

MASTER OF TOURISM MANAGEMENT

M.T.M - SEMESTER - I

PAPER- I:	CULTURAL HISTORY OF INDIA (FROM EARLIEST TIMES TO 700 A.D.)
PAPER-II:	GEOGRAPHY FOR TOURISM
PAPER-III:	TOURISM MANAGEMENT
PAPER-IV:	TOURISM PRODUCTS
PAPER-V:	ORGANISATIONAL BEHAVIOR
PAPER-VI:	ENTREPRENEURSHIP

M.T.M - SEMESTER - II

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PAPER-II:	TRAVEL MANAGEMENT
PAPER-III:	TRAVEL AND ACCOMMODATION
PAPER-IV:	TOURISM MARKETING
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M.T.M.SEMESTER – III

PAPER-I:	CULTURAL HISTORY OF INDIA (FROM 17th TO 20th CENTURY A.D)
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PAPER-III:	FOREIGN LANGUAGE (GERMAN/FRENCH/JAPANESE)
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M.T.M.SEMESTER – IV

PAPER-I:	CULTURAL HISTORY OF ANDHRA PRADESH
PAPER-II:	TOURISM DEVELOPMENT
PAPER-III:	CONTEMPORARY ISSUES IN TOURISM
PAPER-IV:	RESEARCH METHODOLOGY
PAPER-V (A):	HOUSE KEEPING MANAGEMENT
PAPER-V (B):	HUMAN RESOURCE MANAGEMENT IN TOURISM
PAPER-VI:	PROJECT WORK

M.T.M - SEMESTER - I
PAPER- I – CULTURAL HISTORY OF INDIA (FROM EARLIEST TIMES TO 700 AD)

- Unit- I:** Sources Literary and Archaeological - Land & People - Influence of Geography on History and Culture - Harappan Civilization - Salient Features & Its Significance - Vedic Culture Rig-Vedic and Later Vedic-Polity – Economy - Society - Religion - Emergence of State.
- Unit- II:** Developments in 6th B.C - New Religious Movements - Jain & Buddhist Philosophies - Contribution of Jainism - Buddhism to Indian Culture.
- Unit- III:** Interaction of Indians with Central Asia and Hellenic Ideas - Mauryan Empire – Contribution of Mauryans to Indian Culture - Mauryan Administration - Ashoka's Dharma - Art - Architecture.
- Unit- IV:** Cultural Contribution of Kushanas - Kanishka - Developments in Buddhism Contribution to Culture - Cultural Contribution of Satavahanas – Literature - Art - Architecture Religion - Sangam Literature - Its Importance.
- Unit- V:** The Gupta Age - Development of Literature – Art – Architecture - Science and Technology - Religious Ideas - Harshavardhana - His Contribution to Indian Culture.

REFERENCE BOOKS:

1. The Cambridge History of India, Vol-I
2. Altekar, A.S.: State & Govt. in Ancient India.
3. V.A. Smith: Ashoka.
4. Mukerji, L.W.: Ashoka.
5. Romilla Thappar: Ashoka and Decline of the Mauryan Empire
6. Ghoshal, U.N. Agrarian System in Ancient India.
7. Altekar : Education in Ancient India.
8. Altekar : Position of Women in Hindu Civilization.
9. R.C. Mazumdar: Advanced History of India.
10. Romilla Thappar: History of India Vol. I.
11. A.L. Basham: The Wonder That Was India.
12. A.L. Basham: Cultural History of India.

M.T.M. SEMESTER-I
PAPER-II - GEOGRAPHY FOR TOURISM

- Unit-I:** Fundamentals of Geography – Importance of Geography in Tourism – Climate Variations - Climate Regions of the World – Map Reading – Latitude & Longitude – International Date Line – Time Difference – Time Zones - GMT Variations - Concepts of Elapsed Time - Flying Time - Standard Time and Summer Time.
- Unit-II:** India, the Subcontinent – Major Physical Divisions - the Rivers of India – Mountains - Hills and Valleys – Deserts – Beaches.
- Unit-III:** Indian Climate and Vegetation - Rain and Monsoons – The Seasonal Incidents: Floods – Drought - Famines – Causes and Effects – Seasons for Travel to Different Centres.
- Unit-IV:** Cultural Geography – Influence of Physical Setting on the Growth of Tourism – Main Centres of Tourist Interest in India – A Study of a Few State wise Tourist Centres – Andhra Pradesh - Karnataka - Tamilnadu - Goa and Maharastra - Bihar - Rajasthan - Jammu & Kashmir - Uttar Pradesh.
- Unit-V:** Major Tourist Attractions World Wide – Recent Trends in International Tourist Movements- Case Studies of Major Outbound Tourist Countries like – Singapore – Hongkong – Malaysia – Japan – France - Britain - USA.

REFERENCE BOOKS:

1. Bondface, B & Coper C. Coper: The Geography of Travel & Tourism, London, England, Herne Mann Professional Pub. 1987
2. The Geography of Travel & Tourism, Burton, Rose Mary (London).
3. Geography of Tourism, Robinson, H.A. (Mac Donald & Evans, London)
4. Major Das: India – A Tourist Paradise.
5. Gopal Singh: The Geography of India, Delhi, 1988.
6. Dubey & Negi: Economic Geography, Delhi, 1982.
7. R. C. Majumdar: Race & Culture of India, Bombay, 1980.
8. International Atlas: Penguin Publication and DK Publication.

