

Appendix – 67(R)

UNIVERSITY OF MADRAS
M.A. DEGREE COURSE IN
TOURISM AND TRAVEL MANAGEMENT
CHOICE BASED CREDIT SYSTEM
REGULATIONS
(w.e.f. 2007-2008)

OBJECTIVES

- A. Tourism has become one of the major industries in the world. India as a global partner in this thriving industry, needs trained personnel in managing Tourism and Travel Management. This is the foremost objective in instituting and introducing this course in the University of Madras.
- B. Tourism industry offers tremendous scope for immediate absorption of skilled and trained professionals. This course offers both theoretical and practical training to the students.
- C. There is also a demand from affiliated colleges for the introduction of the programme.
- D. Since Tourism establishments in the Government and various State Governments require trained manpower in Tourism and Travel Management, this course is intended to fulfill this need.
- E. The introduction of this course will facilitate research and development in tourism and hospitality related industry

1.CONDITIONS FOR ADMISSION

A candidate who has passed any Degree Examination of this University accepted by the Syndicate as equivalent thereto shall be permitted to appear and qualify for the M.A. Degree examination in Tourism and Travel Management of this University after a course of two academic years in an affiliated college/department of this University; candidates who have qualified for the Degree in B.A. History / History and Tourism / Tourism and Travel Management as the main subject shall be preferred for admission to the course.

2. ELIGIBILITY FOR THE AWARD OF DEGREE

A candidate shall be eligible for the award of the Degree only if he/she has satisfactorily undergone the prescribed Course of Study in this University for a period of not less than TWO academic years.

3. DURATION OF THE COURSE

The course of the Degree of Master of Arts shall consist of 4 semesters in two academic years.

4. EXAMINATION

There shall be four examinations, one at the end of each semester. A candidate who does not pass the examination in any subject or subjects in one semester will be permitted to appear in such failed subject or subjects along with the papers of following semester.

5. COURSE OF STUDY AND SCHEME OF EXAMINATION:

FIRST SEMESTER

S.NO.	COURSE COMPONENTS	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	Exam Duration HRS	MAX MARKS	
							CIA	EXTERNAL
1	CORE	PAPER 1- PRINCIPLES OF TOURISM	I	6 HRS	4	3	20	80
2	CORE	PAPER 2- HOSPITALITY INDUSTRY	I	6 HRS	4	3	20	80
3	CORE	PAPER 3 - CULTURAL HERITAGE OF INDIA	I	6 HRS	4	3	20	80
4	CORE	PAPER 4 - INDIAN TOURIST PANORAMA	I	6 HRS	4	3	20	80
5	CORE	PAPER 5 - TOURISM BUSINESS	I	6 HRS	4	3	20	80

SECOND SEMESTER

S.NO.	COURSE COMPONENTS	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	Exam Duration HRS	MAX MARKS	
							CIA	EXTERNAL
6	CORE	PAPER 6 – ORGANISATIONAL BEHAVIOUR	II	6 HRS	4	3	20	80
7	CORE	PAPER 7 – CUSTOMER RELATIONS AND SERVICES MANAGEMENT	II	6 HRS	4	3	20	80
8	CORE	PAPER 8 – PUBLIC RELATIONS AND JOURNALISM IN TOURISM	II	6 HRS	4	3	20	80
9	ELECTIVE WITHIN THE DEPARTMENT OR EXTRA DISCIPLINARY – I	PAPER 9 – HUMAN RIGHTS AND TOURISM	II	6 HRS	3	3	20	80
10	EXTRA DISCIPLINARY - II	PAPER 10 – COMMUNICATIVE SKILL IN FRENCH / GERMAN LANGUAGE -I	II	6 HRS	3	3	20	80

THIRD SEMESTER

S.NO.	COURSE COMPONENTS	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	Exam Duration HRS	MAX MARKS	
							CIA	EXTERNAL
11	CORE	PAPER 11 – FRONT OFFICE MANAGEMENT	III	6 HRS	4	3	20	80
12	CORE	PAPER 12 – HUMAN RESOURCE MANAGEMENT	III	6 HRS	4	3	20	80
13	CORE	PAPER 13 – RESEARCH METHODOLOGY	III	6 HRS	4	3	20	80
14	EXTRA DISCIPLINARY WITHIN THE DEPARTMENT OR EXTRA DISCIPLINARY - III	PAPER 14 – MANAGEMENT INFORMATION SYSTEM IN TOURISM	III	6 HRS	3	3	20	80
15	EXTRA DISCIPLINARY - IV	PAPER 15 – COMMUNICATIVE SKILL IN FRENCH / GERMAN LANGUAGE	III	6 HRS	3	3	20	80

