



KANNUR UNIVERSITY

Master of Tourism & Travel Management (MTTM) Programme under Credit Based Semester System in affiliated Colleges- Scheme, Syllabus & Model Question Papers- Implemented with effect from 2014 admission- Orders issued.

ACADEMIC BRANCH

U.O.No.Acad/C1/10064 /2014

Dated, Civil Station. P.O. 21- 8 - 2014

- Read : 1. U.O.No.Acad C1/11460/2013 dated 12-03-2014.
2.Minutes of the meeting of the Faculty of Commerce and Management Studies held on 28-03-2014
3.Letter dated 07-08-2014,from the Chairman, Board of Studies in Travel &Tourism (Cd)

ORDER

1.As per the paper read (1) above, the Revised Regulations for P.G. Programmes under Credit Based Semester System (CBSS) have been implemented in this University w.e.f 2014 admission.

2.As per the paper read (2) above the meeting of Faculty of Commerce and Management Studies approved the Scheme, Syllabus and Model question papers for M.T.T.M.Programme w.e.f.2014 admission.

3.The Chairman , Board of Studies in Travel &Tourism (Cd) as per letter cited (3) has forwarded the Scheme, Syllabus and Model Question Papers for M.T.T.M. Programme for implementation with effect from 2014 admission.

4.The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement Scheme, Syllabus and Model Question Papers for Master of Tourism & Travel Management (M.T.T.M.)Programme under Credit Based Semester System(CBSS) with effect from 2014 admission subject to report Academic Council.

5. Orders are, therefore, issued accordingly.

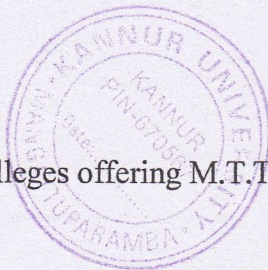
6.The Implemented Scheme, Syllabus and Model Question Papers are appended.

Sd/-

DEPUTY REGISTRAR (Academic)
For REGISTRAR

To

The Principals of Colleges offering M.T.T.M. Programme

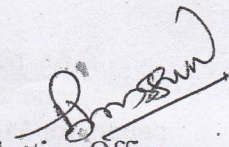


(PTO)

Copy To:

1. The Examination Branch (through PA to CE)
2. PS to VC
3. PA to Registrar
4. PA to CE
5. PA to FO
6. DR (Acad)
7. AR I (Acad)
8. Chairman, BOS in Travel & Tourism
9. SF/DF/FC

Approved for Issue


Section Officer



AR
22/12/2014

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*For more details; log on www.kannur university.ac.in

KANNUR UNIVERSITY



PROGRAMME DETAILS, SCHEME, AND SYLLABUS

MASTER OF TOURISM & TRAVEL MANAGEMENT (M.T.T.M)

(2014 Admission onwards)

PREFACE

Being one of the fastest growing industries of the world today tourism has emerged as a major sphere of influence of the economy, society and environment of many nations. Its potential for generating income and employment is stupendous. Tourism has been growing fast in encompassing manner with visible socioeconomic manifestations. Its transformation process has also been equally interesting with new consumer groups of distinct travel motivations, life style patterns and travel requirements emerging in every facet. This offers both opportunities and challenges.

Tourism today is one of the largest employment generators in the world. It has made rapid advances in recent years. The growth of the industry is now recognized in each and every nation by governments as well as the private sector. In recent times ‘Tourism’ has emerged as one of the few economic alternatives to develop economy. It has been recognized as an important sector for the development on account of its potential for generating income and employment. The UNWTO (United Nations World Tourism Organization) provisional estimate shows that the international tourist arrival has reached 940 million in 2010 registering a growth rate of 6.6% compared to the previous year and is a US\$ 919 billion business.

The WTTC (World Travel and Tourism Council) has identified India as one of the world’s foremost tourist growth centres in the coming decade with growth rates nearing 10% per annum. By developing new destinations, products and experiences, to cater the interest of diverse segments of tourists, the industry is being prepared to make a quantum jump in the international market. Within a short span of two and half decades, the palm fringed paradise of Kerala has succeeded in establishing its tourism brand in the international market. Kerala has been a pioneer in sustainable tourism development and has very well used modern technologies for firmly affixing its brand image as ‘God’s own country’.

The present total employment generated from tourism in Kerala is estimated to be 1.2 million. This will multiply in the coming decade. All these clearly show the need for quality manpower for tourism industry. Ironically, there is a wide gap in demand and supply of trained manpower for this business with shortage of undergraduate as well as post graduate programmes in the state. The Master of Tourism and Travel Management Programme (M.T.T.M) of Kannur

University is a calculated beginning towards quality post graduate education in the subject in North Malabar, which is poised to become a major tourism destination in the near future.

The Board of Studies has left no stone unturned in designing this programme. Syllabi of a number of post graduate programmes in India and abroad has been referred and consulted in drafting for this programme. Moreover, since tourism being a dynamic and multi disciplinary theme, all contemporary aspects have been carefully woven in designing this programme. Extreme care has been taken to include as many details as possible so that students coming from various streams can easily learn this programme.

Presenting the scheme, syllabi and model question papers of M.T.T.M. programme....

Dr. Sindhu R Babu

Chairperson, Board of Studies

Travel and Tourism

Mahadevan P

Member, Board of Studies

Travel and Tourism

Coordinator – Syllabus Revision

KANNUR UNIVERSITY

SCHEME AND SYLLABUS OF MASTER OF TOURISM AND TRAVEL MANAGEMENT

(MTTM)

2014 Admission Onwards

RATIONALE AND NATURE OF THE PROGRAMME

There is tremendous growth for tourism and hospitality industries in the world. In India, tourism is on the anvil of exponential growth and Kerala has vast tourism potential, being tapped and yet to develop. There is a great need for competent professionals to manage the business units in these industries as well as to lead it from front. Master of Tourism and Travel Management (hereafter MTTM) is designed to serve these needs.

OBJECTIVE OF THE PROGRAMME

The broad objective of the programme is to create professional managers, leaders and researchers in the tourism/hospitality industry. Specific objectives of the programme include:

1. To get a thorough understanding of the nature and inter-relationship of the components of tourism industry.
2. To help students acquire the wide body of knowledge and information pertaining to tourism industry.
3. To help students acquire practical skills in all the major arenas of the industry.
4. To orient and equip students with IT skills of the age.
5. To equip students with managerial skills including People management, Marketing management, and financial management.
6. To encourage the molding of professionals, entrepreneurs and researchers.
7. .To enhance the ability to work in competitive, dynamic and diverse work atmospheres.
8. To sensitize the students with the issues (past, present) and emerging trends of tourism.
9. To motivate students to undertake further interdisciplinary studies and research to enrich the emerging discipline.
10. To develop hospitality culture and behavior
11. To enhance the personal competencies and self reliance ability of students.

After successful completion of the programme, the students should be competent to work in tour operation companies, travel agencies, Travel departments of Corporate firms, Hospitality sector, Airlines, Cruise ships, Transport operators, Government agencies, Academics, Research, Consultancies, NGOs etc. Above all, the programme encourages entrepreneurship also.

CAREER OPTIONS

Tourism has a wide range of career options –

1) Technical Research and Development

- Social Scientists
- Research Coordinators/Project Officers/Assistants of various welfare Programmes of Government /NGOs
- Agencies of National & International repute

2) Education

- Teaching faculty in Colleges, National and state Institutes in Travel & Tourism
- Special Educators and Instructors in Vocational Higher Secondary Schools (VHSE) which offer Tourism as a Vocational Course
- Resource persons for various firms/institutes/colleges/university centres

3) Administrators

- Tourism Information Officers (TIO) in Department of Tourism (DOT)-Kerala and other state/ central ministries
- Hospitality Managers/ Hospitality assistants in KTDC like wise
- Extension Officers or Officers on Special duties assisting Tourism projects
- Information Assistants
- District Tourism Promotion Council (DTPC) Secretaries

4) Tour Operations and Travel Agency Business

- Senior Tour Consultant
- Junior Tour Consultant
- Information Assistant
- Marketing Executive / Sales Executive
- General Sales Agent (GSA)

5) Product Design and Development

- Product developers
- Interior / Landscape designers of Firm / Hotels / Spas / Consultancy services
- Event Management
- Entertainment

6) Marketing and Sales

- Sales promotion personnel
- Trusted Cost Accountants (TCA) of Government's Promotional Campaigns (domestic and overseas)
- Consumer awareness campaigns

7) Hospitality / Service jobs

- Front Office Managers
- Restaurant / Bed and Breakfast Inns Managers / HR Managers
- Spa attendants / Health assistants in spas / Health Resorts
- Professional Guides
- Service personnel in Home stays / Houseboats likewise

PEDAGOGY

The programme is a blend of theoretical and practical/field components. Practical exposure and skill development to be given due importance along with classroom academic activities. Students and institute have to work in tandem to achieve this. The method of pedagogy include:

- i. Lectures
- ii. Case studies
- iii. Practicum
- iv. Role plays
- v. Presentations
- vi. Discussions
- vii. Project works

It is encouraged to properly engage in a few extracurricular activities every semester. It could include industry visits, participation in events like seminar, exhibition, tourism fests etc, nature camps, organizing events, adventure camps, short treks etc.

REGULATIONS FOR THE CREDIT BASED SEMESTER SYSTEM OF MTTM PROGRAMME FROM 2014 ADMISSION ONWARDS

Duration of the Programme

The duration of the programme is four semesters. The medium of instruction is English and no question paper will be prepared in Malayalam. The duration of each semester shall be five months inclusive of examinations. There shall be at least 90 instructional days and a minimum of 450 instructional hours in a semester. Ist and IIIrd semesters shall be from June to October and IInd and IVth semesters shall be from November to March.

The minimum duration for completion of a two year PG Programme in any subject is four semesters. The maximum period for completion is eight semesters (4years). Students shall complete the programme by attending four semesters continuously. However, permission may be granted if need be, to complete the programme with one break between semesters within a span of eight continuous semesters.

Eligibility for Admission

The admission procedures are in accordance with the criteria for admission to Post graduate Programmes of the university.

Minimum requirements for admission to MTTM Degree Programme:

Any degree on 10 + 2 + 3 pattern with not less than 45 % subjects marks or equivalent GPA Core Course/ Part III Subjects. Weightage of 10% shall be given to the candidates who have passed a degree in Tourism/hospitality/hotel management with 45 % marks or equivalent GPA. Usual relaxation as per University norms will be available to reserved candidates. The admission to all PG programmes will be as per the rules and regulations of the University. There will be provision for inter collegiate and inter University transfer in 3rd semester (for 4 semester programmes), in 3rd and 5th semester (for 6 semester programmes) within a period of two weeks from the date of commencement of the semester. There will be provision for credit transfer subject to the conditions specified by the Board of Studies concerned.

Attendance

The students admitted in the MTTM P.G. programme will be required to attend at least 75 % of the total number of classes (theory / practical) held during each semester. The students having less than prescribed percentage of attendance will not be allowed to appear for the University examination.

Condonation of shortage of attendance to a maximum of 10% of the working days in a semester subject to a maximum of two times during the whole period of post graduate programme may be granted by the Vice- Chancellor of the University. Benefit of Condonation of attendance will be granted to the students on health grounds, for participating in University Union activities, meeting of the University bodies and participation in other extracurricular activities on production of genuine supporting documents with the recommendation of the Head of the Department concerned. A student who is not eligible for such Condonation shall repeat the course along with the subsequent batch.

Students who complete the courses and secure the minimum required attendance for all the courses of a semester and register for the University examinations at the end of the semester alone will be promoted to higher semesters. The students who have attendance within the limit prescribed, but could not register for the examination have to apply for the token registration, within two weeks of the commencement of the next semester. Attendance of each course will be evaluated internally as below:

Attendance	% of marks for attendance
Above 90% attendance	100
85 to 89%	80
80 to 84 %	60
76 to 79 %	40
75 %	20

Examination

There will be University examination at the end of each semester. Practical examinations which are External will be conducted by the University at the end of even semesters. Project evaluation and External Viva –Voce will be conducted at the end of the programme on separate days by two external examiners.

Pattern of questions:

A question paper may contain short answer type/annotation, paragraph type and essay type questions. Different types of questions shall have different Marks to quantify their range. Marks can vary from course to course depending on their comparative importance. Questions will be set to assess knowledge acquired, standard application of knowledge, application of knowledge in new situations, critical evaluation of knowledge and the ability to synthesize knowledge.

Evaluation and grading

The evaluation scheme for each course (including project / dissertation) shall contain two parts; (a) Continuous Assessment (CA) and (b) End Semester Evaluation (ESE). 20 % marks shall be given to CA and the remaining 80 % to ESE. The ratio of marks between internal and external is 1: 4. Both internal and external evaluation will be carried out using marks with corresponding grades and grade points in seven point indirect relative grading system.

Continuous Assessment (CA)

This assessment will be based on predetermined transparent system involving periodic written tests, assignments, seminars and attendance in respect of theory courses and based on tests, lab skill, records/viva and attendance in respect of practical courses. The percentage of marks assigned to various components for internal evaluation is as follows.

Theory:

	Components	% of internal marks
i	Two test papers	40
ii	Assignments	20
iii	Seminars/Presentation of case study	20
iv	Attendance	20

Practicals:

	Components	% of internal marks
i	Two test papers	40
ii	lab skill	20
iii	records/viva	20
iv	Attendance	20

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester will be published on the notice board at least one week before the commencement of external examination. There shall not be any chance for

improvement for internal marks. The course teacher will maintain the academic record of each student registered for the course, which will be forwarded to the University, through the college Principal, after endorsed by the HOD.

Tests

For each course there will be at least two class tests during a semester. The probable dates of the tests will be announced at the beginning of each semester. Marks will be displayed on the notice board. Valued answer scripts shall be made available to the students for perusal within 10 working days from the date of the tests.

Assignments

Each student shall be required to do two assignments for each course. Assignments after valuation must be returned to the students.

Seminar

Every student shall deliver one seminar as an internal component for every course and must be evaluated by the respective course teacher in terms of structure, content, presentation and interaction. The soft and hard copies of the seminar report are to be submitted to the teacher in charge. Apart from this there will be one major seminar or paper presentation which has been incorporated as a numbered course.

All the records of Continuous Assessment (CA) will be kept in the department and will be made available for verification by university. The results of the CA will be displayed on the notice board within 5 working days from the last day of a semester. It should get signed by the candidates. The marks awarded for various components of the CA will not be rounded off, if it has a decimal part. The total marks of the CA will be rounded off to the nearest whole number.

End Semester Evaluation (ESE)

The End Semester Examination in theory courses will be conducted by the University with question papers set by external experts. There shall be double valuation system of answer books, preferably in a Centralized Valuation Camp. The average of two valuations shall be taken in to account. If there is a variation of more than 10 % of the maximum marks, the answer books shall be valued by a third examiner. The final marks to be awarded shall be the average of the nearest two out of three awarded by the examiners. Photocopies of the answer scripts of the external examination shall be made available to the students for scrutiny on request and

reevaluation/scrutiny of answer scripts shall be done as per the existing rules prevailing in the University. There shall be no reevaluation for P. G. examination papers. The results of the ESE will be published within forty five days from the date of the last examination.

End Semester Evaluation in Practical courses shall be conducted and evaluated by two examiners - one internal and one external. This will be conducted at the end of even semesters only. There will be three Practical papers for this programme. There will be Compulsory Project Work / Dissertation and General Viva Voce at the end of the programme. The students also have to submit a Tour Report based on their National Tour cum Industry Training / Internship Report. Paper presentation and Tour cum Training / Internship Report will have internal valuation only while Practical papers and Dissertation will have both internal and external valuation.

Grading system

The grading system is based on a seven point indirect relative grading system. Evaluation(both internal and external)is carried out using Mark system .The grading on the basis of total internal and external marks will be indicated for each course and for each semester and for the entire programme. The guidelines of grading are as follows:

% of Marks	Grade	I Interpretation	Range of grade points	Class
90 and above	O	Outstanding	9-10	First class with Distinction
80 to below 90	A	Excellent	8-8.9	
70 to below 80	B	Very good	7-7.9	First class
60 to below 70	C	Good	6-6.9	
50 To below 60	D	Satisfactory	5-5.9	Second class
40 to below 50	E	Pass/Adequate	4-4.9	Pass
Below 40	F	Failure	0-3.9	Fail

SGPA = Sum of credit points of all courses in the semester / Total credits in that semester

Credit point = Grade Point x Credit

CGPA = Sum of credit points of all completed semesters / Total credits acquired

Pass Requirement

A candidate securing E grade with 40% of aggregate marks and 40% separately for ESE for each course shall be declared to have passed in that course. Those who secure not less than 40 % of aggregate marks and 40% separately for ESE for all the courses of a semester shall be declared to have successfully completed that semester. The marks obtained by the candidates for CA in the first appearance shall be retained (irrespective of pass or fail).

The candidates who fail in theory unit shall reappear for theory unit only, and the marks secured by them in practical unit, if passed in practical, will be retained. A candidate who fails to secure a minimum for a pass in a course will be permitted to write the same examination along with the next batch. For the successful completion of a semester, a candidate should pass all courses and secure a minimum SGPA of 4. However a student is permitted to move to the next semester irrespective of his/her SGPA. A student will be permitted to secure a minimum SGPA of 4.00 required for the successful completion of a Semester or to improve his results at ESE of any semester, by reappearing for the ESE of any course of the semester concerned, along with the examinations conducted for the subsequent admission.

Improvement

A candidate who secures minimum marks(40 %) for a pass in a course will be permitted to write the same examination along with the next batch if he/she desires to improve his/her performance in ESE. If the candidate fails to appear for the improvement examination after registration, or if there is no change/up gradation in the marks after availing the improvement chance, the marks obtained in the first appearance shall be retained. There shall be no improvement chance for the marks obtained in internal assessment. Improvement of a particular semester can be done only once the student shall avail the improvement chance in the succeeding year along with the subsequent batch. There will be no supplementary exams. For re-appearance/improvement student can appear along with next batch.

Credit distribution

Each course shall have certain credits. For passing the programme the student shall be required to achieve a minimum of 80 credits. Each Board of studies can distribute the credits for different courses subjected to a total maximum of 80.

Award of Degree

The successful completion of all the courses prescribed for the Post Graduate degree programme with E grade (40 % of maximum marks) and with a minimum SGPA of 4.0 for all semesters and minimum CGPA 4.0 satisfying minimum credit 80, shall be the minimum requirement for the award of degree. Position certificates up to third position will be issued on the basis of highest marks secured for the programme. In the case of a tie, highest of CGPA is to be considered.

Grade / Marks Card

The university under its seal shall issue to the students a Grade with marks card on completion of each semester, which shall contain the following information -

- i) Name of the University, Emblem and Bar code
- ii) Name of the college
- iii) Title of Post Graduate programme with code
- iv) Number of semester
- v) Name and register Number of candidate
- vi) Code number and title of course
- vii) Month and Year of examination
- viii) Internal marks for CA , External marks for ESE , total marks(CA+ESE) awarded, Maximum marks, maximum marks of the group ,credits ,Grade point (G), Credit point and Letter grade in each course in the semester
- ix) Consolidated grade, the total credits, total credit points and SGPA in the semester (corrected to two decimal places)
- x) Percentage of total marks
- xi) CGPA

Final Grade / Marks Card

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show the percentage of marks, CGPA (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade /mark card shall include the grade points and letter grade of core courses, practical courses and Elective courses. This is to be done in a seven point relative indirect scale.

