

**UNIVERSITY OF CALICUT
(Abstract)**

Master of Tourism Administration - Implementation of Calicut University Credit Semester System (CUCSS) – in affiliated colleges – I Semester Syllabus and Scheme – implemented with effect from 2010 Admission – approved - Orders issued.

GENERAL AND ACADEMIC BRANCH – IV 'B' SECTION

No.GAIV/B1/6070/05

Dated, Calicut University. P.O., 18-08-2010.

- Read: 1. U.O. No. GA1V/J1/1373/08 dated 23-07-2010.
2. Minutes of the meeting of the Board of Studies in Travel and Tourism held on 05/08/2010 (Item No.1)
3. Orders of the Vice-Chancellor in the file of even no. dated 18/08/2010.

ORDER

Vide paper read 1st above, Calicut University Credit Semester System (CUCSS) has been introduced at PG level in affiliated colleges of this University.

Vide paper read second above, the Board of Studies in Travel and Tourism at its meeting held on 05/08/2010 considered the question of implementing Calicut University Credit Semester System (CUCSS) at PG level, and framed and approved the syllabus for Master of Tourism Administration, I Semester to be offered in affiliated colleges with effect from 2010 admission.

The Vice-Chancellor after having considered the matter, has approved item number I of the minutes, exercising the powers of Academic Council, subject to ratification by Academic Council.

Sanction has therefore been accorded for implementing the I Semester syllabus of Master of Tourism Administration in affiliated colleges, with effect from 2010 admission, subject to ratification by Academic Council.

Orders are issued accordingly.

The syllabus is appended herewith.

**Sd/-
DEPUTY REGISTRAR (G&A-IV)
For REGISTRAR.**

To

The Principals of all colleges
offering MTA course.

Copy to:

The Controller of Examinations/Ex. Sn/Eg. Sn/
DR.AR PG Sn/PG Tabulation Sn/Library/
GA I F Sn/SF/DF/FC/System Administrator with a request
to upload the syllabus in the University website.

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Master of Tourism Administration

Semester I

Course	Title with code	Contact Hrs	Credit
core	MTC01	4	4
core	MTC02	5	4
core	MTC03	6	4
core	MTC04	5	4
core	MTC05	5	4
		25	20

MTC01 **TOURISM PRINCIPLES AND PRACTICES**

Lecture hours per week : 4

credit : 4

Objectives

To realize the potential of tourism industry in India and to understand the various elements of tourism management. To familiarize with the tourism policies in the national and international context.

Module 1

Concept of tourism/ tourist –visitor , traveler, Excursionist-definition and differentiation tourism, recreation and leisure. Tourism- typology, forms of tourism. Components and elements of tourism, tourism industry network, tourism system (Leiper's Model)

Module II

Constituents of tourism management- significance of tourism-Evolution of demand – Travel motivator and determinants-push and pull factors. Determinants of tourism – psychological, political cultural ,economics and social. Positive and negative impacts of tourism.

Module III

Measurement of tourism - Definitions(for measurement only)- significance , methods of measurement , type of tourist statistics , general problems of measurement.

Module IV

Constituents of tourism industry – levels of tourism organizations. International trade associations – WTO , PATA, NTA(India), WTTC- Role, Functions and innovations,. National organizations – ITDC , ICPB.

References

1. Bhatia A.K(2001), international tourism management, sterling publishers,New Delhi.
2. Pranath Seth, Successful tourism management , vol. 1 & 2.
3. Ray Youell, Leisure and tourism.
4. Mario D' souza , Tourism development and Practices.
5. Krishnan K Karma and Mohinder Chandh, Basics of Tourism
6. P.C. Sinha,- Tourism Transport and Travel Management.

MTC02 - TOURISM PRODUCTS

Lecture hours per week 5

Credit 4

Objectives

1. To identify the different types of tourism products both national and man-made.
2. To familiarize the social and cultural setup in India and its contribution to tourism.

Module I

Tourism products : Concept of products – Concept and meaning .

Components and elements of Tourism Products, characteristics of tourism product- typology , levels of growth – Host – guest interactions.

Module II

Man-made tourism resources – architectural – forts , palaces, museums, monuments- location and unique features- monuments of kerala culture and traditions – folklore, customs and costumes dance, music, handicrafts and painting- cuisine fairs and festivals, religious observances and pilgrim destinations.

Module III

National Tourism resources – introductions – landforms – mountains, deserts beaches, coastal areas and islands – wildlife – eco tourism products in kerala . water bodies and biotic wealth- backwaters- inland waterways etc. adventure tourism – land based , water based and aero based.

Module IV

New tourism – alternative tourism – concept , nature , features and trends- health rural , agro, green tourism, countryside. etc. New concepts in accommodation- tree houses – house boats –responsible tourism- special interest tourism and public participation.- rolleof local bodies.

Reference

1. Basham A.L – The Wonder that was India.
2. Acharya Ram - Tourism and Cultural Heritage of India., Rosa publications
3. Satyander Singh, Adventure Tourism.
4. Bryn Thomas – Lonely planet India
5. R.K.Malhothra – Grwth and development of tourism
6. I.C.Gupta – Tourism Products of India
7. Archeological survey of India – Monuments of Kerala

MTC03 BUSINESS COMMUNICATION

Lecture hours per week : 5

credit : 4

Objectives

1. To impart oral and written communication skill, through experimental training.
2. To develop an understanding of the sales process and learn selling skills.
3. To provide an insight in to the negotiation process and learn negotiation skills.

Module I

Communication :- definition-types- importance- business of communication- non-verbal communication –body language – personal appearance – pos and posture –gesture , facial expressions – eye contact – space distancing : public behavior – languages as a tool of communications : the four language skills : speaking – listening-reading and writing.

Module II

Conversational English: importance of accent in English language. (general awareness in phonetics). English in different situations: making enquiries – expressing various emotions – agreement – happiness – anger – expressing – gratitude – giving orders – how to start conversation- how to end conversation.

Module III

Correspondence , different types of letters , formal- informal – official - drafting telegrams – preparing E-Mail and fax messages- economy of words – preparation of CV.

Module IV

Meeting – seminars - conferences – panel discussions – conventions –symposium- mode of contact – group discussion - interviews , personality development – developing positive attitude – public speaking.

Module V

Communication and tourism promotion : role – use of audio visuals – brochures – folders – letter heads – invitation cards – posters.

References

1. A Remedial English grammar – F.T.Wood
2. A University Grammar English – Randolph quirk and Sidney(green baum, ELBS)
3. English Pronunciation Dictionary, Deniel jose, (14th edition, ELBS)
4. An introduction to the Pronunciation of English- Edward Arnold(London)
5. Theories and Concept – Lowrence S.Wrightsman(Sag publications,ISBN)
6. Teach your self body language – Gordon, K Wainaright(Book point Ltd., U.K)
7. Communications in organization – Dalmar Fisher,(Jaico Publishing house , Mumbai 1999)

MTC04 COMPUTER APPLICATIONS

Lecture hours per week : 6

credit : 4

Objectives

1. To familiarize students with computers
2. To get a specific knowledge regarding the functioning and their wide range application packages.

Module I

Basic Anatomy of a computer- Input devices – keyboard – mouse – joystick – light pen – modem – bar code reader – imaging and digitizing devices – output devices – printers – type of computers- CPU – memory – RAM – role of RAM – classification of computer- analog – hybrid computers micro computers – mini computers – main frame computers – super computers – note book computers – PC – PC/XT – PC/AT Computer- languages – types – machine languages - Assembly languages – high level languages – 4 GS- 5 GS- compilers and interpreters – concept of compilation – linker source code and object code – concept of debugging and testing , computerization in various sectors – education – banking –ATM – Electronic cash credit card – home banking – electronic banking – computer application in tourism transportation.(in brief)

Module II

Windows- Windows XP- Main features – advantages over DOS – common parts of windows – starting and shut down of window – loading of programme from the programme menu – common buttons used in windows (e.g. restore, close, minimize button) menu bar, tool bar, tool box, in a application window – windows explorer – file management – in windows – copying , recycling and deleting file – loading programmes from explorer – searching of folders and files – display setting – wall paper – screen savers.