FOURTH SEMESTER

S.NO.	COURSE COMPONENTS	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	Exam Duration HRS	MAX MARKS		
							CIA	EXTERNAL	
16	CORE	PAPER 16 – AIR TICKETING AND FARE CONSTRUCTION	IV	6 HRS	4	3	20	80	
17	ELECTIVE-I	PAPER 17 – GLOBAL TOURISM-I	IV	6 HRS	3	3	20	80	
18	ELECTIVE-II	PAPER 18 – GLOBAL TOURISM – II	IV	6 HRS	3	3	20	80	
19	PROJECT PLUS VIVA VOCE OR TWO CORE COURSES EACH 3 CREDITS CAN BE OFFERED	PAPER 19 DISSERTATION	IV	3 HRS	3	3	150 Project * 50 Viva Voce (Viva - fully external)		
		OR					6	20	80
		PAPER 19 TOURISM MARKETING					3		
		PAPER 20 ECO TOURISM		3 HRS	3	3	20	80	

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

ACADEMIC YEAR 2020-2021

Name of the staff: Mrs. J. Geethapriya

Total Hours:90 Hrs.

Name of the Subject: Principles of Tourism

Year/Semester: 2020/ /Odd Semester

Subject code: HAU1A

Semester: I

Course Objectives:

The main objectives of the course are:

- To familiarize students with basic concepts of tourism and travel.
- To give an insight into how tourism and travel evolved over a period of time and reached the modern stage.
- To explore the Tourism Policy of India which govern and regulate the development of tourism in India.
- To study about the uniqueness of tourism Marketing.

PAPER - I PRINCIPLES OF TOURISM

UNIT –I

Fundamentals and practices-components of Tourism-Definition-Types of Tourism-Scope of Tourism-History of travel-Travel Motivation-Evolution of Demand-Basic Travel Motivators-Measuring the Tourism Phenomena-Travel Statistics-Category of statistics.

UNIT-II

Tourism planning-Co-ordination in planning- planning process- assessment of Demand and supply-establishing objectives-Territorial Planning- Human Resource Planning-Financial Planning-Monitoring Time Factors-Tourism Marketing and Promotion.

UNIT-III

Tourism promotion-Advertising, Planning and Advertising- Steps in Planning a Campaign-Procedures of Advertising Agency-Public relations –sales report-Newsletters-Publicity-Media-Vediotex-Use of Computer Technology.

UNIT-IV

Concept of Marketing in Tourism- Definition of Tourism Marketing-Special features of Tourism Marketing- marketing functions-Research Techniques-Market segmentation.

UNIT-V

The Role of Transport in the Growth of Tourism-Tourist Accommodation-Traditional and supplementary Accommodation-Tourism-Economic potential and social importance.

REFERENCE BOOKS:

1. Sudhir Andrew (2007), Introduction to Tourism & Hospitality, Tata-McGraw-Hill, New Delhi.
2. B.N. Singh, Manas Chatterjee (2005), Tourism in India, RBSA Publishers, Jaipur.
3. Bhatia. A.K. (2007), The Business of Tourism, Sterling publications, New Delhi.
4. Nafees. A. Khan (2001), Development of Tourism in India, Anmol Publications, New Delhi.
5. Bhatia. A.K. (2004), Tourism Development, Sterling publications, New Delhi.
6. Krishnan. K. Kamra, Mohinder Chand (2004), Basics of Tourism, Kanishka Publishers, Delhi.

Learning Outcomes:**On completion of the course, the students will able to:**

- Enumerate the historical evolution of Tourism and summarize the various components of Tourism.
- Understand the concepts of travel and tourism, the framework of the system, types and forms of tourism as well as the impacts of tourism.
- Identify the motivation factors for tourism and articulate the impacts of tourism on the global economy.
- Recall the history and describe the modes of transportation and its importance.

CLASS: I MA

SUBJECT NAME INDIAN TOURIST PANORAMA

SUBJECT CODE :HAU1C

LEARNING OBJECTIVES

To understand the concepts, classification and nature of tourism

To understand the cultural heritage of the country, festivals of India.

To know about national parks and patterns of India.

SYLLABUS

I - People of India- their culture and heritage, Arts and crafts of India, Natural and man made attractions, Types of Tourism, Dessert festivals.

Introduction about religions, Hinduism, Jainism, Buddhism, Sikhism, Muslim, Christianity,

II - Religious sites of religions, Art and Architecture of the religious sites.

III - Monuments of India, Museums in India, Hill stations in f India- Ooty, Kodaikanal Munnar, Darjeeling Kullu Manali, Mussoorie, National Parks in India, Wild life sanctuaries, Beaches of India

IV - Performing arts dance music drama, Different styles followed in India, different schools.

V - Fairs and Festivals celebrated in India, Handicrafts of India, costumes of India, customs of India.

LEARNING OUTCOMES;

Knowledge about diversified culture and heritage of India.

To know about multiplicity of Indian societies

To evaluate the different cultures.

