

**MANONMANIAM SUNDARANAR UNIVERISTY,  
TIRUNELVELI-12**

**B.A. Tourism and Hospitality Management (CBCS)**

**(Choice Based Credit System)**

**(with effect from the academic year 2016-2017 onwards)**

**(45<sup>th</sup> SCAA meeting held on 09.02.2017)**

Sem.	Pt. I/II/ III/I V	Sub. No.	Subject status	Subject Title	Hrs./ week	Cre - dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
III	I	13	Language	TAMIL/OTHER LANGUAGE	6	3	25	75	100	30	40
	II	14	Language	ENGLISH	6	3	25	75	100	30	40
	III	15	Core - 5	TRAVEL GEOGRAPHY	6	5	25	75	100	30	40
	III	16	Allied -III	A) ART AND ARCHITECTURE IN INDIA (SOUTH INDIA) B) PRINCIPLES OF MANAGEMENT C) FRONT OFFICE OPERATION	6	5	25	75	100	30	40
	IV	17	Skilled Based subject -I	(A) COMPUTER APPLICATIONS TO TOURISM (B) FOOD & BEVERAGE SERVICES	4	4	25	75	100	30	40
	IV	18	Non-Major Elective -I	(A) INTRODUCTION TO TOURISM (B) OFFICE ADMINISTRATION	2	2	25	75	100	30	40
Subtotal					30	22					

Sem.	Pt. I/II/ III/ IV	Sub. No.	Subject status	Subject Title	Hrs./ week	Cre - dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
IV	I	19	Language	TAMIL/OTHER LANGUAGE	6	3	25	75	100	30	40
	II	20	Language	ENGLISH	6	3	25	75	100	30	40
	III	21	Core - 6	TOURISM MARKETING	6	5	25	75	100	30	40
	III	22	Allied -IV	(A)ART AND ARCHITECTURE IN INDIA(NORTH INDIA)  (B)ORGANIZATIONAL BEHAVIOUR (C)PUBLIC RELATION AND ADVERTISING	6	5	25	75	100	30	40
	IV	23	Skilled Based subject -II	(A)COMMUNICATIVE FRENCH (B)COMMUNICATIVE HINDI	4	4	25	75	100	30	40
	IV	24	Non-Major Elective -II	(A)HOUSE KEEPING OPERATIONS (B) TRAVEL AGENCY & TOUR OPERATIONS	2	2	25	75	100	30	40
	V	-	Extension Activity	NCC,NSS, YRC, YWF		1					
Subtotal					30	23					

## TRAVEL GEOGRAPHY

### Unit – I:

Geographical features, location, physiography, metrology etc. – topography and geology-natural vegetation – population and human development – drainage.

### Unit- II :

Geography of tourism: Overview- world's continents – longitude and Gratitude of map reading skills – Exploring the countries of the world and cities.

### Unit- III:

Natural tourist resources – land forms & terrains – tourist destinations – water bodies – hill af mountain resorts – sanctuaries – monuments, historical and archaeological sites, museum and art galleries etc.

### Unit – IV:

Development of Tourism in India with special reference to geography – Impact Assessment – approaches, methodology and techniques

### Unit – V:

World time zones – Elapsed travel times – international date line

### Books for Reference:

1. Bhatia A.K. - Tourism Development, Principles and Practices
2. Dubey & Negi - Economic Geographic
3. Jagmohan Negi - Tourism Guide and Tour Operation : Planning and Organizing

## **ART AND ARCHITECTURE IN INDIA (SOUTH INDIA)**

### **Unit – I:**

Excavations - Arikamedu And Adichanailur - Artifacts - Seals And Pottery - Metal Art And Coins.

### **Unit –II:**

Andhra - Amaravathi- Nagarjuna Konda, Chalukya - Durga & Ladkhan Temple At Aihole, Cave Temple At Badami, Virupaksha At Pattadakal, Rashtrakuta - Ellora Temples- Hoysalas Chennakesava Temples.

