

**MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12**

B.A. Tourism and Hospitality Management (CBCS)

(Choice Based Credit System)

(with effect from the academic year 2016-2017 onwards)

(45th SCAA meeting held on 09.02.2017)

Sem	Pt. I/ II/ III/ IV /V	Sub. / Ppr. No.	Subject status	Subject Title	Hrs. per week	Cre dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
V	III	25	Core - 7	TOURISM PRODUCT OF INDIA	7	5	25	75	100	30	40
	III	26	Core - 8	INTERNATIONAL AIRLINES MANAGEMENT	7	5	25	75	100	30	40
	III	27	Major Elective-I	(ANY ONE) (A) ECONOMICS OF TOURISM (B) HOTEL ACCOUNTING	6	5	25	75	100	30	40
	III	28	Major Elective-II	(ANY ONE) (A) TRAVEL AGENCY MANAGEMENT (B) ECO TOURISM	6	5	25	75	100	30	40
	IV	29	Skilled Based subject (Common)	Personality Development/ Effective Communication/ Youth Leadership	4	4	25	75	100	30	40
SUBTOTAL					30	24					

Sem	Pt. I/ II/ III/ IV /V	Sub. / Ppr. No.	Subject status	Subject Title	Hrs. per week	Cre dits	Marks				
							Maximum			Passing minimum	
							Int.	Ext.	Tot.	Ext.	Tot.
VI	III	30	Core - 9	AIR CARGO MANAGEMENT	6	5	25	75	100	30	40
	III	31	Core - 10	AIR TRAVEL, TICKETING AND FARE CONSTRUCTION	6	5	25	75	100	30	40
	III	32	Core - 11	HOUSE KEEPING MANAGEMENT	6	5	25	75	100	30	40
	III	33	Core - 12	TOURISM ACCOUNTING	6	5	25	75	100	30	40
	III	34	Major Elective-III	(ANY ONE) (A) TOURISM POLICY AND PLANNING (B)HUMAN RESOURCE MANAGEMENT IN TOURISM	6	5	25	75	100	30	40
SUBTOTAL					30	25					

TOURISM PRODUCT OF INDIA

Unit I:

Tourism Products: Definition, Concept and classification. Cultural Heritage of India - Stages of evolution, continuity. Heritage – Meaning, types, of Heritage Tourism, Heritage Management Organisations- UNESCO, ASI, ICOMOS, INTACH.

Unit II:

Architectural Heritage of India : glimpses on the prominent architecture style flourished in different period. Different style of architecture in India - Hindu, Buddhist and Islamic. Selected case studies of World Heritage Sites in India

Unit III :

Pilgrimage Destinations: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura– Vrindavana, Allahabad, Ujjain, Hardwar, Gangasagar. Pallani Murugan Temple (TN), Tirupathi (AP) Sabarimalai (Kerala).Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Vaishali, Rajgriha, Kapilvastu, Jain: Kashi, Pavapuri, Shatrunjaya,Girnar, Mt. Abu, Sharavanbelgola, Palitana Muslim: Ajmer Sharif, Nizamuddin (Delhi), Sikh: Amritsar, Christian: Annai Velankani.

Unit IV:

Natural Resources: Important Wildlife Sanctuaries, National Parks and Natural Reserves in India. Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital,Munnar, Kodaikanal and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Tamilnadu, Andman Nicobar & Lakshdvp islands.

Unit V:

Important Museum, Art Galleries and Libraries. Performing art of India: classical dances, folk dances and folk culture. Fairs and Festivals : Social, religious and commercial fairs of touristic significance.

Books for References:

1. Basham A. L. : The Wonder that Was India.
2. Basham A. L. : Cultural History of India
3. Peroy Brown : Islamic Architecture
4. Peroy Brown : Indian Architecture
5. James Burgess : Western Cave Temples of India
6. Enakshi Bhavnani : Dances of India
7. R. Nath : Mughal Colour Decoration
8. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
9. Gupta M. L. and Sharma D. D. : Indian Society and Culture

INTERNATIONAL AIRLINES MANAGEMENT

Unit I:

History, growth and development of aviation industry. Aviation in India, present status of airline companies, airports, airport security etc.

Unit II:

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.

Unit III:

Management of Airlines – Types of airlines, airlines personnel and revenue earning, airport management, study of aircraft parts, the aircraft turnaround, the control tower.

Unit – IV:

Airport facilities and 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.

Unit – V:

Baggage – Definition & rules – free baggage allowance – special charged – prohibited items.

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

Unit I:

Nature, scope and application of economics in tourism and hospitality; Tourism scenario in India – tourist arrival data and Indian economy

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

Unit III:

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

Unit IV:

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

Unit V:

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.

