

## **MASTER OF TOURISM MANAGEMENT (MTM)**

Mode	Dual Mode University System
Duration	2 Years
Pattern of Examination	Year
Eligibility	Graduation

### **SCHEME OF EXAMINATIONS**

<b>Subject Code</b>	<b>Title</b>
<b>1<sup>st</sup> Year</b>	
MTM-101	Geography For Tourism
MTM-102	Tourism Management
MTM-103	Tourism Products
MTM-104	Organisational Behavior & Entrepreneurship
MTM-105	Travel Management
MTM-106	Travel And Accommodation
MTM-107	Tourism Marketing
<b>2<sup>nd</sup> Year</b>	
MTM-201	Computing And Information System in Tourism
MTM-202	Cultural Tourism in India
MTM-203	Ecology, Environment and Tourism
MTM-204	Tourism Development
MTM-205	Contemporary Issues in Tourism
MTM-206	Human Resource Management In Tourism
MTM-207	Project Work

## **MTM-101:GEOGRAPHY FOR TOURISM**

### **UNIT - I**

Fundamentals of Geography – Importance of Geography in Tourism –Climate Variations - Climate Regions of the World – Map Reading –Latitude & Longitude – International Date Line – Time Difference – TimeZones - GMT Variations - Concepts of Elapsed Time - Flying Time -Standard Time and Summer Time.

### **UNIT - II**

India, the Subcontinent – Major Physical Divisions - the Rivers of India –Mountains - Hills and Valleys – Deserts – Beaches.

### **UNIT - III**

Indian Climate and Vegetation - Rain and Monsoons – The SeasonalIncidents: Floods – Drought - Famines – Causes and Effects – Seasons forTravel to Different Centres.

### **UNIT - IV**

Cultural Geography – Influence of Physical Setting on the Growth ofTourism – Main Centres of Tourist Interest in India – A Study of a FewState wise Tourist Centres – Andhra Pradesh - Karnataka - Tamilnadu -Goa and Maharastra - Bihar - Rajasthan - Jammu & Kashmir – UttarPradesh.

### **UNIT – V**

Major Tourist Attractions World Wide – Recent Trends in InternationalTourist Movements- Case Studies of Major Outbound Tourist Countrieslike – Singapore – Hongkong – Malaysia – Japan – France - Britain - USA.

### **REFERENCE BOOKS:**

1. Bondface, B &Coper C. Coper: The Geography of Travel & Tourism, London, England, Herne Mann Professional Pub. 1987
2. Geography of Tourism, Robinson, H.A. ( Mac Donald & Evans, London)
3. Gopal Singh: The Geography of India, Delhi, 1988.
4. Major Das: India – A Tourist Paradise.
5. The Geography of Travel & Tourism, Burton, Rose Mary (London).

## **MTM-102: TOURISM MANAGEMENT**

### **UNIT - I**

Tourism Meaning and Significance – Types of Tourism – Growth of Tourism in India and Abroad – Factors influencing Growth of Tourism – Tourism Planning and Development – Need for Planning – Government's Role in Planning – Tourism under Five year Plans.

### **UNIT - II**

Concept of Management – Meaning and Definition – Nature and Levels of Management – Features and Characteristics of Management - Objectives - Purpose of Management – Significance of Management – Levels of Management in Tourism Industry in India – Tasks and Responsibilities of Manager.

### **UNIT - III**

Tourism Industry – Components of Tourism – Tourism and National Economy – Social Significance of Tourism - Social and Economic Factors in Tourism – Emerging areas of Tourism : Rural – Eco – Medical – Wellness – Film - Golf Tourism.

### **UNIT -IV**

Tourism Impacts – Tourism Area Life Cycle (TALC) – Demonstration Effects – Demand and Supply in Tourism – Push and Pull Theory – Tourism System in India – Present Trends in Domestic and Global Tourism – MNC's in Tourism Industry.

### **UNIT - V**

Tourism Organisations in India and their Relationship with the International Tourism Organisations – Marketing Efforts of Advanced Countries like U.K., France and U.S.A.

### **REFERENCE BOOKS:**

1. A.K. Bhatia: Tourism Development.
2. Cooper, Fletcher: Tourism principles and practices.
3. Mil and Marrison: The Tourism system: An introductory Text.
4. Philip Kotler: Marketing Management.
5. PranNath Seth: Successful Tourism Management. Vol.,-I & II
6. Ram Acharya: Civil Aviation and Tourist Administration in India.