Module III

Computer software type – system software – application software – operating system software – functions components
- application software –type , computer network- LAN – MAN- WAN – network topologies –types. Internet – features – functions – internet capabilities – chatting – searching – WWW – benefits to business organizations introduction of web designing

Module IV

Word processing software – Microsoft word – important features – applications – opening a document file – preparation of letters , mail merge- page setup – table. Electronic spreadsheet – Microsoft excel – important features – application- opening a worksheet – preparation of a statement in worksheet – formulae – page setup – drawings graph in worksheet.

Slide presentation using PowerPoint- creating new slide – custom animation – slide transition – time setting – design templates – background – picture of the slide – slide sorter – slide show.

Module V

Accounting package – tally – concepts of accounts – advantages of computerized accounting – organization of accounts in tally – organization of ledger – accounting groups and sub groups – trail balance – profit and loss account – balance sheet- (including theory and practical)

References

1. V.Rajaraman – Fundamentals of computers
2. S Jeiswal – P.C.Software Bible
3. Dr.Stephan Anali – computer awareness and applications.
4. A.K.Nandhani and K.K.Nadhani – Implements tally 6.3, BPV, Publications, New Delhi 2001
5. Edbott and woody Leonhard : Using Microsoft office, Prince hall of India, New Delhi, 1999
6. Dr.Dileep M.R – 2010 information systems in tours , Excel publishers, New Delhi

MTC05 RESEARCH METHODOLOGY

Lecture hours per week : 5

credit : 4

Objectives

1. To Know the role of research as means to more effective decision making.
2. To familiarize the student with the fundamental concept idea and a various techniques of research of research that can be used in business and management.

Module I

Research –Meaning, definition, objectives, motivation, significance , criteria of good research. Types of research :- fundamental, applied , descriptive , quantitative , qualitative , analytical , empirical, exploratory research(brief study) , research vs research – major areas of subject related research.

Module II

Social science research, role ,methods :- field study , library research , case study, stimulation research, survey, managerial research :- objectives of managerial research scientific method.

Module III

Research Process:- Steps – selection and formulation of problem , identification and labeling variables , operational definition , hypothesis :- source, types, characteristics – testing – research design.

Module IV

Sampling :- merits and limitations, important, qualities of good sample , criteria for choosing sampling method. Sampling techniques:- random sampling , complex random sampling:- systematic, stratified , culture , multi stage steps in sample design. Data collection – primary data – observation method , questionnaire , interview schedule – source of secondary data , selection of appropriate method , tools of data collection.

Module V

Tool of analysis:- mean , median, geometric mean, mode, correlation, regression, standard deviation , mean deviation, chi-square test(theory only).
Research report :- meaning, need, types, steps in report writing, format of the report.

Reference

1. Chris Ryam : Researching tourist satisfaction – issues , concept,problems, Routledge, London
 2. C.K.Kothari – Research Methodology
 3. Hans Raj – Social Research.
 4. K.V.Rao – Research methodology in commerce and management.
 5. Goode and Hatt – Methods in Social Research
- V.P.Michael – Research Methodology in commerce and manage

UNIVERSITY OF CALICUT
(Abstract)

Master of Tourism Administration(CUCSS) in affiliated colleges– II-IV semester syllabus – implemented with effect from 2010 admission and revised syllabus of Ist semester implemented with effect from 2011 admission – approved - orders issued.

GENERAL AND ACADEMIC BRANCH-IV B SECTION

No: GAIV/B1/6070/05

Calicut University. P.O.,

Dated:06.01.2011

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- Read: 1. U.O No.GA IV/J1/1373/08 dated 23-07-2010.
2 U.O of even No.dated 18.08.2010
3 Minutes of the meeting of the Board of Studies in Travel & Tourism held on 21.12.2010 (item No.1&3)
4 Orders of the Vice-Chancellor in the file of even no. dated 18.1.2011.

ORDER

Vide paper read 1st above, Calicut University Credit Semester System has been introduced at PG level in affiliated colleges of Calicut University with effect from 2010 admission onwards.

Vide U.O read 2nd above, the Ist semester syllabus of Master of Tourism Administration (CUCSS) in affiliated colleges, was implemented with effect from 2010 admission, subject to ratification by Academic Council.

Vide paper read 3rd the Board of Studies in Travel & Tourism resolved to approve the draft syllabus of Master of Tourism Administration(CUCSS- affiliated colleges), prepared in the workshop on MTA syllabus restructuring held at Pazhassiraja College, Pulpally on 29th & 30th November 2010(vide item No.1) and vide item No.3 it resolved that the revised syllabus will come into force in full swing from 2011 admission onwards .in the case of MTA 2010 admission , the syllabus will be applicable from their 2nd semester onwards.

The Vice Chancellor after having considered the matter and in view of urgency has approved Item No. 1&3 of the minutes of the meeting of the Board of Studies in Travel & Tourism held on 21.12.2010 and has ordered to implement the syllabi of 2nd to 4th semesters of Master of Tourism Administration under CUCSS from 2010 admission onwards, subject to ratification by Academic Council.

Sanction has therefore been accorded 1) for implementing the syllabi of II semester to IV semester of Master of Tourism Administration CUCSS in affiliated colleges, with effect from 2010 admission, subject to ratification by Academic Council. 2) The revised syllabus of 1st semester Master of Tourism Administration (CUCSS) in affiliated colleges with effect from 2011 admission.

Orders are issued accordingly. The syllabus is uploaded in the University Website www.universityofcalicut.info.

Sd/-

DEPUTY REGISTRAR

(G&A-IV)

For REGISTRAR

To, The Principals of all colleges offering Master of Tourism Administration
Copy to:- PA to CE/Ex/EG/DR-AR PG Sn./PG Tabulation Sn/Library/System Administrator
with a request to upload the syllabus/GA I 'F' Sn/SF/DF/FC.

Forwarded/By

Order

UNIVERSITY OF CALICUT

Regulations Governing Master of Tourism Administration (MTA) Under CUCSS – PG – 2010

1.0. Title of the Programme

This degree shall be called Master of Tourism Administration under the faculty of Humanities.

2.0. Eligibility of Admission

Candidate seeking admission for MTA Course shall be required to possess either a Bachelors Degree from the University of Calicut or a degree recognized as equivalent there to with a minimum of 45% ('C' grade) in aggregate in Part III subjects in aggregate.

3.0. Duration of the Programme

The duration of the (Master of Tourism Administration) Programme of Study is two academic years with four semesters.

4.0. Medium of Instruction

The Medium of Instruction and examination shall be English.

5.0. Subjects of Study

Total Number of course for the whole (MTA) programme is 19.

It is divided into two groups.

1. Core course
2. Elective course

5.01. The subjects of study leading to the award of Master of Tourism Administration shall comprise the following.

MASTER OF TOURISM ADMINISTRATION, CALICUT UNIVERSITY

Syllabus (Revised) (2010-11)

Two-Year MTA Programme (Credit Semester System)

Code No.	Courses	Contact Hrs	Credits
MTA – I Semester			
MTC 01	Fundamentals of Tourism	5	4
MTC 02	World Tourism Destination	6	4
MTC 03	Communication in Tourism	5	4
MTC04	Computer Application	4	4
MTC 05	Research Methodology	5	4
MTA – II Semester			
MTC 06	Principles and Practice of Management	5	4
MTC 07	Travel Agency and Tour Operation Management	5	4
MTC 08	Hotel and Restaurant Management	5	4
MTC 09	Cargo Management	5	4
MTC 10	Tourism Planning and Destination Development	5	4
MTA – III Semester			
MTC 11	Organizational Behavior	5	4
MTC 12	Airline and Airport Management	5	4
MTC 13	Marketing of Tourism and Hospitality Services	5	4
MTC 14	Introduction to Health and Wellness Tourism	5	4
MTE 01	Tourism Legislations	5	4
MTE 02	Foreign language for Tourism-German-1	5	4
MTE 03	Foreign Language for Tourism-German-2	5	4

MTA – IV Semester			
MTC 15	Sustainable Tourism Practices	5	4
MTC 16	Event Management	5	4
MTC 17	Dissertation Work and Viva-Voce	5	Project- 4 Viva -Voce 4
MTE 04	E-Tourism Management	5	4
MTE 05	Customer Relationship Management	5	4
MTE 06	Accounting and Finance for Tourism	5	4

5.02. Teaching Faculties.

The course directly connected with Tourism should be taught teachers with MTA / MTM / MBA (Tourism) qualification as prescribed by the University.

