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BENGALURU
CITY UNIVERSITY

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No.BCU/BoS/MTTM / ೭೦೧ / 2023-24

Date: 16.10.2023.

NOTIFICATION

- Sub: Adoption of 2 Years MTTM Course Syllabus of BU for the Students of Bengaluru City University-reg.
- Ref: 1. Recommendations of the Board of Studies in the MMS, MTTM (Integrated) Diploma & PG Diploma.
2. Approval of the Academic Council in its meeting held on 22.10.2023
3. Approval of the Vice-Chancellor dated.16.10.2023.

In pursuance to the recommendations of the BoS in MMS, MTTM (Integrated) Diploma & PG Diploma and the approval of the Academic Council cited at reference (1 & 2) above, the Syllabus of 2 Years MTTM Course of BU is hereby adopted and notified for the students of Bengaluru City University for implementation from the academic year 2023-24 and the same is hereby notified for information.

The copy of each Syllabus is notified in the University Website: www.bcu.ac.in for information of the concerned.


REGISTRAR

To:

The Registrar (Evaluation), Bengaluru City University, Bengaluru.

Copy to;

1. The Dean, Faculty of Commerce, BCU.
2. The Chairman & Members of BoS in MMS, MTTM (Integrated) Diploma & PG Diploma, BCU.
3. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
4. Office copy / Guard file / University Website: www.bcu.ac.in



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

Syllabus for Master of Tourism and Travel Management (MTTM)

(I to IV Semester)

2023-24

**PROCEEDINGS OF THE MEETING OF THE BOS BHM, BTTM-MTTM
(INTEGRATED), MTTM (PG) and PG DIPLOMA COURSES**

Proceedings of BOS meeting for the courses BHM, BTTM-MTTM (Integrated), MTTM(PG) and PG Diploma held on 10th August 2023 at 11.00 am in the Department of Commerce, PK Block, Bengaluru City University.

The draft syllabus was sent to the BOS members through email well in advance and the same was presented in the meeting for obtaining further inputs from the members. After detailed discussion on the Courses offered, members shared their views and opinions about the courses, the inputs provided by the members were incorporated and relevant changes were made. During the meeting it was discussed and decided that the syllabus for MTTM(PG) shall be adopted from Bangalore University. The syllabus of MTTM(PG) approved during the academic year 2020-2021 shall here forth be the syllabus for MTTM(PG) of Bengaluru City University, until revised by the BOS at BCU.

Further board authorised the chairperson to make changes if required.

Members Present

- | | | | |
|----|-----------------------|--|-------------|
| 1. | Dr.Jalaja.K.R | Dean and Chairperson, Faculty of Commerce and Management, Bengaluru City University, Bengaluru. | Chairperson |
| 2. | Dr.Devendra M | Principal, Bengaluru Amirta College, Bengaluru. | Member |
| 3. | Dr.Paramashivaiah P | Professor, Department of Commerce, Tumkur University, Tumkur. | Member |
| 4. | Dr.Binoy T A | Department of Tourism Administration, Kuvempu University. | Member |
| 5. | Dr.Y Venkata Roa | Professor, Department of Tourism Studies, Pondicherry University. | Member |
| 6. | Prof. B Vijayalakshmi | Professor, Department of Business Management, Sri Padamavati Mahila Viswavidyalayam(Womens University) Tirupati. | Member |

bih 12/09/23
Dr. JALAJA. K.R. M.COM., MBA., Ph.D
Dean & Chairperson
Department of Commerce
Bengaluru City University
CS CamScanner

Chairperson- BOS

**REGULATIONS PERTAINING TO
MASTER OF TOURISM AND TRAVEL MANAGEMENT (M.T.T.M.) COURSE UNDER
CHOICE BASED CREDIT SYSTEM FROM 2020-21 ONWARDS**

1. OBJECTIVE:

The broad objective of the Master of Tourism and Travel Management course is to impart to the Students, professional education and training in various aspects of Tourism and Travel business and its environment and provide them with opportunities to develop managerial and analytical skills in order to meet the challenges of Tourism and Travel Industry at the National and International level.

2. ELIGIBILITY FOR ADMISSION:

Candidates who have passed the Bachelor's / Master's Degree examination of this University or of any other University recognized as equivalent thereto and has secured not less than 50% of the marks in the aggregate in Arts, Science, Commerce, Management, Social Sciences, Engineering/Technology courses shall be eligible for admission to the course. In the case of SC/ST/Cat-I students and blind students the minimum percentage of marks required shall be less by 5%.

3. DURATION OF THE COURSE:

The course of study for M.T.T.M., degree shall extend over a period of two years divided into 4 (four) semesters. Each Semester will be of 16 weeks or more duration with a minimum of 90 actual working days

4. SCHEME OF INSTRUCTION:

- i. In each semester there will be Eight papers (including practicals/tour /training)
- ii. There will be 27 contact hours per week. This includes practicals.
- iii. Candidates are required to maintain practical record for practical oriented papers , which will have to be certified by the HOD/Co-ordinator of the course, failing which students will not be permitted to take the semester examination in that paper.

5. ATTENDANCE:

Each paper (theory/practical) shall be treated as an independent unit for the purpose of attendance. A student shall attend a minimum of 75% of the total instruction hours in a paper (theory/practical) including tutorials and seminars in each semester. There shall be no provision

for condonation of shortage of attendance and a student who fails to secure 75% attendance in a course shall be required to repeat that semester.

6. MEDIUM OF INSTRUCTION:

The medium of instruction shall be **English**. However a candidate will be permitted to write the examination either completely in English or in Kannada only.

7. ELIGIBILITY TO TEACH

7.1 M.Com/M.B.A/M.Com(F&A)/M.Com(I.B)/MBS/MMS Graduates with B.Com/BBM/ BBA/ BBS as basic degree from a recognized university are only eligible to teach and evaluate the Commerce and Management Subjects

7.2 MTA/MTTM/MBA Tourism /MBA Tourism & Travel Management is only eligible to teach and evaluate the Tourism and Travel Management Subjects.

7.3 BHM with any Master Degree /M.Sc Hotel Management/ MHM/MBA Hospitality Management is only eligible to teach and evaluate the Hotel Management and Hospitality related subjects.

7.4 Foreign Languages like French and Spanish with Minimum Qualification Any Post Graduation Degree with Diploma in Relevant Languages from recognized university or Any Post Graduation Degree B1 of CEFR is only eligible to teach relevant languages.

8. REGISTERING FOR THE EXAMINATION:

A candidate shall register for all the papers of a semester when he appears for the examination of that semester for the first time.

9. COURSE MATRIX

Refer to Annexure – 1

10. SCHEME OF EXAMINATION:

10.1 There shall be a University examination at the end of each semester.

10.2 Each semester will normally have six (Hardcore) and one (soft core) paper and each shall be for 100 marks and One practical component,

10.3 (i) The composition of theory and internal assessment marks for each paper will be 70 and 30 respectively. However, in Practical related papers it will be 50 marks (Practicals only).

(ii). Duration of examination per theory paper of 70 marks shall be for 3 hours, for practicals it will be 2 (two) hours.

(iii). Practical records will be evaluated as part of the practical examination.

(iv). In case of practical examinations, students will be assessed on the basis of knowledge of processes, skills operations involved, results/calculations and reporting.

(v). Practical examination will be conducted with both internal and external examiners. If the external examiner absents, then the examination will be conducted by the examiners decided by the Chairman/Chairperson of the BOE – MTTM.

10.4 Every theory paper shall ordinarily consist of four sections, developed to testing of conceptual skills, understanding skills, comprehension - skills, articulation and application skills/case studies.

10.5 (i) In case of theory papers the various components of internal assessment will be as follows:

i. Presentation /Seminar/ Assignment – 5 Marks

The marks for the Presentation/Seminar /Assignment shall be awarded as given below:

Sl. No.	Performance Grade /Scale	Marks Allotted
1	Satisfactory	01 Mark
2	Average	02 Marks
3	Good	03 Marks
4	Exemplary	04 Marks
5	Out Standing	05 Marks

ii. Attendance - 5 marks. The marks for the attendance shall be awarded as given below:

Sl. No.	% of Attendance	Marks Allotted
1	75% to 80%	01 Mark
2	81% to 85%	02 Marks
3	86% to 90%	03 Marks
4	91% to 95%	04 Marks
5	96% to100%	05 Marks

iii. Internal Test – 20 Marks

(The test shall be for 1 ½ hour duration carrying 40 marks. The marks scored by the candidate shall be later reduced to 20 marks). The marks for the internal test shall be awarded as given below:

Sl. No.	Marks Obtained	IA Marks(20)
1	> 32 Marks	20
2	28-31 Marks	18
3	24-27 Marks	16
4	20-23 Marks	14
5	16-19 Marks	12
6	<15 Marks	10
7	ABSENT	00

(ii) The Departmental Council / College / Centre shall notify in the first week of each semester, scheme of internal assessment, containing the details of tests, assignments, and seminars.

(iii) Co-ordination Committee: In order to monitor IA tests there shall be Co-ordination Committee consisting of the following:

1. Chairman BOS: Chairman
2. One senior faculty member
3. Two members from affiliated colleges as recommended by the BOS/BOE

(iv) At least one week prior to the last working day, I.A. marks secured by the candidates shall be displayed on the notice board.

(v) The Departmental Council / College / Centre may decide to give test/seminar to candidates who absent themselves for the above, only if the Council is convinced that the absence of the candidate is on valid grounds. However, the Council will allow the candidate to avail of this provision within the duration of that semester.

(vi) The statement of internal assessment shall be sent to the Registrar (Evaluation) one week prior to the commencement of that particular semester examination.

QUESTION PAPER PATTERN

SECTION – A

1. Answer any 10 Questions out of 12. Each Question Carries 02 Marks **(10x2=20)**
a,b,c,d,e,f,g,h,i,j,k & l.

SECTION – B

- Answer any 04 Questions out of 06. Each Question Carries 05 Marks **(4x5=20)**
2,3,4,5,6 & 7

SECTION – C

- Answer any 02 Questions out of 03. Each Question Carries 10 Marks **(2x10=20)**
8,9 & 10

SECTION – D

- Compulsory Question/Case Study **(10 Marks)**
11.

Foreign Languages : French and Spanish – I & II – Question pattern would be

Answer any Seven Questions out of given ten questions : **7 x 10 = 70 Marks**
1,2,3,4,5,6,7,8,9,10.

Note: Questions should comprise from syllabus including grammar and application with reference to the tourism and travel industry.

11. STUDY TOUR AND VIVA – VOCE

A Study Tour and Viva – Voce would be based especially on Study Tour as specified in the syllabus of the concerned paper allotted to each semester. Study Tour is accompanied by the Male and Female Faculty member of the department, it is compulsory for the students to attend /participate in the Study Tour for at least one week and submit a comprehensive Study Tour Report to the Department for Examination purpose. The students failing to attend / participate in the Study Tour would not be allowed for appearing Viva – Voce Examination, such students will have to undertake the Study Tour during the next academic year's programme. The Study Tour Report would comprise for 60 marks and Viva – Voce would be for 40 Marks

12. INTERNSHIP / TRAINING AND VIVA VOCE

Each student shall select one Tourism/Hospitality organization for his/her training after completion of II semester examination. The student shall study the Profile, organization structure and operational procedures of various departments and submit training report during III Semester. Internship Report shall be valued by Examiners of BOE for 50 Marks and the viva voce shall be conducted by the BOE for 50 marks and the marks shall be added in the III Semester. (Total marks = Report (50 marks) + Viva Voce (50 marks) = 100 Marks).