## **MTM-103: TOURISM PRODUCTS**

### **UNIT - I**

Natural Resources - Rivers as Tourism Products - Beach Resorts - Hill -Mountain Resorts - Holiday Packages - Forests and Climatic Zones.

### **UNIT - II**

Archaeological and Historical Resources - Archaeological Sites - Pre-historic And Proto-historic Caves - Historical Sites – Ancient - Medieval – Modern Structures.

### **UNIT - III**

Cultural Resources - Indian Dance Forms – Music - Classical and Folk –Paintings - Fairs and Festivals - Holiday Packages - Entertainments and Recreations – Boat Recess - Bull-Fights - Kite-Flying, Games and Sports etc.

### **UNIT - IV**

Handicrafts as a Tourism Product - Types of Handicrafts - Modern Centers of Special Handicrafts - Production Centers of Special Handicrafts - Cane Work- Pottery - Terracotta Work - Carpets – Textiles – Kalankari - Art of Cookery- Varieties of Food - North Indian Dishes and South Indian Dishes.

### **UNIT - V**

Religious and other Resources - Important Religious Centres and Shrines -Pilgrimages - Centres of Yoga and Meditation - Art Galleries – Museums -Libraries - Wild Life Sanctuaries – Zoos – Gardens - Multipurpose Projects -Nagarjunasagar – Srisailam - BakraNangal etc.

### **REFERENCE BOOKS:**

1. AcharyaRao: Tourism & Cultural Heritage of India, Rose, Pub.
2. Basham A.L.: The Gazeteer of India-History & Culture, Vol-II, Pub. Div.
3. Basham A.L.: The wonder that was Indian Rupa&Com. Delhi-1988.
4. BharatiyaVidyaBhavan: Classical Age.
5. BharatiyaVidyaBhavan: Imperial Guptas.
6. Daredy Tourism: Indian Architecture-Hindu & Buddhist Period.
7. Harle, J.C.: The Arts & Architecture of Indian Sub-continent.

## **MTM-104: ORGANISATIONAL BEHAVIOR & ENTREPRENEURSHIP**

### **UNIT - I**

Organizational Behavior - A Working Definition - Characteristics of the Field - Historical Over View of the Field - Organizational Learning - Organizational Goals and Individual Goals.

### **UNIT - II**

Individual Dimension of Organizational Behavior - Perception – Social Perception - Perceiving Others - Organizational Approach to Learning – A Learning to the World of Work - Application of Learning in Organizations - Personality - Work Related Aspects of Personality - Cross Cultural Behavior.

### **UNIT - III**

Nature of Motivation in Organizations - Theories of Motivation – Needs Theory - Goal Setting Theory – Leadership - Its Basic Nature - Leadership - Trends and Behavior - Leaders & Followers - Contingency Theory of Leader Effectiveness.

### **UNIT - IV**

Interactive Dimensions of Organizational Behavior - Groups at Work – Their Basic Nature Causes and Effects - Effective Conflict Management - Techniques.

### **UNIT - V**

Organizational Culture - Its Nature - Formation and Maintenance of Organizational Culture - Its Consequences and Capacity to Change - Organizational Development - Implementing Planned Organizational Changes - Organizational Influences - Power and Authority.

### **UNIT - VI**

Concept of Entrepreneurship - Characteristics of an Entrepreneur – Distinction between Entrepreneur and Manager - Functions of an Entrepreneur – Types of Entrepreneurs Factors Affecting Entrepreneur Growth – Entrepreneur Competencies.

## **UNIT -VII**

Project Identification and Selection - Project Formulation - Project Appraisal.

## **UNIT -VIII**

Marketing - Marketing Research for the New Venture - Characteristics of Marketing Plan – Steps in Preparing Marketing Plan – Why Some Plans Fail.

## **UNIT - IX**

Financing of Enterprises - Sources of Finance - Venture Capital & Term Loans - Institutional Finance to Entrepreneurs.

## **REFERENCE BOOKS:**

1. Bersey and Blanchard, Management of organizational Behavior.
2. Entrepreneurial Development: S.S. Khanka, S. Chanda & Co., 1999.
3. Entrepreneurship: Robert D. Hisrich & Michael P. Peters, TMH, 2002.
4. Essentials of Entrepreneurship: Thomas W. Zimmerer & Norman M. Scarborough, P. H. 2005.
5. Kakabdesental, working in organization, Penguin, 1987.
6. Vecchio R.P. Organizational Behavior, Dryden Press, 1988.

