

ST. TERESA'S COLLEGE, ERNAKULAM
(AUTONOMOUS)

Affiliated to Mahatma Gandhi University



**CURRICULUM FOR
MASTER'S PROGRAMME IN
TRAVEL AND TOURISM
MANAGEMENT**





Under Credit & Semester System
(2015 Admissions Onwards)

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CERTIFICATE

The UG/PG syllabus of the Department of FRENCH
for the year 2015-16 admission onwards, has been ratified by the Board
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which met on 31st January, 2015, at St. Teresa's college, Ettakulam.

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ACKNOWLEDGEMENT

I acknowledge that without the valuable help, guidance and co-operation we have received from various quarters, we would not have been able to function smoothly.

The guidance of Dr. Beena Job Associate Professor, Department of English and IQAC coordinator and Dr. Latha Nair, Associate Professor, Department of English and member of the Governing Council helped give shape to the overall structure. I wish to express my sincere thanks to Dr. N. J. Rao, visiting Professor, International Institute of Information Technology, Bangalore and Dr. RajanGurukul, Former Vice-Chancellor, M.G. University, currently visiting Professor, Centre for Contemporary Studies, Indian Institute of Science, for their selfless and timely service and for giving us all the help and guidance we needed. I also acknowledge my thanks to Dr. Achuthshankar S. Nair, Professor & Head, Department of Computational Biology and Bio Informatics, University of Kerala, Dr. Ansy Sebastian, Associate Professor, Retired from The Cochin College, Kochi, Dr. SudhaRenganathan, Associate Professor, Madurai Kamaraj University, Madurai, Dr. VaralakshmiAnandkumar, Associate Professor, Queen Mary's College, Chennai, Mrs. Mary Geetha Leon, Associate Professor, St. Joseph's College for Women, Alleppey, Mr. Siljo C. J., Head of the department of Tourism, St. Peter's College, Kolenchery, Mr. K. N. Shastry, Managing Director, New Allied Tours & Travels, Kochi, Ms. ReshmaSampath, Assistant Professor, All Saints' College, Trivandrum, for their invaluable suggestions. Apart from members of Board of

Studies, the contributions of Ms. Jenita Fernandez, Ms. Youran Park, Ms. Jennifer D' Silva (Guest Faculty) in the department of French, St. Teresa's College, were invaluable in designing the syllabus. I express my gratitude to everyone who has helped me in this venture and making it fruitful.

SabeenaBhaskar

Head, Department of French

FOREWORD

The Higher Education environment is changing rapidly in India and particularly so in the year 2014-15, when the Government of Kerala decided to give autonomy to 13 educational institutions in the state with the aim of improving quality. Quality in Higher education has been a matter of high concern and priority in India especially after the National Policy on Education 1986 has very categorically questioned the impact of education and suggested many measures for bringing innovative practices in education.

The autonomous status asks for more responsibility and increased accountability to frame a curriculum keeping in mind the ever changing academic environment and the plethora of demands placed by the diversity of students who have a high literacy level when it comes to choosing their course.

Keeping in mind that the purpose of Higher Education is the development of the people, society and environment, special care has been taken by the IQAC team at St. Teresa's College to give the necessary Orientation and to conduct Workshops related to curricula and scientific syllabus design as part of the Faculty Development Programme. Curriculum relates to the total experience of the student and it should contain knowledge that is essentially valid. The Graduate and Post Graduate Departments have worked diligently to frame curricula and develop programmes that foster analytical ability and critical thinking and enable the students to acquire the skills required by employers. The pedagogy adopted within the context of curriculum is to facilitate valid transmission of knowledge and proper evaluation of the same. The Courses designed at the Graduate and Post Graduate Levels have defined the competencies to enable effective teaching/learning of all the modules of the courses, both Core (compulsory) and Designate (elective). The blueprint of the final assessment of every course guarantees that all modules are taught and furthers integrity. The details of the course curriculum and structure are set in accordance with the course specifications of the affiliating university.

With sincere gratitude I acknowledge the efforts of Dr. N. J. Rao and Dr. Rajan Gurukkal who extended to us their academic expertise, astute guidance and unstinting support. I also thank Dr. Achuthshankar S. Nair for his timely guidance. I specially thank all the faculty members and the IQAC coordinator Dr. Beena Job for their diligence, commitment and exceptional contribution towards this endeavour.

Dr. Sr. Celine E

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PREAMBLE

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. This global spread of tourism in industrialised and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications; hence there is an increased demand for competent professionals to manage the diverse forms of tourism business.

Travel and Tourism is one of the complementary courses offered by the Department of French. Due to the growing demand from the students to pursue their higher studies in Tourism domain, the department has decided to begin a new master's programme in Travel and Tourism. This is a step towards building a world-class education that can open many doors in employment in a variety of occupations in the travel tourism industry.

Master's Programme in Travel and Tourism Management (MTTM) is designed in such a way to prepare students for managerial positions in Destination planning, Consultancies, Policy making, Tour operations, Travel agencies, Hospitality and Aviation.

After completing the program, the students should be able to work in, travel and tourism related organizations, at various capacities in government levels, Event and Entertainment industry, Hotels, Food & Beverage services etc. The programme also imparts entrepreneurial skills among the students to start new businesses in the above areas.

The Master's Programme in Travel and Tourism Management is a two year full time programme divided into four semesters and there shall be an examination at the end of each semester. It provides opportunities to students to connect with various Bodies and Associations within the tourism industry in such a way that they are equipped professionally in the vocation of tourism. It aims to be globally savvy with the changing global market trends in marketing, operations and other professionalized skills. Leading and experienced professionals from different sectors of tourism are regularly invited to the college to interact with the students and supplement the theoretical aspects of studies. Accordingly, the programme has a large component of working in real world situations under the careful guidance of mentors.

GRADUATE ATTRIBUTES

Upon completion of the MTTM programme; students should be able to demonstrate the graduate attributes listed below:

- Knowledge in travel and tourism industry both from practical and theoretical perspectives.
- Ability to handle international tourist service operations including, handling, managing and planning tour programs
- Efficiency in managing tours both domestic and international level.
- Skill to implement sustainable tourism management policies.
- Ability to design Tourist products and sell them.
- Prepare for global tourism businesses with skills transferable to other worldwide business.
- Confidence in oral communication especially with the international tourists.

OBJECTIVES OF THE PROGRAMME

By the end of the Ist year (IInd Semester)

- Students would have been familiarized with modern ticketing and fare calculations in reputed Travel agencies and tour operation companies.
- Equip students with Information Technology skills of the age. □ Create a research oriented approach.
- Use the tourism resources benefit to industry and society.
- Familiarizing them to the socio-cultural and ecological aspects of Tourism □ Acquire knowledge and information pertaining to tourism industry.
- Develop practical knowledge through internship training at hospitality sectors, Tour Operation companies, Travel agencies and Airports.
- Develop leadership, Managerial and Communicative skills to effectively handle Tourism activities.

By the end of the 2nd year (IVth year)

- Create professionals to manage business units in different tourism and hospitality sectors. □ Develop hospitality culture and behavior and to enhance student competencies.
- Generate job openings and equip students to face professional challenges.
- Be able to frame a better and viable marketing and product innovation strategies.
- Analyze and discover the interrelationship between travel, tourism and hospitality industries.
- Acquire experience in writing the case study report and dissertation.

STRUCTURE OF MASTERS PROGRAMME IN TRAVEL AND TOURISM MANAGEMENT

There are 6 courses in each semester and 24 courses in four semesters.

- Core Courses
- Elective Courses
- Projects
- Dissertation

No course shall carry more than 4 credits. The student shall select the elective course offered by the department, depending on the availability of teachers and infrastructure facilities, in the institution.

Students pursuing the Master's Programme in Travel and Tourism Management have to earn a total of 80 credits over four semesters Core course, Elective course, dissertation and a Viva-Voce.

CORE COURSES

The Board of Studies identified 23 Core (Compulsory) courses. These courses cover the basic frame work for advanced learning in Travel and Tourism.

ELECTIVE COURSE

The proposed Elective Courses (Optional) mainly aim to provide specialization in various travel and tourism courses of contemporary relevance such as Air Fares and Airlines Management and Cargo Management. The department will offer any one elective paper in the fourth semester depending on student choice.

DISSERTATION (PROJECT)

3 Projects and Dissertation cum Viva is introduced. All students must do their dissertations under the guidance of supervisors assigned by the department. They can choose relevant topics and study them using primary or secondary surveys. All students have to attend the general viva voce to obtain their respective Master's degree in Travel and Tourism Management.

COURSE CODE

Every course in the programme is coded according to the following criteria.

- a) The first two letters of the code indicate the name of the discipline i.e. TM (Tourism Management).
- b) One digit to indicate the semester. E.g., TM1 (Tourism Management, 1st semester).

- c) One letter to indicate the type of course - Core Course – C and Elective Course – E. E.g., TM1C (Travel and Tourism Management, 1st semester, Core Course), TM1E (Travel and Tourism Management 1st semester, Elective Course)
- d) Two digits to indicate the number of the course. All the courses are to be numbered continuously i.e., Core courses 01, 02, 03, etc., across the four Semesters. E.g. TM3C04 (Travel and Tourism Management, 3rd Semester, Core Course, No 04).
- e) For Elective Papers, two digits to represent the number of the course, and one digit denoting the number of the elective course. Eg.TM4E01 (Travel and Tourism Management, 4th Semester, Elective Course no. 1)
- f) One letter to indicate the Programme, i.e. Master's – M.
E.g. TM3C04M (Travel and Tourism Management, 3rd Semester, Core Course, No 04, Master's Programme).

Course Code: PG:-

Discipline	Semester	Core/Elective	Course No	Programme
2 letter	1 digit	1 letter	2 digit	1 letter

Eg. TM3C04M (Travel and Tourism Management, 3rd Semester, Core, Course, No 04, Master's Programme).

DETAILED DISTRIBUTION OF COURSES AND CREDITS

Semester	Course Code	Title of the Course	Hours /week	No. of Credits	Total Semester Hours	MARKS		
						Sessional	Final	Total
1	TM1C01M	Principles and Practices of Tourism Management	5	4	90	25	75	100
	TM1C02M	Tourism Product I	6	4	108	25	75	100
	TM1C03M	Communication Skills in Tourism	4	3	72	25	75	100
	TM1C04M	Computer Applications in Tourism	5	3	90	25	75	100
	TM1C05M	Research Methodology in Tourism	5	4	90	25	75	100
	TM1C06M	Project Internship in Hotel / Resort & Viva voce	0	1	0	25	75	100
2	TM2C07M	Travel Agency and Tour Operation Management	5	4	90	25	75	100
	TM2C08M	French Language for Communication-I	4	3	72	25	75	100
	TM2C09M	Tourism Product II	6	4	108	25	75	100
	TM2C10M	Management Information System	5	4	90	25	75	100
	TM2C11M	Accounting and Finance for Tourism	5	3	90	25	75	100
	TM2C12M	Project Internship in Travel Agency/Tour Operations & Viva voce	0	1	0	25	75	100
3	TM3C13M	Tourism Marketing	5	4	90	25	75	100
	TM3C14M	French Language for Communication-II	4	3	72	25	75	100
	TM3C15M	Eco Tourism and Environment Management	5	4	90	25	75	100
	TM3C16M	Geography for Tourism	6	4	108	25	75	100
	TM3C17M	Destination Planning and Development	5	4	90	25	75	100

	TM3C18M	Case Study Report on any Tourist Destination in Kerala	0	1	0	25	75	100
4	TM4C19M	Hospitality Management	5	4	90	25	75	100
	TM4C20M	Event Management in Tourism	4	3	72	25	75	100
	TM4E01M	Air Fares and Airlines Management*	6	4	108	25	75	100
	TM4E02M	Cargo Management				25	75	100
	TM4C21M	Human Resource Management	5	3	90	25	75	100
	TM4C22M	Customer Relationship And Services Management	5	3	90	25	75	100
	TM4C23M	Dissertation & Viva Voce	0	5	0	25	75	100

DISTRIBUTION OF CREDITS

The total credit for the programme is fixed at 80. The distribution of credit points in each semester and allocation of the number of credit for theory courses, projects, dissertation and viva is as follows. The distribution of credit is shown below.

