Explain the Structure of Tourism with a neat diagram.
18. Explain the formation of Ministry of Tourism, Government of India.
19. Explain the role of United Nations World Tourism Organization (UNWTO) in Tourism development
20. What is Event Management? How will you organize an Event for Tourism Development?

16. TEACHING METHODOLOGY:

Tourism and Hotel management is an upcoming field of education that provides enormous job opportunity. This field of study requires clarity on principles supported by effective training for practice. In view of this B.Sc (Tourism and Hospitality Management) students are provided with Classroom teaching and Practical training.

SEMINAR ON WORLD TOURISM DAY

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

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- Terry G.R. Principles of Management,D.B.Taraporevala Sons&Co.Pvt Ltd Mumbai
- The annual Railway Publications entitled “Trains at a Glance”and “South Zone Time Table” Published by Southern Railway Publication Division for Indian Railways, Rail Bhavan, New Delhi.
- Thomas J A Jones – “Professional Management of Housekeeping Operations” –John Wiley & Sons, Inc.
- TIM – Manual, Published by IATA.
- Tiwari S.P., Essential of Tourism.
- Tony Grooves, et, al (1996), Food Preparation and Cooking, Nelson Thrones
- Tripathi P. C., Human Resources Development.
- Tyler J & Miller (2014); Living in the environment, Cengage Learning, New Delhi
- Uberoi N.K. (2009); Environmental Management, Excel Books, New Delhi
- UNWTO (2001): National and Regional Tourism Planning: Methodology and Case Studies: Thomson Learning, UK
- Vijay Dhawan, Food and Beverage Service, Frank Brothers & Company, New Delhi.
- Werthner, Hannes, and Stefan Klein. Information technology and tourism: a challenging relationship. Springer Verlag Wien, 1999.
- Williams S (1998); Tourism Geography, Routledge, London
- WTO. Sustainable Tourism Development. Guide for Local Planners (1993).
- Yole P.,(2000), The Business of Tour Operations, Pitman, Landon.

19. RETOTALLING AND REVALUATION PROVISION:

RETOTALLING:

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

REVALUATION

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

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

20. TRANSITORY PROVISION:

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

21. SUBJECTS AND PAPER RELATED WEBSITES:

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

DETAILED SYLLABUS FIRST YEAR

SEMESTER –I

PART - III

PRINCIPLES AND PRACTICES OF TOURISM

Unit 1: Basic Concepts

Definition of Tourism, Components of Tourism- Nature and Importance of Tourism – Motivations for Travel – Typology and Forms of Tourism, Sectors of Tourism
[PTT: Concept of travel, Traveller, Visitor, Excursionist, Tourist, Picnic]

Unit 2: Evolution of Tourism

Roman Period – Development of Tourist Destinations – Age of Renaissance- Concept of Holiday – Paid Holiday - Industrial Revolution – Post World War-II Scenario.
[PTT: Structure of Present Day Tourism]

Unit 3: Economic and Social Significance of Tourism

Economic Significance: Multiplier Effect – Foreign Exchange Earnings – Balance of Payments – Economic Leakage – Job opportunities in Tourism.
Social Significance: Cultural and Social aspects of Tourism – Demonstration Effects – Doxey's Irritation Index – Tourism and International Understanding – Regional Development.

Unit 4: Tourism in India

India as a Destination (North & South India) - Development of Tourism in India – Formation of Ministry of Tourism – Department of Tourism (Government of India)
[PTT: Functions of Department of Tourism]

Unit 5: Tourism Organisations

Concept of Organising Tourism - United Nation World Tourism Organisation (UNWTO) – International Associations and Organizations – Role of Private in Tourism - Tourism Organisations in India – National Organisation (India Tourism

Development Corporation (ITDC)) – Regional Organisations – (Tamilnadu-TTDC, Kerala-KTDC)

[PTT: Role of government in promoting tourism]

Text Books:

- Nafees A. Khan, **Development of Tourism in India**, Anmol Publications, New Delhi, 2001.
- Menon.K.M, **Tourism Management in India**, Print well Publishers, Jaipur, 1999.
- Percy.K.Singh, **Fifty Years of Indian Tourism**, Kanishka Publishers, New Delhi, 1998.
- A.K Bhatia (2010) : **International Tourism Management** , Sterling, New Delhi
- A.K Bhatia (1997): **Tourism Management & Marketing**. Aph Publishing Corporations,
- Sampath Kumar Swain and Jithendra Mohan Mishra **Tourism Principles and Practices**, Oxford University Press, New Delhi.
- Balan.J, **Fundamentals of Tourism**, Jayalakshmi Publications, 140, VPM Towers, TPK Main Road, Vasantha Nagar, Madurai – 625 003.

Reference Books:

- Bhatia.A.K, **Tourism Development-Principles and Practices**, Sterling Publishers, New Delhi, 1982.
- Chris Cooper (et.al), **Tourism-Principles and Practice**, Pitman Publishing, London, 1993.
- Mathieson.A., and Wall.G., **Tourism: Economic, Physical and Social Impacts**, Longman, Harlow,1982
- Mukesh Ranga,Devesh Nigam (Ed), **New Approaches In Tourism Management**, Abhijeet Publications, Delhi, 2003.
- Pran Nath Seth (2006): **Successful tourism Management** , Sterling, NewDelhi (Vol. 1 2)
- Cooper, Fletcher et al, (1993), **Tourism Principles and Practices**, Pitman.
- P.N. Seth (2006) : **Successful Tourism Development Vol.1 and 2**, Sterling Publishers, New Delhi
- Page, Stephen (2011) : **Tourism Management**, Routledge, London

TOURISM PRODUCTS IN INDIA

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.

[PTT: 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.

[PTT: Popular 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.

[PTT: 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.

[PTT: 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

[PTT: Eco tourism destination in India]

Text Books:

- A. L Basham (2003), '**The Wonder that was India**', Oxford University Press.
- A. L. Basham (1998), '**A Cultural History of India**', Oxford University Press.
- Jacob, R (2007) "**INDIAN TOURISM PRODUCTS**," Abhijeet Publications, Delhi.
- Manoj Dixit & Charu Sheela (2010) ; **TOURISM PRODUCTS** ,NewRoyalBooks Lucknow
- Jacob, Robinet, Mahadevan P & Sindhu Joseph (2012); **TOURISM PRODUCTS OF INDIA – A NATIONAL PERSPECTIVE**, Abhijeet Publications, New Delhi

References Books:

- Robinet Jacob et al (2012), **Tourism Products of India**, Abhijeeth publications, New Delhi.
- Negi, Jagmohan (2001), **Adventure Tourism and sports**, Kanishka Publishers.
- Sarina Singh (2007), **India** , Lonely Planet Publication.
- H.K.Kaul, '**Travelers India**', Oxford University Press.
- Manoj Dixit, Charu Sheela (2006), **Tourism Products**, New Royal Books.