The courses related to Business law /accountancy / commerce should be taught by the teachers with / M.Com / MBA qualification as prescribed by the university.

The course related I.T. should be handled by teachers with MCA/MSc IT/ M.Tech in computer Application as prescribed by the University. The course Business communication and German shall be taught by teachers in the English Faculty and the German Faculty respectively.

6.0. Attendance

The Minimum requirement of attendance during a semester shall be 75% for each course. Condonation of shortage of attendance to a maximum of 10% (9 days) in a semester subject to a maximum of two times during the whole period of Post Graduate programme, may be granted by the University.

7.0 Internal Examination

All courses except Project Report / Training Report shall have internal assessment as specified in the common regulations for the CUCSS-PG-2010.

8.0. External Examination

The University shall conduct semester examination carrying 75% Weight for each of the course. The duration of examination shall be 3 hours for each course. Provisions of the common regulation for (CUCSS- PG – 2010) will be applicable for external examination.

9.0. Project Report

9.01. During the fourth semester the candidate shall do a project in a business organization.

9.02. The candidate shall prepare and submit a Project Report to the Department.

9.03. The Report shall be printed and spiral bind with not less than 90 A4 size papers.

The Project Report should be submitted to the Head of the Department / Course Co-ordinator one month before the last working days of the fourth semester.

9.04. Project work shall have the following stages

- Project – proposal presentation
- Field work and data analysis
- Report writing
- Draft Project – Report presentation
- Final Project Report submission

9.05. The project can be done individually. The student can get assistance from the department. A teacher can guide maximum 10 students for project work at a time.

9.06. The candidate shall prepare at least two copies of the Report : One copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of Viva-voce. More copies may be prepared if the organization or the guide or both ask for one copy each.

9.07. Duration of Project work

The duration of Project work is limited to a maximum of one month.

9.08. A certificate showing the duration of the Project work shall be obtained from the organization for which the Project work was done and it shall be included in the Project Report.

9.09. Structure of the Report

Title Page

Certificate from the organization (for having done the project work)

Certificate from Guide / Department

Acknowledgement

Contents

Chapter 1 – Introduction (Organisation Profile, Research Problem, Objectives of the study, Research Methodology etc.)

Chapter 2 – Review of Literature

Chapter 3 & 4 – Data Analysis (2 or 3 chapters)

9.10. Evaluation of Project Report.

The project evaluation shall be conducted at the end of the programme only. The Project evaluation shall be conducted by the external examiners.

9.11. The candidate should get a minimum of ‘C’ Grade for project report for a pass.

10.0. Viva - Voce

10.01. At the end of Fourth Semester Candidates shall attend a comprehensive Viva-voce conducted in the presence of two external examiners.

10.02. The candidate should get a minimum ‘C’ Grade in the Viva-voce for a pass in Viva-voce examination and an aggregate ‘C’ Grade in the core Project course. If the candidate fails to get ‘C’ Grade in the Project / Viva he/she has to reappear for that part only.

11.0. In all other matters regarding the conduct of Master of Tourism Administration Programme in the affiliated Colleges under CUCSS which are not specified in this regulation the common regulation CUCSS 2010 will be applicable.

MTC-01 FUNDAMENTALS OF TOURISM

Contact Hours: 5

Credit: 4

Objectives

- To understand the basic concepts of tourism
- To introduce the tourism resources of India
- To familiarize with the role and functions of important organizations of tourism

Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings etc.

Module 1 Concepts of Tourism

Definition of tourism and tourist, tourist typology, nature, components and characteristics of tourism-Travel Motivators Theories (McIntosh, Dann, Gray)-forms and typology of tourism-tourism System (Lieber's Model), Impacts of Tourism

Module 2 Tourism Resources Concept of tourism products and resources, Types and Characteristics of tourism resources

Natural Tourism Resources: Hill stations, Beaches, Caves, Deserts, Wildlife sanctuaries, National parks, Biosphere Reserves, valleys, Islands, Glaciers, Gorges, Back water, rivers and canals, mountains, zoo, lakes, lagoons, Water falls, Flora and Fauna etc.

Socio-cultural Resources: Ethnicity, Fairs and Festivals, Religious philosophies, Cuisine, Costumes, Handicrafts and souvenirs, Dance and Music, Ayurveda,

Yoga and Meditation, Folk Arts, Paintings and sculptures, Art and Architecture, Monuments, Forts, Havelis and Palaces, Museums and art galleries etc

Commercial attraction-: Amusement parks, Shopping, House boats, Home stays, Tourism by Rail, cruises, Adventure sports, Exhibitions, Trade Fairs, Conferences, meetings, conventions etc

Module 3 Introduction to Accommodation

Concept, Types, Classification and categorization of accommodation-New trends in accommodation-House Boats, tree huts, Home stays, Cruise accommodation

Module 4 Introduction to Accessibility

Tourist transportations-*Road transport*, coaches, Cabs-*Rail transport*- special tourist trains-*Air transport*- scheduled and non-scheduled airlines, chartered operations, Air Taxi, Helicopter services-*Water transportation*- Inland transport, sea transport

Module 5 Tourism organizations

Role and functions- WTO, PATA, WTTC, FHRAI, IATA, ICAO, TAAI, IATO, ITDC, KTDC and DTPC

References

1. Charls R Goeldnes&Brent Ritchies J R (2006), Tourism principles, practices, philosophies, John Wiley and Sons, New Jersey
2. Page J Stephen Brunt Paul (2007), tourism a modern synthesis, Thomson Publishers, London
3. S.P Gupta (2002), cultural tourism in India, Indraprastha museum of Art & Archeology, New Delhi
4. Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H
5. Sunetra Roday, etal (2009), tourism Operations and Management, Oxford University Press

MTC 02 WORLD TOURISM DESTINATIONS

Contact Hours:6

Credit: 4

Objective

- To provide an orientation about the global tourism geography and tourist attractions of selected international destinations.
- To understand the socio-cultural features of destinations of important countries.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Map Study, Power point presentations, projects and assigned readings

Module I: Introduction to tourism geography- Definition-Elements of geography-Themes of Geography-Importance of geography in tourism- world's climatic zones – Climatic elements of tourism - Latitude – Longitude – International date line, Time Zones and calculation of time, time difference, GMT, Standard time and daylight saving time –An over view of continents.—Map Study

Module II: Physiological Features of North America, Central America and South America– Climatic regions-Topography-Human settlement-cultural aspects –Tourism Resources- *Tourism resources of North America* – Canada, USA and Hawaii islands, Mexico etc – Map Study, *Tourism resources of Caribbean Islands* – Bermuda, Cuba, Jamaica, West Indies etc – Map Study. *Tourism resources of South America* – Peru, Brazil, Argentina, Chili, etc – Map Study

Module III: *An introduction to the tourism geography of Europe* – Physical features - Topography-Climate patterns –Natural and Cultural Tourism Resources-*Tourism Resources Europe* – UK, France, Germany, Switzerland, Greece, Italy– Map Study. *Tourism Resources of Middle East* – Turkey, Israel, UAE etc– Map Study

Module IV: Tourism Resources of Africa: The physical and cultural features- Climate patterns –Natural and Cultural Resources – Egypt, Mauritius, South Africa, Madagascar, Kenya Etc – Map Study. -*Tourism Resources of Oceania* – Tourism geography, – Attractions – Australia, New Zealand – Map Study.

Module V: An Introduction to the tourism geography of Asia –The physical, - Climate patterns –Natural and cultural resources **Tourism Resources of Asia** – China, Singapore, Sri Lanka, Maldives, Seychelles, Malaysia, etc – Map Study.

References:

1. Burton Rosemary, Travel Geography, Longman Edn. 1999.
2. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth.
3. Hudman, Lloyd and Jackson Ridhard, Geography of Travel and Tourism, Delmar Publisher, Edn. 1999.
4. Perlit, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2001.
5. Lonely Planet Publication of the concerned countries
6. Atlas of Each country.

