

ANNA ADARSH COLLEGE FOR WOMEN  
DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT

Name of the Faculty

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## M.PHIL TOURISM & TRAVEL MANAGEMENT

PAPER	SUBJECT	CODE
1	RESEARCH METHODOLOGY	HWA
2	TOURISM MANAGEMENT	HWB
3	TOURISM IN TAMILNADU	HWZ
4	DISSERTATION	HWQ

**M. PHIL**

**SYLLABUS**

**Syllabi for**  
**M Phil Programme in Tourism and Travel Management**  
**Paper I**  
**Research Methodology**

**Unit – I**

Definition of Research – Meaning – Objectives – Motivation in Research – Characteristics of Research – Criteria of Good Research – Research Methodology – Types of Research – Significance of Research – Case study – Social Science Research – Historical Research – Research Process.

**Unit – II**

Research problem – Selection – Formulation of a Research Problem – Sources of a Research Problem – Criteria of a Good Research Problem – Delimitation of a Problem – Evaluating the Research Problem – Formulation of Hypothesis – Function of Hypothesis – Research Design – Need for Research Design – Features of a Good Design – Kinds of Research Designs.

**Unit – III**

Data Collection – Primary and Secondary Data – Classification of Documents – Observation – Characteristics and Types of Observation – Meaning of a Schedule – Types of Schedules – Questionnaires – Interview Method – Types of Interview Method – Training – Visual aids in Interviews – Limitations.

**Unit – IV**

Processing, Analysis and Interpretation of Data – Steps in Data Processing – Editing – Coding – Classification – Tabulation – Analysis of Data – Interpretation – Essential Prerequisites for Interpretation – The Role of Computers in Research.

**Unit – V**

Dissertation writing – Different steps in writing Dissertation – Layout of Dissertation – Mechanics of writing Dissertation – Preparation – Tables – Maps – Footnotes – Bibliography – Appendices – Index.

**Books for Reference:**

- C.P.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.
- Santosh 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.
- M.M. Rawat, 2009, Tourism Marketing Policies, Perspectives and Strategies, Alfa Publications, New Delhi
- Rajender Pal, 2010, Research in Tourism, Mohit Publications, New Delhi
- Kulwant Singh Pathania and Arun Kumar, 2008, Tourism in India, Regal Publications, New Delhi

# Paper II – Advanced Paper Tourism Management

## Unit-I

Travel trade – Travel agency – Tour operation business – Types of Itinerary – Types of Tour Packages, Tour costing and pricing – Tourism Planning, Types of Tourism Planning, Integrated tourism planning, Tourism planning process – The impact of Tourism, Sustainable Tourism planning .

## Unit -II

Heritage Tourism – World Heritage Sites – Rural tourism – Cultural Tourism – Health Tourism – Adventure Tourism – Adventure Tourism Zones – Eco Tourism – Ecology – Definition of Ecology – Five Basic Laws of Ecology – Absorbing capacity – carrying capacity - Environment impact Assessment.

## Unit – III

Hospitality Industry – Evolution of Hotel Industry – Recent trends – categories of Accommodation – Major hotel chains in India – Organisation of Hotel – Duties and Personnel Responsibilities of hotel personnel – Front office management – House keeping, Food and Beverage service – Human Resource Management in Hotels.

## Unit – IV

Importance of Transport in Tourism industry – Major components of Tourism Transportation system – Road, Rail, Sea, Airways – Technological Advances – Civil Aviation in India – Air Transport – Reservation procedures, Travel Formalities – Human Rights and Tourism

## Unit – V

Tourism Promotion - Information Technology in Tourism – Need and significance of Travel Trade Association – WTO, UFATA, NTO, IATA, PATA – Future of Tourism.