Scheme

**SCHEME, SYLLABI, CREDIT AND MARK DISTRIBUTION OF M.T.T.M
PROGRAMME UNDER CBCSS SYSTEM
FROM 2014 ADMISSION ONWARDS**

M.T.T.M	Semester	Core Course Credits	Elective Course Credits	Total Credits
	I	4+4+4+4	4	20
	II	4+4+4+2+2	4	20
	III	4+4+4+4	4	20
	IV	4+4+4+2+2	4	20
	Total Credits for the programme			80

Working days per semester	90
Credit for Core Courses	64
Credit for Elective Courses	16
Total credits for the Programme	80
Total Marks	1500

Detailed credit and mark distribution and courses per semester

No.	Semester	Course Code	Title of the course	IA	ESE	Marks	Credits	per Semester
1	I	MTT1C01	Concepts and Dimensions of Tourism	15	60	75	4	20
2	I	MTTIC02	Managing Accommodation and Hospitality Operations	15	60	75	4	
3	I	MTTIC03	Tourism Products of India	15	60	75	4	
4	I	MTTIC04	Research Methodology for Tourism	15	60	75	4	
5	I	MTT1E01	Heritage Tourism Management	15	60	75	4	20
		MTT1E02	Conservation Practices and Ecotourism					
		MTT1E03	Health Tourism					
6	II	MTT2C05	Travel Geography and World Destinations	15	60	75	4	
7	II	MTT2C06	Dynamics of Tourism Business	15	60	75	4	
8	II	MTT2C07	Principles of Management and HR for Tourism	15	60	75	4	
9	II	MTT2C08	Paper Presentation / Seminar	5	20	25	2	
10	II	MTT2C09	Tour Report cum Tourism Industry Internship Report	5	20	25	2	
11	II	MTT2E04	Airlines and Airport Management	15	60	75	4	
		MTT2E05	Cargo and Logistics Operations					
		MTT2E06	Foreign Exchange Services					
12	III	MTT3C10	Financial Management for Tourism	15	60	75	4	20
13	III	MTT3C11	Tourism Services Marketing	15	60	75	4	
14	III	MTT3C12	Communication, Advertising and Public Relations for Tourism	15	60	75	4	
15	III	MTT3C13	Destination Planning and Development	15	60	75	4	
16	III	MTT3E07	Strategic Management in Tourism	15	60	75	4	
		MTT3E08	Customer Relationship Management					

		MTT3E09	Sales and Distribution in Services					
17	IV	MTT4C14	Corporate Event Management	15	60	75	4	20
18	IV	MTT4C15	Leisure and Recreation Management	15	60	75	4	
19	IV	MTT4C16	Tourism and Society	15	60	75	4	
20	IV	MTT4E10	Managing Integrated Resorts	15	60	75	4	
		MTT4E11	Spa Operations					
		MTT4E12	Culinary Arts					
22	IV	MTT4Pr	Project / Dissertation	10	40	50	2	
23	IV	MTT4C17	Viva Voce	----	50	50	2	
TOTAL						1500	80	

COURSE STRUCTURE**SEMESTER-WISE DISTRIBUTION OF PAPERS, CONTACT HOURS,
DISTRIBUTION OF MARKS AND DURATION OF EXAMINATION****SEMESTER 1**

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	MTT1C01	Concepts and Dimensions of Tourism	15	60	75	3 hrs	5	4
2	MTT1C02	Managing Accommodation and Hospitality Operations	15	60	75	3 hrs	5	4
3	MTT1C03	Tourism Products of India	15	60	75	3 hrs	5	4
4	MTT1C04	Research Methodology for Tourism	15	60	75	3 hrs	5	4
5	MTT1E01	Heritage Tourism Management	15	60	75	3 hrs	5	4
	MTT1E02	Conservation Practices and Ecotourism						
	MTT1E03	Health Tourism						
TOTAL			75	300	375		25	20

SEMESTER 2

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	MTT2C05	Travel Geography and World Destinations	15	60	75	3 hrs	6	4
2	MTT2C06	Dynamics of Tourism Business	15	60	75	3 hrs	6	4
3	MTT2C07	Principles of Management and HR for Tourism	15	60	75	3 hrs	6	4
4	MTT2C08	Paper Presentation / Seminar	5	20	25	----	1	2
5	MTT2C09	Tour Report cum Tourism Industry Internship Report	5	20	25	----	1	2
6	MTT2E04	Airlines and Airport Management	15	60	75	3 hrs	5	4
	MTT2E05	Cargo and Logistics Operations						
	MTT2E06	Foreign Exchange Services						
TOTAL			70	280	350		25	20

SEMESTER 3

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	MTT3C10	Financial Management for Tourism	15	60	75	3 hrs	5	4
2	MTT3C11	Tourism Services Marketing	15	60	75	3 hrs	5	4
3	MTT3C12	Communication, Advertising and Public Relations for Tourism	15	60	75	3 hrs	5	4
4	MTT3C13	Destination Planning and Development	15	60	75	3 hrs	5	4
5	MTT3E07	Strategic Management in Tourism	15	60	75	3 hrs	5	4
	MTT3E08	Customer Relationship Management						
	MTT3E09	Sales and Distribution in Services						
TOTAL			75	300	375		25	20

SEMESTER 4

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	MTT4C14	Corporate Event Management	15	60	75	3 hrs	6	4
2	MTT4C15	Leisure and Recreation Management	15	60	75	3 hrs	6	4
3	MTT4C16	Tourism and Society	15	60	75	3 hrs	6	4
4	MTT4Pr	Project / Dissertation	10	40	50	----	2	2
5	MTT4C17	Viva Voce	----	50	50	----	----	2
6	MTT4E10	Managing Integrated Resorts	15	60	75	3 hrs	5	4
	MTT4E11	Spa Operations						
	MTT4E12	Culinary Arts						
TOTAL			70	330	400		25	20

Syllabus

COURSE STRUCTURE AND SYLLABUS

CORE COURSES

These courses are compulsory and have to be learned by all students. Along with the theory papers a paper presentation / seminar work to develop research skills, Tour and Tourism Industry Internship Training Report, Project or Dissertation and compulsory external viva voce form part of core courses. The semester wise breakup of the core courses is given below –

Semester I

1. MTT1C01 Concepts and Dimensions of Tourism
2. MTT1C02 Managing Accommodation and Hospitality Operations
3. MTT1C03 Tourism Products of India
4. MTT1C04 Research Methodology for Tourism

Semester II

1. MTT2C05 Travel Geography and World Destinations
2. MTT2C06 Dynamics of Tourism Business
3. MTT2C07 Principles of Management and HR for Tourism
4. MTT2C08 Paper Presentation / Seminar / Soft Skills Development
5. MTT2C09 Tour Report cum Tourism Industry Internship Report

Semester III

1. MTT3C10 Financial Management for Tourism
2. MTT3C11 Tourism Services Marketing
3. MTT3C12 Communication, Advertising and Public Relations for Tourism
4. MTT3C13 Destination Planning and Development

Semester IV

1. MTT4C14 Corporate Event Management
2. MTT4C15 Leisure and Recreation Management
3. MTT4C16 Tourism and Society
4. MTT4C17 External Viva Voce
5. MTT4Pr Project / Dissertation

SEMESTER – 1**MTT1C01 CONCEPTS AND DIMENSIONS OF TOURISM**

Objective: This will be an introductory module providing the foundation of tourism studies. This provides an overview of concepts and principles of tourism and the basis of the industry.

Workload: 90 hours / 5 hours per week

Course Contents:**Module 1 Introduction (15 hours)**

Tourism: Etymology, Definitions and Concepts; Definition and differentiation of Travel and tourism, Visitor, Traveler, Excursionist, Picnic; Inter relationship between tourism, recreation and leisure; Historical development of Travel and Tourism: Ancient, Roman period, dark ages, 15 to 18 century, 19 century, 20th century, Impact of world wars, recent history (1945 onwards)

Module 2 Elements, Nature, Characteristics and Components of Tourism Industry (20 hours)

6 A's of tourism; Elements of tourism; Tourism Systems (Leiper's model); structure of tourism industry: Accommodation, Transportation, tour operators, travel agents, money changers - other service providers and intermediaries; Measurement of tourism- Definitions (for Measurement only); Significance, methods of Measurement, type of tourist statistics, general problems of measurement

Module 3 Tourism Organizations (15 hours)

History, particulars and functions of major organizations – UNWTO, WTTC, IATA, ICAO, PATA, UFTAA, IATO, TAAI, FHRAI, IHA; National Tourism Organizations; Ministry of Tourism; Government of India, ITDC, KTDC, DTPC etc.; Schengen agreement; National Tourism Policy of India; Tourism Policy of Kerala

Module 4 Types and Forms of Tourism (20 hours)

Forms of tourism – Inbound, outbound; Inter-regional and intra-regional tourism; Domestic and international tourism; Internal and national tourism; Leisure and Business tourism; Typology of tourism – ecotourism, adventure, Rural, Farm, Health, MICE, incentives, sports, religious, Beach, Hill, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism, VFR etc; Emerging trends – space tourism, dark and disaster tourism, doom tourism, senior tourism, General Tourism Trends.

Module 5 Tourism Laws and Regulations (20 hours)

Tourism bills of Rights, tourism code, Manila declaration, International conventions; Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966; International convention on travel contract, Athens convention 1974, Helsinki accord 1976; Acts in India – Laws related to Tourist Entry, stay, Departure, Foreigners Act; Foreigners registration act, customs act, Passport Act, Sarais Act, Foreign Exchange Management Act, Directorate of Enforcement; Law of Contract, Sale of Goods Act, Consumer Protection Act; Wild life Protection Act; Environment Protection Act; Water and Air Acts

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3. Bhatia, A.K., - International Tourism, Sterling publishers.
4. Burkart and Medlik, (1981), Tourism: Past, Present and Future.
5. Christopher.J. Hollway; Longman ; The Business of Tourism
6. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
7. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
8. Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
9. Roy A Cook, Tourism: The business of Travel, Pearson India
10. JD Ninemeier, Discovering Hospitality and Tourism: The World's Greatest Industry, Pearson.

SEMESTER – 1**MTT1C02 MANAGING ACCOMMODATION AND HOSPITALITY OPERATIONS**

Objective: The course aims at introducing the student to the world of Hospitality industry practices and to inculcate a culture of hospitality among students.

Workload: 90 hours / 5 hours per week

Course Contents:**Module 1 Fundamentals of Hospitality (15 hours)**

Definitions: Hospitality and Hotel, Host and the guest; Hospitality culture: Brief history, hospitality and the household; Civic hospitality, Commercial hospitality, *Athithidevo bhavah* – Act of hospitality; Elements of hospitality: Welcome, Food or drink, Shelter/bed, safety and entertainment; role of food and place.

Module 2 Significance of Accommodation Industry (15 hours)

Hotel industry- Origin, Growth and diversification, Role of accommodation in tourism; types of accommodation groups and classification of hotel; categorization and registration; hotel development and forms of ownership; hotel as a total market concept; Leading Multinational hotel chains operating in India; Regulatory laws for accommodation sector – taxes; Role of HRACC.

Module 3 Hotel Operations – Front Office (20 hours)

Brief Account of Hotel Operations: Front office and Back office areas, Public and Private areas; Organizational structure and Functions; Major Departments and their functions; Revenue divisions and non revenue departments; Types of hotel rooms and rates; Use of IT in Hotel industry – Central Reservation Systems; Front Office Management: Organizational structure and Functions; The Guest Cycle; Reservation: Sources, types, Procedure, Reservation record, Group reservations, rate assignment; Registration: procedure, registration record, Check in. - Checkout procedure, methods of accounts settlement; Job description of front office manager, front office executive and Guest Relations Executive; Handling complaints: complaints procedures, dealing with difficult guests, guest care and etiquettes, dealing with guest enquiries

Module 4 Hotel Operations – Back Office (20 hours)

Housekeeping: Organizational structure; important housekeeping activities in hotels; coordination with other departments; major equipments used in housekeeping; Job description of Executive Housekeeper; Food and Beverage Operations: Kitchen, various areas of a kitchen,

kitchen staff; F&B Service: Restaurants and major food outlets: Types of Menu, Types of Service, Staff; Other major departments – engineering supporting services; Finance and accounts, security, sales and marketing, Human Resources, Purchase and storage

Module 5 Ensuring quality in Hotel Operations (20 hours)

Guests and their wellbeing; Expectations of the guest, material service and personal service; Guest care; Guest relationship management; parties involved in guest care, quality service, guests with special needs, safety and security; Yield management: Basic concepts, rate categories, length of stay, ADR, Occupancy rate; Total Quality Management; Environmental Concepts in Hotels – Environmental Policy for hotels, water management, energy management, managing indoor environment in hotels, waste management; Case study of important hotel properties one each in India and abroad; Industry visit to reputed hotels, resorts etc.

REFERENCES

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2. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
3. Sudhir Andrews: Introduction to Tourism and Hospitality Industry
4. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
5. John R Walker - Introduction to Hospitality Management – Pearson Education India
6. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi
7. Starr, Nona- Viewpoint: An Introduction to Travel, Tourism, & Hospitality- Prentice Hall
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9. C Lashley, P Lynch, A morrison (Eds). Hospitality: A social lens, Elsevier, UK (2007)
10. Dr. R.K. Singh, Athithi devo bhavah (Guest management), Global Media, New Delhi (2009)
11. RC Ford, CP Heaton, Managing the Guest Experience in Hospitality, Delmar Thomson.

SEMESTER – 1**MTT1C03 TOURISM PRODUCTS OF INDIA**

Objective: To give an outline of tourism products and experiences, and to equip the students with detailed information of tourism resources of India. (Being a vast topic, an overview of the major tourism products of India is only needed for the programme).

Workload: 90 hours / 5 hours per week

Course Contents:**Module 1 Introduction to Tourism Products (15 hours)**

Tourist Products, attractions and experiences; Definition and Differentiation; Elements and characteristics; typology of tourism products; Pieter's inventory of tourism products; characteristics of Tourism Products; Butler's Tourism Area Life Cycle Concept

Module 2 Natural Tourism Products of India (20 hours)

Geography of India; Geographical Features and Resources for tourism: Climate, Natural Tourist Resources; Rich Diversity in Landforms, Landscape, Outstanding Geographical features, Flora, and Fauna; Protected areas: Wildlife Sanctuaries, National Parks, Biosphere Reserves; major protected areas; Mountain Tourist Resources – with special reference to the Himalayas; Major Hill stations across India; Coastal Areas – Major beaches and islands of India

Module 3 Cultural Tourism Products of India (20 hours)

Architectural Heritage of India - UNESCO World Heritage Sites of India and major monuments (various styles of architecture has been included under elective); Pilgrim Tourism in India - Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others; Cultural Resources; Performing Arts of India – Classical Dances and Dance Styles; Indian Folk Dances-Music and Musical Instruments; Handicrafts of India, Craftsmanship; Indian Painting; Fairs and Festivals; Cuisine; Ethnic Tourism

Module 4 Innovative Tourism Products of India (20 hours)

Ecotourism resources of India; Adventure Tourism in India – classification and major types; Back packing and Flash packing; Desert Tourism and its possibility – Camps, safaris and festivals; Backwater Tourism and Houseboats; Tree Houses and wildlife viewing; Rail Tourism – Luxury trains and Mountain trains; Rural Tourism in India; Health Tourism in India

Module 5 Overview of Tourism Products of Kerala (15 hours)

Geographic features and topography of Kerala; Major Beaches, Hill stations, Waterfalls, Wildlife; Major pilgrim centres,; Unique festivals of Kerala – Onam, Vishu, Poorams, Boat races; Unique art forms of Kerala – Classical, Folk, Ritual, Tribal, Martial arts; Kerala handicrafts; Kerala cuisine; Ayurvedic Traditions.

REFERENCES

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3. Dixit, Manoj . Tourism Geography and Trends, Royal Publication
4. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge.
5. I.C. Gupta, Tourism Products of India
6. Sinha, P.C. Tourism Geography, Anmol Publication
7. Acharya Ram (1986), Tourism and Cultural Heritage of India: ROSA Publication, RBSA Publishers, Jaipur.
8. Jacob, Robinet, Sindhu Joseph, Anup Philip (2007), Indian Tourism Products, Abijeeth Publications, New Delhi.
9. Jacob, Robinet, Mahadevan P, Sindhu Joseph; Tourism Products of India – a National Perspective, Abijeeth Publications, New Delhi.

SEMESTER – 1**MTT1C04 RESEARCH METHODOLOGY FOR TOURISM**

Objectives: To familiarize the student with the fundamental concepts and various techniques of research that can be used in business, management and academics.

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Introduction to Research (20 hours)**

Research – meaning, definition, objectives, motivation, significance, criteria of good research; Types of research – fundamental, applied, descriptive, quantitative, qualitative, analytical, Empirical, exploratory research; Research Vs Research methodology; major areas of tourism research; Social science research- meaning, methods – Field study, library research, case study, stimulation research, survey, managerial research; objectives of managerial research scientific method

Module 2 Steps of Research (15 hours)

Research process; Steps, Selection and formulation of problem, Identification and labeling variables; Operational definition, hypothesis – Source, types, characteristics, testing, Research design; Research proposal development; Reviewing Literature; Reasons for reviewing literature, locating literature, Writing literature reviews, Referencing, Avoiding plagiarism

Module 3 Research Process (20 hours)

Sampling:-Merits and limitations, importance, qualities of good sample, criteria for choosing sampling method. Sampling techniques; Random sampling, simple random sampling, complex random sampling; systematic, stratified, cluster, multistage, steps in sample design; Data Collection, primary data, observation method, questionnaire, interview schedule, source of secondary data, selection of appropriate method, tools of data collection; Measurement and Scaling techniques: Validity and reliability, Nominal, Ordinal, Interval, Ratio Data, Comparison of scaling techniques

Module 4 Research Analysis Tools (20 hours)

Tools of analysis: Introduction to software like MS Excel, SPSS, introduction to data entry and analysis; Research Report Writing: General standards, Structure of research report, Presentation

of qualitative and quantitative data, Use of diagrams and charts; Presentation of findings, Use of Computers for report writing and formatting

Module 5 Field Work in Tourism Research (15 hours)

Field work in tourism; researching tourists in the outdoors; challenges in fieldwork; online fieldwork; online surveys; Important research journals in Tourism and Hospitality; Introduction to Inflightnet, UGC Infonet, shodhganga portal, google books and google scholar.

Case Study: Each student will have to select and study a research paper published in peer reviewed journal and present a seminar on it, discussing the various elements of research methodology applied in the study. This seminar shall be considered for internal assessment – as the component seminar with 50 marks.

Practical activity: Designing of data collection tools, data collection, data entry and analysis.

Group Activity: A simple research study should be designed in the classroom and tools to design. The students, in a group of 3 or four shall practice field work at nearby tourist destination to collect data, and evaluate the process in the class room to know the dynamics of field work in tourism.

REFERENCES

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2. Chris Ryan, Researching Tourist Satisfaction- issues, concept, problems, Routledge, London.
3. James M. Poynter (1993), How to Research and Write a Thesis in Hospitality and Tourism: A Step-By-Step Guide for College Students, Wiley
4. Ritchie, Goeldner, Travel, Tourism and Hospitality research- A handbook for Managers and researchers, John Wiley & Sons.
5. C. R. Kothari, Research Methodology.
6. Krishnaswami and Ranganathan, Methodology of Research in Social Sciences, Himalaya Publishing
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10. Levent Altinay & Alexandros Paraskevas, Planning Research in Hospitality and Tourism, Butterworth Heinnmann

SEMESTER – 2**MTT2C05 TRAVEL GEOGRAPHY AND WORLD DESTINATIONS**

Objectives: To introduce the role of geography in the development of the tourism industry and to familiarize students with places and events around the world, that has significance in the tourism arena. It also aims to give an insight into various holiday destinations, and develop their role as travel professional and to provide the detailed knowledge about the major tourist destinations and attractions of the world and to study the trends.