FRONT OFFICE THEORY

Unit 1: Hospitality Industry

Introduction to Hotel Industry – Structure of Hotel Industry – Classification of Hotels – Types of GUESTS - Introduction to Front Office – Organisation set up of Front Office – Duties and Responsibilities.

[PTT: Qualities and Attributes of Front Office Personnel]

Unit 2: Front office Operations

The guest cycle - Front office systems - Front office forms - Functions of the front desk section - Front office equipment's.

[PTT: Coordination of front office with other departments and sections]

Unit 3: Reservation

Importance of reservation - Modes and Sources of reservation - System of reservation - Manual - Semi-automated - Fully automated - Types of reservation - Cancellation, Amendments and overbooking.

[PTT: Room status terminology]

Unit 4: Registration

Pre-registration activities - Registration activity - Registration record - Room and rate assignment – FITs, Groups, Crews - Method of payment – Scanty baggage handling - safe deposit boxes - Check out and Settlement.

[PTT: Key control – Types of Keys]

Unit 5: Lobby Operations

Role of lobby managers - Role of guest relation executive - Function of bell desk-Layout - equipment used -Function of Concierge desk - Luggage handling procedure - Bell desk forms -formats -Car valet operations - Complaint handling - Types of guest complaints

[PTT: Functions of Night audit]

Text Books:

- Sudhir Andrews, “**Hotel Front Office Training Manual**” Tata McGraw-Hill Publications Ltd., New Delhi, 1982
- Paul.B.White and Helan Beckley – **Hotel Reception** – Arnold Heinman Publication

Reference Books:

- Ahmed, I. (2002) “**Front Office Operations and Management**”, Thompson & Delmar.
- Bhatnagar, S. K. “**Hotel Front Office**”, Oxford publications, (2010).
- Dix, C. **Front Office Operations** (4 ed.). Pearson education India, (1998).
- James A Bardi,”**Hotel Front Office Management**” John Wiley & Sons, Inc
- Dr.Jagmohan NEGI – **Grading and Classification of Hotel, Tourism and Restaurant Principles and Practices** – Kanishka publications
- Sue Baker, P. Bradey, J. Huyton, “**Principles of hotel front office operation**”
- Dennis Foster - “**Front office operation and administration**”
- Peter Abbott - “**Front Office Procedures and Management**”
- Micheal.L.Kasavama - “**Front Office Procedures**”

WEBSITE

- <https://www.setupmyhotel.com>

PART - IV NME 1 – TOURISM BUSINESS

Unit 1 : Evolution Tourism:

Travel in the ancient times – Accounts of famous travellers – The grand tour – Industrial revolution – Impact of world war II.

[PTT: Concept of paid holiday]

Unit 2 : Tourism Business:

Definition of Tourism, Tourist – Structure of Tourism – Sectors of Tourism. [PTT: Types of Tourism]

Unit 3 : Tourism in India:

Development of Tourism in India – India Tourism Development Corporation (ITDC) – Tourist Destinations of India (Delhi, Agra, Jaipur, Kullu, Manali, Goa, Mumbai, Bangalore, Cochin, Hyderabad, Calcutta, Darjeeling)

[PTT: Role of ITDC in the development of Tourism]

Unit 4 : Tourism in Tamilnadu:

Formation of Ministry of Tourism – Tamilnadu Tourism Development Corporation (TTDC) - Tourist Destination of Tamilnadu (Chennai, Trichy, Thanjavur, Madurai, Rameshwaram, Kanyakumari, Kodaikanal, Ooty).

[PTT: Functions of Ministry of Tourism in India]

Unit 5 : Impact of Tourism:

Introduction of Tourism Impact – Economic Impact – Socio-Cultural Impact – Physical Impact.

[PTT: Positive & Negative impacts of selected tourist destination]

Text Books:

- Bhatia, A.K., “**Tourism Development: Principles and Practices**”, Starling Publishers Pvt. Ltd., 1986, New Delhi.
- A.K Bhatia (1997): **Tourism Management & Marketing**. Aph Publishing Corporations,

Reference Books:

- Nafees A. Khan, **Development of Tourism in India**, Anmol Publications, New Delhi, 2001.
- Menon.K.M, **Tourism Management in India**, Print well Publishers, Jaipur, 1999.
- Percy.K.Singh, **Fifty Years of Indian Tourism**, Kanishka Publishers, New Delhi, 1998.

SEMESTER – II

PART – III TRAVEL MANAGEMENT

Unit I Travel Agency and Tour operation

Concept of Travel Agency – Origins of travel agency - Operations of travel agency - Organization structure of travel agency - Types of agencies - Tour Operator – Tour Operation - Definition- Concept - History and Growth of Tour Operation business - Types of Tour Operators, Organizational Structure, Forms of Organization, Departments and its functions The Process of travel decision making, Mode and Destination selection

[PTT: Package Tours]

Unit II: Road Transport

Evolution of Road Transport (Silk Route, Roman Road Network) – Road Transport in India-Types of Roads (National, State and Village – Types of Road Transport (Government, Private and Tourist Coaches) – Major Tourist Coach Systems in the World and India – Documentation for Road Tourist Transport in India – Car Rental System – Introduction – Present Scenario and Future Challenges; Overview of Technology and Car Rentals – Associations and Organizations of Car Rentals.

[PTT: State Level Plans of Tourism / Transport Development Corporations]

Unit III: Rail Transport:

History of Railways around the World and in India – Major Railway Systems of The World - Amtrak, Euro Rail, Brit Rail, Japan Railways, Canadian Railways, And Other Railway Systems in Africa & Australia – Development of Railways in India – Types of Trains in India – Luxury Tourist Trains in India (Palace on Wheels, Deccan Odyssey, Heritage on Wheels and Golden Chariot) – Indrail pass –The International Railway Congress Association (ICRA) – Reading of Railway Time Tables (Trains at a Glance, Southern Railways Time Table) – Procedures of Railway Ticket Booking (Manual and Online), Cancellations – Passenger Amenities (On Station and On Board). [PTT: Metro Trains in India]

Unit IV: Water Transport

Origin and development of Water transport system – Water Transport in India – Inland and International Water Transport of India – River Canal Boats – Development of Backwaters (Boat Houses) - Development of Cruise Liners – Major Cruise Liners – Facilities of Cruise Liners- Role of Cruise Liners in Tourism – Impacts of Ferries and Cruises on Tourism - Boating Holidays –and Packages in India and The World with Map Work.