I M.A TTM
CULTURAL HERITAGE OF INDIA - HAUEG

Learning Objectives:

1. To understand the importance of the history and culture of India from past to present.
2. To develop an understanding of major events and issues related to a period in Indian history.
3. To assess the significance of events, ideas, or artifacts in their historical context.
4. To acquire knowledge about the contributions of our ancestors for the development of religion, philosophy, science, arts, education, languages and literature.

Learning Outcomes:

At the end of the course, the student will be able to

1. Explore various aspects of cultural heritage and cultural diversity in historical perspective that discusses numerous cultural practices that have evolved over centuries.
2. They will acquire knowledge of changing socio-cultural scenarios of India. As well as they can gather knowledge about the cultural heritage, cultural forms and cultural expressions performing arts, fairs and festival.
3. Understand the different facets of heritage and their significance. They also understand about the legal and institutional frameworks for heritage protection in India as the challenges facing it.

UNIT I:

Indian Culture – Heterogeneous Population – Spirit of Toleration – Unity in Diversity – Caste System – Hindu Marriage – Types of Marriages.

UNIT II:

Indus Valley – Origin – Extent – Town Planning, Great Bath – Socio – Religious Life – Dress, Ornaments – Amusement – Art and Architecture – Vedic Culture – Four Vedas – Social Structure – Religion.

UNIT III:

Mauryas – Guptas – Rajputs – Social Conditions – Customs and Manners – Status of Women – Dress – Jewellery, Food, Drink – Amusements – Religious Rites – Ceremonies – Art and Architecture.

UNIT IV:

Age of Pallavas, Cholas and Vijayanagar – Literature – Social Life – Occupation – Art and Architecture.

UNIT V:

Delhi Sultanate and Mughals – Art and Architecture of Islamic Period – Art and Architecture of British.

Books for Reference:

1. A.K.Mittal, 1990, Political and Cultural History of India, Sahitya Bhawan, Agra.

2. Edith Tomory, 1982, A History of Fine Arts in India and the West, Orient Longman.
3. Percy Brown, 2003, Indian Architecture, D.B. Taraporevala sons and co pvt.ltd
4. Rajkumar, 2003, Essays in Indian Art and Architecture, Discovery Publishing House, Pvt Ltd, New Delhi.
5. A.L. Basham, 2002, Cultural History of India, Oxford University Press.
6. Satish Grover, 1981, The Architecture of India – Islam, Vikas Publishing House, Pvt Ltd, New Delhi.

PAPER II: HOSPITALITY INDUSTRY

Learning Objectives

- To understand the growth of Hospitality industry in India
- To analyse the management functions
- To understand the various departments

Learning Outcome

Students will be able to

- The students will be able to understand the types of the Hotels
- They will acquaint themselves with the functioning of various departments
- They will understand the recruitment process and the training of the staff
- They will get a better knowledge about the types of food available in the hotels

UNIT-I Hospitality Industry in Tourism-Growth of Hotel Industry-Introduction-Definition of Hotel-Types of Hotel-Secondary Hospitality Establishment –Hotel Grading system-Changing Profile of Hotel Industry-Hotel chains in India-Ashoka,Welcome Group,Oberoi and Taj Group of Hotels.

UNIT-II Management Function in Hotel Industry- Front office Desk-Front office Staff-Qualities of Front office Staff-Hotel Reservation-Status of Rooms-Function of Information Department Specimen Bill Form-Lobby Manager-Public relations Officer-Reception Department-House Keeping Organisation-Communication in Hotels.

UNIT-III Human Resource Management in Hotels-Personnel Management-Sources of manpower for Hotel Catering Industry-Employee Facilities and Benefits-Induction-Training and Development –Leadership-Communication-Tools of Management-Financial Management.

UNIT-IV Room Plans-Types of Rooms- Check in and Check out Procedures- Food and Beverage Services outlets- Various Types of Food services- Restaurant Organization-Equipments- Room Services.

UNIT-V Brief History of Hotel Automation-Future of the Hospitality Industry.

BOOKS FOR REFERENCE :

Yogendra K. Sharma, 2003, Hotel Management, Kanishka Publishers, New Delhi

Vijay Dhawan, 2004, Food Beverage Service, Frank Bros and co.,.

S.Kannan, 2003, Hotel Industry in India, Deep and Deep Publications, Pvt Ltd, New Delhi

R.K.Malhotra, 2002, Food Service and Catering Management, Anmol Publications Pvt Ltd, New Delhi. Sudhir Andrew, 1994, Food Beverage Service Training Manual, Tata MC Graw – Hill Publishing Co Ltd, New Delhi.

D.R. Lillicrap, 1983, Food Beverage Service, Edward Arnold Publishers Ltd, London.

Amirk Singh Sudan, 2002, House Keeping Management, Anmol Publication Ltd.

Praveen Sethi, 2004, Hand Book of Hospitality and Tourism, Anmol Publication, Delhi.

Rajendran Singh, 2001, Hotel and Hospitality and Tourism, Kalpaz Publication, Delhi.