## **MTM-105: TRAVEL MANAGEMENT**

### **UNIT - I**

Travel and Transport - Basics of Travel Motivation - Social Significance of Travel.

### **UNIT - II**

Modes of Travel - Tourist Preferences - Road Travel - Rail Travel – Indian Railways - Waterways - Aviation Industry - Civil Aviation in India.

### **UNIT - III**

Role and Responsibilities of Travel Trade Associations – Objectives - Functions of UFTA – ASTA – TAAI – ATAIOI – IAAI – FIYTO - TAFI.

### **UNIT - IV**

Tourism and Government Administrative Systems - Ministry of Tourism – Development of Tourism in India – Indian Tourism Development Corporations (ITDC) - World Tourist Organization - Pacific Asia Travel Association - International Air Transport Association.

### **UNIT - V**

Itinerary Planning and Development – Meaning, Importance and Types of Itinerary – Steps for Itinerary Planning – Do's and Don'ts of Itinerary Preparations – Tour Formulation and Designing Process – FIT and Group Tour Planning and Components – Special interest Tours.

### **REFERENCE BOOKS:**

1. Anand M.M.: Tourist and Hotel Industry in India.
2. Chakravathi - Railway for Developing Countries.
3. Chand , Mohinder : Travel Agency Management
4. Chib S.N.: Perspectives of Indian Tourism in India.
5. Chopra P.N.: India-An Encyclopedic Survey.

## **MTM-106: TRAVEL AND ACCOMMODATION**

### **UNIT - I**

Travel Agency - Definition - Main Functions - Organizational Structure of a Travel Agency - the Tour Operator - Different Types of Travel Agents -their Responsibilities - Procedures for becoming a Travel Agent – Tour Operator in India.

### **UNIT - II**

Modes of Transport - Development of Means of Transport – Rail – Water -Air Transport - Role of Transport in Tourism National Transport Policy -Role of Indian Air Lines - India Railways - Air India - Vayudut in the Growth of Travel Agency - Tour Operator's Business - Link Transport Needs(Subsidiary Services) – Rickshaw - Taxis etc.

### **UNIT - III**

Travel Agency - Operations, Ticketing, Books etc. Special Services -Passport etc - Tour Operator Package Tour - Planning a Tour - Costing a Tour-Marketing a Material Transport Operation.

### **UNIT -IV**

Guides & Escorts - Define Guides - Escorts - Tourist expectations - Role of Guides - Escorting a Tour - Informal Services in Tourism - Dimensions of Informal Sector - Souvenir - Guest House Owners Street Guide's (Tourism)Role etc.

### **UNIT - V**

Tourist Accommodation - Various Types of Accommodation Hotels – Star Hotels - Heritage Hotels etc. - Some Principal Considerations – Marketing Camp-Eating Joints - Bars-Entertainment - Recreation.

### **REFERENCE BOOKS:**

1. Agarwal, Surindar: Travel Agency & Management (Communication India 1983)
2. Bhatia A.K.: Tourism Development Principles & Policies, (Starling Pub. 1991, New Delhi.
3. David H. Howel: Principles & Methods of Scheduling Reservation (National Pub. 1987)
4. Geo check: Professional Travel Agency Management.
5. MerissenJone, W: Travel Agent & Tourism.
6. National Publishers: The World of Travel, National Pub. Delhi.
7. WillamColdue: Travel in India.



## **MTM-107: TOURISM MARKETING**

### **UNIT - I**

The Concept of Marketing - Nature, Classification - Evolution of Marketing - Characteristics of Services - Their Marketing Implication – Development of Marketing for Service Firms - Linkage Tourism - Other Sectors (Travel Agency) Accommodation – Food - Nutrition-Catering – Economic - Importance of Marketing.

### **UNIT - II**

Tour Packages – Concepts – Characteristics – Methodology – Considerations- Principles of Tour-Packages - Designing and Printing of Tour Brochures –Maps - Charts - Importance.

### **UNIT -III**

Tourism Marketing – Marketing Functions in Tourism – Advertising –Publicity – Public Relations - Role of Media - Trends in Tourism Marketing– Marketing of Destinations – Pricing in Tourism-Promotional Campaign in Tourism.

### **UNIT -IV**

Tourism Information Sources - Importance of Tourism Information – Sources of Information - Writing for Tourism - Catalogues of Government –Agencies - Department of Tourism – ITDC – STDC – DTPC – Private Agencies - Tour Operators.

