

MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

PG - SCHEME OF EXAMINATIONS: CBCS PATTERN

(For the students admitted during the academic year 2018-2019 and onwards)

Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – I								
18MTT11C	CORE - I: Management Concepts & Organizational Behaviour	06	25	75	100	38	50	04
18MTT12C	CORE – II: Tourism Principles, Policies & Practices	06	25	75	100	38	50	04
18MTT13C	CORE - III : Tourism Products of India	06	25	75	100	38	50	04
18MTT14C	CORE - IV : Global Tourism Geography	06	25	75	100	38	50	04
18MTT15C	CORE - V: Foreign Language - French	06	25	75	100	38	50	04
Semester – II								
18MTT21C	CORE – VI: Travel Agency & Tour Operations	06	25	75	100	38	50	04
18MTT22C	CORE – VII: E-Tourism	06	25	75	100	38	50	04
18MTT23C	CORE - VIII: Airlines and Airport Management	06	25	75	100	38	50	04
18MTT24C	CORE – IX: Ecotourism	06	25	75	100	38	50	04
18MTT25E	ELECTIVE - I: Communication Skills for Tourism	06	25	75	100	38	50	03

Sub Code	Title of the Paper	Hrs (wk)	Internal (CA) Marks	External Marks	Total Marks	Ext- Min.	Total Pass Mark	Credits
Semester – III								
18MTT31C	CORE - X: Destination Development & Management	06	25	75	100	38	50	04
18MTT32C	CORE - XI: Tourism Marketing	06	25	75	100	38	50	04
18MTT33C	CORE - XII: Human Resource Management	06	25	75	100	38	50	04
18MTT34C	CORE - XIII: Research Methodology	06	25	75	100	38	50	04
18MTT35V	Internship / Professional Practices & Viva-Voce *	01	80	20	100	40	50	04
18MTT36E	ELECTIVE – II : Managerial Economics for Tourism	05	25	75	100	38	50	03
Semester – IV								
18MTT41C	CORE – XIV: Tourism Entrepreneurship	06	25	75	100	38	50	04
18MTT42C	CORE – XV: International Business Management	06	25	75	100	38	50	04
18MTT43C	CORE – XVI: Customer Relationship & Services Management	06	25	75	100	38	50	04
18MTT44V	Project & Viva-Voce / National Tour & Report **	02	20	80	100	40	50	10
18MTT45E	ELECTIVE -III : Business Tourism	05	25	75	100	38	50	03
18MTT46E	ELECTIVE – IV : Hospitality Management	05	25	75	100	38	50	03
Total Credits					2200			90

*** Internship & Viva Voce – 80 Marks for Internship & 20 Marks for Viva Voce**

**** Project Report – 80 Marks for Internal & 20 Marks for External
National Tour – Compulsory component & a report needs to be submitted post tour**

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-I: MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	I	18MTT11C

Objectives:

- Familiarize the students with various functional areas of management and contemporary issues.
- To study the contemporary concepts in management and organizational behavior

UNIT -I

Management Concepts and Functions: Nature and Levels in Management – Managerial Roles and Skills– Tasks of a Professional Manager – Manager and Environment. Case Studies of Managerial Skills – Steve Jobs, Sundar Pichai and Satya Nadella

UNIT -II

Planning: Planning Process– Scope and Limitations– Short Range Vs. Long Range Planning– Characteristics of a Sound Plan – MBO, MBE - Organising: Organisation Structure & Design –Span of Control- Delegation of Authority and Decentralisation – Decision Making –Process - Approaches in Decision Making, Group Decision Making- Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture

UNIT - III

Directing & Controlling: Supervision, Motivation – Motives – Characteristics of Motivation– Elements – Methods –Leadership: T Styles & Models – Communication- Process of Communication – Control System and Process –Staffing –Meaning &Types

UNIT - IV

Organizational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Management of Stress –Understanding Work Teams– Conflict Management -Selected case studies of Domestic & International Companies

UNIT - V

Organisational Culture – Cross-Cultural Management – Change Management – Knowledge Management – Dimensions and Process - Impact of Technology on Organization

PRACTICAL EXERCISE

1. Plan & Conduct an Event

TEXT BOOKS

- 1.Koontz&Weirich(2004), Management, McGraw– Hill, Tokyo.

REFERENCE BOOKS

1. K, Aswathappa & Kariminder Ghuman (2017), Management Concepts Practice and Cases, McGraw Hill, New Delhi
2. Richard M. Hodgets (1993), Management, Academic Press, New Jersey.
3. Hampton (1992), Management, McGraw– Hill, International Edition, Tokyo.
4. Stoner & Wankel (1999), Management, Prentice Hall India, New Delhi.
5. Peter F. Drucker (2009), Practice of Management, Pan Books, London, Reprint.
6. Peter F. Drucker (2015), Innovation and Entrepreneurship, Heinman, New York.
7. Virmani B.R. (2006), The Challenges of Indian Management, Response books, New Delhi.
8. Important Business Magazines like: Business India, Business World and Fortune International.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-II: TOURISM PRINCIPLES, POLICIES & PRACTICES	I	18MTT12C

Objectives:

- To understand the various elements in tourism management.
- To study the roles of various tourism organizations

UNIT-I

Tourism - Meaning and Definitions - Characteristics of Tourism, Historical Development of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Tourism Systems- Leiper's Geo-spatial Model, Butler's Tourism Area Life Cycle (TALC) - Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-Centric and Psycho-Centric Model.

