

SCHEME OF EXAMINATION
MASTER OF TOURISM MANAGEMENT (MTM)
TWO YEARS PROGRAMME (SEMESTER SYSTEM)
2011

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

First Semester

Paper	Nomenclature	External	Internal	Total Marks
DEMTM 101	Human Resource Management	70	30	100
DEMTM 102	Cultural Tourism Management	70	30	100
DEMTM 103	Travel Agency Oerations	70	30	100
DEMTM 104	Accomodation and Leisure Management	70	30	100
DEMTM 105	Team Management	70	30	100
DEMTM 106	Workshop on Personality Development	70	30	100

Second Semester

Paper Code	Nomenclature	External	Internal	Total Marks
DEMTM 201	Entrepreneurship in Hospitality and Tourism	70	30	100
DEMTM 202	Tourism Resources	70	30	100
DEMTM 203	Tourist Behaviour	70	30	100
DEMTM 204	Air Travel Operations	70	30	100
DEMTM 205	Marketing for Hospitality and Tourism	70	30	100
DEMTM 206	Workshop on Computer Application	100		100
DEMTM 207*	Field Tour & Report			200

*** Field Tour & Report**

Paper	Nomenclature	Tour Report	Viva Voce	Total
DEMTM 208	Field Tour & Report	100	100	200

MASTER OF TOURISM MANAGEMENT (MTM)

First Semester

HUMAN RESOURCE MANAGEMENT

PAPER CODE: DENTM 101

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

1. Concept of Human Resource Development: Introduction, Concept of Human Resource Development, Benefits of Human Resource Development to an Organization, Relationship of Human Resource Development to other HRM functions, Human Resource Development Mechanism, Contribution of Mechanism to HRD, Human Resource Department & its Task, Human Resource Development in India, Concept of Orientation, Types of Orientation, Employee Counseling.

2. Management Development and Leadership Motivation: Concept and Need of Management Development, Assessment of Training Needs, Management Development Methods, Introduction Performance Appraisal, Definitions of Performance Appraisal, Objectives of Performance Appraisal, Concept of Performance Appraisal, Process of Performance Appraisal, Uses of Performance Appraisal, Method or Techniques of Performance Appraisal, Importance of Performance Appraisal, What is motivation? Definition of Motivation. Types of Motivation.

3. Manpower and Human Resource Planning: Introduction to Manpower Planning, Need for Human Resource Planning. Process of Human Resource Planning, Auditing of Human Resource, Developing Human Resource Plan, Responsibility of Human Resource Planning, Job Analysis, Job Description, Job Specification, Job Enrichment, Introduction to Recruitment and Selection, Definition of Recruitment, Sources of Recruitment, Internal Sources, External Sources, Definition of Selection, Steps in the Selection Procedure, Interviews, Physical and Medical Examination, Final Interview and Induction.

CULTURAL TOURISM MANAGEMENT

PAPER CODE: DENTM 102

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Introduction to Cultural Tourism Management: Tourism: Concept and Significance, Basic Concepts of Tourism, Nature and Components of Tourism, Tourism as a Behaviour, Categories of Tourism, Other Categories of Tourism, Cultural, Cultural and Tourism Relationship.

Cultural Tourism in India: Cultural Tourism in India, Cultural and Heritage Tourism, Music, Dances, Art and Crafts, Fairs and Festivals of India, Indian Architecture, The Cuisines of India, Religions of India, Yoga Tours of India, Railway Tourism in India.

Managing Tourism at the Places of Heritage and their Significance: The Charter Ethos, The Dynamic Interaction between Tourism and Cultural Heritage, Objective of the Charter, Principles of the Cultural Tourism Charter.

Heritage Tourism-Concepts, Practice and Challenges: Introduction to Heritage Tourism, Heritage: Concept and Practice, The Challenger, Destination Management

Cultural Tourism Management: Cultural Tourism, Concepts and Significance, Principles Governing Cultural Tourism, Cultural Tourism Managements, Human Resources Development, Traditional Indian Management Practices, Traditional Vs. Modern Management Practices, HRD Strategies.

TRAVEL AGENCY OPERATIONS

PAPER CODE: DENTM 103

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Introduction to Tourism and Travel Products: Tourism and Travel Industry, Travel Motivation, Tourism as a Behaviour, Travel Motivation, Travels through the Internet, Tourism and Travel Products, Tourism and Travel Market, Classification of Travel Market, Business Travel, Leisure Travel, The Travel Agency, Segment of the Vendors of the Travel Industry, Travel Related Services, travel Related Businesses, Food and Beverage, Travel Insurances, Sports Operator.

