# Travel & Tourism Management Syllabus (Old)

## FIRST SEMESTER

### A. THEORY:

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## Travel & Tourism Management Syllabus (Old)

### SECOND SEMESTER

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## FOURTH SEMESTER

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**Total of Practical**

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Travel & Tourism Management Syllabus (Old)

5.0 THE MEASUREMENT OF TOURISM
5.1 NEED FOR MEASURING TOURISM PHENOMENON
5.2 IMPORTANCE OF TOURIST STATISTICS
5.3 DEFINITION OF THE TERM 'TOURIST'
5.4 DEFINITION BY THE LEAGUE OF NATION & THE U.N
5.5 EUROPEAN TRAVEL COMMISSION
5.6 UNITED NATIONS ROME CONFERENCE
5.7 DOMESTIC TOURISM
5.8 GENERAL PROBLEMS OF MEASUREMENTS
5.9 TYPES OF TOURIST STATISTICS
5.10 METHODS OF MEASUREMENT

6.0 TOURISM PLANNING & DEVELOPMENT
PLANNING FOR
6.1 TOURISM
6.2 CO-ORDINATION IN PLANNING
6.3 ASSESSMENT OF TOURIST DEMAND & SUPPLY
6.4 ESTABLISHING OBJECTIVES
6.5 TERRITORIAL PLANNING
6.6 BASIC INFRASTRUCTURE
6.7 FINANCIAL PLANNING
6.8 HUMAN RESOURCE PLANNING
6.9 ADMINISTRATIVE STRUCTURE, TOURISM MARKETING & PROMOTION
6.10 MONITORING PROGRESS
6.11 TIME FACTOR
6.12 ENVIRONMENT PLANNING
6.13 REGIONAL PLANNING CONSIDERATIONS

7.0 ECONOMIC & SOCIAL SIGNIFICANCE OF TOURISM
7.1 ECONOMIC BENEFITS
7.2 THE MULTIPLIER EFFECT
7.3 DEVELOPMENT OF INFRASTRUCTURE
7.4 REGIONAL DEVELOPMENT
7.5 EFFECTS ON EMPLOYMENT
7.6 TOURISM & ECONOMIC VALUE OF CULTURAL RESOURCES
7.7 CULTURAL TOURISM IN INDIA
7.8 TOURISM & INTERNATIONAL UNDERSTANDING
7.9 MANILA DECLARATION ON WORLD TOURISM

8.0 INTERNATIONAL ORGANISATIONS & TOURISM
8.1 EARLY HISTORY OF CO-OPERATIVE ENDEAVOUR
8.2 INTERNATIONAL UNION OF OFFICIAL TRAVEL ORGANISATION (IUOTO)
8.3 WORLD TOURISM ORGANISATION (WTO)
8.4 PACIFIC AREA TRAVEL ASSOCIATION (PATA)
8.5 INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA)
8.6 INTERNATIONAL CIVIL AVIATIONAL ORGANISATION (ICAO)
# Travel & Tourism Management Syllabus (Old)

## 9.0 ROLE OF TRAVEL AGENCY IN TOURISM

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## TTM-102
PRINCIPLES OF MARKETING-I

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### 2.0 THE ROLE OF MARKETING ORGANISATION

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### 3.0 MICRO & MACRO ENVIRONMENT

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### 4.0 CONSUMER BEHAVIOUR
Travel & Tourism Management Syllabus (Old)

4.1 CONSUMER BEHAVIOUR: MEANING & IMPORTANCE
4.2 CONSUMER BUYING PROCESS
4.3 DETERMINANTS & EXPLANATIONS OF CONSUMER BEHAVIOUR
4.4 CONCLUSION

5.0 MARKETING RESEARCH

5.1 MARKETING RESEARCH: MEANING & SCOPE
5.2 CONTRIBUTIONS & LIMITATIONS OF MARKETING RESEARCH
5.3 PROFILE OF MARKETING RESEARCH IN INDIA
5.4 MARKETING RESEARCH PROCEDURE
5.5 TYPES & TECHNIQUES OF MARKETING RESEARCH
5.6 MARKETING RESEARCH ORGANISATION

