

MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI
PG - COURSES – AFFILIATED COLLEGES
 Course Structure for Master of Tourism Management
 (Choice Based Credit System)
 (With effect from the academic year 2018-2019 onwards)

Sem.	Sub.no.	Subject Status	Subject Title	Lecture hour/Week	Credit	
III	13	Core - 9	Computer and Information System in Tourism	6	4	
	14	Core - 10	Accounting of Finance Management	6	4	
	15	Core - 11	Guiding Skill and Personality Development	6	4	
	16	Core - 12	Methodology of Research in Tourism	4	4	
	17	Elective - 5	1. International Airlines Management 2. Economics of Tourism (Select any one)	4	3	
	18	Elective - 6	1.Field Work in Tour Destinations, Hotels and Travel Agencies 2. Job Training (Select any one)	4	3	
	Subtotal				30	22
IV	19	Core - 13	Effective Communication & Promotion of Tourism	5	4	
	20	Core - 14	Human Resource Management in Tourism	5	4	
	21	Core - 15	Cargo Management	4	4	
	22	Core - 16	National Language Communicative Hindi	4	4	
	23	Core - 17	Project	12+	8	
	subtotal				30	24

COMPUTER AND INFORMATION SYSTEM IN TOURISM

L	T	P	C
6	0	0	4

Objectives:

The module is prescribed in the course to inform the students about the role of Computer Information systems in travel trade. The prescribed unit enhance the skills of students especially when they will be attached for practical.

Course Contents :

Unit – I:

Basic Computing : An appreciation of computer hardware and terminology, The use of an operating system, various programming languages, a descriptive survey of some of the important application: communication, office systems, information storage and retrieval of Data. (18 L)

Unit – II:

Office Work : The study and use of typical micro-computer storage software packages such as word processor, spreadsheet and MS Office (Word, Excel, Powerpoint, Access and Outlook Express) (18 L)

Unit – III:

Internet : Management information systems. Office automation, Email and Web advertising and web/e business internet, Web Page Designing. (18 L)

Unit – IV:

Computer Networking: What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines : Different packages used : Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS. (18 L)

Unit – V:

Computer Presentation : Introduction to a statistical package (SPSS), Presentation Graphic Tools. Multimedia technology. Role of Computers in Travel and Tourism. (18 L)

Suggested Readings :

- Lucey T, Management Information Systems, DP Publications.
- Clark A, Small Business Computer Systems, Hodder & Stoughton, 1987.

- Parkinson LK & Parkinson ST. Using the Micro-computer in Marketing, McGraw Hill, 1987.
- Braham B, Computer System in Hotel & Catering Industry, Cassell, 1988.
- Basandra S.K., 'Computer Today', New Delhi : Galgotia Publications.
- Mehta Subhash, "Wordstar – 7" New Delhi : Comdex Computer Publishing, Pustak Mahal.

ACCOUNTING & FINANCE MANAGEMENT

L	T	P	C
6	0	0	4

Objectives:

The basic objectives are to provide basic principles and to understand the basic techniques of preparing financial information.

Accounting :

Unit : I

Fundamental Principles of Accounting: Introduction and Definition – Accounting Concepts – Conventions Branches of Accounting – Rules – Journal – Ledger – Trial Balance. (18 L)

Unit : II:

Final Accounts trading Account: profit and loss Account – Balance. Unit III Miscellaneous Accounts Meaning – Accounts of Hotel Finance Management (18 L)

Unit – IV:

Nature of Financial Management: Objectives – Scope – Organisation of finance function – financial leverage. (18 L)

Unit – V:

Working capital Management: Meaning – Fund Flow statement, cash flow statement Budget. (18 L)

Unit – V:

Auditing: Balance sheet Preparatio – Internal auditing and external auditing (18 L)

Suggested Readings :

- Shukla, T.S. Grewal, S.C. Gupta, Advanced Accounts : Volume I. S. Chand Publication.

- Khan, Jain, Financial Management, Text, Problems and cases : The McGraw Hill companies.
- Pandey, I.M., Financial Management, Vikas Publishing House Pvt. Ltd.
- Van Horne, Financial Management and Policy, Prentice Hall.
- Davis D., The Art of Managing Finance, Mc Graw Hill.

GUIDING SKILL & PERSONALITY DEVELOPMENT

L	T	P	C
6	0	0	4

Objectives:

This module is prescribed to train students in various guiding skills and is useful for those who may like to join tour operation or interested to perform independent guiding work.