MTC03 COMMUNICATION IN TOURISM

Contact Hours:5

Credit:4

OBJECTIVES

1. To impart skills in written and oral communication and to acquaint with the etiquettes of business communication
2. To provide and insight in to the Public Relation and to learn the use of mass media for Public Relations

3. To develop skills in group communication

Pedagogy: A combination of Lecture, Group Discussion, Seminars, Assignments, projects and assigned readings, Presentations, Mock Interviews etc.

Module 1: Basics of Communication – Types – Verbal Communication – Non verbal Communication – Body language – Language as a tool of communication – Four language skills: listening , reading , writing and speaking-Principles of Effective Communication- Barriers of communication-Communication in Tourism

Module 2 :Dialogue skills for tourism professionals – Need for dialogue and conversation skills – skill needed for dialogue – good manners and etiquette – self control – listening – asking questions – summarizing and closure – making enquiry –telephone etiquettes – introduction to cultural differences.

Module 3: Public Relation for tourism organization – Objectives – internal and external Public Relations – Image building – use of mass media for public relations – Preparation of brochures.

Module 4: Correspondence :- Different type of letters – Formal , Informal , Official – Preparing e-mail and fax messages – Reports – Types , Structure , Parts – Specimen reports.

Module 5: Employment Communication: Preparation of C.V-Group discussions – Interview- *Group Communication* – Meeting – Seminars – Conferences – Public Speaking – Presentations.

References

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

MTC 04 COMPUTER APPLICATIONS

Contact Hours:4

Credit:4

Objective

- To familiarise the students with computers & E-technologies
- To gain a working knowledge of the desktop publishing process
- Use Photoshop's tools to create artwork and to retouch photographs
- Understand the basic history to the www
- Understand and apply the basic concepts to web development and hosting.

Pedagogy: A combination of Lecture, Seminars, Practical, Assignments and assigned readings

Module I Computerisation in various Sectors

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

Module II Software Packages

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

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

Module III WORLD WIDE WEB (WWW)

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

Module IV HTML Basics

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

Module V MS FrontPage

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

References:

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

MTC 05 RESEARCH METHODOLOGY

Contact Hours:5

Credit:4

Objectives

1. To familiarize the students with the concepts and methodology of research
2. To enable the students to execute an appropriate Research Design.
3. To equip students to prepare an effective research report .

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings

Module 1: Introduction to Research – Nature, Scope and purpose – Methodology of research- Research Methods – Research ethics – Steps in Research Process – Overview of research design-Propositions and Hypothesis

Module 2: Identifying research problems – Review of literature – Research Gaps-types of data -Sources of data – methods of Primary data collection-Conceptual and operational definitions-Variables, Constructs and Relationship– validity and reliability- Surveys – Sampling – Types of sampling –Advantages – Limitations – Questionnaire design and execution.

Module 3: Quantitative Techniques – Measures of central Tendency and dispersion – Time series analysis – Correlation and regression analysis – Testing of Hypothesis – Parametric and non-parametric techniques – Use of SPSS in research.

Module 4:Quantitative Techniques: Case Study method – Experimentation-Participant Observation – Depth interviews – Preparing field notes – focus group techniques – Projective techniques.

Module 5: Data Presentation – Communicating the research finding – Written and Oral presentation – Report Writings – Scientific Writing Styles – Structure of research Proposal.

References:

1. Blaikie N, Designing Social Research, Polity Press 2000,Cantebury, UK
2. Brunt . P. – Market Research in Travel and Tourism – Butterworth & Heinemann , UK,
3. C.R. Kothari – Research Methodology.
4. Chirs Ryan – Researching Tourist Satisfaction – Issues , Concept ,Problems – Routledge, London.
5. Clark ; Rileym; Wilkie,M; and Wood R.C,Researching and Writing Dissertations in Hospitality and Tourism – ITBP – UK.
6. Donald R Cooper and Pamela.S.Schindler-Business Research Methods,Mc Graw Hill, New Delhi
7. Marshal. L,Rossman B, Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi
8. Poynter .J. How to research and write a Thesis in Hospitality and Tourism :- A step by step guide for college students , Wiley . UK.

Objective

To give details about the principles and applications of different management theories in various business establishments, particularly in travel and tourism industry.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings

Module -1 Concept of Management – Functions and responsibilities of managers- Fayol's principles of management- management thought the classical school- the human relations school- system theory- contingency management

Module -2 Planning-The nature and purpose of planning- principles of planning- types of planning- advantages and limitations of planning

Module -3 Concept and nature of objective – Types of objective- importance of objectives- management by objectives (MBO)

Module -4 Strategies and Policies – Concept of corporate strategy- formulation of strategy- types of strategies- types of policies- principles of formulation of policies- decision making- decision making process

Module -5 Organizing – Nature and purpose of organizing- basis of departmentation-span of management- determinants of span of management- line and staff relationship- line and staff conflicts-bases of delegation-delegation and decentralization-methods of decentralization

Module -6 Directing – Directing and problems in human relationship-motivation- communication and leadership- coordinating

Module -7 Controlling – Concept and process of control, control of overall performance, human aspect of control.

References:

1. Essential of Management – Harold Koontz and Heinz Weihrle
2. Organization and Management – R.D.Agarwal.
3. C.B. Memoria, Personnel Management.
4. K. Aswathappa, Human Resource Management , Tata Mc-Graw Hill New York.
5. C.S. Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill New York.
6. C.B.Gupta, Human Resource Management, Sultan chand & Sons, New Delhi.
7. Tripathi, Personnel Management & Industrial Relations, Sultan chand & Sons, New Delhi.
8. P. Subba Rao, Human Resource Management & Industrial Relations, Himalaya Publishing House, Mumbai.

MTC 07 TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Contact Hours:5

Credit:4

Objective:

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

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, In-plant Training, Industry visits, projects and assigned readings

Module -1 The concept of Travel Agency Business – Definition and Scope – Tour Operators: Definition & Scope – Functions of Travel Agents – History of Travel Trade – The Travel Market: Business Travel, Corporate travel, Commercial group travel, Institutional travel – Leisure Travel: Family Travel, Single resort travel, special interest travel – Segments of travel industry: Travel agencies – Airlines – Lodging establishments – Tour wholesalers – Cruise liners – Car rentals – Rail transportation –Type of travel agencies – Full service agency, Commercial Agency, Implant agency, Group / incentive agency – Literature or Manual for Travel Business.

Module -2 Operational Areas of Travel Agency – Travel information – Documentation – Passports: Types and requirements – VISA –Various types and requirements – Health Certificate – customs and Immigration – products and services of a travel agency, pleasure /vacation travel – commercial travel –Tours –Ancillary Tourism Services – Services to tourists –Guide Services – Financial Services –Services to the Suppliers.

Module -3 The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of package Tours: Independent package, hosted tour, escorted tour, sight seeing tours – Group, Incentive and convention tour – Types of Tour Operators. Components of package Tour – Basic Principles on packaging – factors affecting tour design and selection – Booking a Tour –Mass Market Package holidays – Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations – planning and producing a tour – planning an itinerary – costing of tours – Reservation and documentation –Routing –programming daily activities – transport – transfers –accommodation – meals – sight seeing –single supplement – Escorting a tour – Servicing inbound tours – Marketing inclusive tours.

Module -4 Procedures for approval of a travel agency and tour operator –Organization structure of a travel agency / tour operator – IATA rules and regulations for travel agency approval –Approval from various government bodies

Module -5 Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation

Module -5 Tour operational Techniques: Departure – Hotel Procedure – Aboard the Bus /Coach – Emergency procedures – Finance and accounting – Food and Beverages – Transportation Delays – Expulsion of Tour Member – Handling Company Money – Reservation of Tourist: Accommodation – Hotel Reservation –Types - Meal plans and Codes – Room Rate, information requirements.

References:

1. An introduction to Travel and Tourism, McGraw Hill Int. Edition. 1994
2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997.
3. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004.
4. Syratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
5. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001
6. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
7. Syratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London

8. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
9. Chand, Mohinder, Travel Agency Management, Anmol Publication
10. Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
11. Foster, Douglas (1983), Travel and Tourism Management, McMillan, London

MTC 08 HOTEL AND RESTAURANT MANAGEMENT

Contact Hours:5

Credit:4

Objective To impart a comprehensive idea about the operations of hotel, Resort and other catering out lets of a hotel.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings etc.