### **Unit III:**

Pallavas- Mahabalipuram- Kailasanatha Temple- Pandyas Cave Temple ,Cholas Brahadeshwara, Gangaikonda Cholapuram, Dharasuram Temple- Vijayanagar - Virupaksha & Vitalaswami Temple, Hampi

### **Unit IV:**

Sculptures- Mahabalipuram- Ellora, Belur & Halabid- Bronzes of South India.

### **Unit V:**

Paintings- Kanchipuram, Sittanavasal, Thaniavur- Lepakshi. Music - Carnatic- Dances- Bharathanatyam, Kuchipudia, Mohiniattam, Kathak- Bagavathamela.

### **Books for Reference:**

1. Percy Brown : Indian Architecture Buddhist and Hindu Architecture - Volume I and II
2. K.A. Mahalingam : A History South India.
3. T.V. Mahalingam : Early Pandya Architecture
4. C.V. Narayana Iyer : Origin and History of Saivism

## PRINCIPLES OF MANAGEMENT

### UNIT -I:

#### **HISTORICAL DEVELOPMENT**

Definition of Management - Science or Art - Management and Administration - Development of Management Thought - Contribution of Taylor and Fayol - Functions of Management - Types of Business Organisation.

### UNIT –II:

**PLANNING** Nature & Purpose - Steps involved in Planning - Objectives - Setting Objectives - Process of Managing by Objectives - Strategies, Policies & Planning Premises- Forecasting - Decision- making.

### UNIT –III:

**ORGANISING** 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 - Motivational Techniques - Job Enrichment - Communication - Process of Communication - Barriers and Breakdown - Effective Communication - Electronic media in Communication.

### UNIT –V:

**CONTROLLING** System and process of Controlling - Requirements for effective control - The Budget as Control Technique - Information Technology in Controlling - Use of computers in handling the information - Productivity - Problems and Management - Control of Overall Performance - Direct and Preventive Control - Reporting - The Global Environment - Globalization and Liberalization - International Management and Global theory of Management.

#### **Books for Reference:**

1. Harold Kooritz & Heinz Weihrich "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.
6. Fraidoon Mazda, "Engineering Management", Addison Wesley,-2000.

## **FRONT OFFICE OPERATION**

### **UNIT-I:**

#### **INTRODUCTION TO HOTEL & CATERING INDUSTRY**

- Evolution of Hotel Industry in India & Abroad.
- Growth and development of Hotels in India.
- Inter relationship between Travel, Tourism and Hospitality
- Role of Travel Agents and Airlines
- Types of Hotels, Lodging – Ownership, affiliation & management contracts
- Classifying hotels and levels of service

### **UNIT-II:**

#### **ORGANISATIONAL CHART OF HOTELS**

- Hotel Organisational chart of small, medium and large hotels
- Hierarchy chart of front office department of small, medium and large hotel
- Role & functions of front office
- Guest Cycle
- F.O. co-ordination with other departments
- Job description and job specification with examples

### **UNIT – III:**

#### **RESERVATION SECTION**

- Reservation/ prearrival phase & Guest Cycle
- Importance and definition of reservation
- Sources and modes of Reservation.
- Systems of reservations – Manual and Automated
- Processing a reservation – Booking, blocking, availability, confirmation and storage of information
- Processing reservation – FIT, Group
- Amendment and cancellation
- Types of reservation – guaranteed, non-guaranteed
- Over booking policy .

### **UNIT- IV:**

#### **POST REGISTRATION ACTIVITIES**

- Rooming & handling C-forms.
- Travel agents voucher.
- Luggage handling.
- Amenities and special arrangements.

### **UNIT- V:**

#### **LAYOUT & EQUIPMENT**

- Layout of the front office.
- F.O. Equipments

#### **Books for Reference :**

1. Front Office Operation by Colin Dix & Chirs Baird
2. Front Office Training Manual by Sudhir Andrew
3. Principles of Hotel Front Office Operations, Sue Baker & Jeremy Huyton, Continum
4. Front Office Procedures, Social Skills and Management, Peter Abott & Sue Lewry Butterworth Heinemann

## COMPUTER APPLICATIONS TO TOURISM

### Unit-1:

- Introduction to computers: what is computer, block diagram, components of a computer system, generation of computers, programming languages, generation of languages, storage devices, floppy disks, CDROM'S.