Y.P.Singh, 2001, Effective Hotel Management, Anmol Publication Pvt Ltd, New Delhi.

Pushpinder S. Gill, 1997, Tourism and Hotel Management, Anmol Publications, New Delhi.

Manish Ratti, 2001, Hotel, Tourism and Hospitality Management, Rajat Publications, Delhi.

ANNA ADARSH COLLEGE FOR WOMEN
DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT
I M.A TTM

Learning Objectives

- To impart knowledge about the characteristics of tourist Business and the types of Organisation.
- To gain knowledge about the various types of management concepts.
- To understand the details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative and bureaucratic machinery looking after specific aspects of Tourism Business.
- To gain knowledge about managerial planning.

Learning Outcomes

- Understand the institutional framework of tourism industry.
- Describe the process of policy making bodies.
- Examine the features of National Tourism Policy 2002.
- Formulate tourism plans for destinations.
- Develop tourism planning at local level to international level and discussion the tourism policies.

TOURISM BUSINESS

UNIT I

Factors Influencing Types of Organization – UN conferences on International Travel and Tourism – NTO – Tourism Administration in India – The Sargeant Committee – Tourism Office in India – Overseas Office – Ministry of Tourism – Department of Tourism – Tourism Information Office – India Tourism Development Corporation.

UNIT II

Thomas Cook and Organization of Travel – Grand Circular Tour – Manila Declaration Modern Travel Agency – Functions – Setting up of Travel Agency – Organisation of Travel – Tour Operator – Travel Agencies – Thomas Cook – Sita Travels and Cox and Kings .

UNIT III

International Co operation in Tourism – IUOTO – WTO – PATA – IATA – ICAO.

UNIT IV

Tourism Planning in India – India National Tourism Policy 1982 – National Tourism Action Plan 1992 – Planning at National – Regional – Local level – Tourism Regulations in India – Tourism as an Industry – Future Prospects of Tourism.

UNIT V

Career Opportunities in Tourism Industry – Problems Faced by Tourists and Tourism Industry – Private Sector – Transport System – Sight seeing.

Books for Reference :

1. A.K. Bhatia, 2003, International Tourism, Sterling Publishers, New Delhi.
2. Shashi Praba Sharma, 2004, Tourism Education, Kanishka Publishers, New Delhi.
3. Pushpinder S Gill, 1999, Dynamics of Tourism, Anmol Publications Pvt Ltd.
4. Pran Nath Seth, 1998, Successful Tourism Management, Sterling Publishers Pvt Ltd.
5. R.K. Sinha, 1999, Growth and Development of Modern Tourism, Dominant Publishers and Distributors.
6. P.C. Sinha, 1998, Tourism Planning, Anmol Publication Pvt Ltd, New Delhi.
7. Pran Nath, 2000, An Introduction to Travel and Tourism, Sterling Publishers, New Delhi.

I M.A TTM
PUBLIC RELATIONS AND JOURNALISM IN TOURISM – HAU2C

Learning Objectives

1. To understand Public Relations and review evolution of Public Relations.
2. To analyze the public opinion, its ethics and how it affects public relations.
3. To enable the students to differentiate the relationship between internal and external Public in Public Relations.
4. To acquire knowledge about the role of Journalism and report writing in Public Relations.
5. Develop an understanding of ethical issues in public relations writing and message design.

Learning Outcomes

At the end of the course, the student will be able to

1. Recognize what is newsworthy and important to be communicated.
2. To explain how writing for a purpose and target public drives message construction.
3. To Demonstrate strong professional writing skills for various forms of public relations writing
4. Produce various forms of public relations print and electronic communications.
5. Produce strong public relations writing with and without deadline pressure.

UNIT I:

Introduction to Contemporary Public Relations – Evolution of PR – Communication and Public Opinion

UNIT II:

PR Process – Defining PR Problem – Planning and Programming – Taking Action and Communicating – Evaluating the Program.

UNIT III:

The Public – Internal Public – Communication Media – Mass Media – Reaching the General Public – External Public – Media Relations – Concepts of Corporate, Social Responsibility.

UNIT IV:

Journalism – Definition – Principles of Modern Journalism – Areas of Journalism – Ethics and Features of Journalism.

UNIT V:

Reporting – Basic Requisites of a Journalist – Profile of the Reporter – The Art of Interview – Art of Travel Writing – Elements of a Travel Article – Types of Travel Writing – Writing a Travel Article: Specifications on how to write Article – Article type – Special Article – Making

Plans for Travel: Before you go, Making a plan, Connecting on locations – Photography and Travel Writing.

Books for Reference:

1. Diwakar Sharma, 2004, Modern Journalism Reporting and Writing , Deep and Deep Publications, New Delhi.
2. Sharma, 2004, Mass Communication – Theory and Practice in the 21st Century, Deep and Deep Publications, New Delhi
3. P.P. Singh and S. Sharma, 2005, Web Advertising and Online Marketing, Deep and Deep Publications, New Delhi.
4. Sharma. D., 2004, Public Relations – An Emerging Specialised Profession Text and Case Studies, Deep and Deep Publications, New Delhi.

