

**KAKATIYA UNIVERSITY**  
**M.T.M (TOURISM MANAGEMENT) - SEMESTER - III**  
**Paper-I: Cultural History of India (From 17<sup>th</sup> to 20<sup>th</sup> 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 17<sup>th</sup> to 20<sup>th</sup> 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 Swatantryodhaya Charitra.
9. Maulana Azad: India Wins Freedom.
10. Bipin Chandra: Struggle for Independence.

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**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

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**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.

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**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

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**Paper-V: Basic Air Fare and Ticketing**  
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**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.

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**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.

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**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 Institute of AH, & MA, 1991.

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**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.