Workload: 108 hours / 6 hours per week

Course contents:**Module 1 Introduction to Travel Geography (20 hours)**

The elements of Geography; Importance of Geography in Tourism; The world's climates; climatic elements and tourism; Impact of weather and climate on tourist destinations; Oceans and Sea; world population; economic cases

Module 2 Basics of World Geography (20 hours)

Hemisphere; Latitude; Longitude; International Date Line; Time Zones and calculation of time; Time Differences; GMT; Flying time; Standard time and Daylight saving time (Summer Time); world's continents; Physical features of all continents; destinations on world map

Module 3 Role of Maps in Tourism (20 hours)

Maps and Map Study; Meaning and definition of maps, globes, distinction between maps and globes; types of maps – general maps and thematic maps; tourism maps, topographic maps, latitude, longitude, GMT, equator, Tropic of Cancer & Tropic of Capricorn; identification of tourist attractions and cities on maps

Module 4 Role of GPS and GIS (24 hours)

Global Tourism flow facts and figures; Global Positioning systems (GPS) and Global Information systems (GIS); its features and applications in tourism; satellite mapping of tourism resources, geographical limitations of tourism; remote sensing and its applications in Tourism

Module 5 Overview of World Destinations (24 hours)

Continents of the World; Modern wonders of the World; Major destinations of the following countries (based on contemporary Tour Package Itineraries of any prominent operators like Thomas Cook, Cox and Kings or SOTC)

Asia – South East – Thailand, Indonesia, Malaysia and Singapore; Far East – China and Japan; Middle East – UAE, Saudi Arabia – Hajj and Umrah; Jordan – Petra; Israel – The Holy Land; Indian Ocean Islands – Sri Lanka and Maldives; Africa – Egypt, South Africa, Wildlife in Kenya and Tanzania, Islands; Europe – UK, France, Italy, Spain, Switzerland, Germany, Russia; Americas – US, Canada, Mexico, Brazil, Caribbean Islands; Australia and New Zealand

Group activity: Map analysis; Brochures and itinerary study of mentioned major tour companies in the above mentioned destinations.

REFERENCES

1. Jackson R H; Geography of Travel and Tourism
2. B Boniface & C Cooper, World Wide Destinations
3. S Williams, Tourism Geography
4. L E Hudman & R H Jackson, Geography of Travel & Tourism
5. N. Lande, *The top ten of everything*, National Geographic
6. Tour itineraries of leading operators like Thomas Cook, Cox and Kings and SOTC
7. <http://www.unwto.org>
8. <http://travel.nationalgeographic.com>
9. www.lonelyplanet.com
10. www.wikitravel.org

SEMESTER – 2**MTT2C06 DYNAMICS OF TOURISM BUSINESS**

Objective: To give a detailed insight into the businesses of travel agency and tour operators and to provide specialized knowledge on transport systems; To understand the need for foreign exchange, the players and market in Forex business and to provide specialized knowledge on cargo operations and to get familiarized with cargo rates and cargo regulations

Workload: 108 hours / 6 hours per week

Course Contents:**Module 1 Travel Agency (24 hours)**

Stakeholders of Tourism; Intermediaries of Tourism; Travel agency & tour operation business:- Concept, history, Difference between Tour operator and Travel agent; Types of travel agencies- Setting up of a travel agency; Functions of a travel agent; Travel information and counseling, reservation, ticketing, documentation; Group travel procedures- sources of income for a travel agent; Linkages and arrangements with hotels, airlines and transport agencies; Future of Travel retailing, Threats; disintermediation; IT in Travel Agency business; Travel documentations: Passport, Visa, Health certificates; Types of visa and passport, Travel Insurance, TIM.

Module 2 Tour Operator (24 hours)

Definition and functions of a tour operator; The elements of a tour – Meaning, nature and scope of Tour Operation; Types of Tour operators; Main Types of Package Tours: FIT, GIT – Inbound, Outbound; Types of Holiday Packages; Tour planning and tour design; destination research; supplier negotiations; itinerary preparation; costing the package and selling; Business correspondence; vouchers; Pre-tour operational concerns; Tour execution- escorting a tour, briefings, planning and scheduling pickups and transfers; Post-tour phase- feedback assessment and analysis; Characteristics of outbound tours – liaison with overseas tour operators; Elements of Tour Guiding and Escorting

Module 3 Transport Operations (20 hours)

Introduction to Tourist Mobility; Transportation – Definition, historical evolution, modes - Purpose, Transportability; importance;
Road Transport: Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing),

Rail Transport: General information about Indian Railways, Brief History – high speed trains - Classes of Journey – Types of trains and tracks. Indian Railway: Reservation, circle trip, Tatkal, i ticket, e-ticket, Indrail Pass; Passenger amenities. - IRCTC, Rail tours; Mass Rapid Transit Systems

Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways. - Cruise liners, traditional house boats around the world; Houseboats and other tourist boat services

Air Transportation:-Evolution, History of Air transport in India, - Types of aircrafts – Freedoms of Air; Outline of an airport – major areas of an airport; passenger boarding and alighting processes; major airlines of the world

Module 4 Foreign Exchange Management (20 hours)

An overview of Foreign Exchange; Foreign Exchange Market; Exchange Rate System; Participants in Forex Market; Factors affecting change of Exchange Rates – Exchange Rate; Arithmetic and Merchant Rates; Foreign Exchange Risk and Management; Exchange Rates Arrangement in India; Management of Foreign Exchange Reserves; Foreign Trade Contracts Documents

Module 5 Cargo Management (20 hours)

Introduction to cargo industry and management; Handling of cargo; Introduction to Air cargo and Ship cargo; Documentation – bills and papers used in air and ship cargo; Major cargo companies and organizations; Cargo rating; Export insurance and finance; Case studies

REFERENCES

1. Berendien Lubbe (2000), Tourism Distribution- Managing the travel intermediary.
2. Laurence Stevens (1990), Guide to starting and operating successful travel agency-, Delmar Publishers.
3. G. Syrratt and J. Archer, 3. E (2003), Manual of travel agency practice (1995), Butterworth Heinmann, London.
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8. Foster D, Business of Travel Agency Operations, Mcgraw Hill.

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11. . David S. Kidwell, Richard L. Peterson, David W Blackwell (2003): Financial Institutes, Market and Money, Wiley.
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13. A Guide to Forex Dealing and Operating (1993), Pub: by State Bank of Hyderabad.
14. Jeevanandam. C (2007), Foreign Exchange and Risk Management, Sultan Chand & Sons, New Delhi.
15. Gupta S.K (1989), Foreign exchange laws and practice publication, Delhi.
16. Seethapathi K, Subbulakshmi, Foreign Exchange Management, ICAI University Press.
17. The Air Cargo Tariff (TACT)

SEMESTER – 2**MTT2C07 PRINCIPLES OF MANAGEMENT AND HR FOR TOURISM**

Objectives: To acquaint the students with the principles of management discipline and its implication on modern business with special emphasis to tourism and hospitality; To understand the importance of People and gain HRM skills in tourism/hospitality; To understand the dynamics of human behaviour in organizations

Workload: 108 hours / 6 hours per week

Course Contents:**Module 1 Principles of Management (20 hours)**

Meaning and definitions of Management; Approaches to Management; Processes and functions of management; Schools of Management thoughts; concepts of TQM; Systems Theory - Social responsibilities of management

Module 2 Management Process (24 hours)

Planning and decision making – objectives, Elements, techniques, processes; Types of plans; Implementation; Management by Objectives - MBO; Decision making; Organizing – nature, purpose, principles – Line, staff and lateral relations; Departmentation, Delegation, Centralization and Decentralization; Levels of authority; Span of control – Traditional and modern organizational structures; Directing: Communication: Importance, Types, Barriers to effective communication, techniques to overcome barriers; Motivation theories; leadership processes and approaches; Interpersonal relationships; Conflict management; Control & Coordination: concepts, Elements, Processes and techniques; Management Information Systems – MIS – Meaning, Nature and Role

Module 3 Human Resource Management (24 hours)

Human resource Management – introduction, concept and definitions; Manpower planning – job analysis; recruitment and Selection; Appointment and Induction; Developing the Human Resource: Employees training and development; components of training – on the job v/s off the job training; Managerial training; motivation; Job design; work scheduling; Performance management: performance appraisal: approaches, methods; Rewards and Remuneration; job evaluation; administration of wages and salaries; incentives; fringe benefits

Module 4 Organizational Behavior (20 hours)

Introduction; Formulation of individual behaviour in organization; personality - Trait Theory of personality; Personality and organization; Perception - meaning perceptual process; Johari window; Inter personal perception – characteristics of the perceiver and perceived; perceptual skill; attitude: forms of attitudes; attitudes and productivity; cognitive dissonance.

Module 5 Customer Relationship Management (20 hours)

Introduction to service management; differences between manufacturing and service operations; Demand and Revenue management; Scheduling and management of services; Operations strategy and competitiveness; Building Service aspirations Consumer Behavior in Service encounters; Service Delivery – Types and Causes of Service Quality gaps; Measuring and Improving service Quality; Strategies to resolve the gaps.

REFERENCES

1. T N Chabra: Principles & Practice of Management – Dhanpat Rai & Co
2. L.M. Prasad, S. Chand., Principles & Practice of Management
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4. R. D. Agarwal, Organization & Management, Tata McGraw Hill.
5. Railey M, Human Resource Management, Butterworth Heinemann
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12. V.S.P Rao & P.S. Narayana- Principles and practice of management.
13. Peter Drucker- The practice of management, Allied, Bombay.
14. Robert Johnston, Graham Clark (2008), Service Operations Management, Pearson Education.

SEMESTER – 3**MTT3C10 FINANCIAL MANAGEMENT FOR TOURISM**

Objectives: To Understand application of fundamental concepts of finance and revenue management in the tourism and hospitality industry

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Introduction to Financial Management (15 hours)**

Financial Management: Introduction to financial management, scope and role, profit maximization vs. wealth maximization; Job of the financial Manager, financial Goals, financial control, Organization and objective of financial function; analysis of financial statements – meaning, advantages, types of ratio, fund flow statement and cash flow statement, budgetary control.

Module 2 Costing (15 hours)

Costing: nature, importance and methods, classification of costs, preparation of cost sheet, Analysis for decision making – Cost Volume, Profit Analysis; Break Even analysis – Construction and Limitation; profit and loss account, Balance sheet , adjustment entries ,closing entries.

Module 3 Capitalization and Working Capital (20 hours)

Capitalization and Capital Structure; Meaning, concept of capital, Theories of capitalization, Over capitalization and under capitalization, optimum capital structure, Determinant of capital structure, Financial Leverage, Debt capacity of company Debt equity ratio; Working Capital Management: Concept, need, determinant, estimates; financing of current assets; Capital Budgeting and Capital Investment Decision: Management of Fixed Assets and analysis; Dividend Policy: Concept, determinants, behavioral models of dividend policy; World's financial and lending institutions; Tourism Finance Corporation of India TFCI: Aims, Objectives, scope and Functions.

Module 4 Modern Banking Technologies (20 hours)

Online Commerce Options; Functions and Features; Payment Systems – Electronic Digital and Virtual Internet Payment System; Applications of Internet in Hospitality; E-Booking; E-Tarriff; Electronic Banking and Internet Banking ; Electronic payment systems; ATMs – Credit and

debit cards; smart cards; signature storage and display by electronic means; MICR cheques – EFTS (Electronic Fund Transfer System); RTGS Infrastructure requirement – transactions; Core banking – concepts and benefits

Module 5 Entrepreneurship for Tourism (20 hours)

Entrepreneur, entrepreneurship – definition, concepts, characteristics-functions; Types of entrepreneurs on various aspects like, objectives, behavior, business technology, motivation, growth, stages of development, scale of operations; factors affecting entrepreneurial growth; women empowerment and entrepreneurship; Project identification and feasibility study; PERT and CPM; Entrepreneurship Development Programme (EDP)

REFERENCES

1. Anthony and Reece, Management Accounting Principles : Text and Cases
2. Davis D., The Art of Managing Finance, Mc Graw Hill.
3. Panday, L.M., and Bhatt, Ramesh, Cases in Financial Management, TATA Magraw Hill.
4. Pandey, L.M., Financial Management, Vikas Publication
5. Pandey, L.M., Management Accounting: A Planning and Control – Approach, Vikas Publication.
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10. Vasant Desai, Entrepreneurship Development, Himalaya Publishers.

SEMESTER – 3**MTT3C11 TOURISM SERVICES MARKETING**

Objectives: To equip the knowledge and skills of marketing in Tourism and Hospitality and to understand the new trends in services marketing

Workload: 90 hours / 5 hours per week

Course content:**Module 1 Fundamentals of Marketing (15 hours)**

Marketing – Introduction and concept of Marketing; need, want and demand; product, value, satisfaction and quality; exchange, transactions and relationship; market, marketing- categories- marketing philosophies; Production, Selling marketing and social perspective; service characteristics of marketing; the service marketing triangle - special characteristics of travel and tourism marketing

Module 2 Aspects of Tourism Marketing (15 hours)

Understanding Tourism Market; Introduction to tourism marketing; SWOT analysis; Market segmentation – theory and approaches; Product formulation in travel and tourism; Marketing Mix for tourism services; Product mix- Branding and packaging; Pricing: Approaches and strategies; Promotion – advertising, public relations; corporate communication- lobbying – counseling; Distribution: strategy, channels, intermediaries; Other Ps of tourism marketing mix

Module 3 Market Research Process (20 hours)

Market Analysis; Marketing research – scope and sources; designing a market research; market surveys; Competition – qualitative and quantitative analysis; Forecasting and its applications in tourism; Role of technology in tourism marketing, its implications; Tourism Marketing – Destination marketing; Accommodation marketing; Transport and travel services; Marketing Skill for tourism: Creativity, communication, Self motivation, team building personality development

Module 4 Internet Marketing for Tourism (20 hours)

Online Marketing: - Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO); Multiple Platforms: - Desktop, Laptop, Tablets, Mobile, Video, Social Media; Online Reputation Management: - Owned Media (Websites, Blogs, News Letters), Earned Media (Social Media, Online Directories, Review sites) and Paid Media (Text

Advertisements, Display Advertisements, Search Advertisements); E-Commerce: E-Marketing, Online Shopping; E-Payment: Payment Gateway, Secure Payments, Digital Signature, Mobile Money, Mobile Commerce; Global distribution systems and computer reservation systems; online reservation websites; Property management systems; Electronic/biometric Security Systems; Tourist information on the internet – Travel portals and information portals; Mobile technology in tourism – Geo caching.

Module 5 Relationship Marketing (20 hours)

Conceptual and theoretical foundations of relationship marketing; Relationship; Marketing Alternative perspective; Role of Relationship marketing in tourism business; Relationship Marketing in consumer markets; antecedents and consequences; Model of Buyer seller relationship; B2B, B2C; New Product development in relationship management perspective; Role of communication in building relationship; Developing a marketing communication programme; Customer profitability analysis and design issues; Tapping the power of marketing through relationship marketing.

(Students are required to take a study on the marketing of tourism services from any one of the following sectors of tourism services- Airlines, hotels, resorts, travel agencies etc. They have to submit a case study report on marketing of the preferred sector).

REFERENCES

1. Philip Kotler, Bowens, James Makens, Marketing for Hospitality and tourism, Prentice Hall.
2. Holloway & Robinson, Marketing for tourism, Longman publishers, London.
3. Philip Kotler : Marketing Management.
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5. Jagmohan Negi, Marketing and sales strategies for hotels & travel trade.
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7. Alan Fyall & Brian Garrod, Tourism Marketing, A collaborative Approach, Viva Books
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9. James Burke, Barry Resnick , Marketing and Selling the Travel Product, Delmar Thomson
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11. Stephen Page (2007), Tourism Management: Managing for change, Butterworth-Heinemann.
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13. S J Joseph, E-Commerce: An Indian Perspective, PHI

SEMESTER – 3**MTT3C12 COMMUNICATION, ADVERTISING AND PUBLIC RELATIONS FOR
TOURISM**

Objectives: To equip the students with analytical, written and spoken communication skills which are essential in tourism and hospitality business and to introduce the concepts of advertising and public relations

Workload: 90 hours / 5 hours per week

Course Contents:**Module 1 Fundamentals of Communication (15 hours)**

Process of Communication; Objectives; Methods of Communication – Verbal, Oral, Written, Non Verbal; Body Language; Graphics; communication models; Barriers to Communication – Physical Barriers, Language (Semantic Barriers), Socio Psychological Barriers, Cross Cultural Barriers, How to overcome Barriers; Types of communication: Intrapersonal and Interpersonal communication, face-to-face communication, three stages of interpersonal communication; Media and Modes, Conventional Modes, Electronic Communication, Phones; Media of Mass Communication – Notice Board, Hoarding, Newspaper, Magazines, Film, Television

Module 2 Communication skills for Tourism (20 hours)

Layout of a Business Letter; Job applications; Personal Letters – Other types of letters; Enquiries; Orders, complaints, sales letters; Meeting Notices – Agenda and Resolution Minutes; Reports – Structure of a report – Summarization; Presentation Skills - Writing Your Presentation Adapting to Your Audience; Enhancing Your Presentation with Effective Visuals, slides and support materials; Public Speaking- Introduction to Public Speaking; Types -Information & Persuasive Speaking; Craft of speech writing; Developing a relationship with the audience; Adapting to Special Occasions; Transactional analysis: Life positions; Development of Self confidence

Module 3 Advertising (15 hours)

Introduction – Definition, Concept, history and evolution of Advertising; Classification and characteristics of Advertising; Ethics; Different media of advertising; Advertising agencies: Types, Structure, functions; Consumer communication, persuasion and motivation; Family influence, societies influence; opinion - Leader's influence, reference group; Advertising strategies – Creation and Creativity in advertising; Creative Pyramid; Advertising Pyramid;

Brain Storming: Idea generation; Basics of Advertising copy writing: meaning and elements of copy writing - Copy Platform, Blocks to creativity - Models of Creativity - Artist for print; Use of Layouts for print the print design process; Types of Headlines and body copy; Tourism and Hospitality Advertising.

Module 4 Public Relations (20 hours)

Public Relations: Definitions; Internal and external; Publics – difference of PR from publicity, Propaganda, marketing and advertising; Functions and goals; Organization of PR departments – PR Consultancies; PR tools and techniques - PR and Media Relations; PR publications: Newsletter, House Journal, Brochure, Leaflets, Pamphlets, Booklets, Manuals, Annual Reports, Handbills, Sticker, and posters; Writing for PR: Press Release, Press note, Handout, Feature, Articles, Speech writing, special speech; Tips of writing of writing for expert and Top management of the organization; Background materials, citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting, Scheduling and handling of press Conference, Press get-together, Press Meet, Checklist of Press kit

Module 5 Travel Writing (20 hours)

Articles and short pieces of Travel writing, magazines; Travel newsletters; Guide books, Accommodation guides, Business Travel, Coffee Table books, Autobiographic tales, Anthologies; Developing ideas for travel articles; reviews; ideas from own and others' travel experiences; Travel photography – the practicality of taking photography, photographic illustrations

Classroom activities / Assignments for Internal Assessment: Production of Newsletters, in-house journals, Preparation of press releases, writing features on tourism, writing adv. copy for tourism/hospitality advertisement.

