

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

FOR

MASTERS IN TOURISM MANAGEMENT (Semester I - IV)

Session: 2019-20



GURUNANAKDEVUNIVERSITY
AMRITSAR

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MASTER IN TOURISM MANAGEMENT (SEMESTER SYSTEM)

SCHEME OF THE COURSE
SEMESTER-I

SUBJECT CODE	SUBJECT	MAX. MARKS
MTM-1	TOURISM BUSINESS	100
MTM-2	PRINCIPLES OF MANAGEMENT	100
MTM-3	TRAVEL AGENCY AND TOUROPERATIVE BUSINESS	100
MTM-4	GEOGRAPHY OF TOURISM	100
MTM-5	COMMUNICATION SKILLS IN TOURISM	100
MTM-6	FRONT OFFICE OPERATIONS	100

The students are supposed to go out for an educational trip for 5-10 days after the completion of semester I during the vacations. A field trip report will be prepared by the students. Evaluation of this report will be done and viva will be taken in semester II under the paper MTM 12.

SEMESTER-II

SUBJECT CODE	SUBJECT	MAX. MARKS
MTM-7	UNDERSTANDING TOURISM MARKETS	100
MTM-8	AIRLINES MANAGEMENT AND AIRLINES TICKETING	100
MTM-9	COMPUTER APPLICATIONS INTOURISM	100
MTM-10	TOURISM MARKETING	100
MTM-11	HOUSEKEEPING AND FOOD & BEVERAGE DEPARTMENT	100
MTM-12	FIELD TRIP REPORT AND VIVA VOCE	100

The students will undergo “ON THE JOB TRAINING” for 4 weeks in a travel agency or airlines or hotel after the completion of semester II during the summer vacations. A report will be prepared by the students on the basis of this training. Evaluation of this report will be done and viva will be taken in semester III under the paper MTM 18.

MASTER IN TOURISM MANAGEMENT (SEMESTER SYSTEM)

SEMESTER –III:

SUBJECT CODE	SUBJECT	MAX. MARKS
MTM-13	SALES AND ADVERTISEMENT IN TOURISM	100
MTM-14	FINANCIAL MANAGEMENT	100
MTM-15	TOURIST TRANSPORT MANAGEMENT	100
MTM-16	HOSPITALITY AND MICE TOURISM	100
MTM-17	MANAGING PERSONNEL IN TOURISM	100
MTM-18	REPORT OF 'ON THE JOB TRAINING' AND VIVA VOCE	100

SEMESTER–IV:

SUBJECT CODE	SUBJECT	MAX. MARKS
MTM-19	TOURISM POLICIES AND PLANNING	100
MTM-20	TOURISM IN PUNJAB	100
MTM-21	EVENT MANAGEMENT	100
MTM-22	ENTREPRENEURSHIP DEVELOPMENT	100
MTM-23	TOURISM PRODUCTS IN INDIA	100
MTM-24	FOREIGN LANGUAGE-FRENCH	100

NOTE: The paper pattern of MTM 24 (FRENCH) in Semester–IV, will be different. The detail of the paper pattern is given in the syllabus itself.

MTM-1 TOURISM BUSINESS**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

UNDERSTANDING TOURISM- Meaning, Nature, Components of Tourism, Definitions of Tourist, Excursionist, Visitor, Domestic tourism. The historical Perspective of Tourism, Features of service Industry.

SECTION-B

TRENDS IN TOURISM- Trends and Patterns in International Tourism, Factors responsible for growth and development of international tourism, Motivations in tourism, Barriers to the growth of tourism (Factors existing at the destination: terrorism, political, social environment, Factors barring a potential tourist from travelling - time, cost, and social barriers), Carrying capacity (Types of carrying capacity: Physical, biological, Social carrying capacity, Importance of carrying Capacity, Effect of host population- on the carrying capacity).

SECTION-C

TYPES AND IMPACTS OF TOURISM - Types of tourism, Positive and Negative impacts of tourism: Social, Cultural, Economic, Political, Environmental. Relevance of guide and escort in tourism industry.

SECTION-D

TOURISM ORGANISATIONS AND REGULATIONS - Travel and Tourism Organizations (WTO, PATA), Tourism and Travel Regulations, Consumer Protection Act 1986.

References:

1. Bhatia, A. K, (2006), International Tourism, Sterling Publishers, New Delhi.
2. Bhatia, A. K, (2007), the Business of Tourism: Concepts and Strategies, Sterling Publishers, New Delhi.
3. Bhatia, A. K, (2002), Tourism Development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi.
4. John Beech, Simon Chadwick, (2006), the Business of Tourism Management, Financial Times Press.
5. Smith Melanie, Key Concepts in Tourism Studies, SAGE Publications Ltd.
6. Karma, Krishna K. and Mohandas Chan (2002) - Basics of Tourism: Theory, Operation and Practice, Kenosha Publishers.

MTM-2 PRINCIPLES OF MANAGEMENT**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Nature and Significance of Management– Management: Concept, objectives and importance, Nature of Management: as a science, as an art and as a profession, Management and Administration, Levels of Management: Top, middle and supervisory.

Principles of management.-Meaning and Principles.

Business Environment– Business Environment–Meaning and importance, Dimensions of Business environment-Political, Economic, Social, legal and Technological, Economic Environment in India.

SECTION B

Management functions: Planning, organizing, staffing, directing, coordinating and controlling.

