

**INSTITUTE OF HOTEL & TOURISM MANAGEMENT
MD UNIVERSITY ROHTAK**

Website: www.mdurohtak.net

e mail: ihtm@in.com

SCHEME OF EXAMINATIONS

MASTER OF TOURISM MANAGEMENT

First Semester

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
MTM 101	Tourism Business	70	30		3 Hrs
MTM 102	Principal and Practices of Management in Tourism	70	30		3 Hrs
MTM 103	Economics of Tourism	70	30		3 Hrs
MTM 104	Human Resource Management	70	30		3 Hrs
MTM 105	Tourism Resources	70	30		3 Hrs
MTM 106	Travel Agency and Tour Operation	70	30		3 Hrs
MTM 107	Research Methodology	70	30		3 Hrs
MTM 108	Foreign Language I	70	30		3 Hrs
MTM 109	Tour Report		50	50	

Second Semester

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
MTM 201	Tourism Marketing	70	30		3 Hrs
MTM 202	International Tourism Studies	70	30		3 Hrs
MTM 203	Accounting for Tourism Managers	70	30		3 Hrs
MTM 204	Transport Management	70	30		3 Hrs
MTM 205	Communication Techniques	70	30		3 Hrs
MTM 206	Tourism Behavior	70	30		3 Hrs
MTM 207	Tourism Ethics and Law	70	30		3 Hrs
MTM 208	Tour Packaging Management	70	30		3 Hrs
MTM 209	Foreign Language II	70	30		3 Hrs

Third Semester

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
MTM 301	Airlines Ticketing	70	30		3 Hrs
MTM 302	Entrepreneurship and Small Business Management in Tourism	70	30		3 Hrs
MTM 303	Event Management and MICE	70	30		3 Hrs
MTM 304	Cargo Management	70	30		3 Hrs
MTM 305	Information Management and Information System	70	30		3 Hrs
MTM 306	Environment Management in Tourism	70	30		3 Hrs
MTM 307	Marketing Research and Sales Function	70	30		3 Hrs
MTM 308	Foreign Language III	70	30		3 Hrs
MTM 309	Hospitality Management	70	30		3 Hrs

Fourth Semester

Paper Code	Name of Paper	External Marks	Internal Marks	Practical/Viva Voce Exam	Duration
MTM 401	Project Report		50	50	
MTM 402	Training Report		50	50	

Sub Code: 101	Course:	MTM I
Subject: Tourism Business	Internal (Sessional)	30
	External (Theory)	70

TOURISM BUSINESS

Unit-I

1. Tours, tourists, visitors, excursionists, travelers, resources, attractive, product market concept.
2. Tourism: Meaning, nature and scope
3. Tourism: Types, elements and components
4. Different approaches to the study of tourism.

Unit - II

1. Historical development of tourism
2. Travel motivators & deterrents
3. Pull and push forces in tourism.

Unit- III

1. Economic impacts of Tourism
2. Socio-cultural Impacts of Tourism
3. Environmental Impacts of Tourism

Unit- IV

1. Transportation: Types and relevance in tourism
2. Accommodation: Types and relevance in tourism
3. Travel Agencies and Tour-Operators: Overview and relevance in tourism
4. Concept of Tourism Chain; Vertical and Horizontal integration in tourism chain
5. Performance of tourism in India at national and international level
6. An overview of tourism Education with special reference to India

REFERENCES:

1. Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976

2. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
3. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
4. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
5. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
6. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
7. Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976
8. Sevlam, M., Tourism Industry in India, Himalaya Publishing House, Bombay, 1989
9. Seth, P.N., Successful Tourism Planning and Management, Cross Section Publications
10. Kaul, R.N., Dynamics of Tourism: A Trilogy, Sterling Publishers, New Delhi II.
11. Peters, M., International Tourism, Hutchinson, London

Sub Code: 102	Course:	MTM I
Subject: Principal and Practices of Management in Tourism	Internal (Sessional)	30
	External (Theory)	70

PRINCIPAL AND PRACTICES OF MANAGEMENT IN TOURISM

Unit-I

Management: Concept, Nature, process and functions, management levels, managerial skills and roles. The external environment, social responsibility and ethics.