### **UNIT - V**

Tourism Regulations - Inbound - Out Bound Travel Regulations – Passport -Visa etc. - Customs Regulations - Economic Regulations – Currency -Insurance - Health Regulations etc., - Environmental Protection -Considerations.

### **REFERENCE BOOKS:**

1. Doubles Foster: Travel & Tourism Management.
2. Ketler Philip: Marketing Management, Universal.
3. Maccarthy D&J: Basic Marketing-A Management Appr. Travel and Tourism.
4. Nagi M.S.: Tourism Hoteliering.

## **MTM-201: COMPUTING AND INFORMATION SYSTEM IN TOURISM**

### **UNIT - I**

Basic Structure of Computer Hardware - Software – Basic Operational Concepts – Processing Unit – Some Fundamental Concepts – Various Programming Languages – Performing of Arithmetic and Logical Operations.

### **UNIT -II**

Basic Concepts and Operating Systems – Introduction to Word Processor -Spread Sheet - MS Office (Word – Excel - Power Point - Access – Outlook Express)

### **UNIT - III**

Management of Information Systems – Office Automation – Email and Electronic Highway – Internet and Web Page Designing.

### **UNIT -IV**

Global Distribution Systems - History - Evolution – GDS - CRS – CRS for Hotel Booking and Airlines – Different Packages Used - Abacus – Amadeus– Appolo - Galileo and Sabre etc - \*Use dummy of one of the CRS Package for Classroom Presentation.

### **UNIT - V**

Importance of E-Tourism - Travel Blogs - E-marketing and Promotion of Tourism Products - Multimedia Technology – Role of Computers in Travel and Tourism.

### **REFERENCE BOOKS:**

1. Basandra S.K.: Computers Today, New Delhi.
2. Brahma P. Computer System in Hotel & Catering Industry, Cassel 1988.
3. Parkinson LK & Parkinson ST, Using the Micro-Computer in Markets McGraw Hill 1987

## **MTM-202: CULTURAL TOURISM IN INDIA**

### **UNIT -I**

Concept of Tourism-Meaning –Nature-Scope Tourism as an Industry -Importance of Tourism in Modern Times – History of tourism development in India

### **UNIT -II**

Natural Resources - Physical Features of India – Mountains – Hills – Rivers - Valleys – Forests - Climate – Deserts – Snow - Beaches - Flora and Fauna.

### **UNIT -III**

Archaeological and Historical Resources - Archaeological Sites - Pre-historic-Proto-historic Caves - Historical Sites - Ancient, Medieval and Modern Structures - Multi-Purpose Projects.

### **UNIT - IV**

Cultural Resources - Important Religions and Religious Centers – Shrines -Pilgrimages Fairs and Festivals - Centers of Yoga and Meditation – Indian Dance Forms - Music - Classical and Folk.

### **UNIT - V**

Handicrafts and Modern Centers - Various Types of Handicrafts – Cane Work - Pottery - Terra-cotta – Carpets - Textiles - Kalankari Brass – Silver -Stone Cutting - Sculpture – Costumes – Ornaments - Art of Cookery, Varieties of Food North Indian Dishes and South Indian Dishes – Art Galleries – Museums - Wild Life Sanctuaries – Zoos - Gardens etc.

### **REFERENCE BOOKS:**

1. A Satish Babu, Tourism Development in India.
2. A.B. Bhatia, Tourism in India, Sterling Publishers.

## **MTM-203: ECOLOGY, ENVIRONMENT AND TOURISM**

### **UNIT -I**

Humans and Nature - Fundamentals of Ecology - Relationship between Ecology - Environment and Tourism Development - Limits to Growth - Various Tourism Activities and Geographical Locations – Bio-Sphere.

### **UNIT – II**

Ecological Dimensions of Tourism Activities - Mass Tourism Vs. Ecotourism- Carrying Capacity – Pollution - Human Activities in Balances – Western Views on Eco-tourism – Kyoto Protocol 1997 - Qbec Declaration 2002 -Oslo Declaration 2007.

### **UNIT - III**

Environmental Dimension of Tourism Activities – Culture - Social Economic- Costs and Benefits - Elements of Sociology and Anthropology.

### **UNIT - IV**

Impact Assessment - Activities and Controls - Management of Natural Resources - Quality of Wind and Water/Hazardous - Residuals and Land Uses etc. - Eco-friendly Facilities – Alternative Tourism – Responsible Tourism.