Planning– Meaning, features, Process, Importance and limitations, goals, objectives, policy, Procedures, strategy, methods, rules, budgets and programme.

Organizing- Meaning and Importance, Process of organizing, Types of organizations: Formal, informal, Line organization, Line & Staff and functional organization.

Directing– Meaning and importance, elements of direction.

Staffing- Meaning, need and importance, Steps in staffing process.

SECTION C

Recruitment: Meaning and sources of Recruitment.

Selection: Meaning and process. Training and development: Meaning, need. Types and Methods types of compensation and incentives.

Supervision: Meaning and Importance of Supervision.

Motivation: Importance, Maslow's hierarchy of needs, Financial and Non Financial Incentives.

SECTION D

Leadership: Meaning, Importance and qualities of a good leader.

Communication: Meaning, Importance, types of communication, Barriers to effective communication.

Coordination: Meaning, Nature and Importance.

Controlling - Meaning and Importance, relationship between planning and controlling, Steps in process of controlling.

References:

1. Stoner Jaen (2005), Management, Prentice Hall, New Delhi.
2. R.K. Singl, (2007), Business Management, V.K. Publication, New Delhi.
3. D.K.Goyal, (2008), Business Management, Arya Publication
4. Prasad. L.M. (2007). Principles and Practice of Management. Sultan Chand and Sons, New Delhi.
5. Charles W.L. Hill, Steven Mc Shane-(2006), Principles of Management, Mcgraw Hill.
6. Banerjee. S. (2006), Principles and Practice of Management, Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi.

MTM-3 TRAVEL AGENCY AND TOUR OPERATIVE BUSINESS**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Tour Operations/Travel Agency Business -Difference between Travel agent and tour operator, Various departments of a Travel agency and its Functions, How to set up a travel agency and tour operator– IATA rules and regulation for travel agency approval, DOT rules and regulations for travel agent approval, Types of Organization: Proprietorship, partnership, Corporate.

SECTION-B

Itinerary Planning– Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary, Itineraries of Golden Triangle, Buddhist Circuit, Beach destinations, popular outbound Itineraries of Singapore, Malaysia, Thailand.

SECTION-C

Visas- Visa and its types, Preparing Visa cases, Formalities required for Various Visas like:- Schengen , UK, US. Verification of endorsed Visa on the passport.

Package Tours- Package tour and its components, Practical components of a standard package tour (Inbound, outbound and domestic), Types of package tours, designing & Costing of a package tour, Selling a tour package- the complete client handling activities.

SECTION-D

Airlines Ticketing- An overview of ticketing, types and components of ticketing, Latest fares in the industry, Use of CRS in Travel agencies, Airport formalities- arrival/departure.

Case Study Discussion-Cox & Kings, Thomas Cook, Kuoni, makemytrip.com.

References:

1. Chand Mohinder, (2007), Travel Agency Management: An Introductory Text(2nd revised and enlarged edition), Anmol Publication.
2. PrenNath Seth (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications,Delhi.
3. Foster, Douglas, (1985), Travel and Tourism Management, McMillan, London.
4. Stevens Laurence, (1990) Guide to Starting and Operating Successful Travel Agency,Delmar Publishers Inc., New York.
5. JagmohanNegi (2008), Travel Agency and Tour Operation- Concepts & Principles,Kanishka Publishers.
6. Sudhir Andrews (2007), Introduction to Tourism and Hospitality Industry,

MTM-4 GEOGRAPHY OF TOURISM**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

General Geography - International date line, time zone and time calculation, Climatic zones of the world, Natural vegetation of the world, Major Adventurous sports (Land, aerial and water).

SECTION-B

Asia- Location and situation, Physiography of Asia, Main countries & capitals, Main tourist attractions of Malaysia, Singapore, Thailand, India: Golden Triangle, Mumbai – Goa and Rajasthan only.

Africa– Location and situation, Physiography of Africa, Main countries and capitals. Main tourist attractions of South Africa, Egypt.

SECTION-C

North and South America- Location and situation of North & South America, physiography of North America and South America, Main countries & capitals, Main tourist attractions of USA & Brazil.

SECTION-D

Europe- Location and situation, Physiography of Europe, Main countries & capitals. Main tourist attractions of France, United Kingdom, Switzerland.

Australia- Location and situation, Physiography of Australia, Main countries & capitals, Main tourist attractions of Australia and New Zealand.

References:

1. Badawi, Cherine (2004), Footprint Egypt, Footprint Travel Guides.

2. Hall, Colin Michael, (2000), Tourism in South and South East Asia: Issues and Cases, Butterworth-Heinemann.
3. World Regional Geography by Manku, D.S., Kalyani Publishers.
4. World Regional Geography by Tikha, Bali and Sekhon, New Academic Publishing Company.
5. Travel Guides and Brochures of Respective Countries.
6. Khullar, D.R., Geography of India, Kalyani Publications.
7. Negi Jagmohan - Adventure Tourism and Sports: Risks and Challenges, Kanishka Publications.
8. Garg, Deepa (2009) - Geography of Tourism, Mohit Publications.

MTM-5 - COMMUNICATION SKILLS IN TOURISM

Time: 3 Hours

Max. Marks: 100

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Communication- Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication. Classification of communication (Formal & Informal; Personal & Inter-personal, Group & Mass; Vertical & Horizontal; Upward & Downward; One-way & Two way; Verbal & Non-verbal).

