

**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.

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**GENERAL AND ACADEMIC BRANCH - IV 'B' SECTION**

No.GAIV/B1/6070/05

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

08-2010.

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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 1<sup>st</sup> 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.

Sd/-  
**Forwarded/By Order**

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**SECTION OFFICER**

## **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 – listing-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, (14<sup>th</sup> edition, ELBS)
4. An introduction to the Pronunciation of English- Edward Arnold(London)
5. Theories and Concept – Lowrence S.Wrightsmen(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 se Ctors – 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 – seen 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