

1. OBJECTIVE:

The broad objective of the Master of Tourism Administration course is to impart to the Students, professional education and training in various aspects of business and its environment and provide them with opportunities to develop managerial and analytical skills in order to meet the challenges of business at the national and global level.

2. Eligibility for Admission:

Candidates who have passed the Bachelor's / Master's Degree examination of this University or of any other University recognized as equivalent thereto and has secured not less than 50% of the marks in the aggregate in Arts, Science, Commerce, Management, Social Sciences, Engineering/Technology courses shall be eligible for admission to the course. In the case of SC/ST/Cat-I students and blind students the minimum percentage of marks required shall be less by 5%.

3. Duration of the Course:

The course of study for M.T.A, degree shall extend over a period of two years divided into 4 (four) semesters. Each Semester will be of 16 weeks or more duration with a minimum of 90 actual working days.

4. Scheme of Instruction:

1. In each semester there will be seven papers (including practicals)
2. There will be 27 contact hours per week. This includes practicals.
3. Candidates are required to maintain record for computer practicals, which will have to be certified by the Chairman / Co-ordinator of the course, failing which students will not be permitted to take the end semester examination in that subject.

5. Attendance:

Each course (theory/practical) shall be treated as an independent unit for the purpose of attendance. A student shall attend a minimum of 75% of the total instruction hours in a course (theory/practical) including tutorials and seminars in each semester. There shall be no provision for condonation of shortage of attendance and a student who fails to secure 75% attendance in a course shall be required to repeat that semester.

6. Medium of Instruction:

The medium of instruction shall be English. However a candidate will be permitted to write the examination either in English or in Kannada.

7. Registering for the Examination:

A candidate shall register for all the papers of a semester when he appears for the examination of that semester for the first time.

examination at the end of each semester.

8.2 The details of the scheme of examination are as given below:

Sl. No.	Course	Duration	No. of papers per semester	Maximum Marks of Per Semester	No. of Credits
1	M.T.A	I & II	6+1	700	52 (26+26)

8.3 Each semester will normally have six (Hardcore) and one (soft core) paper and each shall be for 100 marks.

8.4 (i) The composition of theory and internal assessment marks for each paper will be 70 and 30 respectively. However, in Computer related papers it will be 70+30 (theory + practical).

ii. Duration of examination per theory paper of 70 marks shall be for 3 hours, for practicals it will be 1 1/2 (one and half) hours.

iii. Practical records will be evaluated as part of the practical examination.

iv. In case of practical examinations, students will be assessed on the basis of knowledge of processes, skills operations involved, results/calculations and reporting.

v. Practical examination will be conducted with both internal and external examiners. If the external examiner absents, then the examination will be conducted by two internal examiners.

8.5 Every theory paper shall ordinarily consist of two/three sections, developed to testing of conceptual skills, understanding skills, comprehension - skills, articulation and application skills.

8.6 (i) In case of theory papers the various components of internal assessment will be as follows:

- i. Assignment ó 5 Marks
- ii. Attendance ó 5 marks
- iii. Internal Test ó 20 Marks

(The test shall be for 1 1/2 hour duration carrying 40 marks. The marks scored by the candidate shall be later reduced to 20 marks).

(ii) The Departmental Council / College / Centre shall notify in the first week of each semester, scheme of internal assessment, containing the details of tests, assignments, and seminars.

(iii) Co-ordination Committee: In order to monitor IA tests there shall be Co-ordination Committee consisting of the following:

1. Chairman BOS: Chairman
2. One senior faculty member
3. Two members from affiliated colleges as recommended by the BOS

rior to the last working day, I.A. marks secured by the
laid on the notice board.

(v) The Departmental Council / College / Centre may decide to give test/seminar to candidates who absent themselves for the above, only if the Council is convinced that the absence of the candidate is on valid grounds. However, the Council will allow the candidate to avail of this provision within the duration of that semester.

(vi) The statement of internal assessment shall be sent to the Registrar (Evaluation) one week prior to the commencement of that particular semester examination.