### Unit-II :

- Operating systems: introduction, functions, types, components, case studies- DOS, windows.

### Unit-III:

- Word processing, spread sheets and presentations: what is word processing, features of MS WORD, editing commands and mail merge-what is spread sheet, features, formulae and functions, if statement, preparing sample worksheets, different graphs.

### Unit-IV:

- Features of POWERPOINT-preparing a presentation-preparing an organization chart

### Unit-V:

- Introduction to internet: what is internet, network, network of networks, WWW.e- mail, websites, introduction to e-commerce -introduction to tournet-feature of tournet- feature of tour manager:costing-evaluation of cancellation.

### Books for Reference

1. Fundamental of Computer, V.Rajaram, Prentice Hall India.  
Mastering Micro Office, Lonnie E. Mosely & David M. Boody, BPB Publications

## **FOOD & BEVERAGE SERVICES**

### **Unit – I:**

Introduction to the Food & Beverage industry – Types of catering establishments – Introduction of Food & Beverage Operations.

### **Unit – II:**

F & B services areas in a hotel: Restaurant Coffee Shop, room Service, Bars, Banquets, Discotheques, Still Room, Grill Room, Snack Bar, Executive launches, centres & Night Clubs.

### **Unit – III:**

F & B service equipment : usage of equipment, criteria for selection, requirements, quantity and types – furniture – linen – Chinaware, silverware & Glassware- disposables.

### **Unit – IV:**

Food & Beverage Service Personnel – Job descriptions & Job Specifications of F&B Service staff – attitude & Attributes of a Food & Beverage personnel, competencies – Basic Etiquettes for Catering staff – Interdepartmental relationships.

### **Unit – V:**

F &S Service Methods : Table Service-silver/ English, family, American, Butler/French, Russian – Self Service – Buffet & Cafeteria – specialized service – Guerdon , tray, Trolley, Lounge – Room, etc.

### **Books for Reference:**

1. Food & Beverage service Training Manual - Sudhir Andrews, Tata McGraw Hill
2. Food & Beverage Service - Lillicrap & Cousins, ELBS
3. Modern Restaurant Service- John Fuiler, Hutchinson
4. Professional Food & Beverage Service Management- Brain Varghese



## INTRODUCTION TO TOURISM

### Unit-I:

Historical evaluation and development of tourism - 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

### Unit-III:

Tourism system – Basic concepts and Impacts: Introduction, concepts of pull and push – Demand and supply – Motivations and factors for travel – Measurements of tourism and statistics – Economic, social, physical and environment 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

### Unit-V:

Growth and Development of Tourism in India – Tourism Committees – pre and post – Independence periods National Committee on tourism – National Action Plan and Policies for Civil Aviation and Tourism.

### Books for Reference:

1. Bhatia A.K. : Tourism Development – Principles and practices  
National Action Plan 1992.
2. Burhat and Medlit : Tourism – Past, Present and Future Raul. R.H. :  
Dynamics of Tourism
3. Christopher J.Holloway : The Business of Tourism Macdonald and Evans 1983.

## OFFICE ADMINISTRATION

### Unit-I:

Meaning of office – Importance of an office – Functions of an office – meaning of office administration – office manager – functions.

### Unit-II:

Office layout – objectives – importance – principles of office layout – open office – private office. Office furniture – need for standardized furniture – selection of furniture – types of furniture.

### Unit-III:

Filing – Functions – significance – Advantages. methods of classification of files – filing system and equipments. Indexing.

### Unit-IV:

Office forms – kinds – Forms control – Objectives of forms control – forms designing – principles of form designing continuous stationary supplies.

### Unit-V:

Office mechanization – objects – need for office machanisation – office automation – selection of office machines – types of machines.

