

## Travel & Tourism Management Syllabus



### FIRST SEMESTER

#### A. THEORY:

<u>A. THEORY</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-101	Travel & Tourism Industry	3	1	0	4	4
2.	TTM-102	Principles of Marketing-I	3	1	0	4	4
3.	TTM-103	Computer Fundamentals	3	0	0	3	3
4.	TTM-104	Business Communication	3	1	0	4	4
5.	TTM-105	Introduction to Accounting-I	3	1	0	4	4
Total of Theory						19	19

#### B. PRACTICAL:

<u>B. PRACTICAL</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-193	Computer Lab	0	0	3	3	2
Total of Practical						3	2

#### C. SESSIONAL:

<u>C. SESSIONAL</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Sessional						0	0
Total of 1 <sup>ST</sup> Semester						22	21

# Travel & Tourism Management Syllabus

## SECOND SEMESTER

### A. THEORY:

<u>A. THEORY</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-201	Introduction to Accounting-II	3	1	0	4	4
2.	TTM-202	Tourism Management-I	3	1	0	4	4
3.	TTM-203	Principles of Marketing-II	3	1	0	4	4
4.	TTM-204	Communicative English	3	1	0	4	4
5.	TTM-205	International Tourism	3	1	0	4	4
Total of Theory						20	20

### B. PRACTICAL:

<u>B. PRACTICAL</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Practical						0	0

### C. SESSIONAL:

<u>C. SESSIONAL</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Sessional						0	0
Total of 2 <sup>nd</sup> Semester						20	20

## Travel & Tourism Management Syllabus

### THIRD SEMESTER

#### A. THEORY:

<u>A. THEORY</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-301	Art Heritage of India	3	0	0	3	3
2.	TTM-302	Organizational Behavior	3	1	0	4	4
3.	TTM-303	Quality Mgmt. in Tourism	3	1	0	4	4
4.	TTM-304	Eco Tourism	3	0	0	3	3
5.	TTM-305	Tourism Management-II	3	1	0	4	4
6.	TTM-306	Strategic Mgmt. in Tourism	3	1	0	4	4
Total of Theory						22	22

#### B. PRACTICAL:

<u>B. PRACTICAL</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Practical						0	0

#### C. SESSIONAL:

<u>C. SESSIONAL</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Sessional						0	0
Total of 3 <sup>rd</sup> Semester						22	22

## Travel & Tourism Management Syllabus

### FOURTH SEMESTER

<u>A. THEORY</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
1.	TTM-401	Human Resource Management	3	1	0	4	4
2.	TTM-402	Principles & Concepts in Hospitality Management	3	1	0	4	4
3.	TTM-403	Event Management	3	0	0	3	3
4.	TTM-404	Business Economics	3	1	0	4	4
5.	TTM-405	Stress Management	3	1	0	4	4
6.	TTM-406	Environment & Ecology	3	1	0	4	4
Total of Theory							23

<u>B. PRACTICAL</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Practical							

<u>C. SESSIONAL</u>							
	Code	Subjects	Contacts (periods/week)				Credit points
			L	T	P	Total	
Total of Sessional							
Total of 4 <sup>th</sup> Semester							23

# Travel & Tourism Management Syllabus

TTM-101

## TRAVEL & TOURISM INDUSTRY

### 1.0 GROWTH OF TRAVEL THROUGH AGES

- 1.1 AN ANCIENT PHENOMENON
- 1.2 ACCOUNTS OF FAMOUS TRAVELLERS
- 1.3 PLEASURE TRAVEL
- 1.4 RELIGION AS A MOTIVATOR
- 1.5 THE GRAND TOUR
- 1.6 THE ORIGIN OF THE CONCEPT OF THE ANNUAL HOLIDAY
- 1.7 INDUSTRIAL REVOLUTION & THE DEVELOPMENT OF TRAVEL
- 1.8 EFFECTS OF THE GREAT WAR ON THE TRANSPORT SYSTEM
- 1.9 ADVENT OF THE JET
- 1.10 ADVENT OF HIGH SPEED TRAINS

### 2.0 GROWTH & DEVELOPMENT OF MODERN TOURISM

- 2.1 POST - SECOND WORLD WAR PHENOMENON
- 2.2 CAUSES OF RAPID GROWTH
- 2.3 MEANING & NATURE OF TOURISM
- 2.4 BASIC COMPONENTS OF TOURISM
- 2.5 ELEMENTS OF TOURISM

### 3.0 MOTIVATION FOR TRAVEL

- 3.1 BASIC TRAVEL MOTIVATIONS
- 3.2 SOCIOLOGY OF TOURISM
- 3.3 ROLE OF STATE IN PROMOTING SOCIAL TOURISM
- 3.4 SOCIAL SIGNIFICANCE OF TRAVEL
- 3.5 EVOLUTION OF DEMAND
- 3.6 FACTORS INFLUENCING THE GROWTH OF TOURISM

### 4.0 THE ORGANISATION OF TOURISM

- 4.1 NEED FOR ORGANISATION
- 4.2 FACTORS INFLUENCING TYPE OF ORGANISATION
- 4.3 RECOMMENDATION OF THE UN CONFERENCE
- 4.4 THE NATIONAL TOURIST ORGANISATION
- 4.5 TOURIST ORGANISATION IN INDIA
- 4.6 TOURIST ORGANISATION IN ITALY