Question Paper Pattern:

Section – A:

Answer any Seven Questions out of Ten. Each Question Carries Two Marks (7x2=14)

Section – B:

Answer any Four Questions out of Six. Each Question Carries Five Marks (4x5=20)

Section – C:

Answer any Three Questions out of Five. Each Question Carries Twelve Marks (3x12=36)

9. Study Tour and Viva – Voce

A Study Tour and Viva ó Voce would be based especially on Study Tour to tourist centers in the region. Accompanied by the Male and Female Faculty of the department, it would be compulsory for the students to attend the Study Tour to the tourist centers for at least one week and submit a comprehensive Tour Report to the Department. The students failing to attend the Study Tour would not be allowed for appearing Viva ó Voce Examination, such students will have to undertake the Study Tour during the next academic year's programme. The Study Tour Report would comprise for 35 marks and Viva ó Voce would be for 15 Marks

10. Internship Training:

Each student will select one business unit like Tourism/Hospitality/Airlines/Travel Trade/Travel Media etc., organization for his training after the second semester. The student will study the organizational structure, financial position, information systems, tourist profile, profile of competitors and the like, besides studying the marketing, HR and operations practices and submit a report in the beginning of third semester which will be evaluated for 50 marks by single examiner.

11. Dissertation:

Each candidate is required to develop a case in Tourism/Hospitality/Airlines/Travel Trade/Travel Media organization and analyse the same with probable solutions and submit a report based on the above to the Chairman of the Department before the end of semester. This will be evaluated for 200 marks. Dissertation guidance for a faculty member will involve a workload of 5 hours per week in a semester. Dissertation guidance of 8 students by a faculty member will be equivalent to the teaching of one paper per semester. Viva voce examination will be conducted for 50 marks by BOE.

12. Board of Examiners and Valuation of Answer Scripts:

12.1 Each written paper shall be valued by one internal examiner and one external examiner. Each practical examination shall be jointly conducted and evaluated by one

external examiner or two external examiners if there are no
by two internal examiners.

12.2 If the difference in marks between two valuation is more than 15% of the maximum marks, the Registrar (Evaluation) or his nominee shall check the entries and the total marks assigned by the two valuers. If there is any mistake in totaling, it shall be rectified. While checking the total, if it is observed that any one or more of the answers is not valued by one of the valuers, the Chairman, BOE shall advise internal members of the Board of Examiners to value that answer. After receiving the marks, the Chairman, BOE shall make the necessary corrections. Despite all these corrections, if the difference between the two valuations is still more than 15%, the Chairman, BOE shall arrange for third valuation by examiners from the approved panel of examiners.

12.3 In case of two valuations, the average of the two valuations and if there are three valuations, the average of the nearest two valuations shall be taken for declaring results. The candidates not satisfied with the results may apply for photocopies of the answer scripts and / or challenge valuation.

13. Challenge Valuation:

A student who desires to challenge the marks awarded to him/her may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 15 days after the announcement of the results. Such candidates shall be provided with a Xerox copy of the answer book after concealing the name of the valuers.

The answer scripts for which challenge valuation is sought for shall be sent to another external examiner. The average of the marks awarded in the challenge valuation and the marks of the earlier valuation which is closer to the challenge valuation shall be the final award.

Classification of Successful candidates:

Minimum for a pass in each paper shall be 40% (Semester paper in that/end paper no minimum for internal assessment) and 50% in aggregate of all the semester. However, minimum pass in each paper shall be 40% in semester end exam and 50% in aggregate of all papers in that semester.

The results of successful candidates at the end of each semester shall be declared on the basis of Percentage of Aggregate Marks and in terms of Grade Point Average (GPA) and alpha ó sign grade. The results at the end of the fourth semester shall also be classified on the basis of Percentage of Aggregate Marks and on the basis of the Cumulative Grade Point Average (CGPA) obtained in all the four semesters and the corresponding overall alpha ó sign grade. An eight point grading system, alpha ó sign grade as described below shall be adopted.

First Class with Distinction	70% and above (A+, A++ or O)
First Class	60% and above but less than 70% (A)
High Second Class	55% and above but less than 60% (B+)
Second Class	50% and above but less than 55% (B)
Pass Class	40% and above but less than 50% (C)

Scale:

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	5-<5.5	5.5-<6	6-<7	7-<8	8-<9	9-10		
Alpha-Sign Grade:	D	C	B	B+	A	A+	A++	O

The Grade Point Average (GPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of fourth semester shall be computed as follows:

Computation of Grade Point Average (GPA):

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course as per the table below. They shall be generally percentages divided by 10. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the course and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

ILLUSTRATION 1 (26 Credits)