Planning: Nature, purpose, types and process, management by objective, strategies and policies. Decision making process, tools and techniques, decision-making models, management by exception.

Unit-II

Organising: Concept of organizing and organisation. Line and staff, authority and responsibility, span of control, delegation, decentralization, conflict and co-ordination, organisational structure and design, management of change, innovation and organisation development.

Unit-III

Directing: Communication-process, types, barriers and principles of effective communication. Fundamentals of directing. Motivaton-theories and practices, leadership-concept, theories and styles.

Unit-IV

Controlling: Process, methods and techniques, **Information systems:** Automation of manual system, data processing stages, evolution from EDP to MIS, **MIS:** Introduction, definition, status, framework of understanding and designing MIS.

Sub Code: 103	Course:	MTM I
Subject: Economics of Tourism	Internal (Sessional)	30
	External (Theory)	70

ECONOMICS OF TOURISM

Unit-I

Concept of Economics and their relevance to tourism. Tourism organisations and the market for tourism products. Tourism organisations and the external environment-social, economic and physical environment. Tourism and economic development.

Unit-II

Demand for tourism: concepts and definitions of demand for tourism, determinants of tourism demand, measurement of tourism demand and elasticity of tourism demand.

Supply of tourism product: Patterns and characteristics, cost of tourism product, pricing of tourism product and marketing strategy in tourism industry.

Unit-III

The economic impacts of tourism: Direct, indirect, induced and negative. The measurement of economic impact, multiplier –meaning and types (investment, employment and tourism multiplier), linkage and leakages. Tourism impact on balance of payments and exchange rates.

Unit-IV

Tourism demand forecasting, concept of break even point, cost benefit analysis in tourism and project feasibility study. Principal sectors of Indian economy with special reference to tourism, ITDC, state tourism Development Corporation

Sub Code: 104	Course:	MTM I
Subject: Human Resource Management	Internal (Sessional)	30
	External (Theory)	70

HUMAN RESOURCES DEVELOPMENT IN TOURISM

Unit-I

HRD concept, objective, need and importance. HRD Philosophy and approaches: Mechanical, Paternalism and social approaches and their applicability in tourism industry. Constraints of HRD

Unit- II

Acquisition of Human Resources; Tourism Manpower planning; Job analysis; Recruitment and Selection procedures; Employee training and executive development; placement and orientation of new employee; Transfer and promotion procedures.

Unit- III

Performance Appraisal; career planning; Maintenance of Human Resource compensation; wage and salary administration; personnel welfare and working conditions.

Unit- IV

HRD in Tourism and Travel Industry; personnel requirement; Management training infrastructure and facilities available in Travel Agency and tour operation business; Hotel Industry and allied sectors. HRD in public and private sectors of Tourism in India; Assessment, identification of issues & problems.

Sub Code: 105	Course:	MTM I
Subject: Tourism Resources	Internal (Sessional)	30
	External (Theory)	70

TOURISM RESOURCES

Unit - I

Concept of resource, attraction & product in tourism, meaning & characteristics, typology & nature of tourism resources & nature & Scope to tourist places in India.

Unit - II

Natural Tourism resources in India-Existing use patterns vis-a-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas & islands), Tourism & nature conservation-Conflicts, Symbiosis and Synergy.

Unit- III

Study of wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Raja Ji National Park, Jim Corbett, Bharatpur Bird Sanctuary, Valley of Flowers & Gir National Park. Study of Hill station attractions & their environs with case studies of Mussoorie, Nainital, Shimla & Manali. Zoo & Islands: Resources & their use patterns case studies of Goa, Kovalam, Andaman Lakshadweep.