M.T.M. SEMESTER-I
PAPER-III - TOURISM MANAGEMENT

- Unit-I:** Tourism Meaning and Significance – Types of Tourism – Growth of Tourism in India and Abroad – Factors influencing Growth of Tourism – Tourism Planning and Development – Need for Planning – Government’s Role in Planning – Tourism under Five year Plans.
- Unit-II:** Concept of Management – Meaning and Definition – Nature and Levels of Management – Features and Characteristics of Management - Objectives - Purpose of Management – Significance of Management – Levels of Management in Tourism Industry in India – Tasks and Responsibilities of Manager.
- Unit-III:** Tourism Industry – Components of Tourism – Tourism and National Economy – Social Significance of Tourism - Social and Economic Factors in Tourism – Emerging areas of Tourism : Rural – Eco – Medical – Wellness – Film - Golf Tourism.
- Unit-IV:** Tourism Impacts – Tourism Area Life Cycle (TALC) – Demonstration Effects – Demand and Supply in Tourism – Push and Pull Theory – Tourism System in India – Present Trends in Domestic and Global Tourism – MNC’s in Tourism Industry.
- Unit-V:** Tourism Organisations in India and their Relationship with the International Tourism Organisations – Marketing Efforts of Advanced Countries like U.K., France and U.S.A.

REFERENCE BOOKS:

1. Pran Nath Seth: Successful Tourism Management. Vol.,-I & II
2. Ram Acharya: Civil Aviation and Tourist Administration in India.
3. A.K. Bhatia: Tourism Development.
4. Philip Kotler: Marketing Management.
5. Cooper, Fletcher: Tourism principles and practices.
6. Mil and Marrison: The Tourism system: An introductory Text.

M.T.M - SEMESTER - I
PAPER-IV- TOURISM PRODUCTS

- Unit- I:** Natural Resources - Rivers as Tourism Products - Beach Resorts - Hill - Mountain Resorts - Holiday Packages - Forests and Climatic Zones.
- Unit- II:** Archaeological and Historical Resources - Archaeological Sites - Pre-historic And Proto-historic Caves - Historical Sites – Ancient - Medieval - Modern Structures.
- Unit- III:** Cultural Resources - Indian Dance Forms – Music - Classical and Folk – Paintings - Fairs and Festivals - Holiday Packages - Entertainments and Recreations – Boat Recess - Bull-Fights - Kite-Flying, Games and Sports etc.,
- Unit- IV:** Handicrafts as a Tourism Product - Types of Handicrafts - Modern Centers of Special Handicrafts - Production Centers of Special Handicrafts - Cane Work - Pottery - Terracotta Work - Carpets – Textiles – Kalankari - Art of Cookery - Varieties of Food - North Indian Dishes and South Indian Dishes.
- Unit- V:** Religious and other Resources - Important Religious Centres and Shrines - Pilgrimages - Centres of Yoga and Meditation - Art Galleries – Museums - Libraries - Wild Life Sanctuaries – Zoos – Gardens - Multipurpose Projects - Nagarjunasagar – Srisailam - Bakra Nangal etc.

REFERENCE BOOKS:

1. Daredy Tourism: Indian Architecture-Hindu & Buddhist Period.
2. Harle, J.C.: The Arts & Architecture of Indian Sub-continent.
3. Bharatiya Vidya Bhavan: Imperial Guptas.
4. Bharatiya Vidya Bhavan: Classical Age.
5. Acharya Rao: Tourism & Cultural Heritage of India, Rose, Pub.
6. Basham A.L.: The wonder that was Indian Rupa&Com. Delhi-1988.
7. Basham A.L.: The Gazeteer of India-History & Culture, Vol-II, Pub. Div.
8. Hussain, A.A.: The National Culture of India, N.B.T. Delhi-1959.
9. Mukherji R.K.: The Culture & Art of India, London, 1959.
10. The Treasure of Indian Museums, Marg Publication, Bombay.

M.T.M - SEMESTER - I
PAPER-V – ORGANISATIONAL BEHAVIOR

- Unit- I:** Organizational Behavior - A Working Definition - Characteristics of the Field - Historical Over View of the Field - Organizational Learning - Organizational Goals and Individual Goals.
- Unit- II:** Individual Dimension of Organizational Behavior - Perception - Social Perception - Perching Others - Organizational Approach to Learning - A Learning to the World of Work - Application of Learning in Organizations - Personality - Work Related Aspects of Personality - Cross Cultural Behavior.
- Unit- III:** Nature of Motivation in Organizations - Theories of Motivation - Needs Theory - Goal Setting Theory – Leadership - Its Basic Nature - Leadership - Trends and Behavior - Leaders & Followers - Contingency Theory of Leader Effectiveness.
- Unit- IV:** Interactive Dimensions of Organizational Behavior - Groups at Work - Their Basic Nature Causes and Effects - Effective Conflict Management - Techniques.
- Unit- V:** Organizational Culture - Its Nature - Formation and Maintenance of Organizational Culture - Its Consequences and Capacity to Change - Organizational Development - Implementing Planned Organizational Changes - Organizational Influences - Power and Authority.

REFERENCE BOOKS:

1. Bersey and Blanchard, Management of organizational Behavior.
2. Kakabdesental, working in organization, Penguin, 1987.
3. Vecchio R.P. Organizational Behavior, Dryden Press, 1988.
4. Ivancevich JM and Matheson MT, Organizational Behavior and Management 3rd edition, Irwin/ISE, 1993.
5. Riley M. Human Resource Management, Butterworth Heineman, 1909.
6. Handy C, Understanding organizations, 3rd Penguin, 1985.
7. Hales C, Meaning through organization, Routeleege, 1993.
8. Thompson P and Mchugh, D, Organizational Behavior, Prentice Hall
9. Buchanan D&Huczynski A, Organizational Behavior, Prentice Hall.
10. Hunt JW, Managing People work, McGraw hill, 1986
11. Bham T (ed) Human Resource in International Tourism.
Parekh, Udday, Human Resource Management.