Papers	P1	P2	P3	P4	P5	P6	P7	Total
Max. marks	100	100	100	100	100	100	100	700
% Marks Obtained	77	73	58	76	64	66	82	496
Grade Points Earned (G.P.)	7.7	7.3	5.8	7.6	6.4	6.6	8.2	-
Credits for the Course (C)	4	4	4	4	4	4	2	26
Total GPW = GP x C	30.8	29.2	23.2	30.4	25.6	26.4	16.4	182

Semester Aggregate Marks : $496 / 700 = 70.86\%$

Classification of Result : First Class with Distinction

The GPA shall then be computed by dividing the total GPW of all the courses of study by the total credits for the semester, $GPA = \text{Total GPW} / \text{Total Credits} = 182 / 26 = 7.0$

Semester Alpha Sign Grade: A+

ILLUSTRATION 2 (24 Credits)

Papers	P1	P2	P3	P4	P5	P6	Total
Max. marks	100	100	100	100	100	100	600
% Marks Obtained	67	73	78	76	84	88	466
Grade Points Earned (G.P.)	6.7	7.3	7.8	7.6	8.4	8.8	-
Credits for the Paper	4	4	4	4	4	4	24
Total GPW = GP x C	26.8	29.2	31.2	30.4	33.6	35.2	186.4

Semester Aggregate Marks: $466 / 600 = 77.67\%$

Classification of Result: First Class with Distinction

$GPA = \text{Total GPW} / \text{Total Credits} = 186.4 / 24 = 7.77$

Semester Alpha Sign Grade: A++

Calculation of Cumulative Grade Point Average (CGPA):

The Cumulative Grade Point Average (CGPA) at the end of the fourth semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the four semesters by the total credits for the programme.

ILLUSTRATION I

Semester	I	II	III	IV	Total
Total Marks per Semester	700	700	600	600	2600
Total Marks Secured	496	560	466	510	2032

	A+	A++	A+	A++	-
	7.0	8.0	7.77	8.5	-
	26	26	24	24	100
Semester GPW	182	208	186.5	204	822.9

Aggregate Percentage of Marks = $2032 / 2600 = 78.15 \%$

Classification of Result: **First Class with Distinction**

Cumulative Grade Point Average (CGPA)

= Total of Semester GPW / Total Credits for the programme = $780.5 / 100 = 7.805$

Programme Alpha Sign Grade: **A++**

These are the sample illustrations of computing semester grade point averages and cumulative grade point average and the alpha sign grades assigned.

13. MINIMUM FOR A PASS:

- 13.1 A candidate shall be declared to have passed the PG program if he/she secures at least a CGPA of 4.0 (Course Alpha-Sign Grade C) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as Theory Papers / Practicalø / Project Work / Dissertation / Viva-Voce.
- 13.2 The candidates who pass all the semester examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.0 (or Alpha-Sign Grade A).
- 13.3 The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.
- 13.4 A candidate who passes the semester examinations in parts is eligible for only Class / CGPA and Alpha-Sign Grade but not for ranking.
- 13.5 There shall be no minimum in respect of internal assessment.
- 13.6 A Candidate who fails in any of the unit / project work / Project Report / dissertation / viva-voce shall reappear in that unit / project work / Project Report / dissertation / viva-voce and pass the examination subsequently.

14. CARRY OVER PROVISION: Candidates who fail in a lower semester examinations may go to the higher semesters and take the examinations.

15. REJECTION OF RESULTS:

- i. A candidate who fails in one or more papers of a semester may be permitted to reject the result of the whole examination of that semester. Rejection of result paper wise shall not be permitted. A candidate who rejects the results shall appear for the examination of that semester in the subsequent examination.
- ii. Rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.
- iii. Application for rejection along with payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the department/college together with the original statement of marks within 30 days from the date of publication of the result.
- iv. A candidate who rejects the result is eligible for only class and not for ranking.

all the papers of a semester may be permitted to improve the whole examination of that semester.

- ii) The reappearance could be permitted twice during double the period without restricting it to the subsequent examination only. The regulation governing maximum period for completing various degree/ diploma programme notified by the University from time to time shall be applicable for improvement of results also.
- iii) The student could be permitted to apply for the improvement examination 45 days in advance of the pertinent semester examination whenever held.
- iv) If the candidate passes in all the subjects in reappearance, higher of the two aggregate marks secured by the candidate shall be awarded for that semester. In case the candidate fails in the reappearance, candidate shall retain the first appearance result.
- v) A candidate who has appeared for improvement is eligible for class only and not for ranking.