6.0 PRODUCT: PLANNING & LIFE CYCLE

6.1 PRODUCT: MEANING & ROLE
6.2 PRODUCT PLANNING & PROCESS
6.3 PRODUCT LIFE CYCLE

TTM-103
COMPUTER FUNDAMENTALS

1.0 AUTOMATION IN THE HOSPITALITY INDUSTRY

1.1 DATA PROCESSING
1.2 ELECTRONIC DATA PROCESSING
ADVANTAGES OF ELECTRONIC DATA PROCESSING
TYPES OF DATA
BINARY CODING
1.3 TYPES OF COMPUTERS
MAINFRAME COMPUTERS
MINI COMPUTERS
MICROCOMPUTERS
PORTABLE COMPUTERS
1.4 COMPUTER & ITS APPLICATION IN THE HOSPITALITY INDUSTRY
1.5 THE INTERNET & THE HOSPITALITY INDUSTRY
INTERNET APPLICATION
WORLD WIDE WEB
1.6 NETWORKS & NETWORKED COMPUTERS
1.7 INTERNET HARDWARE COMPONENTS

2.0 ESSENTIAL OF COMPUTER SYSTEMS

2.1 INPUT/OUTPUT UNITS
KEYBOARDS
TOUCH SCREEN TERMINALS
OTHER INPUT DEVICES
Travel & Tourism Management Syllabus (Old)

MONITORS
PRINTERS
COMMON I/O UNITS IN THE HOSPITALITY INDUSTRY

2.2 THE CENTRAL PROCESSING UNIT
READ ONLY MEMORY (ROM)
RANDOM ACCESS MEMORY (RAM)

2.3 EXTERNAL STORAGE DEVICES
MAGNETIC TAPES
FLOPPY DISKS
HARD DRIVES
CD TECHNOLOGY

2.4 ANATOMY OF A MICROCOMPUTER
MICROPROCESSOR CHARACTERISTICS
CPU SPEED
BUS SYSTEM
SYSTEM ARCHITECTURE
COMPUTER ADD-ONS

3.0 SOFTWARE ITS CLASSIFICATIONS

3.1 GENERIC APPLICATION SOFTWARE
WORD PROCESSING SOFTWARE
WORKING WITH SOFT COPY
ON-SCREEN EDITING TECHNIQUES
FORMATTING DOCUMENTS
SPECIAL FEATURES
DESKTOP PUBLISHING

3.2 THE OPERATING SYSTEM
ELECTRONIC SPREADSHEET SOFTWARE
SPREADSHEET DESIGN
CREATING A SPREADSHEET
UPDATING DATA A & RECALCULATIONS
COMMON SPREADSHEET COMMANDS
GRAPHICS CAPABILITY
SPECIAL FEATURES

3.3 ACCOUNTING IN HOSPITALITY BUSINESS TRANSACTION (USE SPREADSHEET)
USE OF WORD PROCESSORS IN PREPARING SIMPLE FORMS
USE OF SPREADSHEET IN MAINTAINING & BALANCING ACCOUNTS
MECHANICS OF DOUBLE-ENTRY ACCOUNTING
GENERAL LEDGERS & JOURNALS
RECORDING CHANGES IN ASSETS, LIABILITIES & OWNERS EQUITY
RECORDING CHANGES IN REVENUE & EXPENSES
Travel & Tourism Management Syllabus (Old)

TRIAL BALANCE
[ STUDENTS SHOULD EXCLUSIVELY USE SPREADSHEET FOR SEC 3.3 ]

3.4 GENERIC APPLICATION SOFTWARE PART-2
DATABASE MANAGEMENT SOFTWARE USE OF MS-ACCESS
FILES, RECORDS & FIELDS
DATABASE STRUCTURES
INPUT CRITERIA & OUTPUT SPECIFICATIONS
COMMON DATABASE MANAGEMENT COMMANDS

TTM-104
BUSINESS COMMUNICATIONS

1.0 COMMUNICATION
1.1 MEANING AND DEFINITION
1.2 OBJECTIVES OF COMMUNICATION
1.3 PRINCIPLES OF COMMUNICATION
1.4 SCOPE OF COMMUNICATION
1.5 LIMITATIONS OF COMMUNICATION
1.6 EVALUATION OF COMMUNICATION EFFECTIVENESS