# Travel & Tourism Management Syllabus

## 5.0 THE MEASUREMENT OF TOURISM

- 5.1 NEED FOR MEASURING TOURISM PHENOMENON
- 5.2 IMPORTANCE OF TOURIST STATISTICS
- 5.3 DEFINITION OF THE TERM 'TOURIST'
- 5.4 DEFINITION BY THE LEAGUE OF NATION & THE U.N
- 5.5 EUROPEAN TRAVEL COMMISSION
- 5.6 UNITED NATIONS ROME CONFERENCE
- 5.7 DOMESTIC TOURISM
- 5.8 GENERAL PROBLEMS OF MEASUREMENTS
- 5.9 TYPES OF TOURIST STATISTICS
- 5.10 METHODS OF MEASUREMENT

## 6.0 TOURISM PLANNING & DEVELOPMENT

- 6.1 PLANNING FOR TOURISM
- 6.2 CO-ORDINATION IN PLANNING
- 6.3 ASSESSMENT OF TOURIST DEMAND & SUPPLY
- 6.4 ESTABLISHING OBJECTIVES
- 6.5 TERRITORIAL PLANNING
- 6.6 BASIC INFRASTRUCTURE
- 6.7 FINANCIAL PLANNING
- 6.8 HUMAN RESOURCE PLANNING
- 6.9 ADMINISTRATIVE STRUCTURE , TOURISM MARKETING & PROMOTION
- 6.10 MONITORING PROGRESS
- 6.11 TIME FACTOR
- 6.12 ENVIRONMENT PLANNING
- 6.13 REGIONAL PLANNING CONSIDERATIONS

## 7.0 ECONOMIC & SOCIAL SIGNIFICANCE OF TOURISM

- 7.1 ECONOMIC BENEFITS
- 7.2 THE MULTIPLIER EFFECT
- 7.3 DEVELOPMENT OF INFRASTRUCTURE
- 7.4 REGIONAL DEVELOPMENT
- 7.5 EFFECTS ON EMPLOYMENT
- 7.6 TOURISM & ECONOMIC VALUE OF CULTURAL RESOURCES
- 7.7 CULTURAL TOURISM IN INDIA
- 7.8 TOURISM & INTERNATIONAL UNDERSTANDING
- 7.9 MANILA DECLARATION ON WORLD TOURISM

## 8.0 INTERNATIONAL ORGANISATIONS & TOURISM

- 8.1 EARLY HISTORY OF CO-OPERATIVE ENDEAVOUR
- 8.2 INTERNATIONAL UNION OF OFFICIAL TRAVEL ORGANISATION ( IUOTO)
- 8.3 WORLD TOURISM ORGANISATION ( WTO)
- 8.4 PACIFIC AREA TRAVEL ASSOCIATION ( PATA)
- 8.5 INTERNATIONAL AIR TRANSPORT ASSOCIATION ( IATA)
- 8.6 INTERNATIONAL CIVIL AVIATION ORGANISATION ( ICAO)

# Travel & Tourism Management Syllabus

## 9.0 ROLE OF TRAVEL AGENCY IN TOURISM

- 9.1 THOMAS COOK & THE ORGANISATION OF TRAVEL
- 9.2 THE GRAND CIRCULAR TRAVEL
- 9.3 INTRODUCTION OF RAILWAY & HOTEL COUPONS
- 9.4 THE AMERICAN EXPRESS COMPANY
- 9.5 INTRODUCTION OF AIR TRAVEL
- 9.6 PROFILE OF MODERN TRAVEL AGENCY
- 9.7 SETTING UP OF A TRAVEL AGENCY
- 9.8 ORGANISATION OF TRAVEL
- 9.9 NEED FOR LEGISLATION
- 9.10 THE TOUR OPERATOR
- 9.11 GROUP INCLUSIVE TOURS
- 9.12 TRAVEL ORGANISATIONS ( ASTA & UFTAA)
- 9.13 TRAVEL AGENCIES IN INDIA
- 9.14 TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI)

## TTM-102

### PRINCIPLES OF MARKETING-I

#### 1.0 THE MARKETING PROCESS

- 1.1 APPROACHES TO THE STUDY OF MARKETING
- 1.2 EVALUATION
- 1.3 THE MODERN CONCEPTS OF MARKETING
- 1.4 COMPONENTS OF HOSPITALITY PRODUCT

#### 2.0 THE ROLE OF MARKETING ORGANISATION

- 2.1 ORGANISING FOR MARKETING
- 2.2 EVOLUTION OF MARKETING ORGANISATION
- 2.3 PRINCIPLES OF ORGANISATIONAL DESIGN  
& MARKETING ORGANISATION STRUCTURES
- 2.4 ORGANISATIONAL PROBLEMS
- 2.5 PLANNING & CONTROL OF MARKETING OPERATIONS
- 2.6 PROBLEMS OF MARKETING PLANNING, SALES  
FORECASTING - A PLANNING TOOL
- 2.7 CONTROL OF MARKETING OPERATIONS

#### 3.0 MICRO & MACRO ENVIRONMENT

- 3.1 MEANING & DIMENSIONS OF MARKET
- 3.2 MARKET SEGMENTATION
- 3.3 INDIAN MARKET
- 3.4 MARKETING OPPORTUNITIES

#### 4.0 CONSUMER BEHAVIOUR

# Travel & Tourism Management Syllabus

- 4.1 CONSUMER BEHAVIOUR: MEANING & IMPORTANCE
- 4.2 CONSUMER BUYING PROCESS
- 4.3 DETERMINANTS & EXPLANATIONS OF CONSUMER BEHAVIOUR
- 4.4 CONCLUSION

