

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.

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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.

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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.

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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 IMIT Press, Cambridge, 1961.
6. Michael V.P.: Research Methodology in Management, Himalayan Publishing House, New Delhi.

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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.

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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.

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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.

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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