[PTT: Types of Water Transport in India.]

Unit V: Air Transport:

History of Air Transport – Formation, Functions and role of ICAO, IATA, AAI, DGCA – Aviation in India – Outline of Air India and Private Airlines Operating in India – Patterns of Demand and Supply – Travel Documents (Passport, Visa, Health, Customs, Currencies and Airport Taxes)

[PTT: Role of Airlines in Tourism development]

Text Books:

- Bhatia A.K. “**Tourism Development: Principles and Practices**”, Sterling Publishers, Pvt. Ltd, New Delhi. 1982
- Christopher.J.Holloway, “ **The Business of Tourism**”, Pearson Education Ltd, England, 1998.
- Kaul R.h., “**Dynamics of Tourism: A Trilogy**”, Sterling Publishers, Pvt. Ltd, New Delhi. 1982.

Reference Books:

- The annual Railway Publications entitled “**Trains at a Glance**”and “**South Zone Time Table**” Published by Southern Railway Publication Division for Indian Railways, Rail Bhavan, New Delhi.
- Cook, R.A; Marqua,J&Yale,L.J.(2006). **Tourism: The Business of Travel**. New York: Pearson Education
- Fontgalland,B.De.(2010).**The World Railway System**. New York: Cambridge University Press
- Chuck Y. Gee,” **Travel Industry**”

GLOBAL TOURISM GEOGRAPHY

Unit I

World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australasia.

[PTT: Most visited natural tourist attractions of the world]

Unit II

Physical Geography of India: Physiography: Climate and Vegetation of Indian subcontinent, Distribution of Rivers, Mountains, Plateaus & Plains of India

[PTT: UNESCO World Heritage sites of India]

Unit III

Physical geography of Asia Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

[PTT: UNESCO World Heritage sites of China]

Unit IV

Africa & Middle East Tourist destinations attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

[PTT: UNESCO World Heritage sites of Africa]

Unit V

Europe & America tourism destinations attractions and accessibility of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief).

[PTT: UNESCO World Heritage sites of Europe]

Text Books:

- Michael hall (1999), Geography of Travel and Tourism, Routledge, London.
- C. Michael Hall & Stephen J. Page (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.

Reference Books:

- Robinson H.A. (1976), **Geography of Tourism**, Mac Donald & Evans, ltd.
- India, Lonely Planet Publications.
- Philip G Davidoff (1995); **Geography of Tourism** ,Prentice Hall, New York
- Jacob, Robinet (2009): **Indian Tourism Products**; Abhijeet Publications, New Delhi
- B Boniflce and C Cooper (2005); **World Wide Destinations**, Elsevier
- Christopher P Cooper (1993); **Geography of Travel and Tourism**, Butterworth-Heinemann, London
- Williams S (1998); **Tourism Geography**, Routledge, London
- L.E.Hudman & R H Jackson (2003) : **Geography of Travel & Tourism** , Thomson/Delmar Learning, New Delhi

PART - III HOUSEKEEPING THEORY

Unit 1: The House Keeping Department

Importance of Housekeeping, Responsibilities of Housekeeping Department, Organisational Structure, Housekeeping Personnel, Personal Attributes of Housekeeping Staff, Layout of the Department, Coordination with Other Departments.

[PTT: Housekeeping in Institutions other than Hotels]

Unit 2: Guest Rooms and Standard content

Importance of Guest Rooms, Types of Guest Rooms, Guest Room Status, Guest Floor Rules. Standard content of a Guestroom – Linens - Placement of Room and Bathroom Supplies.

[PTT: Room Check List]

Unit 3: Cleaning Knowledge and Practices

Classification of Cleaning Equipments - Equipment selection, Storage of Equipment, Cleaning Agents - Common Cleaning Agents, Selection of Cleaning Agents, Cleaning Methods - Cleaning Methods of different Surfaces - Cleaning Public Area.

[PTT: Guest room cleaning procedure]

Unit 4: Linen and Laundry Operations

The Linen and Uniform Room, Storage of Linen, Linen and uniform Exchange procedure, Par Stock, Linen Control - The Laundry, Laundry Equipment, Laundry Agents or Aids, The Laundry Process, Stain Removal, Dry-Cleaning, Handling Guest laundry.

[PTT: Sewing Room - Activities in the Sewing Room]

Unit 5: Pest Control

Pest Control, Common Pests and their Control - Flower Arrangement.

[PTT: Functions of Lost and Found Section]

Text Books:

- **Hotel House Keeping Training Manual** – Sudhir Andrews, Tata Mc Graw Hill Publishers, New Delhi.
- **Hotel Housekeeping Operations and Management** – G.Raghubalan & Smritee Raghubalan, Oxford University Press, New Delhi.

Reference Books:

- **Accommodation and Cleaning Services** – David M. Allen, Stanley Thrones Publications.
- **Hotel, Hostel & Hospital Housekeeping** – Joan C.Branson & Margaret Lennox, Elbs Publishers.
- **Professional Management Of Housekeeping Operations** – Robert J.Marti
- Thomas J A jones – “**Professional Management of Housekeeping Operations**” – John Wiley & Sons, Inc

Website

- <https://www.setupmyhotel.com>

PART - IV NME 2 – TRAVEL AGENCY BUSINESS

Unit 1 : Transport Industry:

Introduction to Transport Industry – Road Transport – Rail Transport – Reading of Railway Time Table – Railway Ticket Booking Procedures.

[PTT: Cruise Liners Transportation]

- Unit 2 : Air Transport:**
Development of Air Transport – Formation of IATA – Airline Industry (International and Domestic).
[PTT: Role of Airlines in Tourism]
- Unit 3 : Travel Formalities:**
Passport – VISA – Medical Certificates – Insurance – Customs – Foreign Exchange.
[PTT: Baggage allowance]
- Unit 4 : Travel Agency:**
Evolution of Travel Agency – Departments and Functions of a Travel Agency.
[PTT: Source of income for Travel Agency]
- Unit 5 : Tours Operations:**
Origin of Tour Operations – Organising a Tour Program – Package Tours – Car Rentals – Tourist Guide Service.
[PTT: Preparation of Tour Itinerary]

Text Books:

- Gregory A.,(1990), The Travel Agent: Dealer in dreams,, Prentice Hall, London.
- Yole P.,(2000), The Business of Tour Operations, Pitman, Landon.

References Books:

- Jagmohan Negi, “Tourist Guide and Tour Operation – Planning and Organising”, Kanishka Publishers Pvt. Ltd., New Delhi, 2005.
- Manohar Puri and Gian Chand, “Travel Agency and Tourism”, Pragun Publications Pvt. Ltd., New Delhi, 2006.

