

**MAR IVANIOS COLLEGE
(AUTONOMOUS)
THIRUVANANTHAPURAM**



DEPARTMENT OF TOURISM

Syllabus for

**Master of Tourism and Travel Management
Academic Year (2018)**

RATIONALE AND NATURE OF THE PROGRAMME

Tourism is the world's largest employer, accounting for more than 260 million jobs or 10.7% of the global labour force. In India, tourism is on the anvil of exponential growth and Kerala has vast tourism potential, being tapped and yet to develop. There is a great need for competent professionals to manage the business units in these industries as well as to lead it from front. Master of Tourism and Travel Management (MTTM) is designed to serve these needs.

Master of Tourism and Travel Management (MTTM)

Programme outcomes:

Through curriculum and assessment mechanisms defined by the program, graduate students will be able to attain :

- PO1.** An in-depth understanding of the nature and inter-relationship of the components of tourism industry
- PO2.** Acquire practical skills in all the major arenas of tourism and hospitality industry
- PO3.** Ability to work in competitive, dynamic and diverse work atmospheres.
- PO4.** Competent to manage the business in tourism and hospitality industry.
- PO5.** Ability to work both independently and in a group.
- PO6.** Qualify for PhD programmes
- PO7.** Qualify for teaching at undergraduate and postgraduate level.

Programme Specific Outcome:

On completing Master of Tourism and Travel Management(MTTM), students will attain :

- PSO1.** Knowledge and insight into tourism and hospitality on an advanced level.
- PSO2.** Extended knowledge on world travel geography.
- PSO3.** Skill in preparing domestic and international tour itineraries.
- PSO4.** Able to prepare and market tour packages effectively.
- PSO5.** Thorough knowledge about ticketing through GDS.
- PSO6.** Ability in handling guests in hospitality and travel sector.
- PSO7.** Able to manage human resource in an organisation.
- PSO8.** Knowledge in airline and airport operations.

REGULATIONS FOR MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM) PROGRAMME

Scope

These regulations shall come into effect from 2015 admission onwards.

Eligibility for admission

Candidate seeking admission for MTTM shall be required to possess either a Bachelors Degree from the University of Kerala or a Degree recognized as equivalent there to with a minimum of 55 percent in aggregate in Part III subjects for science and 50 percent in the aggregate of part III for non-science subjects or a Degree in Engineering with not less than 55 percent marks in aggregate

Relaxation in minimum marks for admission and reservation of seats for SC/ST/OBC and other categories will be allowed as per existing University norms.

Mode of selection

Eligible candidate shall be required to appear for an Entrance Test comprising of written test, group discussion and interview.

Admission will be based on the following norms:

Qualifying marks	50 percent
Entrance test	
a. Written test	30 percent
b. Group discussion	10 percent
c. Interview	10 percent

To the index mark so obtained 5 marks each shall be added for B.Com Graduates and 10 marks each for Graduates of Tourism/Hospitality/Hotel management Courses.

Duration of Programme

The duration of MTTM programme shall be four semesters. Each semester consisting of a minimum of 90 working days, inclusive of examination, distributed over a minimum of 18 weeks of 5 working days each. No student shall be permitted to complete the programme by attending more than 8 continuous semesters.

Scheme of papers for Master of Tourism and Travel Management (MTTM)

Semester and Papers	Title of papers	Teaching hrs/week	Duration of written exam	Duration of Practical exam	Marks			
					CA	ESA	Practical	TOTAL
SEMESTER 1								
APTT141	Tourism: Principles and Practices	4	3	--	25	75	--	100
APTT142	Tourism Products	4	3	--	25	75	--	100
APTT143	Business Communication	6	3	--	25	75	--	100
APTT144	Principles of Management	5	3	--	25	75	--	100
APTT145	Research Methods for Tourism	6	3	--	25	75	--	100

SEMESTER 2								
APTT241	Hospitality Management	4	3	--	25	75	--	100
APTT242	Management of Travel Agency and Tour Operators Business	4	3	--	25	75	--	100

APTT243	French	6	3	--	25	75	--	100
APTT244	Event Management	5	3	--	25	75	--	100
APTT245	Accounting and Finance for Tourism	6	3	--	25	75	--	100
APTT246	Study Tour Report and Viva Voce	--	--	--	--	--	--	100

SEMESTER 3								
APTT341	World Travel Geography	5	3	--	25	75	--	100
APTT342	Tourism Planning and Destination Development	5	3	--	25	75	--	100
APTT343	Tourism Marketing	4	3	--	25	75	--	100
APTT344	Financial Management and Entrepreneurship Development	4	3	--	25	75	--	100
APTT345	IT for Tourism	7*	2	1	25	50	25 [#]	100
APTTD	Project/Dissertation and Project based Viva Voce	--						100

SEMESTER 4								
APTT441	Airline and Airport Management	6	3	--	25	75	--	100
APTT442	Ecotourism	6	3	--	25	75	--	100
APTT443	Human Resource Management	6	3	--	25	75	--	100
APTT444	E- Tourism	7*	2	1	25	50	25	100
APTT445	Internship	--	--					100
APTTV	Comprehensive Viva-Voce	--	--					100
TOTAL								2300
* -Including practical hours								
# -Including 10 marks for record book								

Teaching Faculty

The papers directly connected with Tourism such as papers: APTT141, APTT142, APTT241, APTT242, APTT341, APTT342, APTT441 and APTT442 should be taught by MTA or MTM qualification as prescribed by University.

The papers directly connected with Commerce such as papers: APTT144, APTT145, APTT244, APTT245, APTT343, APTT344 and APTT443 should be taught by the teachers of Commerce Faculty

The papers directly connected with Computer such as papers APTT345 and APTT444 should be handled by either MCA or M.Sc Computer Science or person with M.Tech in Computer Application.

Papers for Business communication and French i.e., papers APTT143 and APTT243 should be taught by teachers from English and French Faculty respectively.

Tour

It is recommended that the students should go for a national/ international tour covering important tourist spots and submit a study tour report in the second semester before the commencement of their examination.

Project Report

The students are required to individually undertake a project on any topics related to tourism and submit a report within the prescribed time in the third semester under the guidance of a faculty member of the department.

Internship

The students are required to undergo internship of 30 days each in their second and fourth semester in any reputed tourism enterprises, duly approved by the Head of the Department. They shall be required to submit an internship report 15 days before the commencement of the fourth semester examination and appear for a Viva Voce.

