

MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI
PG - COURSES – AFFILIATED COLLEGES
 Course Structure for Master of Tourism Management
 (Choice Based Credit System)
 (With effect from the academic year 2017-2018 onwards)

Sem.	Sub. No.	Subject Status	Subject Title	Contact Hrs./ Week	Credits
(1)	(2)	(3)	(4)	(5)	(6)
I	1	Core - 1	Tourism Concepts and Principles	6	4
	2	Core - 2	Travel Agency Management	6	4
	3	Core - 3	Tourism Resources of India	6	4
	4	Core - 4	Tourism Policy and Planning	4	4
	5	Elective - 1	Optional 1. FRONT OFFICE ADMINISTRATION 2. HOTEL ADMINISTRATION	4	3
	6	Elective - 2	Optional 1. Effective Communication & Promotion of Tourism 2. Communicative Hindi	4	3
Subtotal				30	22
II	7	Core - 5	Tourism Geography	6	4
	8	Core - 6	Airline Ticketing	6	4
	9	Core - 7	Tourism Marketing	6	4
	10	Core - 8	Management Principles and Practices	4	4
	11	Elective - 3	Optional 1. Event Management and Mice 2. Heritage Management	4	3
	12	Elective - 4	Optional 1. Computer and Information System in Tourism 2. Accounting & Finance Management	4	3
Subtotal				30	22

TOURISM CONCEPTS & PRINCIPLES

Objective:

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

Course Contents :

Unit – I:

Introduction : What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2nd world war, recent and current 1945 – 2002. General Tourism Trends 2002 on wards. Types of Tourists, Visitor, Traveller, and Excursionist – Definition and differentiation. Tourism, recreation and leisure, their interrelationships.

Unit – II:

Tourism Products & Attraction : Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

Unit – III:

Types and Forms of Tourism : Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism : religious, historical, social, adventure, health, business, conferences, conventins, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism.

Unit – IV:

Tourist Transportation : Air Transportation : The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport : Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits. Rail Transport : Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass. Rater Trasport : Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

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Core - 1**

Unit-V:

A study of International Tourism Organisations : Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Suggested Readings:

- Mill and Morrison (1992), The Tourism System : In Introductory Text, Prentice Hall.
- Cooper, Fletcher et al (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik (1981), Tourism : Past, Present and Future, Heinemann, ELBS.
- Mill, R.C. (1990), Tourism : The International Business, Prentice Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N. (1999) Successful Tourism Management (Vol 1 & 2)

TRAVEL AGENCY MANAGEMENT

Objective:

The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

Course Contents :

Unit – I:

Travel formalities : Travel Formalities : Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Travel Agency and Tour Operation. Business : History, Growth and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour. Operators : Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.

Unit – II:

Approval of Travel Agents and Tour Operators : Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. Study of various Fiscal and Non-Fiscal incentives available to Travel agencies and Tour Operations business.

Unit – III:

Functions of a Travel Agent : Understanding the functions of a travel agency – travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income : Commission, Service charges. Travel Terminology : Current and popular travel trade abbreviations and other terms used in preparing itineraries.

Unit – IV:

Functions of a Tour Operations : 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.

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Core – 2

Unit – V:

Public and Private sector in Travel Agency Business and Tour Operation Business : Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators – an overview. National Trade Associations ; IATO and TAAI.

Suggested Reading :

- Holloway, J.C. (1983), The Business of Tourism, McDonald and Evans, Plymouth.
- Syrratt Gwenda (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London.
- Stevens Laurence (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
- Chand, Mohinder, Travel Agency Management, Anmol Publication.
- Seth, P.N. (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi.
- Foster, Douglas (1983), Travel and Tourism Management, McMillian, London.

TOURISM RESOURCES OF INDIA

Objective:

The module gives information of countries tourist places of national and international importance and it helps students to know the background elements of tourism resources.

Course Contents :

Unit – I:

Natural Resources : Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana) Hill Stations : Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty. Beaches and Islands : Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdvp islands.

Unit – II:

Popular Tourist Resources – Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjare, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri. Monuments – Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).

Unit – III:

Pilgrimage Destinations : Hindu – Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyaachal (U.P.) Kamakhya (Assam)m Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura – Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar. Buddhist : Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. Jain : Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana. Muslim : Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri and some important Mazars. Sikh : Patna, Nanded, Guru-ka-Tal (Agra), Amritsar. Saint : Kabir, Tulasi, Raidas, Sankaracharya.