### Books for Reference:

1. Office organization and Management - R.K.Chopra
2. Office Management and commercial correspondence – Balraj Digga

## **TOURISM MARKETING**

### **Unit-I:**

Definition-market segmentation-marketing in tourism-marketing mix-tourism product.

### **Unit-II:**

Advertising-purpose in tourism-planning for advertising-production of advertisement-display of posters-media-travel writing.

### **Unit-III:**

Display and sale in tourism market-conference,conventions and exhibition services-distribution channels for tourists supply-characteristics of tourist product distribution-distributive functions.

### **Unit-IV:**

Sales forecasting-techniques-factors-methods-forecasting tourism products-carrying capacity analysis.

### **Unit-V:**

Marketing communication-Public Relation-Personality-Marketing Research-types-Organisation- Marketing Research in Tourism-sources of data for research in tourism.

### **Books for reference:**

1. Manish Srivatsava - National and State Tourism Marketing
2. Jha S.M - Tourism Marketing
3. Beri G.C - Marketing Research

## **ART AND ARCHITECTURE IN INDIA (NORTH INDIA)**

### **Unit-I:**

Indus Valley Civilization - seals - pottery. Architecture- sculpture - painting - minor art.

### **Unit – II:**

Mauryan Architecture - Asoka's contribution - foreign influence Mauryan sculpture - Bull and Lion capitals - Buddhist Architecture - Sarnath pillar – Sanchi stupa, Chaitya at Kane - Viharas at Nasik and Ajanta

### **Unit – III:**

Evolution of Temple Architecture - Gupta period - Sanchi - Deogarh.

### **Unit – IV:**

Indo Islamic Architecture - Qutb Minar- Fatehpur sikri - Taj mahal - Redfort

### **Unit – V:**

Painting - Ajantha - Miniature paintings of Mughals, Rajasthani, Pahari, Music - Hindustani, Carnatic - Dances - Kathakali Odessy, Manipuri, Kathak, Bharatnatyam, Mohini attam and Kuchipudi , Folklore dances .

### **Books for reference:**

1. Percy brown – Indian Architecture [Hindu and Buddhists] Volume I &II
2. Basham A .L -The wonder that was India

## **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 – financial and non-financial motivation – techniques of motivation – transactional Analysis – Brain storming.

### **Unit – III:**

Job satisfaction – meaning- factors- theories – management of job satisfaction- morale – importance – Employee attitude and behavior and their significance to employee productivity – job enrichment – enlargement

### **Unit – IV:**

Group Dynamics – Cohesiveness – Co-operation – competition – conflict – types of conflict – resolution of conflict – socio metry – group norms – role – position – status – supervision style – training for supervisions.

### **Unit – V:**

Leadership – types – theories – leadership and evaluation – organizational climate – organizational effectiveness – organizational development – counseling and guidance – Importance of counselor – types of counseling – information needed for counseling.

### **Books for Reference:**

1. Keith Davis - Human Behaviour at work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organizational Behaviour
4. L.M Prasad - Organizational Behaviour
5. Hippo - organizational Behaviour

## **PUBLIC RELATION AND ADVERTISING**

### **Unit-I:**

Principles of public relations & communication-Definition-Nature-Functions-Role of public relations in marketing-sales-Exhibition and Fairs-Definition of communications- Tools and media of public relations concepts and classifications. Classification of newspaper Visual communication-Media Relation-Public Relations and Writings.

### **Unit-II:**

Corporate Public Relations-Emerging Corporate India-PR Challenges-challenges of the public relations changing business environment-Media Relations-Employees Relations

### **Unit-III:**

Editing & Production of Publications-Corporate-Scope-Type-Editing techniques of PR- Photography-Graphics and Colour-Good Layout-Proof Reading.

### **Unit-IV:**

Advertising Theory & Practice-Advertising Theory-Types & Classification-Planning and Managing Advertising Campaigns-Creating Audio & Visuals Advertising media.

### **Unit-V:**

The Role of Public Relations in Promoting Tourism-Need for PR department in Tourism-PR functions & Role in Tourism-PR as an effective marketing Tool PR and publicity in Tourism.