Question Paper pattern

Question Paper pattern for MTTM except Paper: APTT143, APTT243, APTT345, APTT444

Sl. no	Type of questions	Mark	No of questions to be answered
1.	Short Answer Type Questions	3 Mark	5 out of 7
2.	Short Essay/ Problem Solving Type Questions	7 Mark	4 out of 6
3.	Long Essay Type Questions	16 Mark	2 out of 3
➤ Total marks: $3 \times 5 + 7 \times 4 + 16 \times 2 = 75$ Marks			

Question Paper pattern for Paper-APTT143 Business communication

Sl. no	Type of questions	Mark	No of questions to be answered
1.	Short Answer Type Questions (1 or 2 sentences)	2 Marks each	10 out of 15
2.	Paragraph (80 words)	5 Marks each	3 out of 5
3.	Essay	15 Marks each	2 out of 4
4.	Transcription	1 Mark each	5 out of 10
5.	Dialogue writing	5 Mark each	1 out of 5
➤ Total marks: $2 \times 10 + 5 \times 3 + 15 \times 2 + 1 \times 5 + 5 \times 1 = 75$ Marks			

Question Paper pattern for Paper- APTT243 French

Sl. no	Type of questions	Mark	No of questions to be answered
1.	Translate in to English (conversation from the prescribed syllabus)	5 Marks each	2 out of 2
2.	A comprehension passage in French to be	1 Mark each	10 out of 10

	answered (True or False, context or theme based short answer questions, multiple choice questions, fill in the blanks etc.)		
3.	Writing conversation /recipe / menu/advertisement/message/email of a general nature based on the prescribed portion	5 Marks each	4 out of 6
4.	Multiple choice questions based on the civilisation/culture part of the syllabus	1 Mark each	10 out of 10
5.	Grammar questions from the syllabus	5 Marks each	5 out of 5
➤ Total marks: 5x2 + 1x10 + 5x4 + 1x10 + 5x5 = 75 Marks			

Question Paper pattern for Paper- APTT345, APTT444

(IT for Tourism & E- Tourism)

Sl. no	Type of questions	Mark	No of questions to be answered
1.	Short Answer Type Questions	2 Mark	5 out of 7
2.	Short Essay/ Problem Solving Type Questions	5 Mark	4 out of 7
3.	Long Essay Type Questions	10 Mark	2 out of 3
➤ Total marks: 2x5 + 5x4 + 10x2 = 50 Marks			

Evaluation

Evaluation of each paper shall be done in two parts:

- 1.) Continuous Assessment (CA)
- 2.) End Semester Assessment (ESA)

The distribution of marks shall be 25 percent for CA and 75 percent for ESA for all papers except papers APTT246, APTT345, APTTD, APTT444, APTT445 and APTTV.

The distribution of marks for Paper APTT345 and APTT444 shall be 25 percent for CA, 25 percent for Practical and 50 percent for ESA.

Evaluation of study tour report APTT246

The study tour report (APTT246) shall be evaluated by 2 internal examiners (average marks shall be taken) by conducting a Viva Voce examination. Maximum marks for the study tour report shall be 75 and for Viva Voce shall be 25.

Evaluation of Project (APTTD):

Project report	75 marks
Viva Voce	25 marks

The evaluation of the Project (APTTD) shall be done by an external examiner.

Evaluation of internship (APTT445):

Attendance and employer feedback	25 marks
Internship report	50 marks
Viva Voce	25 marks

Internship Viva shall be conducted together with comprehensive Viva by an external examiner

Continuous Assessment

The allocation of marks for each component under continuous assessment shall be in the following proportions.

Theory paper

No.	Component	Marks
a.	Attendance	05
b.	Assignment	05
c.	Test	10
d.	Seminar	05
TOTAL		25

The allotment of marks for attendance shall be as follows:

Attendance less than 75%	0 mark
75%	1 mark
76% to 80%	2 marks
81% to 85%	3 marks
86% to 90%	4 marks
Attendance more than 90%	5 marks

Those who secure a minimum of 75 percent attendance in aggregate for all the papers of a semester taken together alone will be allowed to register for end semester assessment of the semester.

Condonation of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of the PG programme may be granted by the College Authority. Benefit of attendance may be granted to students who attend University Union activities, meetings of the university bodies and for participation in extracurricular activities by treating them as present for the days of their absence for the above purpose on production of participation/ attendance certificate in such activities, subject to a maximum of 10 days in a semester.

There shall be only one class test during a semester. The probable dates of tests shall be announced at the beginning of each semester.

The marks awarded for various components of the CA shall not round off, if it has a decimal part. The total marks of CA shall be rounded to the nearest whole number. The statement of marks of CA of all the students in a semester shall be approved by the departmental committee, countersigned by the principal and forwarded to the Controller of Examination within 15 working days from the last day of the semester.

End Semester Assessment

End semester assessment of all the semesters shall be conducted by College. There shall be double valuation system of answer books. The average of 2 valuations shall be taken into account. If there is variation more than 15 percent the answer book shall be valued by a third examiner.

Pass Requirement and Result

Candidate who secures not less than 50 percent marks in the CA and ESA in aggregate will be declared to have passed in the examination of that subject.

The division of pass will be based on the aggregate marks of all CA and ESA in all four semester put together

- a. Candidates who secure 50 percent marks and above but below 60 percent of total marks for all papers in four semester examinations shall be declared to have passed in second class
- b. Candidates who obtain 60 percent marks and above but less than 80 percent of total marks shall be declared to have passed in first class.
- c. Candidates who obtain 80 percent and above of the total marks shall be declared to have passed in first class with distinction.

Syllabus

APTT141: TOURISM: PRINCIPLES AND PRACTICES

Course Outcomes:

- 1. Familiarizing student with the fundamental concept, growth and development of tourism.*
- 2. Imparting knowledge to the students about the organizations in tourism industry.*
- 3. Understand the importance of tourism legislation and its usage in the current scenario.*
- 4. To understand the measurement of tourism and impact of tourism.*
- 5. To study the system, elements and motivational factors of tourism*

Unit 1

Tourism : meaning and definition, -classification of tourism and tourist, visitor, traveler, excursionist, picnic: definition and differentiation – interrelationship between tourism, recreation and leisure – forms of tourism; Historical development of travel and tourism through ages- Ancient – Romans- 15th century to 20th century(significance with pre and post world war).

Unit 2

6 A's of tourism- elements of tourism- tourism system: Leiper's Model- structure of tourism industry: accommodation, transportation, tour operators, travel agent and other service providers and intermediaries; Travel motivator and determinants-push and pull factors -Basic motivations of tourism – Categories of Tourist motivation - Other elements of motivation for tourism- types and determinants of tourism demand- Psychological, political, cultural, Economic and social.