Unit – I:

Guiding Concept : Meaning, Concepts and Types of Guides : Conceptual meaning of Tourist Guide, duties and responsibilities, How guides are appointed in tour. (18 L)

Unit – II:

Responsibilities of Guides : Preparation of a tour : Review of itinerary, Participant list, accuracy, timings and practicality, Identifying the group or individual traveller's special needs, checking Vehicle, Locating Vehicle and contacting driver; standard of dress and personal grooming; Greeting participants and introducing self; Leading the participant: Skills in leading the group, General instruction to Participants at monuments, sacred places and crowded areas, Giving Commentary, answering Questions, concluding a tour. Interpreting Sites : Characteristics of natural, historical and urban sites; potential of public and private agencies, interpretation of specific groups, especially the young. (18 L)

Unit – III:

Co-Ordination : Co-ordinating with the main office, Conducting Various types of Tours, ability to deliver all information imaginatively and accurately relevant to the client's needs; establishing good security measures. (18 L)

Unit – IV:

Personality Development: Introduction : Meaning of Personality, Personality Factors – external, internal. Effective or winning personality, developing a selling personality. Communication skills. (18 L)

Unit – V:

Behaviour: Personality Grooming, physical fitness, dressing sense, formal and informal clothing, behaviour with male and female clients, behavior in office. **(18 L)**

Suggested Readings :

- Goddy B. & Parkin I., Urban Inerpretation : Vol I, Issues and Settings : Vol. II Techniques and Opportunities, Working Papers, School of Planning, Oxford Polytechnic, 1991.
- Pond K.L., The Professional Guide : Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.
- Trade wings Manual for Personality Development.

METHODOLOGY OF RESEARCH IN TOURISM

L	T	P	C
4	0	0	4

Objectives:

1. To impart knowledge in basic statistics and operation research models.
2. To enable students to plan and do a research project.

Unit I:

Research: Meaning, Purpose, Scope of Research and Scientific method, Types of Research, Review of Literature – need, purpose notes taking, Selection and formulation of a research problem. Formulation of hypothesis operational definition of concepts. Research Design (Plan) Meaning, Process of Preparation, Components of research design (Plan). (12 L)

Unit II:

Data: Secondary and Primary, Interviewing and observation. Questionnaire and Schedule Measurement and Scaling. Pre-testing, pilot Study Sampling – Probability and Non – Probability methods of Sampling, Sample size, Field collection of data, Processing of data, editing, Tabulation, Preparation of tables, Graphical Presentation. (12 L)

Unit III:

Data Analysis: Measures of Central tendency, Measures of dispersion, Normal distribution – properties and uses. Estimation Confidence intervals. Hypothesis testing for Mean and Proportion. One-sample tests. Two sample tests. Test for Large and samples Chi-squares test for goodness of fit and independence. (12 L)

Unit IV:

Correlation: Meaning Types, Scatter diagram, Co-efficient of Correlation. Rank correlation, Simple linear regression analysis. Time series data and forecasting using time – series analysis. Exposure to software package for data analysis. Report writing – Planning report writing work, Target audience, Types of report – Style of writing – Synoptical outline of chapters. Steps in drafting the report. (12 L)

Unit V:

Assignment Modules: Problems with special reference to Flight scheduling transpiration models, Traveling sales man problem (statement only). Replacement Models for Equipment's which deteriorate with Time, Models. When items fails completely Preventive Maintenance Policy; Waiting line Models. Basic structure of the model – Single Channel Models – Description of other models in use. (12 L)

Books for Reference:

1. Goode and Hatt – Methods in Social Investigation.
2. Krishnaswamy OR – Methodology of Research in Social Sciences Human Publications House.

INTERNATIONAL AIRLINES MANAGEMENT

L	T	P	C
4	0	0	3

Objectives:

To know the international operation of airlines
To understand the various means and concepts of airlines management

Unit I:

Growth of Airlines: History, growth and development of aviation industry. Aviation in India, present status of airline companies, airports, airport security etc. (12 L)

Unit II:

International Air Transport Association: Role of IATA and its function, ICAO its role and function, DGCA, Airport Authority of India, Open sky policy, International conventions ; Warsaw convention, Chicago convention 1944. (12 L)

Unit III:

Airlines Management: Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower. (12 L)

Unit – IV:

Airport facilities: Special passengers, airport access, check in facilities, landing facilities for departing passengers, in-flight services, cabin component, audio and video projection equipment, emergency equipment for disembarkation, in-flight entertainment, classes of service with more comfort. (12 L)

Unit – V:

Baggage: Definition & rules – free baggage allowance – special charged – prohibited items. (12 L)

Books for Reference:

1. Jagmohan Negi, ‘Air travel Ticketing and Fare construction’, Kanishka, New Delhi, 2005
2. OAG, Consultant, IATA, Geneva
3. Air Tariff Book

4. Stephen Shaw, ‘Airlines in Shifts & Mgt’, Ashgate Pub, USA,2004
5. IATA, Geneva
6. R. Doganis, ‘Airport Business’
7. K.Sikdar, All you wanted to know about airlines functions
8. Journal of Air Transport Management by Elsevier Science
9. Joel Lech, ‘Airfare secrets exposed’, Powell Books, London, 2002

ECONOMICS OF TOURISM

L	T	P	C
4	0	0	3

Objectives:

To Make the students to understand the concept of economic perspective of tourism

To enable the students to realize the development and planning of tourism.