13. DISSERTATION AND VIVA VOCE

Each student is required to select a problem based on research relating to travel/tourism/hospitality and allied sectors during III/IV semester and the same shall be approved by Chairman –BOE MTTM . The student will have research guide under whom the student is expected to work. The student will formulate the research problem and work on it (Collect, Analyze and Interpret the data) during III/IV semester and prepare a Dissertation / Research Report and submit the same at the end of the IV semester (Before Commencement of the Theory Examinations). The report shall be valued for 150 Marks by the BOE- University and VIVA-VOCE shall be conducted for 50 marks by the BOE members MTTM Integrated. Also student needs to maintain Dissertation Log Book for 16 weeks of the research work/activity and the same to be submitted during the viva voce examinations. (Disseration-150 Marks + Viva-50 Marks= 200 Marks. Dissertation guidance of 8 students by a faculty member will be equivalent to the teaching of one paper per semester.

14. BOARD OF EXAMINERS AND VALUATION OF ANSWER SCRIPTS:

14.1 Each written paper shall be valued by one internal examiner and one external examiner. Each practical examination shall be jointly conducted and evaluated by one internal examiner and one external examiner or two external examiners if there are no internal examiners. Then the examination will be conducted by the examiners decided by the Chairman of the BOE – MTTM(But not by two internal examiners only)

14.2 If the difference in marks between two valuation is more than 15% of the maximum marks, the Registrar (Evaluation) or his nominee shall check the entries and the total marks assigned by the two valuers. If there is any mistake in totaling, it shall be rectified. While checking the total, if it is observed that any one or more of the answers is not valued by one of the valuers, the Chairman, BOE shall advise internal members of the Board of Examiners to value that answer. After receiving the marks, the Chairman, BOE shall make the necessary corrections. Despite all these corrections, if the difference between the two valuations is still more than 15%, the Chairman, BOE shall arrange for third valuation by examiners from the approved panel of examiners.

14.3 In case of two valuations, the average of the two valuations and if there are three valuations, the average of the nearest two valuations shall be taken for declaring results. The candidates not satisfied with the results may apply for photocopies of the answer scripts and / or challenge valuation.

14.4 Challenge Valuation:

A student who desires to challenge the marks awarded to him/her may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 15 days after the announcement of the results. Such candidates shall be provided with a Photo copy of the answer book after concealing the name of the valuers.

The answer scripts for which challenge valuation is sought for shall be sent to another external examiner. The average of the marks awarded in the challenge valuation and the marks of the earlier valuation which is closer to the challenge valuation shall be the final award.

14.5 CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Minimum for a pass in each paper shall be 40% (Semester paper in that/end paper no minimum for internal assessment) and 50% in aggregate of all the semester. However, minimum

MASTER OF TOURISM AND TRAVEL MANAGEMENT – MTTM 2 Years

pass in each paper shall be 40% in semester end exam and 50% in aggregate of all papers in that semester.

The results of successful candidates at the end of each semester shall be declared on the basis of Percentage of Aggregate Marks and in terms of Grade Point Average (GPA) and alpha – sign grade. The results at the end of the fourth semester shall also be classified on the basis of Percentage of Aggregate Marks and on the basis of the Cumulative Grade Point Average (CGPA) obtained in all the four semesters and the corresponding overall alpha – sign grade. An eight point grading system, alpha – sign grade as described below shall be adopted.

Outstanding	90% to 100%	(O)
First Class with Exemplary	80% and above but less than 90%	(A++)
First Class with Distinction	70% and above but less than 80%	(A+)
First Class	60% and above but less than 70%	(A)
High Second Class	55% and above but less than 60%	(B+)
Second Class	50% and above but less than 55%	(B)

Six point Alpha- Sign Grading Scale :

GPA	5-<5.5	5.5-<6	6-<7	7-<8	8- <9	9-10
ASG	B	B+	A	A+	A++	O

GPA – Grade Point Average ; ASG- Alpha Sign Grade

The GPA(Grade Point Average) in a semester and the Cumulative Grade Point Average(CGPA) at the end of the fourth semester shall be computed as follows:

Computation of Grade Point Average (GPA):

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course as per the table below. They shall be generally percentages divided by10. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the course and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

Illustration 1 (26 Credits)

Papers	P1	P2P	P3	P4	P5	P6	P7	TOTAL
Max. marks	100	100	100	100	100	100	100	700
% Marks Obtained	77	73	58	76	64	66	82	496
Grade Points Earned(G.P)	7.7	7.3	5.8	7.6	6.4	6.6	8.2	---
Credits for the Paper(C)	4	4	4	4	4	4	2	26
Total GPW =GPxC	30.8	29.2	23.2	30.4	25.6	26.4	16.4	182

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Semester Aggregate Marks : $496/700 = 70.86\%$

Classification of Results : First Class with Distinction

The GPA shall then be computed by dividing the total GPW of all the papers of the study by the total credits for the semester

$GPA = \text{Total GPW} / \text{Total Credits} = 182/26 = 7.0$

Semester Alpha Sign Grade = A+

Illustration 2 (24 Credits)

Papers	P1	P2P	P3	P4	P5	P6	TOTAL
Max. marks	100	100	100	100	100	100	600
% Marks Obtained	67	73	78	76	84	88	466
Grade Points Earned(G.P)	6.7	7.3	7.8	7.6	8.4	8.8	---
Credits for the Paper(C)	4	4	4	4	4	4	24
Total GPW =GPxC	26.8	29.2	31.2	30.4	33.6	35.2	186.4

Semester Aggregate Marks : $466/600 = 77.67\%$

Classification of Results : First Class with Distinction

$GPA = \text{Total GPW} / \text{Total Credits} = 186.4/24 = 7.77$

Semester Alpha Sign Grade = A+

Calculation of Cumulative Grade Point Average (CGPA):

The Cumulative Grade Point Average (CGPA) at the end of the fourth semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the four semesters by the total credits for the programme.

Illustration 1

Semester	I	II	III	IV	Total
Total Marks Per semester	700	700	600	600	2600
Total Marks Secured	496	560	466	510	2032
Semester Alpha Sign Grade	A+	A++	A+	A++	---
Semester GPA	7.0	8.0	7.77	8.5	---
Semester Credits	26	26	24	24	100
Semester GPW	182	208	186.5	204	780.5

Aggregate Percentage of Marks = $2032/2600 = 78.15\%$

Classification of Results = **First Class with Distinction**

Cumulative Grade Point Average (CGPA) =

Total of Semester GPW/ Total Credits for the Programme = $780.5/100 = 7.805$

Programme Alpha Sign Grade = A+

These are only the sample illustration of computing semester grade point averages and cumulative grade point average and the alpha sign grades assigned.

15. MINIMUM FOR A PASS:

15.1 A candidate shall be declared to have passed the PG program if he/she secures at least a CGPA of 5.0 (Course Alpha-Sign Grade B) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as Theory Papers / Practical's / Project Work / Dissertation / Viva-Voce.

15.2 The candidates who pass all the semester examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.0 (or Alpha-Sign Grade A).

15.3 The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.

15.4 A candidate who passes the semester examinations in parts is eligible for only Class / CGPA and Alpha-Sign Grade but not for ranking.

15.5 There shall be no minimum in respect of internal assessment.

15.6 A Candidate who fails in any of the unit / project work / Project Report / dissertation / viva-voce shall reappear in that unit / project work / Project Report / dissertation / viva-voce and pass the examination subsequently.

16. CARRY OVER PROVISION: Candidates who fail in a lower semester examinations may go to the higher semesters and take the examinations.

17. REJECTION OF RESULTS:

i. A candidate who fails in one or more papers of a semester may be permitted to reject the result of the whole examination of that semester. Rejection of result paper wise shall not be permitted. A candidate who rejects the results shall appear for the examination of that semester in the subsequent examination.

ii. Rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.

iii. Application for rejection along with payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the department/college together with the original statement of marks within 30 days from the date of publication of the result.

iv. A candidate who rejects the result is eligible for only class and not for ranking.

18. IMPROVEMENT OF RESULTS:

- i) A candidate who has passed in all the papers of a semester may be permitted to improve the result by reappearing for the whole examination of that semester.
- ii) The reappearance could be permitted twice during double the period without restricting it to the subsequent examination only. The regulation governing maximum period for completing various degree/ diploma programme notified by the University from time to time shall be applicable for improvement of results also.
- iii) The student could be permitted to apply for the improvement examination 45 days in advance of the pertinent semester examination whenever held.
- iv) If the candidate passes in all the subjects in reappearance, higher of the two aggregate marks secured by the candidate shall be awarded for that semester. In case the candidate fails in the reappearance, candidate shall retain the first appearance result.
- v) A candidate who has appeared for improvement is eligible for class only and not for ranking.

Internal assessment marks shall be shown separately in the marks card. A candidate who has rejected the result or who, having failed, takes the examination again or who has appeared for improvement shall retain the internal assessment marks already obtained.

A candidate who fails in any of the semester examinations may be permitted to take the examinations again at a subsequent appearance as per the syllabus and scheme of examination in vogue at the time the candidate took the examination for the first time. This facility shall be limited to the following two years.

19. POWER TO REMOVE DIFFICULTIES

- i) If any difficulty arises in giving effect to the provisions of these regulations, the Vice-Chancellor may by order, make such provisions not inconsistent with the Act, Statutes, Ordinances or other Regulations, as appears to be necessary or expedient to remove the difficulty.
- ii) Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

MASTER OF TOURISM AND TRAVEL MANAGEMENT – MTTM 2 Years

ANNEXURE – 1**M.T.T.M. COURSE MATRIX****(MASTER OF TOURISM AND TRAVEL MANAGEMENT)****First Semester MTTM**

Paper Code	Title of Paper	Paper (T or P)	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
					IA	Exam	Total	
TTM101	Foreign Language : French – I	T	04	03	30	70	100	04
TTM 102	Tourism Concepts and Linkages	T	04	03	30	70	100	04
TTM103	Travel Agency and Tour Operations	T	04	03	30	70	100	04
TTM 104	Hospitality Management	T	04	03	30	70	100	04
TTM 105	Organization Behaviour	T	04	03	30	70	100	04
TTM 106	Cultural Heritage of India	T	04	03	30	70	100	04
TTM 107	Soft Core: Business Communication	T	03	03	30	70	100	02
TTM 108	Study Tour Report & Viva Voce- I	P	---	--	--	60 Report 40 Viva Voce	100	02
	TOTAL	--	27	---	210	590	800	28

MASTER OF TOURISM AND TRAVEL MANAGEMENT – MTTM 2 Years

ANNEXURE - 1**M.T.T.M. COURSE MATRIX****(MASTER OF TOURISM AND TRAVEL MANAGEMENT) -****Second Semester MTTM**

Paper Code	Title of Paper	Paper (T or P)	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
					IA	Exam	Total	
TTM 201	Foreign Language : French – II	T	04	03	30	70	100	04
TTM 202	Tourism Geography	T	04	03	30	70	100	04
TTM203	Air Fares and Ticketing Management	T	04	03	30	70	100	04
TTM 204	Front Office Operations	T	04	03	30	70	100	04
TTM 205	Tourism Marketing	T	04	03	30	70	100	04
TTM 206	Cultural Heritage of Karnataka	T	04	03	30	70	100	04
TTM 207	Soft Core : Forex Management	T	03	03	30	70	100	02
TTM 208	Study Tour Report & Viva Voce- II	P	---	--	--	60 Report 40 Viva Voce	100	02
	TOTAL	--	27	---	210	590	800	28