SECOND YEAR

SEMESTER –III

PART - III

TOUR ITINERARY PLANNING AND DESIGN

UNIT- I: Introduction to Itinerary Planning

Itinerary Planning - Concept - Importance of travel itinerary - Pre-requisites of itinerary preparation - Factors to be considered while preparing itinerary - Step by step procedure – GIT – FIT - Limitations and Constraints - Types of tour itinerary - Custom made itinerary and Readymade itinerary - Seasonal Itinerary-Product based itinerary - All-inclusive itinerary.

[PTT: Do’s and don’ts of itinerary preparation]

UNIT-II: Tour Operation Procedures

Reservation and Cancellation procedures for Tour related services - Hotels, Airlines, Cruise liners, Car rentals and Rail travel - Commission Structures from Suppliers of

Service – Tour Operation Documentation – Voucher (Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements) - Credit Cards

[PTT: RBI Regulations for Tour Operators]

UNIT-III: Tour Packaging

Definition - Classifications of Tour Packages - Components of Package -Customized and Tailor-Made Package -Tour Formulation & Designing Process -Tour Brochure Designing -Tour Programming and its Importance - Laisoning and Negotiation of Package Tour – Tour Guiding & Escorting

[PTT: Advantages and Disadvantages of Package Tour]

UNIT-IV: Product Oriented Package

Health tourism, Yoga, Meditation and Nature Cure – Beach Holidays - Rail journey (Tourist Trains) in India - Pilgrim Tours.

Adventure Package: Soft and Hard adventure - Concepts and guidelines: Desert safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf tours, Theme tours and Cruise.

[PTT: Special Interest Tours: MICE Tours - Eco and Wildlife tours - Ethnic tours and Architectural tours - Farm tours - Fairs and Festivals - Rural/Village tour]

UNIT-V: Tour Costing

Meaning and Components - Concept of Tour Costing Types of Cost - Preparation of Cost Sheet - FIT Costing and Group Costing – Differential Tariff Plan (Accommodation Cost, Transportation Cost, Meals Plan etc) - Components of Tour Cost - Pricing Package Tour

[PTT: Tour Pricing strategies]

Text Books:

- Travel Agency Management, M.N. Chand
- Tour Operations and Tour Guiding, J.N. Negi.

Reference Books:

- Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.
- Gregory A.,(1990), The Travel Agent: Dealer in dreams,, Prentice Hall, London.
- Yole P.,(2000), The Business of Tour Operations, Pitman, Landon.
- Syratt G.(1995) , manual of Travel Agency practice, Butterworth, London

BASIC AIR FARE & TICKETING

Unit 1:

IATA Areas – Sub Areas – Sub Regions – IATA Geography – Destination Geography – Physical Geography – Cultural Geography.

[PTT: Understanding and Reading of Maps]

Unit 1I:

IATA Codes for Airline, Airport and Cities – Local Currencies Around the World – Currency Codes – Airline Terminology.

[PTT: Use of Phonetic Alphabet]

Unit 1II:

Travel Formalities – Passport – Visa – Health Documents – Passenger Ticket – E - Tickets – Taxes, Customs and Currencies – Travel Insurance – Travel Cards – Miscellaneous Charges Order (MCO) – Prepaid Ticket Advice (PTA) – TIM – PAT – OAG – MPD's.

[PTT: Advantages and Disadvantages of E ticket]

Unit 1IV:

Types of Fare – Normal Fare (Adult, Child & Infant) – Special Fares, Discounted Fares, Special Passenger Services – Passengers with Medical Problems – Expectant Women – Unaccompanied Minors – Infants – VIPs/ CIPs.

[PTT: Charter Airline Services]

Unit 1V:

Types of Journeys (OW, CT, RT, OJ, RTW) – International Sale Indicators – Global Indicators – Introduction to Fare Construction– Fare Formula for Point to Point Journey – Rounding Off Currencies.

[PTT: Computerised Reservation System]

Text Books:

- Gupta S.K “**INTERNATIONAL AIR FARE AND TICKETING METHODS AND TECHNIQUE**” Udh Publisher and distributor(p) Limited New Delhi
- Jagmohan Negi: **Air Travel and Fare Construction.** - Kanishka Pub, New

Reference Books:

- Jagmohan Negi: **Travel Agency & Tour Operation – Concepts and Principles.** (Kanishka Pub, New Delhi) Delhi 2004
- Dennis. L. Foster: **The Business of Travel Agency Operations and Administration** (Mc. Graw Hill)
- Study Kit for IATA/UFTAA
- OAG, Consultant, “IATA” Geneva
- TIM (Travel Information Manual)

DESTINATION PLANNING AND DEVELOPMENT

UNIT – 1

Tourism product development: conceptual background. Tourism product designing, development issues and considerations. Marketing considerations for sustainability of tourism product- interpretation.

UNIT - 2

Development of destination. Principles of destination development. Concerns for destination planning. Stages in destination designing and management.

UNIT - 3

Cultural tourism product: designing, development, issues and considerations Religious tourism product: designing, development, issues and considerations Heritage tourism product: designing, development, issues and considerations.

UNIT - 4

Medical and health tourism product: designing, development, issues and considerations. Special interest tourism product: designing, development, issues and considerations Cruises as tourism product: designing, development, issues and considerations.

UNIT - 5

Ecology and wildlife tourism product: designing, development, issues and considerations. Adventure tourism product: designing, development, issues and considerations. Beaches and islands as tourism product: designing, development, issues and considerations.

Reference Books:

- C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications,2002
- Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination branding: Creating the Unique Proposition', Butterworth and Heinemann.,2001
- Richard W.Butler, 'The Tourism Area Life Cycle v. 1: Applications and Modifications', Channel View Publications,2006
- Claire(Edt) Haven Tang, Eleri Ellis(EDT) Jones, 'Tourism SMEs, Service Quality and Destination Competitiveness' CABI Publishing,2005
- Shalini (EDT) Singh, Dallen J.Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing,2003

MS - OFFICE

- Unit - 1 : MS-Word – Introduction – Document – Creating Document – Saving Document – Page Setup – Print the Document.
- Unit - 2 : Formatting the Text – Cut, Copy, Paste, Font Style, Font Size, Bold, Italic, Underline, Bullets and Numbering – Border and Shading, Picture Inserting.
- Unit - 3 : Introduction to MS Excel – Excel Page (Row, Column, Cells) – Entering Data – Creating Chart.
- Unit - 4 : Introduction to Power Point – Creating slides – Using Auto Content Wizard – Designing a presentation – Slide Show.

Unit - 5 : Introduction of MS Access – Data base and the uses – creating Database – Running queries.

