



**KUVEMPU**

**UNIVERSITY**

Jnanasahyadri, Shankaraghatta-577 451 Shimoga, Karnataka, India

**Department of Post Graduate Studies and Research in Tourism  
Administration**

# **Master of Tourism Administration (MTA)**

**Revised Syllabus (2010)  
Choice Based Credit System (CBCS)**

### MTA Syllabus (Revised 2010-11)

| Code No.                  | Courses  | Credits and Teaching Hours |
|---------------------------|--|----------------------------|
| <b>MTA – I Semester</b>   |  |                            |
| HC101                     | Principles and Practice of Tourism                       | 04                         |
| HC102                     | Tourism Products and Resource of Karnataka               | 04                         |
| HC103                     | Marketing of Tourism and Hospitality Services            | 04                         |
| HC104                     | Travel Agency and Tour Operation Management              | 04                         |
| SC101                     | Principles and Practice of Management                    | 03                         |
| SC102                     | Business Communication and Personality Development       | 03                         |
| SC103                     | Computer Application in Tourism and Hospitality Industry | 03*                        |
| <b>MTA – II Semester</b>  |  |                            |
| HC201                     | Air Fares and Ticketing Procedure                        | 04                         |
| HC202                     | Hospitality Management                                   | 04                         |
| HC203                     | Geography of International Tourism I                     | 04                         |
| SC201                     | Financial and Cost Accounting                            | 04                         |
| SC202                     | Research Methodology                                     | 03                         |
| SC203                     | Human Resource Management                                | 04                         |
| EL201                     | Elective   | 02                         |
| <b>MTA – III Semester</b> |  |                            |
| HC301                     | Geography of International Tourism II                    | 04                         |
| HC302                     | Event Management   | 04                         |
| HC303                     | Tourism Legislations                                     | 04                         |
| HC304                     | National Study Tours                                     |                            |
| HC305                     | Inplant Training and Report                              |                            |
| HC306                     | Tourism Products and Resources of India                  | 03                         |
| SC301                     | Financial Management                                     | 03                         |
| SC302                     | Organizational Behaviour                                 | 04                         |
| EL301                     | Elective   | 02                         |
| <b>MTA – IV Semester</b>  |  |                            |
| HC401                     | Tourism Planning and Development                         | 04                         |
| HC402                     | Sustainable and Eco Tourism                              | 04                         |
| HC403                     | Development of Tourism Schemes and Project Management    | 04                         |
| HC404                     | Management Accounting for Tourism Industry               | 04                         |
| HC405                     | Project Work and Viva Voce                               | 03                         |
| SC401                     | Forex Management   | 04                         |

\* SC103: Computer Application: 3 hours of lecture and 2 hours of practicals per week, and Instead two tests, only one test can be conducted for 10 marks and for another 10 marks, one practical test shall be conducted by the Course Teacher.

+ The Students have to go for National Study Tour before the close of third semester Examination (preferably after first semester examination) and submit a report before the close of third semester examination. This shall carry 3 credits and assessed by the Departmental Council for 50 marks, and

- + Besides, the students have to undergo Inplant Training for about a month after the second semester Examination and submit a report within a month after the commencement of third semester classes. This shall carry 3 credits and assessed by the Departmental Council for 50 marks.

### **Structure of Master of Tourism Administration (MTA)**

| Course Code                 | Academic Programme, Semester and Course                  | Teaching Hours per Week | Credits   | Maximum Marks       |                      |            | Examination Duration (hours) |
|-----------------------------|--|-------------------------|-----------|---------------------|----------------------|------------|------------------------------|
|                             |  |                         |           | Internal Assessment | Sem. end /viva Exam. | Total      |                              |
| <b>M.T.A , I - Semester</b> |  |                         |           |                     |                      |            |                              |
| HC:101                      | Principles and Practice of Tourism                       | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| HC:102                      | Tourism Products and Resources of Karnataka              | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| HC:103                      | Marketing of Tourism and Hospitality Services            | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| HC:104                      | Travel Agency and Tour Operation Management              | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| SC: 101                     | Principles and Practice of Management                    | 03                      | 03        | 25                  | 75                   | 100        | 03                           |
| SC: 102                     | Business Communication and Personality Development       | 03                      | 03        | 25                  | 75                   | 100        | 03                           |
| SC: 103                     | Computer Application in Tourism and Hospitality Industry | 03*                     | 03        | 25                  | 75                   | 100        | 03                           |
|                             | <b>Semester Total</b>                                    | <b>25</b>               | <b>25</b> | <b>175</b>          | <b>525</b>           | <b>700</b> | <b>21</b>                    |
| <b>M.T.A II - Semester</b>  |  |                         |           |                     |                      |            |                              |
| HC201                       | Air Fares and Ticketing Procedure                        | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| HC202                       | Hospitality Management                                   | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| HC203                       | Geography of International Tourism I                     | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| SC201                       | Financial and Cost Accounting                            | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| SC202                       | Research Methodology                                     | 03                      | 03        | 25                  | 75                   | 100        | 03                           |
| SC203                       | Human Resource Management                                | 04                      | 04        | 25                  | 75                   | 100        | 03                           |
| EL201                       | Elective   | 02                      | 02        | 10                  | 40                   | 50         | 1.30                         |
|                             | <b>Semester Total</b>                                    | <b>25</b>               | <b>25</b> | <b>160</b>          | <b>490</b>           | <b>650</b> | <b>19.30</b>                 |

- \* SC103: Computer Application: 2 hours of lecture and 2 hours of practical per week, and Instead two tests, only one test can be conducted for 10 marks and for another 10 marks, one practical test shall be conducted by the Course Teacher.

| Course Code                  | Academic Programme, Semester and Course               | Teaching Hours/Week | Credits    | Maximum Marks |                |             | Exam. Duration (hours) |
|------------------------------|---|---------------------|------------|---------------|----------------|-------------|------------------------|
|                              |   |                     |            | IA-Marks      | SE /Viva Exam. | Total       |                        |
| <b>M.T.A, III - Semester</b> |   |                     |            |               |                |             |                        |
| HC301                        | Geography of International Tourism II                 | 04                  | 04         | 25            | 75             | 100         | 03                     |
| HC302                        | Event Management                                      | 04                  | 04         | 25            | 75             | 100         | 03                     |
| HC303                        | Tourism Legislations                                  | 04                  | 04         | 25            | 75             | 100         | 03                     |
| HC304                        | National Study Tours                                  | 02                  | 02+        | 50            | --             | 50          | --                     |
| HC305                        | Inplant Training and Report                           | 02                  | 02+        | 50            | --             | 50          | --                     |
| HC306                        | Tourism Products and Resources of India               | 03                  | 03         | 25            | 75             | 100         | 02                     |
| SC301                        | Financial Management                                  | 03                  | 03         | 25            | 75             | 100         | 03                     |
| SC302                        | Organizational Behaviour                              | 03                  | 03         | 25            | 75             | 100         | 03                     |
| EL 301                       | Elective  | 02                  | 02         | 10            | 40             | 50          | 1.30                   |
|                              | Semester Total  | <b>27</b>           | <b>27</b>  | <b>260</b>    | <b>490</b>     | <b>750</b>  | <b>18.30</b>           |
| <b>M.T.A, IV - Semester</b>  |   |                     |            |               |                |             |                        |
| HC401                        | Tourism Planning and Development                      | 04                  | 04         | 25            | 75             | 100         | 03                     |
| HC402                        | Sustainable and Eco Tourism                           | 04                  | 04         | 25            | 75             | 100         | 03                     |
| HC403                        | Development of Tourism Schemes and Project Management | 04                  | 04         | 25            | 75             | 100         | 03                     |
| HC404                        | Management Accounting for Tourism Industry            | 04                  | 04         | 25            | 75             | 100         | 03                     |
| HC305                        | Project Work and Viva Voce+                           | 03                  | 03         | 25            | 75             | 100         | --                     |
| SC401                        | Forex Management                                      | 04                  | 04         | 25            | 75             | 100         | 03                     |
|                              | Semester Total  | <b>23</b>           | <b>23</b>  | <b>150</b>    | <b>450</b>     | <b>600</b>  | <b>15</b>              |
|                              | <b>Grand Total</b>                                    | <b>100</b>          | <b>100</b> | <b>745</b>    | <b>1955</b>    | <b>2700</b> |                        |

\* The Students have to go for National Study Tour before the close of third semester Examination (preferably after first semester examination) and submit a report before the close of third semester examination. This shall carry 3 credits and assessed by the Departmental Council for 50 marks.