Unit I:

Economic Concepts of Tourism: Nature, scope and application of economics in tourism and hospitality; Tourism scenario in India – tourist arrival data and Indian economy. (12 L)

Unit II:

Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of tourism demand analysis and its forecasting; Law of supply; Determinants of tourism and hospitality supply; Elasticity of supply analysis and forecasting (12 L)

Unit III:

Modern Economic Concept of Tourism: Liberalization, privatization, globalization and tourism Input-Output decisions, Production function, short-run analysis; Long-run function; short run and long-run cost functions. Empirical estimation of production and costs (12 L)

Unit IV:

Tourism Marketing: Price-Output Decisions; Tourism and hospitality market structures; Price determination under different market conditions; Pricing practices and strategies; Profit measurement and profit policy; Determinants of investment decision in tourism and hospitality (12 L)

Unit V:

Development and Planning: Tourism Development and Economic Planning, review of the economic planning of tourism through the annual and five year plans, foreign exchange earnings and contribution to GDP through tourism. (12 L)

Books for reference:

1. Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi.
2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi.

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Core – 5 (a)**

3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi.
4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi.
 1. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi.
 2. Petterson: Managerial Economics, 3rd Ed., Prentice Hall of India, Delhi.
 3. Adhikary M., Managerial Economics, Khosla Pub.
 4. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill.
5. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman.
6. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press.
7. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge

FIELD WORK IN TOUR DESTINATIONS, HOTELS AND TRAVEL AGENCIES

L	T	P	C
4	0	0	3

Dissertation Report:

Objectives:

This module is prescribed to give experience of thesis writing and critical analysis of tourism related research work.

Course Contents :

Each student is required to prepare short thesis based on research field study on a specified topic. The dissertation report will be submitted for evaluation 30 days before the commencement of examination. This will encourage students to analyse the tourism related topic and provide experience for further research programmes. **(60 hours for Field Preparation and Report Preparation))**

C.Viva – Voice:

The Viva-Voce examination will be conducted on the basis of the Dissertation report.

JOB TRAINING

L	T	P	C
4	0	0	3

Objective :

Under this module each candidate will be placed in a recognized travel agency for understanding the travel trade business practice.

Course Contents :

The Training is based upon the 4 weeks practical training with any recognised Travel Agency / Tour Operating Company / Hotel. The Department will circulate the placement brochure/letter to various organisations prior to joining the same. During the organisational work (training period), each student is required to prepare practical report of day to day activities to be submitted for evaluation. The students will have to submit the Job Training Report after completion of their Job Training before Viva-voce examination. **(60 hours for both training and Report Preparation)**

C. Viva-Voce

The Viva-Voce examination will be conducted on the basis of the Tour Package Prepared, Tour and Job Training Reports and other theory papers taught.

EFFECTIVE COMMUNICATION & PROMOTION OF TOURISM

L	T	P	C
5	0	0	4

Objectives:

This module intends to train the students about Printing and Electronic Media for the Planning and Management of advertising and other communication tools for promoting tourism products.

Part A :Printing and Advertising

Unit – I:

Advertising: Its purpose and function, benefits of advertising, noncommercial advertising, ethical issues in advertising and need for advertising. Media Decisions : The media Selection process, Different media types-print media, television, radio and the new electronic media. Preparation of brochures, booklets, maps etc. (15 L)

Unit – II:

Advertising Agency: Function, Organisation and selection – Major functions of an advertising agency, consideration for advertising agency selection, the role of advertising in consumer Decision Process. Specialised advertising, industrial advertisements, institutional advertisement, non-commercial advertisements. (15 L)

Part B :

Advertising Products: Communication and Promoting Products – Advertising, Direct Marketing, Sales Promotion, Public relations and Sponsorship.

Unit – III:

Promotional Tools: Major promotional tools, Developing Effective Communication, Identifying Target audience, Determining the response sought, selecting message, Choosing different media types, selecting message source and collecting feedback. Establishing the total promotion budget and factors on setting the promotion mix. (15 L)

Unit – IV:

Elements of Advertising: Major decisions in advertising or Five Ms of Advertising – Objective setting, setting advertising budget, Message decisions, Media Decisions and campaign evaluation. Direct Marketing – reasons for growth of direct marketing and telemarketing, Sales Promotion – Setting sales – promotion objectives, selecting Sales – Promotion tools, developing the sales promotion program, evaluation the results.