PAPER VIII: TOURISM MARKETING

Learning Objectives

- To understand the tourism marketing, tourist statistics and methods of measurement
- To understand the features of tourism marketing
- To learn about the tourism demand and tourism supply
- To understand the pricing in tourism
- The impact of tourism on the various aspects of society

Learning Outcome

- The students will be able to understand how to measure the tourist statistics
- They will acquaint themselves with the difference between the commodity marketing and tourism marketing
- They will understand the indicators of tourism demand and about the tourism supply
- They will get a better knowledge about the Cost benefit analysis of tourism
- They will understand the impact of tourism on the social, economic and cultural aspects of society

UNIT I Measuring the Tourism – Phenomenon – Travel Statistics – Statistics for Planning – Categories of Tourist Statistics – Characteristics of Statistics – Methods of Measurement – Techniques and Problems of Measurement.

UNIT II Marketing Concept in Tourism – Mass Production and the Markets – Definition of Marketing – Marketing in Tourism – Define Tourism Marketing – The Tourist Product – Special Features of Tourism Marketing – Marketing Process - Research – Market Segmentation – Difference Between Travel Market – Commodity Market.

UNIT III Tourism Demand – Theoretical Background – Types of Tourism Demand – Indicators of Effective Demand – Determinants of Tourism Demand – National and International Tourist Demand – Tourism Supply – Theoretical Background – Laws of Supply – Elasticity of supply – Tourism Supply.

UNIT IV Pricing in Tourism – Determinants of Prices – Individual Demand – Market Demand – cost – Competition – Pricing the Service Product of Tourism – Multiplier effects – Tourism Economic Cost Benefit Analysis – Tourism – Balance of Payment.

UNIT V Impact of Tourism – Economic, Social and Cultural Impact of Tourisms – Tourist Demand Forecasting – Methods of Forecasting – Public and Private Sectors in Tourism – Role of Government in Tourism – Tourism and International Understanding.

Books for References:

Philip Kotler, 1993, Marketing Management, Prentice Hall of India Pvt Ltd.

Philip Kotler 1993, Marketing Principles, Prentice Hall of India Pvt Ltd.

Romila Chawla, 2004, Tourism Marketing and Development, Sonali Publications, New Delhi. Rajan Nair, 1983, Marketing, Sultan Chand and Sons, New Delhi, 1983.

P.C. Sinha, 2003, Tourism Marketing, Anmol Publications, Delhi.

P.C. Sinha, 1998, Tourism Research Policy and Regulation, Anmol Publications Pvt Ltd, New Delhi.

R.K. Sinha, 1991, Leisure Tourism, Dominant Publishers and Distributors, Delhi.

Arun Kumar Sarkar, Prem Nath Dhar, 1998, Indian Tourism – Economic Planning and Strategies, Kanishka Publishers and Distributors, New Delhi.

A. K. Bhatia, 1999, Tourism Management and Marketing, Sterling Publishers Pvt Ltd, Delhi.

G. S. Batra, 1996, Tourism in the 21st Century, Anmol Publications Pvt Ltd, Delhi

ACADEMIC YEAR 2020-2021

Name of the Staff: Mrs. J. Geethapriya

Total Hours:90 Hrs

Name of the Subject: Front Office Management

Year/Semester:2021/IV/Even Semester

Subject Code: HAU3A

Course Objectives:

The main objectives of the course are:

- Understand front office operations and management in a hotel.
- To identify the types of Reservations, how Reservations are made and how Reservations are confirmed and maintained
- To outline the front office responsibilities, focusing on communications, guest services, guest relations and security functions.
- Describe accounting fundamentals and analyze basic front office financial statements.

PAPER XI – FRONT OFFICE MANAGEMENT

UNIT I

The Lodging Industry – Hospitality Industry- Level Of Service – Ownership and Affiliation – Reasons of Traveling .

UNIT II

Hotel Organization – Organization Charts – Classify Functional Areas – Room Division – Food and Beverage Division – Sales and Marketing Division – Account Division – Engineering and Maintenance Division – Security Division – Human Resource Division – Front Office Operations – Organization – Goal and Strategies – Job Description – Job Specification.

UNIT III

Front Office Operation – Guest Cycle – Front Office System – Front Office Forms – The Front Desk – Front Office Equipment – Telecommunication – Property Management System – Reservation – Types of Reservation – Reservation Maintenance – Reservation Report – Registration – Pre -Registration – The Registration Record – Method of Payment

UNIT IV

Front office Responsibilities – Front office Communication – Inter Departmental Communication – Guest Service – Guest Relation – Front Office Security Functions – Managing Human Resources – Recruiting – Selecting – Hiring – Skills Training.