Module 1: Introduction to accommodation

Evaluation of accommodation industry-in India and the World, Organization structure of Hotel, various departments-Resort-types- Emerging concepts-Flotels, Rotels, ecotels, Capsules, time Share

Module 2: Front office

Front office Management- organization structure, Front office departments, Functions of front Office Manager, Qualities of a receptionist, Reservation activities, Check-in and Check – out, Settlement of accounts, Front office audit, Night auditor, Handling corporate and group sales, Dealing with guests' problems, Yield management, Electronic front office, travel desk-Functions –Guest Relation Executive, usage of CRS hotel industry

Module 3: House Keeping :- Organization of a House keeping department, Functions of Executive House Keeper- Rooms and Floors cleaning practices and interior decorations, House keeping control desk, Housekeeping supply rooms, Uniforms, Housekeeping practices, Types of rooms

Module 4 Food and Beverage Management:- Organization structure, Out lets of F & B, Types of Meal plans, Types of restaurant-Menu, Room service, Food Production- F & B Department organization, Kitchen, Buffets, Beverages Operation;

Catering services: Food service for the transportation market-food service for leisure market-retail food market- business/industrial food service, Healthcare food service, Schools and colleges,

Private clubs, Delivery services, Airline catering, Crueship catering-trends in loading and food service-Indian Railway Catering and Tourism Corporation (IRCTC)

References:

1. Fundamentals of Hotel Management and Operations : R. K Malhotra
2. Restaurant Management- Customers, Operations and Employees: Robert Christie Mill
3. Professional Hotel Management: Jagmohan Negi
4. International Hotel Management: Chuck Y Gee
5. The Hotel and Restaurant Business : Donald E Lundberg
6. Strategic Questions in Food and Beverage Management: Roy C Wood
7. Managing Front Office Operations : Michael L Kasavana and Richard M Brooks
8. Hotel, Hostel, and Hospital House Keeping : Joan C Branson and Margaret Lennox
9. Hotel House Keeping – Training Manual : Sudhir Andrews
10. Principles of Hotel Front Office Operations : Sue Baker, Jeremy Huyton and Pam Brandley:
11. Food and Beverage Service – Training Manual: Sudhir Andrews

MTC 09 CARGO MANAGEMENT

Contact Hours:5

Credit:4

Objectives:

- To familiarize management of cargo in different modes of transportation
- To study various documents used in import and export of goods

Pedagogy: Lectures, Seminars and Assignments

UNIT I

AIR CARGO MANAGEMENT- Cargo History, Concepts and Common terms used in Cargo handling, Cargo agents and their functions, Types of Cargo, Dangerous Goods Regulations (DGR)- Rules and documents governing acceptance and transfer of various Cargo, Airway Bill, types of Airway Bills, Ramp Equipments at the Airport.

UNIT II

Cargo Rating- Familiarization of Cargo Tariffs, Rounding-off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

UNIT III

SEA CARGO: Export/Import Documentations-Documents in Shipping-Mate Receipt, Bill of Lading, Shipping Bill, Bill of Exchange, Invoice, Letter of Credit, Types of Shipment (FOB, C&F, CIF)-Characteristics of Shipping Industry- Types of Ships (Liner & Tramp) -operations- World's Sea Borne Trade & World shipping-SMTP, IGM, EGM, SOB.

UNIT IV

ROAD AND RAIL CARGO- Documents, Railway receipt, Lorry receipt, carriage of goods by road, , CONCOR, Containerization- Definition, History of containerization- concept of MMT- Transport Logistics- Packaging, Palletization and Storage of cargo- Storage and Warehousing in India-ICDs

UNIT V

FOREIGN TRADE LICENSES AND EXPORT UNITS-Licensing authority of India-Import of capital goods under EPCG, DEPB, SIL and ECGC License Schemes-100% EOUs, EPZ-**Cargo Liability & Insurance:** Historical background and concept of Marine Insurance- Categories of General Cargo Insurance and relevant clauses

References:

1. M.I. Mahajan, -Export Import Procedure- Snow White Publishers
2. T.A.S. Balagopal -Export management,Himalaya Publications
3. C. Jeevanandam -Foreign Exchange & Risk Management
4. IATA /FIATA study materials.

MTC 10 TOURISM PLANNING AND DESTINATION DEVELOPMENT

Contact Hours:5

Credit:4

Objective:

The course aims to give a comprehensive idea about the tourism planning and destination development.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings etc.

Module -1

Tourism Planning: Conceptual meaning of Tourism Planning, Levels and Types of Tourism Planning - Public and Private sectors role in Tourism Development – PPP - Developing tourism plans: Goals - components – plan preparation – techniques, surveys and area characteristics- plan formulation by checklist method by world Tourism Organization: General background analysis –infrastructure analysis and projections – extent and form of tourism –market analysis and projections

Module 2

Evolution of tourism in modern India – Sargent committee – formation of ministry of tourism – Jha committee – formation of Tourism Development Corporations - National Tourism Policy 1982 and 2002 - National Action Plan on Tourism, 1992 -Implications of Liberalization, Globalization and Privatization in the 1990s on travel and tourism - National Committee on Tourism - Investment opportunities and government policy for investment in hotel/tourism industry- Sources of funding -Tourism through five year plans.

Module -3

Kerala tourism: **Administrative structure and organization of Kerala tourism - Kerala Tourism Policy – Tourism initiatives of Kerala Government – Vision 2025 – Regulatory mechanism – Various Schemes and certification programmes of Kerala tourism - Analysis of keralatourism.org**

Module -4

The Concept of Destination Development: Defining "Tourism Destination" – Destination Development Life Cycle - Types of tourism destinations - Destinations and products - Destination Management Systems – Destination Management Organization - Destination planning guidelines - Destination zone planning model.

Module -5

Destination Image Development: Tangible and intangible attributes of destination - person's determined image, destination determined image, measurement of destination image, place branding and destination image, destination image formation process, unstructured image, destination appraisal. Strategy development and planning of destinations and tourism products.

Case study of destination branding: Incredible India and God's own country.

References

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

7. Cooper, Fletcher, Gilbert and Wan hill –Tourism principles and practices, ELBS with pitman, London.
8. Kamra Krishna K – Managing Tourist Destination: Development , planning marketing and policies, Kanishka publishers, New Delhi.
9. New Inskip, Edward, ‘Tourism Planning: An Integrated and Sustainable Development Approach’ (1991) VNR, New York.
10. www.keralatourism.org
11. www.incredibleindia.com

MTC11 ORGANIZATIONAL BEHAVIOR

Contact Hours: 5

Credit:4

Objective

The main objective of the course is to provide an orientation about the fundamentals of organizational behavior, especially in travel and tourism industry.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings

Module-1:

Meaning and Definitions of Organizational Behavior: Nature of O.B. – Fundamental concepts – Scope of O.B. – Contributing Disciplines to the field of O.B. – Approaches to study O.B. – Historical evolution of O.B. discipline – O.B. Model.

Module-2:

Foundations of Individual Behavior: Causes of human behavior – **personality – perception – Learning – Attitudes – Values – Job satisfaction Motivation**

Personality: Definition of Personality - Determinants of personality – theories of personality; Psycho-analysis Theory- Maslow's Self Actualization Theory, Erickson's stages of personality Development – Trait Theory – Self Theory – Types of Traits – Source traits of personality; the Big five Model – Major Traits and O.B.

Perception: Definitions of perception- Perception and sensation perceptual process – factors influencing selection – Perceptual Grouping – Major influences on perception – Factors influencing perception.

Learning: Definitions of learning – Nature of learning – Learning v/s Maturation- Principles of learning-Leaning Theories: classical conditioning-operant conditioning- Cognitive learning Theory- Social Learning Theory.

Attitudes: Definitions of Attitudes – Formation of attitudes – Types of attitudes – Functions of attitudes- Changing attitudes.

Values: Definition of values- Values and attitudes – Types of Values- Formation of Values

Job-Satisfaction: Definitions- Consequences-Sources- Measuring of job satisfaction – Ways – Benefits of JS study.