SECTION-B

Telecommunication Skills- Communication over Telephone for reminder/ follow up of events, Telephone Handling Skills, Complaint Management, Resume writing and facing interviews, Report writing.

Listening Skills- Barriers to listening, Effective listening skills, Feedback skills, Attending Telephone calls, Note taking.

SECTION-C

Speaking Skills- Components of an effective talk / presentations, Planning and organizing content for a talk/presentation, Use of visual aids, Effective speaking skills, Discussion skills.

Personality and Body Language- definition, Types, Characteristics of personality; Importance of Dressing & Etiquettes in Business Communication; Facial Expression, Eye Contact, Posture, Dress, Attitude.

SECTION-D

Customer- Definition of customer, Internal customer, External customer; Definition of service provider; Why are some service providers better than others? Definition of satisfied/ dissatisfied customer; consequences of satisfied/ dissatisfied customers, Definition of Quality, customer satisfaction, customer delight, Key areas of customer care; The product or the service itself, Sales and promotion of the service; After sales support to the customer; Organizational culture, Customer Feedback, feedback tools.

References:

1. Communication: Making Connections (7th edition)-William J. Seiler, Addison Wesley.
2. Chrissie Wright, Handbook of Practical Communication Skills, Jaico Publishing House.
3. Chaturvedi, P. D., Business Communication: Concepts, Cases and Applications, Pearson Education.
4. Kaul, Asha (2006), Business Communication, Prentice Hall.
5. Taylor, Shieley, (2003) Communication for Business, Pearson Education.
6. Sharma, R. C. & Mohan Krishna, Business Correspondence and Report Writing, McGraw Hill.

MTM-6 - FRONT OFFICE OPERATIONS

Time: 3 Hours

Max. Marks: 100

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Introduction- Sections and layout of Front Office, Organizational chart of front officedepartment (small , medium and large hotels), Duties and responsibilities of various staff (Key control and key handling procedures, Mail and message handling, Paging and luggage handling, Rules of the house for guest and staff, Black list; Bell Desk and Concierge) , Attributes of front office personnel.

SECTION-B

Room Types and Tariffs- Types of rooms, Types of room rates (Rack, FIT, crew, group,corporate, weekend).

Front Office Assistant- Qualities, Practical aspects of selling a room, handling VIP, Emergency situations: fire in the hotel, death accidents, theft.

SECTION-C

Front Office Functions- Information and reservations, Reception and lobby, Cashiering andNight auditing, Telephones and emergencies.

Front Office's Interaction with Other Departments-Interaction with housekeeping, F&Bdept, security, accounts.

SECTION-D

Reservations and Registrations- Various stages of guest cycle (pre arrival, arrival, stay,departure), Modes and sources of reservation, Procedure for taking reservations (Reservationform, conventional chart, density chart, booking diary with their working and formats);Computerized system (CRS, Instant reservations); Types of reservations (guaranteed, confirmed,groups, FIT), Procedure for amendments, cancellation and overbooking, Pre-registration,Registration (Non automatic, Semi automatic and Automatic).

References:

1. Sudhir Andrews, (2008), Hotel Front Office Training Manual, McGraw Hill.
2. Sue Baker, P. Bradley, J.Huyton- Principles of Hotel Front Office Operations.
3. Bruce Braham – (1993), Hotel Front Office, Nelson Thornes; 2nd New Edition.
4. Ahmed Ismail, (2002), Front Office Operations & Management.
5. James A Bardi, (2010), Hotel Front Office Management, John Wiley and Sons.
6. Andrews, Sudhir (2007)- Textbook of Front Office Management & Operations,Tata McGraw-Hill.
7. Jerome J Vallen, Gary K Vallan, (2008), Check in & Check out: Managing Hotel Operations,Prentice Hall.

MTM-7 UNDERSTANDING TOURISM MARKETS

Time: 3 Hours

Max. Marks: 100

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Tourism Markets - Introduction, profiling tourism markets, world tourist markets, markets for India.

Tourism Information - Importance, sources and areas of information

Market Segmentation - Introduction, segmentation and targeting approaches in tourism, segmentation factors.

SECTION-B

Domestic Markets - Domestic tourism- its evolution and significance, Dimension & structure of Tourism, Infrastructural development for domestic tourism, key issues.

USA Markets - Introduction, USA travel markets, USA outbound travellers, USA and India.

South Asia - Introduction, South Asia inbound tourism, Profiling of the tourists.

SECTION-C

Tourism Demand Forecasting - Methods of forecasting, the need for public and private sector participation in tourism

India Outbound Markets - Profile of outbound travelers, potential of Indian outbound markets, marketing outbound tourism.

SECTION-D

UK and Europe - Introduction, UK outbound market, Trends and profiling of tourists, Europe and India.

East Asia Pacific Region - Introduction, East Asia Pacific tourism market, outbound tourism from the region, case study of market of Japan

The NRI Market - Introduction, NRI status, marketing India as a destination.

Markets Constraints - International tourist traffic in India, Profile of tourist traffic in India, Internal constraints.

