

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - I
Paper-I: Cultural History of India (From earliest times to 700 AD)
(With Effect from 2022-23 Onwards)

Objectives of the Paper: The Objective of this paper is to introduce to the students about the History and Culture of India from earliest times to 700 A.D. It covers Sources of Indian History, Harappan Civilization, Vedic Culture, Jainism, Buddhism and their impact, Mouryan Empire, Ashoka Dharma, Satavahanas and their Cultural Contribution, Development of Science and Technology under the rule of Guptas.

Outcome: Students will learn about the roots of Indian Culture and its development in historical times. They also understand about Society, Economy, Polity, Art, Architecture, Literature, Science and Technology developed in India till 7th century A.D.

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 - Jainism and Buddhism - Contribution of Jainism and Buddhism to Indian Culture.

Unit- III: Interaction of Indians with Central Asia – Mauryan Empire – Contribution of Mauryans to Indian Culture - Art - Architecture. - Ashoka's Dharma - Megasthenes Accounts

Unit- IV: Cultural Contribution Kushanas - Kanishka - Developments in Buddhism - Mahayana Contribution to Culture - Satavahanas – Literature - Art - Architecture - Cultural Contribution of Sathavahanas - Religion - Sangam Literature - Its Importance.

Unit- V: The Gupta Age - Development of Literature – Art – Architecture - Science and Technology - Religious Ideas - Harshavardhana - His Contribution to Buddhism - Madhura and Ganadhara Art - Hiuen Tsang and I-Tsing Accounts

Suggested 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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - I
Paper-II: Geography for Tourism
(With Effect from 2022-23 Onwards)

Objectives of the Paper: The Objective of this paper is to introduce to the students about the aspects of Geography and their impact on Tourism development. It covers aspects like the World Climatic regions, Time Zones, Map reading, Physical environment, Environmental Conservation, impact of Physical Conditions on Tourism Development.

Outcome: Studies will learn about the Importance of Geography and its Impact on Tourism development. They also understand about Rivers, Mountains, Deserts, Oceans, Seasons and their Impact on Tourism Destinations and Tourism Industry.

Unit I Fundamentals of Geography - Importance of Geography in Tourism - Climate Vegetation – Climate Regions of the World - Map Reading - Longitude and Latitude - International Date Line - Time Differences - Time Zones - Greenwich Mean Time (GMT) Variations - Elapsed Time - Flying Time – Standard Time - Summer Time.

Unit-II: India: The Subcontinent – Major Physical Divisions - Climate – Forest - Flora and Fauna - Climatic Regions of the World - The Rivers - Rain and Monsoons of India - Mountains - Hills and Valleys – Deserts – Beaches.

Unit-III: The Environmental Acts and Managerial Factors - Environmental Impact Assessment (EIA) Environmental Management System (EMS) - Forest Conservation and Wild Life Protection Acts – The Seasonal Incidents: Floods – Drought - Famines – Causes and Effects – Seasons for Travel to Different Centers.

Unit-IV: Cultural Geography – Influence of Physical Setting on the Growth of Tourism – Main Tourist Centers in India - North and South India – Telangana - Andhra Pradesh - Karnataka - Tamilnadu - Goa – Maharashtra - Bihar – Rajasthan – Punjab - Uttar Pradesh - Jammu & Kashmir.

Unit-V: Major Tourist Attractions in the World – Recent Trends in International Tourist Movements - Major Outbound Tourist Countries like: Singapore – Hong Kong – Malaysia – Thailand - Japan – France - Britain – USA - Dubai - Egypt – Turkiye.

Suggested Books:

1. Bondface, B & Coper C. Coper: The Geography of Travel & Tourism, London, England, Herne Man 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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - I
Paper-III: Tourism Management
(With Effect from 2022-23 Onwards)

Objectives of the Paper: The Objective of this paper is to introduce to the students about the aspects of Tourism Industry and its Management. It covers Concepts and Nature of Tourism, the Role of Government and Private Sectors in Tourism Development, Various Types of Tourism, Tourism Organisations in different countries.

Outcome of the Paper: Students will learn about Growth of Tourism in India and the World and also various components of Tourism and trends in Tourism in India and abroad.

Unit-I: Tourism – Definition - Nature - Significance – Types of Tourism – Growth of Tourism in India and the World – Factors Influencing Growth of Tourism – Reasons for Tourism Planning and Development – Government’s Role in Tourism Planning - Tourism under Five-Year Plans - Role of Private Sector in Tourism Development.

Unit-II: Concept of Management – Definition - Meaning - Nature - Scope - Levels of Management – Features and Characteristics of Management - Objectives and Purpose of Management – Significance of Management - Management in Tourism Industry in India – Functions and Responsibilities of Manager.

Unit-III: Tourism Industry – Components of Tourism – Tourism and National Economy – Social Significance of Tourism - Economic Factors in Tourism – Emerging Areas of Tourism: Rural – Eco – Medical – Tribal Tourism - Wellness – Film – Golf – Sports – Space - Cemetery Tourism etc.

Unit-IV: Tourism Impacts – Tourism Area Life Cycle (TALC) – Demonstration Effects – Demand and Supply in Tourism – Push and Pull Factors– Tourism System in India – Present Trends in Domestic and Global Tourism – Multi National Company (MNC) in Tourism Industry.

Unit-V: Tourism Organizations in India and their Relationship with the International Tourism Organizations – Tourism Marketing Efforts of Advanced Countries like: UK - France - USA - Dubai - Thailand – Malaysia - Turkiye.