Motivation: Definition- Theories of motivation-Motivation Techniques-Case studies

Module-3:

Foundations of Group Behaviour:

Determinants of Group Behaviour- Group Structure-Group process-Group Tasks-Small Groups-Types of Groups-Group Development-Group Norms-Group cohesiveness-consequences- Decision-Making in groups- Strategies-Teams-Types, Benefits. Teams v/s Groups/

Module-4

Organisational Change and Development:

Organisational culture – work stress – Organisational Change – Organisational Development and Effectiveness

Organisational Culture: Definition – Cultural Dimensions – Formation – Sustenance – Managing Organisational Culture.

Work Stress; Definitions – Sources of Stress – Stress Model – Strategies for coping stress
Organisational Change: Definitions – Levels of Change- Causes of Change- Resistance to Change – Implementing Change – Methods of introducing Change.

Organisational Development: Prerequisites for OD- OD Techniques – MBO, Grid Training – Survey feedback – Team building – Sensitivity Training – QWL Programmes.

Organisational Effectiveness: Nature and levels of Effectiveness – Approaches – Model of Organisational Effectiveness.

References

1. Gregory Moorhead and Ricky W. Griffin – Organizational Behaviour

2. L.M.Prasad – Organisational Behaviour
3. R.A. Sharma – Organisational Behaviour
4. Robbins, S.P. Organizational Behavior, Prentice Hall of India.
5. Robert A. Baron and Jerald Green Berg, Organizational behaviour Prentice Hall of India.
6. Luthans, F. Organizational Behavior, Tata Mc-Graw Hill, New York.
7. Keith Davis and Newstrom, Organizational Behavior, Tata Mc-Graw Hill, New York.
8. Sharma, R.A. Organizational theory and behavior, Tata Mc-Graw Hill Niw York.
9. Gregory Moorhead and Ricky W Griffin, Organizational behavior, Jaico publishing. House, Mumbai.
10. Davis, Human Behaviour at Work and Organization Behavior, Tata Mc-Graw Hill New York.
11. Uday pareek, Understanding Organizational Behavior, Oxford and IBH Publications. Jaipur,
12. Aswathappa K- Organizational Behavior Himalaya publishing House, Mumbai.
13. Rao, B.S.P. and Narayana P.S. Organization Theory and Behavior, Konark Publishers, New Delhi.
14. Shashi. K. Gupta, Organizational Behavior , Kalyani Publishers, New Delhi.

MTC 12 AIRLINE AND AIRPORT MANAGEMENT

Contact Hours:5

Credit: 4

Objectives

- To understand the structure and dynamics of aviation industry

- To gain thorough insight into various operations and management of aviation industry.

Pedagogy: assignments and presentations, Lecture and Discussions

Module I

Introduction to Aviation Industry

Terms related to Aviation Industry- IATA areas and sub-areas- IATA 3 letter city and airport codes- IATA 2 letter airline codes- - Freedoms of air- Open Sky Policy- Indian Civil Aviation Current policies-

Module II

Aviation Management

Classes of service and the service differentiation -Aviation geography- Flying time- Types of Journeys and Global Indicators- Sales Indicators- Introduction to air fare construction, IATA-UFTAA fare construction formula- Airline strategies -Diversification and Privatization-Mergers & Acquisitions

Module III

Airline Documents

Airline reference manuals- Airline tickets- MCO- PTA- MPD- Billing and Settlement Plan- Air passenger rights and duties- Conditions of carriage- CRS and GDS-Special fares (AI)-Travel Insurance

Module IV

Airport Management

Ground handling operations-airport departure and arrival formalities- Baggage types and regulations-Excess baggage-Free Baggage-Pooling of Baggage- Passengers required special handling and facilities and facilities provided- check-in and check-out procedures- In-flight services- special fares in India-Airport- Introduction- DGCA & AAI-Ministry of Aviation- Structure of airports- Various sections and their functions.

References:

1. Ratandeeep Singh (2008), Hand book of Global Aviation and Hospitality services, Kanishka Publishers, New Delhi.
2. Jagmohan Negi (2005) Air travel Ticketing and fare construction, Kanishka New Delhi
3. IATA Training Manuals, Passenger Air Tariff.
4. KUONI –Airport and Customer Management
5. Travel Information Manual
6. Civil aviation websites

MTC13 MARKETING OF TOURISM AND HOSPITALITY SERVICES

Contact Hours:5

Credit:4

Objective

The main objective of the course is to give basic idea about the theories of hospitality marketing and its application in tourism and allied tourism industries.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings etc.

Module-1: Introduction to Marketing: Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing philosophies-Service Characteristics of Tourism- The Service Marketing Triangle

Module-2:Analysis and Selection of Market-Measuring and forecasting tourism Demand- Forecasting Methods-Market Segmentation and Positioning-Marketing Mix, P's of marketing Mix-Four C's in Marketing Mix, Additional 3 P's in Service marketing-Process, Physical Evidence, People

Module-3: Developing Marketing environment: Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Customer Satisfaction and Related External Marketing- Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing-Strategies and Relevance for Current Trends in Market Place

Module-4:Planning Marketing Program: Product and product strategies-Product line-Product Mix-Branding and Packaging-Pricing Considerations-Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion-Public Relation: Major activities of Public Relation Departments-Press Relations-Product Publicity-Lobbying-Counseling-The Public Relation Process -Major Tools of Public Relation

Module-5:Issues in Marketing: Globalization of Markets-Direct Marketing-Marketing on Web-Green Marketing-Ethical and social Responsibilities of Marketers-Consumerism and Legal Issues

References:

Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.

01. Cravens-Marketing Management
02. Crough, Marketing Research for Managers.
03. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
04. Patel, S.G., Modern Market Research, Himalaya Publishing.
05. Philip Kotler, JohnBowen-Marketing for Hospitality and Tourism
06. Philip Kotler-Marketing Management Analysis, Planning and Control
07. Ramswamy V S, Namakumari- Marketing Management
08. S M Jha-Tourism Marketing
09. Singh Raghubir, Marketing and Consumer Behaviour.
10. Sinha, P.C : Tourism marketing
11. Vearne, Morrison Alison: Hospitality marketing

MTC 14 INTRODUCTION TO HEALTH AND WELLNESS TOURISM

Contact Hours:5

Credit:4

Objective:

- To give basic idea about the concept wellness tourism
- The study the wellness tourism resources of India

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings etc.

Unit-1:

Historical perspectives - Origin and development of health tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being – spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism.

Unit - 2:

Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics –Factors influencing need for health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism. - Health, wellbeing and environment– Pleasing weather and climate – winter, summer and Health resorts

Unit –3:

A brief overview of Medical systems: Modern medicine & C.A.M – holistic approach Vs specialization approach. - Concept and Dimensions of holistic health care:- the body, Mind and Spirit relationship. - Major C.A.M. systems of the world:- AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy –Chinese medicine and acupuncture, Shiatsu, Reflexology, Aromatherapy.

Unit 4:

Spas – Definitions, origin, typology - Medicinal properties of spa water– important natural spa destinations in the world. The layout of a spa (treatment rooms –dry and wet, lockers and changing room, reception, waiting area etc). A **brief overview** of Modern Spa Treatments: Categories of treatments – Detox – bodywork therapies - Different styles of massages – Facials - Body Polish & Scrubs – Packs – glows -wraps, Aromatherapy - Yoga & Meditation – Pilates - Tai Chi -Acupuncture & Acupressure. Hydrotherapy – Baths, Showers, steam bath, Sauna, Hamam, Whirlpool, Floatation therapy. Manicure & Pedicure, hot Stone Therapy, Mud therapy, thalassotherapy

Unit 5:

Medical tourism: - concept, typology evolution of Medical Tourism - benefits of medical tourism- economics of medical tourism - Global medical tourism scenario- countries promoting medical tourism –Indian medical tourism – **potential and problems** - market size and growth-future - Challenges.

Case study: Ayurvedic tourism and medical tourism of Kerala.