MASTER OF TOURISM AND TRAVEL MANAGEMENT – MTTM 2 Years

ANNEXURE – 1**M.T.T.M. COURSE MATRIX****(MASTER OF TOURISM AND TRAVEL MANAGEMENT)****Third Semester MTTM**

Paper Code	Title of Paper	Paper (T or P)	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
					IA	Exam	Total	
TTM 301	Foreign Language : Spanish – I	T	04	03	30	70	100	04
TTM 302	Eco Tourism	T	04	03	30	70	100	04
TTM 303	Medical and Wellness Tourism	T	04	03	30	70	100	04
TTM 304	House Keeping Operations	T	04	03	30	70	100	04
TTM 305	Tourism Research Methodology	T	04	03	30	70	100	04
TTM 306	Basics of Accounting & Finance	T	04	03	30	70	100	04
TTM 307	Open Elective	T	03	03	30	70	100	04
TTM 308	Internship Report & Viva Voce	P	---	--	--	Report 50 Marks Viva Voce 50 Marks	100	02
	TOTAL	--	27	---	210	590	800	30

MASTER OF TOURISM AND TRAVEL MANAGEMENT – MTTM 2 Years

ANNEXURE – 1

M.T.T.M. COURSE MATRIX

(MASTER OF TOURISM AND TRAVEL MANAGEMENT)

Fourth Semester MTTM

Paper Code	Title of Paper	Paper (T or P)	Instruction hrs/week	Duration of exam (hrs)	Marks			Credits
					IA	Exam	Total	
TTM 401	Foreign Language : Spanish – II	T	04	03	30	70	100	04
TTM 402	Destination Planning & Development	T	04	03	30	70	100	04
TTM403	Itinerary Preparation & Package Tour	T	04	03	30	70	100	04
TTM 404	Cargo Management	T	04	03	30	70	100	04
TTM 405	Tourism & Hospitality Costing	T	04	03	30	70	100	04
TTM 406	Dissertation and Viva Voce	P	08	---	---	Report 150 Marks Viva Voce 50 Marks	200	08
TTM 407	Study Tour Report & Viva Voce - III	P	---	---	---	Report 60 Marks Viva Voce 40 Marks	100	02
	TOTAL	--	28	---	150	650	800	30

M.T.T.M. COURSE MATRIX
(MASTER OF TOURISM AND TRAVEL MANAGEMENT)
SUMMARY OF FIRST TO FOURTH SEMESTERS MTTM

Sl. No.	Semester	No. of Papers (Theory)	No. of Credits	No. of Papers (Practical)	No. of Credits	Total No. of Paper (T+P)	Total No. of Credits (T+P)
01	First Semester MTTM	07	26	01	02	08	28
02	Second Semester MTTM	07	26	01	02	08	28
03	Third Semester MTTM	07	28	01	02	08	30
04	Fourth Semester MTTM	05	20	02	10	07	30
	TOTAL	26	100	05	16	31	116

First Semester MTTM

TTM 101 Foreign Language : French – I

Objective :

The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students with a basic understanding of the French language as a whole. The overview of this particular course is to give the students exposure to French being used in the tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures and to act as a useful introduction to French and Francophone culture.

MODULE – I Introduction to the Language: Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language, The accents, The Orthographic Signs, the punctuation signs, The numbers in French 0-9; Cardinal and ordinal form of number, Greetings

MODULE – II Basic Vocabularies: (Tourism Based Vocabularies) The days of the week, Months, item narration, Gender specification for the things, the country , city name , time , weather, fruits and vegetable names, the family name, body parts, colors, numbers 10-100 gradual learning, French phonetics, profession; all the necessary word meaning used in general and specifically by tourism professionals .

MODULE – III Basic and Introductory Grammar: The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types, Principal and auxiliary verbs in French (être and avoir), Verb's groups: First, Second and Third group, rule of making ordinal numbers, verbs conjugation in present participle

MODULE – IV Sentence and Dialogue framing: The Affirmative form of the sentences using first, second and third group verbs(Only Present tense), dialogue and phrases from the textbook (Situation 1 -7) Chapter 1 from textbook, verbs Aller, The negative and interrogative form using all types of verbs, Tourism and Tourist based vocabulary

MODULE – V French culture and self-Presentation, Introduction of France and its culture and, the basic Geo-political-economical introduction of France, French History, French (Tourist) habits and the introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session.

Books for Reference :

1. Gupta, Vasanthi, Gupta, Malini, and Ramachandran, Usha, Bon Voyage: 1 Method de Français l'hôtelier et du Tourisme pour les débutants, New Delhi: W. R. Goyal
2. Girardet, Jackey and Cridling, Jean-Marie (Vol 1)méthodes de français; Le Nouveau Sans Frontières,
- 3.. Larousse/Collins Pocket Dictionary (Minimum 40000 Translations)
4. Bhattacharya, S. and Bhalerao, Uma Shashi, French for Hotel Management & Tourism Industry, Frank Bro & CO.
5. Bienvenue en france Tome 1 Methode de francais

First Semester MTTM

TTM 102 Tourism concepts and Linkages

Objectives :

- To Provide a clear concept and ideas about fundamentals of Tourism
- To know various allied concepts and allied activities of tourism.

MODULE – I : Development of Tourism Through Ages: Early and Medieval Period of Travel- Modes of Transport and Accommodation, Renaissance and its Effects on Tourism, Birth of Mass Tourism, Development of Modern Transport, Communication and Accommodation Systems, Origin and Concept of Travel Intermediary Business, Old and New Age Tourism

MODULE – II : Tourism and Its Theories: Meaning and Definitions, Characteristics of Tourism, Need for Measurement of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Different Tourism Systems- Leiper's Geospatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC) - Doxey's Irridex Index – Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences

MODULE – III : Travel Behaviour & Motivations: Origin of Travel Motivation, Meaning of Motivation & Behaviour, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Relationship between Human Life and Travel, Growth of Social Tourism .

MODULE – IV : Tourism Industry & Its Linkages: Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Accommodation- Facilities & Amenities, , Horizontal and Vertical Integration in Tourism Business, Tourism Business during Liberalisation & Globalisation, Positive & Negative Impacts of Tourism.

MODULE – V: Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

Books for Reference :

1. Swain, S.K. & Mishra, J.M.(2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
3. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
4. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
5. Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.

First Semester MTTM

TTM 103 Travel Agency and Tour Operations

Objectives:

- To understand the significance of travel agency management
- To Under stand the importance of tour operation business
- To know the current trends and practices in the tourism & travel trade sector;
- To develop adequate knowledge and skills applicable to travel industry.

MODULE – I Introduction to Travel Trade : Travel Trade - Historical Perspectives - Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.

MODULE – II Travel Agency and Tour Operation Business : Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

MODULE – III 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).

MODULE – IV 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.

MODULE – V Travel Trade Associations : Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAIOI, ADTOI, IAAI, FIYTO, TAFI.

Books for Reference:

- Holloway, J.C. (2002), THE BUSINESS OF TOURISM, Prentice Hall, London, pp.220-279.
- Roday. S, Biwal. A & Joshi. V. (2009), TOURISM OPERATIONS AND MANAGEMENT, Oxford University Press, New Delhi, pp-164-296.
- Goeldner, R & Ritchie. B (2010), TOURISM, PRINCIPLES, PRACTICES AND PHILOSOPHIES, John Wiley & Sons, London.

First Semester MTTM

TTM 103 Travel Agency and Tour Operations

Practical Aspects to be covered in relation to theory :

- Procedure for opening a Travel Agency
- Travel Agency Organization Chart (Large and small)
- Examples of Leading Travel Agency and Case Study
- Travel Documents and Formalities
- Classification of package tour
- Components of Package tour
- Itinerary Preparation – Inclusive and exclusive
- Do and don'ts of Itinerary preparation
- Tour formulation and designing
- Tour itinerary of any following circuits
 1. Heritage Circuit of Karnataka/ India
 2. Pleasure Circuit of Karnataka / India
 3. Coastal Circuit of Karnataka/ India
 4. Adventure Circuit of Karnataka/ India
 5. Pilgrimage Circuit of Karnataka/ India
 6. Wildlife Circuit of Karnataka/ India
 7. Nature Circuit of Karnataka/ India
 8. Hill Stations of Karnataka/ India
- Costing of the Package tour
- Costing of the selected tour packages of SOTC, Thomas Cook and Cox and kings.

First Semester MTTM

TTM 104 Hospitality Management

Objectives:

- To provide the meaning and concept of Hospitality and its Industry.
- To equip with the major sections/units of the Hospitality Industry / Hotel Industry.

MODULE - I Introduction to Hospitality Industry: Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest, Home away from Home - Hospitality culture, Athithi devo bhavah, Expectations of the guest.

MODULE – II Hotels : Classification & Categorization of Hotels - Hotel Ownership; A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels, Home Stays, Tree Huts, Houseboats, Floatels, Roatels -Apartels, Caravans, Capsule hotel; Major Hotel chains in India. Bodies responsible for classification of hotels – DOT, IHM, HRACC, FHRAI & GOI

MODULE – III Major and Minor departments of a Hotel : Organization Chart – Small and Large Hotels, Major Departments – Accommodation (Front Office, House Keeping) Food and Beverage (Production and Service) Minor Departments – Engineering and Maintenance, Accounts, Personnel, Training and Development, Sales and Marketing, Purchase, Receiving , Stores, Food and Beverage Control, Security.

MODULE – IV Hotel facilities and services : Hotel tariff , Types of plans (AP, MAP,CP, EP) -Types of guest rooms - Inter and Intra Departmental Linkages and Coordination.

MODULE – V Job description and Specification : Meaning- Difference between Job description and specification - Job description and specification of departmental managers . Future of Hospitality Industry, Changing trends, issue and challenges, Importance of Hospitality industry in India.

Books for Reference:

1. Hospitality Today: Rocco; Andrew Vladimir, Pables E, Attn.
2. Tourism and the hospitalities Joseph D. Fridgen
3. Welcome to Hospitality Kye-Sung Chon, RoymondSparrowe
4. Hospitality Mgt. Kevin Baker, Jeremy Hayton
5. Hotels for Tourism Development Dr. JagmohanNegi
6. Principles of grading and classification of hotels, tourism restaurant & resorts - Dr. J. Negi

First Semester MTTM

TTM 105 Organisation Behaviour

OBJECTIVES :

- To provide the concept of behavior and its effectiveness in tourism organisation
- To equip with organizational skills and behavior to face the challenges of the tourism industry.

MODULE – I Introduction: Organizational Behaviour - Introduction, Definition, Historical Development, Fundamental Principles of OB, Contributing Disciplines, Challenges and Opportunities.