Suggested 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: An introductory Text.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - I
Paper-IV: Tourism Products
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objectives of this paper is to teach the students about different types of Tourism Products available in India. It covers Natural Resources, Archaeological, Historical and Cultural Resources such as Rivers, Hills, Historical and cultural sites, fairs and festivals, handicrafts, Museums and Multipurpose projects.

Outcome of the Paper: Students will understand about Tourism potential of natural resources, Historical sites, Music and Dance, Handicrafts, Gardens and Art galleries.

- Unit-I:** Nature and Concept and Classifications Characteristics of Products in India - Seasonality and Diversities – Tourist Attractions in the World - Biosphere Reserves of India and their Locations - Natural Resources - Rivers as Tourism Products - Beach Resorts - Hill – Mountain Resorts –Tourist Attraction in the World.
- 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 – India Music –Different Schools – Paintings - Fairs and Festivals - Entertainments and Recreations – Boat Races - Bull-Fights – Kite Festivals – Cock Fights - Games and Sports etc.,
- Unit-IV:** Handicrafts of India - Types of Handicrafts - Production Centers of Special Handicrafts - Cane Work – Pottery - Terracotta Work – Carpets – Textiles – Kalamari - Art of Cookery - Varieties of Food North Indian and South Indian Dishes.
- Unit-V:** Religious and other Resources - Important Religious Centers and Shrines – Pilgrimages - Centres of Yoga and Meditation - Art Galleries – Museums-Libraries - Wild Life Sanctuaries – Zoos – Gardens - Multipurpose Projects - Bakra Nangal - Nagarjunasagar – Kaleswaram - Srisailam etc.

Suggested 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 Gazetteer 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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - I
Paper-V: Organisational Behavior
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objectives of this paper is to introduce to the students about Organisation and Behaviour of the personal working in the organisation. It covers planning, Staffing, Directing and Controlling in an Organisation. It also presents conflict Management, Budgeting etc.

Outcome of the Paper: Students will learn about functions of Organisation, Behaviour of the Staff, Leadership, Problem Solving Methods in Tourism Organisation,

Unit-I: Organizational Behavior - Definition Nature and Functions - Skills Characteristics of the Field – Internal Environment – Social Responsibility – Planning Organizing, Staffing, Directing and Controlling – Organizational Goals and Individual Goals.

Unit-II: Understanding and Managing Individual and Group Behavior – Perceptions – Personality - Learning, Values and Attitudes – Work Related Aspects of Personality – Organizational Designs – Simple, Bureaucratic, Matrix, Virtual, Boundary Less Feminine – Cross Culture Behavior.

Unit-III: Motivational Theory – Needs Theories of Motivation - Goal Setting - Theory– Work Specialization - Departmentalization Chain of Command – Common Organizational Design - Leadership - Nature –Trends and Behavior - Leaders & Followers – Organizational Dynamics – Contingency Theory of Leader Effectiveness.

Unit- IV: Effective Conflict Management – Technologies Basic - Nature of Groups – Internal Financial Control - Meaning, Problems Unique to Hospitality Industry - Budgeting – Types - Zero Based Budgeting

Unit- V: Organizational Culture - Meaning and Nature - Its Consequences and Capacity to Change - Opportunities and Challenges for Investment in Hotel - Aviation and Tourism Related Sectors - Role of Financial Organization - Power and Authority - Elements of Contract - Breach of Contract – Performance of Contract – Indemnity and Guarantee - Balanced Consumer Protection Act.

Suggested Books:

1. Bersey and Blanchard, Management of organizational Behavior.
2. Kakabd esental, working in organization, Penguin, 1987.
3. Vecchio R.P. Organizational Behavior, Dryden Press, 1988.
4. Ivanc evich J Mand Matheso MT, Organizational BehaviorandManagement3rdedition,Irwin/ISE, 1993.
5. Riley M. Human Resource Management, Butterworth Heineman, 1909.
6. Handy C, Understanding organizations, 3rdPenguin, 1985.
7. Hales C, meaning through organization, Routeleege, 1993.
8. Thompson P and Mc hugh, D, Organizational Behavior, Prentice Hall
9. Buchanan D & Huczyn ski A Organizational Behavior, Prentice Hall.
10. Hunt JW, Managing People work, McGraw hill, 1986

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - I
Paper-VI: Entrepreneurship
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objectives of this paper is to teach to the students about the Concepts and scope of entrepreneurship in Tourism Industry. It covers functions of entrepreneur, project selection of projects, marketing plan, financing and problems.

Outcome of the Paper: The Students will learn about characteristics of entrepreneur, formulation and design of projects, Marketing plan, finance etc.

Unit-I: Concept of Entrepreneurship – Characteristics of an Entrepreneur – Induction 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 – Factors for 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.

Suggested Books:

1. Robert D. Entrepreneurship, Hisrich & Michael P. Peters, TMH,2002.
2. S.S. Khanka, Entrepreneurial Development, S. Chanda & Co.,1999.
3. Mc. Michael Oxeon, Essentials of Entrepreneurship and organizing.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - II
Paper-I: Cultural History of India (From 8th to 17th Century AD)
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about Historical and Cultural aspects of India from 8th to 17th century A.D. It covers the contribution of Pallavas, Chalukyas, Cholas, Rajputs, Kakatiyas, Vijayanagara rulers to Arts and Letters. It also presents Arab Invasion, Islamic rule, Delhi sultanate, Moghuls and socio-religious changes taken place in India.

Outcome of the Paper: Students will learn about Art and Architecture, Literature and Socio-Cultural Development took place in India during the rule of Native Kingdoms and Islamic rulers.