References:

1. Kotler Philip (1984), Marketing Management: Analysis, Planning and Control, Prentice Hall.
2. Victor, T.C. Middleton, Marketing in Travel & Tourism, Elsevier Science & Tech. Books.
3. Chakaraborty, Ahana (2007)- Global Tourism, APH Publishing Corporation.
4. Sawarkar, Kranti P, Mishra Subodh Kumar (2009), Promoting Tourism in India, KanishkaPublishers Distributors.
5. Sharma Sunil, (2007)- Emerging International Tourism Markets, Rajat Publications

MTM-8 AIRLINES MANAGEMENT AND AIRLINES TICKETING**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Air Transport System- History of Aviation, Airline Terminology, Cabin Crew, Announcements, Embarkation and Disembarkation procedures, Airport Codes, Codes of major airlines.

SECTION-B

Jobs in airports, Phonetic Alphabet, Baggage Handling, Airport Security, Freight, Guidelines for special handling passengers, World Organizations (IATA, ICAO, DGCA)

SECTION-C

CRS- Introduction to CRS, The need for a CRS system, History of the CRS system, Companies providing CRS, Use of the CRS by Airlines, Benefits and importance of the CRS system to the Travel trade, Ticketing process; Components of a ticket, Types of tickets: Manual ticket/ Automated Ticket/ E-ticket, Details of an automated ticket, foreign exchange rules.

SECTION-D

Aviation in India - History and growth of airlines in India, major airports and air routes in India.
Case Study Discussions- Jet Airways, British Airways, Air India.

References:

1. Marc-Philippe Lumpe (2008) - Leadership and Organization in the Aviation Industry, Ashgate.
2. Hirst Mike (2008) - Air Transport System, Woodhead Publishing Ltd.
3. Doganis Rigas (2005) - The Airline Business (2nd Edition), Routledge.
4. Endres Guntar (2002) - Vital Guide, Major Airlines of the World (2nd Edition), Motrbooks Intl.
5. Senguttuvan P. S(2006) - Fundamental of Air Transport Management, Excel Books.
6. Gupta S.K.(2007) - International Airfare & Ticketing Methods and Techniques, UDH Publishers and Distributers.
7. Garg, Deepa. (2010), Travel Agency and Ticketing, Mohit Publication.

MTM-9 COMPUTER APPLICATIONS IN TOURISM**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Computer Fundamentals – Definitions, Elements of a computer system, personal computer and their uses, Hardware & Software, Storage media, Components of a computer;

SECTION-B

Windows Operation: Creating folders/shortcuts/renaming files/deleting, MS Word, MS-Excel
Usage: Creation and operation, maintaining multiple worksheets, Creating graphics, charts, MS-Power point: making presentations, Slides, Modifying, Setting up slides show

SECTION-C

Networking of Computers: LAN, WAN, Enterprise wide networks, internet technologies, www and internet uses, E-mail, Electronic Payment System, Electronic Fund Transfer (EFT) and Electronic Data Interchange (EDI).

SECTION-D

Information systems for tourism management, decision support, concepts of data, information and knowledge, concepts of Data Base Management Systems, application of information and Communication systems in tourism, overview of information and reservation system for air, Rail, Road, hotel.

References:

1. Norton Peter (2005)- Introduction to Computers (6th edition), Tata McGraw Hill.
2. Singh Rachpal, Singh Gurvinder (2003)- A Textbook of Windows Based Computer Course, Kalyani Publications.
3. D.Buhalis (2003)- e-Tourism: Information Technology for Strategic Tourism Management, Prentice Hall.
4. John Moss Jones (2000)- Automating Managers: The Implications of IT For Managers, Pinter Publications Limited.
5. Sheldon Pauline J (2000)- Tourist Information Technology, CABI Publishing.
6. Rajaraman V (2004)- Fundamentals of Computers (4th edition), Prentice Hall.

MTM-10 TOURISM MARKETING**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Customer Orientation- Marketing Concept: Needs, Wants, Demand, Products, Valuesatisfaction And Quality Management, Exchange, Transaction and Relationships, Markets,Marketing Management.

Service Culture - Characteristics of Service Marketing, Marketing Strategies for ServiceBusiness, Managing Service Quality, Tangibility, Advantages of Non-Ownership, ManagingEmployees.

SECTION-B

Market Segmentation and Marketing Strategy- Market Segmentation, process ofsegmentation, Formulation of marketing strategy, strategic models (BCG model, GE model),Porter's Generic strategies.

Designing and Managing Product- Product and Brand Decisions, Product Life CycleStrategies.

SECTION-C

Internal Marketing- Internal Marketing, Internal Marketing Process, Building CustomerLoyalty, Customer Satisfaction Vs Customer Loyalty, Retaining Good Employees.

Pricing Products- Price, Factor Influencing Prices, Price Approaches, Pricing Strategies.

Distribution Channels-Nature and Importance of Distribution System, Functions of ChannelDistribution, Marketing Intermediaries: Travel Agents, Wholesalers.

SECTION-D

Product Promotion- Role of promotion, Difference between advertisement &Sales promotion, Major promotional tools, Recent development in advertisement and promotion.

Publicity-Definition, Need for Public Relation, Public Relation Process, Major Tools in Public Relations.

References:

1. Kotler Philip (2002) - Marketing Management, Prentice Hall.
2. Hofacker, Charles F. (2003)- Internet Marketing, Wiley Publications.
3. Ramaswamy, V.S, Namakumari S. (1998)- Marketing Management, Planning, Implementation & Control, 3rd Edition, Macmillan India Ltd, New Delhi.
5. ChoudharyManjula (Sept 2010)- Tourism Marketing, Oxford
6. Jha, S.M (2003)- Service Marketing- Himalaya Publishing House
7. SaxenaRajan, (2009)- Marketing Management, Tata Mcgraw Hill.