Unit 3

Measurement of tourism- Definitions (for Measurement only)-Significance, methods of Measurement, type of tourist statistics, general problems of measurement-Positive and negative impacts of tourism: economic, socio cultural, political, and environmental;

Tourism Area Life Cycle (TALC) - Doxey's Irridex - Push and Pull Theory -Stanley Plog's Model of Destination Preferences

Unit 4

National and International organizations connected to tourism – UNWTO, WTTC, IATA, ICAO, PATA, UFTAA, IATO, TAAI, FHRAI, IHA, NTO ; Ministry of Tourism; Government of India, ITDC, KTDC, DTPC etc.; Schengen agreement

Unit 5

Tourism bills of Rights and tourist code; Central tourism legislation in India related to Tourist Entry, stay, Departure, Foreigners Act; Foreigners registration Act, Citizenship Act, Customs Act, Passport Act, Foreign Exchange Management Act

Reference:

1. AK Bhatia. (2005), International Tourism Management, Sterling publishers,
2. AK Bhatia, The business of tourism: Concepts and strategies, Sterling publishers.
3. Pran Nath Seth (2006), Successful Tourism Management, Vol-I ,Vol-II
4. N. Jayapalan (2001), An introduction to Tourism, Atlantic Publishers, New Delhi.
5. Krishnan K Kamra & Mohinder Chand (2004), Basics of Tourism- Theory, Operation and Practice, Kanishka Publishers, New Delhi.
6. Chris Cooper et al (1996), Tourism- Principles and practice, Pitman publishing, London.
7. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
8. Jacob, Robinet et al, Tourism Products of India- a National Prespective, Abhijeeth Publications,
9. Mukesh Ranga, Pallavi Gupta & Ashish Chandra (2004), Legal perspectives in Tourism, Abhijeeth Publications, New Delhi.

APTT142 : TOURISM PRODUCTS

Course Outcomes:

- 1. Educating students about the concept of tourism product.*
- 2. Familiarizing the important natural tourism products of India*
- 3. Imparting knowledge about cultural tourism resources of India.*
- 4. Identifying emerging tourism products and its availability.*
- 5. Conceptualize a tour itinerary based on variety of themes*

Unit 1

Tourist Products: Definition, concepts, Elements and characteristics; typology of tourism products; Geography of India –Physical and political features- Ayurveda, Yoga and Meditation- Languages and literature- Major religions of India

Unit 2

Natural Resources: Climate; Flora fauna, Protected areas, Wildlife sanctuaries, National Parks- Biosphere Reserves; Mountain tourism with special reference to Himalayas and Western Ghats, Major hill stations in India; Tourism resource patterns in desert areas with reference to Rajasthan; Coastal areas- Islands and Beaches with special reference to Andaman & Nicobar Islands, Goa, Lakshadweep; Inland water ways; Backwater Tourism with special reference to Kerala.

Unit 3

Cultural resources: performing arts – classical dances and dancing styles; Indian folk dances, music and musical instruments, Handicrafts of India, Indian painting, fairs and festivals, Indian cuisine

Architectural heritage of India, UNESCO World heritage sites of India, Major Monuments of tourism importance – Pilgrimage Tourism –Religious shrines –Hindu, Christian Islam, Buddhist, jains, Sikh and others

Unit 4

Emerging Tourism Products: Adventure Tourism- Land based-water based- aero based; Eco tourism, rural Tourism, wine tourism, golf tourism, MICE, Medical tourism, Rail tourism with special reference to luxury trains and mountain rail in India

Unit 5

Major Tourism circuits of India: Interstate & intrastate circuit-Golden Triangle, Eastern Golden Triangle, North East circuit, Religious circuit, Heritage circuit, Wildlife circuit

Reference:

1. Jacob, Robinet et al, Tourism Products of India- a National Perspective, Abhijeeth Publications,
2. Basham A.L, The wonder that was India, Oxford University Press
3. Basham A.L, A cultural history of India, Oxford University Press
4. Jacob, Robinet et al, Indian Tourism Products, Abhijeeth Publications,
5. Singh, Sarina, India , Lonely Planet publication

APTT143: BUSINESS COMMUNICATION

Course Outcomes:

- 1. To improve the oral and written communication skills of tourism administrators.*
- 2. To establish rapport with tourists, to gain their goodwill and confidence.*

Unit-1: Communication-definition and model of communication-Verbal and non-verbal communication- importance of communication-Barriers of communication-Body Language-Personal Appearance-Posture- Gestures-Facial expression-Eye contact-Space distancing.

Unit-2: Language as a tool of communication-the four language skills-speaking listening, reading and writing-English as a link language, Speech sounds of English-British and American English- British and American differences-Vowels-Consonants-Diphthongs-Transcription [only monosyllabic and disyllabic words for transcription-Stress-Rhythm-Intonation-How to use a pronouncing dictionary- Common mistakes in English pronouncing in Kerala-Varieties of English-Formal–Informal–Literary-Political correctness.

Unit-3: Conversational English-English in different situations-Making enquiries, expressing various emotions-agreement-disagreements, happiness, anger etc. Expressing gratitude, apologizing-explaining- giving orders, How to start a conversation–How to end a conversation-building conversation-conservation writing.

Unit 4: Tips for improving vocabulary and spelling- vocabulary pertaining to tourism and allied subjects alone need be taught.

Unit 5: Business Correspondence–different types of letters-formal, informal, and official–Preparation of e-mail and fax messages-economy of words-Preparation of applicant's CV.

Unit 6: Dynamic communication-points to be remembered–telephonic conversation- Video-Tele- conferencing–Interviews-Different types interviewing-protocol for eminent persons-Employment interview-details, assessment interview for data collection, feedback-guest relations-instruction, notes, dictations- types of speeches, anchoring.

Unit 7: Meetings– Guidelines- Purpose- Agenda- Chairmanship, Arrangements Seminars, Conference, Panel discussion, Convention, Symposium- mode of conduct, notices, circulars, agenda, minutes, memos, protocol- info-kit, checklists-green values, safety-media liaison-theory and practice of Group Discussion.

Unit 8: Use of audio-visual aids for meetings, seminars-Brochure-Letter heads, Invitation cards, posters, filling documents, paper cuttings, preparing documents for the conference, conference briefing, talks.

Unit 9: Report–project proposals, reporting events, narrating events, commentaries, explain events, things and facts to tourist–hand book, manuals- product and property marketing.

Reference:

1. *Effective English Communication for You* - Dr. V. Shyamala, Emerald, 2002.
2. *Spoken English for You* [Level 1] - G. Radhakrishna Pillai & K. Rajeevan. Emerald.
3. *Developing Communication Skills* – Krishna Mohan and Meera Banerji. Macmillan, 2007

APTT144: PRINCIPLES OF MANAGEMENT

Course Outcomes:

- 1. To provide basic knowledge about the various concepts of management.*
- 2. To develop the skills needed to manage an institutions related to tourism.*

Unit 1

Definition of Management - Science or Art - Management and Administration - Development of Management Thought –Comparative management styles with special reference to International Management practices-Cross cultural variance- Contribution of Taylor and Fayol-Managerial roles and Functions of Management

Unit 2

Planning: Nature & Purpose - Steps involved in Planning - Objectives - Setting Objectives - Process of Managing by Objectives (MBO)- Strategies, Policies & Planning Premises- Forecasting - Decision- making.