\*\* Besides, the students have to undergo Inplant Training for about a month after the second semester Examination and submit a report within a month after the commencement of third

semester classes. This shall carry 3 credits and assessed by the Departmental Council for 50 marks.

\*\*\* In the case of Project Report/ Dissertation, it (Project Report/Dissertation) shall be assessed for 75 marks and the viva-voce examination shall be conducted by the Board of Examiners for the remaining 25 marks

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course - HC101: Principles and Practice of Tourism**

**Objective:** The main objective of the course is to provide an orientation about the fundamentals of tourism industry to the aspirants. This will give an overview of tourism industry and various organizations related to tourism industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-I:** Definition of the term tourism and tourist – Brief history of tourism worldwide and in India-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, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism, Space Tourism-tourist motivators – socio-economic effects of tourism on destination-New trends in Tourism-Medical Tourism

**Module-2:** Tourism demand and supply – world scenario-India-motivations of tourism demand-patterns and characteristics of tourism supply – factors influencing tourism supply.

**Module-3 Tourism and Transportation-** Relationship between tourism and transportation-Modes of transportation-Air transportation: national and private airlines-Chartered operations-major airports in India-Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Intrain Pass-Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise- Road Transportation: Coach Services, rent-a car

**Module-4 Organization connected to tourism:** Organizational structure and Functions of ITDC, STDCs, NTOs, DGCA, ICAO, PATA, IATA, WTO, TATO, TAAI, FHRAI.

**Module-5 Tourism and Hospitality Industry:** Relationship between accommodation and tourism-Types and forms of accommodation: Hotels-Motels, Resorts, supplementary accommodation, classification and categorization of hotels.

**Books Recommended for Reference:**

1. Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
3. Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
4. Mill, R.C., (1990), Tourism: The International Business, Pretience Hall, New Jersey.

5. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
6. Jagmohan Negi, Tourism and Travel: Concepts and Principles
7. Bhatia, A.K. International Tourism Management
8. K Kamra, Basics of Tourism

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### **Kuvempu University**

#### **Master of Tourism Administration (MTA), I - Semester**

#### **Course – HC102: Tourism Products and Resources-Karnataka**

**Objective:** The main objective of the course is to provide the concept of tourism products and an overview of the tourism products and resources of Karnataka.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

#### **\* Course Inputs \***

**Module I: Basic Concepts:** Concept of tourism products and resource, Classification of tourism products and resources of Karnataka; Cultural, natural, historic, monumental, health, etc.

**Module II: Geography of Karnataka:** Physical setting: Physiographic and Drainage systems – Climate –Vegetation – Monsoon – Irrigation and Agriculture – Population and Settlement – Major Tribes in Karnataka.

**Module III: History and Traditional Resources of Karnataka:** Major sources of Karnataka History – Pre-historic sites in Karnataka – Shatavahanas– Banavasi Kadambas – Hoysalas of Dwarasamudra – Kalachuris of Kalyana – Vijayanagara Empire – Bahamani Empire – Keladi Nayakas – Nayakas of Chitradurga – Wodeyars of Mysore – Freedom movement in Karnataka – Unification movement in Karnataka-major historic tourism destinations of Karnataka

**Module IV: Archeological heritage recourses of Karnataka** – Pre-historic art in Karnataka – Numismatics – Kadamaba Architecture – Ganga’s art and architecture – Architecture of Badami Chalukya’s – Caves and monuments of Rastrakutas – Kalyani Chalukya’s Architecture – Hoysala’s architecture – Art and Architecture of Vijayanagara empires – Bahamani sulthan’s monuments – Palaces and monuments of Mysore Wodeyar’s- Major archaeological tourism destinations of Karnataka

**Module V: Cultural Heritage Recourses of Karnataka:** Folk Dances and Folk Music – Visual Arts – Theatre – Handicrafts – Customs and Traditions – Cuisine – Fairs and Festivals-major cultural centers in Karnataka.

**Unit VI: Natural Heritage Recourses:** Mountains – National Parks – Wildlife Sanctuaries and Bird Sanctuaries – Biosphere Reserves – Waterfalls – Beaches – Back Waters – Flora and Fauna-major zoological parks-major ecotourism centers in Karnataka.

**Module VII: Other Products and Recourses:** Health – Medical – Theme Parks – Leisure and Recreational – Sports - MICE – Events – Business Tourism Resources – Adventure Tourism Resources.

#### **Assignment and Discussions**

1. Major tourism destinations of Karnataka.
2. Case studies of KSTDC, JLR Pvt Ltd, KSRTC, Golden Chariot, Tourism Destinations, Etc.

## Books for References

1. Brown Percy, Indian Architecture (Islamic Period), Bombay.
2. Davies Philip, Monuments of India, Vol. II., London.
3. Michell, George, Monuments of India, Vol. II., London.
4. Suryanath U Kamath, Concise History of Karnataka, Mcc Publications.
5. Ranganath, History of Karnataka, Karnataka Hand book.
6. Frederic P. Miller, agnes F. Vandome, John McBrewster, Geography of Karnataka, Alphascript Publishing.
7. Lonely Planet, India
8. Lonely Planet Karnataka

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**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course - HC103: Marketing of Tourism and Hospitality Services**

**Objective:** The main objective of the course is to give basic idea about the theories of hospitality marketing and its application in tourism and allied tourism industries. Students are given direction to formulate marketing plans and promotional approaches to tourism and other related organizations.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings etc.

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-1:** Marketing: Core Concept of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction, Market and Marketing, Marketing philosophies-Service Characteristics of Tourism- The Service Marketing Triangle

**Module-2:** Analysis and Selection of Market-Measuring and forecasting tourism Demand-Fore casting Methods-Market Segmentation and Positioning-P's of marketing and marketing mix

**Module-3:** Developing Marketing environment: Consumer Buying Behavior-Competitive Differentiation and Marketing Strategies-New Product Development-Customer Satisfaction and Related External Marketing- Incentive and Relationship Marketing-Issues Pertaining to Relationship Marketing-Strategies and Relevance for Current Trends in Market Place

**Module-4:** Planning Marketing Program: Product and product strategies-Product line-Product Mix-Branding and Packaging-Pricing Considerations-Approaches and Strategies-Distribution Channels and Strategies- Advertising and Sales Promotion

**Module-5:** Public Relation: Major activities of Public Relation Departments-Press Relations-Product Publicity-Corporate Communication-Lobbying-Counseling-The Public Relation Process-Implementation of Public Relation plan-Evaluating Public Relation result-Major Tools of Public Relation

**Module-6:** Destination Marketing: Identifying Target Market-Classification of Visitor Segments-Monitoring the Tourist Market-Competition of Visitors involves image Making-Developing Package of attraction and Amenities

**Module-7:** Issues in Marketing: Globalization of Markets-Direct Marketing-Marketing on Web-Green Marketing-Ethical and social Responsibilities of Marketers-Consumerism and Legal Issues

**Books Recommended for Reference:**

01. Philip Kotler,JohnBowen-Marketing for Hospitality and Tourism
02. S M Jha-Tourism Marketing



03. Cravens-Marketing Management
04. Ramswamy V S, Namakumari- Marketing Management
05. Philip Kotler-Marketing Management Analysis, Planning and Control
06. Sinha, P.C : Tourism marketing
07. Vearne, Morrisson Alison: Hospitality marketing
08. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
09. Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
10. Crough, Marketing Research for Managers.
11. Singh Raghubir, Marketing and Consumer Behaviour.
12. Patel, S.G., Modern Market Research, Himalaya Publishing.

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**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course - HC104: Travel Agency and Tour Operation Management**

**Objective:** The main objective of the course is to equip the students with a set of theoretical and practical knowledge relating to travel agency and tour operation business.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, Inplant Training, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module -1 The concept of Travel Agency Business** – Definition and Scope – Tour Operators: Definition & Scope – Functions of Travel Agents – History of Travel Trade – The Travel Market: Business Travel, Corporate travel, Commercial group travel, Institutional travel – Leisure Travel: Family Travel, Single resort travel, special interest travel – Segments of travel industry: Travel agencies – Airlines – Lodging establishments – Tour wholesalers – Cruise liners – Car rentals – Rail transportation –Type of travel agencies – Full service agency, Commercial Agency, Inplant agency, Group / incentive agency – Literature or Manual for Travel Business.

**Module -2 Operational Areas of Travel Agency** – Travel information – Documentation –Passports: Types and requirements – VISA –Various types and requirements – Health Certificate – customs and Immigration – products and services of a travel agency, pleasure /vacation travel – commercial travel –Tours –Ancillary Tourism Services – Services to tourists –Guide Services – Financial Services –Services to the Suppliers.