M.T.M - SEMESTER - I
PAPER-VI – ENTREPRENEURSHIP

- Unit-I:** Concept of Entrepreneurship - Characteristics of an Entrepreneur – Distinction between Entrepreneur and Manager - Functions of an Entrepreneur – Types of Entrepreneurs - Factors Affecting Entrepreneur Growth – Entrepreneur Competencies.
- Unit-II:** Project Identification and Selection - Project Formulation - Project Appraisal.
- Unit-III:** Marketing - Marketing Research for the New Venture - Characteristics of Marketing Plan – Steps in Preparing Marketing Plan – Why Some Plans Fail.
- Unit-IV:** Financing of Enterprises - Sources of Finance - Venture Capital & Term Loans - Institutional Finance to Entrepreneurs.
- Unit-V:** Ending the Venture - Bankruptcy - Causes and Remedies - Re-organization - Steps in Re-organization - Transfer of Business - Different Methods of Transfer.

REFERENCE BOOKS:

1. Entrepreneurship: Robert D. Hisrich & Michael P. Peters, TMH, 2002.
2. Entrepreneurial Development: S.S. Khanka, S. Chanda & Co., 1999.
3. Essentials of Entrepreneurship: Thomas W. Zimmerer & Normass M. Scarborough, P. H. 2005.

M.T.M - SEMESTER - II
PAPER-I – CULTURAL HISTORY OF INDIA (FROM 8th C. TO 17th C. A.D.)

- Unit-I:** Pallavas – Their Contribution to Literature - Art & Architecture - The Rastrakutas - Their Contribution to Culture and Religious Ideas. - Chalukyas and their Cultural Contribution – Art & Architecture.
- Unit-II:** Cholas – Administration - Local Government - Art & Architecture - The Status of Women - Education - Castes in Ancient India - The Rajputs and their Contribution to Indian Culture - Religious Movements –Literature - Art and Architecture.
- Unit-III:** Arab Invasions on India - Spread of Islam - Invasion of Ghazni - Ghore - their Results - Delhi Sultanates - Administration – Literature – Education - Art - Architecture - Religious Movements - Bhakti - Sufi Movements - Impact of Islamic Culture on Indian Culture.
- Unit-IV:** The South Indian Kingdoms - The Kakatiyas – Yadavas - Hoyasalas - the Pandyas - their Cultural Contributions - Religious Ideas and Movements - Vijayanagara Empire - Cultural Contribution - Literature - Art - Architecture - Administrative System - Foreign Accounts.
- Unit-V:** Establishment of Mughal Empire – Administration - Religious Policy - Its Impact on Society - Cultural Achievements Arts and Letters - Marathas – Shivaji - Administrative System - Contribution to Indian Culture.

REFERENCE BOOKS:

1. Cambridge History of India Vol. III and IV.
2. Bharatiya Vidhya Bhavan Vol. V and VI.
3. Tarachand: Influence of Islam of Indian Culture.
4. Ashraf: Life and condition of the people of India.
5. Percy Prown: Indian Architecture.
6. S.A.A. Rgvia: Muslim Revitalist Movement in India.
7. Sherwani, H.K.: History of Medieval Deccan Vol. I and II.
8. Roy Chowdary: Cambridge economic History of India, Vol, I.

M.T.M - SEMESTER - II
PAPER-II – TRAVEL MANAGEMENT

- Unit-I:** Travel and Transport - Basics of Travel Motivation - Social Significance of Travel.
- Unit-II:** Modes of Travel - Tourist Preferences - Road Travel - Rail Travel - Indian Railways - Waterways - Aviation Industry - Civil Aviation in India.
- Unit-III:** Role and Responsibilities of Travel Trade Associations – Objectives - Functions of UFTA – ASTA – TAAI – ATAIOI – IAAI – FIYTO - TAFI.
- Unit-IV:** Tourism and Government Administrative Systems - Ministry of Tourism – Development of Tourism in India – Indian Tourism Development Corporations (ITDC) - World Tourist Organization - Pacific Asia Travel Association - International Air Transport Association.
- Unit-V:** Itinerary Planning and Development – Meaning, Importance and Types of Itinerary – Steps for Itinerary Planning – Do’s and Donts of Itinerary Preparations – Tour Formulation and Designing Process – FIT and Group Tour Planning and Components – Special interest Tours.

REFERENCE BOOKS:

1. Anand M.M.: Tourist and Hotel Industry in India.
2. Chib S.N.: Perspectives of Indian Tourism in India.
3. Chakravathi - Railway for Developing Countries.
4. Chopra P.N.: India-An Encyclopedic Survey.
5. Chand , Mohinder : Travel Agency Management.
6. Faster, Douglas: Travel and Tourism Management

M.T.M - SEMESTER - II
PAPER-III - TRAVEL AND ACCOMMODATION

- Unit-I:** Travel Agency - Definition - Main Functions - Organizational Structure of a Travel Agency - the Tour Operator - Different Types of Travel Agents - their Responsibilities - Procedures for becoming a Travel Agent - Tour Operator in India.
- Unit-II:** Modes of Transport - Development of Means of Transport – Rail – Water - Air Transport - Role of Transport in Tourism National Transport Policy - Role of Indian Air Lines - India Railways - Air India - Vayudut in the Growth of Travel Agency - Tour Operator's Business - Link Transport Needs (Subsidiary Services) – Rickshaw - Taxis etc.
- Unit-III:** Travel Agency - Operations, Ticketing, Books etc. Special Services - Passport etc - Tour Operator Package Tour - Planning a Tour - Costing a Tour-Marketing a Material Transport Operation.
- Unit-IV:** Guides & Escorts - Define Guides - Escorts - Tourist expectations - Role of Guides - Escorting a Tour - Informal Services in Tourism - Dimensions of Informal Sector - Souvenir - Guest House Owners Street Guide's (Tourism) Role etc.
- Unit-V:** Tourist Accommodation - Various Types of Accommodation Hotels - Star Hotels - Heritage Hotels etc - Some Principal Considerations - Marketing Camp-Eating Joints - Bars-Entertainment - Recreation.