Internal assessment marks shall be shown separately in the marks card. A candidate who has rejected the result or who, having failed, takes the examination again or who has appeared for improvement shall retain the internal assessment marks already obtained.

A candidate who fails in any of the semester examinations may be permitted to take the examinations again at a subsequent appearance as per the syllabus and scheme of examination in vogue at the time the candidate took the examination for the first time. This facility shall be limited to the following two years.

17. POWER TO REMOVE DIFFICULTIES

- i) If any difficulty arises in giving effect to the provisions of these regulations, the Vice-Chancellor may by order, make such provisions not inconsistent with the Act, Statutes, Ordinances or other Regulations, as appears to be necessary or expedient to remove the difficulty.
- ii) Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

SM ADMINISTRATION) - COURSE MATRIX

I SEMESTER M.T.A (MASTER OF TOURISM ADMINISTRATION)

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
1.1	Tourism Industry: Principles, Policies & Practices	4	3	30	70	100	4
1.2	Geography of Tourism	4	3	30	70	100	4
1.3	Indian Cultural Heritage	4	3	30	70	100	4
1.4	Ethical, Business and Legal Environment of Tourism	4	3	30	70	100	4
1.5	Travel Trade Management	4	3	30	70	100	4
1.6	Managing Behavioral Processes in the Organization	4	3	30	70	100	4
1.7	Soft Core Communication Skills	3	3	30	70	100	2
I SEMESTER TOTAL OF CREDITS							26

II SEMESTER M.T.A (MASTER OF TOURISM ADMINISTRATION)

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
2.1	Managerial Accounting for Tourism	4	3	30	70	100	4
2.2	Destination Marketing	4	3	30	70	100	4
2.3	Methodology of Research	4	3	30	70	100	4
2.4	E ó Tourism	4	3	30	70	100	4
2.5	Tourism Analysis for Policy Decision Making	4	3	30	70	100	4
2.6	Sustainable Tourism	4	3	30	70	100	4
2.7a	Soft Core Personality Development	2	2	15	35	50	1
2.7b	Compulsory Study Tour and Viva ó Voce					50	1
II SEMESTER TOTAL OF CREDITS							26

MASTER OF TOURISM ADMINISTRATION)

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
III SEMESTER M.T.A (MASTER OF TOURISM ADMINISTRATION)							
3.1	Foreign Language ó French	4	3	30	70	100	4
3.2	Tourism Finance	4	3	30	70	100	4
3.3	Destination Planning & Development	4	3	30	70	100	4
3.4	Airlines Management	4	3	30	70	100	4
3.5	Tourist Relationship & Quality Management	4	3	30	70	100	4
3.6	Open Elective	4	3	30	70	100	4
3.7	Internship Project Report	--	--	--	50	50	2
III SEMESTER TOTAL OF CREDITS							26

IV SEMESTER M.T.A (MASTER OF TOURISM ADMINISTRATION)

Paper	Subjects	Instruction Hrs/Week	Duration of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
IV SEMESTER M.T.A (MASTER OF TOURISM ADMINISTRATION)							
4.1	Foreign Language ó French	4	3	30	70	100	4
4.2	E - Travel Media & Public Relations	4	3	30	70	100	4
4.4	Airline & Cargo Management	4	3	30	70	100	4
4.5	Entrepreneurship & Event Management	4	3	30	70	100	4
4.6	Dissertation & Viva – Voce	14	--	Viva - Voce 50	200	250	10
IV SEMESTER TOTAL OF CREDITS							26

Open Elective

- a. Income Tax
- b. Finance and Banking

with necessary elements of grammar and acquire basic skills in written and verbal communication in French language.

Unit – 1 :-

Introduction to the French Language

Unit – 2 :-

Unite I of the Prescribed Text

Unit – 3 :-

Unite I

Unit – 4 :-

Unite II

Unit – 5 :-

Unite II

Books for Reference:

- Alliance Francaise de Delhi -Methode de Francais de l'Hotellerie et du Tourism Pour Debutants ó w.r.goyal Delhi 1999.

2 Tourism Finance

Understand the importance of Finance function in a service organization.

2. To make the student understand the sources of Finance and its effective Management in Tourism and Travel Industry.

Unit – 1:-

Finance Management ó Meaning and Definition ó Scope, Functions and Goals.

