

MANONMANIAM SUNDARANAR UNIVERISTY, TIRUNELVELI-12

B.A Tourism and Hospitality Management (CBCS)

(With effect from the Academic Year 2020 – 2021 Onwards)

SCHEME OF EXAMINATIONS

1. Scheme of the Course

Distribution of marks in Theory between External and Internal Assessment is 75:25; Minimum Pass is 40% for external and overall components

Semester I

Part	Subject Status	Subject	Hours	Credit
I	Language	Tamil	06	04
II	Language	Communicative English	06	04
III	Core 1	Tourism: Principles and Practices	04	04
III	Core 2	Communication Skill	04	04
III	Add on Major (Mandatory)	Professional English for Arts and Social Sciences-I	04	04
III	Allied I	Principles of Management / / Principles and methods of Archaeology / Front Office Management	04	03
IV	Common	Environmental Studies	02	02
		Total	30	25

Semester II

Part	Subject Status	Subject	Hours	Credit
I	Language	Tamil	06	04
II	Language	English	06	04
III	Core -3	Tourism Organizations	04	04
III	Core -4	Business Communication	04	04
III	Add on Major (Mandatory)	Professional English for Arts and Social Sciences- II	04	04
III	Allied -II	Organizational Behaviour / Indian Archaeology and Architecture / Housekeeping Management	04	03
IV	Common	Value Based Education / சமூகஒழுக்கங்களும் பண்பாட்டு விழுமியங்களும் / Social Harmony	02	02
		Total	30	25

TOURISM: PRINCIPLES AND PRACTICES

Unit – I:

Historical evaluation and development of tourism Periodisation and concepts – Ancient Period – Early empires – Egyptian and Phoenicians – The Persian – The Greeks – The Romans – Indians – Pilgrimage – Grand tour – Concept of annual holidays – Murphy's factors on the evolution of tourism – Paid holidays and transition to modern tourism

Unit – II:

Tourism Phenomenon : Concepts, forms and types and nature – Future trends – Purpose of tourism – Special interest tours – Alternative tourism – Other determinants : Psychological, Socio-political, economic and time

Unit – III:

Tourism system – Basic concepts and Impacts : Introduction, concepts of pull and push – Demand and supply – Demand-led Systems – Supply related problems – Motivations and factors for travel – Measurements of tourism and statistics – Economic, social, physical and environmental impacts of tourism and statistics – Economic, social, physical and environmental impacts of tourism

Unit – IV:

Travel formalities and procedures – arrival formalities – departure formalities – Travel and tourism terminology – air, ship and rail travel – hotel terminology, general terms – tourism abbreviations – steamship code abbreviation and referune marks

Unit – V:

Growth and Development of Tourism in India – Tourism Committees – pre and post-independence periods – Tourism planning in India from first plan to eighth five year plans – Ministry of Tourism – National Committee on Tourism – National Action Plan and Policies for Civil Aviation and Tourism

Recommended Books:

Bhatia A.K.	:	Tourism Development – Principles and Practices National Action Plan 1992
Raul.R.H.	:	Dynamics of Tourism
Christopher J. Holloway	:	The Business of Tourism Macdonald and Evans 1983
Selvaraj.C.	:	Principles of Tourism

COMMUNICATION SKILL

Unit – I:

Importance of Communication in Tourism – types of communication Purpose of communication – communication process – factors of communication in Tourism

Unit – II:

Communication flow in Tourism Organization – Written, oral and non-verbal communication-barriers and breakdowns in communication – effective communication – electronic media in communication

Unit – III:

Communicative English – grammar for spoken English – conversation practice – comprehensive exercise – language functions – applied grammar.

Unit – IV:

Reading – phonetics – identify the correct sentence – identify additional or unnecessary word in text

Unit – V:

Making effective speeches – common pitfalls in spoken English

Books for Reference:

Harold Koontz, Heinz Wehrich &

Ramachandra Aryasri.A : Principles of Management

Gantside Modern : Business Correspondence

Jane Singleton and Wendy Teraokai : Business Listening and
Speaking

PRINCIPLES OF MANAGEMENT

UNIT -I:

Management – definition – Characteristics of management – functions of managers – management by objectives – administration vs management.