**Module -3 The Modern Tour Industry** – Package tours – Custom Tours – Tour Wholesalers – Types of package Tours: Independent package, hosted tour, escorted tour, sight seeing tours – Group, Incentive and convention tour – Types of Tour Operators. Components of package Tour – Basic Principles on packaging – factors affecting tour design and selection – Booking a Tour –Mass Market Package holidays – Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations – planning and producing a tour – planning an itinerary – costing of tours – Reservation and documentation –Routing –programming daily activities – transport –transfers –accommodation – meals – sight seeing –single supplement – Escorting a tour –Servicing inbound tours – Marketing inclusive tours.

**Module -4 Procedures for approval of a travel agency and tour operator** – Organization structure of a travel agency / tour operator – IATA rules and regulations for travel agency approval –Approval from various government bodies

**Module -5 Functions of a Tour Operator:** Market research and tour package formulation, assembling, processing and disseminating information on destinations,

Liasioning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation

**Module -5 Tour operational Techniques:** Departure – Hotel Procedure – Aboard the Bus /Coach – Emergency procedures – Finance and accounting – Food and Beverages – Transportation Delays – Expulsion of Tour Member – Handling Company Money – Reservation of Tourist: Accommodation – Hotel Reservation –Types - Meal plans and Codes – Room Rate, information requirements.

**Books Recommended for Reference:**

1. An introduction to Travel and Tourism, McGraw Hill Int. Edition. 1994
2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997.
3. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004.
4. Syratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
5. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001
6. Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymouth.
7. Syratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
8. Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
9. Chand, Mohinder, Travel Agency Management, Anmol Publication
10. Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
11. Foster, Douglas (1983), Travel and Tourism Management, McMillan, London

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course - SC: 101 Principles and Practice of Management**

**Objective:** The main objective of the course is to give details about the principles and applications of different management theories in various business establishments, particularly in travel and tourism industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings

**Teaching Hours per Week:** 03 Hours; and Credits: 03

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module -1 Concept of Management** – Functions and responsibilities of managers- Fayol's principles of management- management thought the classical school- the human relations school- system theory- contingency management

**Module -2 Planning**-The nature and purpose of planning- principles of planning- types of planning- advantages and limitations of planning

**Module -3** Concept and nature of objective – Types of objective- importance of objectives- management by objectives (MBO)

**Module -4 Strategies and Policies** – Concept of corporate strategy- formulation of strategy- types of strategies- types of policies- principles of formulation of policies- decision making- decision making process

**Module -5 Organizing** – Nature and purpose of organizing- basis of departmentation- span of management- determinants of span of management- line and staff relationship- line and staff conflicts-bases of delegation-delegation and decentralization-methods of decentralization

**Module -6 Directing** – Directing and problems in human relationship-motivation- communication and leadership- coordinating

**Module -7 Controlling** – Concept and process of control, control of overall performance, human aspect of control.

**Books Recommended for Reference:**

1. Essential of Management – Harold Koontz and Heinz Wehrie
2. Organization and Management – R.D.Agarwal.
3. C.B. Memoria, Personnel Management.
4. K. Aswathappa, Human Resource Management , Tata Mc-Graw Hill New York.
5. C.S. Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill New York.
6. C.B.Gupta, Human Resource Management, Sultan chand & Sons, New Delhi.
7. Tripathi, Personnel Management & Industrial Relations, Sultan chand & Sons, New Delhi.
8. P. Subba Rao, Human Resource Management & Industrial Relations, Himalaya Publishing House, Mumbai.

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**

**Course - SC: 102 Business Communications and Personality Development**

**Objective:** The course is designed to provide theoretical and practical orientation about essentials of business communication and development of personality suitable to tourism and travel organizations.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, role play, simulation, training, projects and assigned readings

**Teaching Hours per Week:** 03 Hours; and Credits: 03

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Part -I Communication**

**Module -1 Meaning of communication** – Definitions, process of communication, models of communication, features of communication, importance of communication, purpose of internal & external communication.

**Module -2 Dimensions of communication** – Introduction, downward communication, upward communication-lateral or horizontal communication, diagonal or crosswise communication, grapevine, consensus

**Module -3 Objectives of Communication** – Information, order, advice, suggestions, motivation, persuasion, warning, education, raising morals, conflict & negotiation, group decision making.

**Module -4 Media of communication** – Verbal, oral, written, non verbal kinesics, proxemics, chronemics, paralanguage, sign language

**Module -5 Barriers to communication** – language & semantic barriers, organizational barriers, physical barriers, physio – psychological barriers

**Module -6 The essentials of effective communication-** Listening-Communications and Customer Relations-Presentations and interviews-Speeches – Prepared and impromptu.

**Module -7 Business Correspondence:** Layout of a business letter, planning the letter, kinds of business letters, inquiries & replies, complaints & follow – up, circulars, good Will letters, applications for employment-Professional Use of the Telephone-Selling Skills-Recruitment-Appraisals.

**Part II Personality Development**

**Module -1 Self esteem and your personality**-Self improvement-Developing positive attitudes-Fitting in and getting along-Working with co- workers-Getting along with supervisors-Self motivation-Work habits-Managing stress-Standards of conduct-Getting the job-keeping the job and moving ahead in your career

**Books Recommended for Reference:**

1. Neeru Vasishtith and Namitha Rajput (2006), Business Communication, Kithab mahal,
2. Shalini Agrawal, Essential Communication Skills, Ane Books Pvt. Ltd
3. Business Communication – Sinha.
4. Effective Communication – M.V. Rodrigues.
5. Effective Communication, Urmila Roy
6. The Art of Effective Communication – Margersion.

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**

**Course - SC103: Computer Applications in Tourism and Hospitality Industry**

**Objective:** This course has been devised to give idea to the students about the use of computer and information technology in the field of tourism and travel industry management.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, practical, projects and assigned readings

**Teaching Hours per Week:** 03 Hours; and Credits: 03

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-I** Basic Anatomy of Computer-Input Devices-Key Board-Mouse-Joy stick-Light Pen-Modem-Bar Code Reader-Imaging and Digitizing Devices-Out Put Devices-Printers-Types-CPU-Memory-RAM-Role of RAM-Classification of Computers-Computer Languages and Types-Compilers and Interpreters-Concept of Compilation-Linker Source Code and Object Code-Concept and Debugging and Testing-Computerization in Various Sectors: Education, Banking, ATM, Electronic Cash-Credit cards-home Banking-

**Module-II Management Information Systems:** What are management information systems, Features of MIS, Importance of Management Information systems, Structure of MIS, Subsystems of MIS.

**Module III Information Systems and Business Applications:** Operational Information System: Human Resources/Financial Accounting /Operational /Marketing information systems

**Module-III** 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

**Module-IV** Computer Presentation: Introduction to a statistical package (SPSS), Presentation Graphic Tools-MS Power point presentations- Multimedia technology- Role of Computers in Travel and Tourism.

**Module-V** Accounting package-Tally-Concept of Accounts-Advantages of Computerized Accounting-Organization of Accounts in tally-Organization of Ledger-Accounting groups and Sub groups-Trial Balance-Profit and Loss account- Balance sheet

**Books Recommended for Reference:**

1. V Rajaram., Fundamentals of Computer
2. S. Jaiswal., PC Software Bible
3. R K Taxali., PC Software Made Simple
4. Sanjay Saxena., A First Course of Computers
5. Management Information Systems, Post –Anderson, Tata Mc Graw Hill .
6. Management Information Systems, O’ Brein, Tata Mc Graw Hill.
7. Information Systems for Management, Lucas – Tata Mc Graw Hill.
8. Management Information Systems, Schultheis – Tata Mc Graw Hill.
9. Information Technology for Management, Turban, Mclean- Wiley.

**Kuvempu University**  
**Master of Tourism Administration (MTA), II - Semester**  
**Course - HC 201: Air Fares and Air Ticketing Procedures**

**Objective:** The course is designed to inculcate the students about the procedure of Airport handling, Air cargo handling, Air Ticketing and Airline Management

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-I: Introduction to Airline and Air Cargo Management:** Aviation History – Meaning of Air Cargo, Relevance and Importance of Air Cargo Industry-Use of ABC Air Cargo Guide-Chicago Convention – Ware saw Convention –Function and Roles of ICAO- IATA- DGCA.

**Module-II: Airport Handling:** Types of Aircrafts- Narrow body and Conventional Aircraft's- Check in Formalities at Airport- Baggage Handling Regulations- Excess Baggage-Types of Baggage- Handling Un Accompanied Minor (UNM)- Wheel Chair Passengers, Blind and Deaf Passengers – Ramp Equipments at the port-Green Channel and Red Channel-Excess Baggage Charge.