Reference Book:

- Inside Microsoft Office Professional, Microsoft Publications, New York, USA

SEMESTER – IV

ECO TOURISM

UNIT-I

Fundamentals of Ecology- Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution-Ecological Foot Prints –

[PTT: Relationship between Tourism & Ecology]

UNIT-II

Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism – Mass Tourism Vs Ecotourism – Typology of Eco-tourists – Kyoto Protocol 1997 – Qubec Declaration 2002 – Oslo Declaration 2007.

[PTT: Ecotourism Activities & Impacts]

UNIT-III

Ecotourism Development – Sustainable Ecotourism – Resource Management – Socioeconomic Development – Ecotourism Policies, Planning and Implementation – Eco-friendly Facilities and Amenities – Carrying Capacity – Alternative Tourism.

[PTT: Responsible ecotourism]

UNIT-IV

Conservation of Ecotourism – Protected Area Management through Ecotourism – Stakeholder Engagement – Community Participation – Types of Participation, Ecotourism Projects – Case Studies on Periyar National Park, Thenmala EcoProject, Similipal Ecotourism Project, Sunderban Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.

[PTT: Issues and Challenges in Community Participation]

UNIT-V

Ecotourism Development Agencies - Role of the International Ecotourism Society – the UNWTO, UNDP, WWF – Department of Forest and Environment – Government of India, ATREE, EQUATIONS.

[PTT: Impacts of ecotourism development]

Text Books:

- Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication.
- Weaver, D. (2001), the Encyclopedia of Ecotourism, CABI Publication.
- Fennel, D. A. (2002), Ecotourism Policy and Planning, CABI Publishing, USA.

Reference Books:

- Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi.
- Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.
- Ramesh Chawla (2006), Ecology and Tourism Development, Sumit International, New Delhi.
- N.K. Uberoi (2009); Environmental Management, Excel Books, New Delhi
- Sithamparamanathan; Ecosystem Principles and Sustainable Agriculture, SciTech
- J Tyler & Miller (2014); Living in the environment, Cengage Learning, New Delhi
- DL Manjunath (2007); Environmental Studies, Pearson Education New Delhi
- Richard Wellford (2014); Corporate Environment Management, Routledge

FOOD & BEVERAGE SERVICE THEORY

UNIT I

Organization of Food and Beverage Service Departments – Functions of F & B Operations – Features of F& B Service outlets – Duties and responsibilities of F & B Service Personnel – Attributes of Food and Beverage Service Personnel.

[PTT: Interdepartmental relationship with other Departments]

UNIT II

Classification and Enumeration of Service Equipment – Furniture – Linen – Crockery – Flatware – Cutlery – Hollow ware – Glass ware – Disposable – Chaffing dishes – Side Board – Items of Specialist Equipment.

[PTT: Ancillary sections of F&B Departments – Still room – Pantry – Food Pick up Area/ Hot Plate – Linen Room – Store – Wash up/ Kitchen Stewarding – Silver room]

UNIT III

Origin of the Menu – Types of Menu – Table d’hôte - A la Carte – Buffet – French Classical Menu – Compiling with Accompaniments and Garnishes – Types of Meals – Indian, English, American, Continental Breakfast – Health Breakfast – Lunch – Working Lunch – Diet Lunch – Dinner – Brunch – High Tea – Supper – Late Night Menu.

[PTT: Menu Compiling – Considerations & Constraints]

UNIT IV

Mise en scene – Mise en place – Briefing – Laying covers for different meals & menus (laying, relaying table cloths & serviette folds) – Rules for laying the Table – Waiting at a Table.

[PTT: Types of Food and Beverage Service Methods]

UNIT V

Classification of Beverages – Non-alcoholic beverages – Stimulating – Refreshing – Nourishing – Alcoholic Beverages – Wines, Types – Beer – Spirits, Types – Cocktails - Cigars and Cigarettes.

[PTT: Service of Alcoholic Beverages]

Text Books:

- Sudhir Andrews, “**Food and Beverage Service – Training Manual**” Tata McGraw-Hill Publications Ltd., New Delhi, 1982
- R. Singaravelan “**Food and Beverage Service**” Oxford Publications.

Reference Books:

- Food & Beverage Service, Lillicrap & John Cousins, Elbs Publication, New Delhi.
- Food And Beverage Service, Vijay Dhawan, Frank Brothers & Company, New Delhi.
- Food and Beverage Management, John Cousins, David Foskett, Caillein Gillespie.
- Fundamentals of Meal Management, Margaret Mcwilliams, Pearson Education, Noida.
- John Fuller - **Modern Restaurant Service, A Manual For Students & Practitioners** – Hutchinson.
- Andrew Durkan & John cousins – **The Beverage Book** Hodder & Stoughton
- Sylvia Meyer, Eddy Schmidt – **Professional Table Service** – Vannostrad Reinhold

FRONT OFFICE & HOUSE KEEPING PRACTICAL

FRONT OFFICE:

- Reservation Procedure – Types of Reservation – Reservation Form – modes of Reservation Requests.
- Registration – Types of Registrations – Procedure for Registration.
- Check-in and Check-out Procedures.
- Stationeries used in front office
- Information – Information regarding norms and local places
- Cash – Handling of cash and Foreign Currency

HOUSE KEEPING:

- Cleaning Equipments Use, Care and Maintenance
- Cleaning Agents – application on various surfaces
- Cleaning Procedures – Daily, weekend and Spring – Cleaning Bed making.

TOURISM BUSINESS COMMUNICATION

UNIT- I

Meaning, nature, importance and objectives of communication in business - Channels of communication - Ethics in Business Communication - Barriers to communication.

[**PTT:** Forms of communication]

UNIT-II

Guidelines for effective communication - Technology enabled Business Communication - Non-Verbal communication: Kinesics or Body language, Para

language or Para linguistics, Proxemics or space language, Time language and surroundings, Sign Language-Visual and Audio elements.

[PTT: Audio-visual Communication]

UNIT-III

Verbal or Oral communication: Business Presentation – Interview - Art of interviewing, structuring interview, preparing for interview and tips for interview.

[PTT: Telephone handling]

UNIT-IV

Written Communication: Writing Business Letters - Planning a letter- the seven C's of Business Letter Writing, components of Business letter - Kinds of Business letters Memoranda, Notices, Circulars and Orders, Agenda and Minutes.

[PTT: Business Reports and Proposals]

UNIT-V

Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid.

[PTT: Negotiations Skills]

Text Books

- Business Communication: Meenakshi Raman, Prakash Singh.
- Business Communication: K. K. Sinha.
- Business Communication: R. K. Madhukar.