2.0 THE ROLE OF COMMUNICATION IN THE BUSINESS ORGANISATION
2.1 INTRODUCTION
2.2 THE FREQUENCY OF COMMUNICATION
2.3 MAIN FORMS OF ORGANISATIONAL COMMUNICATION
2.4 COMMUNICATION NETWORK IN THE ORGANISATION
2.5 EFFECTS OF CHANGING TECHNOLOGY

3.0 COMMUNICATION PROCESS
3.1 COMMUNICATION IS A TWO WAY PROCESS
3.2 PROCESS OF COMMUNICATION
3.3 ELEMENTS OF COMMUNICATIONS
3.4 IMPORTANCE OF EFFECTIVENESS

4.0 COMMUNICATION : CHANNELS & NETWORKS
4.1 TYPES OF COMMUNICATION
4.2 COMMUNICATION ON THE BASIS OF DIRECTION
4.3 COMMUNICATION ON THE BASIS OF WAY OF EXPRESSION
4.4 COMMUNICATION ON THE BASIS OF ORGANISATIONAL STRUCTURE
4.5 COMMUNICATION NETWORK
4.6 EFFECTS OF COMMUNICATION NETWORK ON WORK PERFORMANCE

5.0 MANAGEMENT COMMUNICATION
5.1 MEANING
5.2 IMPORTANCE OF MANAGEMENT COMMUNICATION
**Travel & Tourism Management Syllabus (Old)**

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**BARRIERS TO EFFECTIVE COMMUNICATION**

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**EFFECTIVE WRITTEN COMMUNICATION**

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<td>FORMAT OF THE CONTRACT PROPOSALS</td>
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**8.0**

**EFFECTIVE ORAL COMMUNICATION**

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<td>GUIDE TO GOOD ORAL COMMUNICATION</td>
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**9.0**

**COMMUNICATION FEED BACK SYSTEMS**

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<td>FEED BACK DEFINED</td>
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<td>9.5</td>
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**TTM-105**

**INTRODUCTION TO ACCOUNTING-I**

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<tr>
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<td>2.0</td>
<td>DOUBLE ENTRY SYSTEM - MEANINGS / ADVANTAGES</td>
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</table>
Travel & Tourism Management Syllabus (Old)

3.0 CONCEPTS & ILLUSTRATION

4.0 JOURNAL

4.1 CONCEPTS & ILLUSTRATION

5.0 LEDGER

5.1 EXPLANATION & ILLUSTRATION

6.0 TRIAL BALANCE

6.1 EXPLANATION & ILLUSTRATION

7.0 SUBSIDIARY BOOKS

7.1 EXPLANATION & ILLUSTRATION

8.0 CASH BOOK

8.1 EXPLANATION & ILLUSTRATION

PETTY CASH

9.0 BOOK

9.1 EXPLANATION & ILLUSTRATION

TTM – 201
Introduction to Accounting - II
(Theory – 3, Tutorial – 1) per week

- Final accounts (without adjustments) - Explanation & illustration
- Final accounts (with adjustments)
- Balance sheet & their components
- Contents of balance sheet
  Forms & classification of items, Format of a balance sheet & presentation
- Elements of costs
- Percentage analysis - explanation & illustration
- PV ratio - explanation & illustration

TTM – 202
Tourism Management - I
(Theory – 3, Tutorial – 1) per week

- Organised travel

12
Travel & Tourism Management Syllabus (Old)

Travel for pleasure, A peace time activity, Paid holiday concept in Europe, Changing travel attitudes, Technological change & their effects, Defining tourism & foreign tourists, Tourism Products: Definition, Concept and classification

- Passenger transport
  Prime force in expansion of tourism, High speed trains, Cruise liners, Air transport, Commercial traffic, Ocean transport, Indian Railways: Past, Present, future, Types of tours available in India, Indrail Pass, Special schemes & packages available, Palace on Wheels, Royal Orient, fairy queen and toy trains.