Courses	No.	Credits
Core Courses	19	68
Elective Courses	1	4
Project	3	3
Dissertation cum viva	1	5
Total	24	80

EVALUATION

Evaluation of each course shall contain two parts -Sessional and Final.

Sessional: Final Ratio

The Sessional Final ratio shall be 1:3 i.e. 25:75 marks - for all papers. The Sessional assessment will be made on Mark based system while Final assessment shall be made using Mark based Grading system based on 7-point scale.

SESSIONAL ASSESMENT

Sessional evaluation is to be done by continuous assessments of the following components. The components of the sessional for theory and their mark distributions are given in the table below. The sessional assessment will be fair and transparent. Evaluation of the components shall be published and acknowledged by students. All documents of sessional shall be made available for verification. The responsibility of sessional evaluation is vested on the teacher(s) who teach the course.

TEST PAPER

- Two sessional examinations shall be conducted in the same model and average mark of two sessional examinations shall be taken as the marks of the test paper.

The distribution of the sessional marks is as follows:

CORE AND ELECTIVE COURSES	
COMPONENT	MARKS
Attendance	5
Assignments	5
Seminar	5
Test Papers (Average Of 2)	10
TOTAL	25

EVALUATION OF ATTENDANCE, ASSIGNMENTS AND SEMINAR

Monitoring of attendance is very important and teachers document attendance in each semester.

Distribution of marks for attendance

- Students should have a Minimum attendance of 75%
- Maximum leave that can be availed shall be 22 days out of 90
- 50% attendance for the days of absence up to a maximum of 10 days per semester may be granted on medical grounds. Proper medical certificate should be submitted for the same.
- Union members / sports students/NCC/NSS/Youth festival participants –attendance can be given on official letter of request from teacher in charge / dean after consultation with principal.

Attendance		Assignments		Seminar	
% of Attendance	Marks	Components	Marks	Components	Marks
≥ 90%	5	Punctuality	2	Content	3
≥ 85% and ≤ 90%	4				
≥ 80% and ≤ 85%	3	Content	3	Presentation	2
≥ 75% and ≤ 80%	2				
< 75%	0				

Table: split up of attendance grade and components of Seminar & Assignment

FINAL ASSESSMENT

The Finals of all semesters shall be conducted by the institution on the close of each semester. There will be no supplementary examinations.

PATTERN OF QUESTION PAPER FOR FINAL ASSESSMENT

The question paper for final assessment will be of three hours duration and will consist of three parts

Part A: Questions from this part are of the very short answer type. Five questions have to be answered from among seven questions. Each question will have 3 marks and Part A will have a total of 15 marks.

Part B: Part B contains nine questions out of which six have to be answered. Each question has 5 marks making the Part B to have total marks of 30 marks.

Part C: Part C will have four questions. Two questions have to be answered out of four. Each question will have 15 marks making the total marks 30 in Part C.

PART A	5 questions of 3marks each out of 7	Total (5x3=15)
PART B	6 questions of 5 marks each out of 9	Total (6x5=30)
PART C	2 questions of 15 marks each out of 4	Total (2x15=30)

<p>The pass minimum for each paper will be 40 marks (out of 100) with a separate minimum of 30 marks out of 75 for final examinations and 10 marks out of 25 for Sessional examinations</p>
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PROJECT EVALUATION

The components of Internal and external assessment of Project evaluation shall be done as 25% marks shall be given to internal evaluation and the remaining 75% to external evaluation and the ratio shall be 1:3. Evaluation of Dissertation and Viva (4th semester) shall be conducted by an external examiner.

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

PROJECT AND VIVA VOCE EXAMINATIONS

Project Internship

Program Project means a regular project work with stated credits on which the student undergoes a project under the supervision of a teacher in order to submit a dissertation on the project work as specified. The Project works of the first three semesters shall be evaluated internally, while that of 4th semester shall be evaluated externally.

Comprehensive Viva-voce shall be conducted at the end semester of the program. Students should submit a report highlighting the learning experiences. The report should be submitted before the commencement of the University examinations.

Evaluation of Project internship

There shall be internship placements for not less than 20 days in a relevant industrial setting during first and second semesters. This is a supervised internship within the tourism and hospitality industry. This allow students to undertake experiential learning by working with the sponsoring tourism or hospitality organization to critically examine a major aspect of their operation.

The internal evaluation of the project can be done at the department level based on viva and written report. The evaluation shall be done by a team of teachers in the department which shall necessarily consist of the head of the department and the supervising teacher. One spiral bound hard copy and a soft copy of the report should be submitted to the department for evaluation.

During the third semester, students will have to submit a report of their study tour. Students should undertake visits to important national or international tourist destinations during their programme. The purpose is to experience travel and to understand the linkages between tourism and other service sectors. It also helps to familiarise some of the important tourist destinations in India or abroad and to learn how to organise and manage tours.

Evaluation of the Dissertation

During the fourth semester, the students are supposed to submit a Project report based on a Destination study/ Research Study which has to be chosen in consultation with the teacher concerned. Students should undertake visits to their study area / destinations during their project

study and have to collect data by making use of questionnaires, Sample surveys, expert interviews and likewise.

The dissertation of the project is evaluated by one external and one internal examiner deputed from the board of practical examination. It is examined along with the oral presentation of the project by the candidate. The examiners should ascertain that the project and report are genuine. Innovative projects or the results/findings of the project presented in national seminars may be given maximum advantage.

Viva Voce Examination: Viva voce examination is conducted only by the internal and the external examiner. The examination should be conducted in the following format shown below.

Sessional assessment of the Project

Component	Marks
Punctuality	5
Topic and content	5
Methodology	5
Presentation	5
Data sources and data collection	5
Total	25

Table: Components and marks of sessional evaluation of the project

Final assessment of the project

Component	Marks
Quality of project under study	10
Theses /Presentation of the project	10
Theoretical setup/Data Collection	20
Result and Dissertation layout	10
Oral presentation and Viva on Project	25
Total	75

Table: Components and marks of final evaluation of the Project

Type of Questions	Percentage	Level of Difficulty
		B.A/ + 2 level
M.T.T.M. Syllabus Based	40	Easy
Subject of Interest	30	Average
Advanced Level	10	Difficult

Table: Format for viva voce Examination

Reappearance/Improvement: For reappearance / improvement as per university rules, students can appear along with the next regular batch of students of their particular semester.

COMPUTATION OF CCPA

Grade and Grade Point is given to each course based on the percentage of marks obtained as follows:

Percentage of Marks	Grade	Grade Point
90 and above	A+ Outstanding	10
80-89	A Excellent	9
70-79	B Very Good	8
60-69	C Good	7
50-59	D Satisfactory	6
40-49	E Adequate	5
Below 40	F Failure	4

Note: Decimal are to be rounded to the next whole number

CREDIT POINT AND CREDIT POINT AVERAGE

Credit Point (CP) of a course is calculated using the formula:

$$CP = C \times GP, \text{ where } C = \text{Credit for the course}; GP = \text{Grade point}$$

Semester Credit Point Average (SCPA) is calculated as

$$SCPA = \frac{\text{Total Credit Points (TCP)}}{\text{Total Credits (TC)}}$$

where **TCP = Total Credit Point; TC = Total Credit**

Grades for the different semesters/ Programme are given based on the corresponding SCPA on a 7-point scale as shown below:

SCPA	Grade
Above 9	A+ Outstanding
Above 8, but below or equal to 9	A Excellent
Above 7, but below or equal to 8	B Very Good
Above 6, but below or equal to 7	C Good
Above 5, but below or equal to 6	D Satisfactory
Above 4, but below or equal to 5	E Adequate
4 or below	F Failure

Cumulative Credit Point Average for the programme is calculated as follows:

$$CCPA = \frac{(TCP)_1 + \dots + (TCP)_4}{TC_1 + \dots + TC_4}$$

Where **TCP₁..... TCP₄** are the **Total Credit Points** in each semester and **TC₁..... TC₄** are the **Total Credits** in each semester

Note: A separate minimum of **40% marks** each for Sessionals and Finals (for both theory and practical) is required for pass for a course. For a pass in a programme, a separate minimum of Grade **E** is required for all the individual courses. If a candidate secures **F** Grade for any one of the courses offered in a Semester/Programme only **F** grade will be awarded for that Semester/Programme until he/she improves this to **E** grade or above within the permitted period.

Candidate who secures **E** grade and above will be eligible for higher studies.

SYLLABUS:

MASTER'S PROGRAMME IN TRAVEL AND TOURISM MANAGEMENT

SYLLABI -SEMESTER 1

TM1C01M Principles and Practices of Tourism Management

TM1C02M Tourism Product I

TM1C03M Communication Skills in Tourism

TM1C04M Computer Applications in Tourism

TM1C05M Research Methodology in Tourism

COURSE 1: PRINCIPLES AND PRACTICES OF TOURISM MANAGEMENT

Course Code : TM1C01M

Name of the Course : Principles and Practices of Tourism Management

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To introduce the students on the various forms of organization and management in general and relating to tourism and travel business in particular.

Course Overview and Context: The course seeks to provide an understanding the role of different organizations for the Tourism management. It also seeks to give the students a firm grounding in the various concepts and methods relevant in the study of tourism management in relation with travel motivation and tourism demand.

Syllabus Content:

MODULE -1 (18 hours)

Tourism Management

Definition, Nature and Purpose, Management as a Science, an Art and a profession, Systems

Approach to the Management, Function, Operating in a Pluralistic

Society, Social Responsibility of Managers Ethics in Managing.

MODULE – 2(18 hours)

Fundamentals of Tourism

Definitions:-Tourist, Traveler, Excursionist, Visitor - Tourism, Picnic, Excursion

Relationship between Leisure and Recreation; Domestic tourism and International

Tourism – Inbound & Outbound. - Inter regional & Intra regional - Internal Tourism -

National tourism; Components of Tourism/6As of Tourism-Attraction, Accommodation, Accessibility, Activity, Amenities, Available Packages; Elements of Tourism.

MODULE – 3 (18 hours)

Travel Motivations and Tourism Demand

Travel Motivations - Definition of Motivation – concept of motivation - evolution of demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators. Demand for Tourism - Measurement of tourism, types of tourist statistic – general problems of measurement – methods of measurement – Tourism Satellite Account – Tourism

Barometer - statistical review of spenders and Earners of Tourism- Kerala, India and Major world destinations.

MODULE – 4 (18 hours)

Tourism Business

Tourism as an Industry: Multi-sector and multifaceted nature of tourism business – Linkages of tourism with other industries/Sectors; Introduction: - Tourism industry stake holders-Public Sector/Government-Department of Tourism (Central, State, Regional)- Responsibilities; Roles of Government and Private sector in tourism development – Brief introduction to tourism suppliers: Accommodation, Travel, and Transportation industries. Role of Travel Agents, Tour Operators, NTOs, Information Centers - , Skills / attributes required for successful Tourism and Hospitality Career.

MODULE – 5 (18 hours)

Typology and Forms of Tourism

Mass Tourism-Alternative tourism-Special interest tourism-Cultural tourism-Ethnic tourism-Recreational tourism-Business tourism-Eco tourism-Adventure tourism-Beach tourism-Hill tourism-Health tourism-Sports tourism-Rural tourism-Shopping tourismSpace tourism-Doom tourism-Dark tourism-Cruise tourism.

Competencies of the course:

- Understand and explain the concept of tourism management and its managerial perspective.
- Equip students to map complex managerial aspect arise due to ground realities of an organization.
- Gain knowledge of contemporary issues in management principles
- Understand the structure of the international travel and tourism industry.
- Describe the role of the Tourism department in the tourism industry at national, state and regional level.
- Understand the patterns of demand for Tourism
- Identify the key components for tourism industry.
- Identify and State the main types and forms of tourism.
- Demonstrate the role of travel trade intermediaries in the industry.
- Identify and explain changes in travel motivation caused by demographic and economic factors.