**Module-III: Air Cargo Management:** Airway Bill- Cargo Export and import Documentation - Types of Air Cargo – Handling Coffin- Pets,-Dangerous Goods – Live Animal Regulation- ULD- Principles of Air Cargo Rates and Tariffs-Special Commodity Rates-Valuation Charges.

**Module-IV: Introduction to Domestic and International Air Ticketing-**Passenger Air Tariff, Background information -IATA Areas, Sub Areas and Regions- Global Indicators- One Country rule- International sales indicators-3 letter City and Airport Codes-Currency Codes-Time Zones and Flying Time Calculations.

**Module-V: Introduction to International Air fare Calculation-**Types of journeys-Transfer, Transit and Stopovers- Neutral Unit of Construction (NUC)-Maximum Permitted Mileage (MPM)- Ticketed Point Mileage (TPM)-Excess Mileage Surcharge (EMS)-Higher Intermediate Point (HIP)- Backhaul Check (BHC)-Circle Trip Minimum (CTM)-Rounding of Local Currency Fares.

**Module-VI: International Air Fares Calculation-**One Way-Round Trip-Circle Trip-Add On-Mixed Class-Special Fares.

**Module-VII: Traffic Documents-**Passenger Ticket and Baggage Check-Miscellaneous Charges Order (MCO)-Multiple Purpose Document (MPD)-Pre Paid Ticket Advice (PTA)-Billing and Settlement Plan (BSP).

**Recommended Books for Reference:**

1. IATA Training Manual - Foundation Course
2. Travel Information Manual (TIM)
3. OAG Guide published by IAIA
4. Air Port Business, R Doganis
5. Seth, Pranath., Successful Tourism Management, Sterling Publication,
6. OAG and Air Cargo Tariff (Both Red and Green)
7. Air Cargo Tariff Manuals
8. IATA Live Animals Regulations Manuals



**Kuvempu University**  
**Master of Tourism Administration (MTA), II - Semester**  
**Course - HC202: Hospitality Management**

**Objective:** This Module is prescribed to appraise students about the important departments of a hotel and to teach various aspects related to hospitality Industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module –I Tourism & Accommodation (12 Hours)**-Introduction to hotels, Accommodation Industry, Types, Evolution of lodging industry, Need, Importance, role of hotels , FHRAI, Star Hotels and classification. International Scenarios and trends

**Module -II Departments of a Hotel -Front Office Management (6 Hours)** - Introduction to Front Office Department, Advantages, Formalities and formats, Functions of front office Types of rooms and plans. Organization Chart, duties, responsibilities & Qualities of a front-office staff

**Module III House Keeping (8 Hours)** – 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, **Food & Beverage Service** – Introducing to food & beverage Service, types of services, organizational charts and duties

**Module IV Requirements and Procedure for Constructing Classified Hotel (10 Hours):** Prescribed application form for approval of Hotel Projects. Regulatory conditions and Guide lines for approval of Hotel Projects, sources of Finance, Incentives and subsidy extended to Hotels in Tourist areas, and Tourist Backward areas.

**Module V Resort Management (10 Hours)**- Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Resort planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept, Factors affecting rate, Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

**Module IV Hotel and Resort Marketing and Sales Promotion (8 Hours):** Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

**Recommended Books for Reference:**

1. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA Vijay Dhawan , Food & Beverage Service
2. Michael L Kasarana & Richard Brooks, Managing Front Office Operations –
3. Sudhir Andrews, House Keeping Manual
4. Dennis Foster, Introduction to Hospitality - I & II
5. Event Management in leisure & tourism – David Watt
6. Hotels and Tourism Part I and Part II – Dr. Chakraborty.
7. Hotels clarification and grading- Dr. Jagmohan Negi.
8. Welcom to hospitality- Key- Sung- Chon and Raymond T sparrowe.

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course – HC203 Geography of International Tourism I**

**Objective:** The main objective of the course is to provide an orientation about the global tourism geography and tourist attractions of selected international destinations.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Map Study, Power point presentations, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module I: Introduction to tourism geography-** Definition-Elements of geography- Themes of Geography-Importance of geography in tourism-the world's climate – Climatic elements of tourism - Latitude – Longitude – International date line, Time Zones and calculation of time, time differences, GMT, Flying time calculation, Standard time and daylight saving time – Impact of weather and climate on tourist destinations – World's continents.—Map Study

**Module II:** Physiological Features of North America, Central America and South America– Climatic regions-Topography-Human settlement-cultural aspects –Vegetation – Water bodies -Natural Resources.

**Module III: Tourism resources of North America** – Canada, USA, Hawaii islands, Mexico etc – Map Study.

**Module VI: Tourism resources of Caribbean Islands** – Bermuda, Cuba, Jamaica, West Indies etc – Map Study.

**Module V: Tourism resources of South America** – Peru, Brazil, Argentina, Chili, Cambodia etc – Map Study

**Recommended Books for Reference:**

1. Burton Rosemary, Travel Geography, Longman Edn. 1999.
2. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth.
3. Hudman, Lloyd and Jackson Ridhard, Geography of Travel and Tourism, Delmar Publisher, Edn. 1999.
4. Perlitz, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2001.
5. Atlas of North America, South America and Caribbean Islands
6. Lonely Planet- USA, Canada, Mexico, Etc

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course - SC 201 Financial and Cost Accounting**

**Objective:** The main objective of the course is to provide the theories and practices of financial and cost accounting and its application in travel and tourism industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Seminars, Assignments, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module –I Accounting principles :** Concepts and conventions, Double Entry System – Journal –Ledger – Trial Balance and its preparation – Final Accounts of Proprietary Claims.

**Module -2. Analysis and interpretation of Financial Statements** – Ratio Analysis – Fund flow – Operating ratios in Tourism Industry.

**Module -3 Cost Accounting** – Concepts – Classification of Costs – Preparation of Cost Sheet – Methods of Costing – Installation of Cost Accounting System – Budgeting and Budgetary Control.

**Module -4. CVP Analysis** –Break Even Point, Break Even Chart – Application of CVP analysis for managerial decisions – Pricing.

**Recommended Books for Reference:**

1. Shikla and Grewal – advanced Financial accounting Sultan Chand & Sons.
2. Sashi K. Gupta and R.K. Sharma – Financial Management Theory and Practice.
3. Khan and Jain – Financial Management.
4. Jain and Narang – Cost Accounting .
5. M.N. Arora- Cost Accounting- Vikas publishers.
6. M.M.Arora – Cost Accounting – Vikas Publishers.

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course - SC: 202 Research Methodology**

**Objective:** The main objective of the course is to provide the methods of research and report writing in the field of tourism and travel industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Seminars, Assignments, Field visits, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 03 Hours; and Credits: 03

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module -1** Fundamentals of Research: Definition of Research –Characteristics – Purpose of research – Scientific Method: basis – requisites of a good scientific method – components of scientific approach – Research and Theory.

**Module -2** Types and methods of research: Classification of Research: Pure and Applied research – Exploratory or Formularize Research –Descriptive research –Diagnostic study –Evaluation studies –Action research – Experimental research – Analytical study or Statistical method – Historical research – Survey – Case study – Field Studies – Steps in Research.

**Module -3** Review of literature: Literature classification –purpose of review – sources of literature – planning the review work – note taking.

**Module -4** Planning of Research: The planning process – selection of a problem for research –formulation of the selected problem –hypotheses: meaning – types (descriptive, relational, causal, working, null, statistical, common sense, complex and analytical Hypotheses)- Sources of hypotheses –theory observation, analogies, intuitions and personal experience –functions / role of hypotheses – characteristics – Concepts: definition – characteristics – types (concrete, abstract) types of definition of concepts (ostensive, verbal, descriptive or nominal, operational ) – Research Design/plan: meaning –essentials – classification of designs – contents of a Research plan.

**Module -5** Sampling :Meaning - characteristics of a good sample – sampling techniques ( probability Vs non-probability) – sample unit, size and procedure sampling errors- Method of collection of data : Meaning and importance of data – sources of data – use of secondary data – methods of collecting primary data: observation, experimentation – simulation – interviewing, panel method, mail survey, projective techniques, sociometry, content analysis.

**Module -6** Tools for data collection: Type of tools – construction of schedules and questionnaires – measurement scales and indices –pilot studies and pre – tests-

Processing of data: Editing –classification and coding –transcription –tabulation and graphic representation.

**Module -7** Statistical analysis of data: Introduction – measures of central tendency – measures of dispersion – measures of association – bi- variate analysis – multivariate analysis – hypothesis testing –tests of significance –times series analysis.