UNIT V

Front Office Accounting – Accounting Fundamentals – Creation and Maintenance of Accounts – Internal Control – Settlement of Accounts – Concept of Revenue Management.

REFERENCE BOOKS:

- Suchi Garg, (2006), Front Office Management, Alpha Publications, New Delhi.
- Ravi Aggarwal, (2010), Hotel Front Office- Systems and Procedures, Sublime Pub, Jaipur.
- S. Tewari, J. R. Hotel Front Office operations and Management, Oxford University Press, New Delhi.
- Batnagar. S.K. (2007), Front Office Management, Frank Bros and co. Pvt. Ltd. New Delhi.

Learning Outcomes:

By the end of the course, learners will be able to know,

- Recognize different sections in the front office and their roles and responsibilities.
- Explain the reservation concepts and procedures in the front office department.
- Explains recruiting, directing and auditing in front office.
- Organize the housekeeping department and manage security and guest amenities

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ODD SEMESTER
PAPER XIII: RESEARCH METHODOLOGY

Learning Objectives:

- To learn about the fundamentals of Research.
- To make the students to understand the Types of Research
- To let the students aware of the data collection
- To make them know how to write the report

Learning Outcome

At the end of the course, the student will be able to

- Learn the research design and sampling
- Understand the importance of hypothesis
- Understand the significance of report writing
- To know the importance of role of computer in research

UNIT I Introduction to Research Methodology – Meaning of Research – Objectives of Research – Motivation in Research – Types of Research – Significance of Research – Methodology, Criteria for Good Research.

UNIT II Research Design and Sampling Design – Meaning of Research Design – Need for Research Design – Features of a Good Design – Concepts Relating to Research Design – Developing Research Plan – Steps in Sampling Design – Characteristics of a Good Sampling Design – Types of Sample Design.

UNIT III Data Collection – Collection of Primary Data – Collection of Data Through Questionnaires and Schedules – Collection of Secondary Data – Processing and Analysis of Data – Sampling Fundamentals.

UNIT IV Testing of Hypothesis – What is Hypothesis ? – Basic Concepts – Procedure for Hypothesis – Tests of Hypothesis.

UNIT V Report Writing – Significance of Report Writing – Different Steps in Writing Reports – Layout of Research Reports – Types of Reports – Oral Presentation – Mechanics of Writing a Research Report – Role of a Computer in Research.

Books for References

C. R. Kothari, 1995, Research Methodology, Sultan Chand and Sons, New Delhi.

P. C. Tripathi, 1998, Research Methodology, Sultan Chand and Sons, New Delhi.

G. N. O. Prakash, Srivastava, 1997, Advanced Research Methodology, Sultan Chand and Sons, New Delhi.

Santhosh Gupta, 1998, Research Methodology and Statistical Techniques, Deep and Deep Publications, New Delhi.

Ganesh Pandey and Verma, 2000, Research Methodology, Deep and Deep Publications, New Delhi.

Arya. P. P and Y Pal, 2002, Research Methodology in Management, Deep and Deep Publications, New Delhi

Class : II M.A TTM (6 Hrs / WEEK)

SEMESTER : III

Subject Name : MANAGEMENT INFORMATION SYSTEM IN TOURISM (Elective III - HAUED)

Learning Objectives:

- ✓ To know the technologies and methods used for effective decision making in an Organization
- ✓ To design & implement routines, processes & procedures which provide appropriate report in consistent, accurate and timely manner
- ✓ To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive
- ✓ To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems
- ✓ To provide the theoretical models used in database management systems to answer business questions.

Syllabus:

UNIT – I :

Introduction - Concept – Role and Impact of MIS in Tourism Industry - Modern Media Techniques – Internet and Tourism Industry - Computers in Cargo, Airlines, Hotels and Railways. CRS - Galileo, Abascus – Amadeus

UNIT – II :

Process of Management – MIS : A Tool for Management Process – Basic Model of Organisation Structure – MIS and Organisation

UNIT – III :

Decision Making Concepts – MIS - Decision Support System – Characteristics and Capabilities of DSS – Components of DSS

UNIT – IV :

System Approach and MIS – Data Base Management System RDBMS

UNIT – V :

Function Management, Marketing, Personnel, Production and Finance, Information System

Recommended Text :

1. Gordon B Davis and Margrette H Olson, 2003, Management Information System, Tata McGraw Hill Company.
2. Gerald V Post and David L Anderson, 2004, Management Information System, Tata McGraw Hill Company.

Reference Books :

1. Avdesh Gupta and Aurag Malik, 2006, Management Information System, Fire Wall Media Publications.
2. Verma, S.B., 2006, Information Technology and Management, Deep and Deep Publication Delhi.
3. Goel, D.P.O., 2005, Management Information System-Concept and Applications, Deep and Deep Publications, Delhi.
4. R.K. Subha, 1999, Leisure Tourism, Dominant Publishers and Distributors, Delhi.
5. Arnold O. Putnam, 2003, Management Information System.