- Tourism marketing & management
  Need for marketing in tourism, defining tourism marketing, the tourist product, special features of tourism marketing, marketing process, marketing research, market segmentation, market targeting, tourism promotion, advertising, public relations, public relation technique

- Travel agency operations
  Thomas cook, American express, Cox & Kings / TCI, Scope & role of retailers, modern travel agencies, travel organization, handling a client -WATA guidelines, your relation with service suppliers

- Travel agency appointments
  International air transport association (IATA), Trade association activities, Traffic conferences & activities, IATA allied services, IATA accreditation for travel agency, IATA controlled approval, International regulations, Indian association of tour operator, World tourism and travel council, Federation of Hotel & Restaurant Association of India (FHRAI)

TTM – 203
Principles of Marketing - II
(Theory – 3, Tutorial – 1) per week

- Pricing
  Meaning & role of pricing, Pricing in theory & practices, Management of pricing, Public policy in relation to pricing in India

- Product -market integration -product & brand strategies
  Product -market integration, Product positioning, Diversification, product -line simplification, Planned obsolescence, Branding, Packaging

- Personal selling
  Personal selling: meaning & importance, Status of personal selling in India, The selling job: nature & methods, Management of sales force
Travel & Tourism Management Syllabus (Old)

- Advertising
  Meaning & role of advertising, Profile of advertising in India, Management of advertising

- Channels of distribution
  Meaning & role of distribution channels, Classification of distribution channels & intermediaries, factors governing choice of channels (s) & intermediaries, distribution channel policies & strategies, other aspects of channel management, conflict & co-operation in distribution channel

- Physical distribution
  Meaning, objectives & organization, role & relevance of physical distribution in the Indian setting, physical distribution management

- Marketing Service sectors

TTM – 204

Communicative English
(Theory – 3, Tutorial – 1) per week

- Basic languages
  Tenses, one word substitution, Synonym & antonym, special terms related to management studies

- Basic letter writing
  Letters of enquiry, Quotations, Orders, Complaints, Apologies, Requests & replies from hotels point of view, Demi official letters, Circulars, Letters connected with sales, Letters for financial arrangements

- Extempore speaking
  Elocutions, etiquettes & manners, phonetics

- Report writing
  Basic format of reports, investigate reports on accidents, evaluation & appraisal reports, miscellaneous reports connected with hotel industry

- Writing bio-data interviews

TTM – 205

International Tourism
(Theory – 3, Tutorial – 1) per week

- Globalisation & tourism sector
  Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements.

- The emergence of international hotels & tourisms
Travel & Tourism Management Syllabus (Old)

Historical aspects, development of chains, development abroad, airline connection
- Political aspects of the international travel, tourism
  Barriers to travel, tourism investment & business, regulations, international organisations dealing with barriers viz: WTO, IMF, IHA, need for government support of tourism, national tourism organizations, political stability, travel advisories, political risk, crisis management
- International hotels
- Balancing global & local perspectives
  Operating in a multinational environment
- International rules & regulations - a brief study
- Human resources & cultural diversity
  Understanding cultural diversity, cultural perceptions, business protocol, cultural considerations in negotiations
- International tourism sales & marketing
  Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning
- Global competition & the future
  Long-term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.

TTM – 206
Hotel French - I
(Theory – 3) per week

- Grammar & conjugation
- Details of French words with pronunciation
- Making phrases in French
- Theory
  les terminologies, le restaurant, la cuisine, le material, de la cuisine, articles du restaurant, les boissons, la table, la chambre d'hôtel, les repas, le menu, le jour de la semaine, les nombres, les heures, les saisons, les menus francais, les recettes, les vins etc. (paragraph for translation in to english and vice versa)
- Paragraphs for translation
  French to English, English to French
- Travel and Tourism Terminologies

ART HERITAGE OF INDIA
Paper Code: TTM 301
BTTM: 2nd Year 1st Semester
Travel & Tourism Management Syllabus (Old)

Indian Culture and Heritage
Concept- History-Stages of evaluation-The Mohenjodaro and Harappan period- Vedic Age, Buddhist epoch, Gupta Period, Early and Late Medieval period, Modern Period Features of Indian Cultural Heritage-Conservation of Culture