References:

1. M. Smith and L. Puczko, Health and wellness tourism, B. Heinemann (2009)
2. Sonali Kulkarni, Spa and Health Tourism, Book Enclave, Jaipur (2008)
3. Raj Pruthi, Medical Tourism in India, Arise Pub, Newdelhi (2006)
4. S. Rajagopalan, Health Tourism – An Introduction, The ICF AI University Press, Hyderabad,2006.
5. Tourism Recreation Research, Wellness Tourism, Journal of Centre for Tourism Research and Development, Lucknow,Vol.31, No.1,2006.Sivananda Yoga Vedanta Centre, The New Book Of Yoga, Ebury Press (2000)

6. Swami Vishnudevananda, The Complete Illustrated Book of yoga
7. Balakrishnan, Kalarippayattu, Penguin Books, 2006
8. Payyappilly, C., et al., Holistic Health Work Book, Sahaj, Pune, 1988.
9. Huss, Carol et al. The Banyan Tree: A Text Book for Holistic Health Practitioner, Sahaj Medical, Mission Sisters, Pune, 1989.

MTE 01 TOURISM LEGISLATIONS

Contact Hours:5

Credit:4

Objective

The main objective of the course is to give details about the legislations applicable to travel and tourism industry.

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and assigned readings

Module-I:

Tourism Bill of Rights -Tourism Code - Manila Declaration - Acapulco Document-Travel Insurance-Passport - Visa-Health Regulations - Customs and Currency Regulations

Module-II:

International Conventions: Warsaw Convention (1924)-Chicago Convention (1944)-Travel Contract (1961)-Berlin Convention (1961 and 1966)-Brussels Convention (1970)-Athens Convention (1974)-Helsinki Accord (1976)-IATA general Condition of Carriage (passenger and Cargo)

Module-III:

The Passport Act- Foreigners' Act-Indian Contract Act 1872, Laws Relating to Environmental protection-FEMA 1999-The Arms Act- Narcotics Drugs Act-Psychotropic Substances Act1985-Foreigners' Registration Act-The Explosives Act-Citizenship Act-Pollution Control Act-Wild Life Act, Consumer Protection Act 1986; MRTP Act-Tourism Code of Ethics

References:

01. The Business of Travel Agency Operations and Administration-L. Foster
02. Travel Agency and Tour Operators: Concept and Principles-M. S Negi
03. Travel Industry-C Y Gee
04. Business of Tourism- Holloway J.C.
05. International Travel and Tourism- Lundberg
06. The Business of Tour Operations-Yale P.
07. Bare Acts

Contact Hours : 5

Credit : 4

Objectives :

- To be able to understand the spoken form, read the script and write simple sentence pattern.
- To grasp relevant grammar
- To know and able to handle conversation skills in the service industry

Pedagogy : A combination of lecture, Group Discussion, Seminars, Assignments and assigned readings

Unit I

Theme

Name

Country

Residence

Grammar

Personal Pronoun and Verb

Word Order

Place

Unit II

Studies

Profession

Possessive Pronouns

Verb "Sein"

Unit III

Family

Siblings

Age

Verb "HAVE"

Indefinite Articles

Negation : "Nicht" – "Kein"

Unit IV

Time

Termine

Time

Definite Article

Strong Verb

Unit V

Invitation

Separable Verbs

Imperative

Unit VI

Job Search

Job Selection

Model Verbs

References :

LERNZIELDEUTSCH

MTE 03 FOREIGN LANGUAGE FOR TOURISM-GERMAN-2

Contact Hours : 5

Credit : 4

Objectives :

- To be able to understand the spoken form, read the script and write simple sentence pattern.
- To grasp relevant grammar
- To know and able to handle conversation skills in the service industry

Pedagogy : A combination of lecture, Group Discussion, Seminars, Assignments and assigned readings

Unit I

Theme

Purchase

Shopping

Grammar

Accusative

Unit II

Presents/Gifts

In the Post Office

Dative

Unit III

Accommodation

Place and Direction

Unit IV

Marriage

Children

Reflexive Verbs

Verbs with Prepositional objective

Unit V

Education

Present Perfect tense

Unit VI

Qualifications

Past Tense

Unit VII

Bringing up of youth

Adjective

References :

LERNZIELDEUTSCH

MTC 15 SUSTAINABLE TOURISM PRACTICES

Contact Hours:5

Credit:4

Objectives

- Understand, appreciate and the significance of sustainable development
- Gain exposure to the implementation of STD principles and approaches through relevant case studies

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings

Module 1

Sustainable Development- meaning, principles, Sustainable Tourism Development –meaning and evolution –10 R's Agenda 21 for Travel and Tourism industry, World conference on Sustainable Tourism 1995, Globe 90 conference, Berlin Declaration, Bali Declaration 2005, Cape Town Declaration 2002, Kerala Declaration

Module 2

Sustainable Tourism Planning: Topographical analysis –analysis of local resources, visitor Management techniques, (EIA, EIS, EMS), Impact assessment of socio- economic cultural and ecological environment, carrying capacity, Zoning system, standardization and certification (ISO 14000)

Module 3

Approaches to Sustainable Tourism Development: Alternative Tourism, Responsible tourism- Collaboration and partnership, waste management, eco friendly practices -Kerala model- Code of conduct for accommodation and transport operators, sustainable tourism and poverty alleviation, Community participation

Module 4

Eco-tourism: Meaning and nature – tourism and environment, impacts of eco tourism-eco-tourism resources, eco tourism policies and guidelines – eco tourism and sustainability

Module 5

Eco- tourism Potential of India and Kerala- Case study at Thenmala eco-tourism project

References

1. BOD E- Eco – Tourism – The Potential and Pitfalls
2. David A. Fennel - Eco Tourism An Introduction
3. Middleton, V.T.C. and Hawkins (1998) Sustainable Tourism – A Marketing perspective, Butterworth, Heinemann, Oxford
4. K.Anilkumar, S.V.Sudheer,(2007) Negative Factors of Tourism, Better Books, Thiruvananthapuram.
5. Mowforth, M and Mount Ian (2003) Tourism and sustainability, development and New Tourism in the Third World, Routledge, London
6. Ritchie J.R. and Crouch I.G. (2005) The competitive Destination – A Sustainable Tourism Perspectives, Cabi Pub. U.K.
7. Weaver D. (2001) The encyclopedia of Eco Tourism, Cabi Pub. U.K.

MTC 16 EVENT MANAGEMENT

Contact Hours:5

Credit:4

Objective

- The main objective of the course is to give the conceptual idea of event management and practical orientation to event management operations

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings

Module –1

History of Meetings Conventions and Expositions- Convention and Visitor Bureaus-Players in the Industry-International Association of Conference and Convention Center (IACC)-Corporate meeting Planner-Independent Meeting Planners-Tour Operators-Trade Shows-Expositions-Trade show sponsors-Exposition show manager-service contracting Hotels- The Sponsors Associations- Trade Unions- Independent-Independent Companies sponsoring and Operate Tradeshows-Religious Group-Theatre and Air Organization –Social Organization.

Module -2

The process of Meeting and Convention Management- Goals- Objectives- Targeting Population- Designing the Programme- Budget-Site Selection- F&B- On the management- Service provided at meetings- Evaluation –host Venues- Significance of Convention and meeting Business Role of host Property- Key players in host property- Service- Guest Room- Check in- Check out- Meeting space- Seating Style- Hospitality Programme- Spouse Programmes- Special Events- Design of Hospitality Programme.

Module -3

Types of Host Facilities-Convention Center- conference center -Hotel Types-Non Traditional host Facilities- Trade Shows – Purpose – Show Management – Show Organizers – Show Producers – Exhibitors – Attitude- Economic Impacts – Meeting Management – Introduction- Meeting Planners – Types – Corporate – Independent-Government- Travel Agencies- Responsibilities of Meeting Planners –Pre Meeting- Onsite- Post Meeting – Post Meeting Tours –Legal Issues – Negotiation – Steps in Negotiation- Meeting.