## 5.0 MARKETING RESEARCH

- 5.1 MARKETING RESEARCH : MEANING & SCOPE
- 5.2 CONTRIBUTIONS & LIMITATIONS OF MARKETING RESEARCH
- 5.3 PROFILE OF MARKETING RESEARCH IN INDIA
- 5.4 MARKETING RESEARCH PEOCEDURE
- 5.5 TYPES & TECHNIQUES OF MARKETING RESEARCH
- 5.6 MARKETING RESEARCH ORGANISATION

## 6.0 PRODUCT : PLANNING & LIFE CYCLE

- 6.1 PRODUCT : MEANING & ROLE
- 6.2 PRODUCT PLANNING & PROCESS
- 6.3 PRODUCT LIFE CYCLE

## TTM-103 COMPUTER FUNDAMENTALS

- 1.0 AUTOMATION IN THE HOSPITALITY INDUSTRY 1.1
  - 1.1 DATA PROCESSING
  - 1.2 ELECTRONIC DATA PROCESSING
    - ADVANTAGES OF ELECTRONIC DATA PROCESSING
    - TYPES OF DATA
    - BINARY CODING
  - 1.3 TYPES OF COMPUTERS
    - MAINFRAME CVOMPUTERS
    - MINI COMPUTERS
    - MICROCOMPUTERS
    - PORTABLE COMPUTERS
  - 1.4 COMPUTER & ITS APPLICATION IN THE HOSPITALITY INDUSTRY
  - 1.5 THE INTERNET & THE HOSPITALITY INDUSTRY
    - INTERNET APPLICATION
    - WORLD WIDE WEB
  - 1.6 NETWORKS & NETWORKED COMPUTERS
  - 1.7 INTERNET HARDWARE COMPONENTS
  
- 2.0 ESSENTIAL OF COMPUTER SYSTEMS 2.1
  - 2.1 INPUT/OUTPUT UNITS
    - KEYBOARDS
    - TOUCH SCREEN TREMINALS
    - OTHER INPUT DEVICES



# Travel & Tourism Management Syllabus

	MONITORS PRINTERS COMMON I/O UNITS IN THE HOSPITALITY INDUSTRY	
2.2	THE CENTRAL PROCESSING UNIT READ ONLY MEMORY ( ROM) RANDOM ACCESS MAMORY (RAM)	
2.3	EXTERNAL STORAGE DEVICES MAGNETIC TAPES FLOPPY DISKS HARD DRIVES CD TECHNOLOGY	
2.4	ANATOMY OF A MICROCOMPUTER MICROPROCESSOR CHARACTERESTICS CPU SPEED BUS SYSTEM SYSTEM ARCHITECTURE COMPUTER ADD-ONS	
3.0	SOFTWARE ITS CLASSIFICATIONS	3.1
3.1	GENERIC APPLICATION SOFTWARE  WORD PROCESSING SOFTWARE	WORKING WITH SOFT COPY ON-SCREEN EDITING TECHNIQUES FORMATTING DOCUEMENTS SPECIAL FEATURES DESKTOP PUBLISHING
3.2	THE OPERATING SYSTEM  ELECTRONIC SPREADSHEET SOFTWARE	SPREADSHEET DESIGN CREATING A SPREADSHEET UPDATING DATA A & RECALCULATIONS COMMON SPREADSHEET COMMANDS GRAPHICS CAPABILITY SPECIAL FEATURES
3.3	ACCOUNTING IN HOSPITALITY BUSINESS TRANSACTION ( USE SPREADSHEET)  USE OF WORD PROCESSORS IN PREPARING SIMPLE FORMS USE OF SPREADSHEET IN MAINTAINING & BALANCING ACCOUNTS MECHANICS OF DOUBLE-ENTRY ACCOUNTING GENERAL LEDGERS & JOURNALS RECORDING CHANGES IN ASSETS, LIABILITIES & OWNERS EQUITY RECORDING CHANGES IN REVENUE & EXPENSES	

# Travel & Tourism Management Syllabus

TRIAL BALANCE

[ STUDENTS SHOULD EXCLUSIVELY USE SPREADSHEET FOR SEC 3.3 ]

- 3.4 GENERIC APPLICATION SOFTWARE PART-2  
DATABASE MANAGEMENT SOFTWARE USE OF MS-ACCESS

FILES, RECORDS & FIELDS

DATABASE STRUCTURES

INPUT CRITERIA & OUTPUT SPECIFICATIONS

COMMON DATABASE MANAGEMENT COMMANDS

## TTM-104 BUSINESS COMMUNICATIONS

- 1.0 COMMUNICATION
- 1.1 MEANING AND DEFINITION
  - 1.2 OBJECTIVES OF COMMUNICATION
  - 1.3 PRINCIPLES OF COMMUNICATION
  - 1.4 SCOPE OF COMMUNICATION
  - 1.5 LIMITATIONS OF COMMUNICATION
  - 1.6 EVALUATION OF COMMUNICATION EFFECTIVENESS
- 2.0 THE ROLE OF COMMUNICATION IN THE BUSINESS ORGANISATION
- 2.1 INTRODUCTION
  - 2.2 THE FREQUENCY OF COMMUNICATION
  - 2.3 MAIN FORMS OF ORGANISATIONAL COMMUNICATION
  - 2.4 COMMUNICATION NETWORK IN THE ORGANISATION
  - 2.5 EFFECTS OF CHANGING TECHNOLOGY
- 3.0 COMMUNICATION PROCESS
- 3.1 COMMUNICATION IS A TWO WAY PROCESS
  - 3.2 PROCESS OF COMMUNICATION
  - 3.3 ELEMENTS OF COMMUNICATIONS
  - 3.4 IMPORTANCE OF EFFECTIVENESS
- 4.0 COMMUNICATION : CHANNELS & NETWORKS
- 4.1 TYPES OF COMMUNICATION
  - 4.2 COMMUNICATION ON THE BASIS OF DIRECTION
  - 4.3 COMMUNICATION ON THE BASIS OF WAY OF EXPRESSION
  - 4.4 COMMUNICATION ON THE BASIS OF ORGANISATIONAL STRUCTURE
  - 4.5 COMMUNICATION NETWORK
  - 4.6 EFFECTS OF COMMUNICATION NETWORK ON WORK PERFORMANCE
- 5.0 MANAGEMENT COMMUNICATION
- 5.1 MEANING
  - 5.2 IMPORTANCE OF MANAGEMENT COMMUNICATION