Unit- IV

Buddhist Resources- Bodhi Gaya, Kushnagar, Sarnath, Sanchi & Ajanta.

Islamic resources- Delhi, Agra & Fatehpur Sikri

Hindu resources-Khajuraho, Mahabalipuram,

Tarapati, Madurai, Panyore & Konark Socio cultural resources - Important fairs &

Festivals with case studies of Kumbha Mela, Dussehra, Onam Puri Rath Yatra- & Chhath.

Sub Code: 106	Course:	MTM I
Subject: Travel Agency and Tour :	Internal(Sessional)	30
Operation business	External (Theory)	70

TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Unit - I : Travel Agency and Tour Operation business:

Travel Agencies and Tour Operators- meaning, concept, types and importance Historical growth and development of travel agency and tour operation business.

Linkages and integrations in travel agency and tour operation

The future role of Travel intermediaries

Unit - II: Organizational structure and functions

Organizational structure of travel agency and tour operator-main operational and managerial staff.

Travel agency HR planning and job analysis of major positions

Major functions of Travel agency and tour operators

Unit - III: How to Set Up a Travel Agency

Procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India and IATA Ownership structure and revenue source of travel agency and tour operation fiscal and non-fiscal incentives available to travel agencies and tour operators business.

Unit - IV: Understanding the role of Government and other organizations in Travel Trade

Role and contribution of Department of Tourism, Government of India, ITDC and State Government Travel Trade Associations and Organizations-Role and contribution of WTO, IATA, TAAI and IATO.

Present business Trends and Future prospects of travel agencies and tour operators business

Case Studies

THOMAS COOK

COX & KINGS

ORBIT

MAKEMYTRIP.COM

Suggested Readings:

1. Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans, Plymouth.
2. Syrratt Gwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London, 1995
3. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York. 1990

REFERENCES:

1. Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall, Nt.: York, 1990.
2. Mohinder Chand, Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
3. Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
4. Frenmount P., How to open and Run a Money Making Travel Agency, John Wiley and Sons, New York. 1994.
5. Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990.
6. Yale P., The Business of Tour Operations, Pitman, London, 1995.
7. Witt S., and Moutinho L., Tourism, marketing and management handbook (ed.) Prentice hall, UK., 1989.
8. Holloway, J.e., The Business of Tourism, Pitman, 1992.
9. Kamra K.K. and Chand Mohinder, Basics of Tourism- Theory, operation and Practice, Kanishka Publishers, and distributors, New Delhi, 2002.
10. Syrratt G., Manual of Travel Agency Practice, Butterworth, Oxford, 1995.
11. IATA Manual

Sub Code: 107	Course:	MTM I
Subject: Research Methodology	Internal (Sessional)	30
	External (Theory)	70

RESEARCH METHODOLOGY IN TOURISM

Unit-I

Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. Research methodology: meaning and procedural guidelines.

Unit-II

Research design- Meaning of research design; need for research design; features of a good Research design; different research designs. Sampling design: the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit-III

Measurement and scaling techniques- Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales. Collection of Data-nature, sources of data; methods of data collection.

Unit-IV

Processing of data: Classification and Tabulation, Interpretation of data

Report writing- meaning functions; types of research report; significance of report writing report.

Sub Code: 108	Course:	MTM I
Subject: Foreign Language I	Internal (Sessional)	30
	External (Theory)	70

Vocabulary & written expression: Expressions used for introduction, greetings, salutations; Days of the week; Months of the year; counting (1-100), seasons, colours & telling the time.

Grammar : Definite article; Indefinite article; Subjective pronouns; Conjugation of first group, second group and some essential irregular verbs (in affirmative, negative and interrogative forms in present tense); Pronouns; Adjectives; Possessive Adjective; Demonstrative Adjective; Prepositions; Articles partitifs; conjugation of second group and third group verbs in positive, negative & interrogative in present tense.