Unit 3

Organising: Nature and Purpose - Formal and informal organization - Organization Chart - Structure and Process – Departmentation, span of control - Line and Staff authority - Benefits and Limitations - De-centralization and Delegation of Authority.
Staffing: Selection Process - Techniques - HRD - Managerial Effectiveness.

Unit 4

Directing: Scope - Human Factors - Creativity and Innovation - Harmonizing Objectives - Leadership - Types of Leadership; Motivation- Motivational Techniques - Job Enrichment; Communication - Process of Communication - Barriers and Breakdown - Effective Communication - Electronic media in Communication.

Unit 5

Controlling: System and process of Controlling - Requirements for effective control - Budget as a Control Technique - Information Technology in Controlling - Global Environment –Corporate Social Responsibility of management.

Reference:

1. Harold Kooritz & Heinz Weihrich "Essentials of Management", Tata McGraw-Hill
2. Joseph L Massie "Essentials of Management", Prentice Hall of India, (Pearson)
3. Tripathy PC And Reddy PN, " Principles of Management", Tata McGraw-Hill
4. Decenzo David, Robbin Stephen A, "Personnel and Human Resource Management", Prentice Hall of India
5. JAF Stoner, Freeman R. E and Daniel R Gilbert; Management, Pearson Education
6. V.S.P Rao & P.S. Narayana- Principles and practice of management.
7. Peter Drucker- The practice of management, Allied, Bombay.

APTT145: RESEARCH METHODS FOR TOURISM

Course Outcomes:

- 1. To know the role of research in effective decision-making.*
- 2. To familiarize with the fundamental concepts and various techniques of research that can be used in tourism business and management*

Unit 1

Research Methodology: Meaning, definition, objectives, motivation, significance and criteria for good research. Types of research: -Fundamental and Applied; Quantitative and Qualitative; Exploratory, Descriptive, Analytical and Case Study analysis (Brief study). Tourism research-Meaning, trends and challenges. Research Vs Research methodology. Research process. Guiding principles in selection of a research problem in tourism business; Research design and important features of good design.

Unit 2

Sampling design and Data Collection: Census and sample survey-Probability and non-probability sampling techniques – determinants of sample size – sampling errors and sources

Collection of data – Primary and secondary data – Sources of data for tourism research- Field methods, techniques and tools for data collection used in Tourism research- tests, observations, interview, surveys, projective techniques, questionnaire, schedules.

Rating scales- scaling techniques and construction of scales.

Pre-testing and Pilot Study

Unit 3

Summarization of Data : Frequency Distribution: - Definition, grouped and un-grouped frequency distributions, Important considerations in the construction of a frequency distribution. Graphical representation of a frequency distribution. Measures of central tendency: Mean, median and mode. Measures of dispersion: range, standard deviation, variance and coefficient of variation. Correlation: Pearson's and Spearman's

correlation coefficients and interpretations. (Simple problems related to tourism research using SPSS to be illustrated.)

Unit 4

Hypothesis Testing: Meaning – Types of hypothesis – Type-I and Type II Errors – One tailed and Two tailed tests – level of significance – P-value -Parametric and non parametric tests- Formulation and general procedure of testing hypotheses

Unit 5

Research report- Research proposals and reports- Contents of a research report- Characteristics of a well written report.

Reference:

1. Brente W Ritchi, Peter Burns, Catherine Palmer., Tourism Research Methods: Integrating Theory with Practice.
2. Chris Ryan., Researching Tourist Satisfaction- issues, concept, problems.
3. Clark, M, Riley, M, Wikie, E and Wood R.C., Researching and Writing Dissertations in Hospitality and Tourism.
4. Jennings G., Tourism Research.
5. Krishnaswamy R. S., Research Methodology in Social Science.
6. Kothari C. R., Research Methodology: Methods and Techniques.
7. Levine., Statistics for Management.
8. Ritchie, Goeldner., Travel, Tourism and Hospitality research- A handbook for Managers and researchers.
9. S. P. Gupta., Statistics.
10. Uma Sekaran., Research Methods for Business-A skill building approach

APTT241: HOSPITALITY MANAGEMENT

Course Outcomes:

- 1. Understanding the essentials of hospitality industry.*
- 2. Educating students on the evolution of hospitality industry.*
- 3. Acquiring knowledge of different hospitality departments and its various functions.*
- 4. Familiarizing students on the marketing of accommodation establishments.*
- 5. To inculcate a culture of hospitality among students*

Unit 1

Introduction: Accommodation as an essential component; origin, growth and diversification of hotel industry; Types of accommodation and their groupings; classification, categorization and registration of hotels; Hotel development and forms of Ownership- relevant rules for accommodation sector- taxes; Leading Multi National Chains operating in India.

Unit 2

Organization and functions: Major departments of Hotel and their functions; revenue generating and Non Revenue generating Departments.

Front Office management: Organization structure and functions, Guest Cycle, Reservation: Types, procedure, Reservation record; Registration, procedure, record, Check in Check out Procedure, Methods of account settlement, Night auditor, Job description of Front office Manager, Guest Relation Executive, Handling Guest complaints, Usage of CRS.

Unit 3

Housekeeping: Organization structure, important housekeeping activities, coordination with other departments, Housekeeping control desk, Linen and Uniforms, Job description of Executive Housekeeper.

Food and beverage Operations: Organization structure, Food and beverage outlets, types of meal plan, types of restaurants, menu, room service, Food production: Kitchen and Kitchen staff

Other Major Departments: Engineering, Security, Finance and Accounting, Marketing, Human Resources

Unit 4

Accommodation Marketing: Hotel Marketing features, 7 P's, Domestic and Foreign Market, Yield Management: basic concept, ADR, Occupancy rate, TQM; Sustainable practices in Hotels.

Unit 5

Managerial Issues: Trends, Problems, Future prospects of Hotel Industry, Success factors. Study of the working of selected Hotels in India and Abroad

Reference:

1. RK Malhotra – Fundamentals of Hotel Management and Operations, Anmol Pub
2. Sudhir Andrews –Hotel front Office Management, Tata Mc.Graw Hill, New Delhi
3. Sudhir Andrews: Introduction to Tourism and Hospitality Industry
4. Jag Mohan Negi – Hotels for Tourism Development ,Metropolitan Pub, NewDelhi
5. John R Walker - Introduction to Hospitality Management – Pearson Education India
6. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi
7. RC Ford, CP Heaton, Managing the Guest Experience in Hospitality, Delmar Thomson.