UNIT-II

Tourism Industry: Structure and Components: Attractions – Accommodation – Activities – Accessibility – Amenities – Infrastructure and Hospitality - F&B–Shopping – Entertainment– Typology of Tourism– Classification of Tourists – Tourism Network – Emerging areas of tourism– Niche tourism -Cruise, MICE, Literary, Indigenous, Medical & Wellness, Film, Golf, Silverhair, Doomsday, etc.,

UNIT-III

Major motivations and deterrents to travel -Tourism & Cultural Relationships, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Growth of Social Tourism, Demand and Supply in tourism – Present trends in Domestic and Global tourism - Impacts of Tourism.

UNIT-IV

Tourism Organizations: International, Regional, National and State Level- Roles and Functions: WTO, WTTC, ICAO, IATA, PATA, FHRAI, INTACH, Department of Tourism, Govt. of Tamil Nadu, TTDC, KTDC

UNIT-V

Ministry of Tourism, Govt. of India, National Tourism Policy - National Action Plan, - Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), e-Visa, Swadesh Darshan - PRASAD - HRIDAY Scheme, Marketing &Promotion - Incredible India –Paryatan Parv – Atithi Devo Bhava.

PRACTICAL EXERCISE

1. Preparation of Destination Promotional Video

TEXT BOOKS

1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey.
2. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.

REFERENCE BOOKS

1. Page J. Stephen & Brunt Paul (2007), Tourism-A Modern Synthesis, Thomson Publishers.
2. Chuck Y. Gee James C. Makens & Dexter J.L. Choy (1997), The Travel Industry, Van Nostrand Reinhold, New York.
3. Ray Youell (1998), Tourism - An Introduction, Addison Wesley Longman, Essex.
4. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
5. Burkart A.J., Medlik S. (1974), Tourism -Past, Present and Future, Heinemann, London.
6. Sunetra Roday, Etal (2009), Tourism Operations and Management, Oxford University Press.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-III: TOURISM PRODUCTS OF INDIA	I	18MTT13C

Objectives:

- To study the geographical features and the resources of India.
- To acquire knowledge on emerging Indian tourism destinations

UNIT -I

Tourism Products: Definition, Types and Unique Features – Tourism Resources of India-Natural, Socio Cultural, Diversities in Land forms & Landscapes - Climate, Flora & Fauna.

UNIT – II

Natural Resources: Wildlife Sanctuaries - National Parks - Biosphere Reserves - Mountains and Hill Stations–Islands– Beaches-Caves – Deserts of India, Wetlands & Ramsar Sites in India.

UNIT – III

Manmade Resources: Museums –Forts- Palaces - Art and Architecture– Handicrafts –Fairs & Festivals –Shopping– Amusement Parks – Live Entertainments-Luxury Trains

UNIT – IV

UNESCO World Heritage Sites in India - Indian Costumes - Cuisines– Major tourism circuits in India- Cases of selected destinations - Kerala, Rajasthan & Goa.

UNIT -V

Emerging Tourism Destinations of India: Adventure Tourism –Ecotourism–Rural Tourism – Golf Tourism- Tribal Tourism - Wine Tourism – Camping Tourism - Medical Tourism - MICE Tourism – Dark Tourism - Off-beat destinations

PRACTICAL EXERCISE

1. Heritage Tour of Coimbatore

TEXT BOOKS

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.

REFERENCE BOOKS

1. Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.
2. Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow.
3. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
4. Sarina Singh (2008), Lonely Planet India.
5. Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-IV: GLOBAL TOURISM GEOGRAPHY	I	18MTT14C

Objectives:

- To understand the relationship between geography and tourism
- To study the major tourism destinations and modes of transportation across the world

UNIT – I

World Geography – Destinations, Physical, Culture – Continents– Oceans–Countries & Cities - Map Work

UNIT – II

Time Zones – Calculation of Time: GMT Variation– International Date Line – IATA Areas & Sub Areas – Global Indicators

UNIT – III

Tourism Destinations in North America- Central America- South America and Adjacent Islands - Transport Systems: Airlines, Cruise liners, Trains, Road Transportation

UNIT – IV

Tourism Destinations in Europe and Africa - Transport Systems: Airlines, Cruiseliners, Trains, Road Transportation.

UNIT – V

Tourism Destinations in Asia and Oceania - Transport Systems: Airlines, Cruise liners, Trains, Road Transportation

PRACTICAL EXERCISE

1. Destination Expert Programme – 2

TEXT BOOKS

1. Rosemary Burton (1995), Travel Geography - Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper C (2009), Worldwide Destinations: The Geography of Travel & Tourism, Oxford Butterworth Heinemann.