## Travel & Tourism Management Syllabus

- 5.3 IMPROVING MANAGEMENT COMMUNICATION
- 5.4 DOWNWARD COMMUNICATION
- 5.5 UPWARD COMMUNICATION
- 5.6 COMMUNICATION IN SPECIALISED GROUPS
- 5.7 THE ROLE OF UNION IN COMMUNICATION
  
- 6.0 BARRIERS TO EFFECTIVE COMMUNICATION
  - 6.1 INTRODUCTION
  - 6.2 TYPES OF BARRIERS
  - 6.3 EXTERNAL BARRIERS
  - 6.4 ORGANISATIONAL BARRIERS
  - 6.5 PERSONAL BARRIERS
  - 6.6 STEPS TO MAKE COMMUNICATION EFFECTIVE
  
- 7.0 EFFECTIVE WRITTEN COMMUNICATION
  - 7.1 INTRODUCTION
  - 7.2 GUIDELINES FOR EFFECTIVE WRITING
  - 7.3 WRITING PROPOSALS
  - 7.4 FORMAT OF THE CONTRACT PROPOSALS
  - 7.5 SALES REPORT
  - 7.6 BUSINESS REPORT
  - 7.7 BUSINESS LETTER WRITING
  
- 8.0 EFFECTIVE ORAL COMMUNICATION
  - 8.1 FACTORS INHIBITING EFFECTIVENESS
  - 8.2 PROBLEMS IN ORAL COMMUNICATION
  - 8.3 GATEWAYS TO MORE EFFECTIVE COMMUNICATION
  - 8.4 PRINCIPLES OF INFORMATION EXCHANGE IN A COMPANY
  - 8.5 ORAL COMMUNICATION SKILLS
  - 8.6 LISTENING
  - 8.7 PROBLEMS IN LISTENING
  - 8.8 GUIDE TO EFFECTIVE LISTENING
  - 8.9 COMMITTEES & MEETINGS
  - 8.10 GUIDE TO GOOD ORAL COMMUNICATION
  
- 9.0 COMMUNICATION FEED BACK SYSTEMS
  - 9.1 INTRODUCTION
  - 9.2 FEED BACK DEFINED
  - 9.3 THE FUNCTIONS OF FEED BACK
  - 9.4 THE PROCESS OF INTERPERSONAL FEED BACK
  - 9.5 EFFECTIVE FEED BACK

TTM-105

INTRODUCTION TO ACCOUNTING-I

- 1.0 INTRODUCTION
  
- 2.0 DOUBLE ENTRY SYSTEM - MEANINGS / ADVANTAGES

## Travel & Tourism Management Syllabus

3.0 CONCEPTS & ILLUSTRATION

4.0 JOURNAL

4.1 CONCEPTS & ILLUSTRATION

5.0 LEDGER

5.1 EXPLANATION &  
ILLUSTRATION

6.0 TRIAL BALANCE

6.1 EXPLANATION &  
ILLUSTRATION

7.0 SUBSIDIARY BOOKS

7.1 EXPLANATION &  
ILLUSTRATION

8.0 CASH BOOK

8.1 EXPLANATION &  
ILLUSTRATION

9.0 PETTY CASH  
BOOK

9.1 EXPLANATION &  
ILLUSTRATION

TTM – 201

### Introduction to Accounting - II

(Theory – 3, Tutorial – 1) per week

- Final accounts (without adjustments) - *Explanation & illustration*
- Final accounts (with adjustments)
- Balance sheet & their components
- Contents of balance sheet  
Forms & classification of items, Format of a balance sheet & presentation
- Elements of costs
- Percentage analysis - *explanation & illustration*
- PV ratio - *explanation & illustration*

TTM – 202

### Tourism Management - I

(Theory – 3, Tutorial – 1) per week

- Organised travel

## Travel & Tourism Management Syllabus

Travel for pleasure, A peace time activity, Paid holiday concept in Europe, Changing travel attitudes, Technological change & their effects, Defining tourism & foreign tourists, Tourism Products: Definition, Concept and classification

- **Passenger transport**  
Prime force in expansion of tourism, High speed trains, Cruise liners, Air transport, Commercial traffic, Ocean transport, Indian Railways: Past, Present, future, Types of tours available in India, Indrail Pass, Special schemes & packages available, Palace on Wheels, Royal Orient, fairy queen and toy trains.
- **Tourism marketing & management**  
Need for marketing in tourism, defining tourism marketing, the tourist product, special features of tourism marketing, marketing process, marketing research, market segmentation, market targeting, tourism promotion, advertising, public relations, public relation technique
- **Travel agency operations**  
Thomas cook, American express, Cox & Kings / TCI, Scope & role of retailers, modern travel agencies, travel organization, handling a client -WATA guidelines,your relation with service suppliers
- **Travel agency appointments**  
International air transport association (IATA), Trade association activities, Traffic conferences & activities, IATA allied services, IATA accreditation for travel agency, IATA controlled approval, International regulations, Indian association of tour operator, World tourism and travel council, Federation of Hotel & Restaurant Association of India (FHRAI)