Unit – IV:

Fairs and Festivals : Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rathayatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-Ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

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Core - 3**

Unit – V:

Handicrafts and Handlooms. History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.

Suggested Readings :

- Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
- Dixit, M and Sheela, C. Tourism Products (new Royal Book, 2001).
- Oki Morihiko, Fairs and Festivals, World Friendship Association, Tokyo, 1988.
- Mitra, Devla, Buddhist Architecture, Calcutta.
- Michell, George, Monuments of India, Vol. 1. London.
- Davies, Philip, Monuments of India, Vol. II., London.
- Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
- Brown Percy, Indian Architecture (Islamic Period), Bombay.
- Hawkins. R.E., Encyclopaedia of Indian Natural History.
- Vatsayana, Kapila, India Classical Dance, New Delhi.
- Swami, Prayaganand, History of Indian Music.
- Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
- Mode. H. & Chandra. S. : Indian Folk Art, Bombay.
- Mehta. R.J. : Handicrafts & Industrial Arts of India, New York.
- Grewal, Bikram (ed) : Indian Wildlife.

TOURISM POLICY AND PLANNING

Objectives:

The module will expose the students about the Tourism policy of India and of a few tourism states of the country.

Unit – I:

Introduction : Concepts of Policy, Formulating tourism policy, Role of government, public and private sectors, Role of international multinational, state and local tourism organisations in carrying out tourism policies.

Unit – II:

Tourism Policy : Study of National Tourism Policy 1982 and 2002, National Action Plan on Tourism, 1992 : Special Tourism Area Development Programme. The concept of National Tourism Board, National Committee on Tourism, Case study of tourism policies of a few states (Uttar Pradesh, Rajasthan, Kerala, Madhya Pradesh). Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

Unit – III:

Understanding Tourism Planning : Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning.

Unit – IV:

Background Approach and planning scale. Public and Private sectors role in Tourism Development. Analysis of an individual Tourism Project (development of the Buddhist circuit).

Unit – V:

International Agreements : Chicago Convention, Warsaw Convention, Open Sky Policy, Bermuda Convention, Euro Agreement, Schengen Agreement.

Suggested Readings:

- New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G.J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford.
- Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
- Sharma, J.K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

FRONT OFFICE ADMINISTRATION

Unit – I:

Lobby and Bell Desk Operation : Role of lobby managers – Role of guest relation executive – Function of bell desk – Layout and equipment used – Function of Hospitality desk / Concierge desk – Handling VIPs – Luggage handling procedure – Bell desk forms and formats – Car valet operations.

Unit – II:

Front Office Cash / Checkout and Settlement : Role of the Front desk cashier – Importance of front office cash – Duties and responsibilities of front desk cashier – Checkout and account settlement – Checkout options – Unpaid account balances.

Unit – III:

Front Office Accounting : Hotel credit management (including credit cards) – Foreign currency awareness and handling procedures – The guest folio – Internet control Transcript, cash sheet, cash banks.

Unit – IV:

The Night Audit : Function of night audit – Operating model – non-automated. Semi automated – The night audit process – Verifying the night audit.

Unit – V:

Guest complaint handling / Problem solving – Common complaints / problems situations handling – Role of emotions in situation handling.

Reference Books:

1. Front office operations by Colin Dix & Chirs Baird.
2. Hotel from office management by James Bard.
3. Managing front office operations by Sudhir Andrews.
4. Front office training manual by Sudhir Andrews.
5. Managerial computers in hospitality accounting by Raymond S. Schmidgall.
6. Managing computers in hospitality industry by Michael Kasavana and Canel.
7. Principles of Hotel Front Office Operations, Sue Baker & Jeremy Huyton, Continuum.
8. Front Office Procedures, social, Skills and Management, Peter Abott & Sue Lewry
Butter worth Heinemann.

HOTEL ADMINISTRATION

Unit –I:

Meaning of Hotels – Hotel Department – Functions of Departments Organisation Chart – Operation skills of Managers – Duties and Responsibilities of Managers – Qualities.

Unit – II:

Principles of Management – Functions of Meaning of Management – Management – Importance of Planning – Tools of Management – Job Description – Job Specification.

Unit – III:

Resources Management – Modes of Business – steps in Planning - Guest satisfaction – Managers meeting.

Unit – IV:

Financial Management – Recruitment – Training and development – Manpower planning.

Unit – V:

Hotel Laws – Labour Laws – Helath and safety – Food Laws – Food standard in India – Employee facilities.

