

# DEPARTMENT OF HISTORY & TOURISM MANAGEMENT

## KAKATIYA UNIVERSITY, HANUMAKONDA

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### Courses offered by the Department:

- MTM (Tourism Management).
- Ph.D. Programme in Tourism Management.

**MTM (Tourism Management):** It is introduced from the academic year (1999-2000) with an intake of 35 seats and the students are selected through Entrance Test (CPGET) conducted by the Osmania University. Two categories of seats are available – Regular Free Seats and Self Finance.

**Ph.D. Programme in Tourism Management:** Candidates are selected through Eligibility Test conducted by the Kakatiya University.

### MTM (Tourism Management) Course Objectives:

- To Provide the students a comprehensive understanding of Tourism Industry.
- To Impart necessary Skills to the Students to serve as Human Resource / Employees in the various branches of Tourism Sector
- To Develop Human Resource to take up teaching and Research in the aspects of Tourism Management and related areas.
- To teach the students the Importance of Tourism Industry in the Economic Development.
- To train the students in Research Methods, with a focus on Tourism Industry.
- To Develop Social, Cultural and Universal values among the students through Tourism.

### The students are trained in the following areas:

- History of India from ancient Times to Modern Times.
- Heritage and Culture of India.
- Tourism Potential of Heritage, Culture and related aspects.
- Environment and Eco-Tourism aspects.
- Wild life Tourism
- Temple Tourism
- Tribal Tourism
- MICE Tourism
- Marketing in Tourism Industry
- Travel Agencies and Ticketing
- Hotel Management
- Fundamentals of German Language
- English Communicational Skills

### Course Outcomes MTM (Tourism Management):

Paper Code	Course/Paper Title	Course Outcome
101	<b>Cultural History of India (From earliest times to 700 AD)</b>	<b>Objectives of the Paper:</b> 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

		<p>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.</p> <p><b>Outcome:</b> 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 7<sup>th</sup> century A.D.</p>
102	<b>Geography for Tourism</b>	<p><b>Objectives of the Paper:</b> 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.</p> <p><b>Outcome:</b> 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.</p>
103	<b>Tourism Management</b>	<p><b>Objectives of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>
104	<b>Tourism Products</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> Students will understand about Tourism potential of natural resources, Historical sites, Music and Dance, Handicrafts, Gardens and Art galleries.</p>
105	<b>Organisational Behavior</b>	<p><b>Objective of the Paper:</b> 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.</p>

		<p><b>Outcome of the Paper:</b> Students will learn about functions of Organisation, Behaviour of the Staff, Leadership, Problem Solving Methods in Tourism Organisation.</p>
106	Entrepreneurship	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> The Students will learn about characteristics of entrepreneur, formulation and design of projects, Marketing plan, finance etc.</p>
201	Cultural History of India (From 8 <sup>th</sup> to 17 <sup>th</sup> Century AD)	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>
202	Travel Management	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> Students will learn about major transportation systems available in India and abroad. They also understand about different international travel agencies and travel organisations.</p>
203	Travel Agency and Tour Operations	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>
204	Tourism Marketing	<p><b>Objective of the Paper:</b> 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.,</p>

		<p><b>Outcome of the Paper:</b> 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.</p>
205	<p><b>Computing and Information System in Tourism</b></p>	<p><b>Objective of the Paper:</b> 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.,</p> <p><b>Outcome of the Paper:</b> Students will learn about basic computer skills, MS-Office, E-Ticketing, E-Reservation etc.</p>
206	<p><b>Hospitality Management</b></p>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> Students will learn about Hotels and their different services to the tourists in hotel. It includes accommodation, catering, entertainment services etc.</p>
301	<p><b>Cultural History of India (From 17<sup>th</sup> to 20<sup>th</sup> Century AD)</b></p>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> Students will learn about British Colonial Policies, Impact of Western Education, aspects of Freedom Movement and Achievement of Independence.</p>
302	<p><b>Business Communication</b></p>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>
303	<p><b>Foreign Language (German)</b></p>	<p><b>Objective of the Paper:</b> 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.</p>

		<p><b>Outcome of the Paper:</b> Students will learn about the Basic Communication Skills in German Language and the terms, and words related to Tourism Industry.</p>
304	<p><b>Ecology, Environment and Tourism</b></p>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> Students will learn about the aspects of Ecology and Environment, Impact of Tourism Industry on Environment.</p>
305	<p><b>Basic Airfare and Ticketing</b></p>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> The Students will learn about the aspects and formalities of Air Travel, Ticketing Method, Travel Documentation, and Travel Regulation etc.</p>
306 Elective	<p><b>(A) Front Office Management</b></p>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>
	<p><b>(B) Mice Management</b></p>	<p><b>Objective of the Paper:</b> The Objective of this paper is to introduce to the students about the Conventions, Events and Festivals as part of Tourism Industry.</p> <p><b>Outcome of the Paper:</b> The Students will learn about the skills in organising Meetings, Conferences and events as part of Tourism and Hospitality Industry.</p>
	<p><b>(C) Yoga and Health Tourism</b></p>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>

401	<b>Cultural History of Telangana</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> The Students will learn and understand the heritage and culture of Telangana with a focus on Religious Movements, Art &amp; Architecture, Folk and Tribal Culture.</p>
402	<b>Tourism Development</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>
403	<b>Contemporary Issues in Tourism</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>
404	<b>Research Methodology</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> The Students will learn and understand about status of Tourism Research, Major areas of tourism research, data collection, report writing etc.</p>
405	<b>Project Work</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> Through this Project Work, students will learn the basic skills of field Research,</p>

		Data Collection, Data Analysis, Presentation and Report Writing.
406 Elective	<b>(A) Housekeeping Management</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> Students will learn about material planning and Maintenance, Cleaning, Security Issues, Horticulture, General Maintenance of a Hotel.</p>
	<b>(B) Human Resource Management in Tourism</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> Students will learn about Manpower Selection, Recruitment, Training, Performance Evaluation, Employee Problems and their welfare etc.</p>
	<b>(C) Cemetery Tourism</b>	<p><b>Objective of the Paper:</b> 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.</p> <p><b>Outcome of the Paper:</b> 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.</p>
	<b>Industrial Project</b>	In this course, the student will undergo training in any biotechnology industry/institute for 30-45 days during summer vacation after first year This will not only enhance knowledge base of students but also provide them exposure as to how to conduct and carry out a research-based task. Students will also learn how to compile and interpret results.

#### **Ph.D. Programme in Tourism Management:**

##### **Programme outcome:**

Students will be able to identify the problems related Tourism Industry. Research Scholar will become a good Academician and Contribute for Teaching and Research and Management of the Tourism Industry. At the end, Research Scholars will be awarded Ph.D and they will be more suitable for Higher Education and Industry needs.