MTM-11 HOUSEKEEPING AND FOOD & BEVERAGE DEPARTMENT**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Public Areas of a Hotel- Description of all public areas of large hotel, layout of housekeeping department.

Housekeeping Procedure- Lost and found procedures; Stains and classification; Cleaningagents, dealing with problems, flower arrangements in hotels, Furniture/ Accessories/ GuestSupplies/ Amenities in guest's room.

SECTION-B

Linen and Laundry- Linen and its management, linen room, layout of linen room, linen and its types.

Beverages- Classification of beverages; definition of alcoholic beverage, different alcoholicbeverages; classification of non alcoholic beverages (stimulating beverages, nourishingbeverages, refreshing beverages).

SECTION-C

Menu Planning- Menu planning; types of menu; factors to consider while planning menu; menu terminology; types of meals (A La Carte, Table D'Hote, breakfast, lunch, dinner, supper).

SECTION-D

Types of Service- Table service: Silver/English, American, French, Russian, Self service: Buffet and Cafeteria service, Specialized service: Gueridon, Trey, Trolley, Room, Single point service: Takeaway, Vending Kiosks, Food Courts, Bars.

References:

1. Andrews, Sudhir, (2007) - Textbook of Food & Beverage Management, Tata McGraw-Hill.
2. M.Kumar, (2010) - Basics of Food and Beverage Management, Axis Publications.
3. Dennis Linnicrap & John Cousins- (2010), Food & Beverage Service, Hodder Education.
4. Andrews, Sudhir, (2008) - Food & Beverage Service: A Training Manual, Tata McGraw Hill.
5. George, Bobby, (2008) - Food & Beverage Service, Jaico Publishing House.
6. Mukherjee, Anupama, (2006)- Food & Beverage Management, Isha Books.
7. G Raghubalan & Raghubalan Smritee, (2007) - Hotel Housekeeping: Operations & Management, Oxford University Press, USA.
8. Singh Malini, George Jaya B. (2008)- Housekeeping Operations, Design and Management, Jaico Publishing House.

MTM-12 FIELD TRIP REPORT AND VIVA VOCE**Max. Marks: 100****Trip Report: 50****Viva Voce: 50**

A field trip report will be prepared by the students on the basis of the educational trip organized during vacations after Semester-I. An external examiner will be sent by the University for the Viva based on report.

SEMESTER-III

MTM-13 SALES AND ADVERTISEMENT IN TOURISM

Time: 3 Hours

Max. Marks: 100

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Introduction to Sales Management - Introduction; sales strategy; selling in tourism.

Personal Selling - Importance; Role and qualities of sales persons, organizing sales department, Recruiting and Training Sales Force.

Sales Process - Significance, theories (AIDAS, Buying formula theory), process of personal Selling.

SECTION B

Selling Skills - Types of sales presentation, planning the presentation strategy; presentation skills.

Sales Display - Objective; principles of display, types of display.

Managing Sales Promotion - Managing consumer promotion, types of consumer promotion; managing sales force promotion.

SECTION C

Advertisement- Meaning, History of Advertising, Types, uses and abuses of advertising, advertising methodology, strategy & approach to advertising campaigns, Sales support strategies: brochures, folders, display materials, newsletters, printed publicity material.

Advertisement Design and Development - Advertisement design and marketing objectives, Advertisement presentation, creating print and electronic media.

SECTION D

Media Selection, Planning & Scheduling- Media planning process, media selection process, media scheduling; International media strategy.

Measuring Advertisement Effectiveness - Concept, types of advertising evaluation, (pre testing and post testing techniques of advertising evaluation).

Advertising Budget and Advertising Agencies - Setting up of advertising budget, methods of budgeting, concept of advertising agencies, functions of advertising agencies.

References:

1. Anderson, B. Robert, Professional Sales Management Prentice Hall Inc.
2. George E Belch & Michael A. Belch, Advertising and Promotion: An Integrated Marketing Communication, Perspective Irwin / McGraw Hill Inc.
3. John A Quelch, Sales Promotion management, Prentice Hall International, London.
4. Hebert Zeltner, Guide to Media Management, Lincolwood, NTC Business Books.
5. Smith , F , Roger- Sales Management- A Practitioner's Guide, Van Haren Publishing.
6. Keval J. Kumar, Mass Communication in India, Jaico Publishing House.
7. Sharmaq, Sangeeta & Singh Raghuvir, Advertising: Planning and Implementation.

MTM-14 FINANCIAL MANAGEMENT**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Financial Management: Meaning and Nature; Financial goal-profit vs. wealth maximization

Finance functions-Investment, financing, liquidity and dividend decisions

Financial Planning- Meaning and Importance.

SECTION B

Instruments of finance: Long term and short term.

Capital Budgeting: Nature of Investment decisions; Investment evaluation criteria -non Discounted cash flow criteria, discounted cash flow criteria.

SECTION C

Dividend Policies: Issues in dividend decisions. Forms of dividends; Theories of relevance and Irrelevance of dividends.

Operating and Financial Leverage: Measurement of leverages; analyzing alternate financial plans; Financial and operating leverage, combined leverage

SECTION D

Management of Working Capital: Meaning, significance and types of working capital; approaches of working capital; Calculating operating cycle period and estimation of working capital requirements.

Management of Receivables: Credit policy, credit terms and collection efforts.