REFERENCES

1. Sharma, Sangeeta Singh, Raghuvir, Advertising: Planning and Implementation, Prentice Hall India
2. Belch George E, Advertising and Promotion, Tata McGraw Hill
3. William D Wells, John Burnett, Sandra Moriarty, Advertising: Principles and Practice, 7/e, Pearson India
4. Iqbal S Sachdeva, Public Relations: Principles and Practices, Oxford University Press
5. SK Sarangi, Advertising and Sales promotion, Asian Books
6. Alison Theaker, The Public Relations Handbook, Routledge., Vikas Publishing House

7. Robert L. Heath, Encyclopedia of Public Relations, Sage Publications
8. Courtland L. Bovee , John V. Thill , Business Communication Essentials: 5/E, Pearson .
9. Rai Urmila and Rai S.M (2004), Business Communication, Himalaya Publishing House
10. Sharma R.C, Krishna Mohan, Business Correspondence and Report writing, Tata McGraw Hill
11. H Murphy, H Hildebrandt, J Thomas. Effective Business Communication, Tata McGrawhill
12. Rayudu. C.S., (1997), Communication, Himalaya Publishing House, New Delhi.
13. Nitin Bhatnagar (2011), Effective Communication and Soft Skills, Pearson

SEMESTER – 3**MTT3C13 DESTINATION PLANNING AND DEVELOPMENT**

Objectives: To enable the students to carry out advanced analysis and researches in the field of Destination development and to understand ways of effective destination management

Workload: 90 hours / 5 hours per week

Course Contents:**Module 1 Concept of Destinations (15 hours)**

Definition of Destination; Types of destinations; Characteristics of Destination; Destinations and Products: Development, meaning and functions, goals for development; Tourism and linkage between destination and development; Destination Management Systems; Destination Planning Guidelines; Destination Zone Planning Model; Destination Selection Process

Module 2 Tourism Demand, Supply and Motivation (15 hours)

Types of tourist statistics; general problems of measurement; methods of measurement; Propensity to travel; Travel Motivators - Push and pull theory, Basic motivations of tourism, Categories of Tourist motivation, Other elements of motivation for tourism; Determinants of tourism demand – Psychological, political, cultural, Economic and social; Typology of tourists by Valene Smith, Plog, Cooper, Cohen

Module 3 Destination Planning (20 hours)

Strategic planning for Tourism; Definitions of Planning; Outline the key elements of the planning process and analysis; National and Regional Tourism Planning; Assessment of Tourism Potential; Coordination and Control of Tourism Development; Tourism Planning and Conservation: Policies and Procedures; Contingency Planning; Demand and Supply Match; Sustainable Development and Planning approaches and indicators; Design and Innovations; National Planning Policies; WTO Guidelines for Planners; References, Role of Urban Civic body – Town planning, Urban development; Carrying Capacity; Environmental Impact Assessment; Environmental Management Systems

Module 4 Destination Image Development (20 hours)

Tangible and intangible attributes of destinations; Person's Determined Image; Destination Determined Image; Measurement of Destination Image; Place Branding and Destination Image; Destination Image formation process; Un structured image; Destination appraisal - Strategy,

development and planning of destinations and tourism products; Product Development and Packaging; Culture and nature based development; Image and image building of products and destinations

Module 5 Destination Branding and Marketing (20 hours)

Destination Promotion and Publicity; Amalgamation of Destination Services; Strategic Marketing for destinations and strengthening their competitiveness; Destination Marketing Mix; Formulating the destination Product; Pricing the destination; Destination Branding; Destination distribution channels; Destination competitiveness; Institutional Support: Public and Private Policy; Public Private Partnership (PPP); Community Participation; Stakeholder Management

REFERENCES

1. Gunn C (2002), 'Tourism Planning: Basic Concepts and Cases', Cognizant Publications.
2. Nigel Morgan, Annette Pritchard, Roger Pride (2001), 'Destination Branding: Creating the Unique Proposition', Butterworth and Heinemann.
3. Richard W. Butler (2006), 'The Tourism Area Life Cycle : Applications and Modifications', Channel View Publications.
4. Geoffrey Ian Crouch, Brent Ritchie J.R., Horst-Herbert G Kossatz (2003), 'The Competitive Destination: A Sustainable Tourism Perspective', CABI Publishing.
5. Krishan K Kamra (2005), Managing Tourist Destination- Development, Planning, Marketing, Policies, Kanishka Publishers, New Delhi.
6. Claire, Haven Tang, Eleri Ellis Jones (Ed- 2005), 'Tourism SMEs: Service Quality and Destination Competitiveness', CABI Publishing.
7. Shalini Singh, Dallen J. Timothy, Ross Kingston Dowling (2003), 'Tourism in Destination Communities', CABI Publishing.

SEMESTER – 4**MTT4C14 CORPORATE EVENT MANAGEMENT**

Objectives: To provide the basic framework for planning a meeting, convention, exhibition or expositions and to help the students with the skills necessary for interacting with the various players involved in the Management of Events.

Workload: 108 hours / 6 hours per week

Course Contents:**Module 1 Business Tourism (20 hours)**

Definition of business tourism; Concept of tourism business; Structure of tourism business; Opportunities available; Temporary Business:- events, conferences, conventions, meeting, symposium, consortium and exhibition; Permanent Business:- theme parks, museums and historical sites, zoos and aquariums, parks and preserves, fairs and festivals, amusement parks

Module 2 Overview of MICE Industry (24 hours)

History of Meetings Conventions and Expositions; Convention and Visitor Bureaus; Players in the Industry; International Association of Conference and Convention Center (IACC); Corporate meeting Planners, Independent Meeting Planners, Tour Operators, Trade shows, Expositions, Trade show sponsors; Exposition show manager; service contracting Hotels; The Sponsor Associations; Trade Unions; Independent Companies sponsoring and Operate Tradeshow; Religious Groups; Theatre and Art Organization; Social Organization

Module 3 Event Management Process (24 hours)

The Process of Meeting and Convention Management; Goals, Objectives, Targeting Population; Designing the programme; Budget; Site Selection; F&B – On the management; Services provided at meetings; Evaluation; Host Venues – Significance of Convention and meeting Business Role of host Property; key players in host property; Services – Guest Room, Check in, Check out; Meeting space – Seating Style; Hospitality Programme; Spouse Programmes; Special Events; Design of Hospitality Programme

Module 4 Types of Events (20 hours)

Types of Host Facilities; Convention centre, Conference Centre; Hotel Types – Non Traditional Host Facilities; Trade Shows – Purpose; Show Management, Show Organizers, Show Producers; Exhibitors; Attitude; Meeting Management, Introduction, Meeting Planners – Types –

Corporate, Independent, Government; Responsibilities of Meeting Planners, Pre Meeting, Onsite, Post Meeting, Post Meeting Travel and Tours; Legal Issues; Negotiation, Steps in Negotiation, Meeting; Marketing Events, Planning events.; Logistics required for events

Module 5 Modern Technology in Event Management (20 hours)

Meeting Technology – Video Conferencing, Computers and LCD; Technology for meeting attendee, Business Centre – Fax, Photocopying, Internet; Tips for Exhibitors; Event Promotion; Marketing Events; Interrelation between Events and Tourism Industry

Report: Visit and practical experience in an Event

REFERENCES

1. Rhonda Montgomery, Sandra K Strick., Meetings, Conventions and Exposition in Introduction to the Industry, John Wiley and Sons
2. Avrieh, Barry (1994), Event and Entertainment Marketing, Vikas Publications, New Delhi.
3. Gaur Sanjay Singh (2001), Event Marketing and Management, Vikas Publications, New Delhi.
4. Medlik.S (2001), Understanding Tourism, Butterworth Heinmann.
5. Howard Hughes, Arts, entertainment and Tourism, Butterworth Heinmann, London.
6. Deborah Ross, Exposition and trade shows, John Wiley and sons international.
7. Holloway, Christopher J- The business of Tourism, Prentice Hall.
8. Diwakar Sharma, Event Planning and Management, Deep & Deep Publications.
9. Cindy Lemaire Mardi Foster- Walker- Event Planning Business, Jaico Publishing House, Mumbai.
10. Tony Roggers (2008), Conferences and Conventions- A global industry, Butterworth Heinmann

SEMESTER – 4**MTT4C15 LEISURE AND RECREATION MANAGEMENT**

Objectives: To familiarize students with the concept of leisure and recreation management; To gain an in depth understanding about shaping and selling these products.

Workload: 108 hours / 6 hours per week

Course Contents:**Module 1 Integrated Resort Management (24 hours)**

Resorts, Definition, classification; Mountain based resorts – introduction, development process, site, design guidelines, activities, visitor profile; Ski Resorts; Beach resorts – marinas, introduction, development process, design principles; profile of visitors; environmental impacts and management; Health resorts; Seasonality; External and Internal challenges of resort management.

Module 2 Theme Park Management (24 hours)

Concept of Amusement and Theme Parks; Classification; Global theme park industry; Major theme parks of the World – Disney Land, Sun City, Sentosa Entertainment World; Unique features, infrastructure and facilities of theme parks; institutional environment; development of theme parks; challenges faced by theme parks

Module 3 Retail Management and Logistics (20 hours)

Modern retailing; Major retail giants of the World – Wal-Mart; Landmark; Store operations; Franchise; Merchandising; Retail buying; Shopping Malls as a destination; Mall Management; Supply chain management; Flow of goods; Logistics operations

Module 4 Cruise Tourism (20 hours)

Definition; Types of Ships and Types of Cruises; Main Seaports and Companies in the world; Facilities and Services on Board; Car Ferry Route and Cruise Route; Cruise Themes; Rules, Regulations and Responsibility; Water Transport system in India-Historical pats, Cruise ships, Ferries, Hovercraft, River and canal boats, Fly cruise, Future prospects.

Module 5 Sports Tourism (20 hours)

Definition; Importance of sports Tourism; Major sports events of the World – Olympics, World Cup Football, Wimbledon, Formula One, Cricket championships – World Cup, T20, IPL; Celebrity marketing in sports; Golf and Tennis Resorts; Casinos and Gambling centres

REFERENCES

1. Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann
2. Robert Christie Mill (2008), Resorts Management and Operations, Wiley.
3. Jagmohan Negi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996), Resort Development and Management , AHMA, USA.
6. Clave, Clark, Global theme park industry, Cab International, 2007
7. Wright, Godwin, The Imagineering Field Guide to Magic Kingdom Park at Walt Disney World

SEMESTER – 4**MTT4C16 TOURISM AND SOCIETY**

Objectives: To familiarize students with the concept of leisure and recreation management; To gain an in depth understanding about shaping and selling these products.

Workload: 108 hours / 6 hours per week

Course Contents:**Module 1 Tourism Impacts (20 hours)**

Concept of mass and alternative tourism; Impacts of Mass tourism or Enclave tourism; Detailed study of Impacts of tourism: Positive and Negative Impacts; Economic, Environmental, Social and Cultural impacts; over dependency, space usage, Globalization and social consequences of tourism development.

Module 2 Tourism Ethics (24 hours)

Global codes of ethics for tourism; Article 1-10-Ten commandments; travel ethics for environmentally responsible travel; sustainable tourism in the 21st century; Environmental resources; Industry initiatives for sustainable tourism; corporate initiatives and company initiatives, influencing consumer behavior to promote sustainable tourism; sustainable development while protecting culture and environment; coastal impacts of tourism; Clean Development Mechanisms (CDM)- CDM and India; Earth Summit- Kyoto Protocol; Major Acts in India;

Module 3 Community and Tourism (20 hours)

Tourism as a tool for development; barriers to effective development; community capacity building; enhancing benefits of tourism at local level; importance of community participation; community based tourism development; major participatory development tools; steps of community Tourism assessment; Case studies from community based UNDP Rural tourism projects in India

Module 4 Sustainable and Responsible Tourism (24 hours)

Sustainable Tourism: Concept and nature of sustainable tourism; global importance; principles and core indicators; Basic principles of sustainable development and framework; Brundtland Commission; UNWTO and Sustainable Tourism; Different dimensions- economic, ecological, social, bio physical and technological perspectives

Responsible Tourism: Emergence; 2002 Cape Town and Kerala Declarations on Responsible Tourism; concept and definition; features of responsible tourism; difference from ecotourism and sustainable tourism; International Centre for Responsible Tourism; Responsible Tourism and Pro – Poor Tourism Partnerships; Case studies including Kumarakom initiative

Module 5 Barrier Free Tourism (20 hours)

Definition of Barrier Free Tourism; Categorization of disability; Types of barriers; Market of Accessible Tourism; Concept of Universal Design; Seven Principles of Universal Design; Major legislations in Accessible Tourism; Barrier Free Supply Chain; Benchmarking practices – Access Audit; Remedial measures for Access for All – Destinations and Public Places, Transport, Accommodation; Notable case studies; Future prospects.

REFERENCES

1. Dipankar Dey (2007),” Sustainable Development- perspectives and initiatives” ,The ICFAI University Press, Hyderabad.
2. Gianna Moscardo (2008), “Building community capacity for tourism development”, CAB International, UK.
3. Bala Krishnamurthy (2009), “Environmental Management”, PHI Learning , New Delhi.
4. Romila Chawla (2003 edited),“Sustainable Development and Tourism”, Sonali Publications, New Delhi.
5. Geoffrey Wall, Alister Mathieson (2006) Tourism- Change, Impacts and Opportunities, Pearson Education, Harlow.
6. Dimitrios Buhalis, Simon Darcy, Ivor Ambrose (2012), Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population, Channel View Publications.
7. Buhalis, D. Ambrose, I., Darcy, S. (2011) Accessible Tourism-Concepts and Issues, Channel View Publications.
8. Candy Harrington (2009), Barrier-Free Travel, Demos Publishing

OPTIONAL ELECTIVE COURSES

The programme has optional elective courses, one in each semester. Three courses have been provided for one elective from which the students have to choose one course per semester. The four electives are based on four broad applied themes – typology of tourism, travel services, management and applied hospitality. The elective papers are:

Semester I

1. MTT1E01 Heritage Tourism Management
2. MTT1E02 Conservation Practices and Ecotourism
3. MTT1E03 Health Tourism

Semester II

1. MTT2E04 Airlines and Airport Management
2. MTT2E05 Cargo and Logistics Operations
3. MTT2E06 Foreign Exchange Services

Semester III

1. MTT3E07 Strategic Management in Tourism
2. MTT3E08 Customer Relationship Management
3. MTT3E09 Sales and Distribution in Services

Semester IV

1. MTT4E10 Managing Integrated Resorts
2. MTT4E11 Spa Operations
3. MTT4E12 Culinary Arts

SEMESTER – 1**MTT1E01 HERITAGE TOURISM MANAGEMENT**

Objective: To introduce to the students, the importance of heritage conservation and management as well as the role of heritage in tourism

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Special Interest Tourism (15 hours)**

Special interest tourism – Defining SIT, the scope of SIT, Developing SIT; understanding the market, analyzing potential; Designing SIT – product attractions, accessibility and attitudes; Issues and considerations; Managing and marketing of SITs; Sustainable nature of SIT; SIT in India; Niche tourism

Module 2 Conservation of Heritage Places (20 hours)

Fundamentals of Heritage; The Nature and Meaning of Heritage; Related concepts; Distinguish culture, Heritage and civilization; Heritage classification-Natural and Cultural Heritage; Tangible and Intangible Heritage; Heritage places and values; Conservation planning; Basics of Archaeology, Methods of Heritage Conservation and Excavation; Threats to Heritage sites; Managing disasters in Heritage sites

Module 3 World Heritage Sites (20 hours)

World Heritage List; World Heritage List, Role and Relevance of world Heritage; UNESCO, World Heritage Mission-[cultural, Natural and Mixed Heritage Properties]; State parties and Heritage properties; World Heritage committee and world Heritage convention; Criteria for selection of properties world Heritage sites in India; Managing Tourism at World Heritage Sites; Strategies and Solutions; Famous World Heritage Sites

Module 4 Cultural Heritage of India (20 hours)

Major architectural styles in India; Indus Valley Civilization sites; World Heritage Monuments of India and their significance; Other major monuments of India; Temple architectural styles of India and examples; Role of Museums in India in heritage conservation; Major types of Museums; Major Museums of India

Module 5 Heritage Conservation in India (15 hours)

Role and function of Archaeological Survey of India; Role of State Archaeology Departments; INTACH – role and functions; Heritage Management In India; Legal Affairs; Constitutional Provisions –Article 51(f)(duty),Central legislation-Act 1958,Act 1972,ASI and its Regulations; Guidelines issued by Ministry of culture; Heritage conservation; Issues and options; Heritage Interpretation and Interpretive; Communication- Recent Trends in Heritage Tourism like – Heritage Hotels (Indian Context)

REFERENCES

1. Handbook On world Heritage sites (ASI)
2. A. L Basham- A Cultural History of India, Oxford University Press
3. Image India- heritage of Indian arts & crafts- Ram Dhamija- Vikas Publications
4. Kirshenblatt, Barbara (1998), Destination Culture: Tourism, museums and Heritage, Berkeley, University of California Press.
5. Mckercher, Bob: DuCros Hilary (2001), Cultural Tourism: The Partnership between tourism and cultural heritage Management, Haworth Hospitality Press.
6. Robinet Jacob, Mahadevan P, Sindhu Joseph; Tourism Products of India – a National Perspective; Abhijeet Publications

SEMESTER – 1**MTT1E02 CONSERVATION PRACTICES AND ECO TOURISM**

Objectives : To sensitize about the various issues on global environment and to provide insights into ecotourism as tool for sustainable development

Workload : 90 hours / 5 hours per week

Course contents:**Module 1 Special Interest Tourism (15 hours)**

Special interest tourism – Defining SIT, the scope of SIT, Developing SIT; understanding the market, analyzing potential; Designing SIT – product attractions, accessibility and attitudes; Issues and considerations; Managing and marketing of SITs; Sustainable nature of SIT; SIT in India; Niche tourism

Module 2 Basics of Environment (20 hours)

Principles of Ecology and Environment, Environmental factors (Ecological factors); Ecosystems - basic properties of ecosystems; Feeding relationships – Food-chains, food-webs and energy – flow; biosphere, biomes, bio-geo-chemical cycles and ecological succession; Ecological Footprint; Energy Environment Nexus.

Module 3 Environment Problems and their management (20 hours)

Environmental pollution; kinds of pollution – air, water, soil, solid waste, noise and radioactive pollution; causes and consequences of pollution; Global warming and Climate Change; Depletion of natural Resources; Tourism Induced pollutions; Natural Hazards and Disasters – types and categories; Causes and results of hazards and disasters

Managing problems – Environment protection, Earth summits, Kyoto Protocol, Climate Change Conventions; Tourism as strategic tool for environmental protection; Hazard and Disaster Management – steps and process

Module 4 Ecotourism (15 hours)

Definition; Concept of ecotourism; principles of ecotourism; environmental awareness and ecotourism; ecotourism market and demographics; eco tourists, eco tour, eco destinations and eco lodge; Eco labeling; community based ecotourism; Ecotourism resources of India; Case study of major Ecotourism projects including Thenmala

Module 5 Conservation practices and processes (20 hours)

Managing Tourism in Protected areas; Principles of environmental analysis; Carrying capacity and its types; Environmental Impact Assessment (EIA); Limits of Acceptable Change(LAC); Environment Management Systems; Eco practices in Tourism and Hospitality - Energy Conservation; Water Conservation, harvesting and recycling; Waste Management – solid and liquid; Use of eco friendly materials

REFERENCES

1. Sukanta K Chaudhury, 'Culture, Ecology and Sustainable development' Mittal, New Delhi, 2006
2. Ramesh Chawala, 'Ecology and Tourism Development', Sumit international, New Delhi, 2006
3. Matha Honey, 'Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
4. Rast Buckley, 'Environmental impacts of Ecotourism', CABI, London, 2004
5. Prabhas C Sinha, 'Guidelines for Human Environmental Sustainable development, Global environment law, policy and action plan, SBS publications, New Delhi, 2006.
6. SK.Ahluwalia, 'Basic principles of environmental resources, Jaipur, 2006.
7. Journal of Sustainable Tourism, Channel View Publishers.
8. Journal of Eco-Tourism, Channel View Publishers.

SEMESTER – 1**MTT1E03 HEALTH TOURISM**

Objectives: To understand the concept of holistic health care and wellness tourism; To gain a deep understanding of different medical systems and their role in health tourism.