Unit – 2:-

Financial Planning ó Objectives and Scope ó Nature and Characteristics of ideal financial planning ó Determinants of financial planning ó Estimation of Capital requirements of a firm. Sources of raising Capital ó Equity & Preference Shares, Debentures, Retained Earnings, Public deposits, Loans and borrowings from Financial institutions ó Leverage ó Capital Structure decision ó Cost of Capital ó Specific Cost and Overall Cost.

Unit – 3:-

Long-term investment decisions ó Methods of Evaluating Projects ó Alternative methods ó DCF and Non-DCF techniques.

Unit – 4:-

Working Capital ó Concepts ó Requirements of Working Capital ó Components ó Control of Working Capital ó Working Capital Finance.

Unit – 5:

Dividend Policy ó Concept ó Determinants ó Behavioral models of dividend policy. Tourism Finance Corporation of India ó Scope and its Functions ó Financing of Tourism Projects.

Books for Reference:

- Weston & Brigham- Essentials of Managerial Finance, The Dryden Press.
- James Valnhorne- Fundamentals of Financial Management, Prentice Hall(PHI).
- Schall & Haley- Financial Management Mc Graw Hill.
- Brealy & Myers- Principles of Corporate Finance, Mc Graw Hill.
- Prasanna Chandra- Financial Management Theory and Practice, Tata Mc Graw Hill
- I M Pandey-Financial Management. Vikas Publishing House.
- Khan & Jain-Financial Management. Tata. Mc Graw Hill.
- Richard Kotas- Management Accounting for Hospitality and Tourism.Thomson Learning.

to assess the tourism potential of a destination and prepare tourism development plan as well as marketing techniques

É To familiarize with the destination branding practices as well as to introduce advanced analysis and research in the field of destination development.

Unit-1

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.

Unit-II

Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.

Unit-III

Destination Image Development - Attributes of Destinations: Personø determined image, Destination determined image, measurement of destination image ó Destination branding perspectives and challenges- Creating the Unique Destination Proposition ó Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study of Karnataka as a brand.

Unit-IV

Destination Promotion and Publicity - Six ÷Aø framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix ó Destination Competitiveness ó Distribution Channels- Marketing Communication and Strategies.

Unit-V

Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- UNWTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Environmental Management Systems ó Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping (practical assignment).

Books for Reference:

- C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
- Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann.
- Richard W.Butler (2006), the Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
- Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
- Shalini Singh, Dallen J.Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing.
- Geoffrey Ian Crouch, J.R. Brent Ritchie & Horst-Herbert G. Kossatz (2003), The Competitive Destination: a Sustainable Tourism Perspective, CABI Publishing.

Airline Management

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ynamics of airlines and their linkages.

- To study the international airfares, regulations and formalities to travel, different organizations and their contribution to airlines management.

Unit - I

History, growth and development of aviation industry. Aviation in India, present status of airline companies, airports, airport security etc ó Open sky policy- Freedoms of Air - International Conventions - Warsaw Convention - Chicago Convention ó Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

Unit - II

Three letter city and airport code - Airline designated code ó Local Currencies around the world- Currency regulation ó IATA Areas and sub-areas, Global Indicators- NUC conversion factors ó Class of Service- PAT- planning itinerary by air Types of Journeys ó Introduction to fare construction - Mileage principles - Extra Mileage Allowance (EMA), Extra Mileage Surcharge

Unit - III

Fare Calculation- One Way Journey and HIP check, Taxes, Passenger ticket - Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan. Case studies of selected Airlines.

Unit - IV

World Time Zones and Elapsed Travel Times, Familiarization with OAG and Interpreting Flight Time Table.

Unit-V

Industry Codes, Terminology and Definitions- Baggage Allowance ó Information Technology- Internet-GDS-Online Web based Timetable

Books for Reference:

- Air Tariff Book
- IATA lives Animals Regulation Manual.
- IATA Training Manual.
- Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
- Joel Lech, ÷Airfare secrets exposedø Powell Books, London, 2002
- Journal of Air Transport Management by Elsevier Science
- K.Sikdar, All you wanted to know about airlines functions
- R. Doganis, ÷Airport Businessø

of Service quality delivered to the tourist as well as have
strengthen the Long Term Relationship

- To facilitate how to assess and improve the services and prepare plans accordingly to compete in the dynamic market environment.