Study of Indian Architecture
Study of Important Architectural sites of India

Study of Indian Temple Architecture and popular Religious Centres-Hindu, Buddhist, Jain, Sikh, Muslims, Parsis and Christian

Paintings
Indian Paintings- Characteristic features- Medieval and Modern Paintings

Study about Performing Arts of India
Dances of India, Historical Evolution- archeological and literary evidence
Indian Classsical Dances-Folk Dances
Music of India- classification-Marg & Desi, Karnatic style, North Indian Music- Musical instruments
Role of Performing Art in Tourism Development
Indian Theatre- Different Theatrical forms
Indian Cinema- Evolution- Role in Tourism Development

Handicrafts
Indian Handicrafts-textiles, clayworks, stone works, woodworks etc.- craft melas-
Marketing of Handicrafts- Bottleneck

Museums and their role
Role of Museums in preservation of art Heritage- Types of Museums- Acquisition of Museum Articles- Role of Museum in Special Interest Tourism

Organizational Behaviour
Paper Code: TTM 302
BTTM: 2nd Year 1st Semester

Introduction to Organisational Behaviour: What is Organisational Behaviour. The Hawthorne Studies, contributing disciplines to the OB filed, OB Models, S-O-B-C Model, contingency OB Models, challenges and opportunities for OB.

Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes

Personality: Definition, determination, Traits, attributes, Locus of control
Travel & Tourism Management Syllabus (Old)

Perception: Meaning and Significance, factors influencing perception, Person perception.


Interpersonal Behaviour: Nature of Interpersonal Behaviour, Transactional Analysis (TA), levels of self-awareness, Johari window, Ego states, Transactions. Benefits and uses of TA.

Group Dynamics & Behaviour: Group Dynamics, concept of group. Types of groups. Stages of group development, group interaction factors influencing group behaviour, group structure, power, intergroup relationships, group decision making, conflicts, work teams.

Leadership: What is Leadership, Leadership theories styles, Managerial grid, Fiedler model, Trust and Leadership. Organizational developing a sound Organizational climate, climate and culture. Concept of Organizational climate, factors of Organizational climate, Participation and Organizational climate, Morale, Morale and productivity, Organizational culture, impact of Organizational culture, Developing sound Organizational culture.

Management of Organizational Change: Nature of change, forces of change, resistance to change, role of change agents, stages in planned change, concept of Organizational Development (OD), step in OD, OD intervention techniques.

Books:

1. Organisational Behaviour, Sanghi & Robins, Pearson Education
2. Organisational Behaviour, Luthans, MH
3. Organisational Behaviour, New Age International
4. Organisational Behaviour, Saiyaddin, TMH
5. Organisational Behaviour, J. Chandan, Vikas
6. Organizational Behavior Concept & Cases, Ghanekar, EPH.

QUALITY MANAGEMENT IN TOURISM
Paper Code: TTM 303
BTTM: 2nd Year 1st Semester

- Quality Management: Concept, need & importance
- Quality Management in Urban Tourism
- Seasonability in tourism: Problems & Measurement
- Improving the tourist experience
- Quality Management applied to tourist destinations.
- Attraction & land use management
- Project Management: Managing resources, time, Quality Project Management techniques & skills.
Travel & Tourism Management Syllabus (Old)

- The role of manager and management style.
- Application of service quality in managing tourist destination.
- Tourist destination life cycle and quality management.
- Total Quality Management & Tourism
  - ISO
- Importance of quality Management in developing and tourist destination.
- Concept of service : Definitions & Meaning
  - Types of service
  - Classifications of services
  - Growing importance of services in Future Societies & impact of service in daily life
  - Role of customers in Service Process
  - Service Quality
  - Deterioration of quality
- Productivity & quality improvement
- Management challenges in service sector
- Key elements of Managerial skill in Tourism & hospitality Industry
- Tourism and crises Management