Suggested Reading:

1. Seth, P.N. Successful Tourism Management, Stretching Publication, New Delhi.
2. James Bard, Hotel Front Office Management.

**EFFECTIVE COMMUNICATION &
PROMOTION OF TOURISM**

Objectives:

This module intends to train the students about Printing and Electronic Media for the Planning and Management of advertising and other communication tools for promoting tourism products.

Part A :Printing and Advertising

Unit – I:

Advertising – Its purpose and function, benefits of advertising, noncommercial advertising, ethical issues in advertising and need for advertising. Media Decisions : The media Selection process, Different media types-print media, television, radio and the new electronic media. Preparation of brochures, booklets, maps etc.

Unit – II:

Advertising Agency Function, Organisation and selection – Major functions of an advertising agency, consideration for advertising agency selection, the role of advertising in consumer Decision Process. Specialised advertising, industrial advertisements, institutional advertisement, non-commercial advertisements.

Part B :

Communication and Promoting Products – Advertising, Direct Marketing, Sales Promotion, Public relations and Sponsorship.

Unit – III:

Major promotional tools, Developing Effective Communication, Identifying Target audience, Determining the response sought, selecting message, Choosing different media types, selecting message source and collecting feedback. Establishing the total promotion budget and factors on setting the promotion mix.

Unit – IV:

Major decisions in advertising or Five Ms of Advertising – Objective setting, setting advertising budget, Message decisions, Media Decisions and campaign evaluation. Direct Marketing – reasons for growth of direct marketing and telemarketing, Sales Promotion – Setting sales – promotion objectives, selecting Sales – Promotion tools, developing the sales promotion program, evaluation the results.

Unit – V:

What is Public Relation? Major activities of PR departments – Press Relations, Product Publicity, Corporate Communication, lobbying, counseling. The Public Relations Process, Major tools in marketing PR, Public Relations opportunities for the Service Industry. Sponsorship – Managing and developing sponsorship, organizing events, PR at exhibitions, conferences, openings and inauguration.

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Elective – 2 (a)**

Suggested Readings :

- Diwan, Parag : Advertising Management 1998.
- Thakur, D. : Advertising, Marketing and Sales Management, 1999.
- Petit, L. Effective Communication.
- Publications of World Communicatin Congress.

COMMUNICATIVE HINDI

Unit I:

Starts with alphabets, word construction sentence formations with applied grammar, numerals, functional Hindi, Names of flowers, relations vegetables, parts of Conversations Hindi.

Unit II:

Conversation in day-to-day life, between two friends, teacher, students, market places, shops Enquirer in bus stand, railway airport, about current affairs, sports and in college.

Unit III:

Some phrases proverbs and idioms also will be practiced. Creative Writing and Reading.

Unit IV:

Essays connection with temples, festivals of India, important incidents and simple stories.

Unit V:

Translation : 10 – 15 sentences in English to Hindi and Hindi to English.

Books for reference:

1. Anuvadmalā Part – 1, Dakshan Bharat Hindi Prachar Sabha, Chennai – 17.
2. Manohar Kahaniyam, Dakashan Bharat Hindi Prachar Sabha, Chennai-17.
3. Gadhya Sankam, Dakshan Bharat Hindi Prachar Sabha, Chennai – 17.
4. Tamil Nadu, Veera Raghavan, Publication Division, Ministry of Information and Broadcasting Patiala House, New Delhi.
5. Temples of India : Myths and Legends, Mathuram Bhoothalingam, Ministry of Information and Broadcasting.

TOURISM GEOGRAPHY

Objective :

This course explores the basic components of geography in relation with tourism.

Unit – I :

Fundamentals of Geography, Importance of Geography in tourism, Climatic variations, climatic regions of world, study of maps, longitude & Latitude, International date line, time variations, time difference.

Unit – II:

Indian Geography, physical and political features of Indian subcontinents. Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

Unit – III :

Political and physical features of world geography. Destinations in North America (United States of America : New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada : Ottawa, Montreal, Vancouver, Mexico). Central America (Costa Rica, Panama, Belize etc) Europe : France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

Unit – IV :

Africa : South Africa, Mauritius, Kenya. Middle East : Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca – Madina. North & East Asia / Pacific : China, Malaysia, Thailand, Singapore, Australia, Japan. South Asia : SAARC Countries.

Unit – V :

Development of Tourism in India with special Reference to Geography – Impact Assessment – approaches, Methodology and techniques.