**Module -8** Report Writing: Introduction – types of reports – planning report –writing – research report format – principles of writing – documentation: footnotes and bibliography.

**Recommended Books for Reference:**

1. Methodology of Research in Social Sciences – O .R. Krishnaswamy
  2. Methodology of Research – C. R. Kothari.
  3. Research Methodology - Bhattacharya.
  4. Research Methodology - K. R. Sharma.
  5. Methodology and Techniques of Social Research – Wilkinson and Bhandarkar.
  6. Business Research Methods – Donald R. Cooper and Pamela S Schindler.
  7. Quantitative techniques For Managerial Decision Making – Shenoy G. V., Srivastava U.K. and Sharma S.C.
  8. Marketing Research – David A Aaker, V. Kumar & Geroge S Day.
- Business Statistics – David R Anderson, Dennis Sweeney & Thomas Williams.

**Kuvempu University**  
**Master of Tourism Administration (MTA), II - Semester**  
**Course - SC: 203 Human Resources Management**

**Objective:** The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization. This knowledge would make the students capable of employing these techniques to harness the best of each individual working in the organization.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module I: Introductions to Human Resource Management** Introductions- Definition, Nature, Scope, Objectives-Evolution and Development of HRM-Functions of HRM-Personnel Policy, Records and Reports.

**Module II: Human Resource Planning and Procurement-** Human Resource Planning – Meaning and importance of HRP, Need, process of HRP-Job Analysis- Meaning, Importance, purpose, Job Description and Job Specification- Recruitment and Selection –Importance, Process of Selection, Methods, Placement and Induction.

**MODULE III: Human Resource Appraisal and Development** Human Resource Appraisal – Meaning and importance of HRA, Methods and Evaluation-Human Resource Training- Meaning, Importance, Need, Methods and Evaluation.

**Module IV: Human Resource Motivation and Compensation** Human Resource Motivation-Meaning and importance of Motivation, Need, Types, Techniques, Theories of Motivation-Human Resource Compensation – Meaning, Importance, Objectives, Principals, factors influencing Wage Fixation, Methods of Compensation, Compensation Policy, Incentive Schemes, Benefits and Services-Human Resource Mobility- Importance and purpose, Promotion, Demotion, Transfer, Separation, Absenteeism, Labour Turnover.

**Module V: Industrial Relations and Administrations** Administration of Discipline –Meaning and importance, Objectives, Guidelines and Procedure- Management of Grievances – Meaning, Causes, Handling and Redressel Procedure- Labour Management Relations – Industrial Disputes, Types , Causes, Procedure for settlement, Government and Industrial relations programmes-Trade Unions – Features, Objectives, Principals, Functions of Trade Union.

**Recommended Books for Reference:**

1. K. Aswathappa, Human Resource Management , Tata Mc-Graw Hill New York.
2. C.S. Venkata Ratnam, Personnel Management, Tata Mc-Graw Hill New York.
3. C.B.Gupta, Human Resource Management, Sultan chand & Sons, New Delhi.
4. Tripathi, Personnel Management & Industrial Relations, Sultan chand & Sons, New Delhi.
5. P. Subba Rao, Human Resource Management & Industrial Relations, Himalaya Publishing House, Mumbai.
6. V.P. Michael, Human Resource Management & Industrial Relations, Himalaya Publishing House, Mumbai.
7. A.M. Sharma, personnel Management and Human Resource Management, Himalya Publishing House, Mumbai.

**Kuvempu University**  
**Master of Tourism Administration (MTA), III - Semester**  
**Course - HC301 Geography of International Tourism II**

**Objective:** The main objective of the course is to provide an orientation about the global tourism geography and tourist attractions of selected international destinations.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Map Study, Power point presentations, projects and assigned readings **Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module 1: An introduction to the tourism geography of Europe** – Physical features - The physical, cultural, and tourism geography – Structure of the landscape - Climate patterns – Vegetation –Natural and Cultural Resources

**Module 2: Tourism Resources of Western Europe** – UK, France, Germany, Switzerland, North west Europe – Scandinavia, Eastern Europe – Tourism in southern Europe – Greece, Italy, Iberian Islands peninsula – Map Study.

**Module 3: Tourism Resources of Middle East** – Turkey, Iran, UAE, Israel etc– Map Study

**Module 4: Tourism Resources of Africa:** Introduction and overview – North Africa – Western Africa – Eastern Africa - Central Africa – Southern Africa - The physical, cultural, and tourism geography –landscape - Climate patterns – Vegetation –Natural and Cultural Resources.

**Module 5: Tourism Resources of Africa** – Egypt, Ghana, Mauritius, South Africa, Madagascar, Kenya Etc – Map Study.

**Module 6: An Introduction to the tourism geography of Asia** – Northern Asia – Central Asia – Tourism Resources of Western Asia – Southern Asia - Southeast Asia – Far east – The physical, Cultural and Tourism geography –Landscape – Climate patterns – Vegetation-Natural and cultural resources

**Module 7: Tourism Resources of Attractions of Asia** – China, Japan, Indonesia, Malaysia, Taiwan etc – Map Study.

**Module 8: Tourism Resources of Oceania** – Tourism geography of Oceania – Attractions of Oceania – Australia, New Zealand – Map Study. Major Island tourism destinations of the World.

**Recommended Books for Reference:**

1. Burton Rosemary, Travel Geography, Longman Edn. 1999.
2. Cooper, Chris and Bonifare, Worldwide Destinations, the Geography of Travel and Tourism, Butterworth.
3. Hudman, Lloyd and Jackson Ridhard, Geography of Travel and Tourism, Delmar Publisher, Edn. 1999.
4. Perlitz, Lee and Elliot, Steven, International Destinations, Prentice Hall, Edn. 2001.
5. Lonely Planet Publication of the concerned countries
6. Atlas of Each country

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course - HC 302: Event Management**

**Objective:** The main objective of the course is to give the conceptual idea of event management and practical orientation to event management operations

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Simulation, role plays, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module -1** History of Meetings Conventions and Expositions- Convention and Visitor Bureaus- Players in the Industry-International Association of Conference and Convention Center (IACC)- Corporate meeting Planner-Independent Meeting Planners-Tour Operators-Trade Shows-Expositions-Trade show sponsors-Exposition show manager-service contracting Hotels- The Sponsors Associations- Trade Unions- Independent-Independent Companies sponsoring and Operate Tradeshow-Religious Group-Theatre and Air Organization –Social Organization.

**Module -2** The process of Meeting and Convention Management- Goals- Objectives-Targeting Population- Designing the Programme- Budget-Site Selection- F&B- On the management-Service provided at meetings- Evaluation –host Venues- Significance of Convention and meeting Business Role of host Property- Key players in host property-Service- Guest Room- Check in- Check out- Meeting space- Seating Style- Hospitality Programme- Spouse Programmes- Special Events- Design of Hospitality Programme.

**Module -3** Types of Host Facilities-Convention Center- conference center -Hotel Types-Non Traditional host Facilities- Trade Shows – Purpose – Show Management – Show Organizers – Show Producers – Exhibitors – Attitude- Economic Impacts – Meeting Management – Introduction- Meeting Planners – Types – Corporate – Independent-Government- Travel Agencies- Responsibilities of Meeting Planners –Pre Meeting- Onsite- Post Meeting – Post Meeting Tours –Legal Issues – Negotiation – Steps in Negotiation- Meeting.