Simple Translation and Comprehension based on simple text.

USE OF DICTIONARY IS ALLOWED IN THE EXAMINATION HALL.

Oral / Situation: To be given by the concerned teacher.

Content from the prescribed text: Leçons de base- Lesson1 to Lesson 14 (Premier Degré, premier partie)

Teaching Material / Book : Cours de langue et de civilization françaises(part 1)

EVALUATION IN PRACTICAL EXAMINATION:

Internal marks will be awarded to the learner on the basis of class participation; regularity and assignments and External marks will be awarded on the basis of his/her performance in the practical examination. The practical exam includes:

- Role-playing of different situations
- Understanding questions
- Conversation
- Picture composition

Sub Code: 109	Course:	MTM I
Subject: Tour Report	Internal (Sessional)	30
	External (Theory)	70

The students will have to submit a tour report for Viva Voce followed by visiting several places of tourist interest in India.

Sub Code: 201	Course: MTM II	
Subject: TOURISM MARKETING	Internal (Sessional)	30
	External (Theory)	70

TOURISM MARKETING

UNIT I

Marketing - An Overview : Core Concepts Of Marketing~ Needs, Wants, Demands, Products, Markets. Marketing Management Philosophies - Production, Product, Selling, Marketing and Societal Marketing Concepts. Economic Importance of Marketing. Tourism Marketing, Service Characteristics of Tourism Marketing, Marketing Mix.

UNIT II

Analysis and selection of market: measuring and forecasting demand; forecasting methods, managing capacity and demand. Market segmentation and positioning, Marketing research and information systems.

UNIT III

Developing marketing environment and consumer buying behaviour. Competitive differentiation and competitive marketing strategies, new product development, product life cycle, customer satisfaction and related strategies in internal and external marketing; interactive and relationship marketing. Planning marketing programmes: product and product strategies; product line, product mix, branding and packaging.

UNIT IV

Pricing, considerations, approaches and strategies. Distribution channels and strategies. Planning and controlling marketing programmes: communication, and promotion policy advertising, direct, marketing, sales promotion, public relations; concepts, and strategies in tourism. (evaluating and controlling marketing performance; performance control methods.

Sub Code: 202

Course: MTM II

Subject: INTERNATIONAL TOURISM STUDIES

Internal (Sessional)

30

External (Theory)

70

INTERNATIONAL TOURISM STUDIES

UNIT-I

International tourism: meaning definition, trends, models in international tourism, economic & accounting indicator in international tourism. Method of forecasting the future trends for the destination of the world.

UNIT – II

Factor affecting global & regional tourist movements' demand and origin factors, destination & resource factor, contemporary trends in international tourist movements.

UNIT- III

International tourism industry- method of operation, corporate strategies of international tourism, international tourism development: planning & policies case studies of selected countries like China, Thailand, Switzerland, France, USA & UK.

UNIT IV

Characteristics of Indian out bound tourism, characteristics & patterns of India's major international markets. Domestic tourism in India, patterns & characteristics, & major tourist general states.

Sub Code: 203

Course:

MTM II

Subject_ ACCOUNTING FOR TOURISM MANAGERS

Internal (Sessional)

30

External (Theory)

70

ACCOUNTING FOR TOURISM MANAGERS

UNIT- I

Financial accounting – concept, importance and scope, accounting principles and conventions, journal, ledger, trial balance, preparation of final accounts (without adjustments)

UNIT- II

Analysis and interpretation of financial meaning, importance and techniques; ratio analysis; fund flow analysis; cash flow analysis

UNIT- III

Cost accounting-meaning, importance, methods, techniques; classification of costs and cost sheet; cost control techniques

UNIT- IV

Management accounting-concept, need, importance and scope; budgetary control-meaning, need, objections, essentials of budgeting, different types of budget; standard costing and variance analysis (material, labor) marginal costing and its application is managerial decision-making.

