

ANNA ADARSH COLLEGE FOR WOMEN
DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

Name of the Faculty

1. Dr. Geethapriya. J
2. Dr. P. D. Sherlin
3. Mrs. T. Prabha
4. Mrs. M. Sofia Rashida
5. Mrs. A. Tasneem Unissa

COURSE STRUCTURE

SEM	PAPER.NO [CORE PAPER]	TITLE OF THE PAPER	SUB CODE
I	I	PRINCIPLES OF TOURISM	HAUIA
	II	HOSPITALITY INDUSTRY	HAUIB
	III	INDIAN TOURIST PANORAMA	HAUIC
	IV	TOURISM BUSINESS	HAUID
	Elective - 1	CULTURAL HERITAGE OF India	HAUEA
	Soft Skill	LANGUAGE AND COMMUNICATION	PSSEA
II	V	ORGANIZATIONAL BEHAVIOUR	HAU2A
	VI	CUSTOMER RELATIONS AND SERVICES MANAGEMENT	HAU2B
	VII	PUBLIC RELATIONS AND JOURNALISM IN TOURISM	HAU2C
	VIII	TOURISM MARKETING	HAU2D
	Elective -2	HUMAN RIGHTS AND TOURISM	HAUEB
	EXTRA DISCIPLINARY I	COMMUNICATIVE SKILLS IN FRENCH	HAUEC
	Soft Skill	SPOKEN AND PRESENTATION SKILLS	PSSEB
III	IX	FRONTOFFICE MANAGEMENT	HAU3A
	X	HUMAN RESOURCE MANAGEMENT	HAU3B
	XI	RESEARCH METHODOLOGY	HAU3C
	Elective -3	MANAGEMENT INFORMATION SYSTEM IN TOURISM	HAUED
	EXTRA DISCIPLINARY II	COMMUNICATIVE SKILLS IN FRENCH	HAUEE
	Soft Skill	LIFE & MANAGERIAL SKILL	PSSEC
		INTERNSHIP (AFTER II SEM) ENTRY IN III SEM	PSSEQ

IV	XII	AIR TICKETING AND FARE CONSTRUCTION	HAU4A
	XIII	ECOTOURISM	HAU4B
	Elective -4	GLOBAL TOURISM -I	HAUEG
	Elective -5	GLOBAL TOURISM-II	HAUEH
		DISSERTATION (20+20+60=100)	HAU4Q
	Soft Skill	COMPUTING SKILLS	PSSSED

SEMESTER -I

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.

PAPER –II HOSPITALITY INDUSTRY

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.

PAPER III – INDIAN TOURIST PANORAMA

UNIT I

The People of India – Their Heritage – Arts and Crafts – Tourists Products of India: Natural and Man Made – Adventure zones – Types of Adventure Tourism – Desert Tourism – Desert Safari – Desert Festivals – Medical Tourism – States Promoting Medical Tourism – Rural Tourism – Coastal Tourism – Cultural Tourism.

UNIT II

Religious Sites: Hindu, Jain, Buddhist, Muslim, Sikh and Christian – Art and Architecture – Style Adopted Over the Ages.

UNIT III

Museums – Monuments – Galleries of India – Hill Stations of India – Beaches – Wild life Sanctuaries – National Parks.

UNIT IV

Performing Arts: Dance, Music, Drama – Different Styles – Different Schools.

UNIT V

Fairs and Festivals of India – Handicrafts – Costumes and Customs of India.

PAPER I V – 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.

ELECTIVE 1 – CULTURAL HERITAGE OF INDIA

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.

SECOND SEMESTER

PAPER V – ORGANISATIONAL BEHAVIOUR

UNIT I

Introduction to Organizational Behaviour – Definition of Organisational Behaviour – Perception and Learning.

UNIT II

Motivation – Personality – Informal Organization and Groups – Dynamics – Key Group Concepts like Role – Status – Accuracy – Types of Power – Effectiveness of Power Basis.

UNIT III

Communication – Nature and Significance – Goals and Objectives – Barriers to Effective Communication – Joe Hurry Window Communication System – Verbal and Non- Verbal Communication.

UNIT IV

Leadership and Effective Supervision – Leadership Styles – Conflicts of Sources and Classification of Conflicts.

UNIT V

Stress: Causes of Stress – Effects and Problems of Stress – Individual and Organizational Coping up Strategies of Stress.

PAPER VI – CUSTOMER RELATIONS AND SERVICES MANAGEMENT

UNIT 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 Adapting services- Organization to New Rules – Professional Services

UNIT II

Strategic Issues in Services – Developing New Service – Flow Chart – Blue Print – Positioning a Service in the Market Place – Using Positioning Maps to Plot Strategy

UNIT III

Strategic Issues and Services – Customer Enquiry – Information Systems for Better Service to Customer – Targeting Customers and Building Relationships – CRM – Customer Satisfaction – Customer Loyalty – The Kanos Model

UNIT IV

Managing Service Quality – Basic Characteristics of Services – Gap basic model – Perception Vs Expectation – Dimensions of Service Quality – Complaint Handling – Servqual Model

UNIT V

Managing Customer Service Functions – Interaction between Customers and Employees – Customer Role In Service Production and Delivery – Role of E-business in Service Industry

PAPER VII – PUBLIC RELATIONS AND JOURNALISM IN TOURISM

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

TOURISM MARKETING

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.

ELECTIVE 2 – HUMAN RIGHTS AND TOURISM

UNIT – I

Origin, Nature and Scope of Human Rights – Theories of Human Rights – Magna Carta – Bills of Rights, Rights of Man.

UNIT – II

Human Rights and Fundamental Rights – Duties of Citizens – Constitutional Remedies of Human Rights – Directive Principles of State Policy

UNIT – III

Human Rights and Tourism related Issues – Trafficking in Women and Children – Drug Trafficking – Dispossession and Displacement of People – Tourism , Public Safety and Health.