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Special Interest Tourism (15 hours)**

Special interest tourism – Defining SIT, the scope of SIT, Developing SIT; understanding the market, analyzing potential; Designing SIT – product attractions, accessibility and attitudes; Issues and considerations; Managing and marketing of SITs; Sustainable nature of SIT; SIT in India; Niche tourism

Module 1 Concept of Health Tourism (20 hours)

Historical perspectives; Origin and development of health tourism over ages; Concept, Definitions and dimensions of Health, wellness and well being; spirituality; Quality of Life (QOL); Typologies of Health Tourism - medical tourism, spa tourism, Ayurveda tourism, Yoga and Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism; Factors affecting growth of health tourism; Medical systems of the World – Allopathy or Modern Medicine; AYUSH- Ayurveda, Yoga, Unani, Siddha; Homoeopathy – Tribal medicine, Chinese medicine and acupuncture, Shiatsu, Reflexology, Aromatherapy, Reiki; Spas and importance

Module 2 Medical Tourism (20 hours)

Trends in health and wellness industry; factors affecting global medical tourism scenario; countries promoting medical tourism; Drivers and Challenges; role of public and private sector in promoting medical tourism; supply chain of hospital for international patient check- up- logistics; Indian medical tourism; market size and growth; future outlook; Public vs. Private sector; share and cost comparison with other countries; potential for promotion; problems; Medical Tourism and relation with other systems; Accreditation and Medical insurance; Repatriation illness/death (body bags), Funeral Homes and Body preservation; Legal ramifications.

Module 3 Indian Systems of Medicine (20 hours)

Origin of Ayurveda; Importance of Ayurveda in Kerala Tourism; Basic Principles of Ayurveda- Four aspects of life – Panchabhutas- Tridoshas and health; Body Constitution; Ayurvedic Disease Management; Drugs in Ayurveda; Panchakarma; Therapeutic and Rejuvenation therapies in Ayurveda; Naturopathy : concepts, principles and benefits. Treatments – hydrotherapy, mud therapy, Massage therapy, diet therapy; Yoga: A brief overview of its principles, practices and benefits; Kalaripayattu and Marmachikilsa; Sidha and Yunani

Module 5 Travel and Health (15 hours)

Infectious diseases and tourism, endemic, pandemic and epidemic; International Health regulations for travelers; health advisories; Health requirements – certificates, vaccination/immunization; Travel arrangements for health tourists; Travel insurance; Package tours for health tourists; First Aid/Emergency Management; Dealing with types of emergencies; Life saving Procedures; Cardio pulmonary resuscitation (CPR)

REFERENCES

1. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann.
2. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
3. Raj Pruthi (2006), Medical Tourism in India, Arise Pub, New Delhi.
4. Robinet Jacob(2008), Health Tourism and Ayurveda, Abhijeeth Publications, New Delhi.
- 5.S. Rajagopalan (2006), Health Tourism, An Introduction, The ICFAI University Press, Hyderabad.
6. St. John Ambulance, First Aid Manual, Dorling Kindersley (2009)
7. Shikhar Gupta (2009), Your Guide To First Aid, Abhishek Publications.
8. Aggarwal (2007), First Aid In Emergencies, CBS Publishing.
9. Sunil. V. Joshy (1997), Ayurveda and Panchakarma, Motilal Bamarsidass Publishers, Delhi.
10. Sharadini Dahanukar & Urmila Thatte (1994), Ayurveda Revisited, Popular Prakashan, Mumbai
11. Robert Svoboda and Arnie Lade (1998), Chinese Medicine and Ayurveda, Motilal Banarsidas Publishers, Delhi.
12. Dr. C.V.Jayamani – Health Management – A new Perspective.
13. Bookman, Milica Z and Bookman Karla R (2007), Medical tourism in developing countries, Palgrave Macmillan, New York.
14. Lee Kelly (2003), Globalization and Health- An introduction, Palgrave Macmillan, New York.

SEMESTER – 2**MTT2E04 AIRLINES AND AIRPORT MANAGEMENT**

Objectives: To provide specialized knowledge on Airline management and operations as well as to provide a deep understanding about airport management and marketing

Workload: 90 hours / 5 hours per week

Course Contents:**Module 1 Airline Industry and Operations (20 hours)**

History of Aviation; Airlines- Types- Organization, Global, Social and ethical environment; Current Challenges in Airline Industry, Competition in airline Industry, Hazards of flying; Multinational Regulations for Travel Industry; Bilateral agreements and Multilateral Agreements; Freedoms of Air, Conventions; Function and Roles of ICAO, IATA, UFTAA, DGCA in Civil Aviation; Flight Types and Routes- Hubs and Spokes; overbooking.

Module 2 Aircrafts and related services (15 hours)

Types of Aircrafts; In flight services; Passengers requiring special handling; Special requests – Coffin, Pets etc.; Aviation Safety; Human Resource in Aviation-flight crew, cabin crew, ground staff, flight dispatchers, Air Traffic Controllers, Baggage Handlers, customer service agents, aircraft maintenance engineers, security staff; aircraft ground handling; passenger service; IATA BSP, credit cards, MPDs and MCOs, Baggage Rules, Piece and Weight Concept, Special fares, Discounts available for various types of passengers, special facilities available

Module 3 Airports (20 hours)

Evolution of the Airport-; Airport Design; Structure of an airport – Air side and Land side facilities; Working of an airport; Airport Management; Traditional airport ownership and management; commercialization; privatization and types; Check in Formalities at Airport- Immigration, landside facilities-Emigration, Passport & customs control; Baggage Handling Regulations; Procedures during takeoff and landing – Cases of lost and damaged baggage; Cargo Handling; airport operations and service quality; quality management at airports

Module 4 Airfares and Ticketing (20 hours)

IATA Traffic Conference Areas; Various codes used in Airline Ticketing; components of airfare, taxes, fees, issuing paper tickets, international tickets; Airline Ticketing; TIM (Travel Information Manual); consultation; Routine and itinerary preparation; fare calculation using Global Distribution Systems (GDS) including comprehensive training.

Module 5 Marketing in Aviation Industry (15 hours)

The airport airline relationship; Aviation technology; passenger load factor; basics of flight principles; Flight Technologies; Airline business and marketing strategies; brand strategies; Frequent Flyer Programme (FFP); the future of airline marketing; Airport marketing; Premium and VIP services; traffic patterns; safety management; Operational guidance signs; positioning of airports

REFERENCES

1. Millbrooke, Anne (1999), Aviation History, Jeppesen Sanders Inc.
2. Stephen Holloway (2008), Straight and Level: Practical Airline Economics, Ashgate.
3. Graham Annie, Butterworth Heinemann,2008, “Managing airports-an international perspective”, USA
4. Raju G, Mihir Babu G ,2009, “Civil Aviation,-A global perspective”, Excel Books ,New Delhi.
5. Alexander T Wells (2003), Airport Planning & Management McGraw Hill Professional.
6. Alexander T, Well & Seth : Principles of Airport Management
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11. J.K Sharma (2009), Flight Reservation and Airline Ticketing, Kanishka Publishers, New Delhi.
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13. Bijan Vasugh, Ken Fleming, Thomas Tacker (2008), “Introduction to air transport economics”, Ashgate Publishing company.
14. John G Wensveen (2007), ‘Air Transportaion, A Management Perspective” Ashgate Publishing Company, USA.
15. Sharad Goel (2009), “Airline Service Marketing”, Pentagon press, New Delhi.
16. Massaud Bassargar (2004), ‘Airline Operations and Scheduling”, Ashgate Publishing Company, USA

SEMESTER – 2**MTT2E05 CARGO AND LOGISTICS OPERATIONS**

Objectives: To provide information on cargo handling and management with special reference to air and sea cargo as well as containerization and modern day logistics

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Introduction to Cargo (20 hours)**

Introduction to cargo management; Define Cargo management; Types of Cargo – Heavy cargo – Valuable Cargo – Perishable Cargo–Consignment –Baggage; FBA – PC – EBA; Customs Act 1962 & duty drawback scheme. Export Procedure; Register with Export Promotion Council; Export Import policy in the new era of free trade regime, Exim Bank, Procedure, Export; Incentive Scheme; Cargo insurance and clauses, Understanding Foreign Exchange Rates and Protection against Their Adverse Movement

Module 2 Air Cargo (20 hours)

Air Cargo, Airway Bill; Air craft cargo configuration, capacity familiarization, limitations of weight and special loads; Dangerous Goods – Introduction, classification, packaging, labeling, marking, handling and documentation; Valuation charge, disbursement fee, collect charge; Live Animal Regulation; International Air Transport-International set up for air transport- freight rate; Definition and scope and functions of CHA, freight forwarders, IATA agents, consolidations, break bulk agents etc.

Module 3 Sea Cargo (20 hours)

Sea Cargo – Export, Import Documentation- Documents in Shipping - Bill of Landing; Mate's Receipt – Types of B/L -Shipping Bill, Bill of Entry, Invoice – Letter of Credit.-Types of Shipment-C&F, CIF, FOB-Export Import Procedures; Characteristics of Shipping Industry-Liner and tramp operations-World Sea borne Trade and World Shipping

Module 4 Container Management (15 hours)

Role of raw materials, manufacturing and operation management; Containerization – ICD- History; Multi modal Transportation – Advantages- EPZ – EPCG – DEPB; Special Import License – Cargo Liability and Marine Insurance; Marketing Logistics System- Export Import Marketing Management

Module 5 Logistics Management (15 hours)

Introduction to logistics, significance, the total distribution concepts, integrated logistics; role of IT in logistics, economics, cost and customer relationship in logistics, third party logistics; materials management, planning, purchase, receipt, storage, inventories; materials handling packaging and transportation systems

REFERENCES

1. Seth Pran nath; Successful Tourism Management Vol II, Sterling Publications, New Delhi
2. M.I. Mahajan; Export-Import Procedures, Snow White Publications
3. Daniel Mark Jr.; Shipping Cartels
4. TAS Balagopal; Export Management, Himalaya Publications
5. Travel Industry - Chunk, James and Dexter
6. Tack Rule Book
7. OAG and the Air Cargo Tariff both Red and Green
8. Dangerous goods regulations – Manual (IATA)
9. Live Animal Regulations – Manual (IATA)
10. Foreign Trade Policy, India
11. Ministry of Central Excise & Customs, Govt. of India
12. Prof. Shailesh Kasande; Materials and logistics Management
13. Dr. L. C. Jhamb; Materials and logistics Management
14. K. K. Ahuja; Materials Management
15. Gopalkrishnan and Sundersan; An integrated approach to Materials Management
16. John Gattorna; Handbook of Logistics and Distribution Management
17. P. Fawcett, R. McLeish and I Ogden; Logistics Management
18. D.M. Lambert & J R Stock, Richard D Irwin Inc; Strategic Logistics Management

SEMESTER – 2**MTT2E06 FOREIGN EXCHANGE SERVICES**

Objectives: To provide knowledge on Foreign Exchange Management and Services, its technical formalities, and importance in today's travel industry

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Overview of Foreign Exchange (15 hours)**

An overview of Foreign Exchange; Foreign Exchange Market, Participants in Forex Market; Functions of Forex Market, Spot Market and Forward Market Exchange Rate; Determination — Nature of Dollar, Sterling Pound, Euro; Currency Market; International Monetary System; importance of Forex in Travel and Tourism

Module 2 Exchange rates I (20 hours)

Factors Affecting Exchange rate – Monetary and Fiscal Policy Balance of Payments – Different approaches to adjustment – BOP Approach – Monetary Approach; Structure of BOP, Equilibrium, Disequilibrium and Adjustments; Indian Forex Market; An overview – Different types of Exchange Rates and contracts – Merchant rates – Types of Rate; Guidelines for Computing the Rate – Forward bill buying rate – Crystallization of Export and Import Bills – Early Delivery – Extension & Cancellation of Forward Exchange Contract

Module 3 Exchange rates II (20 hours)

Foreign exchange Exposure Management; Forecasting Exchange Rates, Transaction Economics and Transaction Exposure; Managing Foreign Exchange; Exposure Exchange Rates Arrangement in India – from Basket Pegging to Full Convertibility of Rupee on Current Account – Determination of exchange; Rate in the Spot Market and Forward Market; Issues Related to Devaluation

Module 4 Foreign Exchange Reserves (20 hours)

Foreign Direct Investment – Theories of FDI, Cost and Benefits of FDI, Strategy for FDI – Concept of FII; Management of Foreign Exchange Reserves, Monetary Policy and Fiscal Policy in the present context of Economic Liberalization and Globalization; Legislation- Foreign exchange management act authorized person –current account transaction foreign currency; foreign security person –person resident in India- person resident outside India –dealing in

foreign exchange holding of foreign exchange reserve banks –powers to issue direction and inspect authorized person- penalties.

Module 5 Foreign Exchange Process (15 hours)

Letters of Credit – Meaning – Mechanism, Type; Operations – Documents used in foreign trade; Receipts used during forex transaction; Sales License and Purchase License of RBI; Inco terms – Meaning – Mechanism, Type; Transport Documents; Internal Techniques of Managing Foreign Exchange Exposure; External Techniques of Managing Risk

REFERENCES

1. Vyuptakesh Sharan; International Financial Management, 4th Edition, PHI
2. David S. Kidwell, Richard L. Peterson, David W Blackwell; Financial Institutes, Market and Money, Harcourt Brace Jovanovion, 1993
3. H.P. Bhardwaj; Foreign Exchange Handbook, Wheeler Publishing, 1994
4. Bibek Debroy; The convertible Rupee and how to profit from it, Global Business Press
5. A Guide to Forex Dealing and Operating, Pub: by State Bank of Hyderabad, 1993
6. Jeevanandam C; Foreign Exchange and Risk Management, Sultan Chand & Sons, New Delhi.
7. Gupta S.K (1989), Foreign exchange laws and practice publication, Delhi.
8. Seethapathi K, Subbulakshmi, Foreign Exchange Management, ICAI University Press.

SEMESTER – 3**MTT3E07 STRATEGIC MANAGEMENT IN TOURISM**

Objectives: To understand the importance of strategic management in tourism industry and the relevance of business strategy in modern day management

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Business Policy and Strategic Management in Tourism (15 hours)**

Business Policy: Evolution –Nature– characteristics – Importance – Purpose – objectives; Understanding Strategy: Definition – Levels at which strategy Operates; Types of Planning Systems: An Overview of Strategic Management; Nature and approaches to strategic Decision Making; Process of strategic Management – Strategists and their role; Corporate Governance and Strategic Management.

Module 2 Strategy Formulation in Tourism (20 hours)

Mission and purpose – Business Definition; Environmental Appraisal – Concept of Environment – Environmental Scanning – Appraising the Environment – Dynamics of Internal Environment; Considerations – Methods and Techniques; Strategic Alternatives –Grand Strategies – Modernization Strategies – Diversification and Integration Strategies – Strategic Choice – Process and Strategic Planning; Corporate Level Strategies : Expansion, Stability, Retrenchment and Combination Strategies -Business Level Strategies.

Module 3 Strategic Analysis and Choice (15 hours)

Process of Strategic Choice; Strategic Analysis: Tools and Techniques – Corporate Portfolio Analysis; SWOT Analysis; Experience Curve Analysis – Life Cycle Analysis – Industry Analysis – Strategic Group Analysis – Competitor Analysis –Subjective Factors in Strategic Choice – Contingency Strategies – Strategies Plan.

Module 4 Strategy Implementation in Tourism (20 hours)

Interrelationship between Formulation and Implementations: Issues – Structural Implementation; Structural considerations - Functional Implementation: Functional Plans and Policies – Financial, Marketing, Operations and Personnel Plans and Policies; Integration of Functional Plans and

Policies; Behavioral Implementation – Personal Values and Business Ethics; Social Responsibility and Strategic Management

Module 5 Strategic Evaluation and Control (20 hours)

An overview; Operational Control; Techniques of Strategic Evaluation and Control – Role of Organizational Systems in Evaluation; Nature of Strategy Evaluation and Control Benefits, Types of Strategic Controls: Premise Control, Implementation Control, Strategic Surveillance and Special alert Control, Management Control, Operational Control, Process of Effective Strategic Control Strategic Audit.

REFERENCES

1. Azhar Kasmi; Business Policy –Tata McGraw Hill, New Delhi
2. Peter E Murphy and Ann E Murphy; Strategic Management for Tourism Communities
3. B.K.Acharya and P.B. Govekar; Business Policy and Strategic Management
4. Jerry Johnson and Kevan Scholes; Exploring Corporate Strategy, Prentice Hall
5. Jeffrey S. Harrison Cathy A. Exz, John; Hospitality Strategic Management – Concepts and Cases by Wiley & Sons. Inc
6. Azhar Kazmi; Strategic Management and Business Policy, 3rd Edn, The McGraw – Hill Companies
7. Vipin Gupta, Kamala Gollakota, R. Srinivasan; Business Policy and Strategic Management Concepts and Applications PHI Learning (P) Ltd, New Delhi
8. G. Sudarsanna Reddy; Strategic Management, Himalaya Publishing House (P) Ltd., Mumbai

SEMESTER – 3**MTT3E08 CUSTOMER RELATIONSHIP MANAGEMENT**

Objectives: To acquire an in-depth knowledge about the relationship management and marketing and to become familiar with the techniques and approaches of relationship marketing for successful marketing of the destinations of tourist interests.

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 CRM Basics (15 hours)**

Customer Relationship Management in Tourism – Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling; Customer Satisfaction Measurement - Customer Feedback and Service Recovery; Success factors, the three level of Service / Sales profiling; Service Level Agreements (SLAs), Creating and managing effective SLAs.

Module 2 Analytics of CRM (15 hours)

Managing and Sharing Customer data - Customer Information Databases – Ethics and Legalities of data use; Data Warehousing and Data Mining; Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering

Module 3 CRM in Marketing (20 hours)

Marketing of Services – Tourism as a Service; Building Service Aspirations - Consumer Behaviour in Service Encounters; Service Design and Development – Technology as an enabler of Service; One-to-one Relationship Marketing, Cross Selling & Up-Selling; Customer Retention, Behavior Prediction, Customer Profitability & Value Modeling; Channel Optimization, Event-bases Marketing, CRM and Customer Service; The Call Center, Call Scripting, Customer Satisfaction Management

Module 4 CRM Implementation (20 hours)

Defining Success Factors, Preparing a business plan – requirements, justification, Processes; Choosing CRM tools: Defining functionalities, Homegrown versus out-sourced approaches; Managing Customer relationships: conflict, complacency, resetting the CRM strategy; Selling CRM internally: CRM development team, scoping and prioritizing; Development and delivery, Measurement; Service Delivery – Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps

Module 5 Relationship Marketing (20 hours)

Conceptual and theoretical foundations of relationship marketing; Alternative perspective; Relationship marketing in tourism business; Model of buyer – seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship.

REFERENCES

1. Christopher Lovelock & Jochen Wirtz (2004); Services Marketing, Pearson Education, Delhi.
2. Gilmore (2004); Services Marketing and Management, Response Books, New Delhi.
3. Zeithmal, Parasuraman & Berry; Delivering quality service, The Free press, New York.
4. Andry Silmore (2001); Services Marketing & Management, Response Books, Sage Publications, Delhi.
5. Jagdish Seethi, Etal (2000); Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
6. Lovelock (2003); Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
7. Jagdish Seth and Atul Pyarvatiyar; Handbook of relationship marketing
8. Marketing Management – A Relationship Marketing Perspective: Cranfield School of Management.
9. Stanley A. Brown; Customer Relationship Management – John Willey & Sons, Canada Ltd.
10. Paul Greenberg; CRM At the Speed of Light: Capturing and Keeping Customers in Internet Real Time.
11. Jill Dyche; The CRM Hand Book: A Business Guide to Customer Relationship Management – Addison Wesley Information Technology Series.
12. Patrica 13, Ramaswamy; Harvard Business Review on Customer Relationship Management – et al.
13. Kristin L. Anderson & Carol J Kerr; Customer Relationship Management.
14. Bcrnd H Schmitt; Customer Experience Management : A revolutionary approach to Connecting with your Customers.