UNIT –II:

Planning: Nature & Purpose - Steps involved in Planning - Policies & Planning Premises- Forecasting - Decision- making.

UNIT –III:

Organization Nature and Purpose - Formal and informal organization - Organization Chart - Structure and Process - Departmentation by difference strategies
- Line and Staff authority - Benefits and Limitations - De-Centralization and Delegation of Authority - Staffing - Selection Process - Techniques - HRD - Managerial Effectiveness.

UNIT -IV

Directing Scope - Human Factors - Creativity and Innovation - Harmonizing Objectives - Leadership - Types of Leadership Motivation - Hierarchy of needs - Motivation theories: Mc. Gregor theory of X and Y, Maslow's need hierarchy.

UNIT –V:

Controlling : definition – importance – steps in controlling – controlling techniques. Co-ordination – importance – types – techniques.

Books for Reference:

1. Harold Kooritz & Heinz Wehrich "Essentials of Management", Tata McGraw-Hill, 1998
2. Joseph L Massie "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
3. Tripathy PC And Reddy PN, " Principles of Management", Tata McGraw-Hill, 1999.
4. Decenzo David, Robbin Stephen A, "Personnel and Human Reasons Management", Prentice Hall of India, 1996
5. JAF Stomer, Freeman R. E and Daniel R Gilbert Management, Pearson Education, Sixth Edition, 2004.

Principles and Methods of Archaeology

UNIT -I:

Definition – kinds of archaeology – pre-historic archaeology – new archaeology – archaeological theories – archaeology today.

UNIT –II:

Exploration methods – determination of archaeological data – on site investigations – test pits – map reading – periscope photography – excavation techniques – digging methods – excavation of a burial.

UNIT –III:

Concept of stratigraphy in archaeology – laws of archaeological stratigraphy – process of stratification – maps – site plan – antiquity register – catalogue card measurement – grid frame – photography.

UNIT -IV

Field conservation – organic material – inorganic – kinds of preservation – data analysis – artifacts – metal objects – dating methods in archaeology.

UNIT –V:

Marine archaeology – survey methods – position fixing – search methods -
Musicology

Books for Reference:

1. Rajan, K. : Archaeology, Principles and Methods
2. Venkataraman, R. : Indian Archaeology
3. Gomathinayagam : An Introduction to Archaeology

Front Office Management

UNIT -I:

Lobby and Bell Desk Operation: Role of lobby managers and executives – function of bell desk I functioning of hospitality desk – handling VIPs – luggage handling procedure.

UNIT –II:

Front office cash / checkout and settlement: Role of front desk cashier- checkout and account settlement – checkout options – unpaid account balance.

UNIT –III:

Front office accounting: Hotel credit management – foreign currency awareness and handling procedures 0 guest folio – internet control transcript, cash sheet, cash banks.

UNIT -IV

Night Audit: function of night audit – operating model- Night Audit process

UNIT –V:

Guest complaint handling / problem solving – common complaints/ problems / situation handling.

Books for Reference:

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| 1. Colin & Chirs Baiird | : front Office Operation |
| 2. Sudhir Andrews | : Front Office Training Manual |
| 3. Kasavana & Brooks | : Managing Front Office Operations |
| 4. James Bard | : Hotel From Office management |
1. USA. Pp.574.

TOURISM ORGANIZATIONS

Unit – I:

Introduction – factors influencing organization – nature, purpose and kinds of organization – departmentation – committees – informal organization.

Unit – II:

National Tourist Organizations – Travel Agents Association of India (TAAI) – Indian Association of Tour Operators (IATO) – Federation of Hotel and Restaurant Association of India (PHRAI)

Unit – III:

International organizations – classifications – WTO, IATA, UFTAA, ICAO, WTTC & PATA – International consultative organization – specialized agencies – UNESCO.

Unit – IV:

Public organizations in India – Department of Tourism, Government of India – ITDC – State Tourism Organizations – ITDC, etc. Indian Railways – Ministry of Civil Aviation.

Unit – V:

The users – The International Touring Alliance – World Touring and Automobile Organization (WTAO) – The International Automobile Federation (IAF) – Hotel and Restaurant Industry.