APTT242: MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATORS BUSINESS

Course Outcomes:

- 1. To familiarize with travel agency and its formation and recognition.*
- 2. To understand the operations in a travel agency such as ticketing, visa etc.*
- 3. To study the various operations of a tour operator.*
- 4. To enable the students to prepare tour itineraries.*
- 5. To familiarize with tour packaging and tour costing.*

Unit 1

Travel agency: definition, scope, history of travel agency. Difference between travel agency and tour operator; Types of travel agencies - setting up of a travel agency. Travel market- Linkages with travel providers: hotel, airlines, transport agencies etc. Present trends and future prospects of travel retailing; Approval and recognition of travel agencies.

Unit 2

Functions of a travel agent:- Travel information and counseling, reservation, ticketing, Documentation:- Passport-Types- Method of applying for passport, renewal, tatkal ; VISA- Types and Visa regulations for Schengen countries, U.K, U.S, Singapore, Malaysia, Middle East Countries; Health certificate- Insurance(Domestic and International), customs and immigration , Handling business/ corporate clients including conference and conventions; Group travel procedures- Fiscal and non fiscal incentives available to travel agencies- sources of income for a travel agent- products and services of a travel agent- Travel Agency skills and competences

Unit 3

Tour operators: Meaning, nature and scope of Tour Operation - - Types of Tour operators - Diversified role of a tour operator - establishing relationships- Tour planning and tour design: - destination research, supplier negotiations, pricing and selling- Pre-tour operational concerns- Tour execution- Post-tour phase-free trips- escorting a tour-servicing outbound and inbound tourists.

Unit 4

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Dont's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).

Unit 5

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

Reference:

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
6. Pat Yale (1995), The business of tour operations, Trans Atlantic Publications.

APTT243: FRENCH

Course Outcomes:

- 1. To familiarize the students with the French language and culture*
- 2. To comprehend, converse and write simple day to day activities in French with an emphasis to tourism related situations.*
- 3. To acquaint the students with the important touristic places and monuments in France*

SYLLABUS: ECHO Junior Vol . 1 by J. Girardet and J.Pécheur Pub: CLE International

Unit: I (Lessons 1 to 4)

Unit: II (Lessons 5 to 6)

APTT244 : EVENT MANAGEMENT

Course Outcomes:

- 1. To equip the students with the essentials of Event Management and MICE*
- 2. To develop the basic skills for conducting Events*

Unit 1

Introduction to Events: History -Scope - Nature and Importance – Types of Events - Unique features and similarities – Individual events and corporate events, conference and convention centers, types of venues for conducting events – Practices in Event Management - Key steps to a successful event.

Unit 2

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

Unit 3

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

Unit 4

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation – Case Studies of events of National and International importance.

Unit 5

Travel Fairs and players in event business – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart; Travel players: ICPB, ICCA

Reference:

1. Leonard H. Hoyle , Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry , Successful Event Management, Cengage Learning.
3. Bhatia A.K. , Event Management, Sterling Publishers, New Delhi.
4. David C. Watt , Event Management in Leisure and Tourism, Pearson, UK.
5. Joe Gold Blatt, Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
6. Avrich Barry, Event and Entertainment Marketing, Vikas publication, New Delhi.
7. Fenich, Meetings, Expositions, Events and Convention, Pearson.

APTT245 : ACCOUNTING AND FINANCE FOR TOURISM

Course Outcomes:

- 1. To get a basic understanding about the accounting principles and practices.*
- 2. To make the student capable of preparing final accounts of a small business both manually and using TALLY.*

Unit 1

Financial Accounting – meaning – concepts and conventions - double entry system- Journal – Day book – Ledger – Trial Balance.

Unit 2

Preparation of Final Accounts of Sole Trader - Trading and Profit and Loss Account – Balance Sheet (only simple adjustments like closing stock, outstanding expense, prepaid expenses, bad debts, depreciation etc.) - Accounting for Hotels and Tour Operators Business.

Unit 3

Accounts of Non-Profit organizations - Features – preparation of Receipts and Payments Account – Income and Expenditure Account - Balance Sheet

Unit 4

Financial Statement Analysis - Meaning - Nature of Financial Statements - Tools for Financial statement analysis – Comparative statements - common size statements – Trend Analysis - Ratio Analysis – Fund Flow – Cash Flow statement – Limitations. (Only a brief study is required).

Unit 5

Computerised Accounting using TALLY (Recording transactions and preparing Final Accounts).

Reference:

1. Jain S.P. and Narang K. L ; Financial Accounting
2. S.P. Gupta; Management Accounting
3. Maheswari S. N; Introduction to Accounting
4. Gupta R. L. and Radhaswamy; Advanced Accounting
- 5 Shukla M. C .Grewal .T. S. and S.C. Gupta ; Advanced Accounts
- 6.Naseem Ahmed , Nawab Ali Khan and Gupta . M. L; Fundamentals of Financial Accounting Theory and Practice

APTT341: WORLD TRAVEL GEOGRAPHY

Course Outcomes:

- 1. Studying the relationship of geography and tourism*
- 2. To familiarize students on destinations of North and South America and its tour itineraries.*
- 3. To familiarize students on destinations of Europe and its tour itineraries.*
- 4. To familiarize students on destinations of Asia & Oceania and its tour itineraries.*
- 5. To familiarize students on destinations of Africa & Antarctica and its tour itineraries.*

Unit 1

Introduction to Tourism Geography

The elements of geography- Importance of geography in Tourism- The world's climates- climatic elements and tourism- impact of weather and climate on tourist destinations, oceans and sea, world population.

Hemisphere, latitude- longitude- international date line, time zones and calculation of time, time differences, GMT, flying time, Standard time and Day light saving time(summer time) – World's continents.

Unit 2

An Introduction to the tourist geography of AMERICAS: Physical features- Topography- Climate- Natural and Cultural Tourist Attractions-

North America: Canada, USA, Mexico etc. Map Reading

Caribbean Islands: Bermuda, Cuba, Jamaica, West Indies etc. Map Reading

South America: Argentina, Brazil, Chile, Peru etc. Map Reading

Unit 3

An Introduction to the tourist geography of EUROPE: Physical features- Topography- Climate- Natural and Cultural Tourist Attractions- UK, Scandinavian countries, Schengen countries - Map Reading

Unit 4

An Introduction to the tourist geography of ASIA & OCEANIA Physical features- Topography- Climate- Natural and Cultural Tourist Attractions- East Asia, South East Asia, China, India, Sri Lanka, Maldives Middle East, Australia - Map Reading

Unit 5

An introduction to the tourist geography of AFRICA & ANTARTICA: Physical features- Topography- Climate- Natural and Cultural Tourist Attractions- Egypt, Mauritius, South Africa, Kenya, Seychelles, Antarctica etc - Map Reading

Reference:

1. Brain Boniface and Chris Cooper, World destinations- The Geography of Travel and Tourism
2. Majid Hussain, World Geography, Rawat Publications
3. Michael Hall, Geography of Travel and Tourism, Routledge, London
4. 501 Must visit Cities, Bounty books
5. Guide to places of the world- Readers Digest
6. Tour Brochures of SOTC, Cox & Kings, Thomas Cook
7. World Map, ATLAS, GLOBE
8. Lonely Planet Publication of concerned country.