SEMESTER – 3**MTT3E09 SALES AND DISTRIBUTION IN SERVICES**

Objectives: To acquire an in-depth knowledge about the sales and distribution management and to become familiar with the techniques and approaches of sales and distribution management for successful marketing of the tourist products.

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Selling Types (20 hours)**

Evolution of Sales Management; Nature and Scope of Sales Managements; the selling process; Personal Selling: Types of selling – Alternative Sales structures: Network Marketing – Mail order selling – Element of direct marketing – Teleshopping – Telemarketing – Systems selling – The selling process – Strategies, skills and Styles – Formulating sales objectives – Sales forecasting – Estimating market and Sales Potential

Module 2 Sales Force (20 hours)

The Sales Force: Recruiting and Selecting Sales Personnel; Size of the sales force - Sales organization based on customer, geography, product and combinations and current trends – Sales training programs and motivating the sales force – sales force supervision, sales force compensation, sales incentives and sales force evaluation – Controlling the sales effort – sales quotas, sales territories, sales audit

Module 3 Physical Distribution (15 hours)

Physical Distribution: Participants in the physical distribution function – Environment of physical distribution – Channel design strategies and structures – Selecting channel members, setting distribution objectives and tasks – Target markets and channel design strategies

Module 4 Marketing Channels (20 hours)

Managing the Marketing Channel: Product, Pricing and Promotion issues in channel management and physical distribution – Motivating channel members – Evaluating channel member performance – Horizontal and Vertical marketing systems – Retail co-operatives, franchise systems and corporate marketing systems; Designing Customer Oriented Marketing Channels in services

Module 5 E – distribution (15 hours)

E-enabled selling and distribution: e-commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation - e-enabled logistics management and tracking systems; Information System and Channel Management

REFERENCES

1. Tapan K. Panda & Sunil Sahadev (2005); Sales and distribution Management, Oxford University Press.
2. Satish K. Kapoor & Purva Kansal (2003); Basic of Distribution Management- a Logistical approach, Prentice-Hall India.
3. Charles Futrell; Sales management, Pearson Education Books
4. Eugene M. Johnson, David L. Kurtz & Eberhard E. Scheuing; Sales management, McGraw Hill.
5. Bert Rosenbloom; Marketing Channels: a Management View, Dryden Press.
6. Coughlan, Anderson, Stern & El Ansary; Marketing Channels, Prentice-Hall India.
7. Bowersox & Closs; Logistical Management, Tata McGraw Hill.
8. Richard R. Still, Edward W. Cundiff & Norman A.P. Govani; Sales Management, Prentice-Hall India.
9. Efraim Turban, Jae Lee, David King & H. Michael Chung (2000); Electronic Commerce: a Managerial Perspective, Pearson Education Inc.
10. Dalrymple, D J.; Sales Management: Concepts and Cases; New York, John Wiley, 1989.
11. Johnson, E M; Sales Management: Concepts, Practices and Cases. New York, McGraw Hill, 1986
12. Stanton, William J; Management of a Sales Force, Chicago, Irwin, 1995
13. Still, R R; Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988
14. Panda Tapan K and Sahadev Sunil; Sales and Distribution Management, Oxford University Press, 2005.
15. Anderson, R, Professional Sales Management: Englewood Cliffs, New Jersey, Prentice Hall Inc. 1992.
16. Anderson, R, Professional Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc 1991.
17. Buskirk R.H. and Stanton. W.J. Management of Sales Force, Homewood Illinois, Richard D. Irwin 1983.

SEMESTER – 4**MTT4E10 MANAGING INTEGRATED RESORTS**

Objectives: To familiarize students with the concept of resort management and to gain an in depth understanding about shaping and selling a resort product.

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Resort Management (15 hours)**

Introduction – definitions and descriptions – types; Management objectives – business management; service management, value and revenue management; Theories and frameworks of resort management –Operational frameworks

Module 2 Types of Resorts and Seasonality (20 hours)

Beach resorts – marinas - introduction – development process – design principles – profile of visitors – environmental impacts and management; Mountain based resorts – introduction - development process – site – design guidelines, activities – visitor profile, ski areas; Health resorts – management; Golf/tennis resorts – introduction - market segments – visitor profiles; Seasonality: the seasons – seasons and sports – resort seasonality –seasonality factors – resorts and human seasons.

Module 3 Challenges in managing Resorts (20 hours)

External challenges for resort management; Changing market and competitive conditions; global demand trends – benefit segmentation – market segmentation – competition; Internal challenges for resort management: Planning and financial management – planning process; phases of resort development – functional tools of resort development – planning and financial feasibility; Human relations practices – labor shortage – stress – turnover – flexibility – empowerment / enfranchisement – quality service and TQM

Module 4 Resort Marketing (15 hours)

Marketing issues for resorts: introduction, place marketing, destination image formation; cluster theory marketing - changing product emphasis - marketing changing seasons; seasonality management strategies – Branding – services marketing and management; Recreation management in resorts: rides, games and parks

Module 5 Managing principles for Resorts (20 hours)

Environment and site management; Sustainability for resorts, Carrying capacity, Environment Impact Assessment, Limits to Acceptable Change, Visitor impact management, Ecological footprint, Alternative management options, land uses; Designing a resort product: introduction - multiple use products – building design – education – waste management; Resorts and local Community relationships: Tourism as an agent of change – mutual education – local entrepreneurship – housing types.

REFERENCES

1. Peter E Murphy (2007); *The Business of Resort Management*, Butterworth Heinemann
2. Robert Christie Mill (2008); *Resorts Management and Operations*, Wiley.
3. Jagmohan Negi (2008); *Hotel, Resort and Restaurant: Planning, Designing and Construction*, Kanishka Publications, New Delhi.
4. Percy K Singh (2006); *Hotel Lodging, Restaurant and Resort Management*, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996); *Resort Development and Management*, AHMA, USA.

SEMESTER – 4**MTT4E11 SPA OPERATIONS**

Objectives: To familiarize with the concept and functioning of spas and to gain an understanding of different spa treatments and its role in health tourism.

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Introduction to Spa (15 hours)**

Spa: Definitions, origin, important natural spas in the Europe, Asia and America – spa towns – balneology; Typologies of spas – New age spas. Spa Organizations: ISPA, ESPA, BISA, the Day Spa Association.

Module 2 Spa Layout (15 hours)

Spa concept - Spa culture - pampering and luxury, wellbeing escapes – spa etiquette and client etiquette; Layout of spas - the different areas in a spa (treatment room –dry and wet room setups, lockers and changing room, reception, waiting area etc); Spa equipments. Hygiene, ventilation; Services offered in a spa; Famous Indian and international spas.

Module 3 Treatments in Spas (20 hours)

Brief overview of Modern Spa Treatments: Categories of treatments – Detox – bodywork therapies; Different styles/types of massages, Facials, Exfoliation - Body Polish & Body Scrubs, Packs, glows, wraps, Aromatherapy, Yoga & Meditation, Pilates, Tai Chi, Acupuncture, Acupressure; Water treatments – the tub - Baths, Showers, steam bath, Sauna, Hamam Whirlpool, Vichy shower, Floatation therapy; Spa Manicure & Pedicure, Stone Therapy, Mud therapy, thalassotherapy, spa cuisine; Day spa services.

Module 4 Spa Marketing (20 hours)

Spa marketing: Motivations of health tourist –profiling wellness visitors, characteristics – “time poor, cash-rich elites”; market segmentation - Marketing communications – Branding – packaging – distribution and pricing; Product innovation and new experiences – contemporary trends, opportunities and challenges; need of Human resources – training and regulation.

Unit 5 Spa Planning (20hours)

Planning and development of spas – development concept – location and assets – architecture

and design – service portfolio – creating memorable experiences – atmosphere and ambience –
Service management – management issues for various kinds of spas; case study of spas.

REFERENCES

- 1.M. Smith and L Puczko (2009), Health and wellness tourism, B. Heinemann.
2. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
3. Raj Pruthi (2006), Medical tourism in India, Arise Pub, Newdelhi.
4. Robinet Jacob (2008),Health Tourism and Ayurveda, Abhijeeth Publications, New Delhi.
5. Robert Christie Mill (2008), Resorts Management and Operations (2 Ed), Wiley.
6. Peter Murphy (2008 – 09), The Business of Resort Management, Butterworth – Heinemann
6. www.experienceispa.com
7. www.internationalspa.org
8. www.espa-ehv.com

SEMESTER – 4**MTT4E12 CULINARY ARTS**

Objectives: To get an overall idea of food and beverage service department and its functions as well as the various outlets and menu; also understand the importance of housekeeping and cleaning in hospitality.

Workload: 90 hours / 5 hours per week

Course contents:**Module 1 Art of Cooking (15 hours)**

Introduction to the Art of Cookery; Culinary history-Development of the culinary art - middle ages to modern cookery; Menu terms; Kitchen hierarchy / brigade; Methods of cooking – Aims and Objectives of Cooking Food- Importance; Classifications-Principles - Equipments required; Methods of cooking-boiling-roasting-poaching-braising-grilling-baking-roasting-broiling-stewing-sautéing-blanching-steaming-micro-waving etc.; Food preservation methods.

Module 2 Kitchen Layout and Planning (20 hours)

Kitchen Equipment; Types of equipment - special equipment-refrigeration-kitchen machinery, storage tables, hand tools, weighing & measuring, pot wash, diagrams, uses, maintenance; Kitchen stewarding - Still room, Spare linen room, Silver room or plate room, Hot Plate; kitchen hygiene; Food Commodities; Classification with examples and uses in cookery - Cereals, pulses, vegetables, mushrooms, fruits, eggs, oils, fats, herbs and spices, foundation ingredients-their characteristics and their uses in cookery; beverages – alcoholic and non alcoholic.

Module 3 Food and Beverage Outlets (20 hours)

Introduction to the food and beverage industry; Outlet Planning - Preliminary Planning process - Planning various food and beverage outlets; Restaurant, Coffee shop, Room service, bars, banquets, Discotheques, Snack bar, Lounges, Business centers, Clubs, Ancillary areas; Buffet, Banquet, room service etc.; Food and Beverage service equipments, Introduction - Types of table ware (Flatware, Cutlery and Hollow-ware), Disposables, and Criteria for selection – Requirements, Food and Beverage service personnel; KOT and BOT.

Module 4 Menu in Cuisine (15 hours)

Menu, Introduction – History, Classical French menu sequence, Types of menu – table d’ hote, a la’- carte, Food and Beverage terminology related to the inputs of the mester; History,

characteristics; Accompaniments and service - Menu design and Menu costing; Types of meals – Introduction - Types – Breakfast, Brunch, Hi-tea, Dinner, Elevences etc.; Indian regional dishes – examples for major cuisine from North India and South India.

Module 5 Housekeeping and Hygiene (20 hours)

Introduction to Housekeeping department-organizational hierarchy-layout of Housekeeping department- Housekeeping personnel; Rules on a guest floor-Maids cart; Room cleaning, Bathroom cleaning-Bed making procedure-Room maintenance procedure; security measures; Cleaning-public area-cleaning methods; pest control; Health and safety Management; Prevention of fire and First aid; basic hygiene in hotels and resorts; outlets, kitchen and other public areas in the property.

REFERENCES

12. RK Malhotra – Fundamentals of Hotel Management and Operations, Anmol Pub
13. Sudhir Andrews –Hotel front Office Management. (Tata Mc.Graw Hill, New Delhi)
14. Sudhir Andrews: Introduction to Tourism and Hospitality Industry
15. Jag Mohan Negi – Hotels for Tourism Development (Metropolitan Pub, NewDelhi)
16. John R Walker - Introduction to Hospitality Management – Pearson Education India
17. S Medlik & H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi
18. Starr, Nona- Viewpoint: An Introduction to Travel, Tourism, & Hospitality- Prentice Hall
19. Conrad Lashley, Alison J. Morrison: In search of hospitality, Butterworth-Heinemann.
20. C Lashley, P Lynch, A morrison (Eds). Hospitality: A social lens, Elsevier, UK (2007)
21. Dr. R.K. Singh, Athithi devo bhavah (Guest management), Global Media, New Delhi (2009)
22. RC Ford, CP Heaton, Managing the Guest Experience in Hospitality, Delmar Thomson.

SEMESTER – 2**PAPER PRESENTATION / SEMINAR (MTT2C08)**

A compulsory Seminar Paper Presentation on any topic related to Travel and Tourism has to be taken by each student during the Second Semester. This will enhance the Research Methodology skills as well as soft skills of the students. This course carries 25 marks (internal presentation 5 marks and submission of report for external valuation / viva at the end of Second Semester with 20 marks). This course carries a credit of 2 with one hour per week during Second Semester for preparation of the paper.

SEMESTER – 2**TOUR REPORT CUM TOURISM INDUSTRY INTERNSHIP REPORT (MTT2C09)**

The students of MTTM shall be required to undertake a Study Tour during the course of study, to important Tourist Destinations, and gain insights into various aspects of tourism like tour planning and organizing, tour operation, experiencing travel, tourist attractions, products, and knowing the inter-relationship between tourism and different industries. The duration of the study tour shall be from 7 to 15 days.

The students shall be required to undergo an internship in any of facilities like approved Travel Agencies/Tour operators or in Airports/Seaports, event management companies etc ideally after the end-semester examinations (1st, 2nd or 3rd semester breaks) for 30 – 45 days.

The students shall submit a Report consisting of the Study Tour and the Internship reports to the University at the end of the third semester. This report will be evaluated as a separate Course Tour Report cum Tourism Industry Internship Report and carries 25 marks (internal valuation 5 marks and submission of report for external valuation / viva at the end of Second Semester with 20 marks). This report carries a credit of 2 with one hour per week during Second Semester for preparation of the report. Once a student has properly completed the internship/study tour during the programme and submitted the reports satisfactorily to the HOD, he/she need not repeat the internship/study tour during the period of the course.

*Structure of the Report:(Tour Report and Tourism Industry Internship Report combined)**a. Tour Report:*

The report of study tour should be of 30 – 40 neatly typed pages (altogether), which should contain the following aspects:

- i. Introduction
- ii. Tour planning,
- iii. Itinerary, costing,
- iv. Documentation
- v. Brief review of travel, stay and destinations along with experiences
- vi. Observations and discussion, skills acquired
- vii. Conclusion
- viii. Photographs - some of them with the student in the frame can be judiciously placed in the report;
- ix. Annexure:- Copies of travel documents/forms etc form the annexe.

b. Tourism Industry Internship Report (TIIR):

The Department should encourage students to select reputed firms/organisations for internship, either individually or in small groups, as possible. The report of internship should be of 30 – 40 neatly typed pages (altogether), which should contain the following aspects:

- x. Certificates (copy)
- xi. Introduction
- xii. Brief review of industry in which training was undergone
- xiii. Organization: Profile, contact details and study.
- xiv. Training schedule
- xv. Nature of training, supervisors, instructions received, duties performed
- xvi. Experiences, observation and discussions, skills acquired
- xvii. Conclusion
- xviii. A few photographs also may be included
- xix. Annexure: Copies of request letters. Confirmation letters, etc.

SEMESTER – 4
PROJECT WORK / DISSERTATION (MTT4Pr)

There shall be a project work with Dissertation to be undertaken by all students. The Dissertation entails field work, lab work, report, presentation and viva voce. The class hours allotted for project work may be clustered into a single slot for the benefit of students. Project work will be carried out under the supervision of a teacher in the parent department concerned or prescribed by the department coordinator. A candidate may, however, in certain cases be permitted to work on the project in an industrial/ research organization on the recommendation of the Head of the Department/ Department Coordinator. In such cases, one of the teachers from the department concerned would be the supervisor/internal guide and an expert from the industry/ research organization concerned shall act as co-supervisor/ external guide.

The project report shall be prepared according to the guidelines approved by the university. Two typed copies of the project report shall be submitted to the Head of the Department, two weeks before the commencement of the ESE of the final semester. The external evaluation of the project work shall be carried out at the end of the programme. The title and the credit with marks awarded for the project work should be entered in the grade/mark sheet approved by the university. Every student has to do the project work independently. No group projects are accepted. The project should be unique with respect to title, project content and project layout. No two project report of any student should be identical, in any case, as this may lead to the cancellation of the project report by the university.

The Project is a separate and carries a credit of 2. The total marks for the project is 50 (internal - 10 marks; external 40 marks). Two hours per week during the Fourth Semester have been dedicated to Project / Dissertation Work.

Evaluation of Project work:

The ESE of the project work shall be conducted by two external examiners. Evaluation of the Project Report shall be done under Mark System. The evaluation of the project will be done at two stages: a) Internal Assessment (supervising teacher/s will assess the project and award internal Marks) b) External evaluation (by external examiners appointed by the University). Marks secured for the project will be awarded to candidates, combining the internal and external Marks. The internal to external component is to be taken in the ratio 1:4. Assessment of different components of project may be taken as below.

External Examiners will be appointed by the University from the list of IV semester Board of Examiners in consultation with the Chairperson of the Board. Internal Assessment should be completed 2 weeks before the last working day of IV th semester and its marks should be published in the department and there will be provision for the smooth conduct of the evaluation of project.

Pass conditions:

Submission of the Project report and presence of the student for viva are compulsory for internal evaluation. For external evaluation (for programmes without practicals) the Project report submitted by the student will be evaluated by the external examiners. No marks shall be awarded to a candidate if she/he fails to submit the Project report for external evaluation. A student shall be declared to pass in the Project report course if she/he secures minimum 40 % marks of the aggregate and 40% separately for external. The student should get a minimum of 40 % marks for pass in the project. In an instance of inability of obtaining a minimum of 40% marks, the Project work may be redone and the report may be resubmitted along with subsequent exams through parent department. There shall be no improvement chance for the Marks obtained in the Project Report.

Structure of the Dissertation Project Report

Selection of the Topic:

Students in consultation with faculty can select any topic in connection with the curriculum. At least one statistical tool must be used. Use of primary data is ideal, though students can also use secondary data as well. The methodology adopted, tools used etc should be discussed in the report. The report should be of around 60 to 90 typed pages excluding the Title, Certificates, Index and Annexure. References are to be made as endnotes, following any one citation style.

The project should be arranged as follows:

1. Cover page and Title page
2. Bonafide certificates
3. Declaration by the student
4. Acknowledgement
5. Table of contents
6. List of Tables
7. List of Figures

8. List of Symbols, Abbreviations and Nomenclature
9. Chapters
10. Appendices
11. References

Guidelines for structuring and formatting of the project report.

Font

1. Chapter Names - 16 TIMES NEW ROMAN (bold) all caps
2. Headings - 14 TIMES NEW ROMAN (bold) all caps
3. Subheadings - 14 TIMES NEW ROMAN (bold) Title case
4. Sub – sub headings - 12 TIMES NEW ROMAN (bold) Title case
5. Body of Project - 12 TIMES NEW ROMAN
6. Text in Diagrams - 12 TIMES NEW ROMAN (all lower case)
7. Diagrams / Table headings / Fig. Headings - 12 TIMES NEW ROMAN Title case

Spacing

1. Two (2) line spacing between heading and body text.
2. 1.5 line spacing in body text.
3. New paragraphs start with single tab and paragraph spacing at 1.25”

Margins

Left 1.5’ Right 1.0’
Top 1.0’ Bottom 1.0’

Page numbers

- Position : Bottom, Middle
1. Front Pages : Small Roman Numbers (Excluding title page, Certificate page, Acknowledgement page)
 2. Body pages : 1,2,3
 3. Annexure : 1,2,3..... (Separate for each Annexure)

Pages

Size : A4 paper
Colour : White

Documentation : Hard binding

SEMESTER – 4
VIVA VOCE (MTT4C17)

At the end of the fourth semester, students have to face a comprehensive viva-voce, conducted by subject experts appointed by the University. The Viva voce shall be conducted by two examiners. For external viva, both of them shall be external examiners. Appearance of CA and ESE are compulsory and no marks shall be awarded to a candidate if he/she is absent for CA/ESE or both. The Viva Voce will contain questions from all the courses of the programme as well as the Project / Dissertation. The total marks for the Viva Voce is 50 (external only) and the total credit 2.