References:

1. Pandey, L.M., Management Accounting- A Planning and Control Approach, Vikas Publications.
2. Pandey, I.M., Financial Management, Vikas Publications.
3. Van Horne, Financial Management and Policy, Prentice Hall.
4. Pandey, I.M., and Bhatt, Ramesh Cases in Financial Management, Tata MaGraw Hill.
5. Dhir, A.K, Financial Accounting, Sharma Publications.
6. Brealey, Richard A and Seward C. Myers: Corporate Finance, McGraw Hill. Int. Ed, New York.
7. Chandrara, Prasanna: Financial Management, Tata McGraw Hill, Delhi.
8. Hampton, John: Financial Decision Making, Prentice Hall, Delhi.
9. Bhattacharya, Hrishlkas: Working Capital Management: Strategies and Techniques. Prentice Hall, New Delhi.

MTM-15 TOURIST TRANSPORT MANAGEMENT**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Tourist Transport System - Development of various means of transport, role of transport in tourism, major tourist trains of India, Concept of Cruises, role of government in the promotion of road transport in India.

Establishing Own Tourist Transport Business - Introduction; entrepreneurial qualities and process; planning and consideration for setting tourist transport business.

SECTION B

Required Infrastructure and Capital - Introduction; infrastructure in tourist transport; capital requirement; funding options available in India.

Segmentation Need and Techniques - Introduction; tourism markets segment and its approaches; segmentation for tourist transport operations.

SECTION C

Selling in Tourist Transportation - Application of marketing mix in tourist transport operations; Stages in sales strategy formulation; personal selling and its significance in tourist transport business.

Tourist Transport Operations - Introduction, customer care and feedback; managerial role; work pattern; role of manager.

SECTION D

Personnel Management in Tourist Transport Business - Introduction; recruitment and selection; responsibilities; briefing and training.

Car Rental Agency Operations - Introduction and concepts; Rent - A- Cab Scheme; identification features; marketing of Rent- A- Cab.

Managing Leakages - Introduction and Concept of Leakages.

References:

1. Singh, Ratandeep- Tourism and Transport Management :Practice and Procedures, Kanishka Publisher.
2. Stephen J. Page, 'Transport for Tourism', Pearson Education.
3. White, Peter R- Public Transport: Its Planning, Management and Operation, Spon Press.
4. Stephen J. Page and Les M. Lumsden, Tourism and Transport: Issues and Agenda for the New Millenium, Pergamon.
5. David Timothy Duval, Tourism and Transport: Modes, Networks and Flows, Channel View Publications.

MTM-16 HOSPITALITY AND MICE TOURISM**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Accommodation- Types of Hotels (International Hotels, Resorts, Commercial Hotels, Residential Hotels, Floating Hotels, Heritage Hotels); Supplementary Accommodation (Motels, Youth Hostel, Caravan and Camping Sites, Pensions, Bed and Breakfast Establishments, Tourist Holiday Villages, Dormitories, Circuit Houses, Forest Lodges) ; Case Study Discussions (EIH Oberois, The Taj and The Radisson).

SECTION B

Banquets, Restaurants and Resorts-Banquets and their management; Restaurants and their management, concept of resorts, types of resorts.

SECTION C

Mice Tourism – Introduction-Meetings, Incentive trips, Conventions & Conference, Exhibitions. The process of meeting and convention management, Designing a program (budget, site selection, Food & Beverage management), Convention & Visitors Bureau.

SECTION D

Players in the industry (Corporate meeting planners, independent meeting planners), Association of Conference and Convention Centre (IACC), Main MICE venues in India, role of MICE in promoting tourism; planning MICE tourism.

References:

1. Philip Kotler, John Bowen, James Makens (2009) Marketing for Hospitality & Tourism, International Edition 5th Edition, Pearson Education.
2. Tim Knowles, Hospitality Management: An Introduction, Prentice Hall.
3. Kye Sung (Kaye) Chon, Raymond T. Sparrowe- Welcome to Hospitality (2nd Edition), Shroff / Thomson Learning.
4. Deo Narsingh, Welcome to Hospitality: An Introduction, Cengage Learning India Pvt.
5. MICE Outbound Tourism 2000 by World Tourism Organization, Market Intelligence and Promotion Section.
6. Walker, John R, Introduction to Hospitality, Prentice Hall.
7. Guy Mastermann and Emma H. Wood, Innovative Marketing Communications: Strategies for Events Industry (Event Management), Butterworth – Heineman.

MTM-17 MANAGING PERSONNEL IN TOURISM**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Human Resource Management - Definition, Functions of personnel Management, Qualities of a Good Personnel Manager, organizational structure and its relation with other departments. **Manpower Planning** - Definitions, Need of Manpower planning, Objectives of Manpower Planning, Advantages Disadvantages of Manpower Planning, Process/Steps. Time keeping manuals of personnel work, records for personnel management, work study for staffing in industry and office.

SECTION B

Recruitment - Definition, Sources Of Recruitment, Internal Sources Of Recruitment & (Advantages, Disadvantages), External Sources (Advantages, Disadvantages).

Selection - Definition, Steps In Selection Process (Application Blank, Initial Interview of the Candidates, Employment Tests, (Interviews, Checking Reference, Physical or Medical Examination, Final Interview & Induction)

SECTION C

Training and Development - Training Definition, Importance Of Training, The Training Process, Training Methods (On The Job- Job Instruction Training, Job Rotation, Special Assignments); Off The Job (Lecture Method, Conference Method, Team Discussion.