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 – 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 Sultanate - Art - Architecture - Religious Movements - Bhakti - Sufi Movements - Impact of Islam Culture on Indian Culture.

Unit-IV: The South Indian Kingdoms - The Kakatiyas – Yadavas - Hoyasalas - Pandyas - their Cultural Contributions - Religious Ideas and Movements - Vijayanagara Empire - Literature - Art - Architecture - Foreign Accounts.

Unit-V: Establishment of Mughal Empire -- Cultural Achievements Arts and Letters - Marathas – Shivaji - Contribution to Indian Culture.

Suggested 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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - II
Paper-II: Travel Management
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to teach the students about aspects of Travel Management such as role of transportation in Tourism development. It covers modes of transport, travel associations, reservation, insurance, ticketing, international travel association etc.

Outcome of the Paper: Students will learn about major transportation systems available in India and abroad. They also understand about different international travel agencies and travel organisations.

Unit-I: Transportation - Evolution and Importance of Transportation System – Role of Transportation in Tourism - Major Transport Systems – Road – Rail - Air and Water Transportation - Road Transport - Networking in North America - South America- Europe – South Africa – Asia and the Middle East - Australia and Newzeland – Major Railway Transport Networks in the World – Modes of Transportation in India - Past and Present.

Unit-II: Surface Transport System – Approved Tourist Transport – Car Hire Companies Including Car Rental Scheme and Tourist Coach Companies – Documents Connected with Road Transport viz; Regional Transport Authority - Transport and Insurance Documents – Road Taxies – Fitness Certificate – Contract Carriage – State Carriage - All India Permits - Maxi Car – Motor Car etc.

Unit-III: Role and Responsibilities of Travel and Trade Associations – Objectives – Functions of United Federation Travel Agency Association (UFTAA) – American Society Travel Agency (ASTA) – Travel Agency Association of India (TAAI) – Adventurer Tour operator Association of India (ATAOI) – Federation of International Youth Travel Organization (FIYTO) - Travel Agents Federation of India (TAFI) World Tourism Organization (WTO)- Pacific Asia Travel Association (PATA)

Unit-IV: Railway Systems of The World – British Rail – Euro Rail - Amtrack – Orient Express- Trans-Siberian Railway and Luxury Trains of The World – Indian Railways - Types of Tours available In Indian Railways – Indrail Pass - Special Schemes Packages - Palace on Wheels – Royal Orient – Toy Trains - Planning Itineraries on Indian Railways - Reservation and Cancellation Processers.

Unit-V: Air Transport System – Licensing of Carriers – Limitations of Weight and Capacity – Schedule and Non – Scheduled Airlines Services – No Frill Airlines - Open Sky Policy – International Conventions – Functions: International Air Transport Association (IATA) – International Civil Aviation Organization (ICAO) – Director of General Civil Aviation (DGCA) – Air Port Authority of India (AAI) - Global Distribution System (GDS) In Air Transportations – Types of Air Journeys

Suggested 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

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - II
Paper-III: Travel Agency and Tour Operations
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objectives of this paper is to introduce to the students about the functions of Travel Agency and Tour Operations. It covers Tour Guide, Tour Escort and their responsibilities. Such as role of transportation in Tourism development. It covers modes of transport, travel associations, reservation, insurance, ticketing, international travel association etc.

Outcome of the Paper: Students will learn about the significance of Travel Agencies and Responsibilities of Tour operator, Guides and Escorts such as Itinerary planning and Tour designing procedures etc.

Unit-I: Definition - Historical Back Ground of Travel Agency – Significance of Travel Agency - Main Functions - Organizational Structure of a Travel Agency - Different Types of Travel Agents - Their Responsibilities - Procedures for becoming a Travel Agent - World Association of Travel Agency Guidelines (WATA).

Unit-II: Tour Operator – Types of Tour Operator - In Bound and Out Bound Tour Operator - Ground and Whole Sailing Tour Operations – Types of Tours -Independent Tours –Escorts Tours – Hosted tours – Incentives Tours- Tour Whole Sellers and Retailers.

Unit-III: Travel Agency - Operations, Ticketing, Books etc. Special Services - Passport etc. - Tour Operator Package Tour - Planning a Tour - Costing a Tour - Marketing Material Transport Operation.

Unit-IV: Guides & Escorts - Define Guides - Escorts - Tourist Expectations - Role of Guides in a Tour - Informal Services in Tourism - Dimensions of Informal Sector - Souvenir - Street Guides (Tourism).

Unit-V: Itinerary Planning and Development – Meaning, Importance and Types of Itineraries – Steps for Itinerary Planning – Do’s and Don’ts in Itinerary Preparation – Tour Formulation and Designing Process – FIT and Group Tour Planning and Components – Special interest Tours.

Suggested 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 (CommunicationIndia1983)
6. Geocheck: Professional Travel Agency Management.
7. National Publishers: The World of Travel, National Pub. Delhi.
8. Negi M.S.: Tourism & Hoteliering.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - II
Paper-IV: Tourism Marketing
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objectives of this paper is to teach the students about Marketing in Tourism Industry. It covers importance of Marketing, Package tour, Promotional methods, Tourism information sources and Destination Promotional methods etc.,

Outcome of the Paper: Students will learn about the importance marketing in Tourism Industry, Principles of Tour Packaging, role of media, various sources of Travel information and Promotion of Tourism Products.

Unit-I: The Concept of Marketing - Nature, Classification - Evolution of Marketing - Characteristics of Services – Development of Marketing for Service Firms - Linkage Tourism - Other Sectors (Travel Agency) Accommodation – Food – Nutrition – Catering - Economic Importance of Marketing.