REFERENCE BOOKS

1. Michael Hall (1999), Geography of Travel and Tourism, Routledge, London.
2. C. Michael Hall & Stephen J .Page (2006),The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.
3. Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, Ltd, India,
4. Lonely Planet Publications.
5. Travel Information Manual, IATA, Netherlands, 2009.
6. World Atlas.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-V: FOREIGN LANGUAGE - FRENCH	I	18MTT15C

Objectives:

- Familiarize the students with basic French concepts
- To focus on acquiring communicative competences required for tourism industry

UNIT – I

Fundamentals: Alphabets, Special Characters (Accent), Vowels, Numbers, Days of the Week, Months of a Year, Reading Time, Nationality, Profession, Colors, Directions, Types of Transport, Wishing others based on the time of the day, Special Occasion

UNIT – II

Basic Grammar: Identifying Masculine/Feminine nouns, Subject, Present Tense Conjugation (Group I, Group II & Group III Verbs), Irregular Verbs (Avoir, Etre, Aller) Adjectives, Adjective Demonstrative, Adjective Possessive, Articles, Writing Negative Form, Pronominal Verb, Preposition

UNIT – III

Simple day-to-day Dialogues: Meeting & Greeting People, Introducing Oneself/Somebody, Asking for and giving directions, Shopping, Hobbies, Sports, Planning for a weekend trip, Talking about weather, Daily routine

UNIT – IV

Tourism Specific Dialogues: Room Reservation over telephone, Conversation at a hotel reception, Asking for information, Discussing a menu, Ordering Food and Beverage, Asking for preferences, Selling a tour package

UNIT – V

Descriptive Style: Talking about future plans, Sharing shopping experience, your favourite vehicle, favourite actor/sports person, describing about a tourist destination, capital city, letter/invitation writing

PRACTICAL EXERCISE

1. Playing – Situation in Hotel Reception, Restaurant & Tourist Destination

TEXT BOOKS

1. R Chandrasekar, R Hangal, C Krishnan, C Le Ninan, A Mokashi (2011), A Votre Service 1 & 2, Hachette Publishers
2. K. Madanagobalane (2007), Synchronie I, Samhita Publications, Chennai

REFERENCE BOOKS

1. Eliane Kurbegov (2010), Basic French, McGraw-Hill Education
2. Stanley (2008), First French Reader: A Beginner's Dual-Language Book, Dover Publications
2. Collins Easy Learning Role
3. French - Grammar Guide

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-VI: TRAVEL AGENCY AND TOUR OPERATIONS	II	18MTT21C

Objectives:

- To study the components and functions of a travel agency and tour operator
- To familiarize the students with itinerary preparation and costing

UNIT-I

Evolution of Travel and Travel Trade – Emergence of Thomas Cook and American Express Company – Travel Agency & Tour Operation Business –Linkages and Integration with the Principal Service Providers.

UNIT-II

Travel Agency Vs. Tour Operation Company - Functions of a Travel Agency, Tour Operation Company - Setting up a full-fledged Travel Agency - Recognition from Government - IATA Accreditation - Sources of Income of a travel agency/tour operator - Diversification of Business - Travel Insurance, Forex, Cargo, International SIM Cards – Documentation

UNIT-III

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Preparing Itinerary - Do's and Dont's of Itinerary Preparation – FIT& Group Tour Components and Planning –Tour Brochure – FIT, Fixed Departure

UNIT-IV

Tour Packaging - Importance of Tour Packaging –Tour Costing and Pricing - Pricing strategies - Preparation of Cost Sheet – Preparation of Tour Quotation– Re-quoting for competitiveness- Preparation of Tour Profit Report–Tour packages of India, USA, Europe, South Africa, Middle East, Far East Asia, Australia, New Zealand, Islands (Self-Study)

UNIT-V

Travel Trade Associations: Objectives - Roles and Functions –Classification of Association: International, National, State, Local–Governmental/Non-Governmental - UFTAA, ASTA, TAAI, IATO, IAAI, OTOAI, TTM, KTM– Ethics of Travel Agency Business –Corporate Social Responsibility (CSR) in Travel Agency Business

PRACTICAL EXERCISE

1. Itinerary Preparation – Domestic & International
2. Preparation of Tour Quotation

TEXT BOOKS

1. Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Ltd., New Delhi.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.

REFERENCE BOOKS

1. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
2. Roday. S, Biwal. A & Joshi.V.(2009), Tourism Operations and Management, Oxford University Press, New Delhi.
3. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-VII: E-TOURISM	II	18MTT22C

Objectives:

- To gain knowledge on the concept and the role of information technology in tourism industry
- To learn the emerging ICT tools and its impact in the industry

UNIT- I

Introduction to E-tourism, Historical Development - Electronic technology for data processing and communication – Strategic and Operational use of IT in Tourism

UNIT – II

Global Distribution System: History & Evolution –CRS, HRS, GDS, Hotel Distribution System- Cases of Amadeus, Galileo, Sabre, Abacus - Changing Business models of GDS, NDC.

UNIT – III

Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) & Business to Government (B2G). Case Studies of Red Apple DMC, OYO Rooms, OLX, Zoom Car, Ofo Cycles

UNIT- IV

Payment Systems in E-tourism - Payment Gateway - Billing and Settlement Plan (BSP) - Security Issues and Certification- Usage of Wallets- Quick pay options (Tez, Samsung Pay, BHIM) - Virtual Banks (Paytm, Airtel)- Case studies of e- wallets –Freecharge, Mobikwik – OTA’s – OTA Wallets – Coupons and Cashbacks

UNIT – V

Future of E-tourism - E-marketing and Promotion of Tourism Products – Facebook, Twitter, YouTube, WhatsApp - Travel Blogs –Usage of Artificial Intelligence- Virtual Reality - Challenges for conventional business models & Competitive strategies

PRACTICAL EXERCISE

1. Technical Writing – Travel Blog
2. Destination Documentary – Promotional Video (To be published in Social Media)

TEXT BOOKS

1. Sheldon P. (2002), Tourism Information Technology, CABI.
2. Inkpen G. (2000), Information Technology for Travel and Tourism, Addison Wesley.