Performance Appraisal- Definition, Objectives, Process, Methods-(Past Oriented, Future Oriented).

SECTION D

Employee Remuneration - Definition, Components, Factors Influencing Employee Remuneration, Concept of Wages; Methods of wages.

Labour Welfare - Meaning; welfare plans; Role of state in Labour Welfare; role of Employee and Employers Organization; Trade Union role; role of the Labour welfare office; appraisal of the Indian Situations.

References:

1. Bungess, L.R., Wages & Salary Administration, Charles E. Meril Publishing Co, Columbus.
2. Chatterji, M.N., Management of Personnel in Indian Enterprises, Allied Book Agency, Delhi.
3. Appo, Edwin B.– Personnel Management, MC Graw Hill, Tokyo.
4. E.B. Flippo- Principles of Personnel Management, Mcgraw– Hill
5. Mamoria CB, Gankar SV– Human Resource Management, Himalayan Publications.
6. C.B. Memoria– Personnel Management, Himalaya Publications.

MTM-18 REPORT OF 'ON THE JOB TRAINING' and VIVA-VOCE**Max. Marks: 100****Report: 50****Viva Voce: 50**

An 'ON THE JOB TRAINING' REPORT will be prepared by the students on the basis of 'on the job training' undergone during summer vacations after semester II in travel agency or airlines or hotel. An external examiner will be sent by the University for the Viva based on report.

MTM-19 TOURISM POLICIES AND PLANNING**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Evolution of Tourism Planning - Importance of tourism planning, planning process, planning approaches, tourism planning.

Environmental and Socio Cultural Consideration in Planning – Environmental considerations, Environmental planning process, socio-cultural considerations.

Economic Consideration in Planning - Tourism and economy, planning to enhance economic benefits, tourism development and economic planning.

Political Considerations in Planning - Role of government, political stability and other considerations, public participation issues.

SECTION B

Planning in Tourism-Market- supply match, Functioning system, External factors.

Developing Tourism Plan - Goal and components of tourism development, plan preparation, survey of area and institutional elements.

SECTION C

Planning Tourist Attractions - Planning and managing natural attractions, Cultural attractions and special tourism attractions, Elements of plan implementation, Monitoring.

Strategic and Tactical Perspective of Planning - Definition of strategy; Importance of strategic management; Strategic planning, Corporate strategic planning.

SECTION D

Global Level Planning - Necessity of Global tourism planning, World Tourism Organization, International sources of Funds.

National Level Planning - National planning, government's role, National Tourism Policy, National Action Plan 1992.

Regional Level Planning - Tourism regions and planning, Establishment of tourism regions, need for regional planning.

Local Level Planning - Introduction, Importance & requirements for local level planning, Public and private sector.

References:

1. Nikunj Tarun, Tourism Planning in 21st Century, Alfa Publication.
2. Sharma J.K., Tourism Planning and Development: A New Perspective, Kanishka Publishers.
3. Covington Gareth, Sustainable Tourism, Apple Academic Press Inc.
4. Sarkar Arun Kumar, Action Plan and Priorities in Tourism Development, Kanishka Publishers.
5. Nikunj Tarun– New Dimension of Tourism Today, Alfa Publication.
6. Sharma Manoj & Bansal S.P., Tourism Infrastructural Development– A Sustainable Approach, Kanishka Publishers.
7. WTO Publications– National & Regional Tourism Planning.

MTM-20 TOURISM IN PUNJAB**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Unit-I: History and Geography of Punjab - History-general Information, Geography-general information.

Unit-II: Religious Tourism in Punjab - Main religious places of Punjab

SECTION B

Unit-III: Cultural and Heritage Tourism in Punjab - Culture of Punjab- its handicrafts, cuisine, customs, costumes, fairs and festivals, dances, music.

Unit-IV: Rural Tourism in Punjab - Rural tourism in Punjab.

SECTION C

Unit-V: Role of PTDC and PHTPB - Role of PTDC in promoting Punjab tourism. Recent initiatives taken by Punjab Heritage Tourism Promotion Board.

Unit-VI: Policies and Planning- Policies and planning in Punjab.

Unit-VII: Tourist Transportation- Tourist transportation of Punjab (role of airways, roadways and railways in the promotion of tourism in Punjab).

SECTION D

Unit-VIII: Recent Development in Punjab - Recent development and trends in Punjab (development of hotel industry, food joints, malls and their relevance in promoting tourism in Punjab).

Unit-IX: Tourist Destinations - Main tourist destinations of Punjab.-Amritsar, Patiala, Kapurthala, Chandigarh.

References:

1. Manku, D.S, Geography of Punjab, Kalyani Publications.
2. Vijay Singal, Book on Punjab, American Book Publisher.
3. Punjab Travel Guide.
4. Mann, M.S, History of Punjab.
5. Brochures by PTDC, Punjab Heritage Promotion Board and Punjab Govt.
6. Wilbur, C. Keith, Indian Handicraft, Globe Pequot Press.
7. Johar , Surinder Singh., Holy Sikh Shrines.
8. Transport in Punjab (India), 2010, Published by Books LLC.

MTM-21 EVENT MANAGEMENT**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Introduction - Introduction to event industry; Definition; Objectives and framework; Categories and typologies; Characteristics of events; Skills requires to be a good event planner.