Unit-II: Tour Packages – Concept – Characteristics – Methodology - Considerations - Principles of Tour-Package - Designing and Printing of Tour Brochures – Maps - Charts - Importance.

Unit-III: Tourism Marketing Promotional Methods – 8 Ps of Tourism Marketing – Designing of Tourism Product – Methods of Branding of Tourism – Product Life Cycle Stages – Pricing Stages and Approaches – Role of Media -Trends in Tourism Marketing.

Unit-IV: Global Marketing – Direct Marketing – Social Media – Digital Marketing – Green Marketing – Corporate Social Responsibility (CSR) – Marketing Ethics and Consumerism - Tourism Information Sources - Sources of Information - Importance of Tourism Information.

Unit-V: Destination Image Development Methods - Attributes of Destinations - Destination Resource Analysis - Destination Branding Prospects and Challenges - Product Development Methods – Institutional Support and Public and Private Partnership in Destination Marketing.

Suggested Books:

1. Ketler Philip: Marketing Management, Universal.
2. Maccarthy D & J: Basic Marketing - A Management of 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 Printhall, 1985.
7. Remal A Nykiel: Marketing hospitality in Industry (2nd edition) Wan Nerian Reinhold.
8. Maclean: Marketing Management (Tourism in Business) CandianHotel&RestaurantLtd.1984.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - II
Paper-V: Computing and Information System in Tourism
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the importance of Computer applications in Travel and Tourism Industry. It covers basics of computer science and operating systems, office Automation, E-Marketing, Multimedia Technology etc.,

Outcome of the Paper: Students will learn about basic computer skills, MS-Office, E-Ticketing, E-Reservation etc.

Unit-I: Basic Structure of Computer - Hardware - Software – Basic Operational Concepts – Processing Unit – Some Fundamental Concepts – Various Programming Languages – Performing of Arithmetic 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 (GDS) - History - Evolution –Central Reservation System (CRS) – CRS for Hotel Booking, Airlines- Indian Railway Catering and Tourism Corporation (IRCTC) - Different Packages Used-Abacus–Amadeus – Apollo - Galileo and Sabre etc. (Use any 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.

Suggested Books:

1. Parkinson LK & Parkinson ST, Using the Micro-Computer in Markets McGraw Hill 1987
2. Brahma P. Computer System in Hotel & Catering Industry, 1988.
3. Basandra S.K.: Computers Today, New Delhi.
4. Mehta Subhash, WordStar -7, New Delhi.
5. Taxalik R.K.: Louts1-2-3madesimple, New Delhi, Tata McGraw hill.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - II
Paper-VI: Hospitality Management
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the importance of Hospitality Sector in Tourism Industry. It covers types of Hotels, various departments in Hotel, Food and Beverages, entertainments and reservation in a Hotel etc.

Outcome of the Paper: Students will learn about Hotels and their different services to the tourists in hotel. It includes accommodation, catering, entertainment services etc.

Unit-I: Historical Background of Hospitality – Characteristic of Hospitality - Types of Hotels – Chain Hotels Industry - Different Forms of Organizational Structure – Organizational Structure of Hotel – Departments - Facilities – E-Hospitality - Concept of Athidi Devo Bava.

Unit-II: Types of Accommodation – Front Office-Reception - the Lobby – Housekeeping - Production of Food Bar and Restaurant - The Lobby – Housekeeping - Food and Beverages – International Symbols - Room Revenue.

Unit-III: Sales-Marketing – Department - Advertising - Press Conference – Sales Promotion - HR Department - Communication -Training Programme - Employee's Relations - Negotiations.

Unit-IV: Food Production Department - Kitchen – Buffets – Beverage Operations – Functions – Out Lets of Food and Beverages – Types of Meal Plans – Types of Restaurants – Types of Menus – Room Service – Catering Service – Food Services in the Airlines – Trends in Lodging and Food Services – Duties and Responsibilities of Staff.

Unit-V: Miscellaneous Departments - Laundry - Linen - Telephone - Telex - Garage - Parking - Gift Shops - Hair Dressing Saloon - Florist - Horticulture - Entertainment and Recreation Facilities – Banquets - Functions - Conferences - Outdoor Catering.

Suggested 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 Communal, - Bai Til, Jenkins).
6. Negi: Professional Hotel Management (Delhi: S.Chand).
7. Text Book of Hotel Maintenance: N. C. Goyal & K.C. Arora: Standard Publishers.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - III
Paper-I: Cultural History of India (From 17th to 20th Century AD)
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objective of this paper is to teach the students about Historical developments taken place in India from 17th to 20th century AD. It covers the foundation of British Rule in India, Colonial Policies and Freedom Struggle against the Foreign Rule.

Outcome of the Paper: Students will learn about British Colonial Policies, Impact of Western Education, aspects of Freedom Movement and Achievement of Independence.

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 - Christian Missionaries – Impact of Western Education - Socio-Religious Reform Movements - Their Impact on India.

Unit-III: Rise of Nationalism in India – Causes - Foundation of India National Congress - Role of Moderates in National Movement - Role of Extremists - Their Policies and Impact - Gandhian Era 1920-1947.

Unit-IV: Independent India - Nehru's Era - Integration of Princely States - Refugee Problem - Constituent Assembly - Indian Constitution - Its Salient Features - Five Year Plans – Multi-Purpose Projects - Modernization of India – Industrialization.

Unit-V: India - Foreign Policy – Panchasheel - Non-Aligned Movement - Aggression of China - The Role of India in UNO.