Module -4 Meeting Technology- Video Conferencing-Computers and LCD- Technology for meeting attendee – Business Center – Fax- Photocopying- Internet- Tips for Exhibitors-Event Promotion- Marketing Events- Interrelation between Events and Tourism Industry

Module -5 Travel Industry Fairs: Benefits of Fairs, role of governments and private agencies, ICPB, - PATA TRAVEL MART, KTM, IITM, ITB, WTM, SMTV, TTW, CII, FITUR, EIBTM

References

1. Sandra K Strick., Meetings, Conventions and Exposition in Introduction to the Industry- Rhonda Montgomery.
2. Avrich, Barry, Event and Entertainment Marketing, Vikas Publications, New Delhi, Edn 1994.
3. Gaur Sanjay Singh, Event Marketing and Management, Vikas Publications, New Delhi, Edn 2001.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA
6. Leonard H. Hoyle (2002), event marketing, John Willy and sons, New York
7. Bhatia A.K. (2001), Event Management, Sterling publishers, New Delhi
8. Anton Shone and Brynparry(2002), Successful Event Management, Sengage Learning,
9. David C. Watt (1998) Event Management in Leisure and Tourism, Pearson, UK
10. Joe Gold Blatt(1997) Special Events Best Practices in Modern Event Management, John Willy and sons, New York
11. Avrich Barry(1994), Event and Entertainment Marketing , Vikas, New Delhi

MTC 17 DISSERTATION WORK & VIVA- VOCE

Contact Hours:5

Credit: (3+5)

MTE 04 E-TOURISM MANAGEMENT

Contact Hours:5

Credit:4

Objective

- To give basic idea about the application of information technology in tourism and hospitality industry

Pedagogy: A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings etc.

Module 1:-Introduction to e-tourism- Historical development- Electronic technologies for data processing and communication- Hardware and Software- *Digital convergence – Modern Wireless Communication Systems, biometrics – Access control – digital passport* -Strategic, tactical, and operational use of IT in tourism - IT and Dis-intermediation in Tourism - health issues- guide lines for proper usage of computers, internet and mobile phones – digital divide – e-waste and green computing.

Module 2:-Introduction to internet and World Wide Web - Fundamentals of email, website and web hosting, – an overview of Browsers and servers - Internet access methods - Internet as a knowledge repository - Using IT for competitive advantage- Case studies.

Module 3:-E-commerce- Starting an e-business- E-marketing of tourism products- Typologies of e-commerce - B2C e-commerce in travel and tourism - Business models in the wired economy - Working of an e-commerce website, Electronic cash and electronic payment Schemes, Master Card / VISA secure electronic transaction, Basic Cyber laws and cyber ethics, Digital Signature.

Module 4

Internet marketing - Online consumer behaviour- Service quality- Customer satisfaction- Loyalty- Case studies.

Current debates in e-tourism- Future of e-tourism- Case studies.

Practical

Familiarization with Internet (browsing, Email management and Web searching).

Study of

1. keralatourism.org
2. tourism.gov.in
3. incredibleindia.org
4. makemytrip.com
5. yatra.com

REFERENCES

1. Sheldon, P. Tourism Information Technology: CABI,2002

2. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas
3. Alexis & Mathews Leon, Fundamentals of Information Technology, Leon Vikas
4. Inkpen, G. Information Technology for Travel and Tourism: Addison Wesley,2000
5. Buhalis, D. E Tourism: Information technology for strategic tourism management: PH,2004
6. Poon,A. Tourism, Technology, and Competitive strategies: CABI,1998
7. Rayport, J.F. and Jaworski, B.J. Introduction to E-Commerce: McGraw-Hill,2003
8. Eisenmann, T.R.Internet Business Models – Text and Cases: McGraw-Hill,2002
9. Malvino, A.P. Electronic Principles: McGraw-Hill,1995
10. Daniel Minoli & Emma Minoli: Web Commerce Technology Handbook., Tata Mc Grew Hill, 2000

MTE05 CUSTOMER REALTIONSHIP MANAGEMENT

Contact Hours:5

Credit:4

Objectives:

- To receive a proper and better understanding of customer service management of Tourism in a local and global context.
- To take up the challenge of good customer relationship management.

Pedagogy: A combination of Lecture, Seminars, Practical, Assignments and assigned readings

Module I Scope and dimensions of CRM - CRM creating demand for hospitality & Tourism - CRM Success factor - Concept of quality management in services – Quality management in tourism – Caring for customers in tourism – role of customer relations executive – the three level of service.

Module II Customer Relating Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

Module III Managing and Sharing Customer data - Customer information databases – Ethics and legalities of data use – CRM on internet - Data warehousing and data mining – Data analysis – Market Basket Analysis (MBA) – click stream analysis - Personalization and collaborative Filtering.

Module IV Managing relationship through conflict - managing the movement of conflict - Consumer Behaviour in Service encounters - Understanding Customers- Problems, Solutions – complaint management and service recovery. - Designing of Service Strategy – CRM strategies.

Module V CRM in Marketing, relationship marketing - CRM Marketing initiatives- Cross Selling & Up- selling, Customer relation, Behaviour prediction, Customer profitability and value modeling.

Module VI Service Delivery – Gaps - Types and Causes of Service Quality gaps – Measurement and Improving of service Quality - Strategies to resolve the gaps.

Analysis of CRM practices in various tourism businesses – Hotels, Airlines.

REFERENCES BOOKS

1. Greenberg, P., Customer Relationship Management at the speed of light, Tata Mc Graw Hill
2. Burnett, K. The Handbook of Key Customer Relationship Management, Tata McGraw Hill
3. Ducue, J., A Business guide to Customer Relationship Management., Pearson
4. Christopher Lovelock & Jochen Wirtz - Services Marketing, Pearson Education, Delhi,2004.
5. Zeithmal, Parasuraman & Berry – Delivering Quality Service, The Free press, New York
6. Andry silmore, Services Marketing & Management, Response Books, Sage Publications, Delhi.2001
7. Jagdish Seethi, Etal, Customer Relationship Management, Emerging Concepts, Tools and Application.
8. Stances A.Brown, ‘Customer Relationship Management’, John wiley & Sons,2000
9. Lovelock, ‘Services Marketing – People, Technology & Strategy’, Pearson Edn, Singapore, 2003
10. Gilmore, ‘Services Marketing and Management, Response Books, New Delhi,2004.

11. Shanmugasundaram S. Customer Relationship Management: Modern Trends and Perspectives, PHI Learning Pvt. Ltd.
12. Rai, Customer Relationship Management: Concepts And Cases, PHI Learning Pvt. Ltd.

MTE 06 ACCOUNTING & FINANCE FOR TOURISM

Contact Hours:5

Credit:4

Objectives:

- To understand the principles of Accountancy
- To understand the basics of financial management
- To enable the students to analyse and interpret financial statements for decision making.

Pedagogy: A combination of Lecture, Case Analysis, Seminars, Assignments and assigned readings

Module I. Accounting

Meaning – uses- double entry book keeping – Principles – Concepts – Conventions & policies – Journalising and preparation of Trial Balance – Rectification of errors –Preparation of Final Accounts with Adjustments.

Module II. Human Resource Accounting

Concept –Importance – Approaches for valuing of Human Resources : Historical Cost Approach –Replacement Cost Approach – Opportunity Cost Approach, Standard Cost Approach, Present Value Approach, Aggregate Payment Approach, Total Cost Approach - Objections against H R Accounting

Module III. Introduction to Financial management

Evolution–Objectives– concepts – Functions–Scope–cardinal principles of Financial management –Various Sources of Finance – short term, Medium &long term finance – Capital Budgeting: Significance of Capital Expenditure decisions –Capital Budgeting Techniques – Non Discounted & Discounted Techniques.

Module IV. Working capital management

Conceptual understanding of working capital management - significance - classification - Determinants of working capital requirements –cash management- problem of managing cash–Determining Optimum cash balance – Cash Budget– preparation of Cash Budget - Tourism Finance Corporation of India - Industrial Finance Corporation of India

Module V. Financial statements Analysis & Interpretation

Meaning -Types of Analysis –Importance –Objectives (theory only)

References: -

- 1) M C Shukla , T S Grewal & S C Gupta : Advanced Accounts (S. Chand & Co)
- 2) S P Jain & Narang K L : Advanced Accountancy. (Kalyani Publications)
- 3) Prasanna Chandra : Financial Management (TATA ,Meliraw Hill)
- 4) R M Srivastava : Financial Management & policy. (Himalays publishing Co)
- 5) Shashi K Gupta & R K Sharma : Financial Management. (Kalyani Publications)
- 6) S N Maheswari : Management Accounting & Financial control. (Sultan Chand & Sons)