**Module -4** Meeting Technology- Video Conferencing-Computers and LCD- Technology for meeting attendee – Business Center – Fax- Photocopying- Internet- Tips for Exhibitors-Event Promotion- Marketing Events- Interrelation between Events and Tourism Industry

**Recommended Books for Reference:**

1. Sandra K Strick., Meetings, Conventions and Exposition in Introduction to the Industry- Rhonda Montgomery.
2. Avrich, Barry, Event and Entertainment Marketing, Vikas Publications, New Delhi, Edn 1994.
3. Gaur Sanjay Singh, Event Marketing and Management, Vikas Publications, New Delhi, Edn 2001.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA



**Kuvempu University**  
**Master of Tourism Administration (MTA), III - Semester**  
**Course - HC101: HC303: Tourism Legislations**

**Objective:** The main objective of the course is to give details about the legislations applicable to travel and tourism industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-I:** Tourism Bill of Rights -Tourism Code - Manila Declaration - Acapulco Document-Travel Insurance-Passport - Visa-Health Regulations - Customs and Currency Regulations

**Module-II:** International Conventions: Warsaw Convention (1924)-Chicago Convention (1944)-Travel Contract (1961)-Berlin Convention (1961 and 1966)-Brussels Convention (1970)-Athens Convention (1974)-Helsinki Accord (1976)-IATA general Condition of Carriage (passenger and Cargo)

**Module-III:** The Passport Act- Foreigners' Act-Indian Contract Act 1872, Laws Relating to Environmental protection-FEMA 1999-The Arms Act- Narcotics Drugs Act- Psychotropic Substances Act 1985-Foreigners' Registration Act-The Explosives Act- Citizenship Act-Pollution Control Act-Wild Life Act

**Module-IV:** Consumer Protection Act 1986; MRTP Act Applicable to a Tourist-European Directives on Package Travel- ASTA Laws-Japanese Travel Regulations

**Module-V:** Customer Care: Meaning-Concept and importance-Service Delivery system and the Gaps-Managing Customer Complaints-Master Key on Customer Care proposed by WATA for Travel; Agency

**Books Recommended for Reference:**

01. The Business of Travel Agency Operations and Administration-L. Foster
02. Travel Agency and Tour Operators: Concept and Principles-M. S Negi
03. Travel Industry-C Y Gee
04. Business of Tourism- Halloway J.C.
05. International Travel and Tourism- Lundberg
06. The Business of Tour Operations-Yale P.
07. Bare Acts

**Kuvempu University**  
**Master of Tourism Administration (MTA), III - Semester**  
**Course – HC304: Tourism Products and Resources-India**

**Objective:** The main objective of the course is to provide the concept of tourism products and an overview of the tourism products and resources of India.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module 1 Geography of India:** Physical Setting-Mountain Ranges-Planes and Coastal regions- Neighboring countries-Drainage system and watersheds-Physiographic regions-Mechanism of Indian monsoons and rainfall patterns-Climatic Regions and Seasons-Natural Vegetation-Cultural Setting-Racial, linguistic and ethnic diversities- major tribes and tribal areas

**Module-2 Archaeological Heritage Resources:** Architecture: main types and trends - Buddhist, Jain, Hindu, Indo-Islamic, European and modern Architecture-Secular buildings and monuments- Indian Sculpture- Museums and Art Galleries – World Heritage Sites in India-Rock cut cave architecture-Major Historical Monuments in India.

**Module-3 Indian Cultural Heritage Resources:** Religious and cultural resources- Vedic, Vaishnava, Shaiva, Shaktha Traditions, Buddhism, Jainism, Islam, Christianity, Sikhism-Wellness and Ayurvedic Tourism-Yoga and meditation-Health Tourism Resources-Cuisine-Handicrafts-Folk Arts and Folklore- Indian Railway and IRCTC-Luxury Train Services of India

**Module-4 Performing art resources:** Classical Music- Classical Dances- Folk Dances-Fairs and festivals- Painting- major schools of paintings

**Module-5 Natural tourism Resources –** Wildlife Sanctuaries-National Parks- Biosphere Reserves – Adventure Tourism resources – Beaches – Hill Stations-Deserts-Back Waters-Water Falls-Lakes and Lagoons-Mountains-Theme parks-Gardens-Valleys and Gorges-Glaciers.

**Books for reference:**

1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
2. Dixit, M and Sheela, C. Tourism Products (New Royal Book, 2001)
3. Mitra, Devla, Buddhist Architecture, Calcutta.
4. Michell, George, Monuments of India, Vol. 1. London.
5. Davies, Philip, Monuments of India, Vol. II.,London.
6. Brown Percy, Indian Architecture ( Buddhist and Hindu),Bombay.
7. Brown Percy, Indian Architecture (Islamic period), Bombay.
8. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
9. Swami, Prayaganand, History of Indian Music.
10. Robinet Jacob, Tourism Products of India, Anmol Publications
11. Lonely Planet- India

**Kuvempu University**  
**Master of Tourism Administration (MTA), I - Semester**  
**Course - SC 301 Financial Management**

**Objective:** The main objective of the course is to familiarize the students with the basic concepts of Finance and Financial Management.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings

**Teaching Hours per Week:** 03 Hours; and Credits: 03

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-I:** Finance Functions: Decisions in Finance, Objectives of Finance, Financial Management, Profits Vs Wealth Maximization, and Time Value of Money .

**Module-II:** Financing Decisions: Leverages, Capital Structure Theories, Sources of Funds, and Cost of Capital.

**Module-III:** Investment Decisions: Capital Expenditure, Capital Budgeting - Evaluation Process – Pay-back Period Method, Post-Payback Period Profitability, Accounting Rate of Return Method, Net Present Value Method, Internal Rate of Return Method and Profitability Index Method.

**Module-IV:** Dividend Decisions: Types, and Theories of Dividend Policy.

**Module-V:** Working Capital Management: Meaning, Scope, Excess and Inadequate Working Capital, Cash Management Techniques - Management of Cash Inflow and Out flow; Receivables Management – Meaning, Scope, and Management of Accounts Receivable through Factoring Services; Inventory Management – Meaning, Scope, and Inventory Management Techniques - ABC Analysis, FSN, VED, Perpetual Inventory System, Periodic Inventory System, EOQ and Levels of Inventory.

**Books Recommended for Reference:**

Van Horne., Financial Management

01. Prasanna Chandra., Financial Management
02. I.M.Pandey., Financial Management
03. Kulkarni and Satyaprasad., Financial Management
04. Khan and Jain., Financial Management
05. Srivatsava., Financial Management

**Kuvempu University**  
**Master of Tourism Administration (MTA), III - Semester**  
**Course - SC: 302: Organizational Behaviour**

**Objective:** The main objective of the course is to provide an orientation about the fundamentals of organizational behavior, especially in travel and tourism industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 03

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-1: Meaning and Definitions of Organizational Behaviour:** Nature of O.B. – Fundamental concepts – Scope of O.B. – Contributing Disciplines to the field of O.B. – Approaches to study O.B. – Historical evolution of O.B. discipline – O.B. Model.

**Module-2: Foundations of Individual Behaviour:** Causes of human behavior – **personality – perception – Learning – Attitudes – Values – Job satisfaction Motivation**

*Personality:* Definition of Personality - Determinants of personality – theories of personality; Psycho-analysis Theory- Maslow's Self Actualization Theory, Erickson's stages of personality Development – Trait Theory – Self Theory – Types of Traits – Source traits of personality; the Big five Model – Major Traits and O.B.

*Perception:* Definitions of perception- Perception and sensation perceptual process – factors influencing selection – Perceptual Grouping – Major influences on perception – Factors influencing perception.

*Learning:* Definitions of learning – Nature of learning – Learning v/s Maturation- Principles of learning-Leaning Theories: classical conditioning-operant conditioning- Cognitive learning Theory- Social Learning Theory.

*Attitudes:* Definitions of Attitudes – Formation of attitudes – Types of attitudes – Functions of attitudes- Changing attitudes.

*Values:* Definition of values- Values and attitudes – Types of Values- Formation of Values

*Job-Satisfaction:* Definitions- Consequences-Sources- Measuring of job satisfaction – Ways – Benefits of JS study.

*Motivation:* Definition- Theories of motivation-Motivation Techniques-Case studies

**Module-3: Foundations of Group Behaviour:** Determinants of Group Behaviour- Group Structure-Group process-Group Tasks-Small Groups-Types of Groups-Group Development-Group Norms-Group cohesiveness- consequences- Decision-Making in groups- Strategies-Teams-Types, Benefits. Teams v/s Groups/

## **Module-4 Organizational Change and Development:**

### **Organizational culture – work stress – Organizational Change – Organizational Development and Effectiveness**

*Organizational Culture:* Definition – Cultural Dimensions – Formation – Sustenance – Managing Organizational Culture.

*Work Stress;* Definitions – Sources of Stress – Stress Model – Strategies for coping stress  
*Organizational Change:* Definitions – Levels of Change- Causes of Change- Resistance to Change – Implementing Change – Methods of introducing Change.

*Organizational Development:* Prerequisites for OD- OD Techniques – MBO, Grid Training – Survey feedback – Team building – Sensitivity Training – QWL Programmes.

*Organizational Effectiveness:* Nature and levels of Effectiveness – Approaches – Model of Organizational Effectiveness.