Suggested Books:

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. Tara Chand: 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 and Culture of Indian People Vol. I to III Volumes.
8. M. Venkataramaiah: Bharata Swatantrodyama Charitra.
9. Maulana Azad: India Wins Freedom.
10. Bipin Chandra: Struggle for Independence.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - III
Paper-II: Business Communication
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the Importance of Communication in a Business Establishment. It covers types of Communication, Oral Communication, Written Communication, Meetings and Seminars with a focus on Tourism Industry.

Outcome of the Paper: Students will learn about the Importance of Communicational Skills in an institution or work place. It helps to improve their writing, speaking skills and also preparation of reports.

Unit-I: Meaning – Definition - Scope - Nature - 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 Communication - Public Speaking - Group Presentations and Group Discussions - Participation in Meetings and Interviews - Designing and Delivering Presentations.

Unit-III: Written Communication Skills - Preparing Letters - Reports and Other Executive Communications – Methods of Effective Communication - Mass Media and Media Relations - Writing Business Proposals.

Unit-IV: Meetings – Seminars - Conferences and Work Shops - Importance of Audio-Visual Aids - Advertising and Job Description - Copy Editing - Notices - Agendas and Minutes.

Unit-V: Introduction to Public Relations - Organizational Context of Public Relations – Social Context of Public Relations - Major Activities of Public Relations - Public Relations in Department of Tourism (PRDT) - Communication and Challenges in a Workplace.

Suggested Books:

1. Krishna Mohan, Meera Benerji: Developing Communication Skills, Mcmillan - MC Graw Hill Publication.1996.
2. Clark, Studying Inter personal Communications, Sage Publication
3. Murphy, Hildeer Brandle & Thomas, Business Communications, Mac Graw Hill.
4. Mary-Eldem Drumond M Fearless & Flawless Public Speaking Feiffer & Com.
5. Elwood No. Champan, your attitude is showing prentice Hall.
6. Nunnaly & Moy, Communication Basics for Human Service, Sage Publication.
7. Bostwick, Resume Writing, Wiley

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - III
Paper-III: Foreign Language (German)
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students, the basics German Language. It covers alphabet, names of the months, names of weekdays, names of birds and animals and also terms related to day-to-day activities of Tourists.

Outcome of the Paper: Students will learn about the Basic Communication Skills in German Language and the terms, and words related to Tourism Industry.

Unit-I: Alphabets in German Language, Expressions relevant for Tourism, Expressions used for Introduction, Greetings, Salutations. Knowledge of relevant words in Tourism.

Unit-II: Names of days, Weekdays, Months, Seasons, Directions, Colors, Animals and Birds, Numbers and Time.

Unit-III: Types of Games, Conversations, Dialogues, Slogans and Discussion in Travel Time, Purchase, Shopping, Gifts, Presents etc.

Unit-IV: Translation of sentences / Dialogues from German to English and English to German - Important Indian Dishes, Cultural Places, Historical Places, Desserts of India.

Unit-V: Expiration: Demanding of Service – Simple Dialogue by Following Situation – Calling a Taxi - Reservation of Dinner Table, Hotel Room etc.

Suggested Books:

- 1) Daily Language Learning (German) the ultimate Guide for beginners
- 2) Complete German by Paul coggle.
- 3) The Everything learning German Book, Edward Swick, Faul Media publishers
- 4) German for Dummies, Pauline Christensen
- 5) Collins Easy learning German Grammar & Practice, Collins publisher.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - III
Paper-IV: Ecology, Environment and Tourism
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about Ecology, Environment and its impact on Tourism Industry. It covers relation between man and environment, Impact of Tourism Industry on Environment. It also covers the aspects of Mass Tourism, Carrying Capacity, Pollution Problems, Conservation of Nature, Responsible Tourism etc.

Outcome of the Paper: Students will learn about the aspects of Ecology and Environment, Impact of Tourism Industry on Environment.

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 – Western Views on Eco-Tourism – Kyoto Protocol 1997 – Qatar, Business Events Corporation (QBEC) Declaration 2002 – Oslo Declaration 2007.

Unit-III: Global Concerns - Environmental Planning - UN Initiatives on Ecology and Environment - National Committee on Tourism and Ecology - Role of Various Agencies and Citizens United Nation World Tourism Organization (UNWTO) – United Nation’s Development Programme (UNDP) – World Wildlife Fund (WWF) - Popular Personalities in Conservation of Environment and Ecology) - Case Studies on Periyar National Park - Carbet National Park - Sundarban Ecotourism Project

Unit-IV: Impact Assessment on Environment – 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: Environmental Dimensions of Tourism Activities – Culture Impact - Social Economic Costs and Benefits - Elements of Sociology and Anthropology.

Suggested Books:

1. William Theobald (ed)- Global Tourism-The Next Decade, Butterworth-Heinemann,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 Delhi2001.
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

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - III
Paper-V: Basic Air Fare and Ticketing
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about aspects of Air Transportation with a focus on Tourism Industry. It covers Passenger Documentation, Travel Formalities, Airline Business, Foreign Exchange Management etc.

Outcome of the Paper: The Students will learn about the aspects and formalities of Air Travel, Ticketing Method, Travel Documentation, and Travel Regulation etc.

Unit-I: Review of the World Geography – International Air Transport Association (IATA) – International Civil Aviation Organization (ICAO) - Familiarization – Practice - Itinerary Planning - Areas, Sub-Regions - as per International Air Transport Association – IATA Three Letter - City Code – Two Letter Air Lines and Airport Codes

Unit-II: Passenger Documentation - Travel Formalities –Travel Information Manual (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) - Maximum Permitted Mileage (MPM) – Return Trip.