TTM – 203

### Principles of Marketing - II

(Theory – 3, Tutorial – 1) per week

- **Pricing**  
*Meaning & role of pricing, Pricing in theory & practices, Management of pricing, Public policy in relation to pricing in India*
- **Product -market integration -product & brand strategies**  
*Product -market integration, Product positioning, Diversification, product -line simplification, Planned obsolescence, Branding, Packaging*
- **Personal selling**  
*Personal selling: meaning & importance, Status of personal selling in India, The selling job: nature & methods, Management of sales force*

## Travel & Tourism Management Syllabus

- Advertising  
Meaning & role of advertising, Profile of advertising in India, Management of advertising
- Channels of distribution  
Meaning & role of distribution channels, Classification of distribution channels & intermediaries, factors governing choice of channels (s) & intermediaries, distribution channel policies & strategies, other aspects of channel management, conflict & co-operation in distribution channel
- Physical distribution  
Meaning, objectives & organization, role & relevance of physical distribution in the Indian setting, physical distribution management
- *Marketing Service sectors*

TTM – 204

### Communicative English

(Theory – 3, Tutorial – 1) per week

- Basic languages  
Tenses, one word substitution, Synonym & antonym, special terms related to management studies
- Basic letter writing  
Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests & replies from hotels point of view, Demi official letters, Circulars, Letters connected with sales, Letters for financial arrangements
- Extempore speaking  
Elocutions, etiquettes & manners, phonetics
- Report writing  
Basic format of reports, investigate reports on accidents, evaluation & appraisal reports, miscellaneous reports connected with hotel industry
- Writing bio-data interviews

TTM – 205

### International Tourism

(Theory – 3, Tutorial – 1) per week

- Globalisation & tourism sector  
Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements.
- The emergence of international hotels & tourisms

## Travel & Tourism Management Syllabus

Historical aspects, development of chains, development abroad, airline connection

- Political aspects of the international travel, tourism  
Barriers to travel, tourism investment & business, regulations, international organisations dealing with barriers viz : WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management
  - International hotels
  - Balancing global & local perspectives
- Operating in a multinational environment
- International rules & regulations -a brief study
  - Human resources & cultural diversity  
Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations
  - International tourism sales & marketing  
Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning
  - Global competition & the future  
*Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.*

TTM – 206

### Hotel French - I

(Theory – 3) per week

- Grammar & conjugation
- Details of French words with pronunciation
- Making phrases in French
- Theory  
les terminologies, le restaurant, la cuisine, le material, de la cuisine, articles du restaurant, les boissons, la table, la chambre d'hotel, les repas , le menu, le jour de la semaine , les nombres , les heures, les saisons , les menus francais, les recettes , les vins etc. ( paragraph for translation in to english and vice versa)
- Paragraphs for translation  
French to English, English to French
- Travel and Tourism Terminologies

### ART HERITAGE OF INDIA

Paper Code: TTM 301

BTTM: 2<sup>nd</sup> Year 1<sup>st</sup> Semester

## Travel & Tourism Management Syllabus

### Indian Culture and Heritage

Concept- History-Stages of evolution-The Mohenjodaro and Harappan period- Vedic Age, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern Period  
Features of Indian Cultural Heritage-Conservation of Culture

### Study of Indian Architecture

The prominent Architectural style in different period-Harappan Architecture, Ancient Indian Architecture viz Hindu\_Buddhist style, Mughal Architecture, The Rock-Cut monuments-colonial Architecture.

Study of Important Architectural sites of India

Study of Indian Temple Architecture and popular Religious Centres-Hindu, Buddhist, Jain, Sikh, Muslims, Parsis and Christian

### Paintings

Indian Paintings- Characteristic features- Medieval and Modern Paintings

### Study about Performing Arts of India

Dances of India, Historical Evolution- archeological and literary evidence

Indian Classical Dances-Folk Dances

Music of India- classification-Marg & Desi, Karnatic style, North Indian Music- Musical instruments

Role of Performing Art in Tourism Development

Indian Theatre- Different Theatrical forms

Indian Cinema- Evolution- Role in Tourism Development

### Handicrafts

Indian Handicrafts-textiles, clayworks, stone works, woodworks etc.- craft melas-

Marketing of Handicrafts- Bottleneck

### Museums and their role

Role of Museums in preservation of art Heritage- Types of Museums- Acquisition of Museum Articles- Role of Museum in Special Interest Tourism

## Organizational Behaviour

Paper Code: TTM 302

BTTM: 2<sup>nd</sup> Year 1<sup>st</sup> Semester

*Introduction to Organisational Behaviour:* What is Organisational Behaviour. The Hawthorne Studies, contributing disciplines to the OB field, OB Models, S-O-B-C Model, contingency OB Models, challenges and opportunities for OB.

*Individual Behaviour:* Biographical characteristics, Ability, Learning, Values, Attitudes

*Personality:* Definition, determination, Traits, attributes, Locus of control



## Travel & Tourism Management Syllabus

*Perception:* Meaning and Significance, factors influencing perception, Person perception.

*Motivation:* Meaning and importance, Maslow's need hierarchy. Herzberg's two factor theory, theory x and theory y. McClelland's theory. Vroom's expectancy theory. Management by objectives. Job enrichment.