### **Recommended Books for Reference**

1. Rosemary Thomason & Christopher Mabey – Developing Human Resources
2. Gregory Moorhead and Ricky W. Griffin – Organizational Behaviour
3. L.M.Prasad – Organisational Behaviour
4. R.A. Sharma – Organisational Behaviour
5. Fisher, Lyle & James – HRM
6. R.C. Sastry – Dharmic Values & HRM
7. Robbins, S.P. Organizational Behavior, Prentice Hall of India.
8. Robert A. Baron and Jerald Green Berg, Organizational behaviour Prentice Hall of India.
9. Luthans, F. Organizational Behavior, Tata Mc-Graw Hill, New York.
10. Keith Davis and Newstrom, Organizational Behavior, Tata Mc-Graw Hill, New York.
11. Sharma, R.A. Organizational theory and behavior, Tata Mc-Graw Hill New York.
12. Gregory Moorhead and Ricky W Griffin, Organizational behavior, Jaico publishing. House, Mumbai.
13. Davis, Human Behaviour at Work and Organization Behavior, Tata Mc-Graw Hill New York.
14. Uday pareek, Understanding Organizational Behavior, Oxford and IBH Publications. Jaipur,
15. Organizational Behavior Aswathappa, K. Himalaya publishing House, Mumbai.
16. Rao, B.S.P. and Narayana P.S. Organization Theory and Behavior, Konark Publishers, New Delhi.
17. Shashi. K. Gupta, Organizational Behavior , Kalyani Publishers, New Delhi.

**Kuvempu University**  
**Master of Tourism Administration (MTA), IV - Semester**  
**Course - HC 401 Tourism Planning and Development**

**Objective:** The course aims to give a comprehensive idea about the tourism planning and developmental theories and its application.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module -1 Tourism Planning:** Understanding Tourism Planning: Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning, Background Approach and planning scale, Public and Private sectors role in Tourism Development, Analysis of an individual Tourism Project

**Module 2 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 Karnataka-Investment opportunities and government policy for investment in hotel/tourism industry-Sources of funding.

**Module -3 Strategic and tactical perspective of planning:** Framework for strategic planning in destinations –strategic tourism policy model-strategic areas that need govt. intervention.

**Module -4 Developing tourism plans:** Goals-components – plan preparation – techniques, surveys and area characteristics- plan formulation by checklist method by world Tourism Organization: General background analysis –infrastructure analysis and projections – extent and form of tourism –market analysis and projections

**Module -5 Planning Tourist attractions:** Cultural and special interest attractions- planning and monitoring natural, cultural and specific interest attraction resources –implementation elements and monitoring

**Recommended Books for Reference:**

1. A.K.Bhatta Tourism, Principles & practices.
2. Praveen Seth- Successful tourism planning and Management, Cross section Publications.
3. Page.J. Stephen. Brunt Paul, Connel Jo et al, Tourism A Modern Synthesis, Thomson Publishers, London.
4. Burkart. A. To & Medlik S. - Tourism past, present and Future, Heinemann London 1974.
5. Foster Dough. Travel & Tourism Management . Mc.Millan London 1985.
6. Cooper, Fletcher, Gilbert and Wan hill –Tourism principles and practices, ELBS with pitman, London.
7. Kamra Krishna K – Managing Tourist Destination: Development , planning marketing and policies, Kanishka publishers, New Delhi.
8. New Inskeep, Edward, Tourism Planning : An Integrated and Sustainable Development Approach ( 1991) VNR, New York.
9. Dept. of Tourism, GOI Investment Opportunities in Tourism (Brochure).
10. Sharma, J. K. (2000), Tourism Development. Design for ecological sustainability, Kaniska Publication, New Delhi.

**Kuvempu University**  
**Master of Tourism Administration (MTA), IV - Semester**  
**Course - HC 402: Sustainable and Eco Tourism**

**Objective:** The main objective of the course is to give the theories of sustainable development and essentials of theories of ecotourism.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module -1** Definitions of sustainable tourism, sustainability, sustainable development- Forces which promote Sustainable Tourism – Economic Force which resist Sustainable Tourism- Principles of Sustainable Tourism – Carrying Capacity and its application – The Environment Impacts of Tourism – Basic Properties of Ecology- Definitions of Ecology – Environment –Ecosystem – Relationship of Ecology Tourism Activities and their Linkages to Ecology and Environment – tourism industry and Pollution

**Module -2** Global environmental Concerns – Factors Creating the issues of Global Concerns- climatic change-Tourism and Climatic change- Rise in Temperature – Melting of snow Caps- Rise in sea Level - Monsoon and its Changes – International interventions, conventions, seminars and its out come.

**Module -3** Environmental Impact Assessment (EIA)- The need for EIA- Steps of EIA- Method – Usage of EIA- in conserving Ecology and Environment-Environmental code of Ethics-Codes and Conduct of Conservation in Accordance with the Culture and Tradition of the Habitat –UN Initiatives on Ecology and Environment – National Policy on Ecology and Environment.

**Module -4** Definitions of Development – Sustainable Development Basic Strategies – Sustainable Tourism Strategies – Classification of Property Rights – Common Property Resources and its relationship with tourism –Management of Common Property resources –Case Studies.

**Module -5** Definition, concept and importance of Eco-Tourism –Impacts of eco tourism- Eco tourism resources of India and Karnataka– Biosphere reserves, National parks, Wild Life Sanctuaries-Eco tourism activities at the destination-Ecological Concern – Methodology for Developing New Tourism Activities without affecting Existing Ecology and Environment.

**Recommended Books for Reference:**

1. Pearle – DW & JJ Warford – World without Economics, Environment and Sustainable Dept. – Oxford University Press.
2. Negi J. Tourism Dept. and Resource Conservation, Metropolitan, New Delhi.
3. Butter RW – Tourism Environment and Sustainable Dept.
4. Ms. Keep E – Tourism Planning – An Integrated and Sustainable Dept, Approach.

**Kuvempu University**  
**Master of Tourism Administration (MTA), IV - Semester**

**Course - HC403: Development of Tourism Schemes and Project Management**

**Objective:** The main objective of the course is to provide the details of tourism project identification and its management.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, Field visits, study tours, Industry visits, projects and assigned readings

**Teaching Hours per Week:** 04Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-I:** Project Management: Concept, -Defining Project-nature-parameters-stakeholders-project life cycle-phases-project management-definition-process-knowledge area-forecasting-Market and Demand Analysis-Sources of Information Survey-Demand Forecasting

**Module-II:** Critical Path Method-Principles-Construction of Net Work for Project Activity-Critical Path Crash Programme-Resource allocation-Resources Smoothing-Manpower Planning-Programme Evaluation

**Module-III:** Project Cost Analysis-process of cost management-resource planning-cost estimating-cost budgeting-cost control-Project Estimation-Task Classification-Estimation Forms-Material Labour Production Cost-Over Head Cost-Project Reports-Report Writing-Project Cost Reporting-Funding.

**Module-IV:** Financial analysis: Sources of Finance for Project-Bankers View for Financing Project-working capital requirements-criteria for evaluation of projects investments -Pay Back- Rate of Return-NPV Method- Comparison of a Project.

**Module-V:** Statistical Analysis of a Project-Socioeconomic Statistical Report-Implementation of state and Central Schemes-Incentives and Subsidies- Budget of Tourism Department Development Scheme

**Module-VI:** Selection and Classification of Tourism Spot-Development of Basic amenities-Infrastructure Planning-Objective Setting-and Plan Formulation-Evaluation of Tourism Project-Project Feasibility Study-Plan Implementation-Development and Monitoring-Tourism Master Plan

**Books Recommended for Reference:**

01. Cower, Project Management
02. Prasanna Chandra-Project Management Guide for PERT and CPM
03. Smith and L.S.-PERT and CPM



**Kuvempu University**  
**Master of Tourism Administration (MTA), IV - Semester**  
**Course - HC404: Management Accounting for Tourism Industry**

**Objective:** This course aims to equip the students with the theoretical and practical aspects of management accounting in tourism and travel related organizations. **Pedagogy:** A combination of Lecture, Case Analysis, Seminars, Assignments, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module-I:** Basic Cost Concepts: Introduction; Cost Classification – Behaviour-wise, Relevant Cost Concept, Outlay Cost and Opportunity Cost; Cost Structure and Profitability; Fixed Costs and Fluctuating Sales; and Impact of Fixed Costs on Unit Costs.

**Module-II:** Break-Even-Analysis: Introduction; Contribution and P/V Ratio; Break-Even-Point; Angle of Incidence; Margin of Safety; Aspects of Profit Management; and Practical Applications.

**Module-III:** Business Decisions: Introduction – Role of Management Accounting Tools in Managerial Decisions; Closure in Off-season; Closure of a Department; Pricing Decisions – Pricing in Tourism, Conventional Pricing Methods, Determinants of Pricing Policy, Determining Room Rates, Food and Beverage Pricing, Menu Engineering, and Pricing Package Tours.

**Module-IV:** Food and Beverage Control: Introduction; Buying; Receiving; Storing and Issuing; Stocktaking; Preparing; Selling; Total or Selective Checking? Food and Beverage Transfers; Beverage Control; and Operational Analysis.