Learning Resources

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BLUE PRINT OF THE QUESTION PAPER
COURSE 1: PRINCIPLES AND PRACTICES OF TOURISM MANAGEMENT

Module	Hours	3 Marks <i>5/7</i>	5 Marks <i>6/9</i>	15 Marks <i>2/4</i>	Total <i>75</i>
Module I	18	1	2	0	13
Module II	18	1	2	1	28
Module III	18	2	2	1	31
Module IV	18	2	1	1	26
Module V	18	1	2	1	28

Reg. No.....

Name :.....

MODEL QUESTION PAPER

M.T.T.M. DEGREE (CSS) EXAMINATION, MARCH/APRIL 20--

FIRST SEMESTER

Principles and Practices of Tourism Management

Time: Three Hours

Maximum Marks: 75

Part A

Short Answer Questions

Answer any Five Questions. Each question carries 3 marks.

1. State the differences of Tourist and a Traveler?
2. How is Leisure related to Recreation?

3. Differentiate Domestic tourism from International tourism?
4. Which are the types of International tourism? Give necessary examples?
5. What is Mass Tourism?
6. Define Tourism Management?
7. Define Travel Motivation?

(Marks 5x 3 =15)

Part B

Short Essay/Problems Answer

any six questions. Each question carries 5 marks.

8. Briefly describe the 6 A's of tourism?
9. Which are the elements of Tourism?
10. Which are the linkages of Tourism industry?
11. Who are the stake holders of the tourism industry?
12. Who are the suppliers of the tourism industry?
13. What is the importance of Hill Tourism?
14. Which are the types of Travel Motivators?
15. Which are the various types of measurement for tourism statistics?
16. Briefly explain the role of Government and Private sector in the development of tourism?

(Marks 6 x 5 =30)

Part C

Essay/Problems

Answer any two questions. Each question carries fifteen marks.

17. Which are the different Types of Tourism?
18. Explain the destination life cycle of a product?
19. Which are the types of demand for tourism?
20. Which are the factors that affect Travel motivation?

(Marks 2 x15 =30)

COURSE 2: TOURISM PRODUCT I

Course Code :TM1C02M

Name of the Course : Tourism Product I

Duration : One Semester

Total Lecture Hours:108

Aim of the course: To develop the knowledge of tourism products, assets and resources of India to the students.

Course Overview and Context: The course seeks to create a systematized method of classifying the various products and resources and examining them. It also seeks to make the students aware the culture, people and heritage, other ancillary activities such as arts, crafts, flora & fauna and environmental ecology. The course examines the location, importance, popularity and accessibility through various modes of transport facilities available with each type of location concerned.

Syllabus Content:

MODULE – 1 (20 hours)

Tourist Resources

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

MODULE – 2 (24hours)

Islands, Beaches and Desert

Andaman and Nicobar Islands, Goa, Lakshadweep Coastal Areas, Desert Resources in India – Geological structure, existing facilities, Safaris, Festivals

MODULE – 3 (20 hours)

Socio Cultural Resources 1

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

MODULE – 4 (20 hours)

Socio Cultural Resources 2

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

MODULE – 5 (24 hours)

Heritage of India

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

Competencies of the course:

- Identify the different tourism Products both in natural and man-made aspects with the help of UNESCO listed World Heritage Sites
- Distinguish the various tourist resources on natural and manmade products.
- Compare religious practices of different localities.
- Use the architectural heritage place to improve its fame in tourism market.
- Understand the relevance of fairs and festivals and its place in specific indigenous culture.
- Use the artistic capabilities like handicrafts or craftsmanship for economic stability.
- Understand more about Indian culture.
- Develop the scope of Ayurveda and meditation in world tourism market.
- Identify the ecological peculiarities that can contribute to development of tourism □ Identify flora and fauna that are at the verge of extinction and preserve them.

Learning Resources

References

1. Percy brown : Indian Architecture Hindu and Buddhist period. 2. Harle

.J.C : The Art and Architecture of Indian Sub Continent.

3. BhartiyaVidyaBhawan: Imperial Unity.

4. BharityaVidyaBhawan: Classical age.

5. Acharya Ram : Tourism and Cultural Heritage of India: ROSA

Publication (Jaipur,1986)

6. Basham.A.L : The Wonder that was India: Rupa and Com Delhi-1988.

7. The Gazette of India: History and Culture, Vol.2, publication division, Ministry of Information and Broadcasting, Government of India, 1988.
8. Hussain.A.K : The National Culture of India, national Beek Trust, New Delhi-1987.
9. Mukerjee.R.K: The Culture and art of India-George Allen Unwin Ltd, London 1959.
10. The Treasure of: Marg Publication Bombay India Museums.

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COURSE 2: TOURISM PRODUCT I

Module	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	20	1	2	0	13
Module II	24	1	2	1	28
Module III	20	2	2	1	31
Module IV	20	2	1	1	26
Module V	24	1	2	1	28

COURSE 3: COMMUNICATION SKILLS IN TOURISM

Course Code :TM1C03M

Name of the Course : Communication Skills in Tourism

Duration : One Semester

Total Lecture Hours:72

Aim of the course: To impart the students the skills in written and oral communication and to acquaint with the etiquettes of business communication.

Course Overview and Context: The course provides the students an insight into the Public Relation and to learn the use of mass media for Public Relations. It also seeks to develop skills in group communication.

Syllabus Content:

Module 1 (13 hours)

Basics of Communication

Types – Verbal Communication – Non verbal - Communication – Body language – Language as a tool of communication – Four language skills: listening , reading , writing and speaking Principles of Effective Communication- Barriers of communication-Communication in Tourism

Module 2 (13 hours)

Dialogue skills for tourism professionals

Need for dialogue and conversation skills - skill needed for dialogue – good manners and etiquette – self control – listening – asking questions – summarizing and closure – making enquiry –telephone etiquettes – introduction to cultural differences.

Module 3 (14 hours)

Public Relation for tourism organization

Objectives – internal and external Public - Relations – Image building – use of mass media for public relations – Preparation of brochures.

Module 4 (16 hours)

Correspondence

Different type of letters – Formal , Informal , Official – Preparing email - and fax messages – Reports – Types , Structure , Parts – Specimen reports.

Module 5 (16 hours)

Employment Communication

Preparation of C.V-Group discussions – InterviewGroup - Communication – Meeting – Seminars – Conferences – Public Speaking – Presentations

Competencies of the course:

- Identify different forms of media types and promotional tools
- Understand the necessity of branding in the tourism and leisure industry.
- Define factors that encourage and support a successful marketing campaign □ Determine the highest income generating source of business.
- Understand the current use of interactive media.
- Determine marketing communication methods being considered for future use
- Analyse how tour operators form relationships with accommodation establishments.

Learning Resources

References

1. Chadurvedi .P.D and MukeshChadurvedi -Business Communication , Pearson Education, New Delhi.
2. Courtland . L. Bovee,John .V. Thill,Barbara . E .Schatzman- Business Communication Today,Pearson Education Pvt. Ltd, New Delhi.
3. Raymond . V. Lesikar, Marie. E .Flatlay -Basic Business Communication , Tata McGraw Hill Publishing ,New Delhi.
4. UrmilaRai and S.M.Rai -Business Communication , Himalaya Publishing House

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COURSE 3: COMMUNICATION SKILLS IN TOURISM

Module	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	13	1	2	1	28
Module II	13	2	1	1	26
Module III	14	1	2	1	28
Module IV	16	2	2	0	16
Module V	16	1	2	1	28

Reg. No.....

Name :.....

MODEL QUESTION PAPER

M.T.T.M. DEGREE (CSS) EXAMINATION, MARCH/APRIL 20--

FIRST SEMESTER

Communication Skills in Tourism

Time: Three Hours

Maximum Marks: 75

Part A

Short Answer Questions

Answer any Five Questions. Each question carries 3 marks.

1. Different types of communication
2. Types of letters
3. Non-verbal communication
4. Relevance of self control while rendering a dialogue
5. Why is it necessary to maintain a proper body posture while communicating?

6. Communication through mass media
7. What are the barriers in communication? (Marks 5x 3 =15) **Part B**

Short Essay/Problems

Answer any six questions. Each question carries 5 marks.

8. Critically evaluate Williamson's theory of managerial firm?
9. Discuss the implications of Ricardian Theory of distribution
10. Briefly explain General equilibrium framework
11. Discuss the role of cartels in Oligopoly
12. Briefly highlight Arrow's contribution to welfare economics
13. How is share of profits related to Degree of monopoly in Kalecki's theory
14. Distinguish between adverse selection and moral hazard
15. Explain Cournot's theory of Oligopoly
16. What are the features of labour managed firms

(Marks 6 x 5 =30)

Part C

Essay

Answer any two questions. Each question carries fifteen marks.

17. You are applying for the post of Public Relations Manager in a reputed firm. Prepare a Resume for the same?
18. Untimely Interference into a dialogue causes unwanted results. Explain
19. Importance of Non Verbal communication in public relations
20. What Non verbal decorum is one expected to maintain in an interview

(Marks 2 x15 =30)

COURSE 4: COMPUTER APPLICATIONS

Course Code : TM1C04M

Name of the Course : Computer Applications

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To refresh and develop the knowledge of the students in the application computer & latest e-technologies connected with travel and tourism industry.

Course Overview and Context: This course targets to gain a working knowledge of the desktop publishing process using various apps including Photoshops to create artwork and drawings. It also makes the students understand and apply the basic concepts to web development and hosting.

Syllabus Content:

Module 1 (18 hours)

Computerisation in various Sectors

Education, Banking, Tourism Transportation, Computer Languages. E-technologies:-
Electronic payment system, Electronic Data Interchange (EDI) Concepts, Legal, Security and Privacy Issues, Ecash, E-business.

Module 2 (18 hours)

Software Packages

Adobe PageMaker - Navigating in PageMaker, Creating a Document, Multi-Page Documents, Working with Frames, Formatting Text, Working with Indents, Graphics.

Adobe Photoshop :- Getting Started with Adobe Photoshop , Working with Layers, Making

Selections, Incorporating Colour Techniques, Placing Type in an Image, Using Painting Tools, Working with Special Layer Functions, Creating Special Effects with Filters, Enhancing Specific Selections, Adjusting Colours, Using Clipping Masks, Paths and Shapes, Transforming Type, Liquefying an Image.

Module 3 (18 hours)

World Wide Web (www)

History, Web Browsers and their versions, Functions, URLs, Web Sites, Domain names, Portals, Search Engines, types, Searching the Web and Web Servers.

Module 4 (18 hours)

HTML Basics

Introduction to HTML elements, Basic tags, Attributes, Creating HTML page, Formatting, HTML links, List types and its Tags. Creating HTML Tables, Adding Pictures, Colours & Background, Use of Frames and Forms in web pages. Use of interlinks

Module 5 (18 hours)

MS FrontPage

Introduction, Designing web sites using MS FrontPage, Issues in Web Site Creations & Maintenance, Web Hosting and publishing Concepts, Hosting Considerations.

Competencies of the course:

- Create artwork and to retouch photographs.
- Understand the basic history of www.
- Understand and apply the basic concepts to web development and hosting.
- Prepare, manage and print documents using application software.
- Describe uses of the internet and design a simplistic web page using HTML.
- Demonstrate proficiency in the use of email.
- Understand the network topology and connections.
- Discuss current issues associated with security, ethics and legal issues.
- Explain the impact of computers on society. □ Use the internet to research work.