Unit-III: Backhaul Check- General Limitations on Indirect Travel - Mixed Class Journeys - Special Fares (Excursion: Students – Seamen - Senior Citizens - Freedom Fighters) - Passenger Expenses in Enroute - Add-ons – Open Jaw Fair.

Unit-IV: Universal Air Travel Plan (UATP) – Passengers, who needs - Special Attention - Airport Formalities - Components in International Air Ticket – Airlines Business in the World – Major Air Carriers and Major Low-Cost Airlines – Domestic Air Transport Business - Salsas of Air Tickets – The Baggage and Travel Documents - Air Charter Services – Miscellaneous Charges Order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement - Credit Cards.

Unit-V Familiarization with Travel Information Manual (TIM)- Types of Passports and Visa – Procedure and Validity – Health Certificate - Travel Insurance Foreign Exchange Management Act (FEMA) – Foreign Exchange Regulations Act (FERA) – Reserve Bank of India (RBI) Guidelines - Emergency Medical Services – Airport Shopping - Duty Free Shops - Catering on Board - Facilities During Flight Delays and Cancellation.

Suggested Books:

1. ABC Worldwide Airways Guide (Red &Blue).
2. Air Tariff Book1, Worldwide fares.
3. Air Tariff Book1, Worldwide Rules.
4. AirTariffBook1, worldwide maximum permitted Mileage.
5. Travel information Manual.
6. IATA Ticketing Hand Book.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - III
Paper-VI (A): Front Office Management
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about Managerial aspects of Front Office in a Hotel. It covers functions of front office manager, tariff structure, and receptionist duties. It also covers room reservation procedure, keeping guest accounts and guest services etc.

Outcome of the Paper: The Students will learn about the role of Front Office and its services in a Hotel. They also know about registration procedures, accounts, guest services etc.

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 - Reservation Manager and Other People – Types of Receptions in Hotel - Qualities and Duties of Receptionist – 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 – Role of Management in Guest Services - Guest Service Training – Customer Loyalty.

Suggested Books:

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

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - III
Paper-VI (B): MICE Management
(Meeting, Incentives, Conferences and Exhibitions)
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the Conventions, Events and Festivals as part of Tourism Industry.

Outcome of the Paper: The Students will learn about the skills in organising Meetings, Conferences and events as part of Tourism and Hospitality Industry

Unit-I: Introduction to Meetings, Incentives, Conferences and Exhibitions (MICE) - Evolution of MICE Industry - Components of MICE - Economic and Social Significance of MICE - Introduction to Professional Meeting - Definition, Types and Roles – Associate, Corporate, Independent, Travel Agency (TA's) and Tour Operator (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 – Pre-Meeting - During the Meeting and Post Meeting - Financial and Organizational Structure of Association - Determinants of Site Selection Techniques - Role of Travel Agency in Management of Conferences - Pre-and-Post Conference Tours and Spousal Programs - Evaluation of Events and its Importance.

Unit-III: Conference Venues - Concept- Facility Check-Inland and Check-Out Procedures - Requirements - Room Lay-Outs – Food & Beverages (F&B) Planning for Conference - Convention Manager - Inter-Related Venues - Project Planning and Development - Introduction to Conference Facilities in India - Role and Functions of International Convention Promotion Bureau (ICPB) and International Congress Convention Association (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.

Suggested 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" Publishing, Arizona.
4. Cotterrel, P (1992) "Exhibitions", Hodder and Stoughton
5. Weirich, M. L. (1992) "meeting and Convention Management", Hodder and Staughten
6. Hoyle, L. H. (1995) "Managing Conventions, Hodder and Staughten
7. Coleman Lee & Frank, Power House Conferences Educational Inistute of AH, & MA,1991.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - III
Paper-VI (C): Yoga and Health Tourism
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the aspects of Yoga as part of promoting health Tourism. It covers the elements of Yoga and its Importance in the promotion of Wellness Tourism.

Outcome of the Paper: The Students will learn about the importance of Yoga, Types of Yoga, Meditation, Yoga as a Tourism Product and Important Yoga Centres and their Role in Tourism promotion.

UNIT I: Yoga: Definition and Meaning - Elements of Yoga - Types of Yoga – Yoga and Meditation – Yoga and Tourism - Factors responsible for the growth of Health Tourism.

UNIT II: History of Yoga - Patanjali Yoga Sutras - Eight Limbs of Yoga - Yogic Diet for Health – Diet for Physical and Mental Health - Managing Stress - Spirituality and Health - Life Style and Yoga – Yoga during Travel – Yoga while in High Altitudes – Yoga at Pilgrimage Centres.

UNIT III: Importance of Health and Wellness - World Health Organisation (WHO) - Definition of Health and Wellness - Personality Development – Important Health and Wellness Centres in North and South India.

UNIT IV: Health and Medical Tourism in India - Role of Private Sector in Health Tourism - Traditional Health Care Systems in India - Health Tourism Products - Health Tourism Markets at Global Level - Advantages for India in Global Medical Tourism.

UNIT V: Ethical, Legal, Economic and Environmental Issues in Health Tourism - Health benefits of Yoga - Psychological benefits of Yoga – Health and Wellness Tourism in Telangana.