*Interpersonal Behaviour:* Nature of Interpersonal Behaviour, Transactional Analysis (TA), levels of self-awareness, Johari window, Ego states, Transactions. Benefits and uses of TA.

*Group Dynamics & Behaviour:* Group Dynamics, concept of group. Types of groups. Stages of group development, group interaction factors influencing group behaviour, group structure, power, intergroup relationships, group decision making, conflicts, work teams.

*Leadership:* What is Leadership, Leadership theories styles, Managerial grid, Fiedler model, Trust and Leadership.

Organizational developing a sound Organizational climate, climate and culture. Concept of Organizational climate, factors of Organizational climate, Participation and Organizational climate, Morale, Morale and productivity, Organizational culture, impact of Organizational culture, Developing sound Organizational culture.

*Management of Organizational Change:* Nature of change, forces of change, resistance to change, role of change agents, stages in planned change, concept of Organizational Development (OD), step in OD, OD intervention techniques.

Books:

1. Organisational Behaviour, Sanghi & Robins, Pearson Education
2. Organisational Behaviour, Luthans, MH
3. Organisational Behaviour, New Age International
4. Organisational Behaviour, Saiyaddin, TMH
5. Organisational Behaviour, J. Chandan, Vikas
6. Organizational Behavior Concept & Cases, Ghanekar. EPH.

### QUALITY MANAGEMENT IN TOURISM

Paper Code: TTM 303

BTTM: 2<sup>nd</sup> Year 1<sup>st</sup> Semester

- Quality Management : Concept, need & importance
- Quality Management in Urban Tourism
- Seasonability in tourism : Problems & Measurement
- Improving the tourist experience
- Quality Management applied to tourist destinations.
- Attraction & land use management
- Project Management : Managing resources, time, Quality Project Management techniques & skills.

## Travel & Tourism Management Syllabus

- The role of manager and management style.
- Application of service quality in managing tourist destination.
- Tourist destination life cycle and quality management.
- Total Quality Management & Tourism
  - ISO
- Importance of quality Management in developing and tourist destination .
- Concept of service : Definitions & Meaning
  - Types of service
  - Classifications of services
  - Growing importance of services in Future Societies & impact of service in daily life
  - Role of customers in Service Process
  - Service Quality
  - Deterioration of quality
- Productivity & quality improvement
- Management challenges in service sector
- Key elements of Managerial skill in Tourism & hospitality Industry
- Tourism and crises Management

Books:-

1. Besterfield, TQM, Pearson Education

### ECO TOURISM

Paper Code: TTM 304

BTTM: 2<sup>nd</sup> Year 1<sup>st</sup> Semester

- Introduction to Eco Tourism : Definition, Concept , Growth & Principles
- Emerging Concepts: Eco / rural / agri/ farm/ green/ wilderness/ country side/ special interest tourism.
- Tourism : Environmental Relevance
- Eco – tourism in 3<sup>rd</sup> World Countries – Problems , prospects for sustainability
- Concept of carrying capacity
- Eco – tourism as a world wide phenomena
- Concept and planning of eco – tourism destinations.
- Developing and implanting Eco tourism guidelines for wild lands and neighbouring communities.
- Eco – tourism and community development
- Conference, convention & declaration related to environments
  - Johansberg
  - Rio – declaration ( Agenda 21)
  - Quebec declaration

## Travel & Tourism Management Syllabus

- Environmental Code of conduct

List of Books:-

Title	Author	Publisher
Global Eco Tourism Codes-Protocol & Charter	Prabhas Chandra	Kaniskha Publication
International Eco Tourism Environment Rules & Regulation	Prabhas Chandra	Kaniskha Publication
Travel & Tourism	Cottman	VNR
Tourism System- Introductory Text	Mik & Morrivon	
Tourism & Sustainability	Mowforth	Routh Udge

### Tourism Management – II

Paper Code: TTM 305

BTTM: 2<sup>nd</sup> Year 1<sup>st</sup> Semester

#### Unit –I : Organised Travel

Defining Tourist & Tourism viz: inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism.

#### Unit II : Itinerary Development

Introduction, meaning and definition, types of itineraries, how to develop an effective itinerary, functions of tour managers and planning tools for an itinerary.

#### Unit – III : Tour Packaging Management

Concept, Origin and development of Tour Packaging, Types of Tour, Component of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.

#### Unit – IV: Travel Agency Marketing

Marketing Concept, unique features of Travel Marketing, Significance of Travel Agency Marketing, Developing a Tour Marketing Plan, Marketing Strategy of Inbound & Outbound tours.

#### Unit –V : Travel Trade Organizations/Associations

Need and Significance of Travel Trade Association, Role and Contribution of ASTA, PATA, TAAI.

#### Unit – VI: Human Resource Development For Tourism

Introduction of HRD meaning, Concept and Significance, HRD systems, models and Practices in Travel Industry, Tourism Manpower Strategies, Training and Development, HRD problems and issues in Travel Industry.

#### Unit – VII: MICE

Meetings, Incentives, Conferences and Exhibitions – Definition.

## Travel & Tourism Management Syllabus

### UNIT - VIII: Tourism Planning Policy and Development

Concept, Need, Objective and Tourism Goals of Tourism Planning Policy and Development.

### UNIT –IX: Hotels

Definition, Historical background, Role of Hotel Industries in Tourism, Types of Hotels, Alternative Accommodation.

### UNIT –X: Fairs and Festivals

Need for Fairs and Festivals, Features of Fair – Types of festival – Seasonal, Cultural and Tribal, Major fairs and Festivals of India.