Learning Resources

References:

1. S. Jaiswal :Pc Software Bible(Galgotia Publications Pvt Ltd)
2. Adobe Creative Team : Adobe Photoshop 7.0 Classroom in a Book
3. Deke McClelland :Photoshop 7 Bible
4. Kevin G. Proot :Adobe PageMaker 7.0: Complete Edition
5. Jennifer Niederst Robbins :Learning Web Design, Third Edition A Beginner's Guide to (X)HTML, Style Sheets, and Web Graphic
6. Paul S. Wang and SandaKatila: An Introduction to Web Design and Programming

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COURSE 4: COMPUTER APPLICATIONS

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15marks <i>2/4</i>	Total <i>75</i>
Module I	18	2	2	1	31
Module II	18	1	2	0	13
Module III	18	2	2	1	31
Module IV	18	1	2	1	28
Module V	18	1	1	1	23

MODEL QUESTION PAPER

Reg. No.....

Name :.....

M.T.T.M. DEGREE (CSS) EXAMINATION, MARCH/APRIL 20--

FIRST SEMESTER

Computer Applications

Time: Three Hours

Maximum Marks: 75

Part A

Short Answer Questions

Answer any Five Questions. Each question carries 3 marks.

1. Explain e-business.
2. What are the basic concepts of EDI?
3. What are the uses of Adobe PageMaker?
4. Explain Special layer functions.
5. What is DNS?
6. Give a URL; Explain each of its fields.
7. Give the full form of HTML. Explain the structure of HTML code.

(Marks 5x 3 =15)

Part B

Short Essay/Problems

Answer any six questions. Each question carries 5 marks.

8. Define ,
 - a. Cyber Security
 - b. Malware
 - c. Phishing
 - d. virus
 - e. Antivirus
9. Discuss different programming languages.
10. Explain different text formatting techniques available in Adobe PageMaker.
11. Explain Layers feature of Adobe Photoshop.

12. Name four web browsers. Explain its functions.
13. Explain different types of web portals.
14. Explain HTML elements with examples.
15. Discuss the ways in which styling can be added in HTML with CSS.
16. Explain the steps for creating Frames in Microsoft Front Page.

(Marks 6 x 5 =30)

Part C

Essay

Answer any two questions. Each question carries fifteen marks.

17. Explain the importance of computers in Hospitality and Tourism sector.
18. What are different web search engines available? Explain its features and operations.
19. Explain HTML attributes with examples.
20. Explain in detail the steps for creating a web page.

(Marks 2 x15 =30)

COURSE 5: RESEARCH METHODOLOGY IN TOURISM

Course Code : TM1C05M

Name of the Course : Research Methodology in Tourism

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To impart the students with knowledge and understanding of Research Methodologies, Statistical Tools and Techniques which enable them to plan and do a Research Project.

Course Overview and Context: The course seeks to provide the need for research which helps in evaluation studies and make action plan. It provides the students with the various sources of data, its collection, classification and analysis.

Syllabus Content:

Module 1 (8 hours)

Fundamentals of Research

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

Module 2 (18 hours)

Types and Methods of Research

Classification of Research

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

Module 3 (8 hours)

Review of literature

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

taking

Module 4 (38 hours)

Planning of Research

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

Module 5(18 hours)

Sampling

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

– methods of collecting primary data : observation, experimentation – simulation – interviewing, panel method, mail survey, projective techniques, sociometry, content analysis

Tools for data collection: type of tools – construction of schedules and questionnaires – measurement scales and indices – pilot studies and pre-tests Processing of data: introduction – editing – classification and coding – transcription – tabulation and graphic representation Statistical analysis of data: introduction – measures of central tendency –measures of dispersion – measures of association – bi-variate analysis – multivariate analysis –

hypothesis testing – tests of significance –times series analysis - Report Writing: Introduction

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

Competencies of the course:

- Understand the fundamental principles, standards and challenges presented by scientific research.
- Develop ability in sourcing, handling and utilizing research literature.
- Develop practical research knowledge.

- Apply skills through the planning, formulation and execution of a research proposal.
- Apply the basic aspects of the research process in order to plan and execute a research project.
- Understand qualitative research and methods used to execute and validate qualitative research.
- Understand the process of sampling,
- Use of questionnaires as data gathering instruments.
- Describe the research process and research methods.
- Plan a research project on a topic relevant to the subject area and write a draft research proposal for the research project.

Learning Resources References:

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

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COURSE 5: RESEARCH METHODOLOGY IN TOURISM

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15 marks <i>2/4</i>	Total <i>75</i>
Module I	8	1	2	1	28
Module II	18	2	2	0	16
Module III	8	1	2	1	28
Module IV	18	2	1	1	26
Module V	38	1	2	1	28

Reg. No.....

Name :.....

MODEL QUESTION PAPER

M.A. DEGREE (CSS) EXAMINATION, MARCH/APRIL 20--

FIRST SEMESTER

Research Methodology in Tourism

Time: Three Hours

Maximum Marks: 75

Part A

Short Answer Questions

Answer any Five Questions. Each question carries 3 marks.

1. What is hypothesis?
2. What is Probability sampling?
3. What are the characteristics of a good research?
4. Which are the sources of Review of literature?
5. State the contents in Research report?
6. What is sampling?
7. Write notes on applied research?

(Marks 5x 3 =15)

Part B

Short Essay/Problems

Answer any six questions. Each question carries 5 marks.

8. Enumerate the different methods of collecting data? Explain merits and demerits of observation method in collecting data?
9. Write short notes on sampling error, coding, bibliography and pilot study?
10. Explain the various steps involved in formulating research design?
11. Distinguish between primary and secondary data? Evaluate the various techniques of collecting primary data?
12. Define research? Explain the different steps involved in a research process?
13. What are the requirements of a good Research Report? Explain in brief, the structure of research report?
14. What is a research problem? Discuss the sources from which research problems are identified?
15. Define a research report and explain its purposes?
16. What is Research Design? Explain the various steps involved in formulating research design?

(Marks 6 x 5 =30)

Part C

Essay/Problems

Answer any two questions. Each question carries fifteen marks.

17. Explain the following concepts? Research methodology, Hypothesis, Literature Review?
18. Explain critically the following statement: "The procedure of testing hypothesis requires a researcher to adopt several steps"?
19. State and explain the various advantages of Sampling?
20. Briefly explain the various types and methods of Research?

(Marks 2 x15 =30)

SYLLABI -SEMESTER 2

TM2C07M Travel Agency and Tour Operation Management

TM2C08M French Language for Communication-I

TM2C09M Tourism Product II

TM2C10M Management Information System

TM2C11M Accounting and Finance for Tourism

COURSE 7: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Course Code :TM2CO7M

Name of the Course : Travel Agency and Tour Operation Management

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To equip the students with a set of theoretical and practical knowledge relating to travel agency and tour operation business.

Course Overview and Context: The course gives an in-depth knowledge of the key role played by the travel trade intermediaries in the development of tourism industry. It provides the students the knowledge about the various Tour operational business.

Syllabus Content:

Module 1 (18 hours)

The concept of Travel Agency Business

Definition and Scope – Tour Operators: Definition & Scope – Functions of Travel Agents – History of Travel Trade – The Travel Market: Business Travel, Corporate travel, Commercial group travel, Institutional travel – Leisure Travel: Family Travel, Single resort travel, special interest travel – Segments of travel industry: Travel agencies – Airlines – Lodging

establishments – Tour wholesalers – Cruise liners – Car rentals – Rail transportation –Type of travel agencies – Full service agency, Commercial Agency, Implant agency, Group / incentive agency – Literature or Manual for Travel Business. **Module 2** (18 hours)

Operational Areas of Travel Agency

Travel information – Documentation – Passports: Types and requirements – VISA –Various types and requirements – Health Certificate – customs and Immigration – products and services of a travel agency, pleasure /vacation travel – commercial travel –Tours –Ancillary Tourism Services – Services to tourists –Guide Services – Financial Services –Services to the Suppliers.

Module 3 (18 hours)

The Modern Tour Industry

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

Module 4 (18 hours)

Procedures for approval of a travel agency and tour operator

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

Module 5(18 hours)

Functions of a Tour Operator

Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation Tour operational Techniques: Departure – Hotel Procedure – Aboard the Bus /Coach – Emergency procedures – Finance and accounting – Food and Beverages – Transportation Delays – Expulsion of Tour Member – Handling Company Money – Reservation of Tourist: Accommodation – Hotel Reservation –Types - Meal plans and Codes – Room Rate, information requirements.

Competencies of the course:

- Demonstrate the role of tour operators and travel agents in the tourism industry □ Discuss the

rules and regulations needed for the approval of a travel agency.

- Identify the functions of a tour operator.
- Analyse the sources of income for the travel trade intermediaries.
- Design a tour itinerary for the client with respect to her interest.
- Develop a problem solving skills and the ability to work under pressure.
- Understand the source information on departure and arrival times, fares and hotel ratings and accommodations.
- Develop and implement operational plans.
- Understand the workings of the tourism.
- Identify and consult on popular international travel and tourism destinations.
- Advise on modes of transportation, accommodation and tours
- Understand IATA resolutions that apply to accredited travel agencies.

Learning Resources

References:

1. An introduction to Travel and Tourism, McGraw Hill Int. Edition. 1994
2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997.
3. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004.
4. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
5. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001
6. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
7. SyrrattGwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
8. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
9. Chand, Mohinder, Travel Agency Management, Anmol Publication
10. Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
11. Foster, Douglas (1983), Travel and Tourism Management, McMillan, London

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COURSE 7: TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15 marks <i>2/4</i>	Total <i>75</i>
Module I	18	2	2	1	31
Module II	18	1	2	1	28
Module III	18	2	2	1	31
Module IV	18	1	2	1	28
Module V	18	1	1	0	8

Reg. No.....

Name :.....

MODEL QUESTION PAPER

M.T.T.M. DEGREE (CSS) EXAMINATION, MARCH/APRIL 20--

FIRST SEMESTER

Travel Agency and Tour Operation Management

Time: Three Hours

Maximum Marks: 75

Part A

Short Answer Questions

Answer any Five Questions. Each question carries 3 marks.

1. Explain the different types of Travel Agency?
2. Expand the term VISA?
3. Who is a tour wholesaler?
4. What are Custom Tours?
5. What are the basic principles of Packaging?
6. What are the components of a Package Tour?
7. What are the sources of income for a tour operation business?

(Marks 5x 3 =15)

Part B

Short Essay/Problems Answer

any six questions. Each question carries 5 marks.

8. Explain the functions of a Tour Operator?
9. Which are the types of Passports?
10. What are the general requirements for applying passport?
11. Distinguish between Visa and Passport?
12. Which are the various types of Visa? What are the general requirements for applying it?
13. Which are the types of Package Tours?
14. Explain the role travel agency with respect to cruise liner?
15. Briefly describe the various rules and regulations for IATA approval?
16. Which are the operational areas of a Travel Agency?

(Marks 6 x 5 =30)

Part C

Essay

Answer any two questions. Each question carries fifteen marks.

17. Illustrate the procedure for approval of a Travel agency business?
18. Prepare an itinerary for a family who visit Kerala for 5 days?
19. Discuss the various travel documents prepared by a travel agency business?
20. Write a short note on various sectors of Travel industry?

(Marks 2 x15 =30)

COURSE 8: FRENCH LANGUAGE FOR COMMUNICATION – I

Course Code :TM2C08M

Name of the Course : French Language for Communication – I

Duration : One Semester

Total Lecture Hours:72

Aim of the course: It aims at sharpening the language skills of students from basic level to higher level.

Course Overview and Context: The course helps the students to discover the French language and understand the functional use of the language in concrete situations in daily life.

Syllabus Content:

Module 1 (10hours)

Bienvenue

Les alphabets – les sons – les accents – prononciation – les voyelles – la nationalité – communiqué – salutations note culturelle: formalité

Module 2 (16hours)

Bonjour!

Les nombres – les jours – l'heure – les presentations – les verbs<< Être>> - prononciation: liaison – les noms – masculine/feminine. Note culturelle: les salutations

Module 3 (16hours)

Ça va?

Le verbe <<avoir>> - mots utiles – expressions pour la conversation – prononciation: le français et l'anglais – copain – copine – au café – note culturelle: l'amitiés

Module 4 (14hours)

Oui, nous parlons français!