Websites :

1. www.educationforallindia.com/page3.html
2. <https://nptel.ac.in/courses/122105022/>

Learning Outcomes:

After completion of this course, students can able to

- ✓ Gain knowledge on effective applications of information systems in tourism
- ✓ Analyze a complex computing problem
- ✓ Design, implement and evaluate a computing-based solution
- ✓ Function effectively as a member or leader of a team and will have an ability to recognize professional responsibilities
- ✓ Evaluate the role of information systems in today's competitive business environment.

DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

ACADEMIC YEAR 2020-2021

Name of the staff: Mrs. J. Geethapriya

Total Hours:90 Hrs.

Name of the Subject: Human Resource Management

Year/Semester: 2020/ /Odd Semester

Subject code: HAU3B

Semester: III

Course Objectives:

The main objectives of the course are:

- To enable the students to understand the Human Resource Management and system at various levels in the organizations.
- To enable the students to integrate the understanding of various HR concepts in order to take correct business decision.
- To evaluate various methods of performance Management and employee Appraisal.
- To discuss various compensation and benefits plans and their effectiveness

PAPER XII – HUMAN RESOURCE MANAGEMENT

UNIT I

Introduction to Personnel Management and Objectives – Scope and Functions of Personnel Management – Qualities of a Good Personnel Manager.

UNIT II

Personnel Management in India – Origin and Growth of Personnel Function – Factors Impending the Growth of Personnel Management in India – Future of Personnel Management in India.

UNIT III

Manpower Planning – Definition of Manpower Planning – Significance, Nature, Need of Manpower Planning – Stages and Steps in Manpower Planning – Objectives of Human Resource Planning – Advantages and Disadvantages of Manpower Planning.

UNIT IV

Recruitment Sources – Merits, Demerits of Recruitment – Recruitment Policy – Selection – Steps in Selection Procedure – Interview – Induction – Promotion – Transfer – Training – Communication – Performance Appraisal.

UNIT V

Employee Morale – Management of Grievances – Compensation Management – Methods of Wage Payment – Sound Wage Plan – Incentive Wage Plan – Types of Incentive Plans – Factors Influencing Wage Structure – Top Evaluation – Merit Rating – Wage Regulations – National Wage Policy – Employee Safety – Industrial Health – Trade Unions.

References Books:

1. G.R.Krishna, P.G.Aquinas, Personnel/ Human Resource Management: Authors Press, Delhi.2004.
2. C.B Mamoria & S.V.Gankar, Personnel Management, Himalayan Publishing House, Mumbai. 2005
3. S.Gupta, Human Resource Development, Deep and Deep Publications, Ltd, Delhi, 2004.
4. S.K.Bhatia, International Human Resource Management, Deep and Deep Publications, Ltd, Delhi, 2004.
5. P.C.Tripathi, Personnel Management and Industrial Relation, Sultan Chand and Sons, New Delhi, 2004.
6. L.M. Prasad, Human Resource Management, Sultan Chand and Sons, New Delhi, 2004.

Learning Outcomes:

On completion of the course, the students will able to:

- Explain the importance of Human Resources and their effective Management in the organizations.
- Competency to recruit, train and appraise the performance of employees.
- Work effectively with colleagues with diverse skills, experience levels and way of thinking.
- Ability to handle employee issues and evaluate the new trends in HRM.

DEPARTMENT OF TOURISM & TRAVEL MANAGEMENT

ACADEMIC YEAR 2020-2021

Name of the Staff: Mrs. J. Geethapriya

Total Hours:90 Hrs.

Name of the subject: Air Ticketing and Fare Constructions

Year/Semester: 2021/ Even semester

Subject code: HAU4A

Semester: IV

PAPER XVI – AIR TICKETING AND FARE CONSTRUCTION

Course Objectives:

The main objectives of the course are:

- To explain the various forms of reserving for Airline Services
- To Identify the different Fares, Tariffs and Currencies.
- To describe the ticketing documents, Air Travel Plans and the billing Systems.
- To know the Role of IATA and other bodies in Airline Business.
- To understand the Itinerary preparation and the types of Tour Programmes.

UNIT I

Civil Aviation in India – Air Transport: Airlines Abbreviations, Codes and Definitions – Chicago Convention – Warsaw Convention – Aircraft and in-flight Services – Airport Facilities and Special Passengers – Automation – Baggage – International Regulations – Bilateral Agreements – Travel Guides – Aviation Geography – IATA.

UNIT II

Airfares and Ticketing – 1: Arrangement of the Traffic Manuals – Guidelines for International Tariff Rules – Terms and Definitions – Published Fares – Arrangement of Foreign Currency – RBI Regulations and Formalities – Currency Regulations – Round and Circle Trip Fares – Journeys in Different Classes – Special Fares – Discounted Fares – taxes – Ticketing Instructions – BSP Procedures – Stock Control and Security of Accountable Documents.