Unit - I

Tourist Relationship ó Acquisition and Retention ó Loyalty - Profitability and Value Modelling ó Satisfaction Measurement - Feedback and Service Recovery - Managing and Sharing Visitor data ó Visitor Information Databases - Ethics and Legalities of data use ó Data Warehousing - Mining, Analysis - Market Basket Analysis (MBA) ó Click Stream Analysis - Personalization and Collaborative Filtering - Marketing of Services - Tourism as a Service ó Characteristics, Classification - Building Service Aspirations - Behaviour - Service Design and Development ó Technology as an enabler of Service - Service Delivery ó Types, Causes & Strategies to resolve the gaps in Service Quality

UNIT – II

Introduction to Total Quality Management in Tourism - Concepts of Quality and Total Quality, The Quality Gurus - The Baldrige Quality Award - Costs of Quality, Organizing for Quality Control, Statistical Quality Control, Concepts of Quality Assurance - Evolution of TQM, Quality Philosophies, Deming Philosophies, Quality Trilogy, Philip Crosby's tenet, Taguchi's Quality Loss Functions, Feigenbaum Philosophy

UNIT - III

Service Process Management and Quality Control Tools - TQM Models, ISO 9001-2000, QS 9000, Quality Function Deployment, Concepts and Techniques, Six Sigma Concept, Deming's PDCA Cycle, Poka Yoka and 7 QC Tools - Definition of the Seven Statistical Tools - Pareto Diagrams - Cause & Effects Diagram ó Histograms - Control Charts - Scatter Diagram ó Graphs - Check Sheets - Key Elements - Check Pointers

UNIT - IV

Bench Marking - Evolution, Concepts, Advantages, Limitations, Areas to Benchmark, Levels and Types, Role of Benchmarking in TQM - Tourism and Hospitality Business Process Reengineering - Principles, Concepts, benefits and Limitations of BPR, Reengineering Process and its relevance to TQM

UNIT - V

Quality Aspects in a Service Organization - Managing Quality in Service organizations - Quality Control - Just- in-time concept - Deming's Principle HRM & Quality Management - Role of HRD, Training and development - Changes related to performances and its measurement - Importance of Frontline staff - Building a Quality organization - Organizing and implementing ó TQM - Roles in organizational transition to TQM - Small groups and Employee involvement - Teams for TQM- Benchmarking - Educating the customers about Quality - ISO Series - Obstacles to TQM

Books for References:

- Total Quality Management-James. R. Evans, South Western Publishers, 2/e, 2000
- Total Quality Management-Dale.H.Besterfield, Carol Besterfield, Pearson/PHI UNIT 5 (5Hours)



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Marketing & Management, Response Books, Sage

Wirtz (2004), Services Marketing, Pearson Education,
Delhi.

- Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.
- Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.
- Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A.Brown, Customer Relationship Management, John Wiley & Sons.
- Lovelock (2003), Services Marketing ó People, Technology & Strategy, Pearson Edn, Singapore.
- Zeithmal, Parasuraman & Berry ó Delivering quality service, The Free press, New York.

- To enable the students to familiarize students with necessary elements of grammar and acquire basic skills in written and verbal communication in French language.

Unit – 1 :-
Unite III

Unit – 2 :-
Unite III

Unit – 3 :-
Unite IV

Unit – 4 :-
Unite IV

Unit – 5 :-
Tourism au Karnataka

Books for Reference: -

- Alliance Francaise de Delhi -Methode de Francais de l'Hotellerie et du Tourism Pour Debutants ó w.r.goyal Delhi 1999.

... communication skills through experiential training and to acquaint with the etiquettes of business communication.

- To gain comprehensive understanding of the important functions of Public Relations and travel journalism and its role in tourism promotion which will equip the students with the practical know-how on travel writing and the dynamics of making travelogues.

UNIT I

Oral communication skills: Public speaking ó skills ó Brainstorming - Methods - Measurement of impact of communication ó Mass media ó Media relations. Business Communication: Foundations, Characteristics of effective business messages - Writing business proposals ó Communication across cultures ó Communication challenges - Language Laboratory - Practical exercises & discussions

UNIT II

Introduction to contemporary public relations óó Organizational context of public relations ó Social context of public relations ó Communication and Public opinion ó Principles of persuasion, adjustment and adaptation ó PR in Tourism.

UNIT-III

Travel Writing: Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets - Travel Books - Guide Books - Accommodation Guides - Business Travel - Coffee Table Books, Autobiographical Tales - Anthologies.

UNIT-1V

Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism. Research Topics: Sources of Information - Research on the Internet - Researching on the spot - Organizing research material.