### **UNIT -V**

Global Concerns - Environmental Planning - UN Initiatives on Ecology and Environment - National Committee on Tourism and Ecology - Role of Various Agencies and Citizens (UNWTO – UNDP – WWF – Popular Personalities in Conservation of Environment and Ecology) - Case Studies on Periyar National Park - Carbet National Park - Sundarban Eco Tourism Project.

### **REFERENCE BOOKS:**

1. Paul Rogers, J.A. - Towards sustainable Tourism in the Everest Region of Nepal, IUCN, The world conservation Union-1998.
2. Peter Burns - An Introduction to Tourism and Anthropology, Routledge, 1999.
3. William Theobald (ed.) - Global Tourism- Tha Next Decade, Butterworth-Heineman, 1995.

## **MTM-204: TOURISM DEVELOPMENT**

### **UNIT - I**

Relevant Concepts for Effective Development of Tourism – National Development Council Report on Tourism Development - National Action Plan 1992 - New Policies on Tourism - Civil Aviation.

### **UNIT - II**

Need for Tourism Statistics – Problems - Estimate of World Tourist Arrivals- Receipts - Tourism Statistics in India - Estimates of Foreign Exchange Earnings

### **UNIT -III**

Tourist Traffic - Its Development - Destination Development and Sustainable Development of Tourism.

### **UNIT - IV**

Man Power (HR) Development Needs in Tourism Industry – Management Agencies in India – National Tourism Policy - Tourism Legislation in Historical Perspective

### **UNIT -V**

Consumer Expectations - Services – Legislation - National Tourism Development Models.

### **REFERENCE BOOKS:**

1. National Action Plan, 1992.
2. National Development Council Report.
3. Reports of World Tourism Organisation (Year-wise)

## **MTM-205: CONTEMPORARY ISSUES IN TOURISM**

### **UNIT -I**

Technological Development in Tourism - Especially in Electronics and TeleCommunications

- The Trend towards Ticketless Travel or Electronic Ticket
- Fear of Redundancy of Travel Agencies.

### **UNIT - II**

Technological Development in the Control of Air Traffic - Development of New Air Routes - Better Facilities for New Markets like Japan - Asian Tigers China and India - Trend Towards Shorter Holidays in Larger Numbers and Destination Tourism - Growth of Wage Payers in Airlines Hotels.

### **UNIT -III**

More Demanding Consumer - Growth in Ownership Mobile and Holidays Homes either by Outright Purchases or On Time Share.

### **UNIT -IV**

Socio-Democratic Changes – Drinks - Late Marriage and Children – Working Women - Senior Citizen Travel - Business Travel and MICE.

### **UNIT -V**

Diversity of Market in Contemporary Tourism – Environmental Interest and Concerns – Development of Consumer Interest and Demands – Development of New Tourism Products in Contemporary World.

### **REFERENCE BOOKS:**

1. Annals of Tourism Research, Elsevier Science Ltd. Oxford.
2. Hotel & Tourism News, Indian Agency, Calcutta.
3. Hotels & Restaurants India, Cross Section Publications.
4. Tourism Management, Elsevier Science Inc., New York.
5. Travel Observer, Midair publications.

## **MTM-206: HUMAN RESOURCE MANAGEMENT IN TOURISM**

### **UNIT –I**

Concepts and Perspectives on Human Resource Management – Human Resource Management in Changing Environment.

### **UNIT –II**

Corporate Objectives and Human Resource Planning - Career and Succession Planning - Job Analysis and Role Description.

### **UNIT –III**

Methods of Manpower Search - Attracting and Selecting Human Resources - Induction and Socialization - Manpower Training and Development.

### **UNIT - IV**

Performance Appraisal and Potential Evaluation - Job Evaluation – Wage Determination.

### **UNIT - V**

Employee Welfare - Industrial Relations - Trade Unions - Dispute Resolution- Grievance Management - Employee Empowerment.

### **REFERENCE BOOKS:**

1. Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 2nd ed., 2001.
2. De Cenzo, D.A. & Robbins S.P. Human Resource Management, 5th ed., New York, John Wiley, 1994.
3. Guy, Madhava & Mattock J. The New International Manager, London, Kogan Page, 1993
4. Mirza & Saiyaddin, Human Management, Tata McGraw Hill, 2002.

**MTM-207: PROJECT WORK**

VUOLU