APTT342: TOURISM PLANNING & DESTINATION DEVELOPMENT

Course Outcomes:

- 1. To give comprehensive idea about tourism planning and destination development.*
- 2. To familiarize with various policies of tourism development.*
- 3. To study about the destinations and its management system.*
- 4. To know about the concept of destination image development.*
- 5. To understand the marketing of destination.*

Unit 1

Tourism Planning: Conceptual meaning of Tourism Planning, Levels and Types of Tourism Planning - Public and Private sectors role in Tourism Development – PPP - 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

Unit 2

Evolution of tourism in modern India – Sargent committee – formation of ministry of tourism – Jha committee – formation of Tourism Development Corporations - National Tourism Policy 1982 and 2002 - National Action Plan on Tourism, 1992- National Committee on Tourism - Investment opportunities and government policy for investment in hotel/tourism industry(FDI)- Sources of funding -Tourism through five year plans. Kerala Tourism Policy

Unit 3

Destination: Definition; Types ; Characteristics ; Destinations and Products: Development, meaning and functions, goals for development; Tourism and linkage

between destination and development; Destination Management Systems; Destination Planning Guidelines; Destination Zone Planning Model; Destination Selection Process;

Unit 4

Destination Image Development: Tangible and intangible attributes of destinations- Person's Determined Image- Destination Determined Image- Measurement of Destination Image Tourism Planning and Conservation: Policies and Procedures; Contingency Planning; Demand and Supply Match; Sustainable Development and Planning approaches and indicators;

Unit 5

Destination Promotion and Publicity; Amalgamation of Destination Services; Strategic Marketing for destinations and strengthening their competitiveness; Destination Marketing Mix; Formulating the destination Product; Pricing the destination; Destination Branding; Destination distribution channels; Destination competitiveness;

Reference:

1. Gunn C, 'Tourism Planning: Basic Concepts and Cases', Cognizant Publications.
2. Nigel Morgan, Annette Pritchard, Roger Pride, 'Destination Branding: Creating the Unique Proposition', Butterworth and Heinemann.
3. Richard W. Butler, 'The Tourism Area Life Cycle : Applications and Modifications', Channel View Publications.
4. Geoffrey Ian Crouch, Brent Ritchie J.R., Horst-Herbert G Kossatz), 'The Competitive Destination: A Sustainable Tourism Perspective', CABI Publishing.
5. Krishan K Kamra, Managing Tourist Destination- Development, Planning, Marketing, Policies, Kanishka Publishers, New Delhi.
6. Claire, Haven Tang, Eleri Ellis Jones, 'Tourism SMEs: Service Quality and Destination Competitiveness', CABI Publishing.
7. Shalini Singh, Dallen J. Timothy, Ross Kingston Dowling, 'Tourism in Destination Communities', CABI Publishing.

APTT343: TOURISM MARKETING

Course Outcomes:

- 1. To understand the marketing practices and methods in tourism industry.*
- 2. To acquaint the students with contemporary marketing practices.*

Unit 1

Marketing – Introduction and concept of Marketing; need, want and demand; product, value, satisfaction and quality; exchange, transactions and relationship; market, marketing- categories marketing philosophies; Production, Selling marketing and social perspective; service characteristics of marketing; the service marketing triangle - special characteristics of travel and tourism marketing

Unit 2

Understanding Tourism Market; Introduction to tourism marketing; SWOT analysis; Market segmentation – theory and approaches; Product formulation in travel and tourism; Marketing Mix for tourism services; Product mix- Branding and packaging; Pricing: Approaches and strategies; Promotion – advertising, public relations; corporate communication- lobbying – counseling; Distribution: strategy, channels, intermediaries; Other Ps of tourism marketing mix

Unit 3

Market Analysis; Marketing research – scope and sources; designing a market research; market surveys; Competition – qualitative and quantitative analysis; Forecasting and its applications in tourism; Role of technology in tourism marketing, its implications;

Unit 4

Tourism Marketing – Tourism markets for India – inbound, outbound, domestic, Destination marketing – leisure spots, events, culture, Accommodation marketing – star category hotels, alternate accommodation, supplementary accommodation, linkages, Transport and travel services marketing – airlines marketing, tourist transport marketing,

travel agency marketing, tour operators marketing, FAM tours, seasonal marketing, marketing in trade fairs and travel marts- Marketing Skill for tourism: Creativity-communication -Self motivation-team building personality development.

Unit 5

Conceptual and theoretical foundations of relationship marketing; Relationship; Marketing Alternative perspective; Role of Relationship marketing in tourism business; Relationship Marketing in consumer markets; antecedents and consequences; Model of Buyer seller relationship; B2B, B2C; New Product development in relationship management perspective;

Innovative products in tourism- International perspective and contemporary trends.

Reference:

1. Philip Kotler, Bowens, James Makens, Marketing for Hospitality and tourism, Prentice Hall.
2. Holloway & Robinson, Marketing for tourism, Longman publishers, London.
3. Philip Kotler : Marketing Management.
4. S.M .Jha, Tourism Marketing, Himalaya Publications, New Delhi.
5. Jagmohan Negi, Marketing and sales strategies for hotels & travel trade.
6. Alan Fyall & Brian Garrod, Tourism Marketing, A collaborative Approach, Viva Books
7. James Burke, Barry Resnick , Marketing and Selling the Travel Product, Delmar Thomson
9. M.A Khan, Tourism Marketing, Anmol Publications, New Delhi.
10. Manjula Chaudhary, Tourism Marketing, Oxford University Press, New Delhi.

APTT344: FINANCIAL MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

Course Outcomes:

- 1. To Understand application of fundamental concepts of finance and revenue management in the tourism and hospitality industry*
- 2. To inspire the students to have a practical insights for becoming an entrepreneur.*

Unit 1

Introduction to Financial Management -scope and role – profit maximization vs. wealth maximization- functions of the financial Manager, financial Goals, financial control- budgetary control.

Unit 2

Costing - nature, importance and methods, classification of costs, preparation of cost sheet - Cost Volume, Profit Analysis; Break Even analysis – Analysis for decision making.

Unit 3

Capitalization and Capital Structure - Meaning, concept of capital - Theories of capitalization- Over capitalization and under capitalization- optimum capital structure- Determinant of capital -Structure- Financial Leverage - Working Capital Management: Concept, need, determinant, estimates; financing of current assets - Capital Budgeting and Capital Investment Decision: Management of Fixed Assets - Dividend Policy- Concept-determinants (Basic concepts only).