Les verbes en –er – le present – les trois formes – négation – dialogue dirigé- note culturelle: Paris

Module 4 (16hours)

Entre amis

Les goûts et les préférences: conversation – les prépositions - expressions interrogative – l'interrogatif – note culturelle: les loisirs français

Competencies of the course:

- Communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.
- Understand sentences and frequently used expressions related to areas of most immediate relevance.
- Describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
- Can write recipe of French cuisine, festivals.
- To narrate a story

Learning Resources

Textbook

Jean-Paul Valette NA and Rebecca M. Valette, *Contacts: Langue et Culture françaises, 8th édition*, Houghton Mifflincompany, Boston, 2009.

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COURSE 8: FRENCH LANGUAGE FOR COMMUNICATION – I

Module	Hours	3 marks S 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	10	1	1	1	23
Module II	16	2	1	0	16
Module III	16	2	2	1	31
Module IV	14	1	2	1	28
Module V	16	1	2	1	28

COURSE 9: TOURISM PRODUCT II

Course Code : TM2C09M

Name of the Course : Tourism Product II

Duration : One Semester

Total Lecture Hours: 108

Aim of the course: To provide the students an integrated view of the travel trade and different sectors of the travel and tourism industry.

Course Overview and Context: The course emphasise the dynamic nature of tourism, examining the key trends and issues impacting on the travel trade and the tourism sector. It also seeks to give a detailed study in travel vendors, products and services and examines mode of transportation, choosing accommodation, understanding attraction and entertainment.

Syllabus Content:

Module 1 (23 hours)

Tourism and Travel Vendors

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

Module 2 (23 hours)

Rail Transportation

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

Module 3 (22 hours)

Accommodation

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

Module 4 (20 hours)

Foundations for understanding Attractions and Entertainment

Similarities and differences between Heritage Attractions and commercial attractions. Heritage attractions – museums and historical sites – zoos and aquariums – parks and preserves – Fairs and festivals Commercial attractions – Amusement Parks, Gaming Shopping – live entertainment – the performing arts.

Module 5 (20 hours)

Destinations

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

Competencies of the course:

- Analyze the essence of prestigious heritage sites in India.
- Compare and develop aesthetic importance of commercial sites and historical sites.
- Develop the performing arts that have confined itself to limited locale.
- Plan a tour package with better options and possibilities.
- Develop an amicable attitude towards those in tourism field.
- Identify the numerous options that are available in transportation and accommodation department.
- Evaluate the tour operations in terms of plans, terms, facilities and tariffs and avoid unnecessary expense while touring.
- Analyse the tourism spot management and be a good travel guide.

Learning Resources

References:

1. Cook A Roy, Yale J Laura et al, Tourism –The Business of Travel, Prentice Hall Edn. 1999

2. Foster Denisl, An Introduction to Travel and Tourism, McGraw – Hill Int. Edn.
19943. Negi, Jagmohanl, Tourist Guide and Tour Operations, Kaniska Publisher Edn 2004
4. Walker, Introduction to Hospitality, Delmar Publishers Edn. 1999MTA

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9: TOURISM PRODUCT II

Module	3 marks	5 marks	15 marks	Total
	5/7	6/9	2/4	75
Module I	1	2	1	28
Module II	1	2	1	28
Module III	2	1	0	11
Module IV	2	2	1	31
Module V	1	2	1	28

COURSE 10: MANAGEMENT INFORMATION SYSTEM

Course Code : TM2C10M

Name of the Course : Management Information System

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To enable the students well adapt with the Information System as a key tool in providing solutions to travel & Tourism Industry.

Course Overview and Context: The course seeks to understand the impact of IT on travel industry and the requirement of continuous adaptation and up-gradation to the new trends in IT. It also seeks to realize the importance of Information as the key resource for productivity and customer satisfaction.

Syllabus Content:

Module 1(18 hours)

Management Information Systems

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

Module 2(18 hours)

Information Systems in Business

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

Module 3(18 hours)

Information Technology in the Airline industry

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

Module 4(18 hours)

Information Technology Applications to Travel intermediaries

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

Module 5(18 hours)

Consumer access to Travel Information systems

The internet and Tourism- the world wide web- travel news groups, electronic bulletin boards and chat rooms. Consumer access to GDS- GDS on line- automated ticket machines. Information Kiosks. TV based tourism Information Retrieval and booking- videotext system interactive TV. Voice input and recognition systems. A model of electronic consumer access.Hospitality Information Systems- Computer applications in the accommodation sectorproperty management systems. Management applications of a PMS- back office applications- interfaces between PMS and other hotel computer systems- guest room technology- telecommunications in a hotel. Computer applications in the food service sector- point – of – sale systems- restaurant management systems. Government Tourism Office Use of IT. Information provision- traditional methods electronic methods- Marketing and promotion- customer data bases- market databases. Market research- data collection- data analysis. Management issues. The international web of Travel net works. Intercompany data communication links- travel specific net works- computer switches- terminal emulation systems, protocol call converters and gateways. In- company computer net works- local and wide area net works- computer telephone integration. Electronic document interchange (EDI).

Competencies of the course:

- Understand and apply core knowledge of programming, networking, databases, and system design
- Identify and analyze requirements for information systems
- Understand and apply design principles in Information Systems.
- Understand and apply programming & development principles in information systems.
- Effectively solve problems in an MIS context.
- Effectively communicate to both business and IT professionals.

Learning Resources

Reference Books

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

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COURSE 10: MANAGEMENT INFORMATION SYSTEM

Module	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	18	2	2	0	16
Module II	18	1	2	1	28
Module III	18	1	2	1	28
Module IV	18	2	1	1	26
Module V	18	1	2	1	28

Reg. No.....

Name :.....

MODEL QUESTION PAPER

M.T.T.M. DEGREE (CSS) EXAMINATION, MARCH/APRIL 20--

FIRST SEMESTER

Management Information System

Time: Three Hours

Maximum Marks: 75

Part A

Short Answer Questions

Answer any Five Questions. Each question carries 3 marks.

1. Define MIS?
2. What do you mean by Structured Methodologies?
3. What are the objectives of MIS?
4. State the Disadvantages of Information System?
5. What is the role of Computer in MIS?
6. Explain GDS?
7. Define Decision Support System?

(Marks 5x 3 =15)

Part B

Short Essay/Problems

Answer any six questions. Each question carries 5 marks.

8. Explain the use of IT Applications by the travel trade intermediaries?
9. How a tourism package is created with the help of IT by the tour Operator?
10. What are the impacts of IT on travel distribution channel?
11. What are the constraints in developing MIS?
12. What is the relevance of information technology in Aviation and airline industry?
13. Explain the applications of Information Technology for Travel Intermediaries?
14. How can a traveller access to travel information system?
15. What are the Information kiosks?
16. What are the Management applications of a PMS?

(Marks 6 x 5 =30)

Part C

Essay

Answer any two questions. Each question carries fifteen marks.

17. Briefly explain the functional areas of Information system in Business?
18. Explain the computer application in food service sector?
19. State the use IT for Govt. Tourism Office?
20. Explain the computer network in a company?

(Marks 2 x15 =30)

COURSE 11: ACCOUNTING & FINANCE FOR TOURISM

Course Code :TM2C11M

Name of the Course :Accounting & Finance for Tourism

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To provide the students the principles and techniques of preparing financial information, the nervous system of any industry.

Course Overview and Context: The course focuses on preparation and maintenance of accounts required for understanding firm's performance and potential future risks through analysis of reported financial information. It covers double entry book keeping, ledger accounts, final accounts and it ends with analysis and reporting.

Syllabus Content:

Module 1(18 hours)

Nature of accounting

Nature of accounting and Generally accepted accounting principles. Double entry, Book Keeping – Transaction Analysis, Cash Book and Bank Transactions. Income Measurements. Preparation of Trial Balance.

Module 2 (18hours)

Final Accounts

Balance Sheet. Rectification of Errors, Bank Reconciliation Statement Accounting for Non- Trading Concerns. Miscellaneous Accounts : Accounting for Hotels, Depreciation Accounting, Travel Accounting, Mechanized system of accounting.

Module 3 (24 hours)

Meaning, Role, Scope and Importance of Financial Management

Job of the financial Manager, financial Goals, financial control, Organization & objective of financial function.

Module 4 (18 hours)

Financial Planning, Capitalisation and Capital Structure

Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization, optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company, Debt equity ratio.

Module 5(18 hours)

Working Capital Management

Concept, need, determinant of working capital, estimates of working capital and financing of current assets. Capital Budgeting and Capital Investment Decision: Management of Fixed Assets, Meaning, roles and analysis of capital investment in fixed assets Financial Statements and Analysis: Meaning, Analysis – Ratio, Fund flow, Cash flow, Cost volume Analysis.

Tourism Finance Corporation of India TFCI: Aims, Objectives and Functions.

Competencies of the course:

- Understand the core management functions and plan operational, financial and investment data.
- Implement and analyze the financial information.
- Demonstrate competency in preparing complex financial statements.
- Use accounting information to make informed decisions about the operating performance and financial position of a company.
- Identify accounting concepts that enable them to interpret financial data and use it to make informed decisions.
- Analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.
- Use accounting and business terminology, and understand the nature and purpose of generally accepted accounting principles (GAAP).
- Explain the objective of financial reporting, the elements of the financial statements, and the related key accounting assumptions and principles.
- Identify and illustrate how internal controls are used to manage and control the firm's resources and risk

Learning Resources

Reference Books

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Pandey, L.M., Management Accounting : A Planning and Control Approach, Vikas Publication.
3. Davis D., The Art of Managing Finance, McGraw Hill.
4. Pandey, I.M., Financial Management, Vikas Publication
5. Van Horne, Financial Management
6. Van Horne, Financial Management

and Policy, Prentice Hall.

7. Panday, I.M., and Bhatt, Ramesh, Cases in Financial Management, TATA

8. Magraw Hill.

9. Lawrance P and Lee R. Insight into Management Oxford University Press – 10. Oxford 1984

11. Banerjee P. Fiscal Policy in India Gyan Publishers Delhi 1986.

12. KriffendortJostThe holiday makers – Heinemenn Professional Publishers.

13. London 1987.

14. Horne J.V. Financial Management and Policy

15. Guthman and Dongall – Corporate Financial Policy

16. Kuchal S.C. Financial Management

17. Pandey I.M. Financial Management

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COURSE 11: ACCOUNTING & FINANCE FOR TOURISM

Module	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	18	1	1	0	8
Module II	18	1	2	1	28
Module III	18	2	2	1	31
Module IV	18	2	2	1	31
Module V	18	1	2	1	28

Reg. No.....

Name :.....

MODEL QUESTION PAPER

M.T.T.M. DEGREE (CSS) EXAMINATION, MARCH/APRIL 20--

FIRST SEMESTER

Accounting and Finance for Tourism

Time: Three Hours

Maximum Marks: 75

Part A

Short Answer Questions

Answer any Five Questions. Each question carries 3 marks.

1. Explain the principles of conservatism, materiality and accounting period?
2. Explain the different types of errors?
3. Explain the role of financial manager?
4. Explain the concept of capitalization?
5. What is working capital? Explain its estimates?
6. Write a short note on debt- equity ratio?
7. Write a short note on the objectives of tourism Finance Corporation?

(Marks 5x 3 =15)

Part B

Short Essay/Problems

Answer any six questions. Each question carries 5 marks.

8. Explain the determinants of working capital?
9. Explain cash flow and fund flow analysis?
10. Explain financial leverage?
11. What are the financial goals of a concern?
12. Explain optimum capital structure?
13. Prepare Trading and Profit and Loss Account of Sumesh for the year ended 31st March, 2006 from the following particulars.