Reference Books: -

- Business Communication Concepts and Skills: T. N. Chhabra.
- Business Communication: R. T. Chappeler and W. L. Read.
- Business Communication: R. Lisiker and John D. Petit.
- Practical Communication: Francis J. Bergin.
- Handbook of Practical Communication Skills: Edited by Chrissie Wright.

THIRD YEAR SEMESTER – V PART – III

AIRLINES AND AIRPORT MANAGEMENT

Unit 1

Aviation History – Airlines in India – Open sky policy – Freedoms of Air – International Conventions – Warsaw Convention – Chicago Convention – Bilateral agreements and Multilateral Agreements – Functions and Role of ICAO, IATA, UFTAA, DGCA and Airport Authority of India - Types of Airlines – Types of Aircrafts – Study of aircraft parts

[PTT: Trends in the Global Airline Industry]

Unit 1I

Airline Organization – Organization Structure – Various Departments and Functions – Staff in Airlines – Major Airlines in the World – Airport Management – Guidelines for Airport Management – Different Airports in India (Domestic & International)

[PTT: Career Prospects in Airlines]

Unit 1II

Airport Facilities and formalities – Check-in formalities – In-flight Facilities and Services –Classes of Service and Comfort – Up Grading and Down Grading – Special passengers –Baggage handling Procedures and Practices – Cabin Crew.

[PTT: Job Description of Airline Cabin Crew]

Unit 1IV

Baggage – Definition and Rules – Free Baggage Allowance – Excess Baggage – Excess Baggage Ticket (EBT) – Piece & Weight Concept – Pooling of Baggage – Dangerous goods – Live Animal Regulation – Baggage screening – Baggage Tags.

[PTT: Baggage reconciliation]

Unit 1V

Meaning and definition of Cargo – Air Cargo booking procedures – Air cargo rates and charges – Cargo capacity of Airlines – Cargo with special attention – Cargo Documentation: Air way bill - Charges collection advice - Irregularity Report - Cargo Manifesto – Cargo Transfer Manifesto

[PTT: Scope of Cargo Business]

Text Book:

- Jagmohan Negi, Air Travel Ticketing and Fare Construction, Kaniska, New Delhi, 2005

Reference Books:

- OAG, Consultant, IATA, Geneva Air Tariff Book
- Stephen Shaw, Airline in Shifts & Management, Ashgate Pub., USA, 2004
- IATA GUIDE, Geneva
- Doganis R., Airport Business, Routledge Publishing, London, 2002
- Dennis. L. Foster: The Business of Travel Agency Operations and Administration (M c. Graw Hill)
- Jagmohan Negi: Travel Agency & Tour Operation - Concepts and Principles. Kanishka Pub, New Delhi

FOOD PRODUCTION THEORY

Unit 1

Aims and Objectives of Cooking - Identifying and Handling Raw Material - Preparation of ingredients – Methods of Mixing – Texture - Kitchen Organization - Kitchen layout - Hierarchy for a large and Medium Hotels – Duties and Responsibilities of Kitchen Staff.

[PTT: Personal Hygiene and Food Safety]

Unit 2

Culinary History and Classical Culinary Terms – Both Continental and Indian – Accompaniments & Garnishes - Basic Commodities, such as Rice, Wheat, Maize - Milk & Milk Products - Oil & Other Fats (Butter, Margarine, Dalda) - Sugar – Vegetable, Herbs and Spices.

[PTT: Tea, Coffee, Coco & Chocolate]

Unit 3

Methods of Cooking – Application to Indian, Chinese & Western Cookery – Dry heat methods (Direct or Indirect Heat Method) – Moist heat Methods - Equipment & tools - Minor equipment's, knives, Utensils Pots & Pans - Large equipment's.

[PTT: Fuels and Energy Used for Cooking]

Unit 4

Classification of Sauce Preparation (béchamel, Veloute, Espagnole, Hollandaise, Tomato, Mayonnaise) – Stocks (White, Brown) - Soups (thick, thin, veloute, puree, and Indian shorvas) – Indian Gravy

[PTT: Chinese Sauces]

Unit 5

Standard Recipes – Elements of cost - Cost control methods - Portioning Control – Portions size – Yield test – Calculating food cost.

[PTT: Need and importance of Yield Test]

Text Books:

- Philip. E. Thangam (1979), **Modern Cookery for Teaching and the Trade**, Vol. I, Orient Longman

Reference Books:

- Tony Grooves, et, al (1996), **Food Preparation and Cooking**, Nelson Thrones
- Arora. K (1982), **Theory of Cookery**, K.N. Gupta & Co

TOURISM IMPACT

Unit 1: Introduction:

Impact – meaning and definition – Introduction to tourism Impact – major influences on tourism Impacts – classification of Impacts on tourism - Economic Impact: Benefits – income, employment, skills development, multiplier effect, balance of payments, benefits of tourism investment, Seasonality of Tourism.

[PTT: Tourism impact on economic development]

Unit 2: Socio-cultural Impact:

Introduction – cultural tourism products – handicrafts, languages, traditions, gastronomy, art and music, architecture, history of area including visual reminders, types of work engaged by the host community, religion and ritual activities - Services support, social impacts and cultural erosion (from initial welcome to antagonism).

[PTT: Positive aspects of Socio-Cultural Impact]

Unit 3: Physical / environmental Impact:

Introduction - Tourism induced natural environmental degradation, loss of scenic value, effect of intrusion – Positive and negative impact on biodiversity – Erosion and physical damage – Visual and structural change.

[PTT: concept of carrying capacity and sustainable tourism]

Unit 4: Impact Assessment and Management:

Impact assessment methods, Social impact assessment, Environmental impact assessment and environmental audit - Process of environmental impact assessment. Education, Role of tour guide – self regulation – Information technology – role of tourist in reducing negative impacts on environment.

Unit 5: Tourism Development and Management:

Managing Impacts : Role of various policy measurers: Finance, controls, standards capacities, management strategies – managing natural resources for tourism - Tourism management for the host community –Techniques in tourism development.

[PTT: Significance of ameliorating impacts]

Reference Books:

- Davidson, Rob, Tourism (1993) Pitman, London.
- Tiwari S.P., Essential of Tourism.
- WTO. Sustainable Tourism Development. Guide for Local Planners (1993).

HUMAN RESOURCES MANAGEMENT

Unit – I

Introduction to Human Resources Management: Context and Concept of Human Resources Management – Organization and Functions of the HR – Structure and Strategy - HR Manager – Evolution of HR practices in Indian Context.

[PTT: Global trends in HR practices]

Unit – II

HR Planning: Job terminologies – Job Analysis - Manpower Planning – Recruitment - Selection and Induction – Coaching and Mentoring – Performance Appraisal - Career Development – Retention and Retirement.