REFERENCE BOOKS

1. Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
2. Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
3. Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
4. Malvino A.P (1995), Electronic Principles, McGraw-Hill.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE -VIII: AIRLINES AND AIRPORT MANAGEMENT	II	18MTT23C

Objectives:

- To gain knowledge on the aviation industry and air travel process
- To understand the concept, role and procedure of cargo transportation

UNIT-I

Aviation History – International Conventions - Chicago Convention, Warsaw Convention - Freedoms of the Air - Open sky policy- Functions and Role of ICAO, IATA, DGCA and Airports Authority of India - Types of Airlines - Types of Aircrafts – Case Study of Boeing, ATR, Air Bus.

UNIT-II

Airline Terminologies - Three Letter City and Airport Code - Airline Designated Code -Types of Journeys –Fundamentals of Airline Ticketing - Special Fares - Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan

UNIT- III

Airport Management: Travel Documents - Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service - Special Passengers - Frequent Flyer Programs. Case study on Airport Automation: Changi International Airport

UNIT-IV

Baggage Handling – Types, Allowances, Excess Baggage and Oversized Baggage -Electronic Goods - Dangerous Goods - Prohibited Items– Security Check – Customs & Regulations – Immigration & Emigration Procedures

UNIT-V

Air Cargo: Terminal facilities –Booking procedures –Charges - Capacity of Airlines - Cargo with special attention - Live Animal Regulation - Cargo Documentation: Air way bill - Irregularity Report - Cargo Manifesto - Cargo transfer Manifesto. Case Study of Cargo Association &Organisations

PRACTICAL EXERCISE

1. Visit to Airport
2. Visit to Aeronautical Institution

TEXT BOOKS

1. Jagmohan Negi (2005), Air Travel Ticketing and Fare Construction, Kanishka, New Delhi.

REFERENCE BOOKS

1. Ratandeep Singh (2008), Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi.
2. IATA Training Manual.
3. Air Cargo Tariff Manual.
4. IATA Live Animals Regulation Manual.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-IX: ECOTOURISM	II	18MTT24C

Objectives:

- To understand the importance and impact of ecotourism
- To study the policies and practices related to ecotourism and understand the eco-friendly practices

UNIT-I

Fundamentals of Ecology- Basic Laws & Ideas in Ecology- Function and Management of Ecosystem- Biodiversity and its Conservation-Pollution –Types – Ecological Foot print -Relationship between Tourism &Environment.

UNIT-II

Ecotourism- Evolution, Principles and Functions of Ecotourism - Mass Tourism Vs. Ecotourism - Typology of Ecotourists - Ecotourism Activities - Guidelines & Regulations – Quebec Declaration 2002 - Oslo Declaration 2007.

UNIT-III

Ecotourism Development - Sustainable Ecotourism - Resource Management - Socio- economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism - Responsible ecotourism - EIA - Environment Audit.

UNIT-IV

Conservation of Ecotourism - Protected Area Management through Ecotourism - Stakeholder Engagement –Local Community Participation - Types of Participation, Issues and Challenges - Ecotourism Projects –Impacts - Case Studies of Periyar National Park, Thenmala Eco- Project, Masai-Mara

UNIT-V

Ecotourism Development Agencies- Role of the National and International Ecotourism Society – the UNWTO, UNDP, WWF, TIES, Equations - Department of Environment & Forest - Government of India - Disaster Management.

PRACTICAL EXERCISE

1. Visit to a Ecotourism Destination for 2 Nights / 3 Days

TEXT BOOKS

1. Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication.

REFERENCE BOOKS

1. Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, USA
2. Fennel, D. A. (2002), Ecotourism Policy and Planning, CABI Publishing, USA.
3. Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, NewDelhi.
4. Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.
5. Ramesh Chawla (2006), Ecology and Tourism Development, Sumit International, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ELECTIVE -I: COMMUNICATION SKILLS FOR TOURISM	II	18MTT25E

Objectives:

- To develop effective written and oral communication skills
- Familiarize with the techniques and approaches for successful communication

UNIT I

Introduction to Communication – Importance of communication –Verbal communication- Non Verbal communication- Intrapersonal communication- Interpersonal communication-Extrapersonal communication -Mass communication- Barriers-Methods of achieving effective communication.

UNIT II

Oral communication skills: Paralinguistic Features- Proxemics –Haptics- Group Discussions - Participation in meetings and interviews - Designing and delivering presentations-Public Speaking – Debates – Telephone Etiquette – Negotiation Skills

UNIT III

Non-verbal Communication: Body language: Postures, Gestures, Signs & Symbols- Team building - Interpersonal effectiveness – Leadership Skills - Personality Development & Grooming – Stress Management.

UNIT IV

Written Communication: Report Writing – Blog Writing –Documentation –Social Media Communication – PR Communication –Content Writing

UNIT V

Business Communication: Preparing letters, Résumé, Reports, Proposals, E-Mails and other executive communications - Communication across cultures – Communication challenges in today’s work place.

PRACTICAL EXERCISE

1. Preparation of Resume, Covering Letter & Post Interview Thank You Letter
2. Create and Upload Profile into Job Portals(Naukri, JobStreet, Monster, LinkedIn)

TEXT BOOKS

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Kumar Sanjay & Lata Pushp (2012), Communication Skills, Oxford University Press, New Delhi.