Books for Reference:

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|------------------------------|------------------------------------------------|
| Prem Nath Dhar | : International Tourism |
| Prem Nath Dhar | : Development of Tourism Travel Industry |
| Bhatia. A.K. | : Tourism Development |
| Publication of IUOTO, GENEVA | : Introduction to Tourism Concepts and Impacts |
| Dileep. M.I. | : KITTTS, TVM |

BUSINESS COMMUNICATION

Unit – I:

Importance of Communication in Tourism – types – Structure of business letter – essentials of a good business letter – application – orders for travel & tours – cancellation – change of conditions.

Unit – II:

Methodology of preparing a report – essentials of a good report.

Unit – III:

Travel and tour correspondence – characteristics – letters between travel agency and tour operators and its customers – letters between travel agencies.

Unit – IV:

Conversational strategies in different occasions.

Unit – V:

Group discussion – understanding group dynamics – group decision making techniques – debate – describing a person / a thing / an event / a process / a recipe, etc.

Books for Reference:

Bahl.J.C. & S.M. Nagamia : Business Correspondence, Minutes and reports Gartside
: Modern Business Correspondence

Sharma & Krishna Mohan : Business Correspondence and Report Writing

Organizational Behaviour

UNIT -I:

Importance and scope of organizational psychology – individual difference – intelligence tests – measurement of intelligence – personality tests – nature, types and uses.

UNIT -II:

Perception – factors affecting perception – motivation – theories – techniques of motivation – transactional analysis - brainstorming.

UNIT -III:

Job Satisfaction – meaning – factors – theories – management of job satisfaction – employee attitude and behavior and their significance to employee productivity – job enrichment – enlargement.

UNIT -IV

Group Dynamics – cohesiveness – co-operation – competition – conflict – group norms – supervision style.

UNIT -V:

Leadership – types – theories – leadership training and evaluation – organization effectiveness and development- Counseling and Guidance.

Books for Reference:

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|-----------------|---------------------------|
| 1. Fred Luthans | : Oranizational Behaviour |
| 2. Prasad, L.M. | : Oranizational Behaviour |
| 3. Keith Davis | : Human Behaviour at Work |

Indian Archaeology and Architecture

Unit – I

History of Archaeology in India – foundation of the Indological studies – Sir William Jones establishment of Asiatic society – James Prinsep – Alexander Cunningham – Robert Bruce Foote – John Marshal – Martimer Wheeler – Post-independent era.

Unit – II

Pre-history of India – Old Stone Age – Pre-Harappan Culture of Balushistan – the Indus Civilization or Harappan Culture.

Unit – III

Neolithic – Chalcolithic settlements beyond the Indus system – Neolithic cultures of India, Eastern group etc. – Megalithic period of India – Development of Megalithic types in Tamilnadu.

Unit – IV

Ceramics or pottery – Potteries in India in different periods – Memorial stones – Hero stones in Tamilnadu – Palaeography – Epigraphy.

Unit – V

Pre-historic art – rock art – art of historic India – Gandara and Mathura – Chola Bronzes – Museology – aims – National Museum – Universities and Archaeology.

Books for Reference

1. Venkataraman, R. : Indian Archaeology
2. Rajan, K. : Archaeology Principles and Methods
3. Gomathy Nayagam : An Introduction to Archaeology

HOUSE KEEPING MANAGEMENT

Unit – 1:

Introduction to House Keeping: Importance & Functions of Housekeeping House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas. Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

Unit - II :

Layout of House Keeping Department : Sections of the housekeeping department, their functions and layout. Organization of Housekeeping Department : Hierarchy in large, medium & small hotels - Attributes of staff. Job Descriptions and Job Specifications

Unit – III:

Guest Rooms: Types - Amenities & facilities for Standard & VIP guest rooms.

Unit – IV:

Cleaning Equipments : Classification, use, care & maintenance Selection & purchase criteria. Cleaning Agents: Classification, use, care and storage - Distribution & Control - Selection Criteria

Unit – V:

Key Control : Computerized keys - Manual keys - Key Control Procedures Glossary of Terms: Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS: -

1. Housekeeping Training Manual - Sudhir Andrews
2. Hotel, Hostel & Hospital Housekeeping – Brenson & Lanox