[PTT: Hiring trends in tourism industry]

Unit – III

Human Resource Development: Concept – Climate and culture of HRD – Training and Development – Methods, Design and Evaluation of T & D Programmes - Potential appraisal – Promotions and Transfers – Personnel Empowerment.

[PTT: Training and Development in Hotel Industry]

Unit-IV

Compensation: Concepts – Job Evaluation - Principles and Determinants of Compensation - Productivity, Employee Morale – Quality of Work Life (QWL).

[PTT: Compensation issues in Tourism Sector]

Unit – V

Legislative Framework: Trade Unions Act, 1926 – Salient features of Industrial Disputes Act, 1947 - Payment of Wages Act, 1936 – Employees Provident Fund (Miscellaneous and Provisions) Act, 1952 – Payment of Bonus Act, 1965 - Payment of Gratuity Act, 1972.

[PTT: Disciplinary procedure in Human Resource Management]

Text Books:

- Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co.Ltd, New Delhi.
- Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw Hill, New Delhi.

Reference Books:

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

TECHNOLOGY FOR TOURISM

Unit I

Introduction- The tourism industry components and requirements of the tourists- Attraction sector- accommodation sector – advertising sector-Transport sector – Global Distribution Systems – History – Evolution – GDS – CRS – CRS for Hotel Booking and Airlines – Different Packages Used – Abacus – Amadeus – Appolo – Galileo and Sabre etc.

[PTT: Difference Between CRS and GDS]

Unit II

Importance of E-Tourism – Travel Blogs – E-marketing and Promotion of Tourism Products – Multimedia Technology.

[PTT: Role of Computers in Travel and Tourism]

Unit III

New and Innovative Technologies – Collaborative filtering – Personalization Software Knowledge based software – Electronic Payment –Video Conferencing- Virtual Reality and Web casting- GIS Applications in Tourism Planning.

[PTT: Role of 360 degree videos in tourism promotion (application of VR)]

Unit IV

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.

[PTT: E- Tourism business in India]

Unit V

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.

[PTT: Case study of Tourism Website]

Text Books:

- Sheldon, Pauline J. Tourism information technology. Cab International, 1997.
- Brahma P. Computer System in Hotel & Catering Industry, Cassek 1988.

References Books:

- Werthner, Hannes, and Stefan Klein. Information technology and tourism: a challenging relationship. Springer Verlag Wien, 1999.
- 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.
- Journal of Information Technology & Tourism
- Parkinson LK & Parkinson ST, Using the Micro-Computer in Markets Megrwth Hill, 1987
- Basandra S.K.: Computers Today, New Delhi.
- Mehta Subhash, Word Star – 7, New Delhi.

Website:

[www. Unwto.org](http://www.Unwto.org)

BASIC ACCOUNTING CONCEPT

UNIT-1 Introduction to Accounting

Introduction – Definition- Concepts: Entity- Duality Aspect Concept – Accounting Period Concept- Money Measurement Concept-Cost Concept – Matching Concept- Accrual Concept Objectivity Concept Going Concern Concept – Conventions: Disclosure- Materiality –Consistency- Conservatism- Journal –Ledge –Trial Balance.

[PTT: Vouchers - Types of vouchers]

UNIT-2 PREPARATION OF JOURNALS

Subsidiary Books: Purchase Book –Purchase Return Book- Sales Book – Sales Return Book – Cash Book: Single Column, Double Column and Triple Column- Petty Cash Book

[PTT: Factors affecting depreciation]

UNIT -3

Preparation of Trial Balance - adjusting & closing entries - Rectifying Errors (simple problem only)

[PTT: Hotel/Tourism based Trial balance]

UNIT - 4

Hotel Accounting Methods – Revenue generation of various departments – Preparation of hotel service cost – cost sheet (simple problems only) - preparation break even chart – break even analysis – margin of safety – preparation of visitors' tabular ledger.

[PTT: Types of Costing Techniques]

UNIT-5

Preparation of Final Accounts: Trading, Profit And Loss Accounts and Balance Sheet With Adjustment (Closing Stock, Outstanding Expenses, and Incomes, Prepaid Expenses and Income, Provision for Bad Debts and Doubtful debts)

[PTT: Depreciation – Methods of providing depreciation]

Text Books:

- S.P.Jain & K.L.Narang. Principles of Accountancy: New Delhi. Kalyani Publishers. 2nd Revised Edition. 2004.

Reference Books:

- Ratwat.G.S. Elements of Hotel Accountancy: New Delhi. Aman Publication. 5th Edition. 2004.
- Peter.J. Harris and Peter. A.Hazard. Accounting In The Hotel And Catering Industry (Vol.I): Great Britain. ELBS. 1st Edition. 1992
- T.S.Grewal. Double Entry Bookkeeping: New Delhi. Sultan Chand & Sons 5th revised Edition. 1998.
- S.P.Jain & K.L.Narang. Advanced Accountancy: New Delhi, Kalyani Publishers. 12th Edition. 2001

SEMESTER VI PART - III TOURISM POLICY AND PLANNING

Unit – I

Concept, Need, Objective, Institutional Framework and the Principal Lines of Public Tourism Policy- National Action Plan - Tourism Policy of India - Participation of Public and Private Sector in Formulation of Tourism Policy - Roles of International, National, State and Local Tourism Organizations in Carrying out Tourism Policies.

[PTT: Agencies in Tourism Policy Formulation]

Unit – II

Goal of national administration and tourism policy. Policy making bodies and its process at national levels. Outline of L.K.Jha Committee (Ad-hoc Committee) - 1963, National Tourism Policy -1982, National Committee Report-1998, National Action Plan on Tourism - 1992.

[PTT: Case study of tourism policies in Tamil Nadu]

Unit – III

National Tourism Policy-2002. Opportunities for investments in hotel sector & Tourism related organizations. Incentives and concessions extended for tourism projects and resources of funding.

[PTT: Consequences of Unplanned Development]

Unit – IV

Basic Concepts, Principles and Techniques of National and Regional Tourism Planning
Tourism Planning- Techniques of Plan Formulation - Planning for Tourism Destinations-Objectives, Methods, Steps and Factors influencing Destination Planning – Concept of Destination Life Cycle.

[PTT: Process of Tourism Planning]

Unit – V

Tourism Planning at International, National, Regional, State and Local Level - the Traditional Approach and PASLOP Method of Tourism Planning - Important Feature of Five Year Tourism Plans in India.

[PTT: Tourism Planning Framework of India]

Text Books:

- Sharma. K.K. (2000): Planning For Tourism.
- Sinha, R.K. (1996): Tourism: Strategies, Planning & Development.