Suggested Readings :

- Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
- Sinha, P.C. Tourism Geography, Anmol Publication.
- Dixit, M. Tourism Geography and Trends, Royal Publication.
- International Atlas, Penguin Publication and DK Publications.

AIRLINE TICKETING

Objective :

This module is intended to prepare the students to enter a travel agency where he will be required to be well-versed with the modalities of air ticketing.

Course Contents :

Unit – I :

Aviation Geography : Time Difference, Flight Time, Elapse Time, Division of World by IATA. OAG (ABC) Book Familiarisation, Important Airlines, Airports of World, Minimum connecting time, Coding & Decoding of Country, City, Airport, Airline. Domestic Ticketing.

Unit – II :

The Airport of the Flight – Classes of services – Flight service – seating – Main Aircraft types – Airport areas.

Unit – III :

Global Indicators, International Sales Indicators. Practice Itinerary Planing, Passengers Documentation / Travel Formalities (TIM), Familiarisation of Air Tariff, Introduction to Fare Construction, Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) & Extra Mileage Principle, Highest Intermediates Point (HIP), Circle Trip, Minimum (CTM), Backhaul Check, Add-ons.

Unit – IV :

General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares (Excursion, Students & Seaman), Passenger Ticket & Baggage check (with issuance of ticket with itineraries – One way (OW), Return (RT), Circle Trip (CT), Mixed Class Special Fares, Passengers Expenses en routes, Credit Cards, Universal Air Travel Plan (UATP), Baggage Rules.

Unit – V :

Analysis of an Airline Ticket : Ticket coupons – Air Ticketing information – Writing Airline Tickets – Air Related Traffic Documents – How to make an Airline Ticket? Airline Ticketing Procedures – Prepaid Ticket Advice (PTA) – Refund Exchange Notice (REN) – Miscellaneous Changes Order – Tour Order – Chanted Tours.

Suggested Readings :

- ABC World wide Airways Guide (Red & Blue)
- Air Tariff Book 1, World wide Fares.
- Air Tariff Book 1, World wide Rules, IT Fares etc.
- Air Tariff Book 1, World Wide Maximum Permitted Mileage.
- Travel Information Manual (TIM)
- IATA Ticketing Hand Book.
- Chand, Mohinder, Travel Agency Management.
- Jagmohan Negi : Air Travel Ticketing and Fare Construction.

TOURISM MARKETING

Objective :

The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.

Course Content :

Unit – I:

Marketing : Core concepts in marketing: Needs, Wants, Demands, Products markets. Marketing management philosophies – Production, Product, Selling, Marketing and social perspectives. Economic importance of marketing. Unit – II Analysis and selection of market : Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).

Unit – III:

Marketing Strategies : Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development. Product life cycle, Customer satisfaction and related strategies in internal and external marketing; Interactive and relationship marketing.

Unit – IV:

Planning marketing programmes : Product and product strategies ; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

Unit – V:

Tourism Marketing : Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services – Challenges and strategies.

Suggested readings :

- Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
- Sinha, P.C. : Tourism Marketing.
- Vearne, Morrisson Alison : Hospitality Marketing.
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice – Hall India,1999.
- Assael H., Consumer Behavior and Marketing Actin (2nd edn. 1985) Kent, Boston.
- Crough, Marketing Research for Managers.
- Singh Raghubir, Marketing and Consumer Behaviour.
- Patel, S.G. Modern Market Research, Himalaya Publishing.

**MANAGEMENT PRINCIPLES
AND PRACTICES**

Objective :

This module explains meaning of management and analyses its process in modern organisations including tourism and travel.

Course Contents :

Unit – I:

Management : Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession, skills and roles of managers in organisation; Evaluation of management theory, schools of management thoughts.

Unit – II:

Functions of Management : An overview of functions of management; Concepts of POSDCORB Planning : Nature, purpose, types and process, Management By Objectives (MBO) Decision Making Process, tools and techniques. Decision making components of effective decision making.

Unit – III:

Organising : Concept of organisation. Line and Staff Authority and responsibility, span of control, Delegation of authority, centralisation versus decentralisation. Organisation Structure and design. Staffing and Selection Process.

Unit – IV:

Directing : Communication – Process and Types; Barriers and Principle of effective communication (Horizontal and vertical communication), Motivation – theories and practices.

Unit – V:

Leading : Leadership – Concept, Theories of Leadership, styles, Successful versus effective leadership styles in travel trade and hospitality organisations. Concept of Controlling. Production Management : Concepts of production management; objective inventory management, production methods and techniques; Layout material handling, reports and controlling methods.