UNIT III

Airfares and Ticketing – 2: Review of Basic Fare Construction Principles – General Ticketing Instructions – MCO (Miscellaneous Charges Order) – PTA (Prepaid Ticket Advice) – The Mileage System – Lowest Combination Principle – Round and Circle Trip Fares – Journeys in Different Classes of Services – Around the World Fares – “Open Jaw” Journeys – Special Fares – Re-Routings – Collection of Fares.

UNIT IV

Tour Programmes: Terms and Abbreviations – Types of Tours – How and Why Tours are Produced – Items Included in a Tour Brochure – Booking Conditions – Reservation Procedures.

UNIT V

Travel Formalities: The Passport – Health Certificates – Taxes, Customs and Currency – Travel Insurance – Credit Cards – Travel Freight Formalities – Travel Formalities – General Preventive Measures – The Travel Information Manual (TIM) – Consequences of Negligence.

BOOKS FOR REFERENCE

1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S. Chand & Company Ltd, New Delhi, 2004
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000.

Learning Outcomes:

By the end of the course, learners will be able to know,

- How Airline Tickets are made and issued.
- Know how IATA operates the flights and the Reservation process are made.
- To construct fares to various Traffic Conferences and Global Indicators.
- To apply the practical knowledge in the Travel Agencies.

ANNA ADARSH COLLEGE FOR WOMEN
TOURISM AND TRAVEL MANAGEMENT
EVEN SEMESTER

II M A

SUBJECT NAME : GLOBAL TOURISM II

SUBJECT CODE: HAUEH

LEARNING OBJECTIVES

To know the scope and importance of Tourism

To understand the tourism products across the world

To know about natural and man made attractions

SYLLABUS

I - Future of Global Tourism, Obstacles in Tourism, Tourism as a great economic force, Trade fairs and exhibitions.

II -Tourism in Pakistan, Bangladesh, Srilanka- attractions, monuments,Zoos, National parks, Sanctuaries.

III - Tourism in South Africa, Middle East- Provinces in South Africa, monuments, museums, forts.

IV -Importance of geography in Tourism, Natural and climatic regions of the world, Impact of weather and climate on Tourist destinations.

V - Introduction about geography, Map reading, about latitudes and longitudes, about international date lines, Time zones, calculation of time, variations, standard time.

LEARNING OUTCOMES

To understand about geography

To know future prospects of tourism

To know about tourist destinations.

ANNA ADARSH COLLEGE FOR WOMEN
TOURISM AND TRAVEL MANAGEMENT
EVEN SEMESTER

I M A

SUBJECT NAME : CUSTOMER RELATIONS AND SERVICES MANAGEMENT
SUBJECT CODE : HAU2B

LEARNING OBJECTIVES

To gain knowledge regarding customer relations technologies
To understand the technological and human issues relating to CRM in organization.
To understand long term value for individual customers.

SYLLABUS

I - Understanding services- unique characteristics, service definition, and classification - service package- core and supplementary services, 4 C' s internal marketing, major factors of change, - understanding - thinking and adaptive services - organization to new rules - professional services.

II - Strategic issues in services- developing services - flow chart - blue print -positioning a service in the market place - using positioning maps to plot strategy.

III - Strategic issues and services - customer enquiry - information system for better services to customer - targeting customers and building relations - customer satisfaction - customer loyalty
The kanos model.

IV - Managing service quality - basic characteristics of services - gap basic model - perception Vs expectation - dimensions of service quality - complaint handling - servqual model.

V - Managing customer services functions - interactions between customer and employees - customer role in service production and delivery - role of E business in service industry.

LEARNING OUTCOMES :

To understand basic concepts of customer relations management
To understand basics of operational customer relationship management.
To understand marketing aspects of CRM.

ANNA ADARSH COLLEGE FOR WOMEN
TOURISM AND TRAVEL MANAGEMENT
EVEN SEMESTER

I M A

SUBJECT NAME :ORGANIZATIONAL BEHAVIOR

SUBJECT CODE : HAU2A

LEARNING OBJECTIVES

To understand organizational structure

To encourage leadership

To predict employees behavior

SYLLABUS

I - Introduction to Organizational, Behavior, Perception and Learning, nature and scope of learning.

II -Motivation- theories, personality, Informal organization and groups, Power, types of power.

III -Communication- nature and significance,

Goals and objectives of communication, barriers to effective communication, types of communication.

IV - Leadership- introduction, Leadership styles-autocratic,democratic,free rein style, conflicts-sources, classification of conflicts.

V - Stress introduction, types of stress- distress, eustress, stress management, sources of stress, techniques of stress management, causes and effects of stress, coping up strategies of stress.

LEARNING OUTCOMES

To identify various leadership styles

To understand group type and working techniques

To demonstrate skills.

To know personal dimensions of personality.