Objectives of the Viva-Voce

Apart from assessing the knowledge amassed from curriculum, the comprehensive viva-voce attempts to assess the practical knowledge gained from exposure to industry as well as the student's research and academic skills as expressed in the Dissertation. Students are advised to bring certificates of participation/paper presentation in seminars and conferences along with papers presented/published if any. Students can also bring certificates of participation in events like tourism academic fests, travel marts etc. Such academic/extracurricular credentials could serve as indicators of their pursuit, involvement, and commitment to meet the goals of the MTTM programme and level of excellence achieved.

Model Question Papers

I Semester MTTM Degree Examination**MTT1C01 CONCEPTS AND DIMENSIONS OF TOURISM****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the different types of tourism. What are the latest emerging trends in tourism?

Or

- b) Discuss in detail the characteristics and components of Tourism industry.

2. a) Mention the various Tourism Laws and Regulations existing globally.

Or

- b) Explain the various stages in the evolution of Tourism from old age to twenty first century.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Define tourism.

- b) What are the objectives and activities of IATA?

- c) Tourism is an interdisciplinary subject. Elucidate.

4. a) Who is an intermediary?

- b) Explain the importance of statistical measurement of tourism.

- c) As a tour specialist, how will you assess the current market for 'Grey Tourism'.

5. a) Write a note about ITDC.

- b) Discuss what you mean by Tourism Barometer and Tourism Satellite Accounting.

- c) Comment your opinion on positives and negatives of the new Tourism Policy of Kerala.

6. a) What is Manila Declaration?
 - b) Explain in detail Leiper's Tourism System.
 - c) Has the Environment Protection Act of India been successfully implemented? Give your opinion in view of the current trends.

7. a) Which are the categories of attractions?
 - b) Explain the process of Company Law.
 - c) Predict in your own words the position of World Tourism after fifty years from now.

8. a) Explain the importance of PATA.
 - b) Briefly mention the interrelationship between Tourism, Recreation and Leisure.
 - c) How International Tourism is affected by the rules and regulations being imposed by various countries. Explain giving suitable examples.

I Semester MTTM Degree Examination**MTT1C02 MANAGING ACCOMMODATION AND HOSPITALITY OPERATIONS****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain different types of hotel ownership that are popular worldwide.

Or

- b) Discuss the functions of various departments in a hotel.

2. a) Describe in detail the various F & B outlets in a hotel. What are the main forms of service?

Or

- b) Explain the concepts of Yield Management and Total Quality Management. As a Manager of a hotel with hundred rooms, what steps and strategies will you take for maximizing the profit levels?

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Write a note on hotel lobby and its associated sections.

- b) What are the essential qualities of a front office receptionist?

- c) Explain how the concept of 'Athithidevo bhavah' with relevance to ancient India.

4. a) What are the functions of the house-keeping supervisor?

- b) Examine the various methods of bill settlement in a hotel.

- c) Do you think the increase of luxury taxes by the Government has affected the performance of hotels?

5. a) Write about HRACC.

- b) Give a brief history of hospitality industry in India.

- c) You are the General Manager of a star hotel with 50 rooms. What techniques will you adopt to maintain the occupancy at 60 % during off season?
6. a) What are the essential tasks of the reception assistant at night?
b) What is supplementary accommodation? Give examples.
c) How has the entry of foreign hotel chains changed the hospitality scenario of India? Discuss the positive and negative impacts.
7. a) Explain the meal plans.
b) Describe in detail the various stages of a guest cycle.
c) You are a new front office executive in a star hotel. Explain how you will handle a group of 15 German tourists who check into your hotel for two night stay.
8. a) Explain what is meant by Form F and Form C.
b) Prepare the organization chart for the food and beverage department of a five star hotel.
c) You have the charge of Quality Management in a resort. Explain the procedures that you will adopt for energy, water and waste management.

I Semester MTTM Degree Examination**MTT1C03 TOURISM PRODUCTS OF INDIA****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Discuss in detail the major physiographic regions of India.

Or

- b) Define the term, “adventure tourism.” What are the different classifications of adventure sports?

2. a) Point out the various classical dance forms in India. Explain the role of performing arts in promoting Indian tourism.

Or

- b) Write an essay about the world heritage sites in India.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Write in detail about the various types of Indian Painting.

- b) Give an appreciation of different temple architectural styles in India.

- c) You are an adventure tour operator. In Goa you are conducting a lecture on water sports. Make a note on the three major under water activities.

4. a) Write a note on Indian folk dances.

- b) “India is a land of fairs and festivals.” Elucidate.

- c) A group of tourists from Japan has arrived Delhi and are interested in a Buddhist tourism circuit covering North India. Prepare an itinerary mentioning the major sites in North India that can be covered by them.

5. a) Give an account on the handicrafts of India.

- b) Explain the importance of Forests as a Tourism Product.

- c) Based on the recent disasters that devastated the Char Dham Circuit of Uttarakhand, as a tourism planner how will you plan sustainable pilgrim tourism in future?
6. a) Narrate the tourist attractions of Rajasthan.
b) Explain any three unique tourism products serving as accommodation in India.
c) Do you think Tourism development has affected the fragility of Western Ghats? As tourism professional how will you assess the controversial Kasturirangan and Gadgil reports with respect to the industry?
7. a) Explain about the potential of beach tourism in India.
b) Give a brief account on the ecotourism resources of India.
c) Describe how the three USPs of Kerala, Houseboats, Ayurveda and Poorams helped in Tourism marketing of the state.
8. a) Mention the importance of luxury trains in India.
b) List out two pilgrim centers each per religion attracting huge number of tourists in India.
c) The Central Government has chalked out master plans for development of North East India through Tourism. Will it help in the overall development of these states?

I Semester MTTM Degree Examination**MTT1C04 RESEARCH METHODOLOGY FOR TOURISM****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) What do you mean by sample design? What points should be taken into consideration by an investigator in developing a sample design for a research project?

Or

- b) What is research methodology? Describe the different types of research with examples.

2. a) What are the chief functions of the tabulation? What precaution would you take in tabulating any data?

Or

- b) Explain the structure and components of a research report.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What is observation method of collecting data?
b) What is interview schedule? Define the merits and demerits of interview schedule.
c) Explain the importance of plagiarism in research reports.
4. a) What is applied research and fundamental research?
b) Write short notes on hypothesis.
c) Mention the major measurement and scaling techniques used in research process.
5. a) Write a short note on systematic sampling.
b) What is Chi-Square test?
c) How will the use of charts and diagrams help in research report?

6. a) What is analytical research?
b) Explain social science research.
c) Mention the importance of SPSS in modern research.

7. a) What is research?
b) What are the major areas of tourism research?
c) Write a note on the journals in Tourism and Hospitality.

8. a) Distinguish between primary and secondary data.
b) Write the need and importance of formulating objectives in an investigation?
c) Describe what you mean by Review of Literature.

II Semester MTTM Degree Examination**MTT2C05 TRAVEL GEOGRAPHY AND WORLD DESTINATIONS****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the major climatic regions of the World.

Or

- b) Discuss the various types of maps and their use in planning tours.

2. a) Describe the relevance of modern geo technologies and its application in tourism.

Or

- b) Mention in detail the importance of Modern Wonders of the World.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Distinguish between weather and climate.

- b) Explain how Asia has been classified based on Tourism point of view.

- c) Explain the importance of Africa as a tourism destination. How can Pro Poor Tourism help the world's poorest continent to develop?

4. a) What is a topo sheet? What is its importance?

- b) What are time zones? Explain flying time, standard time and Daylight saving time.

- c) You are an outbound tour operator. Prepare a travel itinerary for one week covering any two countries of South East Asia from Bengaluru.

5. a) How will you differentiate between general maps and thematic maps?

- b) Explain the role of remote sensing in Tourism.

- c) Draw an outline map of Europe and mark the following countries – France, Italy, Germany, Spain, Greece, Finland.

6. a) What do you understand by GPS and GIS?
 - b) Describe the importance of Caribbean Islands as a cruise destination.
 - c) If the time in ATL is 7 PM on 9th September, what is the local time in SHA?

7. a) Name the major Indian Ocean Islands.
 - b) Discuss the role of climate in determining the seasonality of tourism.
 - c) Flight AF leaves PAR at 12.30 on 12th December and arrives YMQ at 13.55 on the same day. Calculate the total flight time.

8. a) Which are the major spenders and earners of Tourism?
 - b) Explain the importance of Middle East as a pilgrim tourism destination.
 - c) The growth of Europe as a major tourism destination has been the result of a number of favorable factors and international understanding after the World Wars. Substantiate.

II Semester MTTM Degree Examination**MTT2C06 DYNAMICS OF TOURISM BUSINESS****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the functions of a travel agency. Draw a flow chart showing the major departments of a travel agency.

Or

- b) What is an itinerary? Explain the major types of tour packages.

2. a) Explain the various modes of Transportation.

Or

- b) Describe in detail the layout of an airport. Also prepare a list of arrival and departure formalities that take place in an airport.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What is the need of a Tour brochure?
b) Explain all the boxes in a passenger ticket.
c) Prepare an itinerary for a group of French tourists visiting Kerala for seven nights and eight days. The tour group arrives in Kochi and departs from Thiruvananthapuram.
4. a) Differentiate between GIT and FIT.
b) Explain briefly about Fiscal and Non-fiscal incentives available to travel agencies and its role in tourism industry.
c) Prepare an outbound tour package for a Kerala family for four nights and five days to Dubai. The tour group departs and arrives back from Kozhikode airport.
5. a) Write a short note on rent-a-car scheme.
b) Explain the role of aircrafts in the development of tourism.

- c) Comment your opinion on the development of Toll Expressways in India. Do you think roads should be developed in private partnership?
6. a) What is the role of IRCTC in Indian tourism?
b) Write a short note on luxury trains of India.
c) How do you justify the impact of Mass Rapid Transit systems in India in urban transport development? Discuss taking the case study of Delhi Metro.
7. a) Who are the major participants of foreign exchange market?
b) Mention about the foreign exchange and risk management in India.
c) How will fluctuations in Dollar affect the world travel and tourism? Describe citing the recent examples of Dollar v/s Indian Rupee exchange rates.
8. a) What do you mean by cargo rating?
b) Describe the major bills and papers used in air and ship cargo.
c) India has lot of scope in Containerization and Logistics development. Substantiate.

II Semester MTTM Degree Examination**MTT2C07 PRINCIPLES OF MANAGEMENT AND HR FOR TOURISM****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Write about the various types of organizations. Draw an organizational structure of a hotel.

Or

- b) What is planning? Explain the types and steps of planning.

2. a) Write about the leadership theories. State the major points of each.

Or

- b) What are the purposes of giving training and development programmes to the employees in an organization?

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What do you know about importance of management?
b) What do you mean by training and development?
c) Assess the service delivery and service quality gaps in an industry like tourism.
4. a) What are the various sources of recruitment?
b) Discuss the various types of departmentalization in an organization.
c) What is MIS? What is its importance in current business management? Justify assuming you are a Manager.
5. a) Make a brief note on advantages of tourism planning.
b) What do you mean by delegation of authority? Explain the barriers of delegation.
c) Discuss the role of Taylor and Fayol in the development of management thought.

6. a) Write a note about conflict management.
b) Examine the various methods of rewards and remuneration on the basis of hospitality industry.
c) How will you assess the good qualities needed for an efficient leader?

7. a) What are the main advantages of interpersonal relations in tourism industry?
b) Prepare a note on how attitudes of a person affect the entire productivity of an organization.
c) Discuss about the manpower planning of an organization in detail. Draw the different steps in manpower planning.

8. a) What do you mean by manpower planning?
b) What are the advantages and disadvantages of incentives in an organization?
c) Explain the issues and problems related to H R in hospitality industry. How they will badly affect the smooth functioning of the industry like hospitality?

II Semester MTTM Degree Examination**MTT3C10 FINANCIAL MANAGEMENT FOR TOURISM****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Define working capital and what are the factors affecting working capital.
Or
b) Bring out and Explain financial management and its objectives.
2. a) Briefly describe TFCI and its revenue management functions in Indian Tourism industry.
Or
b) Explain the process of Zero Based Budgeting.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What is Break Even analysis?
b) Evaluate the current cost accounting method for price level changes.
c) Prepare a sample balance sheet for one year for a travel agency.
4. a) Write a note on budgetary control.
b) Explain dividend policy. What are the major types of dividend policy?
c) Prepare a sample annual budget for a tour operator firm.
5. a) What is financial leverage?
b) Describe various types of theories of capitalization.
c) Comment on fixed asset management and analysis for a tourism firm.

6. a) What are the causes of over capitalization?
 - b) Bring out and Explain difference between fund flow statement and cash flow statement.
 - c) How has online banking technologies revolutionized travel industry?

7. a) Explain cost volume profit analysis.
 - b) Discuss the general principles of costing.
 - c) Work out the objectives, stages of development and scale of operations for a home stay that you are going to start.

8. a) Write a note on importance of financial and revenue management in tourism industry.
 - b) Briefly describe classification and preparation of cost sheet.
 - c) Assume you are a recruiter who has been asked to recruit manpower for the Accounts Department of a hotel. What essential qualities do you prefer in the candidates for profile?

III Semester MTTM Degree Examination**MTT3C11 TOURISM SERVICES MARKETING****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) What is product development? Describe briefly the steps involved in the process of new product development.

Or

- b) Write an essay on hotel marketing.

2. a) “Trade fairs and travel marts are new marketing tools in tourism industry.” Elucidate.

Or

- b) Explain the various stages of market research and market analysis.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What do you understand by need, want and demand?
b) Define marketing. Discuss the scope and importance of marketing.
c) Explain the SWOT analysis for Kerala as a destination. How will it be useful for market research?
4. a) What do you mean by a market?
b) Explain what you mean by relationship marketing.
c) Discuss the factors influencing consumer buying behavior.
5. a) Describe what is meant by a Brand.
b) Write a note on the seven P's in tourism marketing.
c) Describe the various distribution channels that you can utilize for marketing your Kerala Tour Package.

6. a) What do you understand by online marketing?
b) Why and how are market segmented?
c) Explain the importance of a Tour brochure in marketing. What strategies will you adopt for developing a quality brochure?

7. a) Discuss what is meant by a Target market.
b) Write an essay about the tourism markets for India.
c) Explain the role that you will play in building good relationship for a new travel product.

8. a) What is forecasting? What are the major types of forecasting?
b) Explain how CRS can be used as a marketing tool.
c) If you are a tour operator, what all social networking strategies will be implemented by you for tour promotion?

III Semester MTTM Degree Examination**MTT3C12 COMMUNICATION, ADVERTISING AND PUBLIC RELATIONS FOR
TOURISM****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the process of communication that will take place among the various departments of a hotel. Draw charts also.

Or

- b) Describe various types of communication. Describe the importance and objectives of communication in an organization.

2. a) Explain the role of modern means of mass communication and media.

Or

- b) Describe the role of travel writing, travel journalism and travel photography in the promotion of modern tourism.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Explain the process of Communication.
b) “Communication is intentional as well as unintentional.”-Discuss.
c) You have started a new inbound tour company to Kerala. What advertising strategies will you adopt for the first three years?
4. a) What are the stages of interpersonal communication
b) Write short notes on agenda and minutes.
c) Prepare a detailed agenda for the Board meeting of your event management company underlining the strategies for the next one year.
5. a) How has E-mail revolutionized modern communication?
b) What is effective communication?

- c) You have been invited to deliver a speech on the marketing initiatives of Kerala Tourism. Prepare the outline of a speech for ten minutes.
6. a) Explain the importance of Group Discussion in recruitment and selection.
b) Mention the main functions of Public Relations Department.
c) What are the major parts of a project report? Explain in detail the structure of a feasibility report you have been asked to prepare.
7. a) What is Transactional Analysis?
b) What do you mean by creative pyramid and advertising pyramid?
c) You are interviewing candidates for the post of Tourist Guide. What qualities would you look for in the candidates? Draft five questions you would ask.
8. a) What is the role of social networking in today's communication?
b) Write a note on barriers of communication.
c) You are a front office executive in a hotel. Write two letters to a guest reservation – one for confirming the reservation and the next for acknowledgement of advance receipt.

III Semester MTTM Degree Examination**MTT3C13 DESTINATION PLANNING AND DEVELOPMENT****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Evaluate the tourism attractiveness of coastal destinations of India, with special reference to any four destinations from Kerala.

Or

- b) Describe in detail the various steps of tourism planning.

2. a) Give a brief account of various theories of image formation.

Or

- b) Explain the various theories of travel motivation.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Expand what is SWOT analysis.
b) Explain the traditional concept and contemporary concept of tourism destinations.
c) In the developing countries like ours where the tourism industry has been facing the image problem, the application of marketing principles is essential. Give your reactions.
4. a) Define forecasting.
b) Describe Lundberg's concept of Tourism Environment.
c) Identify the importance of community level tourism planning with special reference to the case study of Kumarakom's responsible tourism initiative.
5. a) What is push pull model?
b) Differentiate decision tree approach and opportunity set approach of tourism destination selection process.
c) As a tourism planner, what essential guidelines will you prepare if you are appointed for developing a master plan for ecotourism in a fragile and sensitive forest?

6. a) What are the elements of promotion mix?
b) Explain the Gunn's theory of image formation. Define what are primary and secondary images as used in this theory.
c) Is destination branding the need of all companies today? Give your reactions.

7. a) Define propensity. What are its two categories?
b) What are the components of Cai's Model and Hankinson's model of branding?
c) As a tourism market researcher, how will you classify your tourist segments to Kerala based on their motivation?

8. a) What are the phases of brand building?
b) Describe the three stages of evolution of segmentation.
c) Do you think Public Private Partnership is essential for tourism projects? Justify.

III Semester MTTM Degree Examination**MTT4C14 CORPORATE EVENT MANAGEMENT****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the various types and categories of trade shows and exhibitions. What planning is required for organizing a trade show?

Or

- b) Discuss in detail the management process of a professional event.

2. a) Discuss the various staff associated with managing an international conference.

Or

- b) Explain the use of modern technology in event management.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What do you mean by business tourism?

- b) Briefly describe the history of MICE.

- c) You have been roped in to set up a new convention centre. Explain the major points to be considered in setting up a convention centre.

4. a) Distinguish between corporate and independent meeting planners.

- b) Write a note on the major onsite activities of a meeting.

- c) Throw light in to significance of Kerala Travel Mart and Road shows in Tourism promotion and marketing.

5. a) What is a trade show? What is the infrastructure required for a trade show.

- b) Explain the importance of incentive tours in India.

- c) What are the major types of seating arrangements in a conference room? Draw sketches for each type as a client has approached you for a conference for 50 pax.

6. a) Which are the major types of meetings?
b) What are the responsibilities of meeting planners?
c) UNWTO has declared the topic of World Tourism Day 2013 as 'Water and Tourism'.
Design a seminar time table and plan on the theme for two days with 6 sessions.

7. a) What is the relevance of pre and post conference tours?
b) What is the importance of negotiation in event management?
c) Wedding Tourism is getting popular in India and Kerala. As an event planner what all ideas can be woven for marketing this new product?

8. a) Explain the role and objectives of IACC.
b) How can events be marketed?
c) How can you market sports events? Has IPL contributed to the growth of domestic travel?

IV Semester MTTM Degree Examination**MTT4C15 LEISURE AND RECREATION MANAGEMENT****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the various types of resorts.