REFERENCE BOOKS

1. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
2. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
3. Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
4. Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-X: DESTINATION DEVELOPMENT & MANAGEMENT	III	18MTT31C

Objectives:

- To understand the structure and components of tourism products
- To familiarize with policies and plans at the national and international level.

UNIT-1

Destination Development - Types of Destinations, Characteristics of Destinations - Destinations and Products - Tangible and Intangible Attributes of Destination-Destination Management Systems - Destination Selection Process – Destination Planning Guidelines - Destination Lifecycle.

UNIT-II

Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning – Planning process - National and Regional Tourism Planning and Development - Assessment of Tourism Potential - Planning for Sustainable Tourism Development - Environment Impact Assessment (EIA), Environmental Management Systems (EMS) –WTO Guidelines for Planners -Destination Mapping.

UNIT-III

Destination Image - Destination Image Formation Process - Measurement of Destination Image, Destination Branding, Creating the Unique Destination Proposition, Case Study of God's Own Country and Definitely Dubai.

UNIT-IV

Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies.

UNIT-V

Institutional Support: National Planning Policies for Destination Development- Tourism Policy of India-1982,1987& 2002, Role of urban civic bodies - Town planning – local bodies, Public Private Partnership (PPP) - TFCI - Case study on Tourism Policy of Government of Tamil Nadu.

PRACTICAL EXERCISE

1. Swachh Bharat (Cleaning campaign in the selected tourism destination in Tamil Nadu)
2. Visit to Pollachi International Balloon Festival

TEXT BOOKS

1. C. Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.

REFERENCE BOOKS

1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
2. Richard W. Butler (2006), The Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
3. Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
4. Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), Tourism in Destination Communities, CABI Publishing, USA

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE -XI: TOURISM MARKETING	III	18MTT32C

Objectives:

- To develop an understanding of the concepts and strategies in marketing
- To expose them to new marketing trends in the tourism industry

UNIT I

Marketing – Meaning & Importance - Evolution of Marketing –Marketing System - Marketing Functions - Marketing for Tourism – The Tourism Product – Features of Tourism Marketing– Market Research – Market Situation Analysis

UNIT II

Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning.

UNIT III

Tourism Marketing Mix - The 4 P's of Marketing –Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process.

UNIT IV

Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Online Travel Agencies - Events and other Tourism sub – sectors and products – Case Studies of Malaysia, Air Asia, Club Mahindra, Cox & Kings, Via.com

UNIT V

Developing Marketing Skills for Tourism - Technology in Tourism Marketing – Socially Responsible Marketing – Social Media Marketing

PRACTICAL EXERCISE

1. Register and participate in Tourism Webinars - 2
2. Preparation of Promotional Pamphlets & Posters

TEXT BOOKS

1. Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
2. Devashish Dasgupta (2011), Tourism Marketing, Pearson, New Delhi.

REFERENCE BOOKS

1. Kotler Philip (2006), Marketing Management, PHI, Delhi.
2. Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.
3. Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
4. Ramasamy VS & Namakumar S. (1990), Marketing Management: Planning & Control, Macmillan, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-XII: HUMAN RESOURCE MANAGEMENT	III	18MTT33C

Objectives:

- To understand the concepts and functions of human resource management
- To study the techniques for effective procurement and utilization of human resources

UNIT – I

Introduction to Human Resource Management – Meaning & Definition–Scope of HRM –Functions of HRM–Personnel Management Vs. HRM - Strategic HRM-Evolution of HR practices in Indian Context

UNIT – II

HR Manager – Qualities, Roles and Functions, Hierarchy of HR Department – Case Study of Mid-Sized and Large Company–Human Resource Planning: Recruitment, Selection, Induction

UNIT – III

Human Resource Development: Concept - HRD Tools: Job Analysis - Job Evaluation –Career Development - Training & Development – Evaluation of T&D Programs –Coaching and Mentoring – Performance Appraisal - Potential Appraisal - Promotion and Transfers - Personnel Empowerment

UNIT-IV

Employee Retention and Retention Techniques -Retirement and Separation –Employee Morale – Productivity –Change Management –Compensation: Concepts – Principles and Determinants of Compensation –Compensation Issues in Tourism Sector – Case Study on Employee Attrition in Travel Industry.

UNIT – V

Competency Standards - Hiring Trends in Tourism Industry - Gender Issues – Quality of Work Life (QWL)- Work-Life Balance – Stress Management - Modern day HR Practices around the world

PRACTICAL EXERCISE

1. Visit to HR department of an organization

TEXT BOOKS

1. Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co. Ltd, New Delhi.
2. Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata Mc Graw-Hill, New Delhi.

REFERENCE BOOKS

1. S.K. Chakravathy (1987), Managerial Effectiveness and Quality and WorkLife, TMH, New Delhi.
2. Robert L. Mathis & John H. Jackson (2005), HRM, South Western Pub.
3. Saiyadain S. Mirza (2003), HRM, TMH, New Delhi.
4. Dessler (2001), A Framework for HR Management, Pearson Education India.
5. Edmund Henry (2001), A Dictionary of HRM, Oxford University Press.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-XIII: RESEARCH METHODOLOGY	III	18MTT34C

Objectives:

- To study the concepts, theories and methods in research
- To use the research skills for undertaking research activities

UNIT – I

Introduction to Research – Meaning, Objectives, Characteristics of a Good Research, Need and Scope of Research, Types of Research, Research Process, Ethics in Research

UNIT – II

Research Problem- Problem Identification - Steps in Defining Problem - Review of Literature- Sources, Need & Purpose, Process – Hypotheses- Meaning, Characteristics& Functions - Types & steps in Hypothesis Testing.