REFERENCE BOOKS:

1. Merissen Jone, W: Travel Agent & Tourism.
2. David H. Howel: Principles & Methods of Scheduling Reservation (National Pub. 1987)
3. Bhatia A.K.: Tourism Development Principles & Policies, (Starling Pub. 1991, New Delhi.
4. Willam Coldue : Travel in India.
5. Agarwal, Surindar: Travel Agency & Management (Communication India 1983)
6. Geo check: Professional Travel Agency Management.
7. National Publishers: The World of Travel, National Pub. Delhi.
8. Negi M.S. : Tourism & Hoteliering.

M.T.M - SEMESTER - II
PAPER-IV: TOURISM MARKETING

- Unit-I:** The Concept of Marketing - Nature, Classification - Evolution of Marketing - Characteristics of Services - Their Marketing Implication – Development of Marketing for Service Firms - Linkage Tourism - Other Sectors (Travel Agency) Accommodation – Food - Nutrition-Catering - Economic Importance of Marketing.
- Unit-II:** Tour Packages – Concepts – Characteristics – Methodology - Considerations - Principles of Tour-Packages - Designing and Printing of Tour Brochures – Maps - Charts - Importance.
- Unit-III:** Tourism Marketing – Marketing Functions in Tourism – Advertising – Publicity – Public Relations - Role of Media - Trends in Tourism Marketing – Marketing of Destinations – Pricing in Tourism-Promotional Campaign in Tourism.
- Unit-IV:** Tourism Information Sources - Importance of Tourism Information - Sources of Information - Writing for Tourism - Catalogues of Government – Agencies - Department of Tourism – ITDC – STDC – DTPC - Private Agencies - Tour Operators.
- Unit-V:** Tourism Regulations - Inbound - Out Bound Travel Regulations – Passport - Visa etc. - Customs Regulations - Economic Regulations – Currency - Insurance - Health Regulations etc., - Environmental Protection - Considerations.

REFERENCE BOOKS:

1. Ketler Philip: Marketing Management, Universal.
2. Maccarthy D&J: Basic Marketing-A Management Appr. Travel and Tourism.
3. Doubles Foster: Travel & Tourism Management.
4. Nagi M.S.: Tourism Hoteliering.
5. Wahab S. Gramptar, L&Tethfibbs: Tourism Marketing Tourism in National Press, London.
6. Stephon, F. Witt & Lounsy: Tourism Marketing & Management, Hand Book Print hall, 1985.
7. Remal A Nykiel: Marketing hospitality in Industry (2nd edition) Wan Nerian Reinhold.
8. Maclean: Marketing Management (Tourism in Business) Candian Hotel & Restaurant Ltd. 1984.

M.T.M - SEMESTER - II
PAPER - V - COMPUTING AND INFORMATION SYSTEM IN TOURISM

- Unit-I:** Basic Structure of Computer Hardware - Software – Basic Operational Concepts – Processing Unit – Some Fundamental Concepts – Various Programming Languages – Performing of Arthenetic and Logical Operations.
- Unit-II:** Basic Concepts and Operating Systems – Introduction to Word Processor - Spread Sheet - MS Office (Word – Excel - Power Point - Access - Outlook Express)
- Unit-III:** Management of Information Systems – Office Automation – Email and Electronic Highway – Internet and Web Page Designing.
- Unit-IV:** Global Distribution Systems - History - Evolution – GDS - CRS – CRS for Hotel Booking and Airlines – Different Packages Used - Abacus – Amadeus – Appolo - Galileo and Slbre etc - *Use dummy of one of the CRS Package for Classroom Presentation.
- Unit-V:** Importance of E-Tourism - Travel Blogs - E-marketing and Promotion of Tourism Products - Multimedia Technology – Role of Computers in Travel and Tourism..

REFERENCE BOOKS:

1. Parkinson LK& Parkinson ST, Using the Micro-Computer in Markets Megrwth Hill 1987
2. Brahma P. Computer System in Hotel & Catering Industry, cassek 1988.
3. Basandra S.K.: Computers Today, New Delhi.
4. Mehta Subhash, Word Star - 7, New Delhi.
5. Taxalik R.K.: Louts 1-2-3 made simple, New Delhi, Tata Megrew.

M.T.M - SEMESTER - II
PAPER - VI - HOSPITALITY MANAGEMENT

- Unit-I:** Organizational Structure of Hotel - Departments - Facilities - Services - Different Forms of Organizational Structure.
- Unit-II:** Accommodation Department - International Symbols - Room Revenue – Front of the House - Reception - The Lobby – Housekeeping - Food - Beverage Department - Beverages - Sales - Service - Production of Food - Restaurant Organization.
- Unit-III:** Sales - Marketing Department - Advertising - Press Conference – Sales Promotion - HR Department Communication - Training Programme - Employee's Relations - Negotiations.
- Unit-IV:** Engineering - Maintenance Department Organization - Safety - Security Department Organization.
- Unit-V:** Miscellaneous Departments - Laundry - Linen - Telephone - Telex - Garage - Parking - Gift Shops - Hair - Dressing Saloon - Florist - Horticulture Entertainment - Recreation Facilities – Banquets - Functions - Conferences - Outdoor Catering.