Or

b) Discuss in detail the importance of theme parks and malls in entertainment industry.

2. a) What do you mean by cruise tourism? Describe the major components of a cruise.

Or

b) Explain the importance of sports and games in international tourism promotion.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What do you mean by ski tourism?

b) Explain the seasonality of tourism resorts.

c) Do you think the entry of retail giants has affected local retailers in our country?
Comment on your own words.

4. a) How are theme parks classified globally?

b) Explain the challenges faced by theme parks.

c) Explain the role of celebrity marketing in sports taking Indian Cricket legend Sachin Tendulkar as an example.

5. a) Write a note on malls as a destination.

b) Discuss what you mean by logistics operations.

c) Do you think India has not yet tapped its water resources for tourism? Explain giving examples.

6. a) Which are the major cruise routes of the world?
b) Explain in detail the prospects of water transport in India.
c) Explain the internal and external challenges faced by the resort industry of Kerala.

7. a) Which are the major sports events of the world?
b) What do you mean by Golf Tourism and Golf Resorts?
c) Today theme parks have mushroomed across our country. Do you think benchmarking and quality assurance is mandatory? Discuss taking a case study.

8. a) What do you understand by a marina?
b) Briefly mention the importance of cruise marketing.
c) Which are the major casino destinations of the world? Do you think India need casino resorts for tourism promotion?

IV Semester MTTM Degree Examination**MTT4C16 TOURISM AND SOCIETY****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the economic, socio cultural and environmental impacts of tourism.

Or

- b) Discuss in detail the Global Code of Ethics for Tourism. What are the ten commandments of tourism?

2. a) Mention the various steps of community tourism assessment. What are the participatory development tools and approaches?

Or

- b) Describe the principles of sustainable development framework and its dimensions. Also describe in brief the concept of Responsible Tourism.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Differentiate between mass and alternative tourism.

- b) Discuss the Doxey's Irridex Model.

- c) Explain Responsible Tourism. Make a note on the case study of Kumarakom in RT.

4. a) What is the relevance of Earth Summit and Kyoto Protocol?

- b) Explain the Clean Development Mechanisms (CDMs).

- c) How does pollution affect destinations? Explain taking the case of a hill station of India as an example.

5. a) What do you understand by community capacity building?

- b) Discuss the importance of rural tourism in community empowerment.

- c) Do you think India is accessible friendly? What are your guidelines for making destinations in India accessible for all?

6. a) What is Brundtland Commission Report?
 - b) Explain in detail Pro – Poor Tourism.
 - c) Do you think the traditional and ritual art forms of Kerala have been commercialized by the impact of tourism? If yes, how can you lessen this impact?

7. a) What do you mean by Access Audit?
 - b) Explain the seven principles of Universal Design.
 - c) Explain UNDP's rural tourism project. Discuss in detail any two successful case studies.

8. a) Explain the importance of business cycle on tourism.
 - b) What are the barriers faced by travelers?
 - c) How can tourism industry help in sustainable and responsible development? Explain some good practices.

I Semester MTTM Degree Examination**MTT1E01 HERITAGE TOURISM MANAGEMENT****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Describe the various methods of heritage conservation and excavation.

Or

- b) Write a note on the major World Heritage Sites of India.

2. a) Explain the major types of Indian architecture.

Or

- b) Describe in detail the Seven Wonders of the World.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Differentiate between tangible and intangible heritage.

- b) Explain the role of museums in cultural heritage promotion.

- c) You are a tour operator in Mumbai. An archaeologist from UK has come to Mumbai for a conference. After the conference he has three to four days to spare. He has approached you. What all cave sites will you offer him? Explain the importance of the sites.

4. a) What are the various criteria for selection of World Heritage Sites?

- b) Which are the major articles related to conservation in India?

- c) You are the guide and escort for a study tour to the Golden Triangle. Make a list of the world heritage monuments in the three cities of the Golden Triangle and explain its importance.

5. a) What is the role of Archaeological Survey of India?

- b) Explain the process of selection of UNESCO World Heritage Sites.

- c) Prepare an itinerary mentioning the importance of six major Buddhist sites in North India for a group of Japanese tourists. Use air, rail and road transport.
6. a) Explain the functions of INTACH.
b) Briefly mention the relationship between Tourism and Cultural Heritage Management.
c) What are the problems faced by heritage destinations in India due to overcrowding by tourists? Chalk out an action plan as a tourism expert to reduce the impacts.
7. a) What is Niche Tourism?
b) Explain about the temple architectural styles of India.
c) Explain the features of a traditional Kerala Nalukettu. Will the Grihasthali project help in conserving these ancestral homes?
8. a) What are the recent trends in architectural conservation in India?
b) Define Special Interest Tourism? Give examples.
c) How can heritage be marketed as a tourism product? Explain taking the case of successful heritage hotels of India as example.

I Semester MTTM Degree Examination**MTT1E02 CONSERVATION PRACTICES AND ECO TOURISM****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain in detail the major ecotourism resources of India.

Or

- b) Discuss in detail the various biomes of the world. Explain the energy flow.

2. a) Explain the various types of pollution faced by today's world.

Or

- b) Describe the major conservation practices that can be adopted by tourism industry.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What is Niche Tourism?

- b) Define Ecotourism. What are the major principles of ecotourism?

- c) You are a wildlife tour operator. List a series of guidelines that you will give to your tourists while on tour.

4. a) What is Carrying capacity? Which are the major types of carrying capacity?

- b) Define Special Interest Tourism? Give examples.

- c) As the Officer in charge of a popular Wildlife Reserve, what steps will you take to control the overcrowding of tourists in the fragile and sensitive reserve?

5. a) What are the steps of Environmental Impact Assessment?

- b) Discuss the ethics to be observed in ecotourism.

- c) Explain the major attractions of Thenmala as an ecotourism destination as a tourist guide. Briefly mention the management of the destination.

6. a) What do you mean by ecological footprint?

- b) Define ecosystem. Which are the major types of ecosystem?

- c) As a tourism planner how can you incorporate local people into an ecotourism project? Give examples from successful case studies.
7. a) What is Energy Environment Nexus?
b) Define CRZ. Explain its impact on tourism.
c) You are the Manager of a medium size resort with 20 cottages. What steps can you taken for energy, water and waste management?
8. a) What do you mean by Limits of Acceptability Change?
b) Explain the importance of Environment Management Systems.
c) What is the impact of global warming on climate change? Explain giving recent examples from the media.

I Semester MTTM Degree Examination**MTT1E03 HEALTH TOURISM****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the origin and development of Health Tourism across the ages.

Or

- b) Discuss in detail Medical Tourism. What are the issues and challenges of this industry?

2. a) Explain the basic principles and treatment methods of Ayurveda.

Or

- b) Describe the importance of spas. Explain the layout of a modern spa.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Define Quality of Life (QOL).

- b) What are the major types of Health Tourism?

- c) Do you think traditional Ayurvedic systems are getting commercialized because of tourism?

4. a) What is the relevance of accreditation and insurance for Medical Tourism?

- b) Explain the importance of logistics required for modern hospitals.

- c) How can Kerala market its Ayurveda through new strategies to check competition from Sri Lanka and other neighboring countries?

5. a) Write a note on Panchakarma.

- b) Discuss the various treatments of Naturopathy.

- c) Explain the advantages and disadvantages of India as a Medical Tourism destination.

Explain in a power point presentation with ten slides.

6. a) Which are the major spa organizations?
b) Describe the use of steam, sauna and Jacuzzi in spas.
c) Of late Kerala is affected by many infectious diseases especially during monsoon season. Will this affect the brand image of Kerala? How can we rectify the same?

7. a) What is Cardio pulmonary resuscitation (CPR)?
b) Briefly mention the health documents and requirements for an international traveler.
c) You are a spa manager of a unit in a big city. What strategies will you adopt to market the spa among the urban population?

8. a) What do you mean by AYUSH?
b) What are the international health regulations for travelers?
c) What role can Government take to promote and preserve the indigenous healthcare systems of our country? Give your opinion as an expert.

II Semester MTTM Degree Examination**MTT2E04 AIRLINES AND AIRPORT MANAGEMENT****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the Human Resources required for Airline Industry?

Or

b) Mention the role of marketing in Aviation industry.

2. a) Describe in detail the structure of a modern airport.

Or

b) What is the importance of modern software systems in Air Ticketing? Explain in detail the major systems in use.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What are the major agreements in modern airline industry?

b) Explain the importance of ICAO and IATA.

c) Airlines today are facing a number of safety and security issues. Make a note on these issues giving recent examples.

4. a) What are the special requests by passengers while in flight?

b) Explain the baggage rules and its relevance.

c) Assess the role played by low cost carrier airlines in Indian domestic aviation. Also, what is the influence of low cost international carriers in Asia?

5. a) What do you mean by immigration and emigration?

b) Explain the major Customs channels in an airport.

c) Comment on your words how the upcoming airport of Kerala at Kannur complements the tourism development of Malabar.

6. a) Which are the major Air Traffic Areas?
 - b) Explain in detail the components of an air ticket.
 - c) The airport project at Aranmula in Kerala has been a controversial issue in media today. What do you think of the project? Evaluate the pros and cons.

7. a) Describe the basic flight principles.
 - b) Explain airline branding strategies.
 - c) Predict in your own words the position of World Aviation industry after fifty years from now.

8. a) What do you understand by air cargo?
 - b) Describe in brief about fare calculation.
 - c) You have undertaken your first flight. Explain the various formalities that you underwent in the airport as well as in flight.

II Semester MTTM Degree Examination**MTT2E05 CARGO AND LOGISTICS OPERATIONS****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Discuss the process of air cargo.

Or

b) Describe in detail the process of sea cargo.

2. a) Explain the process of containerization.

Or

b) Mention the importance of logistics operations today.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) What do you mean by cargo rating?

b) Describe the major bills and papers used in air and ship cargo.

c) India has lot of scope in Containerization and Logistics development. Substantiate.

4. a) Explain the functions of EXIM Bank.

b) Which are the major types of cargo?

c) How can you Understand Foreign Exchange Rates and Protection against Their Adverse Movement?

5. a) What is the air craft cargo configuration?

b) What are dangerous goods? How are they transferred in cargo?

c) Write a note on international set up for air transport for cargo in world today.

6. a) Which are the documents and bills used in shipping cargo?

b) Briefly mention the various types of cargo shipment.

- c) How will you assess the characteristics of shipping industry?
7. a) Define Inland Container Depot.
b) Explain the process of multi modal transport.
c) As an operator how will you assess manufacturing and operation management in containerization?
8. a) What do you know about third party logistics?
b) Explain the importance of material management.
c) What is the role of IT in logistics operations?

II Semester MTTM Degree Examination**MTT2E06 FOREIGN EXCHANGE SERVICES****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain in detail the major Foreign Exchange market.

Or

- b) Discuss in detail the role of Foreign Direct Investment in India.

2. a) Explain the process of Foreign Exchange Process.

Or

- b) Describe the Foreign Exchange Acts in India.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Who are the major participants of foreign exchange market?
b) Mention about the foreign exchange and risk management in India.
c) How will fluctuations in Dollar affect the world travel and tourism? Describe citing the recent examples of Dollar v/s Indian Rupee exchange rates.
4. a) What do you understand by International Monetary System?
b) Write a note on the foreign exchange rates.
c) Write the importance of foreign exchange management in travel and tourism.
5. a) Differentiate between equilibrium and disequilibrium.
b) Which are the various types of exchange rates?
c) What do you know about the factors affecting exchange rates?
6. a) Write a note about the exposure exchange rate arrangement in India.
b) Discuss about transaction economics and transaction exposure.
c) What are the issues related to devaluation?

7. a) What do you understand by monetary and fiscal policy?
b) Explain the theories of Foreign Direct Investment in India.
c) Do India need Foreign Direct Investment in tourism and hospitality?

8. a) What is Letter of Credit?
b) Explain the importance of sales and purchase license of Reserve Bank of India.
c) You are a Forex agent. What do you know about the documents used in foreign trade?

III Semester MTTM Degree Examination**MTT3E07 STRATEGIC MANAGEMENT IN TOURISM****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain in detail an overview of strategic management.

Or

- b) Discuss in detail strategy formulation in tourism.

2. a) Explain the importance of strategy implementation in service industry.

Or

- b) Describe the relevance of strategy evaluation and control.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Define strategy.

- b) Which are the types of planning systems?

- c) What do you think of the relationship between corporate governance and strategic management?

4. a) What do you know about environmental appraisal?

- b) Explain about corporate level strategies.

- c) How will you assess strategy formulation in tourism in Indian context?

5. a) Write a note on strategy choice.

- b) Discuss about SWOT analysis.

- c) Explain the advantages and disadvantages of strategic choice in service sector.

6. a) Define strategic planning.

- b) What are the types of strategy analysis?

- c) Mention the importance of Subjective Factors in Strategic Choice.

7. a) Write the issues in functional strategy implementation.
b) Briefly mention the functional plans and policies.
c) What do you know about the relation between social responsibility and strategic management?

8. a) What do you mean by strategic control?
b) Explain the role of organizational systems in evaluation.
c) Write a note about effective strategic control audit.

III Semester MTTM Degree Examination**MTT3E08 CUSTOMER RELATIONSHIP MANAGEMENT****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the process of CRM analytics.

Or

b) What do you know about the need for modern day CRM in service industry?

2. a) Describe in detail CRM implementation.

Or

b) What is the importance of relationship marketing in tourism?

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Define customer feedback.

b) Explain the importance of customer loyalty.

c) Assess the importance of CRM in hospitality services.

4. a) What is service recovery?

b) Explain the stages of SLA.

c) You are a tour organizer. What will be your need for customer retention for the success of your business?

5. a) What do you mean by customer information database?

b) Differentiate between market basket analysis and click stream analysis.

c) Comment on your words the ethics and legalities of data use.

6. a) Define call centre.

b) What do you understand by cross selling and up selling?

-
- c) You are working in front office in a hotel. How will you enhance consumer behavior in service encounters?
7. a) What are success factors?
b) Explain the role of CRM development team in an organization.
c) As a tourism professional, what service gaps can you find in the industry?
8. a) What do you understand by customer relationship audit?
b) Describe buyer – seller relationship model.
c) Write in your own words the role of communication in building relationships in tourism and hospitality services.

III Semester MTTM Degree Examination**MTT3E09 SALES AND DISTRIBUTION IN SERVICES****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain the various types of selling techniques.

Or

- b) Discuss in detail the recruitment and selection process of sales force personnel.

2. a) Explain the basics of physical distribution.

Or

- b) Describe the importance of marketing channels today.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Define personal selling.

- b) Explain the stages of selling process.

- c) You are a hotel manager. How will you make sales forecast in occupancy for the upcoming season?

4. a) What is sales audit?

- b) How will you classify sales territory?

- c) You are a tour organizer. What rewards and incentives will you give to your sales staff for better performance?

5. a) Write a note on physical distribution.

- b) Discuss the importance of target markets.

- c) Explain the advantages and disadvantages channel design strategies and structures in service industry.

6. a) Define marketing channel.
 - b) What are horizontal and vertical marketing systems?
 - c) Assess the need for Designing Customer Oriented Marketing Channels in services?

7. a) What is E – commerce?
 - b) Differentiate between intermediaries and infomediaries.
 - c) What is the need for e – enabled logistics today?

8. a) Define e – retailing.
 - b) Distinguish between disintermediation and reintermediation.
 - c) Explain the importance of e – enabled sales and distribution in tourism.

IV Semester MTTM Degree Examination**MTT4E10 MANAGING INTEGRATED RESORTS****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Which are the various types of resorts in world today?

Or

- b) Mention the importance of beach resorts in India. Do you think Coastal Regulation Zone is needed for resorts?

2. a) Which are the major mountain resorts of India? Taking an example explain how mass tourism has affected these resorts.

Or

- b) What are the major points to consider in properly managing resorts? Explain the external and internal challenges faced by resort industry.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Write a note on environmental mitigation plan.

- b) Describe the major features of a golf resort.

- c) You are a resort employee. Which are the major stresses that affect a resort employee according to you?

4. a) What do you know about resort branding?

- b) Explain the major phases of resort development process.

- c) You are a disaster management expert. Which are the major natural hazards that can affect a beach resort?

5. a) Mention the importance of major cruise routes.

- b) Briefly mention the zones of a resort according to Gunn.

- c) You are a resort manager. Identify the four steps of crisis management in a resort.
6. a) Write a note on spa resorts.
b) Briefly identify the planning and development stages of a resort.
c) What do you know about resort seasonality? How seasons affect Kerala Tourism?
7. a) Explain the importance of marina.
b) What are the stages of development of a resort positioning plan?
c) Define adventure tourism. Which are its three dimensions according to you as a professional adventure specialist?
8. a) Which are the major areas of a ski resort?
b) Mention the importance of base village in integrated resorts.
c) You are a resort planner. Write the major principles to be taken care of in designing a natural area resort.

IV Semester MTTM Degree Examination**MTT4E11 SPA OPERATIONS****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Describe the importance of spas. Explain the layout of a modern spa.
Or
b) Discuss in detail the marketing and planning of spas
2. a) Explain the various treatments offered in a spa.
Or
b) Assess the potential of India in development and promotion of spa tourism.

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3.) Write a note on natural spa resorts. Give examples.
b) Discuss about the various types of spas.
c) Prepare a wellness package for Kerala covering major destinations.
4. a) Which are the major spa organizations?
b) Describe the use of steam, sauna and Jacuzzi in spas.
c) Write the chronology of development of spa in the world in a chart form.
5. a) What is Wellness Tourism?
b) Which are the various areas of a spa?
c) You are a spa promoter. Prepare a brochure layout mentioning the services offered.
6. a) Write a note on day spa services.
b) Which are the types of massages usually offered in a spa?

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- c) You are working in a spa. To an enquiring customer, please mention the types of beauty treatments offered at your spa.
7. a) Mention the human resources being employed in a spa.
b) Write a note on the opportunities and challenges of spas.
c) How can you segment your target markets as a spa manager?
8. a) Define spa development concept.
b) Mention briefly about the service portfolio of spas.
c) What are the issues faced in spa operations today?

IV Semester MTTM Degree Examination**MTT4E12 CULINARY ARTS****Time: 3 Hours****Maximum Marks: 60**Section A

Answer the following questions in not less than 500 words (10 marks each) 2 x 10 = 20 marks

1. a) Explain in detail the various methods of cooking.

Or

b) Describe in detail the various F & B outlets in a hotel. What are the main forms of service?

2. a) Write a note on the major forms of cuisine in India.

Or

b) Discuss the role of housekeeping department in cleaning. What is the need for maintain hotels clean?

Section B

Answer any four questions (Part a in 50 words (2 marks); Part b in 100 words (3 marks) and part c in 200 words (5 marks) 4 x 10 = 40 marks

3. a) Define culinary art.

b) What are the various methods for food preservation?

c) Prepare a chart mentioning the evolution of culinary art in the world.

4. a) Explain the meal plans.

b) What is menu? Which are the different types of menu?

c) You are in charge of a restaurant. How will you do menu costing?

5. a) What is room service?

b) Discuss what is meant by KOT and BOT.

c) Prepare a basic plan for a restaurant with 20 covers.

6. a) Write a note on the major kitchen equipments used in hotels.

b) Define beverages. How can you classify beverages?

- c) You are conducting an interview for a chef. What are the qualities needed for a good chef?
7. a) What is a maid's cart?
b) Mention the importance of pest control in a hotel kitchen.
c) You are a restaurant manager. What step will you undertake to prevent fire in your property?
8. a) What are the functions of the house-keeping supervisor?
b) Prepare the organization chart for the food and beverage department of a five star hotel.
c) What is the importance of basic hygiene in food service establishments today? How can you ensure food quality?

Prepared by:

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Thank You