Sub Code: 201

Course:

MTM I

Subject: TRANSPORT MANAGEMENT Internal (Sessional)

30

External (Theory)

70

TRANSPORT MANAGEMENT

UNIT- I

Transportation as dynamic & visual manifestation of tourism. History of different modes of transportation. Growth of civilization and role of transport. Development & present status of means of transportation in different parts of India & World: a comparative study.

UNIT- II

Airlines & tourism: history of airlines' in India. Role and contribution of air India, Indian. Airlines, private airlines & helicopter services. Infrastructural basis of airlines in India. Role of airlines in tourism promotion: recent policies regarding airlines, problems of airlines business.

UNIT- III

Surface transport & tourism: importance of surface transportation. Infrastructural basis for surface transport in tourism promotion. Coaches' car rental system in India. Taxes & subsidies on tourist coaches & cars. Problems faced by surface transport sector.

UNIT- IV

Railway & tourism: history & present status of Indian railway. Zonal distribution, network & infrastructural basis of Indian. Railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Government policies regarding railway. Problems faced by Indian railway. Water transport: history & present status of water transport in seawater & inland waters. Cruise ships, luxury lines.

Sub Code: 205	Courses: MTM II		
Subject: TOURISM MARKETING	Internal (Sessional)	30	
	External (Theory)	70	

COMMUNICATION TECHNIQUES

UNIT- I

Communication theory: meaning, significance and scope of communication; models of communication process; filtering in communication; words and meanings, perception and reality, barriers of communication. Flow of information in business organizations and role of effective communication in improving it.

UNIT- II

Business writing principles for clear business writing; adoption, word selection, sentence construction. Qualities of business correspondence, letters. Important business correspondence; memos, reports, inquires and responses, persuasive requests, sales letters. Facsimile, curriculum vitae, email, use of" ms office in 13usiness communication. Business report writing -organization and make-up of different types of reports. Techniques of writing, visual aspects of reports; layout options and illustrations.

UNIT- III

Oral business communication: dictation, telephone conversation, public speaking and oral reporting, interviews, demonstration. Meeting -process and organization of meetings, group discussions.

UNIT- IV

Nonverbal communication body language, importance of gestures in communication. Reading body language, body language in business communication. Cross- cultural communication- concept of cultures, function of culture, impact of culture on communication, important expressions in cross cultural communication.

Sub Code: 206

Course:

MTM II

Subject _TOURISM BEHAVIOUR - THEORY &PRACTICE

Internal (Sessional)

30

External (Theory)

70

TOURISM BEHAVIOUR - THEORY &PRACTICE

UNIT- I

Understanding travel & tourism behavior, characteristics affecting consumer behavior- cultural factors, social factors, personal factors, psychological factors, group factors, models of consumer behavior - economic man, passive men, cognitive man, emotional man, black box model, high commitment & low commitment consumer behavior.

UNIT- II

Examination of tourist forms & types & there characteristics:- activities, interests & opinions of tourism market segments & their buying decision behavior.

Buyer derision process - need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour.

UNIT- III

Tourist as am individual - tourist behaviour, tourist perception, learning and attitudes - concepts, process, important theories and application of the concepts do tourist behaviour.

UNIT- IV

Specific consideration of host guest-interaction & their impact on physcal, social &cultural environments, cross-cultural impacts. Management implication- consideration of the implications for tourism managements, communication, promotion, tourist guide interactions.

Sub Code: 207

Course:

MTM II

Subject_ TOURISM ETHICS AND LAWS

**Internal (Sessional)
External (Theory)**

**30
70**

TOURISM ETHICS AND LAWS

UNIT- I

Business ethics and laws- their relevance and applicability in travel and tourism industry. Company-meaning, definition, types, formation and incorporation under companies act, 1956. Contract act-meaning and essentials of a valid contract, breach and termination of contract.

UNIT- II

Consumer protection act- meaning and its relevance in travel and tourism business. Mrtpc-applicability and significance in tourism and travel related business. Laws relating to protection, presentation and conservation of heritage and environment.