**Module-V:** Analysis of Departmental Profitability: Introduction; Allocation and Apportionment of Expenses; Aspects of Departmental Profitability; and Departmental Performance Standards.

**Module-VI:** Working Capital Management: Introduction; Working Capital Requirement; Control of Working Capital; Composition of Working Capital and Effects of Business Transaction on Working Capital.

**Recommended Books for Reference:**

1. S.N. Maheshwari : Principles of Management Accounting, Sultan Chand & Sons, New Delhi.
2. I.M. Pandey : Principles of Management Accounting, Vikas Publications, New Delhi
3. M.Y. Khan & : Management Accounting, Tata, Mcgraw Hill Publications, P.K. Jain New Delhi.
4. Gupta & Sharma : Management Accounting, Kalyani Publications, Ludhiana.
5. Bhabatosh Banerjee : Management Accounting and Financial Control, Prentice Hall of India, New Delhi.
6. Vinayakam & : Principles of Management Accounting, Himalaya Publishing Joshi House, Mumbai.
7. Ravi M. Kishore : Management Accounting, Taxmann Publications, New Delhi. 8. Kulshrestha & : Management Accounting, Sultan Chand & Sons, New Delhi.
8. Ramanathan

**Kuvempu University**  
**Master of Tourism Administration (MTA), IV - Semester**  
**Course - SC- 405: Forex Management**

**Objective:** The course aims to provide an orientation on the basic aspects of forex management and its applications in travel and tourism industry.

**Pedagogy:** A combination of Lecture, Case Analysis, Group Discussion, Seminars, Assignments, projects and assigned readings

**Teaching Hours per Week:** 04 Hours; and Credits: 04

**Examination Duration:** 3 hours and Maximum Marks: 75

**\* Course Inputs \***

**Module -1 Foreign Exchange Market:** meaning, nature and functions-participants in forex market-foreign exchange transactions-spot rate-forward rate-cross rate-quotations-bid-ask spreads, FEMA.

**Module -II Exchange Rate Determinations:** Measuring exchange rate movements-exchange rate equilibrium-factors that influence exchange rates-theories-BOP approach.

**Module -III Foreign Exchange Risk and Management:** Transactions Exposure-Economic Exposure-Translation Exposure-Arbitrage-Hedging and Internal and external Techniques of Managing Foreign Exchange Exposure.

**Module -IV Financial Swaps:** Introduction-Definition-Types-Interest Rate Swap-Currency Swap-Equity Swap-Some Aspects of Swap Management Swap Deals in India-Trading in Swaps.

**Module -V International Financial Markets-** Internal Money Market- International Credit Market- International Bond Market- International Stock Market- SEBI Guidelines-How Financial Markets Facilitate MNC functions.

**Module -VI financing of foreign trade-**Foreign Trade Documentation-Modes Of Payment In International Trade- Methods Of Trade Financing- Export-Import Bank Of India.

**Recommended Books for Reference:**

1. Francis Cherunilam-International Trade and Export Management, Himalaya Publishing House
2. Keith Pilbeam- Finance and Financial Markets, Palgrave Macmillan
3. Vyuptakesh Sharan-International Financial Management, Phl Learning
4. Jeff Madura-International Financial Management, Cengage Learning
5. Madhu Vij- International Financial Management, Anuraj Jain For Excel Books

## Question Paper Patter for MTA Semester-end Examinations

Each Question Paper shall be divided into three Sections viz., Section – A (Conceptual), Section – B (Analytical) and Section – C (Application).

### Section – A (5x2=10)

- Maximum Marks: 10
- One Question comprising of *seven* sub-questions and the Students have to answer any *five* sub-questions
- Each sub-question carries *Two* marks
- Answer to each sub-question shall be in not more than six sentences (roughly a paragraph)

### Section – B (5x7=35)

- Maximum Marks: 35
- *Five* Questions shall be answered out *Seven* Questions (including *three* Problems in the case of Quantitative Papers
- Each Question carries *Seven* marks
- Answer to each theory Question shall be in not more than three pages

### Section – C (2x15=30)

- Maximum Marks: 30
- *Two* Questions shall be answered out *three* Questions and one question may be a case analysis

**Note:** 01. Examination Duration: 3 hours

02. Calculators and Mathematical Tables are allowed

## **EL 201: Tourism and Hospitality Management**

(Even Semester)

### **Objectives:**

1. To enable the students to learn the basics principles of Tourism and Hospitality Management.
2. To understand the Tourism Industry operations in India.
3. To provide and preparation of tour itinerary

### **\*Course Inputs\***

**Module-I:** Introduction to Tourism: Definition and Meaning of Tourism and Tourist-Forms, types and Nature of Tourism, Socio Economic Significances of Tourism-Tourism Components and Distribution-Positive and Negative Impacts of Tourism

**Module-II:** Tourism Products: Concept, Meaning and Classification- Characteristics of Tourism Products-Tourism Resources of India-Concept of Eco Tourism and Sustainable Tourism

**Module-III:** Destination Marketing: Identifying Target Market-Classification of Visitor Segments-Monitoring the Tourist Market-Competition of Visitors involves image Making-Developing Package of attraction and Amenities

**Module-IV:** Travel Procedure: Passport, Types of Passports; Visa, Types of Visa; Health Regulations; Customs Regulations; Currency Regulations; Special Permits to visit certain restricted Places of India; and Baggage Allowances

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

1. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
2. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
3. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1 & 2)
5. Jagmohan Negi, Tourism and Travel: Concepts and Principles
6. Bhatia, A.K. International Tourism Management
7. K Kamra, Basics of Tourism
8. Bryn Thomas- Lonley Planet India
9. I.C. Gupta and S. Kasbekar-Tourism Products of India
10. Manophar Sajjani-Encyclopedia of Tourism Resources of India
11. IATA., Travel Information Manual
12. Mohinder Chand., Travel Agency Management
13. Jagmohan Negi., Travel Agency and Tour Operations Management
14. Philip Kotler,JohnBowen-Marketing for Hospitality and Tourism

## **EL 301: Travel Agency and Tour Operation Management**

(Odd Semester)

### **Objectives:**

1. To enable the students to learn the basics of international travel planning.
2. To understand the operations of Travel agencies and tour operators.
3. To provide and preparation of tour itinerary

### **\*Course Inputs\***

**Module -1:** General Introduction to Travel Agency and Tour Operation – Definition of Travel Agency, Tour operator-Types-Functions of Travel Agency – IATA and its functions.

**Module -2:** Geography of the world – World time difference- Climatic Zones-Longitude and Latitude-International Date Line-GMT- the hemisphere and the season-Time Zones-importance of Weather and climate in tourism planning

**Module -3:** Travel formalities and Regulations –Travel Information Manual- Passport, VISA, Foreign exchange customs, Health Regulations, Travel Insurance and immigration –introduction to computerized Reservation system and Global Distribution System.

**Module -4:** The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of package Tours: Independent package, hosted tour, escorted tour, sightseeing tours – Group, Incentive and convention tour – Components of package Tour – Basic Principles on packaging – factors affecting tour design and selection- planning an itinerary – costing of tours – Reservation and documentation –Routing –programming daily activities – transport –transfers –accommodation – meals/Meal Plans – sight seeing

### **Suggested Books for Reference**

1. An introduction to Travel and Tourism, McGraw Hill Int. Edition. 1994
2. Laws, Eric, Managing Packaged Tourism, International Thomson Business Press, Edition 1997.
3. Chand Mahinder, Travel Agency Management: An introductory Test, Anmoll Publication, Edition 2000.

4. Negi, Jagmohan, Toursit Guide and Tour operation, Kanishka Publishers 2004.
  5. Syrratt, Gwenda Manual of Travel Agency Practices, Elsevier, Butterworth Heinmann, Edition 2003.
  6. Pender, Lesley, Travel Trade and Transport. An Introduction, Edition 2001
- .....

**Question Paper Pattern for the II and III PG Elective Semester-end Examination  
offered by Department of Tourism Administration**

**Note:**

01. Examination Duration: 1.30 hours
02. Maximum Marks: 40

The Question Paper shall be divided into two Sections viz., Section – A and Section – B

**Section – A (5x2=10)**

- Maximum Marks: 10
- One Question comprising of *seven* sub-questions and the Students have to answer any *five* sub-questions
- Each sub-question carries *Two* marks
- Answer to each sub-question shall be in not more than six sentences/a paragraph

Section – B (10x3=30)

- Maximum Marks: 30
- *Three* Questions shall be answered out *Five* Questions
- Each Question carries *Ten* marks
- Answer to each theory Question shall be in not more than four pages