MODULE – II Foundations Of Individual Behaviour: Individual Behaviour: Foundations of Individual Behaviour, Ability: Intellectual Abilities-Physical Ability, The Role of Disabilities. Personality: Meaning, Formation, Determinants, Traits of Personality, Big Five and MBIT, Personality Attributes Influencing OB. Attitudes: Formation, Components of Attitudes, Relation between Attitude and Behaviour. Perception: Process of Perception, Factors Influencing Perception, Link between Perception and Individual Decision Making. Emotions: Affect, Mood and Emotions and their Significance, Basic Emotions, Emotional Intelligence, Self Awareness, Self Management, Social Awareness, Relationship Management.

MODULE – III Motivation And Leadership : Motivation-Meaning, Theories of Motivation-Needs theory, Two Factor Theory, Theory X and Y, Application of Motivational Theories. Leadership-Meaning, Styles of Leadership, Leadership Theories, Trait Theory, Behavioural Theories, Managerial Grid, Situational Theories-Fiedler's Model, SLT, Transactional and Transformation Leadership.

MODULE – IV Group Behaviour : Definition, Types, Formation of Groups, Building Effective Teams. Conflict-Meaning, Nature, Types, Process of Conflict, Conflict Resolution. Power and Politics-Basis of Power, Effectiveness of Power Tactics. The Ethics of Behaving Politically.

MODULE – V Organisational Culture: Importance, Managing Culture. Work Stress and its Management.

Books for Reference:

1. Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson, 2012.
2. Introduction to Organisational Behaviour – Michael Butler, Jaico Publishing House,
3. Organization Behaviour – Ashwathappa, Himalaya Publication House
4. Organization Behaviour - Nelson, Quick, Khandelwal, 2/e, Cengage Learning, 2012.
5. Organizational Behaviour - Anada Das Gupta, Biztantra, 2011.
6. Organizational Behaviour: A modern approach - Arun Kumar and Meenakshi, Vikas Publishing House, 2011.
7. Organizational Behaviour – Rao V. S. P, Excel BOOKS, 2009.
8. Organizational Behaviour - Fred Luthans, 12/e, McGraw Hill International, 2011.
9. Management and Organizational Behaviour - Laurie J Mullins, Pearson education
10. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning

First Semester MTTM

TTM 106 Cultural Heritage of India

Objectives :

- To provide the knowledge about Indian Culture and its relevance in Tourism.
- To know about the various art and architectural forms of Indian Heritage.

MODULE – I Indian Culture : An Introduction, Characteristics of Indian culture, Significance of Geography on Indian Culture. Society in India through ages- Ancient period- varna and jati, family and marriage in India, position of women in ancient india, Contemporary period; caste system and communalism.

MODULE – II Religion and Philosophy in India : Ancient Period: Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian philosophy – Vedanta and Mimamsa school of Philosophy.

MODULE – III Indian Languages and Literature Evolution of script and languages in India: Harappan Script and Brahmi Script. Short History of the Sanskrit literature: The Vedas, The Brahmanas and Upanishads & Sutras, Epics: Ramayana and Mahabharata & Puranas. History of Buddhist and Jain Literature in Pali, Prakrit , Sanskrit and Sangama literature.

MODULE – IV Indian Art & Architecture : Gandhara School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture.

MODULE – V Indian Painting Tradition : Ancient, Medieval, Modern Indian painting. Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of modern theatre and Indian cinema.

Books for Reference

- 1) Gore, M. S., Unity in Diversity: The Indian Experience in Nation-Building, Rawat Publication, Jaipur, 2002.
- 2) Kabir, Humayun, Our Heritage, National Information and Publications Ltd., Mumbai, 1946.
- 3) Malik, S. C., Understanding Indian Civilisation : A Framework of Enquiry, Indian Institute of Advanced Study, Simla, 1975.
- 4) Mukerji, D. P., Sociology of Indian Culture, Rawat Publications, Jaipur, 1948/1979.
- 5) Pandey, Govind Chandra, Foundations of Indian Culture, Books and Books, New Delhi, 1984.
- 6) Dube, S.C. 1990. Indian Society New Delhi: National Book Trust, India.
- 7) Dubois, Abbe J.A. 1906. Hindu manners, customs and ceremonies, Oxford: Clarendon Press.
- 8) Dutt, N.K. 1986. Origin and Growth of Caste in India, Calcutta : Firma KLM.
- 9) Kapadia, K.M.. 1958. Marriage and Family in India. London. : Oxford.
- 10) Majumdar, R.C. (ed.). 1951. The Vedic Age, London.
- 11) Romila Thapar, Cultural Pasts: Essays in Early Indian History.
- 12) Shirin Ratnagar, Understanding Harappa: Civilization in the Greater Indus Valley.
- 13) Cultural Heritage of India, Vol.1, The Ramkrishna Mission Institute of Culture, Golpark, Kolkata.
- 14) S. Radhakrishnan, Indian Philosophy, Vol.1.
- 15) A.K. Warder, Indian Buddhism. J.E. Cort, Jains in the World: Religious Values and Ideology in India.
- 16) A.L. Basham (ed.), A Cultural History of India. P.D. Mehta, Early Indian Religious Thought.
- 17) Kenoyer, Jonathan Mark 1998. Ancient cities of the Indus Valley Civilization. Karachi: Oxford University Press & American Institute of Pakistan Studies.
- 18) Basham , A. L., Studies in Indian History and Culture. Sambodhi Publications Pvt. Ltd., Calcutta, 1964
- 19) Luniya, B.N., Evolution of Indian Culture. 4th Edn. Lakshmi Narain Agarwal, Agra, 1967

First Semester MTTM

TTM 107 Soft Core : Business Communication

Objectives:

- To emphasis on improving oral and written communication skills through experiential training and understanding of the students.
- To impart the communicative skills required for Tourism Industry.

MODULE – I Communication Skills : Nature, Process of Communication, Verbal and Non-Verbal Communication.

MODULE – II Report Writing: Characteristics, Importance, Types, Daily Reports.

MODULE – III Public Relations: Meaning and Content of Public Relations – Social Context of Public Relations – Communication and Public Opinion – Principles of Persuasion, Adjustment and Adaptation – PR in Tourism, Travel and Hospitality Sector

MODULE – IV Business Communication: Definition, Types, Characteristics of Communication. Memorandum, Notice, Agenda, Minutes.

MODULE – V Job Related Communication: Application Letter, Interviews, Group Discussion, Body Language, Postures, Eye Contact, Etiquettes, Voice Culture, Scientific Temper - Team Building – Interpersonal Effectiveness.

Books for Reference

1. Kaul, A. (2005). Effective Business Communication, PHI, New Delhi.
2. Munter M. (2011). Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. (2007).Effective Communication and Public Speaking, Jaico, Mumbai.
4. Bovee, T & Schatzman. (2003). Business Communication Today, Pearson, New Delhi.
5. Meenakshi Raman (2012) Business Communication 2nd Edition, Oxford University Press, New Delhi.
6. Pd Chaturvedi & Mahesh Chaturvedi (2009) Business Communication: Concepts, Cases, and Applications 2nd Edition, Pearson Education Singapore Ltd, Pearson, New Delhi.
7. Thomas Jane, Murphy Herta, Hildebrandt Herbert (2008).Specifications of Effective Business Communication 7th Edition, Tata McGraw - Hill Education, New Delhi

First Semester MTTM

TTM 108 Study Tour Report & Viva Voce – I

(Coastal Circuit of Karnataka)

Important tourist places covering the following districts of Karnataka: Dakshina Kannada (Mangalore), Udupi and Uttara Kannada, *Note: Study Tour Report should be hand written by the individual students only (typed report will not accepted for evaluation purpose).*

Evaluation Pattern :

Particulars	Marks
Study Tour Report	60
Viva voce	40
Total	100

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to :

1. Develop knowledge and understanding of different stakeholders of travel and tourism industry.
2. Analyze and appraise a particular form of tourism and tourism business at a specific destination.
3. Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

Note : A week long study tour comprising of the selected places in the above mentioned districts of Karnataka shall be conducted during the semester classes. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report and face the viva-voce examinations conducted by the BOE . The students will have to give presentations based on their report before the examiners.

Second Semester MTTM

TTM 201 Foreign Language : French – II

Objective:

The objective of the course is to enable the students to understand basic conversation related to tourism industry. It aims to provide students with a basic understanding of the French vocabularies, sentences and writing skills. The objective of this course is to create an awareness of the language structure and to make students understand the Francophone culture.

MODULE – I Basic Conversation: Basic introduction, liaison from basic level, The Expressions of politeness (Expressions de politesse), The Orders (Les Commandes), The Expressions (Les expressions), Simple Conversation (Conversations simple). Vocabulary in French for Continental Cuisine & Drinks – The names of Drinks (Les Vins De France), The Kitchen and its utensils (Le Matériel de Cuisine), Describing of Dishes (Description des Plats de Français)-Sweets and drinks (Desserts et Café / thé)

MODULE – II Basic Tour: (Tourism Professionals- Vocabulary) On Arrival (À l'arrivée), Air Travel (Voyage en avion), Cruise Travel (Voyage de croisière), Rail travel (Voyage par le Train), Car Travel (Voyage en Voiture). Situation- At the hotel (À l'hôtel), At the Cash Counter (A la Caisse), the breakfast (Le petit déjeuner), Lunch in a Restaurant (Le Déjeuner dans un restaurant), At the sightseeing (A la vue de voir), The Telephonic Conversation (La conversation téléphonique)

MODULE – III Basic and Introductory Grammar: The Adjectives and its use, Plural form of adjectives (pluriel des adjectifs), Reflexive Verbs, Reciprocal Verbs, Adverbs, Prepositions, Negative sentences (sentences négatifs), Conjunctions, Contracted articles, partitive articles (du, de la, de l', des). Peculiarities of some of the first group verbs, Verbs Conjugation for -er, -ir, -re and -oir ending verbs in Interrogative and negative format.

MODULE –IV Speaking Skill: Simple dialogue writing Situation – Visiting the Place-Mysore Palace/ Taj Mahal/ Delhi /Sanchi, During Travelling, at hotel, at Restaurant, at Café house, at a Travel Agency, at telephone, at Station Present oneself (Présentez-vous) in French, Introduction of Male/Female (neighbor) (Votre Voisin et Voisine), Passage reading and writing from Textbook (unit 2 & Unit 3), French to English Translation, English to French Translation

MODULE – V Comprehension, Writing Skill & French Culture: Writing Small letters – Formal and informal, to the friends (ami/amie), to mama/papa, Writing Passage/ Basic Content in French- Small email writing in French, Writing Resume in French, Introductory history of Republic of France (Histoire d'introduction de la République de France) - culture & history. Verbal French practice session

Books for Reference:

1. Vasanthi, Gupta, Malini and Ramachandra, Usha, Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants; New Delhi: W. R. Goyal
2. Girardet, Jacky and Cridlig, Jean-Marie méthodes de français; Le Nouveau Sans Frontières Vol 1
3. Girardet, Jacky and Cridlig Vol 1 cahier d'exercices; Le Nouveau Sans Frontières, Workbook
4. Lorusse/Collins Pocket Dictionary (Minimum 40000 Translations)
5. Jean-Paul Valette & Rebecca Valette Contacts: Langue et culture françaises
6. Bhattacharya, S. and Bhalerao, Uma Shashi, French for Hotel Management & Tourism Industry, Frank Bro & CO.
7. Bienvenue en France Tome 1 Methode de francais.