REFERENCE BOOKS:

1. Professional Hotel Management; Jagmohan Negi; S. Chand Co., New Delhi, 2002.
2. Gray and Ligouri: Hotel and Motel Management & Operations (Delhi).
3. Andrews: Hotel Front Office Training Manual (Bombay: Tata McGraw Hill).
4. Negi: Hostels for Tourism Development (Delhi: Metropolitan India).
5. Arthur & Gladwell: Hotel Assistant Manager (London Communical, - BaiTil, Jenkins).
6. Negi: Professional Hotel Management (Delhi: S. Chand).
7. Text Book of Hotel Maintenance: N.C. Goyal & K.C. Arora: Standard Publishers.

M.T.M.SEMESTER –III

PAPER-I: CULTURAL HISTORY OF INDIA (FROM 17th TO 20th CENTURY A.D)

- Unit-I:** Advent of the Europeans - Establishment and Spread of British Power in India - East India Company's Policies and Their Impact on the Socio-Cultural Life of Indians - Great Revolt of 1857 - Causes – Results - Nature - Significance.
- Unit-II:** India Under the Crown - The Policies of Lytton - Rippon and Their Significance - Socio-Religious Reform Movements - Their Impact on India - Christian Missionaries - Impact of Western Education.
- Unit-III:** Rise of Nationalism in India - Causes - Foundation of India National Congress - Role of Moderates in National Movement - Role of Extremists Leadership - Their Policies and Their Impact - Gandhian Era – Freedom Movement from 1920-1947
- Unit-IV:** Free India-Nehru's Era - Integration of Princely States - Refugees' Problem - Constituent Assembly - Indian Constitution - Its Salient Features - Five Year Plans - Development of Multi-Purpose Projects - Modernization of India - Industrialization
- Unit-V:** India - Foreign Policy – Panchasheela - Non-Aligned Movement Aggression of China - The Role of India in UNO.

SUGGESTED READINGS:

1. Thompson and Garret: Rise and fulfillment of the British Rule in India.
2. K.M. Panikar: Foundations of New Delhi.
3. Spear: Oxford History of Modern India (1740-1947)
4. Sumit Sarkar: Modern India.
5. Tarachand: History of Freedom Movement in India Vol. 1.
6. V.C. Joshi Raja Ram Mohan Ray and process of Modernization in India, 1975.
7. Majumdar (ed): History of Culture of Indian People Vol. I to III Volumes.
8. M. Venkataramaiah: Bharat Swatantrodyama Charitra.
9. Maulana Azad: India Wins Freedom.
10. Bipin Chandra: Struggle for Independence.

M.T.M.SEMESTER –III
PAPER-II: BUSINESS COMMUNICATION

- Unit-I:** Meaning – Types - Barriers and Importance of Business Communication - Characteristics of Effective Business Communication - Verbal and Non-Verbal Communication.
- Unit-II:** Oral Communication Skills – Face to Face Communications – Public Speaking – Group Presentations and Group Discussions- Participations in Meetings and Interviews - Designing and Delivering Presentations.
- Unit-III:** Written Communication Skills - Preparing Letters - Reports and Other Executive Communications – Methods of Effective Communications – Mass Media and Media Relations – Writing Business Proposals.
- Unit-IV:** Meetings – Seminars - Conferences and Work Shops – Importance of Audio Visual Aids – Advertising and Job Descriptions – Copy Editing – Notices – Agendas and Minutes.
- Unit-V:** Introduction to Public Relations – Organisational Context of Public Relations – Social Context of Public Relations - Major Activities of Public Relations (PR) Department in Tourism - Communication Challenges in Today’s Workplace.

SUGGESTED READINGS:

1. Krishna Mohan, Meera Benerji: Developing communication skills Mcmillan, 1996.
2. Quiblem Johnson and Mott: Business communications, Principles Applications, Prentice Hall Publications.
3. Bovee & Thill, Business communications Today, McGraw Hill Publication.
4. Clark, Studying Interpersonal Communications, Sage Publication
5. Murphy, Hildeerbrandle & Thomas, Business Communications, MacGraw Hill.
6. Mary-Eldem Drumond M Fearless & Flawless Public Speaking pfeiffer & Com.
7. Elwood No. Champan, Your attitude is showing prentice Hall.
8. Nunnaly & Moy, Communication Basics for Human Service Profese Sage Publication.
9. Bostwick, Resume writing Wiley

M.T.M.SEMESTER –III
PAPER-III: FOREIGN LANGUAGE GERMAN/FRENCH/JAPANESE

To introduce a foreign language other than English to the trainees contributes to Diploma Programme. The aim is to develop elementary communication skill to the participant, with greater emphasis on spoken language, and oral communication. Depending on the availability of suitable faculty choice of more than one language would be offered to the students who have to choose only one of three languages French, German and Japanese.

Course Content:

An elementary text supplemented by audio and video cassettes.