Organization and Working of a Travel Agency: Planning, Operating, Coordinating, Controlling, Marketing, Classification of Travel Agencies, Retail Travel Agent, Wholesale Travel Agency, Tour Operator, Forms of Organisation, Organizational Structure, International Passage Booking, Domestic Passage Booking, Tour Operation, Basic Principles in Packaging, Components of a Tour Package, Package Tours, Procedure for Appointment of Agent in India, Appointment of Agents Abroad, Modern Travel Agency.

Approval and Recognition of Travel Agencies: Opening a Travel Agency, Setup of a Travel Agency, Location, Finances, Promotion, Management, Procedures for Approval, Domestic Air Transport, Accommodation Sector, Ancillary Services, Credit, Automation and Computer, Financial Control, Application for IATA Approval.

Organisational Setup and Planning Patterns in Tourism Industry: Travel Agency Commission, Essential Information, Quoting Fares and Rates, Airline Schedules Information, Reservation, Flight Itinerary, Other Information, Required, ancillary Tourism Services, Services to the Tourists, Services to Suppliers, Other related Services, Car Hire and Rentals Services Insurance Services, Currency Services, Travel Document Services.

Economics of a Travel Agency Business: The Travels Business, Travel Marketing, Price of a Travel, Factors Influencing Pricing, Reservation Systems and Travel Business, Functions of CRS, Role of Travel Agents, Travel Agents Association.

ACCOMODATION AND LEISURE MANAGEMENT

PAPER CODE: DEMTM 104

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Introduction to Housekeeping Department: Introduction to Housekeeping department, Meaning of Housekeeping in Hotel, Types of Rooms, Housekeeping Layout, Responsibilities and Work, Attributes of Housekeeping Staff, Identifying ousekeeping Responsibilities.

Linen and Uniform Room: Line Room, Par Stock, Inventory Control, Linen Hire, Stock Taking, Uniform & Linen, Hotel Housekeeping Fresh Linen.

Laundry Services: Laundry Services. Floral Art, Basic principle of visual art, Principles of Flower Arrangement, Condition of plant material, Materials used in the flower arrangement, Points to be remembered, General rules of making floral art, Meaning and imorance of floral art in Hotel and making themes by using flower types of arrangements for making themes.

Housekeeping Control Desk and Public Area: Meaning and Importance of control desk, Role of Control desk, The documents and Registers maintained by control desk, Public Area cleaning, Care and Storage of out of Service Furniture.

Other Housekeeping Practices: Fire Prevention, Textiles, Training, First Aid, Budgeting, Lost and Found Procedure, Daily routine and system of Housekeeping department, Cleaning Equipment, Cleaning agents, Guidelines for handling complaints.

TEAM MANAGEMENT

PAPER CODE: DEMTM 105

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-1

Team Formation and Its Psychological Dimensions: Team work, types of team, production or service team, action/ negotiation teams. Project and development teams, advice and involvement teams, types of team and their differences. What makes a good team, innovation, Kaizen and employee involvement, psychological dimension of team, social identification, self esteem at work, social representation theory.

Unit-2

The Team and the Group Processes: Group and team processes, group norms, change to group norms, functions of group norms, pivotal and peripheral norms. Team norms, Group and team cohesion, factors in group cohesiveness. Team cohesion, roles and skills, roles in working groups, group building and maintenance role, team roles, team management wheel, team management index, team skills.

Unit-3

Principles of Team Building and Team Balance: Principles of team building, five different approaches, team and its leader, principles of team leadership, team leadership and social identification, need of team balance, assessing the team strength, using team wheels, key work functions of team, advising innovating, promoting, developing, organizing, producing, inspecting, maintaining, linking, assessing.

Unit-4

Team Management System: Team management systems instrument, measuring instrument, evaluating team performance, psychometric approaches to the team management 16 PF and the OPQ. The team performance curve, signs and principles of high team performance, team decision-making.

Unit-5

Implementing Team Work: Innovating teams at work, features of innovative teams, team factors contributing to organization, how a team can influence an organization, minority influence, characteristics of innovative team, factors in team success.