UNIT – III

Sampling techniques- Census Vs. Sampling, Principles, Need, Limitations of Sampling – Techniques- Probability and Non-Probability Sampling - Steps in Sampling–Data Collection- Primary and Secondary Data, Methods & Tools for Data Collection - Questionnaire - Construction of Quality Questionnaire- Pilot Study

UNIT – IV

Data Analysis and Interpretation- Tests, Level of Statistical Significance- Types of Analysis- Steps in Test of Significance- Parametric Vs Non Parametric Tests - Parametric Tests: Z-Test, T-Test, Chi-Square - Non Parametric Tests: Chi square as Goodness of Fit and Test of Independence, Sign Test - Usage of SPSS

UNIT – V

Interpretation and Report Preparation: Interpretation- Need, Techniques, and Precautions- Report Writing: Purpose, Functions, Characteristics, Types, Format, Presentation of Research Report - Plagiarism

PRACTICAL EXERCISE

1. Paper Presentation in a Conference/Seminar

TEXT BOOKS

1. C.R Kothari (2002), Research Methodology, Vishwa Prakashana, India.
2. R. Prabhu, T. Raju and V. Krishnapriya (2017), Research Methodology in Business Management, Vijay Nicole Imprints Pvt. Ltd, Chennai.

REFERENCE BOOKS

1. Blaikie. N (2000), Designing Social Research, Polity Press, Canterbury, UK.
2. Marshall. L. Rossman. B (1999), Designing Qualitative Research, 3rd Edition, Sage Publication, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	INTERNSHIP / PROFESSIONAL PRACTICES & VIVA-VOCE	III	18MTT35V

Objectives:

- To gain practical knowledge & know-how of selling tourism & related products
- To introduce the industry, the opportunities available, so as to enable them make a career in tourism.

The students are sent to gain professional experience and hands on training to various tourism and related organizations of their own interest. This provides the first hand exposure about the various departments involved in the tourism sectors. This will prepare them for the placement in the areas of their domain knowledge.

Itinerary planning is set to the students to equip them with the practical revelation of the theoretical study. It may be of National importance or region specific.

Specification and Evaluation Methods:

1. Projects must be related to a topic relevant to the syllabus.
2. Proper style of bibliography and references should be followed by the students.
3. The project report shall be between 30 and 50 pages, word processed in 12 point font (double spaced) in A4 size paper.
4. The project report should be submitted before the end of 4th semester examination.
5. Valuation of the project shall be conducted by a panel of experts

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ELECTIVE-II: MANAGERIAL ECONOMICS FOR TOURISM	III	18MTT36E

Objectives:

- To understand the concepts and techniques of micro and macro economics
- To help acquire skills needed for executive decision making

UNIT-I

Introduction –Tourism Economics –Managerial Concepts – Micro and Macroeconomics – Liberalization, Privatization and Globalization – Global Market Trends – Fiscal and Monetary Policy – Role of Central Bank

UNIT-II

Tourism Demand - Types of Tourism Demand - Determinants of Tourism Demand – Life Cycle Factors - Measurement of Tourism Demand- Tourism Demand Forecasting - Methods of Forecasting – Growth of Tourism Demand in India. Case study of Demonetization and its Impacts on Tourism

UNIT-III

Tourism Supply – Factors affecting supply- Break Even Analysis – Balance of Payments – Balance of Trade - Market Structure and Competition - Pricing in Tourism - Determinants of Price.

UNIT-IV

Macro Economic Environment – Inflation & Deflation Analysis - Government’s role in Tourism – Tourism Policies of Government of India: Role of Nidhi Aayog, Public and Private Sectors in Tourism - Need for Public and Private Sector Co-operation in Tourism – FDI in Tourism

UNIT-V

Impact of Tourism - Economic impact - the Multiplier Effect –Tax Revenue (Case Study of GST on Tourism Products) - Displacement Effect - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method. Case study of Socio-economic impact of Tourism on Folk Artists in Kerala & Rajasthan

PRACTICAL EXERCISE

1. Record & evaluate the Foreign Exchange currency fluctuation of INR Vs. USD & EURO
2. Debate on post-budget scenario

TEXT BOOKS

1. Sipra Mukhopadhyay (2010), Tourism Economics, Ane Books Pvt. Ltd., New Delhi.

REFERENCE BOOKS

1. Varshney RL & Maheswari KL (2004), Managerial Economics, Sultan Chand, New Delhi.
2. Dwivedi DN (2001), Managerial Economics, Vikas, New Delhi.
3. Maddala (2004), Microeconomics, Tata McGraw - Hill, New Delhi.
4. Jhon Trive (1995), The Economics of Leisure and Tourism, Oxford Butterworth, Heinemann.
5. Ronila Chawla (2004), Economics of Tourism & Development., Sonali Publications, New Delhi.
6. M.T. Sinclair & Mike Stabler (1997), Economics of Tourism & Development, Routledge, New York.
7. Peterson, H.C. &W.C. Lewis (2004), Managerial Economics, Prentice Hall (India), New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-XIV: TOURISM ENTREPRENEURSHIP	IV	18MTT41C