Pre Event Research and Event Planning - Pre event research and planning of the event; Concept and Design; Studying event Feasibility.

SECTION B

Marketing and Advertising for Events- Process of event marketing; advertising for events; Public relations in events.

Market Demand for Events - Event demand; size and scope of event market in India; determinants and motivations of demand; structure of events services, Venue selection and management.

SECTION C

Event Catering - Event catering and various catering tips; menu planning; Event decoration and various decoration plans; Outsourcing decorations; Party themes.

Developing Leadership Skills during Events-Characteristics of leadership; types of leadership for events organizations; Developing leadership skills; Supervision.

SECTION D

Entertainment and Speakers - Purpose of entertainment; staging of events; speaker selection; rules of Flag Flying

Safety and Security - Understanding safety; incident reporting; Crowd management and Evacuation; major risks; safety norms and procedures

References:

1. Donald Getz (2005), Event Management & Event Tourism, Cognizant Communication Corporation.
2. Festivals and Special Events Management (2010) by Mc Donnell, Allen & O'toole, John Wiley and Sons.
3. Allen Judy, Event Planning, John Wiley and Sons, New Delhi.
4. Goldblatt Joe Jeff, Special Events: The Art and Science of Celebration, Van Nostrand Reinhold Company.
5. Van Der Wagen Lyn & Bernda R.Carlos- Event Management for Tourism, Cultural, Business & Sporting Events-Pearson Publications, New Delhi.
6. Kilkenny Shannon, The Complete Guide to Successful Event Planning.

MTM 22 - ENTREPRENEURSHIP DEVELOPMENT**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Concept of Entrepreneurship - The Entrepreneur; Definition; nature and characteristics of entrepreneurship; emergence of entrepreneurial class including women entrepreneurs.

SECTION B

Theories of Entrepreneurship - Socio-economic environment and the entrepreneur.

SECTION C

Characteristics of Entrepreneur Leadership- Characteristics of Entrepreneur Leadership risk taking; decision making and business planning; Innovation and entrepreneurship; entrepreneurial behavior and motivation.

SECTION D

Entrepreneurial Development Programmes - Their relevance and achievements, Role of government in organizing such programmes.

References:

1. Hans Schollhammer and Arthur H. Kuriloff– Entrepreneurship and Small Business Management, John Wiley and Sons.
2. Joseph R.Mancuso– How to Start, Finance and Manage Your Own Small Business, Prentice Hall.
3. Sharma, R.A– Entrepreneurial Change in Indian Industries, Sultan Chand and Sons
4. Dhar, P.N. and Lydall H.F– The Role of Small Enterprises in Indian Economic Development, Asia Publishing House.
5. Ramachandran, K.– Entrepreneurship Development, Tata McGraw Hill.

MTM-23 TOURISM PRODUCTS IN INDIA**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Political and Physical Features of India - Administrative Divisions of India, Relief, Climatic conditions.

Hill Stations in India - Introduction, A study of major hill stations of India: Shimla, Manali, Ooty, Nainital.

SECTION B

Wildlife Tourism in India - Introduction, A study of major wildlife sanctuaries and national parks in India- Sariska wildlife sanctuary, Jim Corbet national park, Kaziranga Wildlife Sanctuary.

Beach Tourism in India-Introduction, a study of major beaches of Goa, Kerala, Mumbai.

SECTION C

Cultural Tourism in India - Introduction, Culture and tourism inter-relationship-with special reference to India, fairs and festivals of India, Cuisines, Customs, Costumes and Handicrafts of India.

Religious Tourism in India - Introduction, historical background, A study of major religious shrines in India- 4 Dhams, Vaishno Devi, Sikh shrines.

SECTION D

Island Tourism in India - Introduction, A study of main Islands of India- Andaman & Nicobar islands, Lakshadweep Islands.

Role of Government and Other Organisations - Role of Ministry of tourism, ITDC, TAAI, IATO, FHRAI.

References:

1. India, A Lonely Planet Travel Survival Kit, Published by Lonely Planet.
2. Kumar, Ravi Bhushan: Coastal Tourism & Environment, APH Publishing Corporation, New Delhi
3. Basham, A.L., The Wonder That Was India, Rupa & Co, New Delhi.
4. Hay, Stephen, Sources of Indian Tradition, 2 Vols., Penguin Books, Delhi.
5. Babu A. Satish– Tourism Development in India, APH Publishing Corporation, New Delhi
6. Singhal G. D., Tiwary Awadh- Glimpses of Tourism in India, Kanishka Publisher.
7. 100 Holidays in the Hills by Outlook Traveler.
8. Hannam, Kevin & Diekmann Anya, (2010) Tourism & India: A Critical Introduction.

MTM-24 FOREIGN LANGUAGE- FRENCH**Time: 3 Hours****Total Marks: 100****Theory Marks: 80****VIVA: 20****Instructions for the Paper Setters / Examiners:****Written:**

I. General question answer -	10 Marks
II. Make sentences –	10 marks
III. Articles –	10 marks
IV Prepositions -	10 Marks
V Adjective possessive and demonstrative-	10 marks
VI. Verbs and tenses (present, future proche)-	10 Marks
VII Translation French to English -	10 marks
VIII Translation English to French-	10 marks

VIVA: 20marks

- I. Reading of a text - 10 Marks
- II. Simple conversation - 10 Marks

Reference:

1. Le Nouveau Sans Frontieres I- By Philippe Dominique (only first two units).