Suggested Readings :

- Essential of Management – Harold Koontz & Heinz Weirich
- Management – H. Hoontz & Cyrill O'Donnell.
- Management Theory – Jungle, H. Koontz.
- Principles of Management – Peter F. Drucker.
- Management Concepts – V.S.P. Rao, Konark Publishers
- Principles & Practice of Management – L.M. Prasad, S. Chand.
- Organization & Management – R.D. Agarwal, Tata McGraw Hill.
- Modern Business Administration – R.C. Pitman.

EVENT MANAGEMENT & MICE

Objectives:

As a result of participating in this module, students will understand the managerial and operationa aspects pertaining to event and conference or Convention Management.

Course Contents :

Unit – I:

Event Management : Role of events for promotion of tourism, Types of Events – Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava and Taj Mahotsava).

Unit – II:

Concept of MICE. Introductin of meetings, incentives, conference / conventions and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

Unit – III:

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

Unit – IV:

Budgeting a Conference Exhibition : Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, seating arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

Unit – V:

Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

Suggested Reading

- Coleman, Lee & Frankel (1999), Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones (1995)m, Meaning conventions & Group business.
- Railey M. Butterworth Heinemann, Educational Institute of AH & MA. Human Resource Management.

HERITAGE MANAGEMENT

Objective:

This module is important to study because of India is rich in heritage properties and its maintenance is necessary. This will help to understand the nature of heritage properties and conservation.

Unit – I:

Indian Culture ;: General Features, Sources, Components and Evolution.

Unit – II:

What is Heritage? Meaning and concept. Criteria for selection as heritage sites, monuments and zone by UNESCO (WHC). Types of heritage property. World famous heritage sites and monument in India and abroad.

Unit – III:

Heritage Management, Objectives and strategies, Protection, Conservation and Preservation, Case study of one destination. Heritage Marketing, Destination development.

Unit – IV:

National and International Organisations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs)

Unit – V:

Museums, Concept and classification. (National Museum, New Delhi; Bharat Kala Bhawan, Varanasi; Archaeological Museum, Sarnath, etc.), Heritage Hotels and its classification.

Suggested Readings :

- Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
- New Inskip, Edward, Tourism Planning : An Integrated and Sustainable Development Approach (1991) VNR, New York.
- Ashworth, G.J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford UNESCO-IUCN (1992) Eds.
- Masterworks of Man and Nature, Pantoga, Australia.

**COMPUTER AND INFORMATION
SYSTEM IN TOURISM**

Objectives:

The module is prescribed in the course to inform the students about the role of Computer Information systems in travel trade. The prescribed unit enhance the skills of students especially when they will be attached for practical.

Course Contents :

Unit – I:

Basic Computing : An appreciation of computer hardware and terminology, The use of an operating system, various programming languages, a descriptive survey of some of the important application: communication, office systems, information storage and retrieval of Data.

Unit – II:

Office Work : The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Powerpoint, Access and Outlook Express)

Unit – III:

Internet : Management information systems. Office automation, Email and Web advertising and web/e business internet, Web Page Designing.

Unit – IV:

Computer Networking: What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines : Different packages used : Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS.

Unit – V:

Computer Presentation : Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism.

Suggested Readings :

- Lucey T, Management Information Systems, DP Publications.
- Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.
- Parkinson LK & Parkinson ST. Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.
- Basandra S.K., 'Computer Today', New Delhi : Galgotia Publications.
- Mehta Subhash, "Wordstar – 7" New Delhi : Comdex Computer Publishing, Pustak Mahal.

ACCOUNTING & FINANCE MANAGEMENT

Objectives:

The basic objectives are to provide basic principles and to understand the basic techniques of preparing financial information.

Accounting :

Unit : I

Fundamental Principles of Accounting. Introduction and Definition – Accounting Concepts – Conventions Branches of Accounting – Rules – Journal – Ledger – Trial Balance.

Unit : II:

Final Accounts trading Account – profit and loss Account – Balance. Unit III Miscellaneous Accounts Meaning – Accounts of Hotel Finance Management :

Unit – IV:

Nature of Financial Management – Objectives – Scope – Organisation of finance function – financial leverage.

Unit – V:

Working capital Management Meaning – Fund Flow statement, cash flow statement Budget.

Suggested Readings :

- Shukla, T.S. Grewal, S.C. Gupta, Advanced Accounts : Volume I. S. Chand Publication.
- Khan, Jain, Financial Management, Text, Problems and cases : The McGraw Hill companies.
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