Unit 4

Modern Banking Technologies - Payment Systems – Electronic Digital and Virtual Internet Payment System - E-Booking - E-Tariff; Electronic Banking and Internet

Banking - Electronic payment systems - ATMs – Credit and debit cards - smart cards; signature storage and display by electronic means - MICR cheques – EFTS (Electronic Fund Transfer System) - RTGS Infrastructure requirement – transactions - Core banking – concepts and benefits.

Unit 5

Entrepreneur - entrepreneurship – definition –concepts -characteristics-functions - Types of entrepreneurs - -Entrepreneurial traits- Entrepreneurial functions-role of entrepreneurs in the economic development- Factor effecting entrepreneurial growth - Entrepreneur Vs Intrapreneur - Project Management – stages – PERT and CPM - Entrepreneurship Development Programme (EDP) – Institutional support - Tourism Finance Corporation of India

References:

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Davis D., The Art of Managing Finance, Mc Graw Hill.
3. Panday, L.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.
4. Pandey, L.M., Financial Management, Vikas Publication Publication.
5. Van Horne, Financial Management and Policy, Prentice Hall.
6. Baporikar Neeta. (2011), Entrepreneurship Development and Project Management, Himalaya: New Delhi.
7. Arora Renu & Sood. S. K (2007), Entrepreneurship Development and Management, Kalyani, New Delhi.
10. Vasant Desai, Entrepreneurship Development, Himalaya Publishers

APTT345: IT FOR TOURISM

Course Outcomes:

1. To familiarise the students with computers & E-technologies

Unit 1

Introduction of Computer; Basic Understanding of Hardware and Software devices including input devices, output devices, operating systems, Role of computer education in tourism industry Classification of computer. Concept of computer application. Data Representation, Number system, Data type, computer encoding system.

Unit 2

Introduction to Windows: functions and advantages of Windows, Introduction to MS Word, Document Window; creating, copying and saving a document; Editing text, viewing the document, formatting text, auto format, headers and footers; Numbering pages, set language options, Spell and grammar checking, Using auto correct features, Using the auto text feature, Find and replace, Previewing documents, Print/ page setup, Adding printing a document, Mail merge, Table, etc.

- Introduction to Microsoft Excel: Formulas and their uses, formatting text, Goal seeks and scenario, Look up, Creating form, Graphics, Print setup, etc.
- Introduction to Power Point, Power Point presentation screen, Rulers and guides, Creating new documents, Adding clip art picture, adding graphics object, drawing basic shape – rectangle, circle, etc, moving and coping object, setup show, automatic slide show, setup timer etc.

Unit 3

Internet :Introduction to Internet; History, Web Browsers and their versions, Functions, URLs, Web Sites, Domain names, Portals, Search Engines, types, Searching the Web and Web Servers Accessing Web Sites; e-mail, Sending and Receiving, e-mail Subscription,

Search Engines, Searching through various Search Engines, Chatting, Access to Sites; Online Messages etc.

Unit 4

Adobe Photoshop :- Getting Started with Adobe Photoshop , Working with Layers, Making Selections, Incorporating Color Techniques, Placing Type in an Image, Using Painting Tools, Working with Special Layer Functions, Creating Special Effects with Filters, Enhancing Specific Selections, Adjusting Colors, Using Clipping Masks, Paths and Shapes, Transforming Type, Liquefying an Image

Unit 5

Introduction to HTML elements, Basic tags, Attributes, Creating HTML page, Formatting, HTML links, List types and its Tags. Creating HTML Tables, Adding Pictures, Colors & Background, Use of Frames and Forms in web pages. Use of interlinks

Introduction to MS FrontPage designing web sites using MS FrontPage, Issues in Web Site Creations & Maintenance, Web Hosting and publishing Concepts, Hosting Considerations

Practicals for Unit II,III,IV,V (25 hours)

References:

1. S. Jaiswal : Pc Software Bible (Galgotia Publications Pvt Ltd)
2. Adobe Creative Team : Adobe Photoshop 7.0 Classroom in a Book
3. Deke McClelland : Photoshop 7 Bible
4. Jennifer Niederst Robbins : Learning Web Design, Third Edition A Beginner's Guide to (X)HTML, Style Sheets, and Web Graphic
5. Paul S. Wang and Sanda Katila: An Introduction to Web Design and Programming
6. Saxena, S. (2003): First course in computers, Vikas publishing House, Pvt.ltd

APTT441: AIRLINE AND AIRPORT MANAGEMENT

Course Outcomes:

- 1. To understand the structure and dynamics of airline industry*
- 2. To enable students to acquire skills in managing airline, airport operations.*
- 3. To familiarize students on different formalities in airport for arrival and departure*
- 4. To study various airline terminologies like airport-airline codes, IATA TC areas etc.*
- 5. To educate students on the evolution of airline industry and role of different organizations in aviation.*

Unit 1

History of Aviation; Airlines- Types- Organization, Global, Social and ethical environment; Current Challenges in Airline Industry, Competition in airline Industry, Hazards of flying; Multinational Regulations for Travel Industry; Bilateral agreements and Multilateral Agreements; Freedoms of Air, Conventions; Function and Roles of ICAO, IATA, UFTAA, DGCA in Civil Aviation; Flight Types and Routes- Hubs and Spokes; overbooking.

Unit 2

Types of Aircrafts; In flight services; Passengers requiring special handling; Special requests –Coffin, Pets etc.; Aviation Safety; Human Resource in Aviation-flight crew, cabin crew, ground staff, flight dispatchers, Air Traffic Controllers, Baggage Handlers, customer service agents, aircraft maintenance engineers, security staff; aircraft ground handling; passenger service; IATA BSP,EMD, Baggage Rules, Piece and Weight Concept, Special fares, Discounts available for various types of passengers, special facilities available

Unit 3

Evolution of the Airport-; Airport Design; Structure of an airport – Air side and Land side facilities; Working of an airport; Airport Management; Traditional airport ownership and management; commercialization; privatization and types; Check in Formalities at

Airport-Immigration, landside facilities-Emigration, Passport & customs control; Baggage Handling Regulations; Procedures during takeoff and landing – Cases of lost and damaged baggage; Cargo Handling; airport operations and service quality; quality management at airports

Unit 4

IATA Traffic Conference Areas; IATA city and airport codes- currency regulation- NUC conversion- sale Indicators- types of journeys; components of airfare, taxes, fees, issuing paper tickets, international tickets; Airline Ticketing: TIM (Travel Information Manual),Introduction to fare construction;

Unit 5

The airport airline relationship; Aviation technology; passenger load factor; basics of flight principles; Flight Technologies; Airline business and marketing strategies; brand strategies; Frequent Flyer Programme (FFP).