M.T.M.SEMESTER –III
PAPER-IV: ECOLOGY, ENVIRONMENT AND TOURISM

- Unit-I:** Humans and Nature - Fundamentals of Ecology - Relationship between Ecology - Environment and Tourism Development - Limits to Growth - Various Tourism Activities and Geographical Locations – Bio-Sphere.
- Unit-II:** Ecological Dimensions of Tourism Activities - Mass Tourism Vs Ecotourism - Carrying Capacity – Pollution - Human Activities in Balances – Western Views on Eco-tourism – Kyoto Protocol 1997 - Qbec Declaration 2002 - Oslo Declaration 2007.
- Unit-III:** Environmental Dimension of Tourism Activities – Culture - Social Economic - Costs and Benefits - Elements of Sociology and Anthropology.
- Unit-IV:** Impact Assessment - Activities and Controls - Management of Natural Resources - Quality of Wind and Water/Hazardous - Residuals and Land Uses etc. - Eco-friendly Facilities – Alternative Tourism – Responsible Tourism.
- Unit-V:** Global Concerns - Environmental Planning - UN Initiatives on Ecology and Environment - National Committee on Tourism and Ecology - Role of Various Agencies and Citizens (UNWTO – UNDP – WWF - Popular Personalities in Conservation of Environment and Ecology) - Case Studies on Periyar National Park - Carbet National Park - Sundarban Eco Tourism Project.

SUGGESTED READINGS:

1. William Theobald (ed) - Global Tourism- Tha Next Decade, Butterworth-Heineman, 1995.
2. Peter Burns - An Introduction to Tourism and Anthropology, Routledge, 1999.
3. Paul Rogers, J.A. - Towards sustainable Tourism in the Everest Region of Nepal, IUCN, The world conservation Union-1998.
4. R.N. Bhatta - Tourism and the Environment-A Quest for sustainability, Indus Pub. Com. D.
5. S.S. Negi- Environmental Degradation and Crisis in India, Indus, Pub. Delhi.
6. S.S. Negi- Bio-Diversity and Its Variations in India, Indus Pub. Com. New Delhi.
7. S.S. Negi- Bio-Sphere Reserves in India, Indus. Pub. com. New Delhi 2001.
8. S.S. Negi- Indian Forestry Through the Ages, Indus Pub. Com. New Delhi.
9. Various Journals on Tourism Management such as Travel Talk, Tourism management, One India-One people etc.,

M.T.M.SEMESTER –III
PAPER-V: BASIC AIRFARE AND TICKETING

- Unit-I:** Review of the World and IATA Geography – IATA – ICAO - Familiarization - Practice - Itinerary Planning.
- Unit-II:** Passenger Documentation - Travel Formalities (TIM) - Familiarization of Air Tariff - Introduction to Fare Construction Mileage Principles - Fare construction with Extra Mileage Allowance (EMA - Higher Intermediate Point (HIP) - Circle Trip Minimum (CTP).
- Unit-III:** Backhaul Check - General Limitations on Indirect Travel - Mixed Class Journeys - Special Fares (Excursion Student - Seaman) - Passenger Expenses En-route.
- Unit-IV:** Credit Cards - Universal Air Travel Plan (UATP) Passengers Needing Special Attention - Air port formalities.
- Unit-V:** Auxiliary Travel Services (Hotel - Ground - Transportation Tourist Air Taxis) - Exchange of Currencies - Emergency Medical Services - Airport Shopping - Duty Free Shops Catering on Board - Facilities During Flight Delays Cancellation.

SUGGESTED READINGS:

1. BC Worldwide Airways Guide (Red & Blue).
2. Air Tariff Book1, Worldwide fares.
3. Air Tariff Book1, Worldwide Rules, IT Fares etc.
4. Air Tariff Book1, Worldwide maximum permitted Mileage.
5. Travel information Manual.
6. IATA Ticketing Hand Book.

M.T.M. SEMESTER –III
PAPER-VI (A): FRONT OFFICE MANAGEMENT

- Unit-I:** Objectives- Goals and Strategies with Relation to Hotel – Management of Human Resources of Front Office – Role of Front Office Manager – Role of Human Resource Department.
- Unit-II:** Hotel Lobby – Different Types of Reception Counters – Hospitality Desk and the Furniture – Front Office and Its Functions – Job Description of Front Office Manager - Assistant Front Office Manager - Assistant Manager - Reservation Manager and Other People – Receptions - Qualities and Duties – Tariff – Tariff Structure – Room Tariff Cards.
- Unit-III:** Communication – Communication Skills – Importance of Effective Communication in Hospitality Industry – Internal Communication – Body Language – Front Office and Guest Handling – Pre Arrival Formalities – Room Reservations – Receiving Guests and Assignment of Room – Registration Procedures – Rooming of a Guest – Handling Groups and Group Arrivals – Complaint Handling.
- Unit-IV:** Guest Accounting – Basics of Keeping Accounts – Front Office Cashiering – Guest Accounting Process – Night Auditing – Departure Procedure – Occupancy Ratio- Computing Room Availability.
- Unit-V:** Guest Security – Types of Security – Hotel Fires - Precautions – Guest Service - Service Standards – International Guests – Managements Role in Guest Services- Guest Service Training – Customer Loyalty.

REFERENCE BOOKS:

1. Front Office Management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
2. Front Office, Operations and Management, Ahmed Ismail, Thomson, Delmar.
3. Hotel Front Office Management – James A. Badri, John Wiley & Sons.

M.T.M. SEMESTER –III
PAPER-VI (B): MICE MANAGEMENT

- Unit-I:** Introduction to MICE, Evolution of MICE Industry: Components of MICE - Economic and Social Significance of MICE - Introduction to Professional Meeting Planning - Definition, Types and Roles – Associate, Corporate, Independent, TA's and TO's, Convention Visitor Bureaus – Functions, Structure and Funding Sources.
- Unit-II:** MICE Market - Association and Corporate Meeting - Its Characteristics and Differences - Process of Meeting Management – Premeeting - During the Meeting and Post Meeting – Financial and Organization Structure of Association – Determinants of Site Selection Techniques - Role of Travel Agency in Management of Conferences - Pre-and-Post Conference Tours and Spousal Programmes - Evaluation of Events and its Importance.
- Unit-III:** Conference Venues – Concept - Facility Check - In and Check-Out Procedures – Requirements - Room Lay-Outs, F & B Planning for Conference - Convention Manager - Inter-Related Venues - Project Planning and Development - Introduction to Conference Facilities in India - Role and Functions of ICPB and ICCA.
- Unit-IV:** Trade Shows and Exhibitions/Expositions - Types of Shows - Benefits of Exhibitions - Participant Decision Making Process - Contract Negotiations – Principles - Negotiation with Hotels - Airlines and Ground Handlers - Development of Events Sales and Marketing Plan.
- Unit-V:** Latest Meeting Technologies - Video Conferencing and Information Communication Technology (ICT) - Factors Including ICT Affecting Future of MICE - Human Resource Requirement for Conferences - Incentive Tour and Special Requirements for Its Organization.