### **Books for reference:**

1. Bernecker Paul- Methods of Media of Tourist Publicity, Austrian National Tourist office 1961.
2. Hollow JC- The Business of Tourism, Pitman London 1980.
3. Jenkins IR & Jif JJ. Planning the Advertising Campaign, Macmillan Publishing 1973.
4. Morrison J.W- Travel Macmillan Publishing 1973.
5. Morrison J.W- Travel Agents & Tourism Acro Publishing Inc. New York 1980.
6. Chmoll G.M- Tourism Promotion. Tourism International Press London 1977.
7. Van Harsell- Tourism in exploration, Prentice Hall 1970.
8. S.A. Chunawalla & K.C. Sethia- Foundations of Advertising- Theory and Practice, Himalaya Phb 2002.

## COMMUNICATIVE FRENCH

### Unit I:

Comprises of basic grammar elements / usual forms of greeting / enquires.

### Unit II:

At the Airport – Welcoming the Foreigner – Conducting him to the Hotel – Guide Services.

### Unit III:

At the Hotel – Checking in – Changing Money – Restaurant – Bar Sightseeing.

### Unit IV:

Tourists Sports of South India

### Unit V: Shopping

### Reference for Books:

1. A Votre Service 1 Franc,ais pour l'hotellrie elle toursme – Rajeswari Chandra Sekar, Chitra Krishnan, etal
2. Le Franc, ais de l'hotelleir et du tourism – M.Dany, J.R. Laloy & Jayanthi Balan

## **COMMUNICATIVE HINDI**

### **Unit-I:**

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

### **Unit-II:**

Conversation in day-to-day life, between two friends, teacher, students, market places, shops, enquires 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. Translation

### **Unit – V:**

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.



## **HOUSE KEEPING OPERATIONS**

### **Unit –I:**

Introduction to housekeeping department - role of housekeeping in hospitality industry - classification of hotel - classification of rooms - layout of housekeeping department.

### **UNIT – II:**

Organization of a housekeeping department - job description of housekeeping personnel - department that housekeeping coordinates with qualities of housekeeping staff.

### **UNIT – III:**

Classification of cleaning equipment - manual mechanical – selection criteria of equipment - cleaning agent - selection criteria of cleaning agent.

### **UNIT – IV:**

Classification of cleaning agent (alkalis, acids, solvents, abrasives - deodorizing, disinfectant, distribution and control) - maids service room.

### **UNIT – V:**

Layout and essential features - organizing maid`s trolley.

### **Books for**

### **Reference:**

1. Hotel Housekeeping, Sudhir Andrews, Tata McGraw Hill
2. The Professional Housekeeper, Trucker Scheneider, VNR
3. Housekeeping Management for Hotels, Rosemary Hurst, Heinemann
4. Accommodation & Cleaning Services, Vol. I & II, Davide Allen, Hutchinson

## **TRAVEL AGENCY & TOUR OPERATIONS**

### **Unit-I:**

Travel agency, definitions and its scope – Definition of a tour operator and their functions – History of Travel agency and present status of travel agency system in India & abroad.

### **Unit-II:**

Procedure for approval of a travel agency and tour operator to sell tourism pertaining to Travel agency and tour operator. Organisation & structure of a travel agency and tour operation.

### **Unit-III:**

Ticketing, Itinerary preparation & Marketing of tourism products or packages by travel agency & tour operator. Linkages & arrangements of a travel agency, tour operator with hotels, airlines and other transport agencies.

### **Unit-IV:**

The need for professionalization & the job training for a travel agency & tour operator.

### **Unit – V:**

Management of private & public airlines in India, Case studies of Sahara, Jet etc.

### **Books for reference:**

1. A.K Bhatia - Tourism development , principles & practices
2. VTC Middleton - Marketing in travel & tourism , Hein man publications
3. JMS & Nagi - Tourism & Hoteliering, Gethanjali publications
4. Michael Hall C - Tourism planning, Policies, Processes & Relationships, Pearson Education Ltd.
5. Javid Akhbar - Tourism Management in India , Ashish, New Delhi 1990.