Reference:

1. Millbrooke, Anne, (1999)Aviation History, Jeppesen Sanders Inc.
2. Stephen Holloway (2008), Straight and Level: Practical Airline Economics, Ashgate.
- 3.Graham Annie, Butterworth Heinemann,2008, “Managing airports- an international perspective”, USA
4. Raju G, Mihir Babu G ,2009, “Civil Aviation,-A global perspective”, Excel Books , NewDelhi.
5. Alexander T, Well & Seth : Principles of Airport Management
6. Nnuef ville.R Airport System, Planning Design & Management
7. Ashford, Stanton & Moore (1996), Airport Operations, Mc Graw Hill Professional.
8. Negi Jagmohan (2008), Air Travel, Ticketing and Airline Ticketing , Kanishka Publishers, New Delhi.

9. J.K Sharma (2009), Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi.
10. Sharad Goel (2009), “Airline Service Marketing”, Pentagon press, New Delhi.
11. IATA Training manual
12. Air cargo tariff manual
13. IATA live animals regulation manual

APTT442: ECO TOURISM

1. Course Outcomes:

- 2. To familiarize with basics of ecology and its relationship with tourism.*
- 3. To study the concept and evolution of ecotourism.*
- 4. To know the types of carrying capacity and Environmental Impact Assessment.*
- 5. To familiarize with various ecotourism projects in India and abroad.*

To understand the role of ecotourism agencies.

Unit 1

Fundamentals of Ecology- Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity and its Conservation-Pollution: pollutant, polluter, polluter pays- Ecological Foot Prints - Relationship between Tourism & Ecology.

Unit 2

Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism – Rio Summit 1992- Kyoto Protocol 1997, CDM - Qubec Declaration 2002 - Oslo Declaration 2007.

Unit 3

Ecotourism Development - Sustainable Ecotourism - Resource Management - Socio-economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Limits of Acceptable Change(LAC)-Environmental Impact Assessment(EIA); Alternative Tourism - Responsible tourism with special reference to Kerala.

Unit 4

Conservation of Ecotourism - Protected Area Management through Ecotourism - Stakeholder Engagement - Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects - Case Studies on Periyar National Park, Parambikulam Tiger reserve, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderban

Ecotourism Project, Kaziranga National Park, Rann of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Mannar, Kruger National Park, South Africa.

Unit 5

Ecotourism Development Agencies- Role of The International Ecotourism Society(TIES) - UNWTO, IUCN, UNDP, WWF - The Ministry of Environment & Forests (MoEF) - Government of India, ATREE, Equitable Tourism Options EQUATIONS

Reference:

- 1.Fennel, D. A. , Ecotourism –An Introduction, Routledge Publication.
- 2.Weaver, D. , the Encyclopedia of Ecotourism, CABI Publication.
- 3.Fennel, D. A. , Ecotourism Policy and Planning, CABI Publishing, USA.
- 4.Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, NewDelhi.
- 5.Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.
- 6.Ramesh Chawla (2006), Ecology and Tourism Development, Sumit Enterprises, NewDelhi.

APTT443: HUMAN RESOURCE MANAGEMENT

Course Outcomes:

- 1. To provide basic knowledge about the concepts of Human Resource Management*
- 2. To equip the students with essential skills required for managing human resources.*

Unit 1

Introduction to Human Resource Management – Context and Concept – Features- functions – Scope – Need and Importance- Differences between PM and HRM – Traits and Skills for HR Managers- Evolution of HR practices in Indian Context- Challenges – Global Trends in HR Practices

Unit 2

Human Resource Planning – Job Analysis-Importance- Uses- Manpower Planning- Objectives, issues and problems- Recruitment – Sources- Selection Process- Induction- Performance Appraisal- Methods- Career Development Planning.

Unit 3

Human Resource Development- Need for training and managerial development – Types of training – On the job and off the job Training Methods- Evaluation of Training and Development Programmes- Promotions and Transfers – Personal empowerment- Morale- Motivation- Theories of motivation.

Unit 4

Job Evaluation- Need and Importance – Methods – Compensation- Concept – Principles – Wage- Objectives of sound wage policy – types of wages – Determinants of wage rates- Reward system in India- Fringe Benefits.

Unit 5

Industrial relations-Trade unionism-Grievances Handling- Collective bargaining- Employee welfare – Legislative framework – Legislative Framework- Trade Union Act, 1926 – Industrial Dispute Act, 1947, Payment of Wages Act, 1936, Payment of Bonus Act,1965 – Payment of Gratuity Act, 1972. (Brief review only)

References:

1. Dessler, A Framework for HR Management, Pearson Edn India.
2. Mirsa S.Saiyadain, Human Resource Management.
3. Uday Kumar Haldar & Juthika Sarkar, Human Resource Management.
4. Pravin Durai, Human Resource Management, Pearson.
5. Aswathappa. K, Human Resource Management and Personal Management, Tata Mc Graw Hill, New Delhi

APTT444: E-TOURISM

Course Outcomes:

- 1. To understand emerging IT business models in tourism and travel industry;*
- 2. To give a detailed outlook on soft wares in tourism business with special significance to Computer Reservation system.*

Unit 1

Introduction to E-tourism, Historical Development - Electronic technology for data processing and communication - Strategic, Tactical and operational use of IT in Tourism.

Unit 2

Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C); IT act and Cyber space: – Importance of cyber laws, - Provisions under IT Act 2000 and their amendments, cyber related Provisions under IPC

Unit 3

Payment Systems in E-tourism - Payment Gateway - Security Issues and Certification - Future of E-tourism - Travel Blogs - E-marketing and promotion of Tourism Products - Challenges for conventional business models & Competitive strategies.

Unit 4

Global Distribution System: History & Evolution - GDS & CRS: Relevance in Travel business, air ticketing, rail booking, hotel booking, car rentals

Unit 5

Software application with Galileo:

Booking: Sign In/off, Work Areas, Displaying City codes, Airline Codes, Decoding, Seat Booking, Basic flight Availability, Creating PNRs, Entering name segment, itinerary, contact, Ticket Element, Billing address, special requests, and other information.

Changing the PNR Elements; Deleting basic PNR Data, Cancelling mandatory elements, Rebooking, Advance seating request.

Itinerary Pricing; Displaying of Fares, booking tickets, rebooking of tickets, Issuing electronic tickets and paper tickets, queue, Mandatory queue, Removing a PNR from queue, Placing PNR in delay queue .

Reference:

1. Sheldon P. (2002), Tourism Information Technology, CABI.
2. Inkpen G. (2000), Information technology for Travel and Tourism, Addison Wesley.
3. Buhalis D. (2004), Etourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
4. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
5. Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
6. Malvino A.P (1995), Electronic Principles, McGraw-Hill.
7. Galileo —Global Distribution System