UNIT- III

Laws and legislation relating to tourist entry, stay and departure. Procedure and requirement for procuring various travel documents (passport, visa and health certificates) with relation to inbound and outbound tourists. Laws relating to currency exchange, fema, passport act, 1967.

UNIT- IV

Laws relating to passenger safety, convenience and compensation during air travel, legislations relating accompanied and an accompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourists and their baggage. Archaeological site and remains act, wildlife protection act, environment protection act and air, water and noise pollution act. Foreigners act 1946.

TOUR PACKAGING MANAGEMENT

Unit 1

Meaning, definition, development, types components and significance of tour packages with relation to tourists, destinations and tour companies, role and input of public and private sector tourism organizations in promotion of tour packaging business.

Unit II

Tour Formulation – Influencing factors, stages involved in tour formulation – initial research (destination and market), itinerary development, negotiations, confidential tariff, costing & pricing marketing strategies. Brochure designing ,Printing and distribution.

Unit III

Defining the concept of tour cost, components of tour cost – fixed and variable costs, direct and indirect tour costs. Factors affecting tour costs. Tour cost sheet – meaning and significance, costing procedure for independent foreign tours (FITs) group inclusive tours and conference and convention packages, calculation of tour pricing, pricing strategies.

Unit IV

Tourists activities based on Mountains, Deserts, Forests and Wildlife, White Water, Marinas, Aerosport etc. and cultural and pilgrimage i.e. place of religions, historical archaeological, architectural and monumental significance, fairs and festivals, Conference and conventions and special events, Case studies of Tour Packages offered by government & private sectors and Thomas Cook and SITA etc.

Sub Code: 301

Course:

MTM I II

Subject: Airlines Ticketing

Internal (Sessional)

30

External (Theory)

70

AIRLINES TICKETING

Unit I

Aviation Geography: IATA areas, sub areas, sub regions, time calculation: GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time, Aviation Organisation: IATA & ICAO.

Unit II

Air Transportation: Concept of Airlines, Domestic and international airlines in India, Private sector and government airlines, types of aircraft, the hub and spoke system, interline agreements, role of DGCA, critical remarks on air transport industry of India, policies, practices.

Unit III

Understanding of various codes: ABC codes, looking up schedules, flight connections, transfer connections, looking TIM:- Passport, visa, special permits, customs formalities and currency regulations, health regulations and Airport tax, passenger needing special attention. Minimum connecting time, global indicator, NUC conversion factor, general rules (currency conversion table and rounding up of fare, different modes of payments e.g. cash, credit card etc.

Unit IV

Introduction to fare construction:- Definition and understanding of published fares, various types, normal, child one way, return, circles, excursion etc; commissions, discounts, MCO, PTA, HIP, BHC, looking up MPM, calculating TPM, determining the fare breakup point, surcharges, excess mileage table.

Ticketing-Insurance of tickets, Normal, one way, return, round the world, excursion, circle trip, child, etc. cancellation, reissue of tickets.

Sub Code: 302	Course:	MTM III
Subject: Entrepreneurship and Small Business Management in Tourism	Internal (Sessional)	30
	External (Theory)	70

**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT IN
TOURISM**

Unit-I

Entrepreneur and entrepreneurship: Entrepreneur types, Entrepreneurship skills, Entrepreneurial competencies, major Entrepreneurial competencies, developing entrepreneurial competencies. Entrepreneurship and small-scale Industry: small scale definition, characteristics of SSE, role of entrepreneurship in SSE and Economic development, conceptual model and support needs of SSE. Institutional interface for SSE.

Unit-II

Opportunity scanning and identification: Understanding entrepreneurship, alternative fields of self-employment, identification of an opportunity. Market assessment orientation, market demand analysis, analysis of competitive situation, understanding trade practices, choice of technology and selection of site.