Suggested Books:

1. Rajayoga - Swami Vivekananda - Ramakrishna Ashrama Publications.
2. Hathayoga Pradipika of Swatmarama - Kaivalyadhama, Lonavala
3. The Science of Yoga - Taimini - Theosophical Publishing House, Adyar, Madras.
4. Yogasutras of Patanjali - Hariharananda Ara - Geeta Press, Gorakhpur.
6. Gherandasamhita - Bihar School of Yoga, Munger, Bihar. nya, University of Calcutta Press, Calcutta.
5. Patanjali Yoga Pradeepa Omananda Tirtha
9. Four chapters on Freedom (commentary on the Yoga sutras of Patanjali)
10. Smith Melanie Puczko, Laszlo -Health and wellness Tourism.
11. Connell John- Medical Tourism.
12. Sarngadharan- M. Sunanadha-Health Tourism in India.
13. Gupta, Ambuj & Sharma Vinay-Medical Tourism.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - IV
Paper-I: Cultural History of Telangana
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the cultural aspects of Telangana. It covers Geo-Historical aspects of Telangana, Religious Movements, Art and Architecture, Folk and Tribal Art, Handicrafts etc.

Outcome of the Paper: The Students will learn and understand the heritage and culture of Telangana with a focus on Religious Movements, Art & Architecture, Folk and Tribal Culture.

Unit-I: Land and People - Influence of Geographical Features on the History of Telangana - Political History: Ancient - Medieval - Modern Periods in Telangana.

Unit-II: Religious Ideas of Telangana - Early Religious Ideas - Folk Religious beliefs - Jainism - Buddhism – Saivism and Vaishnavism - Socio-Cultural Ideas - Role of Temples – Mathas - Sufi and Bhakti Movements - Dress - Ornaments - Costumes - Food Habits.

Unit-III: Art and Architecture in Telangana - Jain - Buddhist - Hindu - Islamic and Christian Monuments.

Unit-IV: Performing Arts of Telangana – Types of Dances – Perini, Oggu - Folk Dances - Musical Instruments - Folk and Tribal Music - Handicraft in Telangana.

Unit-V: Literary Heritage - Development of Telugu Literature - Literary Movements in Modern Times in Telangana.

Suggested Books:

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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - IV
Paper-II: Tourism Development
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the aspects of Tourism Industry Development. It covers Government Policies for the Promotion of Tourism, Tourism Statistics, Human Resource Development, Sustainable Tourism Development and Tourism Legislations etc.

Outcome of the Paper: The Students will learn and understand about Government Policies for Tourism, Tourism Traffic to Destinations, Role of Human Resources and Foreign Exchange Earnings through Tourism Development.

Unit-I: Concepts for Development of Tourism - Tourism Legislation in India - Historical Perspective - National Development Council Report on Tourism Development - National Action Plan 1992 - New Policies on Tourism - Civil Aviation Policies - Privatization of Airlines and Open Sky Policy.

Unit-II: Tourism Statistics - Problems - Estimate of World Tourist Arrivals and Receipts - Tourism Statistics in India - Estimates of Foreign Exchange Earnings in Tourism.

Unit-III: Tourist Traffic and Its Development - Destination Development Methods - Sustainable Development in Tourism.

Unit-IV: Human Resources (HR) Development in Tourism Industry – Management Agencies in India - Required Qualities in Human Resources (HR)

Unit-V: Consumer Expectations in Tourism Services – Legislations in Tourism and Hospitality Industry - National Tourism Development Models.

Suggested Books:

1. National Development Council Report.
2. National Action Plan, 1992.
3. Reports of World Tourism Organization (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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - IV
Paper-III: Contemporary Issues in Tourism
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the Contemporary Issues related to Tourism Industry. It covers trends in Tourism Industry in the World and India, Role of Digital Technology, Development of New Air Routes, Role of Private Sector, Impact on Environment, and Changes in the Demands of Tourists etc.

Outcome of the Paper: The Students will learn and understand about recent changes taken place in the Global Tourism Industry, Impact of Digital Technology in the Growth and Expansion of Tourism and Changes in the Consumers' Demand.

Unit-I: Information Technology in Current Tourism Business Scenario – Components - Technological Development in Tourism - Trends and Patterns in International Tourism - Especially in Digital Communications - The Trend towards Ticketless Travel or Electronic Ticket - Fear of Redundancy of Travel Agencies in Contemporary World.

Unit-II: Technological Development in the Air Traffic - Development of New Air Routes - Better Facilities for New Markets like Japan, Malaysia, Singapore, Thailand - Trend Towards Shorter Holiday in Larger Tourism.

Unit-III: More Demanding Consumer Behavior - Growth in Ownership Holidays - Home by Outright Purchases or On Time Share - Barriers to the Growth of Tourism (Factors existing at the Destination: Terrorism - Political - Social Environment - Factors Barring a Potential Tourist from Travelling - Time, Cost, and Social Barriers) - Methods of Forecasting - Need for Public and Private Sector Participation in Tourism.

Unit-IV: Socio-Democratic Changes – Double Income No Kids (DINKS) - Late Marriage and Children – Working Women - Senior Citizen Travel - Solo 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 Books:

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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - IV
Paper-IV: Research Methodology
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objective of this paper is to teach to the students about Research Methods related to Tourism Industry and its related aspects such as importance of Research, Major Areas of Research, Research Problem, Research Design, Data Collection, Report Writing etc.

Outcome of the Paper: The Students will learn and understand about status of Tourism Research, Major areas of tourism research, data collection, report writing etc.

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 Steps 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 Telephonic Interview - Mail Survey - Questionnaire Method.

Unit-V: Research Communication - Writing of Research Report - Short Reports - Long Reports - Research Report Format - Writing Considerations – Editing the Reports.