### UNIT –XI: Travel Formalities in India

Visa –Requirements –Types of visas –Currency regulations –Custom formalities- Different types of taxes.

Restricted and Protected areas – types of restrictions.

Health Regulations.

### Books:-

1. Marketing Mgmt. for Travel & Tourism, Nelson Thrones
2. Introduction to Tourism & Hotel Industry, Zulfikar, SPD
3. HRM in Hospitality Industry, Nelson Thrones

## STRATEGIC MANAGEMENT IN TOURISM

Paper Code: TTM 306

BTTM: 2<sup>nd</sup> Year 1<sup>st</sup> Semester

- Strategy : Introduction
  - Different definition of Strategy
  - Basic Concept
  - Mission
  - Strategy
  - Objectives
- Levels of strategy : Introduction
  - Corporate level strategy
  - Nature & characteristics of corporate level strategy
  - Functional & operational strategy .
- Strategic decision making : Introduction
  - Mintzberg analysis of strategic decision making
  - Strategic decision making in Tourism
- Strategic Planning : Introduction
  - Evolution of strategic planning
  - Difference between strategic planning & long range planning
  - Strategic planning in Tourism
- Strategic Management : Introduction
  - Process & models of strategic Management

## Travel & Tourism Management Syllabus

- Benefits of strategic management
- Strategic Management Process
- Strategic implementation
- SWOT Analysis
- GAP Analysis
- Strategy Formulation :
  - Major strategic options
  - Stability and growth strategy
- Strategy Formulation : Major Strategic options
  - Retrenchment
  - Combination & merger / acquisition
- Need & Importance of Strategic Management in Tourism

### List of Books:-

Title	Author	Publisher
Cases in Strategic Management	S.B Budhiraja B.B Athreya	Tata McGraw Hill Publication
Strategic Management-Concepts & Cases	David	Pearson Education
Business Policy & Strategic Mgmt.	S. Lomash	Vikas
Strategic Management	A.C Hax M. Majluf	Pretice Hall
Strategic Management	David Fred	Back Well
Strategic Management	P.Laeverence J.Ross	Business

## HUMAN RESOURCE MANAGEMENT

### TTM - 401

#### Unit I

HRM – Meaning , Importance, Functions, Challenges and opportunities.  
Need for HRM in tourism Industry

#### Unit II

Concepts and process of Human Resources Planning –

- Objective of human resource planning
- Concept of Human resource planning
- Need for human resource planning in tourism
- Approaches to HR planning – Social demand approach, rate of return Approach, Man power recruitment Approach

#### Unit III

- Recruitment --Meaning ,Sources, methods
- Selection -- selection methods
- Placement , induction and performance appraisal – meaning and relevance in tourism industry
- Training and development – meaning and its requirements

## Travel & Tourism Management Syllabus

### Unit IV

- Job Evaluation - Concept, scope and limitation,
- Job Analysis and job description :- definition, uses of job analysis and job description, job description, job specifications and job analysis linkages

### Unit V

- Human Resource Development (HRD) –An Overview
  - What is HRD
  - Why HRD
  - HRD process and outcome
  - An overview of HRD practices : Trends
- HRD in Service Industry : Importance and role of HRD in Service Sector
- HRD in Tourism Sector

### Books Referred

- |                                 |              |
|---------------------------------|--------------|
| 1.Human Resource Management --- | Gary Dessler |
| 2.Human Resource Management---  | P.Subba Rao  |
| 3.Human Resource Management --- | Millokovich  |

## PRINCIPLES & CONCEPTS OF HOSPITALITY MANAGEMENT

### TTM - 402

#### Unit I: Tourism & Accommodation

Introduction to hotels, Accommodation Industry, Types , Evolution of lodging industry, Need, Importance, role of hotels , FHRAI, Star Hotels and classification. International Scenarios and trends.

#### Unit II: Hotel Industry in India

Evolution, Different groups of hotels in India, Hotel Groups  
ITDC – role, importance ,ASHOKA group, WELCOME group, Taj Group- role in Indian Tourism

#### Unit III: Hotel Key Departments

Front Office Management -- Introduction to Front Office Department, Advantages, Formalities and formats, Types of rooms and plans. Organisation Chart and duties and responsibilities, Qualities of a front-office staff

House Keeping – Introduction to House keeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities.  
Cleaning- different equipments & agents, Daily routine systems, Laundry, Linen& Uniform, Interior Decoration & facilities, Special decorations.

## Travel & Tourism Management Syllabus

Food & Beverage Service – Introducing to food & beverage Service, types of services, organizational charts and duties, Menus , Idea about Beverages -- Alcoholic & Non Alcoholic

Food Production – Introduction, Hierarchy, Idea about different cuisines – national and international, Specific menus according to festivals & other facilities.

### Unit IV : Marketing Of Hotels

Meaning and concept of Hospitality Marketing—importance & its future  
Great Leaders in hospitality –Ellsworth Statler, Ralph Hitz, J.Willard Marriot.  
Marketing concept, Marketing Mix, Hotel Market and new trends.

### Books Referred

1. Theory of Cookery -- Krishna Arora
2. Modern Cookery Vol-I & II – T.E.Philip
3. Food & Beverage Service – Vijay Dhawan
4. Managing Front Office Operations – Michael L Kasarana & Richard Brooks
5. Operations Management – Stainley Phornco
6. House Keeping Manual – Sudhir Andrews
7. Introduction to Hospitality - I & II – Dennis Foster
8. Marketing of Hospitality ----- Kotler , Bowen , Makens.