UNIT-V

Developing Ideas for Travel Articles - Journey Pieces - Activity Pieces - Special Interest Pieces - Side-trips ó Reviews - Ideas from own travel experiences - Ideas from other sources. How to portray the experiences: Practical tips- Choosing the right words - Verbs, Adjectives and Clichés, Illustrations - The Practicality of taking photographs, Non-photographic illustrations.

Books for REFERENCES

- Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
- Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
- Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
- Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
- Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
- Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai.
- Janet Macdonald (2000), Travel Writing, Robert Hale, London.
- Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
- Clark, Riley,M., Wood,R.C. (1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
- Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne.
- Arvaham E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

ynamics of airline and cargo industry, airport and airlines management linkages.

- To study the international airfares, regulations and formalities to travel, different organizations and their contribution to airlines management.

Unit - I

The Airport ó Terminals ó Transit Area ó Departure Formalities ó Arrival Formalities- Equipments and Airport Facilities ó Baggage Handling - Travel Formalities ó Passport ó Visa ó Health Certificates ó Taxes ó Customs and Currencies and Travel Insurance with Travel Information Manual (TIM)

Unit - II

Return Trip Journey ó Round Trip- Circle Trip- Open Jaw- Overview of Special Fares

Unit - III

Airline Tour Packages ó Definition -Tour Components- Tour Brochure- Reservation

Unit - IV

Management of Airlines ó Airlines personnel and revenue earning, Airport management, , - Procedures and Practices; special passengers, airport access, in-flight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment- Customer Service in the Travel Industry

Unit - V

Air Cargo: Aircraft and Cargo terminal facilities ó Cargo booking procedures ó Air cargo rates and charges - Cargo capacity of Airlines & Ships ó Cargo with Special Attention -Introduction to dangerous goods - Live Animal Regulation; Cargo Documentation: Air way bill ó Charges collection advice ó Irregularity Report - Cargo Manifesto ó Cargo Transfer Manifesto ó Declaration for dangerous goods - Cargo companies.

BOOKS FOR REFERENCES

- Air Tariff Book
- IATA Live Animals Regulation Manual.
- IATA Training Manual.
- Air Cargo Tariff Manual.
- Jagmohan Negi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
- OAG, Consultant, IATA, Geneva
- Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
- Stephen Shaw, Airlines in Shifts & Mgt, Ashgate Pub, USA, 2004

potential opportunities of becoming an entrepreneur in tourism industry and to expose the students with basic concepts of entrepreneurship & small business management.

- To familiarize the students with the essentials of Event Management and potential of MICE and Event Tourism; and enable to take up project work in the above areas.

Unit - I

Entrepreneurship ó Definition, role and expectation - motivations, types ó Skills and opportunities in tourism - Problems in travel trade, Entrepreneurial Competencies, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development.

Unit - II

Institutional Interface and Set up; Government Policy ó tourism enterprises/units eligible for assistance under MOT (State and Central) scheme - Entrepreneurial Process - Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization - Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Business Plan, Elements, Preparation Process & Feasibility Report.

Unit - III

Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises - Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Tour Operators i.e Cox & Kings, Raj Travels, SOTC, etc. and Hotels i.e Taj, Radisson, Welcome, etc.

UNIT -IV

Introduction to Events: Scope - Nature and Importance ó Types of Events - Unique features and similarities ó Practices in Event Management - Key steps to a successful event - The Dynamics of Event Management: Event Planning and organizing ó Problem Solving and Crisis Management ó Leadership and Participants Management ó Managing People and Time ó Site and Infrastructure Management.

UNIT - V

MICE- Introduction, Planning, Components, Characteristics, MICE as a supplement to Tourism, the nature and demand - Economic and Social Significance, Process of Convention Management - Event Marketing ó Co-ordination - Visual and Electronic Communication ó Event Presentation ó Event Evaluation ó Case Studies of events of National and International importance - Travel Industry Fairs ó Benefits of Fairs, PATA Travel Mart.

BOOKS FOR REFERENCES

- Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.
- Avrich Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
- Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
- C B Gupta, N P Srinivasan, Entrepreneurial Development
- D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India
- David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
- Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
- Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
- Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi.
- Peter Drucker, Innovation & Entrepreneurship
- S S Khanna, Entrepreneurial Development
- Vasant Desai, Entrepreneurship & Small Business Management

ELECTIVE SUBJECT 6 a. INCOME TAX

The objective of this subject is to expose the students to the various provision of Income Tax Act, 1961 relating to computation of Income relating to individual assessee only.