(15 L)

Unit – V:

Public Relation: What is Public Relation? Major activities of PR departments – Press Relations, Product Publicity, Corporate Communication, lobbying, counseling. The Public Relations Process, Major tools in marketing PR, Public Relations opportunities for the Service Industry. Sponsorship – Managing and developing sponsorship, organizing events, PR at exhibitions, conferences, openings and inauguration.

(15 L)

Suggested Readings :

- Diwan, Parag : Advertising Management 1998.
- Thakur, D. : Advertising, Marketing and Sales Management, 1999.
- Petit, L. Effective Communication.
- Publications of World Communicatin Congress.

HUMAN RESOURCE MANAGEMENT IN TOURISM

L	T	P	C
5	0	0	4

Objectives:

This Module is prescribed to make students to understand the concept of Human Resource Management and teach various aspects of it related to tourism.

Unit – I:

Concept of Human Resource Management: Human resources definition – nature – characteristics – objectives – functions – scope – importance. (15 L)

Unit – II:

Functions of HRM: The system approach to human resource management – an overview of the staffing function – managers and human resource department – the human resource management process. (15 L)

Unit – III:

Human Resource Planning: Current assessment, future assessment, development a future plan) – system approach to selection – recruitment and de recruitment – job design. (15 L)

Unit – IV:

HRM Skill Development: Orientation – employee training : skill categories, training methods – career development : career stages, keys to a successful management career – compensation and benefits. (15 L)

Unit – V:

Challenges of HRM: Current issues in human resource management – managing workforce diversity – sexual harassment – family concerns – employee loyalty – importance of groups in actuating. (15 L)

Books for reference :

- Terry & Franklin - Principles of Management
- Harold Koontz & Heinz wehrich - Essentials of Management
- Aswathappa K. - Human Resource Management

CARGO MANAGEMENT

L	T	P	C
4	0	0	4

Objective :

This module is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge.

Unit – I:

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo. (12 L)

Unit – II:

Use of Guides : The OAG Air Cargo Guide – Aircraft : bulkloading limitations – Unit load devices. (12 L)

Unit – III:

Cargo Rating – Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/currencies. Chargeable weight rating- Specific commodity rates, class rates, general cargo rates, valuation charges. (12 L)

Unit – IV:

Documentation : Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. (12 L)

Unit – V:

Handling – Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies. (12 L)

Suggested Readings :

- Air Cargo Tariff Manuals
- IATA Live Animals Regulations Manualproject IATA Special Mail Manual.

COMMUNICATIVE HINDI

L	T	P	C
4	0	0	4

Objectives:

To make the student to learn one more language in Hindi

To encourage students to communicate in English

Unit I:

Basic Learning: Starts with alphabets, word construction sentence formations with applied grammar, numerals, functional Hindi, Names of flowers, relations vegetables, parts of Conversations Hindi. (12 L)

Unit II:

Conversation: Conversation in day-to-day life, between two friends, teacher, students, market places, shops Enquirer in bus stand, railway airport, about current affairs, sports and in college. (12 L)

Unit III:

Phrases and Proverbs: Some phrases proverbs and idioms also will be practiced. Creative Writing and Reading. (12 L)

Unit IV:

Writing Skill: Essays connection with temples, festivals of India, important incidents and simple stories. (12 L)

Unit V:

Translation : 10 – 15 sentences in English to Hindi and Hindi to English. (12 L)

Books for reference:

1. Anuvadmalā Part – 1, Dakshan Bharat Hindi Prachar Sabha, Chennai – 17.
2. Manohar Kahaniyam, Dakashan Bharat Hindi Prachar Sabha, Chennai-17.

3. Gadhya Sankam, Dakshan Bharat Hindi Prachar Sabha, Chennai – 17.
4. Tamil Nadu, Veera Raghavan, Publication Division, Ministry of Information and Broadcasting Patiala House, New Delhi.
5. Temples of India : Myths and Legends, Mathuram Bhoothalingam, Ministry of Information and Broadcasting

PROJECT :

Dissertation Report:

Objectives:

L	T	P	C
12	0	0	8

This module is prescribed to give experience of thesis writing and critical analysis of tourism related research work.

Course Contents :

Each student is required to prepare short thesis based on research field study on a specified topic. The dissertation report will be submitted for evaluation 30 days before the commencement of examination. This will encourage students to analyse the tourismrelated topic and provide experience for further research programmes.

(180 hours for dissertation preparation and writing)

C.Viva – Voice:

The Viva-Voce examination will be conducted on the basis of the Dissertation report.