### Books for Reference:

- A.K.Bhatia, 2003, International Tourism, Sterling Publishers , New Delhi .
- Pushpinder S.Gill, 1999, Dynamics of Tourism, Anmol Publishers Pvt Ltd ., New Delhi
- Pran Nath Seth, 1988, Successful Tourism Management , Sterling Publication Pvt. Ltd, Delhi.
- Shashi Prabha Sharma, 2004, Tourism Education, Kanishka Publishers, New Delhi.
- P.C.Sinha, 1998, Tourism Planning , Anmol Publication Pvt Ltd ,New Delhi.
- Jagmohan Negi, 1988, Travel Agency and Tour Operation , Kanishka Publishers, New Delhi.
- Yogendra K.Sharma 2003, Hotel Management, Kanishka Publishers, New Delhi.
- Y.P.Singh 2001, Effective Hotel Management, Anmol Publications, New Delhi.
- R.Thandavan and Revathy , 2005, Tourism Product Volume I and II, Dominant Publishers, New Delhi .
- Jagmohan Negi, 2001, Adventure Tourism and Sports, Kanishka Publishers, New Delhi.
- A.L.Basham , 2002, Cultural History of India, Oxford University Press.
- Philip Kotler , 1993, Marketing Management , Prentice Hall of India Pvt Ltd.
- Lavkush Mishra, 2000, Religious Tourism in India , Mohit Publications , New Delhi .
- Rajkumar, 2003, Essays in Indian Art and Architecture, Discovery Publishing House Pvt. Ltd., New Delhi.

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## Paper III (Background Paper – 1) Tourism in Tamilnadu

( Note: out of three background papers the candidates can choose any one in consultation with the guide)

### Unit – I

Tamilnadu as Cultural and Tourist Destination – Geography – Climate – People of Tamilnadu – Society – Religion – Culture – Customs and Tradition – Cuisines.

### Unit-II

Spiritual Tourism – Famous Pilgrimage Centers of Tamilnadu – Fairs and Festivals – Religious Festivals.

### Unit – III

Tourist Attractions – Archaeological Sites – World Heritage Sites – Monuments – Forts – Museum, Galleries, Libraries – Theme Parks – Hill stations – Beaches – Lakes – Rivers – Wild life Sanctuaries .

### Unit – IV

Cultural Tourism – Dance – Music – Drama – Dance and Musical Festivals – Sabhas – Souvenirs – Handicrafts of Tamilnadu.

### Unit –V

Role of State in the Promotion of Tourism – Role of Tamilnadu Tourism Development Corporation - Special Events and Fairs – Policies and Strategies for Promotion of Tourism in Tamilnadu.



**Books for Reference:**

Revathy Girish , 2009, Indian Tourist Panorama , Wisdom Publications, New Delhi.

Revathy Girish, 2009, Cultural Heritage of India, Wisdom Publications, New Delhi.

Revathy Girish, 2009, Architectural Tourism, Wisdom Publications, New Delhi.

R.Thandavan and Revathy , 2005, Tourism Product Volume I and II, Dominant Publishers, New Delhi .

Percy Brown, 2003, Indian Architecture, D.B.Taraporevala Sons and Co Pvt. Ltd, New Delhi.

Raj Kumar, 2003, Essays in Indian Art and Architecture, Discovery Publishing House, Pvt. Ltd, New Delhi.

A.L.Basham , 2002, Cultural History of India, Oxford University Press.

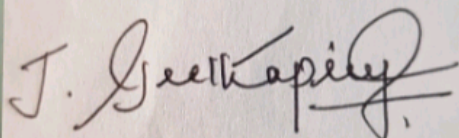
Ram Acharya, 1980, Tourism and Cultural Heritage of India, RBSA Publication, Jaipur.

Kumar, 1981, Indian Society and Social Institution, Lakshmi Narain Agarwal Educational Publisher, Agra.

Rabindra Seth Om Gupta, 2005, Tourism in India, Kalpaz Publications, New Delhi.

S. Geetha Kannammal.et.al, 2007, An introduction to Tourism in Tamil Nadu – A Study, Publication Division, University of Madras, 150<sup>th</sup> year special book.

Prof. Y. Vaikunthan, 2003 Historical, Cultural, Eco-Tourism in South India: Emerging Trends.



Signature of the  
Head of the department



Signature of the Principal