Objectives:

- To acquire knowledge about the approaches and methods of entrepreneurship
- To gain insight on the entrepreneurial ventures and the techniques used

UNIT - I

Entrepreneurship – Theories & Approaches – Types of Entrepreneurs – Entrepreneurial Motivation - Entrepreneurial Climate – Entrepreneurial Development Process - Myths about Entrepreneurship – Role of Entrepreneurs in Economic Development

UNIT – II

Entrepreneurial Traits and Motivation - Characteristics and Qualities of an Entrepreneur - Entrepreneur Vs. Professional Management –Development of Women Entrepreneurs – Challenges & Problems - SHG's - Case Study of Successful Women Entrepreneurs

UNIT – III

Entrepreneurship in Tourism – Opportunity Identification–Idea Generation –Business Plan– Opportunity Recognition – Market & Competition Analysis - Feasibility Report – Funding Options – Implementation Schedule.

UNIT – IV

Financial Planning –Working Capital – Source of Finance - Bank Loans- Types of Loans -Financial Institutions for Small Enterprises – Financial Institutions and their role – SIDBI – NSIC – SFCs – SSSIC - Commercial Banks –Govt. of India Initiatives - Skill India, Make in India, Start Up India.

UNIT – V

Organizational Framework for Promotion and Development of Tourism and Travel Business–Venture Creation and Management – Legal Issues – Intellectual Property Rights – Entrepreneurial Development Institutes in India - Case studies of Successful Tourism Entrepreneurs.

PRACTICAL EXERCISE

1. Participate in Entrepreneur Summit

TEXT BOOKS

1. Vasanth Desai (2003), Dynamics of Entrepreneurial Development and Management, Himalaya Publication House, New Delhi
2. Peter F. Drucker (1995), Innovation & Entrepreneurship, Harper &Row, New York.

REFERENCE BOOKS

1. Stephen Page, Jovo Ateljeve (2009), Tourism Entrepreneurship: International Perspective, Butterworth - Heinemann, London.
2. Melodi Botha, Felicité Fairer, Wessels (2006), Tourism Entrepreneurship, Berendien Lubbe, Juta and Company Ltd, Canada.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-XV: INTERNATIONAL BUSINESS MANAGEMENT	IV	18MTT42C

Objectives:

- To understand the ideology and framework of international business
- To gain knowledge on the business practices and strategies at a global perspective.

UNIT I

Introduction to International Management: Concept of International Business and Management – Internationalization of Business - The Environment of International Trade- Forces (Trade Barriers) – Global Economic Groupings – The Case of European Union – Globalization of Business.

UNIT II

International Business Environment: Economic, Political, Legal and Technological Environment - Global Economic Institutions: IMF - World Bank – UNCTAD- WTO – International Commodity Trading and Agreements- Ethical Issue in International Management.

UNIT III

Balance of Payment - Strategic Planning in International Management: Need and Benefits – Types and Theories of Foreign Investment - Foreign Direct Investment (FDI) – Factors Influencing FDI -Barriers - Policy Framework – Greenfield & Brownfield Investment – Mergers & Acquisitions– Franchising

UNIT IV

International Market Strategy: Market Identification and Demand Estimation – Product Strategy – Pricing Strategy – Selecting Channel of Distribution – Sales Promotion. Case Study of Mc Donald's, Tata Motors

UNIT V

Socio-Cultural and Ethical Environment: Concept of Culture – Cultural Diversity – Management of Cultural Diversity – Ethics and Social Responsibility - Methods of doing International business - Comparative Management – Japanese Style, Western, Chinese Management Styles. Case Study of Sony, Ali Baba, Volkswagen.

PRACTICAL EXERCISE

1. Case Study of Imports & Exports– Coimbatore, Tiruppur & Palladam

TEXT BOOKS

1. Aswathappa K. (2012), International Business, TATA McGraw Hill, New Delhi.
2. Richard M. Hodgetts & Fred Luthans (1991), International Management, McGraw- Hill, International edition.
3. International Business Management (2012), International Business Management, Pearson.

REFERENCE BOOKS

1. Warren J. Keegan (1998), Global Marketing Management, PHI, New Delhi.
2. Czinkotn (1995), Global Marketing, Dryden Press.
3. Phillip R. Cateora & John L. Graham (1999), International Marketing, McGraw-Hill International Edition.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	CORE-XVI: CUSTOMER RELATIONSHIP & SERVICES MANAGEMENT	IV	18MTT43C

Objectives:

- To equip with the CRM concepts and practices
- To acquire knowledge related to the application of skills required for managing customers.

UNIT I

Customer Relationship Management in Tourism – Customer Acquisition and Retention– Customer Loyalty - Customer Profitability and Value Modeling – CLC Vs. CLV - Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

UNIT II

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

UNIT III

Marketing of Services – Tourism as a Service - Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters - Service Design and Development.

UNIT IV

Service Quality & CRM – Service Capacity – Process – Types and Causes of Service Quality Gaps – Measuring and Improving Service Quality - Strategies to Resolve the Gaps.

UNIT V

Emerging Technologies in CRM - eCRM – Benefits – Applications in Market - Sales Force Automation - Data Handling in eCRM - eCRM Project Implementation

PRACTICAL EXERCISE

1. Practical Exercise on Database Management

TEXT BOOKS

1. Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
2. Urvashi Makkar & H Kumar Makkar (2012), Customer Relationship Management, McGraw Hill, New Delhi
3. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi.