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.
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

HOTEL ACCOUNTING

Unit – I:

INTRODUCTION TO ACCOUNTING: Meaning and Definition - Types and Classification - Principles of accounting - Systems of accounting - Generally Accepted Accounting Principles (GAAP) – departmental income & expense statement (all schedules including long – form)

Unit – II:

Departmental accounting : Meaning and purpose, methods allocation and apportionment of expenses.

Unit – III:

Understanding Balance sheet statement: Meaning and purpose, assets and liabilities, identification of assets and liabilities.

Unit – IV:

Visitors Tabular Ledger : Meaning & purpose, very basic of audit, night audit in hotels.

Unit – V:

Costing: Fundamentals, marginal costing technique, basic standard costing techniques, standard for material & labour variance only.

Books for Reference :

1. Hotel Accounting, Earnest B. Horwath & Luis Toth
2. Hospitality Accountig, Richard Kotas & Michael Conlan
3. Hotel & Catering Costing & Budgets, R.D Boardman, Heinemann

TRAVEL AGENCY MANAGEMENT

Unit I:

Definition of Travel Agency and Tour Operations, differentiation, interrelationship. Origin and growth of travel agencies. An overview of the travel agents in India, local travel agents.

Unit II :

How to set up travel agency:

- (a) Market research, sources of funding
- (b) Comparative study of various types of organisation proprietorship, partnership, private limited and limited
- (c) Govt. rules for getting approval
- (d) IATA rules, regulation for accreditation
- (e) Documentation
- (f) Office automation
- (g) Practical exercise in setting up a Travel Agency

Unit III:

Departmentalization, managerial responsibilities and use of technology. Sources of earning : commissions, service charges etc. Itinerary preparation, important considerations for preparing itinerary, costing, types and components of package tour.

Unit IV:

Dealing with Principal Suppliers: Dealing with air travel, tourist transport and accommodation. Supplier challenges. Present business trends and future prospects problems and issues.

Unit V:

Publicity and promotion: Issues related to sales, promotional issues, marketing communication, public relations. Associations and Organizations promoting travel agencies and tour operators: IATO, TAAI, ASTA, WATA, PATA, FHRAI, UFTA

Books for Reference:

1. Travel Agency and Tour Operation, Concepts and Principles - J.M.S. Negi
2. Professional Travel Agency Management - Chunk, James, Dexter & Boberg
3. The Business of Travel Agency Operations and Management - D.L. Foster
4. Travel Agency Management-An Introductory Text, Anmol Publication New Delhi-Mohinder Chand.
5. Tourist Guide and Tour Operations, Kanishka Publication, New Delhi.

ECO TOURISM

Unit I:

Environmental Studies : Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles,

Unit II:

Environmental Pollution – Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

Unit III:

Concept and Origin : Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

Unit IV:

Eco-tourism Resources in India – Caves, National Parks, Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.

Unit V:

Eco-tourism Planning and development strategies – Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI - Eco tourism in Tamil nadu.

Books for Reference

1. Baldwin J.H. (1985) Environmental Planning and Management. I.B.D. Dehradun
2. Singh Ratandeeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.
3. Romila Chawla : Wildlife Tourism and Development; Sonali Publications, New Delhi.
4. Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co.Ltd., Publishing Co.Ltd.)
4. Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish
5. Kandari O. P., Chandra Ashish : Tourism Biodiversity & Sustainable Development, Isha Books, Delhi.

AIR CARGO MANAGEMENT

Unit – I:

Introduction to Cargo Management: Cargo history, concepts and common terms used in cargo handling, rules governing acceptance of Cargo. Cargo rating- familiarization of cargo tariffs. Round off of the weights/dimensions/currencies. Chargeable weight rating – specific commodity rates, class rates, general cargo rates, valuation charges.

Unit – II:

Introduction to Air Cargo: Air Cargo Terminology – IATA cargo agent and agency operation – ABC air cargo Guide book – TACT rules, TACT tariff etc. – Chargeable weights & Principles of Air cargo.

Unit – III:

Cargo booking acceptance : Acceptance of special cargo. IATA dangerous goods regulation. Perishable cargo, valuable cargo, baggage shipped as cargo, human remains. Life saving drugs, live animal regulations. Restrictions in acceptance of cargo. Identification of cargo, documentation, labels.

Unit – IV:

Documents in Air Cargo : Airway bill: The function and completion of the airway bills, labeling & marking of packages. Cargo manifest, Cargo transfer Manifesto : Documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods. SMTP, IGM, SOB, LOC, FCL.

Unit – V:

Cargo Handling : Handling Cargo. Cargo capacity of Air – cargo needing special attention. Instruction to dangerous goods regulations – Cargo liability & Insurance. – foreign Trade License activity - Export – Import Documentation.

Books for Reference:

1. Course Material on Air Cargo Management, Swastick School for travel and Tourist Studies
2. Air Cargo Management Manual

**MSU/2016-17/UG-Colleges/Part-IV -B.A History Tourism and Hospitality Management/
Semester-V/ Ppr.no.31/ Core-10**

AIR TRAVEL, TICKETING AND FARE CONSTRUCTION

Unit – I:

Air travel and world airlines – air transport regulations – passenger aircraft and aeroplanes – airlines policies and practices.