Particulars	Dr.()	Cr. ()
Opening stock	8,000	
Rent and rates	300	
Trade expenses	600	
Sales returns	600	
Sales		82,000
Purchases	50,000	
Purchases returns		300
Carriage inwards	200	
Wages	500	
Discount allowed	40	
Discount received		50
Commission	10	
Salaries	2,000	
Legal charges	50	
Audit fee	60	
Bank charges	40	
Interest on investments		260
Repairs	260	
Postage	50	

Closing stock is valued at 1000

14. A simplified income statement of Zenith Ltd. is given below. Calculate and interpret its degree of financial leverage and of Income Statement of Zenith Ltd. for the year ended 31st March 2005 Rs.

Sales	<u>10,50,000</u>
Variable Cost	7,67,000
Fixed Cost	<u>75,000</u>
EBIT	2,08,000
Interest	1,10,000
Taxes(30%)	<u>29,400</u>
Net Income	<u>68,600</u>

15. The following are the account balances of a trader as on 31st Dec. 2005

Cash in hand	800
Cash in bank	2,000
Land and buildings	5,000
Sundry debtors	750
Stock on 1.1.2005	2,500
Wages	1,500
Bills receivable	1,000
Interest paid	100
Office expenses	250
Rent and taxes	400
Rent and telegram	500
Plant and machinery	2,850
Purchases	5,000
Drawings	1,000
Salaries	1,000
Depreciation	200
Furniture	750
Repairs	450
Bad debts	250
Capital	12,500
Creditors	3,800
Sales	8,500
Bills payable	2,000
Power and fuel	500

The Stock on 31st December 2005 was 6,500. You are required to prepare Trial Balance, Trading and Profit and Loss Account for the year ending 31st December 2005 and a Balance Sheet as on that date.

16. Explain Bank Reconciliation Statement for Non Trading Concern along with the format of BRS?

(Marks 6 x 5 =30)

Part C

Essay

Answer any two questions. Each question carries fifteen marks.

17. What is a balance sheet? What is the need of preparing a balance sheet and mention the differences between a Balance sheet and a Trial Balance?
18. Journalise the following transaction
2004
- May 1 Ashok started buisness with cash 12,000 stock Rs 8,000 and furniture Rs 5,000
- 2 Purachasede goods for cash 9,000
- 3 Sold goods for cash 8,000
- 4 Opened current account with Indian bank Rs 5,000
- 5 Purchased furniture Rs 3,000 paid by cheque
- 6 purchased goods on credit from joseRs 7,000
- 7 Sold goods to RajuRs 6,000
- 9 Cash paid to joseRs 4,500 and goods returned to him Rs 500
- 10 cash received from Raju 3,600 and goods returned by him 400
- 11 Withdrew from bank 3,000
- 12 Personal drawings in cash 600 and from bank 700
- 13 Goods drawn for domestic purpose 300

19. Journalise the following transaction,prepare ledger accounts and also preparea Trial Balance .

2004

- Feb. 1. Dinesh started business with cash 4,000,furniture 2,000 and stock of goods 8,000
2. Purchased goods from Alex 5,000 at a trade discount of 10%

3. Sold goods to Binoy 6,000 at a trade discount of 5%
5. sold goods for cash 9,000
7. Purchased goods for cash 6,000
9. paid to Alex 2,000; Discount allowed by him 200
17. Received from Binoy 4,000; allowed him a discount of 300
25. Withdrew for personal purpose 300
26. paid rent Rs 600
- 26 Received commission Rs 100
- 27 Sold goods to Christi Rs 3,000
- 28 Purchased goods from daniRs 2,000

20. Explain Financial Statement Analysis, its features and importance?

(Marks 2 x15 =30)

SYLLABI -SEMESTER 3

TM3C13M	Tourism Marketing
TM3C14M	French Language for Communication-II
TM3C15M	Eco Tourism and Environment Management
TM3C16M	Geography for Tourism
TM3C17M	Destination Planning and Development

COURSE 13: TOURISM MARKETING

Course Code :TM3C13M

Name of the Course : Tourism Marketing

Duration : One Semester

Total Lecture Hours:90

Aim of the course:To introduce the students to the relevance of marketing in Tourism industry and its Management.

Course Overview and Context: The course seeks to define the different components of marketing and comprehend the various P's of tourism marketing. It also seeks to develop the right marketing mix and adopt the right skills for Tourism marketing

Syllabus Content:

Module 1 (18 hours)

Introduction to tourism marketing, Evolution, Definition, nature, process and system services & their marketing nature, characteristics of tourism products, its

issues and challenges : Marketing mix

Module 2 (18 hours)

Tourism Markets

Types, world tourism markets, inbound and outbound markets for India & Domestic markets: Tourist behavior. Travel purchase and tourist buying process. Tourist decision making models

Module 3 (18 hours)

Market segmentation, Targeting and positioning.

Definition of market segmentation, discussions in market segmentation, Market targeting process, product positioning – purpose, process

Module 4 (18 hours)

P's of marketing

Product – Product management, development, product lifecycle and branding

Pricing – Factors influencing pricing, methods of price fixation and strategies

Promotion – Promotion mix and tools, People – encounters, managing tourism experience through people and important practices to manage people
Process – Elements, managing process, developments in service processes in tourism, Physical evidence – Concept, role & components

Module 5 (18 hours)

Marketing management information system and demand forecasting

Introduction, structure of marketing management, information support system, demand forecasting. Market Research: Definition, research and survey methodologies, application, technology and trends in tourism marketing, role of government bodies, national, state tourism offices, local bodies, private organizations, NGO's in tourism marketing.

Competencies of the course:

- Describe the role of marketing in organizations and in organizational growth. □ Analyze an organization's strengths, weaknesses, opportunities, and threats from a marketing perspective.
- Design appropriate and effective marketing strategies.
- Describe all aspects of generally accepted marketing principles.
- Use marketing information to make informed decisions about marketing planning.
- Use databases to conduct research on business environment trends.
- Use marketing research processes

Learning Resources

Reference Books

1. Kotler P. Marketing Management C. Delhi
2. Kotler Philip – Marketing for non-profit organization – Prentice Hall, New Jersey 1975
3. Jha S.M. – Tourism Marketing (Bombay – Himalaya)
4. Gavens: Marketing Management (Delhi – Himalaya)
5. Holloway I.C. and Plant R.V. (1992) Marketing for Tourism Pitman.
6. Limsden: Les (1992) Marketing for Tourism case study assignments Macmillan
7. HoykDarb and Jones (1995) Managing Conventions, Group Business – Educational Institute of AATM.

8. Chaudhary Manjula, 2010, Oxford University Press, New Delhi, Tourism Marketing
9. Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
10. Marketing Tourism Destinations : Ernie Heath & Geoffrey Wall, John Wiley & Sons, Inc.
11. Marketing for Hospitality and Tourism. - Philip Kotler, Jon Bower.
12. Tourism Marketing - Lumsdon.
13. Marketing for Tourism. - J.Christopheo Holloway & Chris Robinson

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COURSE 13: TOURISM MARKETING

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15 marks <i>2/4</i>	Total <i>75</i>
Module I	18	1	1	1	23
Module II	18	1	2	1	28
Module III	18	2	2	1	31
Module IV	18	1	2	0	13
Module V	18	2	2	1	31

COURSE 14: FRENCH LANGUAGE FOR COMMUNICATION – II

Course Code :TM3C14M

Name of the Course : French Language for Communication – II

Duration : One Semester

Total Lecture Hours :72

Aim of the course: It aims at familiarizing the students with the life of the French people and helping them to understand the conversation spoken in a wider range of settings.

Course Overview and Context: The course seeks to relate to the French society: French family, French way of living, the youth, their studies and living condition, their dress sense and fashion, Paris and vacation in France.

Syllabus Content

Module 1 (13 hours)

Ma famille

Les vocabulaires – la famille et les relations personnelles – l'expression avec le verbe << être >> - être à - les pronoms toniques – note culturelle: la famille en France

Module2(13 hours)

Les vêtements

La mode – les vocabulaires – les verbes acheter, porter, essayer, vendre – les expressions avec faire – le temps et les saisons – note culturelle: les Français et la mode

Module – 3 (16 hours)

Les jeunes

Les études – l'université – les vocabulaires : logement – finance personnelles: l'argent – le prix – note culturelle: les jeunes Français

Module 4 (14 hours)

Paris – ville lumière

Les vacances - le bonheur – les monuments- note culturelle: les vacances en France

Module 5 (16 hours)

Bon appétit: le repas français

Le petit déjeuner – le déjeuner – note culturelle: l'art de manger

Competencies of the course:

21. Develop language skills.
22. Understand and use familiar everyday expressions and basic phrases.
23. Develop vocabulary and grammar.
24. Discover French language and civilization.

Learning Resources

Text Book

Jean-Paul Valette NA and Rebecca M. Valette, *Contacts: langue et culture françaises, 8th edition*, Houghton Mifflin company, Boston, 2009.

Assessment Pattern:

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COURSE 14: FRENCH LANGUAGE FOR COMMUNICATION – II

Module	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	13	1	1	1	23
Module II	13	1	2	1	28
Module III	16	2	2	1	31
Module IV	14	1	2	0	13
Module V	16	2	2	1	31

COURSE 15: ECOTOURISM AND ENVIRONMENT MANAGEMENT

Course Code : TM3C15M

Name of the Course : Ecotourism and Environment Management

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To familiarize the students with the theoretical inputs as well as practical issues of Sustainable tourism Development.

Course Overview and Context: The course seeks to analyze the role of Eco Tourism as an effective tool for practising Responsible Tourism. It also enables the students to thrive economically while preserving and restoring the resources on which the travel and tourism industry and local communities depend.

Syllabus Content:

Module 1 (18 hours)

Ecotourism; Approaches in sustainable tourism

Global initiative under Quebec City and

Oslo conventions- Responsible Tourism; Concept and Global responses.

Module 2 (18 hours)

Cape Town and Kerala Declaration

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

Module 3 (18 hours)

Ecotourism Planning and Development

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

Module 4 (18 hours)

Major wildlife sanctuaries

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

Module 5 (18 hours)

Ecology- types- Pollution –types

Pollution ecology – Energy environment nexus,

Ecological Foot practice – Ecological and socio-economic indicators, measures to control pollution.
Waste management- Zero destination campaign

Competencies of the course:

- Describe the fundamental concepts and principles of eco tourism and sustainable development.
- Demonstrate an integrative understanding of ecotourism and associated resource management issues in various settings.
- Examine contemporary ecotourism and resource management issues.
- Apply current planning and management approaches to ecotourism management
- Evaluate ecotourism sites and practices sensitive to the diversity of societal needs and opinions.
- Understand the role of ecotourism for sustainable development.
- Apply relevant marketing skills to implement, maintain and promote sustainable tourism.
- Use a business framework to plan and implement sustainable tourism.
 - Identify and explain the role of sustainable tourism development for conservation.

Learning Resources

References

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

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COURSE 15: ECOTOURISM AND ENVIRONMENT MANAGEMENT

Module	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	18	1	1	1	23
Module II	18	1	2	1	28
Module III	18	2	2	1	31
Module IV	18	1	2	0	13
Module V	18	2	2	1	31

COURSE 16: GEOGRAPHY IN TOURISM

Course Code : TM3C16M

Name of the Course : Geography in Tourism

Duration : One Semester

Total Lecture Hours: 108

Aim of the course: To focus the students to the geographical concept used with tourism knowledge of India and different countries of the world so that the students may be able to understand the tourism business on national and international Level.

Course Overview and Context: The course seeks to provide knowledge about the tourism potentials in different continents. It also seeks to give the students an insight into the main natural & cultural attractions of destinations and the accessibility by different modes of transportation.

Syllabus Content:

Module 1 (20hours)

Introduction

Elements of Geography – Importance of Geography in Tourism – The world's climates – Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT,

Flying time, Standard time and Daylight saving time – Impact of weather and climate on tourist destinations – world's continents and oceans -destinations on world map.

Module 2 (20 hours)

Overview of tourism potential in Africa and Middle East countries

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

Module 3 (18hours)

India: Physiographic regions

Tourism potential in Northern Mountains, Peninsula, Plains, Coastal regions and islands. Season & climatic zones and their impact on the seasonality of tourism. Nature vegetation, Wildlife and Tourism.