Second Semester MTTM

TTM 202 Tourism Geography

Objectives

- To study the relationship of geography and tourism;
- To be familiar with major tourism destinations worldwide;
- To study locale and accessibility to major tourist destinations across the continents; and
- To be able to plan tour itineraries of various countries across time zones.

MODULE – I Geography : Definition- Branches of Geography- Five Themes of Geography- Location, Place, Human-environment Interaction & Movement.

MODULE – II Map Reading Skills: Latitude, Longitude, International Date Line – Altitude – Direction - Scale Representation - GIS & Remote Sensing - Time Zones - Calculation of Time: GMT Variation - Concept of Elapsed Time & Flying Time.

MODULE – III Physical Geography of India: Physiography: Distribution of Rivers, Mountains, Plateaus & Plains - Climate and Vegetation.

World Geography: Physiography, Drainage, Climate & Vegetation of North, South and Central America – Europe – Africa - Asia & Australia.

MODULE – IV Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas - Global Indicators - Major Airports and Routes - Major Railway Systems and Networks - Water Transport: International Inland and Ocean Transport Networks - Road Transportation: Major Transcontinental, International and National Highways - Transport Systems in India.

MODULE – V

Importance of Geography in Tourism: Spatial perspectives; Push factors & Pull factors- Significance of Tourism- Limitations of Tourism- Concept of GIS- definition- Use of GIS modules in Tourism Planning and Development.

Planning and development of Tourism in different climatic regions: Case Studies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, Sri Lanka and Papua New Guinea.

Books for References:

1. Michael hall (1999), Geography of Travel And Tourism, Routledge, London.
2. C. Michael Hall & Stephen J. Page (2006), The Geography Of Tourism And Recreation- Environment, Place And Space, Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography Of Tourism Mac Donald & Evans, Ltd., India, Lonely Planet Publications.

Second Semester MTTM

TTM 203 Airfares and Ticketing Management

Objectives:

- To provide the concept of Airfares and Ticketing calculation used in Travel Industry.
- To equip with Softwares related to Ticketing Management .

MODULE – I Basic Concepts of Airline Ticketing: Aviation Terminology, Domestic and International City Codes (Important one), Major Airline codes, IATA areas and Sub areas, Global indicators, rounding off LCF (Local Currency Fare).

MODULE – II Air Fare calculation: Types of Airfare-Normal Fare, Special Fare, Concept of Journey-Counting transfer-stopover, No-stop over points, Types of Journey, IATA/UFTAA Air fare calculation for one way Journey with BHC and Round Trip with CTM.

MODULE – III Ticketing Documents: Paper Ticket, E-ticket, Difference between Paper ticket and E-ticket, MCO (Miscellaneous Charges Order)-Specified MCO, Unspecified MCO, General Guidelines for MCO completion, MPD (Multi Purpose Document), and Composition of MPD & Coupon Layout of MPD.

MODULE – IV BSP (Billing & Settlement Plan): Background, Aims of BSP, Advantages of BSP, BSP Operation-Equipment, Issuing Airline tickets, Reporting procedures, Processing/Billing, Remittance, Airline Accounting Procedures. Important dates.

MODULE – V PTA (Prepaid Ticket Advice): Meaning, Types of PTA, Parties involved in PTA, Travel Agent involvement, Duties & Responsibilities of Selling Office/Outgoing PTA Desk, Duties & Responsibilities of Ticketing Office.

Books for Reference:

1. Computer reservation system by Galileo
2. Handbook on passenger air tariff, Published by IATA, Montreal, Canada
3. Hand book of IATA Published by IATA, Montreal, Canada
4. Air Transport Essentials –IATA Study Material
5. Air Fares & Ticketing – IATA Study Material

The following practical components to be covered as a part of theory syllabus

1. Major Airlines codes
2. Domestic and International City Codes
3. Marking air routes in India.
4. Travel circuits by Air / IATA Traffic Areas
5. Air Fare Calculation-OW,RT,CT
6. Studying OAG
7. Identification of IATA Areas
8. Computerized – ticketing and billing, information provided , delivery of ticket, billing of ticketing and service charges, mode of payment.

Second Semester MTTM

TTM 204 Front Office Operations

OBJECTIVES:

- To provide the concept and practices of Front Office in a 5 Star Hotel.
- To equip with the fundamental operations of Front Office department of a Hotel.

MODULE – I ORGANISATION TO FRONT OFFICE AND RECEPTION : Layout, Staff, duties and responsibilities of front office staff, symbols used in Front office, flow chart of Front office, Coordination of Front Office with other departments, Functions of receptions, Qualities and duties of receptionist, Communications, Preparing for guest arrivals, Check In and Check out system, Checking of reservation correspondence, preparing night clerks reports, Records and formats used in receptions, Guest Activities and Guest arrival flow charts, specimen of formats used.

MODULE – II RESERVATION : Importance of reservations, Functions of reservations, Sources and modes of reservations, Reservation enquiry, - use of letter fax, telephone and e-mail, Methods of recording booking, over booking, confirming bookings, Group reservations & VIP reservations, instant reservation, instant reservation systems, Central reservation systems, Cancellation and amendments, Forms and formats used in reservation, Reservation process, Group reservation.

MODULE – III REGISTRATION: Various types of registration and method, Documents Generated Registration process Registration procedures for Indians and Foreigners, Walk-ins, Guests with Reservations, Groups, Crews, Transit Passengers. Procedures for scanty baggage guest, Reports, forms and formats used, Registration Terminology.

MODULE- IV INFORMATION : Functions of information section, Guest Alphabetical Index rack, Message Handling, Handling Guest Rooms keys, handling Mail, Handling Guest Parcels, Paging, Providing information to guests, Forms and formats used, Information Desk Terminology. Reception and information flow chart, specimen formats used.

MODULE – V LOBBY & BELL DESK OPERATION: Role of Lobby Manager, Role of Guest Relations Executive, Functions of Bell Desk, Bell Desk Layout and equipment, staff Organization, Duty rota, and work schedule, luggage handling procedure on guest arrival and departure, Left Luggage Procedure, Miscellaneous services: Postage, Stationery and First Aid etc. Valet car parking & Allied Guest Service, Forms and Formats used, Bell Desk Terminology.

Books for Reference:

1. Front office manual – Sudhir Andrews
2. Front office Management – S.K.Bhatnagar
3. Front office – Peter Abboll
4. Front office – Khan
5. Front office Management – R.K.Singh

Second Semester MTTM

TTM 205 Tourism Marketing

OBJECTIVES :

- To provide clear understandings on theory and practices of marketing with special reference to tourism business.
- To know various marketing aspects involved in service industry

MODULE – I Origin of Marketing : Evolution of Marketing and understanding the Markets, Tourism Marketing – Tourism Product – Features of Tourism Product & design and mapping the products –Functions, Core Principles of Marketing, Concepts of Services Marketing, Forecasting market demand.

MODULE – II The relationship between market and Consumer: Micro & Macro Marketing Environment – Consumer Behaviour – Buyer Decision-making Process – Market Research-Market Segmentation, Targeting and Market Positioning. Environmental Analysis, Internal Marketing, Professional Sales, Marketing communication, P.R for Tourism and Hospitality Industry, Crisis Management.

MODULE – III P's of Tourism Marketing : 8 P's of Tourism Marketing- Product, Place, Price, Promotion, Physical Evidence, People, Process & Packaging, Designing Tourism Product – Branding and Packaging Product Development – Product Life Cycle & Its Various Stages, Pricing Strategies and Approaches, Channels of Distribution, Advertising – Sales Promotion – Publicity – Personal Selling

MODULE – IV Marketing of Tourism Products: Trends in Tourism Marketing – Marketing of Known and Lesser Known Destinations, Airlines, Hotels, Resorts, Travel Agencies, Event Management Company. Organisation and managing Tourism Markets, Marketing Plans

MODULE – V Marketing Skills for Tourism Business : Self Motivation – Team Building – Personality Development - Creativity & Innovation– Innovative Products in Tourism, Five –Gap Model of Service Quality, Marketing Control

Books for Reference:

1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi.
2. Bennett J. A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdown.
3. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi.
4. Stanton W. J. (1999). Fundamentals of Marketing, McGraw Hill, New York.
5. Neelamegham S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi.
6. Ramasamy V.S. & Namakumar S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.
7. Stone, Marilyn A., Desmond, John (2007). Fundamentals of Marketing, Routledge, New York.

Second Semester MTTM

TTM 206 Cultural Heritage of Karnataka

Objectives:

- To provide information on the history of Karnataka from the ancient period and role of the same in promoting tourism.
- To equip with historical happenings of the past with special reference to Karnataka .
- To provide the concept of Karnataka Architecture and Culture from the ancient period and role of the same in promoting Tourism.
- To equip with historical happenings at the past with special reference to art and architecture of Karnataka .

MODULE – I Geography of Karnataka : Major Sources of Karnataka History – Pre-Historic sites in Karnataka – Shatavahana of Paithan – Banvasi Kadambas. Gangas of Talakadu – BadamiChalukyas-Rashtrakutas of Manyaketa, KalyaniChalukyas - Hoysalas of Dwarasamudra, Kalachuris of Kalyana – Vijayanagara Empire - Krishnadevaraya – Bahumani Empire – AdilShahis of Bijapur – KeladiNayakas – Chitradurga Palegars

MODULE – II History of Mysore Wodeyars : Chikkadevaraya Wodeyar – Hyder and Tippu – Krishnaraja Wodeyar III – Commissioners of Mysore – Krishnaraja Wodeyar IV – Dewans of Mysore

MODULE – III Growth of Karnataka : Freedom Movement in Karnataka – Role of Press and Literature – Unification Movement in Karnataka.

MODULE – IV Pre-Historic Art in Karnataka : Numismatics - Kadamba Architecture – Ganga’s Art and Architecture, Architecture of Badami Chalukya’s – Rashtrakuta’s Caves and Monuments - Kalyani Chalukya’s Architecture – Hoysala’s Architecture – Dravida, Nagara & Vesara Styles , Vijayanagara Art and Architecture – Bahumani Sulthan’s Monuments – Bijapur , AdilShahi’s Architecture – Mysore Wodeyar’s Palaces and Monuments

MODULE – V Karnataka Culture : Classical and Folk dances of Karnataka – Theatre – Kannada Literature – Handi Crafts. Festivals and Fairs of Karnataka – Cuisines of Karnataka.

Books for References:

- 1) P.R.Diwakar (Ed): Karnataka through the ages 1968
- 2) P.B.Desaietc: A History of Karnataka, 1970
- 3) SuryanathKamath: A concise History of Karnataka, 1997
- 4) H.V.Srinivas Murthy and R.Ramakrishna: History of Karnataka, 1978
- 5) K.R.Basavaraj:History and Culture of Karnataka 1984
- 6) A.V.Narasimha Murthy (Ed): Archeology of Karnataka, 1978
- 7) ChoodamaniNandagopaletc: Temple Treasures, 3 vols.
- 8) S.R.Rao: Traditional paintings of Karnataka, 1980
- 9) R.B. Pande: Indian paleography
- 10) A.V.Narasimha Murthy: Coins and currency system in Karnataka
- 11) P.Sambamurthy : South Indian Music, 1941
- 12) Suryanath Kamath Karnataka – A Handbook, 1977
- 13) R. Satyanarayana : Studies in Dance
- 14) MrinaliniSarabhai:UnderstandingBharatanatyam
- 15) EnakshiBhavanani: Dances of India
- 16) K.M.Munshi (Ed): Indian Inheritance, vol.II (Chapters 1, 2 & 3)

Second Semester MTTM

TTM 207 Soft Core : Forex Management

OBJECTIVES :

- To acquaint the students with foreign exchange markets .
- To manage and operate tourism business in global scenario.

