

**KAKATIYA UNIVERSITY**  
**M.T.M (TOURISM MANAGEMENT) - SEMESTER - II**  
**Paper-I: Cultural History of India (From 8<sup>th</sup> to 17<sup>th</sup> 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 8<sup>th</sup> to 17<sup>th</sup> 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.

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**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

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**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.

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**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 Printhal, 1985.
7. Remal A Nykiel: Marketing hospitality in Industry (2nd edition) Wan Nerian Reinhold.
8. Maclean: Marketing Management (Tourism in Business) CandianHotel&RestaurantLtd.1984.

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**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.: Louts 1-2-3 made simple, New Delhi, Tata McGraw hill.

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**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 Communical, - 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.