Module 4 (22 hours)

Tourism potentials in Asia- Australia and Pacific region:

Tourism in Asia – Physical features – Tourism in East Asia: Japan – China – Hong Kong – South Korea – South East Asia – Singapore – Indonesia – Malaysia – Thailand – The Philippines – Laos, Vietnam and Cambodia. South Asia and Tourism potential. The Indian Sub Continent. India – India's tourism regions, Nepal and Bhutan – Srilanka – The Maldives Island – Bangladesh, Pakistan and Myanmar. Geography and Tourism in Australia – Physical Characteristics of Australia and New Zealand – Patterns of Tourism in Australia – New Zealand's Tourist Regions. The Pacific Islands.

Module 5 (28hours)

Tourism Attractions in Euro-American Region:

An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland – North West Europe – Scandinavia – Eastern Europe and CIS – Tourism in Southern Europe – Greece, Italy – Iberian, peninsula (Spain and Portugal). Geography and Tourism in North America – physical characteristics – Tourism characteristics – major Tourism Destination and Attractions of Canada and United States – Major Tourist Destinations in Mexico and the Caribbean countries. The tourism geography of South America, Division of South American tourism – physical features. The Andes countries: Venezuela, Columbia, Ecuador, Peru, Bolivia and Chile – middle latitude South America – Argentina – Paraguay – Uruguay – Brazil and Guyana's.

Competencies of the course:

- Analyse the geographical aspects of the relationships between people and the natural environment.
- Understand the role that geography can play in community engagement.
- Plan travel itineraries; market and sell different types of geography based travel. □ Analyse information through fieldwork, map analysis or from remote sensing sources □ Use technological developments to assist in gaining a holistic view of the problem.
- Understand the impact of tourism on physical and human environments.
- Plan the logistics of tourism industry and the role of tourism in regional development.

Learning Resources

References

1. Boniface, B.G. & Christopher Cooper: The Geography of Travel and Tourism, Heinemann, London, 1987.
2. Douglas Pearce: Tourism Today: „A Geographical Analysis, Longman. London, 1987. 3. Douglas Pearce: Topics in Applied Geography Tourism development, Longman, 4. London
5. Foster, D.L. „An Introduction to travel and Tourism“ Glencoe Macgraw Hill, New York.
6. Gillard :Quentin „Travel Geography Handbook“ Vo Nostrand Reinhold, Now York, 1991.
7. Goh Cheong Long: An Economic Atlas of India, Oxford University.
8. Pichamahu, C.S., „physical Geography of India , NBT ,New Delhi
9. Quereshi, Imtiaz (ed) Physical Geography of India, NCERT, New Delhi
10. Quereshi, Imtiaz (ed) India: Economy & Society, NCERT, New Delhi
11. Quereshi, Imtiaz (ed) World Geography, NCERT, New Delhi
12. Singh, Gopal: A Geography, of India: Atma Ram & Sons, New Delhi
13. Singh, R.L., India: A Regional Geography, National Geographical Society Varanasi, 1990.
14. Burton, Rosemary, Travel Geography, Longman Edn. 1999.
15. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth
16. Hudman, Lloyd and Jackson Richard, Geography of Travel and Tourism, Delmar Publishers, Edn: 1999.
17. Perlitz, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2001.
18. Students' Reference Atlas, Govt. of India
19. Atlas, Oxford or TTK publication
20. Lonely Planet Series on all countries mentioned in syllabus.
21. The Travel Planner, published by Cross Section Publications, New Delhi.
22. Websites of related countries

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COURSE 16: GEOGRAPHY FOR TOURISM

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15 marks <i>2/4</i>	Total <i>75</i>
Module I	20	1	2	1	28
Module II	20	1	2	1	28
Module III	18	2	2	1	31
Module IV	22	1	1	0	8
Module V	28	2	2	1	31

COURSE 17: DESTINATION PLANNING AND DEVELOPMENT

Course Code : TM3C17M

Name of the Course : Destination Planning and Development

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To acquaint students with different destinations and to enable them to plan and develop destinations.

Course Overview and Context: The course seeks to provide knowledge about the different destinations and their characteristics and attributes for the development of the destination. It also seeks to give the students a firm grounding in the product development and packaging conforming to economic, social, cultural and environmental impacts.

Syllabus Content:

Module 1 (18 hours)

Destination Development

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

Module 2 (18 hours)

Tourism Destination Planning

Environmental Analysis, Resource Analysis, Regional

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

Module 3 (18 hours)

Tangible and intangible attributes of destination

Person's determined image, destination determined image, measurement of destination image, place branding and destination image, destination image formation process

Module 4 (18 hours)

Product development and packaging

Culture and nature-based development- Image and image-building of products and destinations.

Module 5 (18 hours)

Public and Private policy

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

Competencies of the course:

- Identify the major elements of a tourism destination plan.
- Understand the concept of comprehensive planning in tourism development.

- Understand the importance of tourism destination planning.
- Understand the factors that influence the tourism planning process.
- Describe the key stages within the process of tourism planning and development at a destination.
- Explain the differences in tourism planning and development process in mature and new tourism destinations.
- Discuss the influence of key stakeholders in tourism planning and development.
- Understand the issues surrounding sustainable planning and development and sustainable tourism principles and policies.
- Analyze the role of the local community in sustainable tourism development.
- Analyze the possible impacts of development and the resource problems.

Learning Resources

References

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

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COURSE 18: DESTINATION PLANNING AND DEVELOPMENT

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15 marks <i>2/4</i>	Total <i>75</i>
Module I	18	1	1	1	23
Module II	18	1	2	1	28
Module III	18	2	2	1	31
Module IV	18	1	2	0	13
Module V	18	2	2	1	31

SYLLABI -SEMESTER 4

TM4C19M	Hospitality Management
TM4C20M	Event Management in Tourism
TM4E01M	Air Fares and Airlines Management*
TM4E02M	Cargo Management
TM4C21M	Human Resource Management
TM4C22M	Customer Relationship And Services Management

COURSE 19: HOSPITALITY MANAGEMENT

Course Code :TM4C19M

Name of the Course : Hospitality Operations and Management

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To provide students with current theoretical and applied knowledge and skills, and to broaden their expertise in the hospitality management industry to complement their current experience.

Course Overview and Context: The course seeks to impart the essentials of hospitality organization and to familiarize the students to the divisions of hotels, resorts and their functions. It also provides the students the method of hotel operations.

Syllabus Content:

Module 1 (18 hours)

Introduction to accommodation industry

Types of accommodation & classification, categorization and forms of ownership.

Module 2(18 hours)

Activities in Accommodation Management Front office – Housekeeping –

F&B,entertainment, the engineering and maintenance division the marketing and salesdivision - The Accounting division - the HR division and the security division.

Infrastructure hospitality -Supporting services- shopping

Module 3 (18 hours)

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

Module 4(18 hours)

Hotel operations

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

Module 5(18 hours)

Trends in lodging and food services

Usage of CRS in Hotel Industry- Operational usage through chain of hotels. Role of

Associations & Institutions in hospitality management- FHRAI, IHM, IHMCT and like wise

Competencies of the course:

- Understand the essentials of hospitality industry.
- Understand and apply management theory in order to operate a hospitality-related operation.
- Demonstrate the knowledge of front office operations of the major types of lodging properties.
- Demonstrate the knowledge of meal planning
- Discuss the knowledge of services provided in a lodging operation.
- Familiarize with hotels and their functions.
- Understand the terms used in hospitality operations.
- Discuss the social impact of the industry.
- Describe the current customer service needs and trends.

Learning Resources

References

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

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COURSE 19: HOSPITALITY OPERATIONS AND MANAGEMENT

Module	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	18	1	1	1	23
Module II	18	1	2	1	28
Module III	18	2	2	1	31
Module IV	18	1	1	0	13
Module V	18	2	2	1	31

COURSE 20: EVENT MANAGEMENT IN TOURISM

Course Code : TM4C20M

Name of the Course : Event Management in Tourism

Duration : One Semester

Total Lecture Hours: 72

Aim of the course: To acquire an in-depth knowledge about the specialized field of event management and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

Course Overview and Context: The course is designed to facilitate the students to grasp the importance of events as a business and to learn important types of events and their management. The course focuses on specialized events and helps the students to organize them.

Syllabus Content:

Module 1: (13 hours)

Introduction to Event Management

Introduction to Events – Concept, Definition and Frameworks, Categories and Typologies.

Characteristics of Events, Social- Economical and Developmental implications of Events.

Market Demand and Supply for Event.

Module 2: (13 hours)

Event Planning

Event planning – Concept, Process and Design, Pre- Event Research, Studying Event

Feasibility, Legal compliances, Event Venue Finding, Logistics and Ambience. Marketing, and Advertising for Events. For Events, PR for Events Financial Management of events.

Events Catering tips. Events decoration Entertainment planning and Speaker selection. Various Protocols Events Time Management in Events.

Module 3: (16 hours)

Issues in Event Management

HR Considerations: The Human Resource Planning Process: Need Assessment: Policies and

Procedures; Job Descriptions: Recruitment and selection; training and development of event staff.

Developing Leadership and Supervision skills during Events. Group development,

Skills required to be a Good event planner. Safety and Security Considerations; Occupational Safety, and Health, Major Risks. Incident Reporting, Crowd Management and Evacuation: the Crowd Management plan.

Module 4: (14 hours)

Specialized Events

Indian Weddings Management: understanding India and its wedding system. Planning and Managing Indian weddings.

Module 5: (16 hours)

Theme Parties: meaning. types

Various considerations while organizing theme parties.

Introduction to M.I.C.E (Meeting, Incentive, Conference and Convention, Exhibitions Business Meetings: understanding the concept, various meeting setups. Organizing business meetings.

Competencies of the course:

- Explain the key elements that can make the event successful.
- Analyze the specialized events of Indian Wedding Management.
- Explain the issues relevant in Event Management.
- Demonstrate an ability to work collaboratively.
- Contribute to the management of business in contemporary organizations.
- Understand the necessity of organizing special events in order to boost the image of a tourist destination.
- Demonstrate high level of interpersonal skills necessary for the mobilization of appropriate human resources to host various special events.
- Demonstrate the competency to identify the appropriate leisure and business facilities to organise successful tourism events.
- Develop critical and analytical thinking necessary for the staging of special events and conventions inside urban regions.
- Identify skills required to be a good event planner.

learning resources

References

- Lynn V. and Brenda R., Event Management, Pearson Publication, New Delhi
- Van der Wagen, L., & Carlos, B. R. (2005). Event management: For tourism cultural, Business and Sporting Events. Upper Saddle River, NJ: Pearson, Prentice Hall.
- S.N Bagchi and Anita Sharma , Food and Beverage Service, Aman Publication. New Delhi.
- Lawson, F.R Congress, Conventions and Conference: facility Supply and demand International Journal of tourism management, September. 188, 1980.
- Donald Getz, Event Management and Event Tourism, 1999.
- SGoldblatt, JJ Special Events: Art and Science of Celebration. New York, Van Nostrand Reinhold. 1990

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COURSE 20: EVENT MANAGEMENT IN TOURISM

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15 marks <i>2/4</i>	Total <i>75</i>
Module I	13	1	1	1	23
Module II	13	1	2	1	28
Module III	16	2	2	1	31
Module IV	14	1	2	0	13
Module V	16	2	2	1	31

COURSE 21: AIRFARES & AIRLINES MANAGEMENT

Course Code : TM4C21M

Name of the Course : Airfares & Airlines Management

Duration : One Semester

Total Lecture Hours: 108

Aim of the course: To introduce the students to Airlines Management, by detailing the key aspects that include both Passenger and Authority of Airlines and also the technical and official notes that must be taken into consideration in order to be a perfect manager of this field.

Course Overview and Context: The course seeks to provide a detailed account of Airlines Management that helps the students to understand the structure, dynamics of airline industry and its linkages. It also seeks to give the quintessential features of Airlines which include the study of international airfares, regulations and formalities to travel, different Organizations and their contribution to airlines management.