Unit-III

Financing New/Small enterprises:-Financial planning, various sources of providing finance to SSE; preparation of business plan; financial management issues in SSE; ownership structures and organizational framework.

Unit-IV

Growth stages; strategies for stabilization and growth. Management performance, assessment and control. Managing family enterprises

Sub Code: 303	Course:	MTM III
Subject: Event Management and Mice	Internal (Sessional)	30
	External (Theory)	70

EVENT MANAGEMENT & MICE

Unit - I

Event Management: Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Surajkund Fair and Taj Mahotsava)

Unit - II

Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. Role of travel Agency in the management of conferences. The impact of conventions on local and national communities.

Unit - III

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

Unit - IV

Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

Sub Code: 304	Course:	MTM III
Subject: Cargo Management	Internal (Sessional)	30
	External (Theory)	70

CARGO MANAGEMENT

Unit- I

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

Unit-II

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

Unit- III

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

Unit- IV

Handling- Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

Sub Code: 305 **Course: MTM III**

Subject: Information Management and Information System

Internal (Sessional) 30
External (Theory) 70

**INFORMATION MANAGEMENT & INFORMATION &
SYSTEM IN TOURISM**

Unit I

Role of Information technology in current Business Scenario, Definition, characteristics, Components & Limitation of MIS, Role of MIS in Decision making, Structure of MIS, Development of MIS, Various MIS Reports, Making MIS efficient & Effective.

Unit II

Data Base Management System, Advantages of Data base Approach, Queries, Data base Design, Database Administration, Commercial Database. Computer Hardware & Software, The value & cost of gukrmahana.

Unit III

Decision Support System-Characteristics, Components & classification, Steps in constructing a DSS, role in Business, group decision support system. Introduction to Executive Support (ESS)

Unit IV

Computer Communication- LAN, WAN, Internet, peer to peer & client-Server Approach. Business Application of Information technology – Internet – Management information system, office automation, E-mail & electronic highway internet computer Networking- GRS- Meaning & Function, CRS for Rail transport, Hotel Booking, Airlines, Different Packages used:- Abacus, Amadeus, Galileo & Sabre

Sub Code: 306	Course:	MTM III
Subject: Environment Management in Tourism	Internal (Sessional)	30
	External (Theory)	70

ENVIRONMENTAL MANAGEMENT IN TOURISM

Unit 1

Introduction

Environmental management

Models of environmental management in tourism

Management of environmental quality (green)

Management of environmental impacts (grey)

Unit II

Categories of environmental management in tourism

Environmental codes of conduct

Internal environmental standards and environmental management

Environmental awards

Eco labels

Unit III

Environmental systems (EMAS)

Implementation of environmental management in tourism firms

The role of public, private and non-governmental sector

Implementation models

Unit IV

Case studies

Global code of conduct

Lao Code of Conduct

Green Globe

EU eco logo for accommodation

Green Key

Blue Flag

BIBLIOGRAPHY

Mihalic, T. (2000), Tanja. Environmental management of a tourist destination: a factor of tourism competitiveness. *Tour. manage.* , February 2000, vol. 21, no. 1, str. 65-78.

Mihalic, Tanja. The European blue flag campaign for beaches in Slovenia: a programme for raising environment awareness. V: HARRIS, Rob (ur.), GRIFFIN, Tony (ur.), WILLIAMS, Peter (ur.). *Sustainable tourism: a global perspective*. Oxford; Boston: Butterworth-Heinemann, 2003, str. 89-102.

Sub Code: 307	Course:	MTM III
Subject: Marketing Research and Sales Function		
	Internal (Sessional)	30
	External (Theory)	70

MARKETING RESEARCH AND SALES FUNCTIONS

Unit I

Status of Marketing research in India, Problems in Marketing Research. Relevance of Marketing Research in a developing country like India. Ethical issues in Marketing Research.