Unit – II :

World side city-to-city schedules- Familiarization with OAG: letter city and airport code, airline designated code, minimum connecting time, global indicator – air transport abbreviation and meaning. Familiarization with Air tariff : currency regulation, NUC conversion factors, general rules, planning itinerary by air.

Unit – III:

Introduction to fare construction: Elements of air fares – types of fares – fare sheets- Abbreviation used in the fare formula.

Unit – IV:

Air fare construction : Guidelines - mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge.

Unit – V:

Air Ticketing techniques : Reservation Sheets – Airline Reservations – Domestic Airline ticketing – International Airline Tickets. Universal air travel plan: types of air travel card. Bank Settlement Plan (BSP)- Case studies of selected Airlines Modules. 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

HOUSE KEEPING MANAGEMENT

Unit – 1:

Introduction to House Keeping: Importance & Functions of Housekeeping House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas. Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

Unit - II :

Layout of House Keeping Department : Sections of the housekeeping department, their functions and layout. Organization of Housekeeping Department : Hierarchy in large, medium & small hotels - Attributes of staff. Job Descriptions and Job Specifications

Unit – III:

Guest Rooms: Types - Amenities & facilities for Standard & VIP guest rooms.

Unit – IV:

Cleaning Equipments : Classification, use, care & maintenance Selection & purchase criteria. Cleaning Agents: Classification, use, care and storage - Distribution & Control - Selection Criteria

Unit – V:

Key Control : Computerized keys - Manual keys - Key Control Procedures Glossary of Terms: Students should be familiar with the glossary of terms pertaining to above mentioned topics

REFERENCE BOOKS: -

1. Housekeeping Training Manual - Sudhir Andrews
2. Hotel, Hostel & Hospital Housekeeping – Brenson & Lanox

TOURISM ACCOUNTING

Unit – I:

Accounting Principles: Concepts and Conventions, double entry system – journal – ledger – trial balance and its preparations – final accounts of proprietary partnership and joint stock companies of tourism industry – insurance claims.

Unit – II:

Analysis and interpretation of financial statement – ratio Analysis – fund floor (operating ratios in tourism industry)

Unit – III:

Costing accounting – concepts – classification of costs – preparation of cost sheet- Methods of costing operation costing (canteen costing)

Unit – IV:

CVP – Analysis – Break Even Point, Break Even Chart – application of CVP analysis fro managerial decisions.

Unit – V:

Précising – Importance – pricing in tourism – conventional pricing methods – determination of room rates – food and beverage pricing – menu engineering – pricing package tours and budgeting and budgetary control.

Books for Reference :

Richard Kotas, Management Accounting for Hospitality and Tourism

TOURISM POLICY AND PLANNING

Unit – I:

Tourism Planning – phases – needs – goals – planning process – role of government in tourism

Unit – II:

Tourism Planning in India - five year plans – tourism policy Considerations and structure planning – safety and security of tourists.

Unit – III:

Tourism policy formulation – public sector involvement – role of public sector and planning – legislation and regulation establishing tourism policy – Manila Declaration – Goa declaration.

Unit – IV:

Origin and development of tourism policy in India – Tamilnadu. Types of planning – local, regional, national and master plan – National Action plan of 1992 – National Tourism Policy of 2002.

Unit – V:

Incentives and subsidies of state and central government to promote tourism – national committee for tourism.

Books for Reference :

- Balu U. : Tourism in India – Policy and Perspective
- Gunn C.M. : Tourism Planning
- Hall P. : Urban and Regional Planning
- Mishra S.K. : Tourism in India – Policy and Perspective

HUMAN RESOURCE MANAGEMENT IN TOURISM

Unit I:

Basic Philosophy and Approaches in HRD Planning. HRD Functions

Unit II:

Human Resource Management (HRM) in Perspective: HRM: The Field and It's Environment. The Evolving Role of HRM in the tourism industry: the Changing Emphasis

Unit III:

Meeting Human Resource Requirements: Human Resource Planning (HRP). Job/Role Analysis. Recruitment & Selection. Orientation & Placement.

Unit IV:

Developing Effectiveness in Human Resources: Training & Development (T&D). Performance Management. Potential Appraisal. Career/Succession Planning.

Unit V :

Managing Employee Growth: Conflict and Stress management. Importance of Discipline and Counseling in Tourism. Human Resource Management in Tourism: HRM in the service Industry. Emerging trends and Perspectives

Books for Reference:

1. Ian Beardwell & Len Holden– Human Resource Management: A contemporary
1. perspective, Macmillan
2. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, 3.
Profits, Tata Mcgraw Hill
4. M. Madhukar - Human Resource Management in Tourism , R. Publications