MODULE – I International Monetary System: Evolution of the international monetary system: Bimetallism, Gold standard, Bretton Woods system, Flexible exchange rate regime, Current exchange rate arrangements (Basic Idea).

MODULE – II Concepts and Provisions: Concepts of authorized person, Categories of Authorized dealers, current account transaction, capital account transaction. Regulation and management of foreign exchange: FEMA (Main Objectives), realization and repatriation of foreign exchange.

MODULE – III Foreign Exchange Market: Structure of Foreign exchange market (Global & Indian), Participants in foreign exchange market, Types of transactions & foreign exchange market, Spot Market : Concept of spot rate, spot rate quotations, bid-ask spreads, Trading in spot markets. Forward Market: Concept of forward rate, long and short forward positions, forward premium and discount.

MODULE – IV Exchange Rate : Concept and its determinants, BSR and BBR, Types of Exchange Rates. Government intervention and government influence on exchange rates. Buying Power: Concept and its affect on Travel trends.

MODULE – V Foreign Exchange Rules in India : Residents and Non-Residents Accounts in foreign currency. Import and Export of Foreign exchange, Import and Export of Indian currency, Foreign exchange facilities or restrictions in India (Basic Idea), Foreign exchange rules in India for Tourists.

Books for Reference :

1. Jeevanandam C, Foreign Exchange & Risk Management, New Delhi: Sultan Chand & Sons.
2. Apte, P.G., Multinational Financial Management, New Delhi: Tata McGraw Hill, 1998
3. Cheol S. Eun & Bruce G. Resnick, International Financial Management, McGraw Hill.
4. Madura, Jeff, International Corporate Finance, Cengage Learning.
5. Levi, Maurice, International Finance, New York: McGraw Hill Inc.
6. RBI Guidelines on Foreign Exchange (Latest)

Second Semester MTTM

TTM 208 Study Tour Report and Viva Voce – II

(Heritage Circuit of North Karnataka)

Important tourist places covering the following districts of Karnataka:

Dharwad, Bagalkote, Belgaum, Bellary, Bijapur, Gulbarga and Bidar

Note: Study Tour Report should be hand written by the individual students only (typed report will not accepted for evaluation purpose).

Evaluation Pattern :

Particulars	Marks
Study Tour Report	60
Viva voce	40
Total	100

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to :

1. Develop knowledge and understanding of different stakeholders of travel and tourism industry.
2. Analyze and appraise a particular form of tourism and tourism business at a specific destination.
3. Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

Note : A week long study tour comprising of the selected places in the above mentioned districts of Karnataka shall be conducted during the semester classes. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report and face the viva-voce examinations conducted by the BOE . The students will have to give presentations based on their report before the examiners.

Third Semester MTTM

TTM 301 Foreign Language : Spanish – I

Objectives :

- To learn the growing importance of Spanish language in the modern world.
- To analyse and understand cultural considerations as motivator for an effective tourism support.
- To converse with tourist in Basic / Elementary Spanish on daily routines.

MODULE – I : Spanish as a Beginner, History & Culture, Spanish reach and population, Opportunities and How it Impacts You, Efficient Learning guide & considerations, Salutations & Pronunciations

MODULE – II : Continuation of Salutations & Pronunciations, Alphabets, Numbers, Audio Exercises, Case Example with Class Interaction

MODULE – III : Introduction to Nouns, Introduction to Verbs, Date and time, Simple Sentences & Vocabulary.

MODULE – IV : Travel Related conversations : Greetings, Modes of Travel and guides, Airport, Taxi, Accommodation, Hotels. Ordering Food, Understanding Addresses, Asking Directions, Shopping.

MODULE – V : Role Play Exercises with AV Demo, Sentence Formations, Writing Small Paragraphs, Letters, emails, Student Leads on key topics,

Books for Reference :

- Chicos Chicas Libro del alumno Nivel 1
- Chicos Chicas Libro del alumno Nivel 2
- AULA Internacional Curso de Espanol 1
- AULA Internacional Curso de Espanol 2
- Spanish Course Hand Book - The Lingaphone Institute.

Third Semester MTTM

TTM 302 Eco Tourism

OBJECTIVES:

- To understand the significance of ecotourism;
- To comprehend the theories and practices of ecotourism;
- To be familiar with the model ecotourism projects; and
- To use the theoretical knowledge to manage ecotourism resources.

MODULE – I Introduction : Fundamentals of Ecology. Basic Laws & ideas in Ecology. Function and Management of Ecosystem. Biodiversity and its Conservation-Pollution. Ecological Foot Prints .Relationship between Tourism & Ecology.

MODULE – II Eco Tourism : Ecotourism- Evolution, Principles, Trends and Functions of Ecotourism ,Mass Tourism Vs Ecotourist, Typology of Eco-tourists, Ecotourism Activities & Impacts, Western Views of Ecotourism, Quebec Declaration, Kyoto Protocol, Oslo Declaration.

MODULE – III Alternative & Reponsible Tourism : Ecotourism development, Sustainable Ecotourism. Resource Management , Socio-economic Development. Ecotourism Policies, Planning and Implementation. Eco-friendly Facilities and Amenities. Carrying Capacity, Alternative Tourism & Responsible ecotourism- Ecotourism Programming

MODULE – IV Eco Tourism Trends, Issues and Challenges: 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, Thenmala Eco-Project, Similipal Ecotourism Project, Sunderbans Ecotourism Project, Kaziranga National Park, Run of Kutch, Nandadevi Biosphere Reserve, Corbett National Park, Gulf of Manar, Kruger National Park, South Africa.

MODULE – V Role of National and International Agencies: Ecotourism Development Agencies- Role of the International Ecotourism Society – the UNWTO, UNDP, WWF - Department of Forest and Environment - Government of India, ATREE, EQUATIONS.

Books for References :

1. Weaver, D. (201), The Encyclopedia Of Ecotourism, Cabi Publication.
2. Fenel, D. A. (202), Ecotourism Policy and Planning, Cabi Publishing, USA
3. Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mital, New Delhi.
4. Ralf Buckley (204), Environment Impacts Of Ecotourism, Cabi, London.
5. Ramesh Chawla (206), Ecology and Tourism Development, Sumit International, New Delhi

Third Semester MTTM

TTM 303 Medical and Wellness Tourism

OBJECTIVES :

- To provide the concept of Health Tourism and role of same in promoting tourism.
- To equip with concepts of Medical Tourism and dimensions of medical tourism.
- To analyse and understand push-pull factors as motivators for medical tourists .

MODULE – I Introduction to Health Tourism: Origin and development over ages, health as a motivator to travel, Ancient centres of healing, Quality of Life (QOL) Concept. The scope of Health Measures, Forms of Health tourism. Health: Concept, Definitions and Importance of health to People, Business and Government.

MODULE – II Medical tourism : Concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

MODULE – III Medical tourism product and package: Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Claiming Health Insurance.

MODULE – IV Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

MODULE – V : Medical tourism in India: Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.

Case Studies : Medical Tourism Companies in Bangalore, SOUKYA International Holistic Health Centre Pvt.Ltd , Narayana Hrudayalaya, Apollo Hospitals, Global Hospitals, Sankara Nethralaya.

Books for Reference :

1. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann
2. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
3. Raj Pruthi (2006), Medical Tourism in India, New Delhi: Arise Pub.

Third Semester MTTM

TTM 304 House Keeping Operations

Objectives:

- To provide the concept and practice of House-keeping department in a 5 Star Hotel.
- To equip with fundamental operations of House-keeping department of a Hotel.

MODULE – I House Keeping Organisation : Layout, Staff Organisation, brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper. Hotel guest room - Layout, types, floor pantry, furniture, fixtures and fittings, department the Housekeeping co-ordinates within the hotel.

MODULE – II Housekeeping Control Desk: Importance and role control desk , Handling telephone calls, Co-ordination with various departments, paging systems and methods, Handling difficult situations Forms, Formats and registers used. Duty allotment and Duty chart, Leave application procedures, briefing and de-briefing staff, Gate pass procedures, Housekeeping purchases and Indents, Security systems, protecting guest, Safe deposit, emergency procedures, master keys, unique cards.

MODULE – III Cleaning Equipment, Agents & Cleaning Of Guest Room: Types of equipment used in Housekeeping department, cleaning agents – detergents, disinfectants, polishes, types of floor cleaner, toilet cleaner, maids trolley and items in it. Types, special cleaning methods, daily, periodical, spring cleaning, cleaning of occupied room procedure make up of a guest room, occupied vacant and departure room, bed making, turn down services, cleaning of floors, maintenance of rooms and procedure involved with cleaning schedules.

MODULE – IV Linen & Laundry: Textiles, types of fibers and fabrics used in the hotels Organization and Layout of Linen and Laundry room, Types of Linen, sizes used in the hotels. Uniform and types of uniform used in the different departments. Storage of Linen and conditions for storage and Inventory and stock Concepts Laundry slow process, hand wash, types of equipments used in the laundry, manual and electrical Iron – Hot head, stem head and collar press, work counters, stains and stain removers. Flow chart of room linen, restaurant, guest and Uniform linen. Types of flowers, leaves and vases used in arrangement equipment and the seasonal flowers.

MODULE – V Accounting, Audit and Control : Income from Accommodation, Public Room Rentals, Allowances, net Sales, Expenses, Salaries and Wages, Room Employees Meal, China and Glassware, Commissions, Contract cleaning, Decorations, Dry cleaning Garage and Parking, Guest Supplies, Laundry and Dry Cleaning, Linen, Linen Rentals, Printing and Stationery, Reservation Expenses, Miscellaneous Expenses.

Books for Reference:

1. Hotel House-keeping Training Manual – Sudhir Andrews
2. Professional House-keeping – Madhukar
3. House-Keeping Management – Anurik Singh
4. Professional House-keeping – Manoj
5. The art of flower Management.

Third Semester MTTM

TTM 305 Tourism Research Methodology

OBJECTIVE : To familiarize the student with the fundamental concepts and various techniques of research that can be used in tourism business, management and academics.

MODULE 1 Introduction to Research : Research – meaning, definition, objectives, motivation, significance, criteria of good research; Types of research – fundamental, applied, descriptive, quantitative, qualitative, analytical, Empirical, exploratory research; Research Vs Research methodology; major areas of tourism research; Social science research- meaning, methods – Field study, library research, case study, stimulation research, survey, managerial research; objectives of managerial research scientific method

MODULE 2 Steps of Research: Research process; Steps, Selection and formulation of problem, Identification and labeling variables; Operational definition, hypothesis – Source, types, characteristics, testing, Research design; Research proposal development; Reviewing Literature; Reasons for reviewing literature, locating literature, Writing literature reviews, Referencing, Avoiding plagiarism

MODULE 3 Research Process : Sampling:-Merits and limitations, importance, qualities of good sample, criteria for choosing sampling method. Sampling techniques; Random sampling, simple random sampling, complex random sampling; systematic, stratified, cluster, multistage, steps in sample design; Data Collection, primary data, observation method, questionnaire, interview schedule, source of secondary data, selection of appropriate method, tools of data collection; Measurement and Scaling techniques: Validity and reliability, Nominal, Ordinal, Interval, Ratio Data, Comparison of scaling techniques

MODULE 4 Research Analysis Tools :Tools of analysis: Introduction to software like MS Excel, SPSS, introduction to data entry and analysis; Research Report Writing: General standards, Structure of research report, Presentation of qualitative and quantitative data, Use of diagrams and charts; Presentation of findings, Use of Computers for report writing and formatting.