Reference Books:

- Bezbarua M.P, Indian Tourism Beyond The Millenium
- Burkart & Medlik, Tourism; Past, Present and Future
- Gee, Chuck Y, James C. Makens , Dexter J. L. & Choy, The Travel Industry
- Murphy, Peter H, Tourism: A Community Approach
- Milk & Morison, The Tourism system An introductory Text (1992)
- GUNCLARE A, Tourism Planning (1994)
- Department of Tourism, GOI, Investment opportunities.
- Inskip, E. (1991): Tourism Planning: An Integrated and Sustainable Development Approach, Van Nostrand Reinhold, New York.
- Sharma, J.K. (2000): Tourism Planning & Development
- UNWTO (2001): National and Regional Tourism Planning: Methodology and Case Studies: Thomson Learning, UK

TOURISM MARKETING MANAGEMENT

Unit 1 : Basic of Marketing

Introduction to Marketing – Definitions of Need, Want, Demands – Definition of Market, Marketer, Marketing, Marketing Management – Definition of Product, Classification of Products – Characteristics of Services – Different methods of Marketing.

[PTT: P's of Marketing]

Unit 2 : Tourism Product

Definition of Tourism Product – Design and Development of Tourism Product – Identifying Potential Markets.

[PTT: Process of New Product Development]

Unit 3 : Distribution Channel

Definition of Nature of Marketing Channels – Functions and Flows in Distribution – Levels of Distribution channel – channel design Decisions.

[PTT: Distribution channel in Tourism Marketing and its characteristics]

Unit 4 : Marketing Promotions

Process and communication – Steps in developing effective communication – Tools of Promotion (Advertising, Personal selling, sales promotion and public relation) – Importance of Promotions in Tourism – Design of Brochures, Folders, Advertisement and posters for Tourism Promotion.

[PTT: Role of Public Relations in Tourism]

Unit 5 : Marketing Research

Concept of Marketing Research – Objectives – Market Research System – Limitations of Marketing research – Market Forecast.

[PTT: Importance of Marketing research in Tourism]

Text Books:

- Philip Kotler, “Principles of Marketing”, Tata-Mc Graw Hill Publications Pvt. Ltd., New Delhi, 1996.
- Philip Kotler, “Tourism Marketing”, Mc Graw Hill Publications Pvt. Ltd., London, 2003.
- SM Jha (2008): Tourism Marketing , Himalaya Publishing, Mumbai

Reference Books:

- Philip Kotler, Bowen and James Makens (2010); Marketing or Tourism and Hospitality ,Pearson, NewDelhi
- Christopher Holloway.T, “The Business of Tourism”, Pearson Education Ltd., England, 1998.
- Rob Davidson, “Tourism”, ELBS – Pitman Publishers Pvt. Ltd., London, U.K., 1993.
- Holloway and Robinson, Marketing for tourism, Longman publisher, London
- Keller& Kotler (2009); Marketing Management, Pearson Prentice Hall, New Delhi

FOOD AND BEVERAGE SERVICE PRACTICAL

- Food and Beverage equipment's
- Familiarization of Equipment's such as cutlery, crockery glassware, special equipment's.
- Rules for laying a table.
 - A la Carte Cover
 - Table d hote Cover
- Rules for waiting at a table.
- Courses of menu
 - French classical menu
 - Breakfast menu
- Beverages
 - Service of Alcoholic and Non-Alcoholic Beverage Service of various wines.

FOOD PRODUCTION PRACTICAL

1. Preparation of Appetizers:
 - Five Nos.
2. Preparation of Soups:
 - Thin Soup – 3
 - Thick - 3
 - Heavy Garnished Soup – 3
3. Preparation of
 - Fish Dishes - 2
 - Chicken – 2
 - Lamb – 2
 - Beef - 2
 - Pork – 1
4. Preparation of Vegetables dishes – 4
5. Preparation of salads – 4
6. Preparation of Bakery items – 4
7. Preparation of Rice & Indian Breads
 - Rice - 4
 - Indian Bread – 4 (Naan Roti)
8. Preparation of Indian & Continental Sweets – 10

EVENT MANAGEMENT

Unit - I

Introduction to Event Management -Categories and Definitions-Needs and Objectives of Event Management-Creativity and implications of Events- Organization Structure of Event Management -Functions of a Multifaceted Event Management.

Unit - II

Event Management Planning-Event Planning-Arranging Chief Guest/Celebrities-Arranging Sponsors-Blue Print of the Function area-Factors affected in Event Management.

Unit - III

Different Management in Event-Back Stage Management and its Importance-Brand Management and its Characteristics-Budget management and its controlling Methods-Leadership management and its authority-Feed Back Management and its measuring tools.

Unit - IV

Basic Qualities of Event Management Person- Social and Business Etiquette-Speaking Skills and Team Spirit - Stage Decoration -Time Management – Selecting a Location.

Unit - V

Various Event Activities- Concept Exhibition-Space Planning-ITPO-Sports Planning-Tourism events and Leisure Events.

Reference Books:

- Anton Shone, Successful Event Management, Cengage Learning Business Press, Edition 2, 2004.
- Julia Tum, Management of Event Operations, Atlantic Publishing Company, Second Edition -2007
- Julia Ruherford Silvers and Joe Goldblatt, Professional Event Coordination, Wiley, John & Sons, Edition -2006.

PERSONALITY DEVELOPMENT

UNIT- I

Managerial Personality: Definition of personality - Basics of personality - Determinants of personality - Development of personality — Theories of personality.

UNIT- II

Personality Traits - Definition - Nature and importance of perception - Factors influencing the perception - models of man

UNIT- III

Self Development: Self-awareness - Self-confidence – Mnemonics - Goal setting - Time management and effective planning - Human growth and behavior.

UNIT- IV

Self Management: Stress management - Meditation and concentration techniques - Importance of meditation - Self hypnotism - Self acceptance and growth.

UNIT- V

Transactional Analysis: Ids - Ego - Super ego - Transactions - Life positions - Winners and losers - Interpersonal Relations.

Text Books

- J.M.Patel, **Personality Development**, Vista Publishers, Mumbai - 400 001.

Reference Books: -

- S.P.Sharma, **A youngsters guide to Personality Development**, V & S Publishers, 2/16, Ansari Road, Daryaganj, New Delhi.
- B.Elizabeth and Hurluck, **Personality Development**, McGraw Hill, New Delhi.
- S.R-Khan, **Personality Development**, Readers Delight, Daryaganj, New Delhi.
- Ramachadran.N, **Personality Development and Presentation Skills**, Jayalakshmi Publications, Madurai.