Books:-
1. Besterfield, TQM, Pearson Education

ECO TOURISM
Paper Code: TTM 304
BTTM: 2nd Year 1st Semester

- Introduction to Eco Tourism : Definition, Concept, Growth & Principles
- Emerging Concepts: Eco / rural / agri/ farm/ green/ wilderness/ country side/ special interest tourism.
- Tourism : Environmental Relevance
- Eco – tourism in 3rd World Countries – Problems, prospects for sustainability
- Concept of carrying capacity
- Eco – tourism as a world wide phenomena
- Concept and planning of eco – tourism destinations.
- Developing and implanting Eco tourism guidelines for wild lands and neighbouring communities.
- Eco – tourism and community development
- Conference, convention & declaration related to environments
  - Johansberg
  - Rio – declaration ( Agenda 21)
  - Quebec declaration
Travel & Tourism Management Syllabus (Old)

- Environmental Code of conduct

**List of Books:-**

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<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Eco Tourism Codes-Protocol &amp; Charter</td>
<td>Prabhas Chandra</td>
<td>Kaniskha Publication</td>
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<tr>
<td>International Eco Tourism Environment Rules &amp; Regulation</td>
<td>Probhas Chandra</td>
<td>Kaniskha Publication</td>
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<td>Travel &amp; Tourism</td>
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<td>Tourism System- Introductory Text</td>
<td>Mik &amp; Morrivon</td>
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<tr>
<td>Tourism &amp; Sustainability</td>
<td>Mowforth</td>
<td>Routh Udge</td>
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**Tourism Management – II**

**Paper Code: TTM 305**

**BTTM: 2nd Year 1st Semester**

**Unit –I: Organised Travel**

Defining Tourist & Tourism viz: inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism.

**Unit II: Itinerary Development**

Introduction, meaning and definition, types of itineraries, how to develop an effective itinerary, functions of tour managers and planning tools for an itinerary.

**Unit –III: Tour Packaging Management**

Concept, Origin and development of Tour Packaging, Types of Tour, Component of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.

**Unit –IV: Travel Agency Marketing**

Marketing Concept, unique features of Travel Marketing, Significance of Travel Agency Marketing, Developing a Tour Marketing Plan, Marketing Strategy of Inbound & Outbound tours.

**Unit –V: Travel Trade Organizations/Associations**

Need and Significance of Travel Trade Association, Role and Contribution of ASTA, PATA, TAAI.

**Unit –VI: Human Resource Development For Tourism**


**Unit –VII: MICE**

Meetings, Incentives, Conferences and Exhibitions – Definition.
Travel & Tourism Management Syllabus (Old)

UNIT - VIII: Tourism Planning Policy and Development
Concept, Need, Objective and Tourism Goals of Tourism Planning Policy and Development.

UNIT –IX: Hotels
Definition, Historical background, Role of Hotel Industries in Tourism, Types of Hotels, Alternative Accommodation.

UNIT –X: Fairs and Festivals
Need for Fairs and Festivals, Features of Fair – Types of festival – Seasonal, Cultural and Tribal, Major fairs and Festivals of India.

UNIT –XI: Travel Formalities in India

Books:-
1. Marketing Mgmt. for Travel & Tourism, Nelson Thrones
2. Introduction to Tourism & Hotel Industry, Zulfikar, SPD
3. HRM in Hospitality Industry, Nelson Thrones

STRATEGIC MANAGEMENT IN TOURISM
Paper Code: TTM 306
BTTM: 2nd Year 1st Semester

- Strategy : Introduction
  - Different definition of Strategy
  - Basic Concept
  - Mission
  - Strategy
  - Objectives
- Levels of strategy : Introduction
  - Corporate level strategy
  - Nature & characteristics of corporate level strategy
  - Functional & operational strategy.
- Strategic decision making : Introduction
  - Mintzberg analysis of strategic decision making
  - Strategic decision making in Tourism
- Strategic Planning : Introduction
  - Evolution of strategic planning
  - Difference between strategic planning & long range planning
  - Strategic planning in Tourism
- Strategic Management : Introduction
  - Process & models of strategic Management
Travel & Tourism Management Syllabus (Old)

- Benefits of strategic management
- Strategic Management Process
- Strategic implementation

- SWOT Analysis
- GAP Analysis
- Strategy Formulation:
  - Major strategic options
  - Stability and growth strategy
- Strategy Formulation: Major Strategic options
  - Retrenchment
  - Combination & merger / acquisition
- Need & Importance of Strategic Management in Tourism