MODULE 5 Field Work in Tourism Research :Field work in tourism; researching tourists in the outdoors; challenges in fieldwork; online fieldwork; online surveys; Important research journals in Tourism and Hospitality; Introduction to Inflight, UGC Infonet, shodhganga portal, google books and google scholar. Concepts and types of plagiarism and UGC Guidelines of Plagiarism.

CASE STUDY: Each student will have to select and study a research paper published in peer reviewed journal and present a seminar on it, discussing the various elements of research methodology applied in the study. This seminar shall be considered for internal assessment component.

PRACTICAL ACTIVITY: Designing of data collection tools, data collection, data entry and analysis.

GROUP ACTIVITY: A simple research study should be designed in the classroom and tools to design. The students, in a group of 3 or four shall practice field work at nearby tourist destination to collect data, and evaluate the process in the class room to know the dynamics of field work in tourism.

REFERENCES

1. CM Hall (Ed), Field work in tourism: Methods, Issues and reflections, Routledge.
2. Chris Ryan, Researching Tourist Satisfaction- issues, concept, problems, Routledge, London.
3. James M. Poynter (1993), How to Research and Write a Thesis in Hospitality and Tourism: A Step-By-Step Guide for College Students, Wiley
4. Ritchie, Goeldner, Travel, Tourism and Hospitality research- A handbook for Managers and researchers, John Wiley & Sons.
5. C. R. Kothari, Research Methodology.
6. Krishnaswami and Ranganathan, Methodology of Research in Social Sciences, Himalaya Publishing
7. Clark, M, Riley, M, Wikie, E and Wood R.C (1998), Researching and Writing Dissertations in Hospitality and Tourism, ITBP
8. Jennings G (2001), Tourism Research, John Wiley and Sons.
9. A J Veal (2006) Research Methods for Leisure and Tourism- A practical Guide, Prentice Hall, Essex.
10. Levent Altinay & Alexandros Paraskevas, Planning Research in Hospitality and Tourism, Butterworth Heinmann

Third Semester MTTM

TTM 306 Basics of Accounting and Finance

OBJECTIVES:

- To provide the concept of Accounting and Finance .
- To equip with fundamental operations of Accounting at Tourism organisation.
- To know about various funded schemes of Tourism project

MODULE – I

Meaning- Definition of Accounting- Book keeping and Accounting- Objectives of Accounting-Branches of accounting- Persons interested in Accounting Information

MODULE – II

Types of Accounts- methods of Recording – Differences between Single Entry and Double entry system- Accounting concepts and conventions.

MODULE – III

Journal, Ledger, Subsidiary Books, Trial Balance- Trading Account- Profit and Loss Account and Balance Sheet(with adjustments). Tally.

MODULE – IV

Accounting of Non Trading Organisation- Receipts and payments- Income and Expenditure and Balance sheet

MODULE- V

Basics of Finance - Tourism Finance Corporation of India – Scope and its Functions – Financing of Tourism Projects – Types and Norms of Financial Assistance.

Books for Reference:

1. Arora M.N. Accounting for Management HPH
2. Bhattacharya.SK and Dearden J , Accounting for Management, Vikas Publication
3. Gupta.R.L. Advanced Accounting , S.Chand & Co, New Delhi
4. Maheswari .S.N. Advanced Accounting Vol I , Vikas Publishing

Third Semester MTTM

TTM 307 : Open Elective

(As prescribed by the University Regulations for the PG Course)

Third Semester MTTM

TTM 308 : Internship Report and Viva Voce

Each student shall select one Tourism/Hospitality organization for his/her training after completion of II semester examination. The student shall study the Profile, organization structure and operational procedures of various departments and submit training report during III Semester. Internship Report shall be valued by Examiners of BOE for 50 Marks and the viva voce shall be conducted by the BOE for 50 marks and the marks shall be added in the III Semester. (Total marks = Report (50 marks) + Viva Voce (50 marks) = 100 Marks).

Faculty Guide for Internship Report:

1. Faculty members with minimum 5 years of full time teaching experience with MTTM/MTA/MTM/MBA in Tourism & Travel Management for Tourism and Travel related organizations.*(experience refers to after obtaining the PG Degree in the relevant discipline).*
2. Faculty members with minimum 5 years of full time teaching experience with MHM/MSc Hotel Management /MBA in Hospitality Management/ Hotel Management for Hospitality and Hotel related organizations.*(experience refers to after obtaining the PG Degree in the relevant discipline).*
3. In case of non-availability of the above mentioned Sl. No. 1 & 2 , Faculty members with 7 years of full time teaching experience with M.Com/ M.B.A./M.M.S/M.B.S can be as Guide .Faculty members with minimum 3 years of full time teaching experience with MTTM/MTA/MTM/MBA in Tourism & Travel Management for Tourism and Travel related organizations as Co-Guide / Faculty members with minimum 3 years of full time teaching experience with MHM/MSc Hotel Management /MBA in Hospitality Management/ Hotel Management for Hospitality and Hotel related organizations as Co-Guide. *(experience refers to after obtaining the PG Degree in the relevant discipline).*
4. Maximum of eight students per Faculty guide at any given point of time.
5. In case of any other difficulty ,permission/ approval from the Chairman- BOE is mandatory.

Arrangement of the Report:

1. Cover page
2. Inner Page
3. Declaration by the student
4. Internship Certificate – Colour copy &
5. Internship Faculty Guide – proforma & approval letter
6. Certificate by the Head of the Department
7. Certificate by the Guide / Co-guide.
8. Acknowledgement
9. Table of contents
10. Lists of Charts / figures (if any)

Fourth Semester MTTM

TTM 401 Foreign Language : Spanish – II

Objectives :

- To learn the growing importance of Spanish language in the modern world.
- To analyse and understand cultural considerations as motivator for an effective tourism support.
- To help students to read/write/ describe in details in Spanish language.

MODULE – I : Revision of basic course, Tense Formations: Past Tense, Present Tense and Future Tense, Hobbies/Habits: Learn about different hobbies/habits of companions, Yes/no reflexive words, Expressions/Definitions: Define personality, Probabilities, Expression of Excitement / Empathy / Guilt / Surprise

MODULE – II : Information gathering, Vacationing: Knowing places, cultures, cities, villages, Talking about sites/services of the places available, Ask and Give information of Cultural characters, Describe variations of an information among places.

MODULE – III : Grammar in Detail: Past Perfect, imperfect and undefined, Verbs with Prepositions, Verbs for changes of expression, Subjective tense

MODULE – IV : Grammar (Continued): This / That expressions, Prepositions, Could / Should / Would

MODULE – V : Conversations: Time Markers, Discussion connectors, Quantifiers, Exclamations, Comparatives / Oral Constructions.

Books for Reference :

- Chicos Chicas Libro del alumno Nivel 1
- Chicos Chicas Libro del alumno Nivel 2
- AULA Internacional Curso de Espanol 1
- AULA Internacional Curso de Espanol 2
- Spanish Course Hand Book - The Lingaphone Institute.

Fourth Semester MTTM

TTM 402 Destination Planning and Development

OBJECTIVE :

To help students to understand about tourism planning process, strategy, and policies and about importance of tourism planning and marketing at national level and understand problems relating to tourism and its development in India.

MODULE – I Destination Management and Marketing : Tourist Destination Concepts, Components, Scope and Significance, 10 A's of successful destinations. Stakeholders involved in destination management. Destination marketing principles and destination mix. Destination Life cycle and Tourism Area Life cycle. Destination governance.

MODULE – II Destination Planning : Tourism Planning & its characteristics, Types and Stages . Process of destination planning. Project Feasibility Study. Carrying capacity Analysis. Destination Visioning and Planning toolkits.

MODULE – III Destination Product development and promotions : Product development strategy models, development of packages and destination. Promotion: Branding for destinations, features and functions of destination brand. Challenges of destination branding. Role of DMO's in destination marketing strategies.FAM Tours

MODULE – IV Destination Markets: Destination community & its importance. Travel purchase behavior process for destination markets development policies. International pleasure and leisure travel markets. Market segment with growth potential. Emerging Tourism paradigms- Tourism metamorphosis.

MODULE – V Approaches to Planning : Approaches to Destination Planning, relevance of Planning in National Regional and Local Context. Major Committees and Their Prospective of Tourism Planning. L.K. Jha Committees, National Committee on Tourism Report, National Action Plan, National Tourism Policy), Important Features of Five Year Tourism plans in India

Books for Reference:

1. Baud, Bovy Munuel and Lawson, Tourism and Recreation Development, C.B.I. Publications.
2. Likorish Leonard J, Development, Tourism Destination Policies and Perspectives.
3. Seth P.N, Successful Tourism Planning Management, Cross publication.
4. Murphy Peter E. Tourism- A Community Approach New York.
5. Kaul R.N, Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.

Fourth Semester MTTM

TTM 403 Itinerary Preparation and Package Tour

Objectives :

- To help the students prepare tour itinerary and design package tour independently.
- To apply the skills that is acquired for tour operations (both inbound and outbound)

MODULE – I Itinerary Planning & Development : Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't of Itinerary Preparation

MODULE – II Developing & Innovating Package Tour : Tour Formulation and Designing Process: FITs & Group– Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Pre-Tour Management, Tour Operation, Post Tour Management.

MODULE – III 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.

MODULE – IV Operation of Package Tour : Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.

MODULE – V Travel Documentation: Familiarisation with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit & Debit Card.

Books for Reference:

1. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
2. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
3. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
4. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
5. Roday S., Biwal A. & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
6. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London

Fourth Semester MTTM

TTM 404 Cargo Management

OBJECTIVES:

- To provide the concept of Logistics and Cargo Management in promoting Tourism.
- To equip with practices and procedures adopted by reputed organization in Cargo Management.

MODULE – I Cargo Handling: History, Definitions, common terms used in cargo handling, Airway bills/Consignment note, booking procedure, Domestic/ International, Packing, Declarations, Documentation, weight, security clearance, Loading, Cargo arrival, checklist, perishable, International import & export license, Purchase intended, invoice, packing list, certificate of origin, custodian, shipping bill, customs, import of cargo, electronic data interchange.

MODULE – II Type and nature of cargo: General cargo, Precious cargo, live stock, Human organ, Human remains, arms and ammunition, dangerous goods, mail, diplomatic mail, Use of cargo guide.

MODULE – III Rates and tariff : Normal cargo rates, minimum rates, quantity rate, specify commodity rate, class cargo rate, valuation charge, volume metric rate, cartage charge, demurrage charge, fuel surcharge, to pay charge, documentation and statistical charge.