Suggested Books:

1. Fetter B. Robert & Claude Macmillan: Business Research Methods, Richard. 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, Engle Wood Cliff, 1975.
5. Marfin B. Memm off & Bone A: Principles of techniques of Predicting future Demand for bear: are a Trave lMIT Press, Cambridge, 1961.
6. Michael V.P.: Research Methodology in Management, Himalayan Publishing House, New Delhi.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - IV
Paper-V: Project Work
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objective of this paper is to impart required skills to the students to undertake a Research Project. It helps promote field Knowledge, Data Collection, Data Interpretation and Report Writing etc.

Outcome of the Paper: Through this Project Work, students will learn the basic skills of field Research, Data Collection, Data Analysis, Presentation and Report Writing.

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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - IV
Paper-VI (A): Housekeeping Management
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objectives of this paper is to introduce to the students about Housekeeping Department in a Hotel and its functions. It covers general maintenance of Rooms, Flooring, Bed Design, Linen, Laundry Services, Security Issues, Staff Training and Management.

Outcome of the Paper: Students will learn about material planning and Maintenance, Cleaning, Security Issues, Horticulture, General Maintenance of a Hotel.

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 - Safe Lockers - 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 Manmade Disasters.

Unit-V: Handling Employee Problems – Absenteeism - Poor Orientation – Employee Turnover - Poor Appearance - Hygiene - Poor Performance – House Keeping Manager as a Leader.

Suggested 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.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - IV
Paper-VI (B): Human Resource Management in Tourism
(With Effect from 2023-24 Onwards)

Objective of the Paper: The Objective of this paper is to introduce to the students about the Importance of Human Resource and its Management in Tourism Industry. It covers Manpower, Selection, Training, Employee welfare, Grievance Management etc.

Outcome of the Paper: Students will learn about Manpower Selection, Recruitment, Training, Performance Evaluation, Employee Problems and their welfare etc.

Unit-I: Meaning - Definition - Scope - Nature - Concepts and Perspectives on Human Resource Management – Human Resource Management in Changing Environment.

Unit-II: Corporate Objectives and Human Resource Planning - Career and Success on Planning - Job Analysis and Role Description.

Unit-III: Methods of Man Power Search - Attracting and Selecting Human Resources - Induction and Socialization - Man Power 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.

Suggested Books:

1. Mirza & Saiyaddin, Human Management, Tata Mcgraw Hill,2002.
2. Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 2nded., 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, KoganPage,1993.

KAKATIYA UNIVERSITY
M.T.M (TOURISM MANAGEMENT) - SEMESTER - IV
Paper-VI (C): Cemetery Tourism
(With Effect from 2022-23 Onwards)

Objective of the Paper: The Objectives of this paper is to introduce to the students about the Importance of Cemetery Tourism. It covers historical background of Cemetery places in the world and India. Including Organisations related to Preservation of Cemetery Tourism Destinations.

Outcome of the Paper: Students will learn about historical background of Cemetery related Destinations belong in to Christianity, Islam and Hindu located in India and abroad and their preservation.

UNIT-I: Cemetery Tourism: Definition – Concept and Significance - Pre-Historic Burial Sites in the World - Ancestral Worship and Practices – Classifications of Cemetery Tourism: Zoroastrian - Christian – Islamic - Cemetery Tourism Sites in the World - UNESCO Identified Cemetery Tourism Destinations in the World.

UNIT-II: Cemetery Tourism in India: Pre-Historic and Proto-Historic Cemetery Sites - Ancestral Worship and Practices – Classification of Cemetery Tourism in India: Zoroastrian - Christian - Jain – Buddhist – Hindu – Sikh - Islamic - UNESCO Identified Cemetery Tourism Destinations in the India.

UNIT –III: Modern Cemetery Tourism Destinations in India: Portuguese - Dutch - French - British - Independent India: Raj Ghat, Shantivan - Vijay Ghat - Samatha Ghat - Shakthi Sthal - Veera Bhoomi – Gyana Bhoomi etc.

UNIT –IV: Cemetery Tourism in Telangana: Pre-Historic and Proto-Historic Cemetery Sites - Ancestral Worship and Practices – Classification of Cemetery Tourism in Telangana: Zoroastrian - Christian - Jain – Buddhist – Hindu – Sikh – Islamic.

UNIT –V: Cemeteries related Organisations in the World - United Nations Cemetery System (UNCS) - Association of Significance of Cemeteries in Europe (ASCE) - International Cemetery, Cremation & Funeral Association (ICCF) - National Memorial Day in United States – Role of Government and Private Agencies in the Preservation and Conservation of Cemetery Tourism Destinations.

Suggested Books:

1. Loren, Rhoades; Wish you were here: adventures in cemetery travel
2. Gillan M.M Rickly - Boyd, Danie C.Knudsen
3. Lisa C Braver Nan Tourism, Performance and Place: A Geographic's Perspective
4. Babu George Advancements in Tourism Theory and Practice
5. David Blight, Race and Reunion - The Civil War in American Memory (Belknap Press, 2001)
6. Drew Gilpin Faust, This Republic of Suffering: Death and the American Civil War (Knopf, 2008)
7. Richard Gardiner and Daniel Bellware, The Genesis of the Memorial Day Holiday in America (Columbus State University, 2014)
8. Mary Cunningham (Mrs. John A.) Logan, Reminiscences of a Soldier's Wife-An Autobiography (Scribner's Sons, 1913) Reminiscences of a soldier's wife. - Full View | Hathi Trust Digital Library
9. John Neff, Honoring the Civil War Dead: Commemoration and the Problem of Reconciliation