List of Books:-

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<tr>
<th>Title</th>
<th>Author</th>
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<tbody>
<tr>
<td>Cases in Strategic Management</td>
<td>S.B Budhiraja</td>
<td>Tata McGraw</td>
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<td>B.B Athreya</td>
<td>Hill Publication</td>
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<tr>
<td>Strategic Management-Concepts &amp; Cases</td>
<td>David</td>
<td>Pearson Education</td>
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<td>J.Ross</td>
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HUMAN RESOURCE MANAGEMENT
TTM - 401

Unit I
HRM – Meaning, Importance, Functions, Challenges and opportunities.
Need for HRM in tourism Industry

Unit II
Concepts and process of Human Resources Planning –
  - Objective of human resource planning
  - Concept of Human resource planning
  - Need for human resource planning in tourism
  - Approaches to HR planning – Social demand approach, rate of return Approach, Man power recruitment Approach

Unit III
- Recruitment --Meaning, Sources, methods
- Selection -- selection methods
- Placement, induction and performance appraisal – meaning and relevance in tourism industry
- Training and development – meaning and its requirements
Travel & Tourism Management Syllabus (Old)

Unit IV
- Job Evaluation - Concept, scope and limitation,
- Job Analysis and job description: definition, uses of job analysis and job description, job description, job specifications and job analysis linkages

Unit V
- Human Resource Development (HRD) – An Overview
  - What is HRD
  - Why HRD
  - HRD process and outcome
  - An overview of HRD practices: Trends
- HRD in Service Industry: Importance and role of HRD in Service Sector
- HRD in Tourism Sector

Books Referred
3. Human Resource Management --- Millokovich

PRINCIPLES & CONCEPTS OF HOSPITALITY MANAGEMENT
TTM - 402

Unit I: Tourism & Accommodation

Unit II: Hotel Industry in India
Evolution, Different groups of hotels in India, Hotel Groups
ITDC – role, importance, ASHOKA group, WELCOME group, Taj Group - role in Indian Tourism

Unit III: Hotel Key Departments
Front Office Management -- Introduction to Front Office Department, Advantages, Formalities and formats, Types of rooms and plans. Organisation Chart and duties and responsibilities, Qualities of a front-office staff

House Keeping – Introduction to House keeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities.
Cleaning - different equipments & agents, Daily routine systems, Laundry, Linen & Uniform, Interior Decoration & facilities, Special decorations.
Travel & Tourism Management Syllabus (Old)

Food & Beverage Service – Introducing to food & beverage Service, types of services, organizational charts and duties, Menus , Idea about Beverages -- Alcoholic & Non Alcoholic

Food Production – Introduction, Hierarchy, Idea about different cuisines – national and international, Specific menus according to festivals & other facilities.

Unit IV : Marketing Of Hotels
Meaning and concept of Hospitality Marketing—importance & its future
Great Leaders in hospitality –Ellsworth Statler, Ralph Hitz, J.Willard Marriot.
Marketing concept, Marketing Mix, Hotel Market and new trends.

Books Referred
1. Theory of Cookery -- Krishna Arora
2. Modern Cookery Vol-I & II – T.E.Philip
3. Food & Beverage Service – Vijay Dhawan
5. Operations Management – Stainley Phornco
7. Introduction to Hospitality - I & II – Dennis Foster

Event Management
TTM - 403

UNIT 1
Definition, Scope of Event Management.
Introduction to Conventions, Exhibitions, Meetings --- definition & components.
Nature and demand of Conference market.
Growth and development of event industry, Economic and social significance.