REFERENCE BOOKS:

1. Montgomery, R.J. 1994, "Meeting, Conventions and Expositions: VNR, New York
2. Hoyle, L.H., TJA Jones (1995) "Managing Conventions and Group Business", Educational Institute of AM & MA
3. International Society of Meeting Planner (1997), "The Complete Book of International Meeting" Todd Publishing, Arizona.
4. Cotterrel, P (1992) "Exhibitions", Hodder and Staughton
5. Weirich, M.L. (1992) "meeting and Convention Management", Hodder and Staughton
6. Hoyle, L.H. (1995) "Managing Conventions, Hodder and Staughton
7. Coleman Lee & Frank, Power House Conferences Educational Institute of AH , &MA, 1991.
8. David. C. Watt., Event Management in Leisure and Tourism, Pearson, UK, 1998.
9. Bhatia, A.K., Event Management, Sterling Publications, New Delhi, 2001.
10. Avrich Barry., Event and Entertainment Marketing, Vikas, New Delhi, 1994.

M.T.M.SEMESTER –IV
PAPER-I: CULTURAL HISTORY OF ANDHRA PRADESH

- Unit-I:** Land and People - Influence of Geographical Features on the History of Andhra Pradesh - Political History: Ancient - Medieval - Modern Periods in Andhra Pradesh.
- Unit-II:** Dress – Ornaments – Costumes - Food Habits and Folk Lore - Religious Ideas of Andhra Pradesh - Early Religious Ideas - Jainism - Buddhism - Saivism and Vaishnavism - Socio-Cultural Ideas - Role of Temples - Mathas - Impact of Islam on Cultural Life of India - Sufi and Bhakti Movements
- Unit-III:** History of Architecture - Sculpture in Andhra Pradesh upto the Asaf Jahi Period (19th to 20th Centuries) – Buddhist – Jaina - Brahmanical - Islamic and Christian Art and Architecture with Examples.
- Unit-IV:** Performing Arts of Andhra Pradesh – Dance - Kuchipudi - Classical Dance Forms - Folk Dances of Telugu People – Music - Musical Instruments – Folk - Tribal Music - Karnatak Music - Handicrafts of Andhra Pradesh - Theatre - Drama
- Unit-V:** Literary Heritage - Development of Telugu Literature Literary Glory of Andhra Pradesh upto Late Medieval Period - Literary Movements in Modern Times in Andhra Pradesh

SUGGESTED READINGS:

1. G. Yazadani: History of Deccan Vol I & II, Oxford, London.
2. S. Sankaranarayanan: The Vishnukundins and their times, Delhi, 1980
3. BSL Hanumantha Rao : History of Andhra.
4. K. Satyanarayana : History of Andhra People and their cultures, Vol.I, II.
5. P. V. Parabrahama Sastry: The Kakatiyas of Warangal, Hyderabad, 1978.
6. MRK Sarma : The Temples of Telangana.
7. S. Pratap Reddy : Andhrula Sanghika Charitra.
8. Siddiqui : History of Golkonda.

M.T.M.SEMESTER –IV
PAPER-II: TOURISM DEVELOPMENT

- Unit-I:** Relevant Concepts for Effective Development of Tourism - National Development Council Report on Tourism Development - National Action Plan 1992 - New Policies on Tourism - Civil Aviation.
- Unit-II:** Need for Tourism Statistics – Problems - Estimate of World Tourist Arrivals - Receipts - Tourism Statistics in India - Estimates of Foreign Exchange Earnings
- Unit-III:** Tourist Traffic - Its Development - Destination Development and Sustainable Development of Tourism.
- Unit-IV:** Man Power (HR) Development Needs in Tourism Industry - Management Agencies in India – National Tourism Policy - Tourism Legislation in Historical Perspective
- Unit-V:** Consumer Expectations - Services – Legislation - National Tourism Development Models.

SUGGESTED READINGS:

1. National Development Council Report.
2. National Action Plan, 1992.
3. Reports of World Tourism Organisation (Year-wise)
4. Report on Workshop on Tourism, February, 23, IITM, New Delhi.
5. Warheb, S.E. Tourism Management, Tourism International Press, London.
6. Kaul, R.H. Dynamics of Tourism, Sterling Publishers Pvt. Ltd. Delhi.
7. David Weaver: Tourism Management, Wiley Publication.

M.T.M.SEMESTER –IV
PAPER-III: CONTEMPORARY ISSUES IN TOURISM

- Unit-I:** Technological Development in Tourism - Especially in Electronics and Tele-Communications - The Trend Towards Ticketless Travel or Electronic Ticket - Fear of Redundancy of Travel Agencies.
- Unit-II:** Technological Development in the Control of Air Traffic - Development of New Air Routes - Better Facilities for New Markets like Japan - Asian Tigers China and India - Trend Towards Shorter Holidays in Larger Numbers and Destination Tourism - Growth of Wage Payers in Airlines Hotels.
- Unit-III:** More Demanding Consumer - Growth in Ownership Mobile and Holidays Homes either by Outright Purchases or On Time Share.
- Unit-IV:** Socio-Democratic Changes – Drinks - Late Marriage and Children - Working Women - Senior Citizen Travel - Business Travel and MICE.
- Unit-V:** Diversity of Market in Contemporary Tourism – Environmental Interest and Concerns – Development of Consumer Interest and Demands - Development of New Tourism Products in Contemporary World.