## EVENT MANAGEMENT

### TTM - 403

#### UNIT 1

Definition, Scope of Event Management.  
Introduction to Conventions, Exhibitions, Meetings --- definition & components.  
Nature and demand of Conference market.  
Growth and development of event industry, Economic and social significance .

#### UNIT 2

Typology of planned events,  
Varieties & importance of events , Key steps to successful events  
Characteristics and complexities of events  
Checklist for different events, planning schedule & actions agenda

#### UNIT 3

Conference program designing, timing, supervision, presentation, Catering and hospitality, Transportation, teleconferencing, recording & publishing.  
Sponsorship , sponsors , organizers, customers & guests.  
Event planning, Key characteristics, Pre-event responsibilities, legal issues, negotiations

#### UNIT 4

Events and Tourism, Business tourist, Tourism & Culture, Incentive tours  
Risk Management, Safety and Global Issues in Event Management

## Travel & Tourism Management Syllabus

### UNIT 5

MICE Tourism Tourism Events ---- National & International Scenario  
International Trade Fairs & Marts ---- Germany,China,Singapore,Hongkong,U.K. etc.  
Events and Tourism Marketing,

Books Referred :

1. Event Management in leisure & tourism – David Watt
2. Conferences – Tomy Rogers

### BUSINESS ECONOMICS

TTM- 404

1. Definition of Economics & Fundamental Concepts
2. Production & its factors
3. Land, Labour & Capital
4. Organization & Entrepreneur
5. Forms of Business units
6. Basic units of the economic system & the Optimization Goal
7. Business Economics & its nature
8. Market Relationship
9. Analysis of consumers' demand
10. Price determination under Pure/Monopolistic Competition
11. Rent, wages, Interest & Profits
12. Money & Monetary System
13. Banking System
14. International Trade & Balance of payments
15. Public Finance & Economic Functions of a Modern State

Books Referred

- |                                  |                     |
|----------------------------------|---------------------|
| 1.Elementary Economics ---       | Sampat Mukherjee    |
| 2.Indian Economics ----          | Dutt , Sundaram     |
| 3.Economic Problem of India ---- | Sundaram , Sundaram |
| 4.Modern Economics ----          | Paul Samuelson      |
| 5.Macro Economic Theory ---      | M.L.Jinghan         |
| 6.Micro Economic Theory ---      | S.L.Ahuja           |

### STRESS MANAGEMENT

TTM - 405

#### UNIT I

Stress --meaning, basic definations: Stressors, Stress and Strain

Stress: What it is not; Types of stress

Conceptual understanding of stressors and stress responses



## Travel & Tourism Management Syllabus

Importance of stress management in service industries like Tourism

### UNIT II

Stress----- its major causes: work related causes of stress

- Stress outside the job
- Stress some major effects: Stress and Task Performance

Burn out: Stress and Psychological Adjustment

Stress and Health: The silent killer

### UNIT III

- Individual Differences in Resistance to Stress.  
Optimism: - A Buffer against Stress.  
Hardiness: - Viewing Stress as a challenge

- The Type A Behaviour Pattern
- Tension Discharge Rate.

### UNIT IV

Managing Stress: some Effective Techniques

Personal Approaches to Stress Management.

- Life Style Management:- The effects of Diet & Exercise
- Psychological Techniques:- Relaxation and Meditation
- Cognitive Techniques:- Thinking yourself out of stress
- Behavioural Techniques:- Learning to react differently

Organisation – Based strategies for Preventing and Managing stress

- Changes in organization structure and function
- Changes in the Nature of jobs
- Stress Management Programmes

### UNIT V

- Decision making under stress
- Social and Environmental change strategies
- Cognitive and Behavioural interventions
- Lifestyle Behaviour Patterns and Stress Response

Book Referred

1. Organizational Behaviour – S. P. Robbins
2. Organizational Behaviour-Theory & Practices – Rao & Narayanan
3. Organizational Behaviour – Fred Luthans
4. Introduction to Psychology – Morgan, King , Weisz , Schopler

## ENVIRONMENT & ECOLOGY

TTM - 406

### Unit I

Basic properties of Ecosystem

## Travel & Tourism Management Syllabus

- Components of Ecosystem
- Five basic laws and twenty great ideas in ecology
- Properties of Ecosystem
- Trophic structure and ecological pyramids
- Ecological succession

### Unit II

#### Human Ecology and Tourism

- History of Human Ecological concepts
- Natural resource and Tourism
- Tourism and Environment
- Protected areas and tourism

### Unit III

#### Tourism and Environment

- Tourism carrying capacity
- Basic Strategies of tourism sustainability
- Environmental Impact Assessment (EIA)
- Geographic Information System (GIS) and its application in tourism

### Unit IV

#### Environmental Pollution and Tourism Activities

- Air Pollution :- Atmospheric Composition , source and effects of pollutants, Green House Effects, Ozone Layer Depletion, Standard and Control Measures.
- Water Pollution :- Hydrosphere, Natural water, pollutants, their origin & effects and standard control
- Noise Pollution: - Sources ,effects and standard & control
- Do's and Don'ts in Tourism

### Unit V

#### Tourism and Common Properties Resources (CPR)

- Classification of property rights
- Common property resources
- Management of common property resources
- Case studies
- Tourism and CPR management

### Books referred

1. Ecology and Tourism by Dr.G.poiyamoazhi
2. Environment and Pollution by Khopkar S.M.
3. Environmental Management by M.K.Oberoi
4. Tourism and Sustainability by Martin Mowforth & Ian Munt