UNIT – IV

Tourism and Environment – Marine Coastal Regulations Zone, Rules and Laws.

UNIT – V

Human Rights and Voluntary Organisations in India – Promotion of Human Rights – Challenges of Human Rights.

COMMUNICATIVE SKILL IN FRENCH LANGUAGE – I

UNIT – I

Contacts Pages 9 – 24

UNIT – II

Le Francais Moyen Pages 25 – 42

UNIT – III

En France Pages 43 – 58

UNIT – IV

Bons Baisers Pages 59 – 76

UNIT V

50 Millions Pages 77 – 92

UNIT VI

Tu es libre se soir ? Pages 93-110

THIRD SEMESTER

PAPER – 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.

PAPER – 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.

PAPER – RESEARCH METHODOLOGY

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.

PAPER – MANAGEMENT INFORMATION SYSTEM IN TOURISM

UNIT I

Introduction – Concept – Role and Impact of MIS in Tourism Industry – Modern Media Techniques – Internet in 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.

COMMUNICATIVE SKILL IN FRENCH LANGUAGE – II

UNIT VII

Suivez le guide Pages 111-126

UNIT VIII

A La Mode Pages 127-144

UNIT IX

Le Cinema Pages 145-164

UNIT X

D'hier a Demain Pages 165-182

UNIT XI

Les sports pages 183-202

UNIT XII

Un air de fete Pages 203-225

FOURTH SEMESTER

PAPER – AIR TICKETING AND FARE CONSTRUCTION

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 – Arrangement of the ~~Manuals~~ ^{Tariff} 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.

PAPER – ECO TOURISM

UNIT I Basic Principles of Tourism Ecology – Definition of Ecology – Five Basic Laws of Ecology – Environment – Eco System – Basic Properties of Eco Systems and their Relevance in the Context of Tourism – Eco System Diversity – Habitat, Species, Community – Cultural – Eco System – Absorbing Capacity – Carrying Capacity – Stability – Dynamics – Multi Functionality, Integrity and Sustainability.

UNIT II Eco Tourism – Interaction of Ecology and Environment for Tourist Activities – Various Types of Eco Tourism – Eco Cultural Tourism, Health Tourism, Heritage Tourism, Adventure Tourism – Farm Tourism – Angling (Fishing Tourism) and Water Sports Related Eco Tourism Activities.

UNIT III Conservation of Ecology – Management of Eco System – Basic Principles, Goals and Strategies with Special Emphasis on Tourism Codes of Conduct For Different Stake – Holders – Ecological Planning – UN Initiatives on Ecology and Environment – National Policy on Ecology and Environment – Future Prospects and Policy Alternatives.

UNIT IV Introduction to Human Ecology – Tourism Geography – Pollution Ecology – Energy Environment Nexus – Non – Equilibrium Ecology – Ecological Foot Print^{ts} Ecological and Socio-Economic Indicators – Ecological Economics – Eco Cultural Tourism Adaptive/Sustainable Management of Eco System With Special Reference to Tourism.

UNIT V Environmental Education and Legislation – Needs and Strategies With Special Emphasis on Tourism – Suggestions for Long Time Sustainable Tourist Activities – A Critical Review of Tourist Policy and Eco Tourism Policy of India – Tourism Planning and Implementation in India – Sustainable Tourism Planning for Ecologically Sensitive Areas and Protected Areas – Methodology for Developing New Tourism Activities Without Affecting Existing Ecology and Environment.

GLOBAL TOURISM – I

UNIT I

International Tourism: Growth and Trends – Tourism and International Economy – Tourism and International Understanding.

UNIT II

Tourism in Europe – Austria – Belgium – UK – Denmark – France – Germany – Greece – Ireland – Italy – Spain – Portugal – Norway – Sweden – Switzerland.

UNIT III

Tourism in USA – New/York-New/Jersey-Florida – California – San Francisco – Washington DC – Hollywood – Chicago – Illinois – Hawaii – Miami – Niagara – Philadelphia – Georgia – Texas – Important Landmarks in Latin America – Australia – Newzealand.

UNIT IV

Tourism in South East Asia: Singapore, Malaysia, Hong kong, China, Japan.

UNIT V

Contemporary Issues in Global Tourism – Future of Global Tourism.

GLOBAL TOURISM – II

UNIT I

Future of Global Tourism – Obstacles in Tourism – Tourism as a Great Economic and Social Force – Travel, Trade, Fairs and Exhibitions.

UNIT II

Tourism in Pakistan – Bangladesh – Srilanka.

UNIT III

Tourism in South Africa and Middle East.

UNIT IV

Importance of Geography in Tourism – Natural and Climatic Regions of the World in Brief – Impact of Weather and Climate on Tourist Destinations.

UNIT V

Global Tourism Geography – Map Reading – Latitude – Longitude – International Data line – Time Zones – Calculation of Time – Time Difference – Variations – Standard Time.

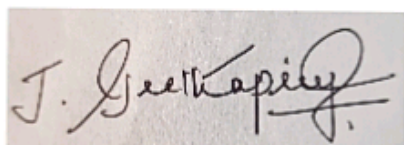
PAPER DISSERTATION

PROJECT : **60 Marks**
INTERNAL : **20 Marks**
VIVA : **20 Marks**

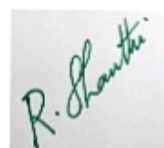
100 Marks

Assessment Details

Internals (25)	Particulars	Marks
	Test (2 out of 3)	10
	Attendance	05
	Seminars	05
	Assignments	05
	Total	25
External (75)		75
	Total	25+75= 100



signature of the head
of the department



signature of the
principal