UNIT 2
Typology of planned events,
Varieties & importance of events , Key steps to successful events
Characteristics and complexities of events
Checklist for different events, planning schedule & actions agenda

UNIT 3
Conference program designing, timing, supervision, presentation, Catering and hospitality, Transportation, teleconferencing, recording & publishing.
Sponsorship , sponsors , organizers, customers & guests.
Event planning, Key characteristics, Pre-event responsibilities, legal issues, negotiations

UNIT 4
Events and Tourism, Business tourist, Tourism & Culture, Incentive tours
Risk Management, Safety and Global Issues in Event Management
UNIT 5
MICE Tourism Tourism Events ---- National & International Scenario
International Trade Fairs & Marts ---Germany, China, Singapore, Hongkong, U.K. etc.
Events and Tourism Marketing,

Books Referred :
1. Event Management in leisure & tourism – David Watt
2. Conferences – Tomy Rogers

BUSINESS ECONOMICS
TTM-404

1. Definition of Economics & Fundamental Concepts
2. Production & its factors
3. Land, Labour & Capital
4. Organization & Entrepreneur
5. Forms of Business units
6. Basic units of the economic system & the Optimization Goal
7. Business Economics & its nature
8. Market Relationship
9. Analysis of consumers’ demand
10. Price determination under Pure/Monopolistic Competition
11. Rent, wages, Interest & Profits
12. Money & Monetary System
13. Banking System
15. Public Finance & Economic Functions of a Modern State

Books Referred

1. Elementary Economics --- Sampat Mukherjee
2. Indian Economics ---- Dutt, Sundaram
3. Economic Problem of India ---- Sundaram, Sundaram
4. Modern Economics ---- Paul Samuelson
5. Macro Economic Theory --- M.L. Jinghan
6. Micro Economic Theory --- S.L. Ahuja

STRESS MANAGEMENT
TTM - 405

UNIT I
Stress -- meaning, basic definitions: Stressors, Stress and Strain
Stress: What it is not; Types of stress
       Conceptual understanding of stressors and stress responses
Importance of stress management in service industries like Tourism

UNIT II
Stress------ its major causes: work related causes of stress
- Stress outside the job
- Stress some major effects: Stress and Task Performance

Burn out: Stress and Psychological Adjustment
Stress and Health: The silent killer

UNIT III
- Individual Differences in Resistance to Stress.
  - Optimism: - A Buffer against Stress.
  - Hardiness: - Viewing Stress as a challenge
- The Type A Behaviour Pattern
- Tension Discharge Rate.

UNIT IV
Managing Stress: some Effective Techniques
  - Personal Approaches to Stress Management.
    - Life Style Management:- The effects of Diet & Exercise
    - Psychological Techniques:- Relaxation and Mediation
    - Cognitive Techniques:- Thinking yourself out of stress
    - Behavioural Techniques:- Learning to react differently

Organisation – Based strategies for Preventing and Managing stress
- Changes in organization structure and function
- Changes in the Nature of jobs
- Stress Management Programmes

UNIT V
- Decision making under stress
- Social and Environmental change strategies
- Cognitive and Behavioural interventions
- Lifestyle Behaviour Patterns and Stress Response

Book Referred
1. Organizational Behaviour – S. P. Robbins
3. Organizational Behaviour – Fred Luthans
4. Introduction to Psychology – Morgan, King , Weisz , Schopler

ENVIRONMENT & ECOLOGY
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Unit I
Basic properties of Ecosystem
Travel & Tourism Management Syllabus (Old)

- Components of Ecosystem
- Five basic laws and twenty great ideas in ecology
- Properties of Ecosystem
- Trophic structure and ecological pyramids
- Ecological succession

Unit II
Human Ecology and Tourism
- History of Human Ecological concepts
- Natural resource and Tourism
- Tourism and Environment
- Protected areas and tourism

Unit III
Tourism and Environment
- Tourism carrying capacity
- Basic Strategies of tourism sustainability
- Environmental Impact Assessment (EIA)
- Geographic Information System (GIS) and its application in tourism

Unit IV
Environmental Pollution and Tourism Activities
- Water Pollution: Hydrosphere, Natural water, pollutants, their origin & effects and standard control
- Noise Pollution: Sources, effects and standard & control
- Do’s and Don’ts in Tourism

Unit V
Tourism and Common Properties Resources (CPR)
- Classification of property rights
- Common property resources
- Management of common property resources
- Case studies
- Tourism and CPR management

Books referred
1. Ecology and Tourism by Dr.G poiymoazhi
2. Environment and Pollution by Khopkar S.M.
3. Environmental Management by M.K.Oberoi
4. Tourism and Sustainability by Martin Mowforth & Ian Munt