REFERENCE BOOKS

1. Zeithmal, Parasuraman & Berry – Delivering Quality Service, The Free Press, New York.
2. Andry Silmore (2001), Services Marketing & Management, Response Book, Sage Publications, Delhi.
3. Jagdish Seethi, Etal (2000), Customer Relationship Management, John Wiley & Sons.
4. Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
5. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	PROJECT & VIVA-VOCE / NATIONAL TOUR & REPORT	IV	18MTT44V

A Project report / Dissertation at Post Graduate level gives platform for the students to undergo extensive research activities in tourism and allied sectors. It also facilitates the development of subject skills to acquire, select and synthesise relevant and appropriate knowledge in a range of historical evidence in a critical manner. It is hoped that this exercise would develop transferable skills with independence of mind, communication skills and ability to work in a self- disciplined way.

1. Students will be given an opportunity to select the topics relevant to Tourism and Allied sector.
2. They will be taught the importance of questionnaire construction, sample selection, methodology, administration of research tools and report writing.
3. They will be given hands on training on the preparation of project proposal

Specification and Evaluation Methods

4. Projects must be related to a topic relevant to the syllabus.
5. Proper style of bibliography and references should be followed by the students.
6. The project report shall be between 30 and 50 pages, word processed in 12 point font (double spaced) in A4 size paper.
7. The project report should be submitted before the end of 4th semester examination.
8. Valuation of the project shall be conducted by a panel of experts

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ELECTIVE-III: BUSINESS TOURISM	IV	18MTT45E

Objectives:

- To understand the concept and growing significance of business tourism
- To gain knowledge about contemporary business trends

UNIT I

Business Travel and Tourism – Typology – Structure – Scale – Benefits-Relationship between Business Tourism and Leisure Tourism- Issues and Challenges

UNIT II

Historical Development of Business Tourism - Demand and Supply Side of Business Tourism- Factors Influencing Business Tourism- The Geography of Demand– Buyers- Intermediaries and Specialist Agencies – Suppliers- Miscellaneous Services- Key Issues

UNIT III

Role of Destinations- Venues (Case Study of HICC, CODISSIA) - Accessibility – Accommodation (Case Study of Marina Bay Sands Hotel) - Ancillary Services- Future Projections- Event Marketing - Event Co-ordination - Event Evaluation

UNIT IV

Contemporary Business Travel –Business Travel Agents (Case Study of Orbit)–Global Network - Business Travelers: Motivational Factors, Travel Behaviour– Economic Impacts – Event Planners Business Model.

UNIT V

Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM,TTM, TTF, OTM, IITM, CII-Events, PATA Travel Mart.

PRACTICAL EXERCISE

1. Visit to Travel Trade Fairs

TEXT BOOKS

1. John Swarbrooke and Susan Horner (2001), Business Travel and Tourism, Butterworth-Heinemann, Melbourne
2. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York

REFERENCE BOOKS

1. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
2. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
3. Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, JohnWiley and Sons, New York.
4. Avrigh Barry (1994), Event and Entertainment Marketing, Vikas Publications, New Delhi.
5. Panwar J.S. (1998), Marketing in the New Era, Sage Publications, New Delhi.

Year	Subject Title	Sem.	Sub Code
2018 -19 Onwards	ELECTIVE-IV: HOSPITALITY MANAGEMENT	IV	18MTT46E

Objectives:

- To study the evolution growth and structure of hospitality industry
- To understand the recent trends in hospitality industry

UNIT-I

Introduction to Hospitality Industry – Definition of Hotel - Evolution and Growth of Hotels - Classification of Hotels: On the basis of Location, Size, Level of Service, Length of stay, Theme, Target Market, Ownership –Categorizing the hotel based on Stars - Alternative Accommodations

UNIT-II

Organizational Structure of a Hotel - Major departments of a hotel - Front Office, Housekeeping, Food & Beverage Service, Food Production& Patisserie, Maintenance& Engineering, Accounts, Human Resource, Security, Sales and Marketing, Purchases

UNIT-III

Types of Guest Rooms - Hotel Tariff Plans and Types -Room Reservations – Check in & Check out Procedure – Handling FIT, Groups, CIP, VIP, Regular Guests - Handling Messages - Handling Guest Complaints - Billing and Settlement

UNIT-IV

Evaluating Hotel's Performance – Need for Evaluation – Methods – Yield Management - Occupancy Ratio - Average Daily Rate (ADR), Average Room Rate per Guest –RevPAR - Market Share Index - Evaluation of Hotel by Guest

UNIT-V

CRS – Recent trends in Hotel Booking – Career in Hospitality Industry – Corporate Social Responsibility– Ethics of Hospitality Business – Modern day Hotels around the World - Future of Hospitality Industry

PRACTICAL EXERCISE

1. Visit to a Four/Five Star Hotel

TEXT BOOKS

1. Jagmohan Negi (1997), Professional Hotel Management, S. Chand, New Delhi
2. G. Raghubalan & Smritee Ragubalan: Hotel Housekeeping Operations and Management.

REFERENCE BOOKS

1. Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
2. Jatashankar R Tewari (2009), Hotel Front Office Operations and Management, Oxford Publication New Delhi.
3. Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
4. Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.