Suggested Readings:

1. Travel Observer, Midair publications.
2. Annals of Tourism Research, Elsevier Science Ltd. Oxford.
3. Hotels & Restaurants India, Cross Section Publications.
4. Tourism Management, Elsevier Science Inc, New York.
5. Hotel & Tourism News, Indian Agency, Calcutta.

M.T.M.SEMESTER –IV
PAPER-IV: RESEARCH METHODOLOGY

- Unit-I:** Defining Research and Its Significance - Types of Research - Nature and Scope of Research - Tourism Research - Context of Tourism Research - Major Areas of Research in Travel and Tourism - Strategies of Tourism Research - Challenges in Tourism Research - Contemporary Trends - Status of Tourism Research in Indian Context.
- Unit-II:** Identifying Research Problems – Review of Literature – Research Questions and Questionnaire Design – Structure and Stapes of Preparing Project Reports – The Art of Research Presentation
- Unit-III:** Research Design: Meaning and Types - Guiding Principles in Selecting Research Problems - Formulation of Hypothesis - Identifying the Objectives.
- Unit-IV:** Data Collection - Field Procedures - Techniques of Data Collection and their Evaluation - Observation Technique - Personal and Telephone Interviewing, Mail Survey - Questionnaire Method.
- Unit-V:** Research Communications - Writing of Research Report - Short Reports - Long Reports - Research Report Format - Writing Considerations – Editing the Reports.

SUGGESTED READINGS:

1. Fetter B. Robert & Claude Macmillan: Business Research Methods, Richard D. Irwin, INC 1980 (revised edition)
2. Smith, Stephen, L.J.: Tourism Analysis: Longman Scientific and Technical 1989.
3. Edward A: Techniques of Attitude scale construction, Appleton century Crafts New Delhi.
4. Green D & Tull, D.S.: Research for Marketing Decisions, Prentice Hall, Englewood Cliff, 1975.
5. Marfin B. Memmoff & Bone A: Principles of techniques of Predicting future Demand for urbar: are a Travel MIT Press, Cambridge, 1961.
6. Michael V.P.: Research Methodology in Management, Himalayan Publishing House, New Delhi.

M.T.M.SEMESTER –IV
PAPER-V (A): HOUSE KEEPING MANAGEMENT

- Unit-I:** House Keeping – Executive House Keeper and His Duties – House Keeping Organization - Staffing Activities – Material Planning and Maintenance of Furniture-Fixtures - Lighting- Guest Room Safes - Mini-bars.
- Unit-II:** Material Planning and Maintenance – Flooring-Carpets - Rugs-Wall - Ceiling Coverings - Beds – Accessories - Uniforms.
- Unit-III:** Linen Management – Linen Characteristics – Purchasing – Linen Control – Cleaning - Equipment and Agents – Laundry Dry Cleaning and Stain Removal – Pests and Waste Management.
- Unit-IV:** Swimming Pool Operations and Management – Security Issues – Handling Natural and Man made Disasters.
- Unit-V:** Handling Employee Problems – Absenteeism-Poor Orientation - Employee Turnover - Poor Appearance - Hygiene - Poor Performance – House Keeping Manager as a Leader.

REFERENCE BOOKS:

1. Professional House Keeping, Manoj Madhukar, Rajt Publications, New Delhi-2001.
2. Organization of House Keeping Management, Dr. R.K. Singh, Aman Publications, New Delhi, 2005.
3. Hotel, Hostel and Hospital House Keeping, Joan C. Banson & Margaret Lennox, ELST, 2003.
4. Hotel House Keeping Training Manual: Sudhir Andres: TMS : New Delhi.

M.T.M.SEMESTER –IV
PAPER-V (B): HUMAN RESOURCE MANAGEMENT IN TOURISM

- Unit-I:** Concepts and Perspectives on Human Resource Management - Human Resource Management in Changing Environment.
- Unit-II:** Corporate Objectives and Human Resource Planning - Career and Succession Planning - Job Analysis and Role Description.
- Unit-III:** Methods of Manpower Search - Attracting and Selecting Human Resources - Induction and Socialization - Manpower Training and Development.
- Unit-IV:** Performance Appraisal and Potential Evaluation - Job Evaluation - Wage Determination.
- Unit-V:** Employee Welfare - Industrial Relations - Trade Unions - Dispute Resolution - Grievance Management - Employee Empowerment.

REFERENCE BOOKS:

1. Mirza & Saiyaddin, Human Management, Tata Mcgraw Hill, 2002.
2. Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 2nd ed., 2001.
3. De Cenzo, D.A. & Robbins S.P. Human Resource Management, 5th ed., New York, John Wiley, 1994.
4. Guy, Madhava & Mattock J. The New International Manager, London, Kogan Page, 1993

M.T.M.SEMESTER –IV
PAPER-VI: PROJECT WORK

Every candidate has to select a topic for the Project Work in consultation with the Supervisor assigned by the Head of the Department and write a dissertation not less than 50 pages (excluding photos appendices, etc.) the Report will be adjudicated for 80 Marks by one internal and one external examiner followed by a viva-voce examination for 20 Marks by an external examiner.