Unit II

Special Application areas of marketing research - Sales analysis and forecasting. 'New product Development & Test Marketing Advertising Research, Attitude Research.

Unit III

Sales Function. Buyer-Seller Dyads. Diversity of personal selling situations. Theories of selling-AIDAS, Right set of circumstances, Buying formal and Behavioural equation. Selling process prospecting, Approaching and closing, Approaches to selling.

Unit IV

Determining Personal Selling Policies and Strategies Product. Distribution and Pricing Strategies.

Organising Sales Function. Sales meetings & contests. Sales quotas, Sales Territories, Sales control and cost analysis.

REFERENCES:

Blankenship, A.B. & J. B. Doyle, Marketing Research Management.

Green, Paul, E & Donald S. Tull. Research for Marketing Decisions. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1970.

Handbook of Marketing Research, New York, McGraw Hill Book Co., 1974.

Lehmann, Donald, R.: Market Research & Analysis, Homewood Illinois, Richard. D. Irwin, 1989.

Luck 1. David, Wales G. High Taylor, A. Donald & Rubin· S. Ronald: Marketing Research Prentice Hall of India.

Richard R. Still, Edward W. Cundiff & Norman A.P. Gauant: Sales Management, Prentice Hall of India, 1985.

Suggested Readings:

Air Cargo Tariff Manuals

IA T A Live Animals Regulations Manuals

IA T A Special Mail Manual.

Sub Code: 308	Course:	MTM III
Subject: Foreign Language III	Internal (Sessional)	30
	External (Theory)	70

Vocabulary & written expression: French expression used in giving instructions, writing a letter applying for the post, expressions used to exchange information, expression used for designing a programme, to describe a house.

Grammar : Conjugation of verbs belonging to all the three groups in present tense in affirmative, negative and interrogative, present continuous tense, present perfect tense, simple future and future proche tense, direct pronouns, indirect pronouns, relative pronouns, pronouns en and y, subjunctive present

Translation and Comprehension based on simple text.

USE OF DICTIONARY IS ALLOWED IN THE EXAMINATION HALL.

Oral / Situation: To be given by the concerned teacher.

Content from the prescribed text: Unit: 4, 5 and 6 of Panorama-1(CLE International)

Teaching Material / Book: Panorama-1 de langue française (CLE International)

EVALUATION IN PRACTICAL EXAMINATION:

Internal marks will be awarded to the learner on the basis of class participation; regularity and assignments and External marks will be awarded on the basis of his/her performance in the practical examination. The practical exam includes:

- Role-playing of different situations
- Understanding questions
- Conversation
- Picture composition

Sub Code: 309	Course:	MTM III
Subject: Hospitality Management	Internal (Sessional)	30
	External (Theory)	70

HOSPITALITY MANAGEMENT

Unit I

Definition, size and scope of Hotel Industry, Principles and concepts of Hotel and its objectives, organization, departments and classification of Hotels, star categorization, types of rooms and types of plan- License, permits and regulatory condition and guidelines for hotel

Unit II

Front Office Techniques- Front office lay out and activities, guest activities in hotel reservation, role of reception-Forecasting room availability, registration procedure, handling guests on arrival, Food and Beverages, Billing and departure activities, Group Handling, Role of Front Office Manager and Personnel

Unit III

Banquet Function, Convention Halls, Meeting room- Arrangement for general and business meetings, organizations and procedure for arrangement of conferences and exhibitions and outdoor catering. National and International Hotel Association and their operation, incentives and subsidies extended to Hotel in tourist areas

Unit IV

Resort Management- Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development, trends and factors in development, Trends and factors in developed tourist markets leading to growth to resort concept, basic element of a resort complex- Loading facilities, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services

Sub Code: 401	Course:	MTM IV
Subject: Project Report	Internal (Sessional)	30
	External (Theory)	70

Sub Code: 402	Course:	MTM IV
Subject: Training Report	Internal (Sessional)	30
	External (Theory)	70