MODULE – IV IATA cargo agent: Role of agent, consolidation, role of other agency in cargo movement, Ground support division, security division, flight dispatch, passenger handling, accounts, customs, custodian, chamber of commerce, Export promotion council.

MODULE – V Complaints and claims in cargo: Human behaviour, Late receipt, short receipt, pilferage, logistics, sea cargo, bill of lading, marine insurance, inland container depot, letter of credit, bill of entry, multimode transportation, Govt. incentives.

Books for Reference:

1. Global Cargo Management: Concept, Typology, Law and Policy Book Description by Premnath Dhar, Kanishka Publications.
2. Cargo Management: An International Perspective by Surabhi Srivastava Manoj Dixit, New Royal Book Company, UP.
3. Air cargo tariff manual published by IATA.
4. IATA live animals regulation manuals published by IATA.
5. Air cargo tariff manuals published by IATA.

Fourth Semester MTTM

TTM 405 Tourism & Hospitality Costing

Objectives

- To equip students with accounting skills so that they could prepare, analyze and interpret accounts related issues in Tourism.
- To enable them to be successful executives in hotels, travel agencies with this knowledge of Accounting.

MODULE – I Introduction to Cost Accounting: Definition, Scope, objectives and significance of cost accounting, its relationship with financial accounting and management accounting. Cost Objects, Cost centers and Cost Units. Elements of cost. Classification of costs.

MODULE – II Introduction to Pricing : Importance of Pricing, Pricing in tourism. Conventional pricing methods. Determinants of price policy. The Pricing situation. Profitability and objectives. Market situation. Operating Costs. Problems related to pricing.

MODULE – III Pricing practical applications: Determining Room rates and methods. Yield Management. Food and Beverage Pricing. Introduction of Menu, Types of Menu. Menu Planning Considerations & Constraints. Menu Costing and Pricing. Menu Merchandising. Menu Engineering.

MODULE – IV Costing of a Package Tour : Package Tour Costing. Components of Tour Costing and Preparation of Cost Sheet. Tour Pricing and Pricing Strategies. Problems related Pricing package tours.

MODULE – V Ratios used in Tourism and Hospitality Industry: Accounting and Operating Ratios. Kinds of Ratios. Choice of ratios. Accounting Ratios. Operating ratios. Operating ratios in Tourism and Hospitality Industry. Problems related to Operating Ratios in tourism and Hospitality Industry.

Books for Reference:

1. Cost Accounting: B. K Chatterjee, Jaico Publishing House, Bengaluru
2. Cost Accounting: Agarwal , Asian Publishing House, New Delhi
3. Cost Accounting: Nigam L, National Publishing House, Delhi
4. Cost Accounting: Khan and Jain, Tata Mac Graw Hills, Delhi
5. Management Accounting: P Khan and P Jain, Tata Mac Graw Hills, Delhi
6. Management Accounting: Nishar Ahmed, Anmol Publications, New Delhi.
7. Management Accounting for Hospitality and Tourism : Richard Kotas, Thomson Learning, 3rd Edition, (Indian Edition)

Fourth Semester MTTM

TTM 406 Dissertation and Viva Voce

Each student is required to select a problem based on research relating to travel/tourism/hospitality and allied sectors during III/IV semester and the same shall be approved by Chairman –BOE MTTM . The student will have research guide under whom the student is expected to work. The student will formulate the research problem and work on it (Collect, Analyze and Interpret the data) during III/IV semester and prepare a Dissertation / Research Report and submit the same at the end of the IV semester(Before Commencement of the Theory Examinations). The report shall be valued for 150 Marks by the BOE- University and VIVA-VOCE shall be conducted for 50 marks by the BOE members MTTM. Also student needs to maintain Dissertation Log Book for 16 weeks of the research work/activity and the same to be submitted during the viva voce examinations. (Disseration-150 Marks + Viva-50 Marks= 200 Marks. Dissertation guidance of 8 students by a faculty member will be equivalent to the teaching of one paper per semester.

Faculty Guide for Dissertation :

1. Faculty members with minimum 5 years of full time teaching experience, with MTTM/MTA/MTM/MBA in Tourism & Travel Management and M.Phil/Ph.D in Tourism & Travel Management for Tourism and Travel related topics.(*experience refers to after obtaining the PG Degree in the relevant discipline*).
2. Faculty members with minimum 5 years of full time teaching experience with MHM/MSc Hotel Management /MBA in Hospitality Management/ Hotel Management and M.Phil/Ph.D in Hotel Management/ Hospitality for Hospitality and Hotel related topics. (*experience refers to after obtaining the PG Degree in the relevant discipline*).
3. In case of non-availability of the above mentioned Sl. No. 1 & 2 , Faculty members with 5 years of full time teaching experience with M.Com/ M.B.A./M.M.S/M.B.S and M.Phil / Ph.D in Commerce/Management/Business Administration. However the topic should be related to Tourism & Travel Management/ Hotel Management/Hospitality Management and must ensure the minimum standards in the dissertation and obtain the prior approval from the Chairman-BOE MTTM Integrated. (*experience refers to after obtaining the PG Degree in the relevant discipline*).
4. Maximum of eight students per Faculty guide at any given point of time.
5. In case of any other difficulty, permission/ approval from the Chairman- BOE is mandatory.

Arrangement of the Report:

1. Cover page
2. Inner Page
3. Declaration by the student
4. Faculty Guide – proforma & approval letter (from University)
5. Certificate by the Head of the Department
6. Certificate by the Research Guide.
7. Acknowledgement
8. Table of contents
9. Lists of Charts / figures (if any)

Fourth Semester MTTM

TTM 407 Study Tour Report and Viva Voce – III

Study Tour covering any ONE of the options given below:

Option 1 : Bangalore – Rajasthan – New Delhi – Agra – Himachal Pradesh – Bangalore

Option 2 : Bangalore – Maharashtra – Madhya Pradesh – Chhattisgarh – Telangana – Bangalore

Option 3 : Bangalore – Andhra Pradesh – Tamil Nadu – Kerala – Bangalore.

Option 4 : Bangalore – North Eastern States – Bangalore

Option 5 : Bangalore – Andaman and Nicobar Islands – Bangalore **OR**
Bangalore – Lakshadweep Islands – Bangalore.

The objective of this paper is to enable the students to develop and relate theory to practice, to help them in getting practical exposure in organizing a tour which will further help them to :

- Develop knowledge and understanding of different stakeholders of travel and tourism industry.
- Analyze and appraise a particular form of tourism and tourism business at a specific destination.
- Develop the over all ability and expertise from where to conduct a review / situational / observational analysis of the tourism industry at the Regional / National Level.

Note : Two to three weeks long study tour comprising of the selected places in the above mentioned any one option(out of given four) shall be conducted in between the semester break or after completion of the third semester examinations. A faculty member shall accompany the students to take care of stay, movement, sight seeing and practical exposure of the study tour (including the costing and preparation of Itinerary). After the completion of the study tour , the students are required to prepare Study Tour Report and face the viva-voce examinations conducted by the BOE.

Study Tour Report : The report of the study tour should be handwritten, which should contain the following aspects:

- Introduction
- Tour Planning
- Itinerary, Costing
- Documentation
- Brief review of travel, stay/ destination along with experiences of the destination.
- Observations and discussion, skills acquired.
- Conclusion
- Photographs
(few of them with students can be placed in the report at the end).
- Day to day detailed Itinerary.

Evaluation Pattern :

Particulars	Marks
Study Tour Report	60
Viva Voce	40
Total	100

DEPARTMENT OF COMMERCE - MTTM- TOURISM & TRAVEL MANAGEMENT

OPEN ELECTIVE : SYLLABUS

1. Basic Concepts of Tourism.

or

2. Basic Concepts of Hospitality Management

1. BASIC CONCEPTS OF TOURISM

Objectives:

No. of Hours : 45

- To introduce the fundamental concept of Tourism.
- To familiarize with the significance and emerging trends in tourism.

MODULE I: INTRODUCTION TO TRAVEL - Meaning & definitions of tourism, traveler, excursionist, tourists - Objectives, nature & Classification of tourism & tourists. Tourism recreation & leisure inter-relationship. Growth and development of Tourism through the ages.

MODULE II: COMPONENTS, TYPES AND FORMS OF TOURISM – Components of tourism - Types and Forms of Tourism: Inter-regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, Medical Tourism, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure tourism

MODULE III: TRAVEL MOTIVATIONS - Travel Motivations & travel deterrents - Definition of Motivation – concept of motivation - types of motivations – Mackintosh’s Classification: physical motivators – rest and relaxation motivators – health motivators – ethnic and family motivators – professional and business motivators. Pull and push forces in tourism- Sun lust and Wanderlust tourists.

MODULE IV: IMPACTS OF TOURISM - Tourism Impacts: Economic Impacts, Social Impacts, Cultural Impacts, and Environmental Impacts - Strategies to overcome or reduce the negative impacts of tourism.

References:

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
2. Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.

4. Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGrawHill International.
5. Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
7. Kaul R.N 91991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,
8. Pran Nath Seth(1997),Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi,
9. Praveen Sethi(1999), Tourism for the Next Millennium, Rajat Publication New Delhi.
10. Roday Sunetra, Biwal Archana, Joshi Vandana 92009),Tourism Operations and Management, – Oxford University Publications
11. Sati V.P (2001), Tourism Development in India, Pointer Publications,Jaipur.
12. Singh Anand (2005), Tourism in Ancient India, Serials Publications, New Delhi.
13. Sinha R.K (2003), Growth and Development of Modern Tourism, Dominant Publishers, New Delhi.

DEPARTMENT OF COMMERCE - MTTM- TOURISM & TRAVEL MANAGEMENT

OPEN ELECTIVE : SYLLABUS

1. Basic Concepts of Tourism.

or

2. Basic Concepts of Hospitality Management

2. BASIC CONCEPTS OF HOSPITALITY MANAGEMENT

Objectives:

No. of Hours : 45

- To understand the essentials of hospitality industry.
- To familiarize with resort and hotel management.

MODULE I : INTRODUCTION TO HOTEL INDUSTRY - Origin, Growth and diversification of accommodation, Role of accommodation in tourism; Types of accommodation - primary accommodation and supplementary accommodation. Categorisation and classification of hotels.

MODULE II HOTEL ORGANIZATION: Organizational chart of a hotel, Major departments of a hotel - Front Office, Housekeeping, Food and Beverage, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing. Role of FHRAI, DOT, HRACC.

MODULE III FRONT OFFICE DEPARTMENT: Functions of front office, Structure of front office, Various sections of front office and their functions, Check in and Check formalities, Hotel Tariffs and Room Rates, Types of Rooms and Bed Types, Meal Plans.

MODULE IV HOUSE KEEPING AND FOOD AND BEVERAGE DEPARTMENT: Functions, Structure, Different personnel working in H/K and their roles. Introduction to the food service industry: Sectors of food service industry with examples, Types of Restaurants and their characteristics. Restaurant Organization - Duties and responsibilities of restaurant staff - Qualities required for a F&B staff.

References:

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi.
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping operations & Management.
3. Jatashankar R Tewari (2009), Hotel front office operations and Management, Oxford publication New Delhi.
4. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.
5. John Cousins David Foskett & Cailein Gillespie (2002), Food and Beverage Management, Pearson Education, England.
6. Arthur & Gladwell, Hotel Assistant Manager (London communicate, Barril, Jenkins)