Syllabus Content:

Module 1: (20 hours)

History, growth and development of aviation industry

Aviation in India, present status of airline companies, airports, airport security etc.

Module 2: (22 hours)

Role of IATA and its function

ICAO its role and function, DGCA, Airport

Authority of India, Open sky policy, International conventions ; Warsaw convention, Chicago convention 1944.

Module 3: (26 hours)

Management of Airlines

Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower, Airport facilities and special passengers, airport access, check in facilities, landing facilities for departing passengers, inflight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment, classes of service with more comfort.

Module 4: (20 hours)

Familiarization with OAG

Three letter city and airport code, airline designated code, minimum connecting time, global indicator, familiarization with Air tariff : currency regulation, NUC conversion factors, general rules, planning itinerary by air, Introduction to fare construction, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge.

Module 5: (20 hours)

Types of journeys -

One Way and Return Trip, Circle trip journey, open jaw, add-on, mixed class journey, HIP check, Back Haul Minimum Check (BHC), CTM check Indirect Travel Limitation, Around the world fare, special fares. Issue of manual ticket, reservation procedure. MPD, MCO, PTA and their purposes,

universal air travel plan: types of air travel card. Bank Settlement Plan

(BSP)- Case studies of selected Airlines Modules.

Competencies of the course:

- Identify and consult on popular international travel and tourism destinations.
- Become familiarize with Official Airline Guide.
- Understand IATA resolutions that apply to accredited travel agencies. □ Construct air fares and manage changes to electronic tickets.
- Enhance people's leisure and cultural experiences via wide choice or affordable access to destinations across the globe.
- Improve sales skills to successfully advise the clients on the best travel options.
- Design to customize and construct complex travel itineraries.
- Understand industry regulations how it affect the travel operations.

Learning resources

1. JagmohanNegi, „Air travel Ticketing and Fare construction“, Kanishka, New Delhi,2005
2. OAG, Consultant, IATA, Geneva
3. Air Tariff Book
4. Stephen Shaw, „Airlines in Shifts &Mgt“, Ashgate Pub, USA,2004
5. IATA, Geneva
6. R. Doganis, „Airport Business“
7. K.Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, „Airfare secrets exposed“, Powell Books, London, 2002

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COURSE 21: AIRFARES & AIRLINES MANAGEMENT

Module	Hours	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	20	20	1	1	1	23
Module II	22	22	1	2	1	28
Module III	26	26	2	2	1	31
Module IV	20	20	1	1	0	13
Module V	20	20	2	2	1	31

COURSE 22: CARGO MANAGEMENT

Course Code : TM4C22M

Name of the Course : Cargo Management

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To introduce the students to the different cargo operational equipment, instrumentation and controls to have a greater awareness of the need for proper pre-planning, the use of checklists and the time scales involved in the various cargo handling operations.

Course Overview and Context: The course focuses on best practices and change management to help the student to adapt to the increasingly complex air transport environment. It also enhances the skills and knowledge in a wide range of relevant topics, such as: regulations, safety and special cargo.

Syllabus Content:

Module 1: (18 hours)

Introduction to cargo management

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo. Cargo Rating - Familiarization of Cargo Tariffs - Rounding off of the weights/Dimensions/

currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges.

Module 2: (18 hours)

Introduction to air cargo

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

Module 3: (18 hours)

Documents in Air cargo

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

Module 4: (18 hours)

Cargo Handling

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

Module 5: (18 hours)

Export Insurance and Finance

Cargo Liability & Insurance, Foreign Trade License Activity, Export-Import Documentation HRM-meaning, definition, features, scope, functions, human resource planning, HR as a prime asset, demand forecasting & supply, human resource auditing, need & importance of HR in tourism & hospitality industry, Tourism man power planning, performance appraisal,

Job analysis, job design & work scheduling, problems of managing HR in tourism industry

Competencies of the course:

- Enhanced awareness to apply proper and safe procedures at all times when carrying out the various operations on board an oil tanker.
- Gain experience in identifying operational problems and solving them.
- Show improvement in the ability to make decisions which promotes safety and protects the environment.
- In short the Trainee should be able to understand and take direct charge of all operations on an oil tanker in a Dry dock to Dry dock cycle.

Learning resources

References

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

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COURSE 22: CARGO MANAGEMENT

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15 marks <i>2/4</i>	Total <i>75</i>
Module I	18	1	1	1	23
Module II	18	1	2	1	28
Module III	18	2	2	1	31
Module IV	18	1	2	0	13
Module V	18	2	2	1	31

COURSE 23: HUMAN RESOURCE MANAGEMENT

Course Code :TM4C23M

Name of the Course : Human Resource Management

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To provide the studentsthe basic knowledge about the concepts of Human Resource Management and essential tips that equip a manager with the practices and techniques for evaluation and structuring of a good team.

Course Overview and Context: The course seeks to teach the students how to manage the delivery of human resource services in a business setting and ensure activities leading to effective outcomes. It also seeks to make the students aware of role and importance of Human Resources in Tourism Industry.

Syllabus Content:

Module 1: (18 hours)

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

Job analysis, job design & work scheduling, problems of managing HR in tourism industry

Module 2: (18 hours)

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

Module 3: (18 hours)

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

Module 4: (18 hours)

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

retaining human resources

Module 5: (18 hours)

Service labor relations – Compensation management, methods for determining compensation, &

remuneration packages offered, employees welfare, fringe benefits, other benefits, Strikes, layoff & lockouts, Grievances handling, trade unions & their activities - functions, collective bargaining, ethics & HR management, major challenges faced by HR managers of 21st century

Competencies of the course:

- Develop effective HR systems and implement business plans and talent management. □
Contribute to business strategy based on human capital and business capabilities.
- Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
- Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- Interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- Demonstrate knowledge of employee benefit concepts, plan, design, administrative considerations and regulations governing employee benefit practices.
- Align HR systems with the strategic business objectives of a firm.
- Analyse the global and local business environment.
- Understand and apply the policies and practices of the primary areas of human resource management, including staffing, training and compensation.
- Evaluate and implement performance based pay system.

Learning resources

References

1. Karam Pal (2011), Management process & OB, I.K International, New Delhi.
2. PravinDurai (2010), Human Resource Management, Pearson.
3. Sampad Kumar Swain (2008), HRM for Tourism, Abhijeet Publications, New Delhi.
4. ChitraAtmaramNaik (2011), Human Resource Management, Ane Books.
5. Sudhir Andrews (2011), Human Resource Management for Hospitality Industry, McGrawHill Publishers.
6. Human Resource Management in Tourism – ManojMadhukar, Rajat Publications, New Delhi
7. Human Resource Management in the Hospitality Industry – Frank M Go and Tom Baum, John Wiley and Sons Inc. New York
8. Human Resource and Personnel Management – K Ashwathappa, Tata McGraw Hill, 3rd Edn. 2004
9. Personnel/ Human Resource Management, David A Dcenzo& Stephen P Robbins, Prentice Hall, 2002
10. Human Resource Management, Ian Beardwell& Len Holden, Macmillan India, 1998
11. Human Resource Management, Lawrence S Kleiman, Biztantra, I Edn 2003
12. Personnel Management -C.B. Mamoria, Himalaya Publishing House

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COURSE 23: HUMAN RESOURCE MANAGEMENT

Module	Hours	3 marks <i>5/7</i>	5 marks <i>6/9</i>	15 marks <i>2/4</i>	Total <i>75</i>
Module I	18	1	2	1	28
Module II	18	2	2	0	16
Module III	18	1	1	1	23
Module IV	18	2	2	1	31
Module V	18	1	2	1	28

COURSE 24: CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

Course Code :TM4C24M

Name of the Course : Customer Relationship and Services Management

Duration : One Semester

Total Lecture Hours:90

Aim of the course: To provide students with concepts, theories and practices on managing people for competitive advantage.

Course Overview and Context:The course seeks to give an understanding of the policies and practices involved in carrying out the human resource aspects of management functions such as recruiting, rewarding, appraising, training and retaining staff.

Syllabus Content:

Module 1(18 hours)

Conceptual and theoretical foundations of relationship marketing

Relationship- Marketing-Alternative perspective- Role of Relationship marketing in tourism business.

Module 2 (18 hours)

Relationship Marketing in consumer markets

Antecedents and consequences. Model of buyer-seller relationship. New Product development in relationship management perspective.

Module 3 (18 hours)

Role of communication in building relationship

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

Module 4 (18 hours)

Marketing of Services

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

Module 5 (18 hours)

Service Delivery

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

Competencies of the course:

- Identify factors important to clients
- Promote a customer oriented philosophy
- Handle customer complaints
- Develop a marketing communication programme
- Identify potential problem before they occur
- Adapts behavior appropriately in response to team or organizational needs.
- Prioritizes work tasks
- Apply knowledge in multiple settings
- Recognizes advantages of moving outside of comfort zone

□ Demonstrates a willingness to attempt new tasks

Learning resources

References

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

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COURSE 24: CUSTOMER RELATIONSHIP AND SERVICES MANAGEMENT

Module	Hours	3 marks 5/7	5 marks 6/9	15 marks 2/4	Total 75
Module I	18	1	2	1	28
Module II	18	2	2	0	16
Module III	18	1	1	1	23
Module IV	18	2	1	1	31
Module V	18	1	2	1	28

Project Guidelines

Mahatma Gandhi University

DISSERTATION FORMAT

Dissertation: Master of Arts (M.A.) in Economics

General Guidelines

1. Selection of a Topic
2. Pilot Survey, if needed
3. Significance of the Study
4. Review of Literature
5. Research Gap (Optional)
6. Conceptual Framework – Conceptualization & Operationalization (precise and specific meaning of the terms and concepts)
7. Theoretical framework (Optional)
8. Formulation of Research Questions /Issues
9. Research objectives
10. Hypotheses (Optional)
11. Coverage (Universe/ Sample & period of study)
12. Data source (Primary/Secondary)
13. Tools of analysis (Analytical Framework)
14. Social Relevance of the study
15. Limitations of the study
16. Chapter outlines
17. Introductory chapter
18. Result Chapter(s)
19. Conclusion Chapter
20. Appendices
21. Bibliography /References & Webliography

Structure of the Report

Title page

1.1 Cover Page

- a. Title page

- b. . Title of the project
- c. Name of the candidate
- d. Name and designation of the supervisor.
- e. Degree for which project is submitted.
- f. Name of the College
- g. Month and year the project is presented
- h. Declaration of the student &supervisor

1.2 Preface

1.3 Table of contents

- a. List of Tables
- b. List of Figures
- c. Glossary.
- d. List of abbreviations
- e. Acknowledgment

1.4 Abstract/ Executive Summary (One page)

1.5. The Main Text

- a. Introductory Chapter: Items 3 to 16 mentioned above
- b. Other Chapters - Analysis, Results Interpretation
- c. Conclusion Chapter: Conclusions, Recommendations & Summary

1.6 End Notes (after each Chapter)

1.7 Bibliography or References (at the end of the thesis)

1.8 Appendices

- a. Questionnaire
- b. Interview Schedule
- c. Observation Schedule (optional)
- d. Coding Frame (optional)
- e. Letters sent to sample members (optional)
- f. Any Other

Length of the Project

Note: Report length 40 to 50 pages excluding Appendix and Certificates

Alignment: Justify

Font: Times New roman

Font size: 12

Line spacing: 1.5

Double line Page Border

Departmental Requirement (To be kept in the Department by the Supervisor)

Supervisor- Student Meeting Log

Date/Time	Discussion Areas	Summary of Discussions	Signature of the Supervisor
	Topic selection		
	Clarify Objectives		
	Literature Review		
	Seminar1(Sem. 3)		
	Research Design		
	Collect Data		
	Analyze Data		
	Write up		
	Supervisor Comments		
	Final Draft Seminar 2 (Sem.4)		

Name of the Supervisor:

Name of the Student :