Unit 1: INTRODUCTION TO INCOME TAX

Income Tax: Brief History of Indian Income tax - Legal Frame Work ó Types of Taxes - Cannons of Taxation ó Important Definitions ó Assessment ó Assessment Year ó Previous Year ó Exceptions to the general rule of Previous Year - Assessee ó Person ó Income ó Casual Income ó Gross Total Income ó Total Income - Agricultural Income.

Income tax authorities: Powers and Functions of CBDT, CIT & A.O.

Residential Status: Residential Status of an Individual ó Determination of Residential Status - Resident ó Ordinary / Not Ordinarily Resident ó Non-resident ó Incidence of Tax ó Simple Problems on Scope of Gross Total Income.

Exempted Incomes: Introduction ó Exempted Incomes U/S 10 (Restricted to Individual Assessee) ó Only theory

Unit 2: INCOME FROM SALARY

Meaning ó Definition - Basis of Charge ó Advance Salary ó Arrears of Salary ó Allowances ó Perquisites ó Provident Fund - Profits in Lieu of Salary ó Gratuity - Commutation of Pension - Encashment of Earned leave - Deductions from Salary U/S 16 ó Problems on Income from Salary (Only Individual assessee).

Unit 3: INCOME FROM HOUSE PROPERTY

Basis of Charge ó Deemed Owners ó Exempted Incomes from House Property ó Composite Rent - Annual Value ó Determination of Annual Value ó Treatment of Unrealized Rent ó Loss due to Vacancy ó Deductions from Annual Value ó Problems on Income from House Property.

Unit 5: COMPUTATION OF TOTAL INCOME

Income from Business / Profession, Capital Gains, Other Sources (Theory only) and Deductions U/S 80C, 80D and 80G. Simple problems on Computation of Total income of an Individual assessee (Computed incomes of Business / Profession, Capital Gains, Other Sources will be given).

BOOKS FOR REFERENCE

1. B.B. Lal and Vashist: Direct Taxes, Konark Publisher (P) Ltd.
2. Dr. Mehrotra and Dr. Goyal: Direct Taxes ó Law and Practice, SahityaBhavan Publication.
3. Dr. Vinod K. Singhanian: Direct Taxes ó Law and Practice, Taxmann publication.
4. Gaur & Narang: Income Tax, Kalyani Publisher s
5. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
6. Dr. V. Rajesh Kumar and Dr. R.K. Sreekantha: Income Tax ó I and II, Vittam Publications.

ELECTIVE SUBJECT FINANCE AND BANKING

1. To expose the students to Finance and Banking System along with the latest reforms in Banking.
2. To enable the students to understand the operations in Finance and Banking

Unit 1: FINANCIAL MARKETS

Introduction, Primary Market and Secondary Markets - Meaning ó Features - Players of Primary Market. Shares, debentures ó meaning, features. Stock market operations trading, clearance and settlement procedures. Types of Investments ó Stock and Shares, real estate, mutual funds, post office, insurance ó schemes.

Unit 2: COMMODITY MARKET:

Evolution, Commodity derivatives, Commodity exchanges-Regional & National and International, Functions, role, objectives and types- Types of transactions in Commodity market ó Spot, Future and Forward options markets. (Concepts only)

Unit 3: BANKS :

Introduction, functions and types of Banks, Role of RBI, Types of Accounting, Procedure for opening accounting, KYC, types of loans, Operation of Accounting, Retail Banking , Corporate Banking.

Unit 4: NEGOTIABLE INSTRUMENTS

Cheques ó Meaning & Definition ó Features - Parties ó Crossing of cheques ó types of crossing. Endorsements ó Meaning ó Essentials ó Kinds of Endorsement.

Book References

1. Gorden and Natarajan: Banking Theory Law and Practice
2. Tannan M L: Banking Law and Practice in India
3. Vasant Desai, Bank and Institutional Management, HPH,
4. Muralisubbakrishna, Bank Credit Management,
5. O Payramval, Modern Banking of India.
6. Shekar K C: Banking Theory Law and Practice
7. S.P. Srivastava: Banking Theory Law and Practice
8. Location in Space: A Theoretical Approach to Economic Geography, Lloyd and peter.
9. Land, Work and Resource: An Introduction to Economic Geography, Patterson J.H.
10. Annals of an Abiding Liberal, Galbraith.
11. Economic Geography, Truman A. Harsshron and John W. Alexander.
12. World Resouces and Trade, Khanna and Gupta.