WORKSHOP ON PERSONALITY DEVELOPMENT**PAPER CODE: DEMTM 106****External: 100****(a) Personality Enrichment**

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language use and misuse, Art of good Conversation, Art of Intelligent Listening

(b) Stress Management

Meaning, purpose, techniques

(c) Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

(d) Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place

(e) Group Discussion

Team behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

(f) Telephone conversation

Thumb rules, voice modulation, tone, do's & don'ts, manners and accent

(g) Basic concept of Recruitment and Selection

Intent and purpose, selection procedure, types of interviews

(h) Preparing for interviews

Self planning, writing winning resume, knowledge of company profiles, academics and professional knowledge review, update on current affairs and possible questions

(i) Facing an interview panel

Time – keeping, grooming, dress code, document portfolio, frequently asked questions and their appropriate answers, self – introduction, panel addressing, mental frame – work during interviews

(j) Presentation

Presentation skills, seminar skills role – plays

(k) Electronic Communication Techniques: E mail, Fax,**(l) Travel & Hospitality Etiquettes: Bus , Train, Flight, Hotel Manners**

ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM

PAPER CODE: DEMTM 201

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I: Nature of Entrepreneurship and Small Business: The emergence of Small Business, Seeking Entrepreneurial Opportunities, Start-up and Buy-out Opportunities, Franchising Opportunities, Family Business Opportunities.

Unit II: Developing the New Venture Business Plan: The role of Business Plan for a New Venture, Creating a Competitive Advantage, Market Analysis and Formulating Marketing Plans, Selecting Management Team and Form of Organization, Location and Physical facilities, Accounting Statements and Financial Requirement, Sources of Finance.

Unit III: Small Business Marketing: Consumer Behaviour and Product Strategy, Pricing and Credit Strategies Promotion, Personal Selling, Advertising and Sales Promotion, Distribution Channels and Global Markets.

Unit IV: Managing Small Business Operation Professional Management in Growing Firm, Managing Human Resource, Quality Management and the Operation Process, Purchasing and Computer-based Inventory Management.

TOURISM RESOURCES

PAPER CODE: DEMTM 202

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

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), water bodies and biotic wealth (flora-fauna). Popular tourist destination for land based, water based and air based tourist activities.

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 beaches & Islands: Resources & their use patterns case studies of Goa, Kovalam, Andaman, Lakshadweep.

Unit IV

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

Islamic resources- Delhi, Agra & Fatehpur Sikri

Hindu resources-Khajuraho, Mahabalipuram, Tirupati, Madurai, Vaishno Devi & Konark

Socio cultural resources - Important fairs and festivals with case studies of Kumbha Mela, Dussehra, Onam, Puri Rath Yatra & Chhath.

TOURIST BEHAVIOUR**PAPER CODE: DEMTM 203****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

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 man, cognitive man, emotional man, black box model, high commitment & low commitment consumer behavior.

UNIT II

Examination of tourist forms & types & their characteristics:- activities, interests & opinions of tourism market segments & their buying decision behavior. Buyer decision process - need recognition, information search, evaluation of alternatives, purchase decision, post purchase behaviour.

UNIT III

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

UNIT IV

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

AIR TRAVEL OPERATION

PAPER CODE: DEMTM 204

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit-1

Tourism and Travel Products: Tourism and travel market, business travel, leisure travel, the travel agency, segments of the vendors of the travel industry, travel related service, travel related business, international travel requirements.

Unit-2

Air Travel and World Airlines: Introduction, the question of sovereignty in airspace, international air law, formation of the ICAO, the formation of the IATA.

New US Policy in International Aviation: The late 1970s, the pursuit of open skies, air line code, fixing the price of air seats, the significance of airline passenger load factors. Pricing in relation to load factor.

Unit-3

Approval and Recognition: Opening a travel agency, set up for a travel agency, location, finances, promotion, management, travel agency manager, procedure for approval, rules for recognition of a travel agency, approval from international air transport association (IATA), IATA passenger sales agency agreement, IATA approval membership, IATA and international air travel, IATA-UFTAA training programme, domestic air travel, air corporation Act, 1994, domestic air transport.

Unit-4

Economics for a Travel Agency Business: The travel business, marketing travel, price of a travel, factors influencing pricing, yield management, price elasticity, reservation system, functions of CRS, role of travel agencies, difficulties of travel agents, incentives, remuneration and earnings, familiarization trips, working conditions.

Unit-5

Air Ticketing Techniques: Computer reservations system, Amadeus, sabre (computer system), controversy, code sharing, Galileo CRS, travel technology, airline ticket, electronic ticket, checking in with an e-ticket, self-service and electronic check-in, E-ticket limitations, boarding pass, yield management, geo (marketing) variable pricing, ticket revenue, operating costs, assets and financing, code sharing, e-ticket limitation.

MARKETING FOR HOSPITALITY AND TOURISM

PAPER CODE: DEMTM 205

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive

examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I Introduction to Marketing

Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Marketing Strategies, Marketing Mix, The Marketing Environment.

Unit II Consumer Markets and Consumer Buyer Behavior

Characteristics, Factors Affecting Consumer Behavior, Types of Buying Decision Behavior, The Buyer Decision Process, The Buyer Decision Process for New Products, Consumer Behavior Across International Borders, Business Buyer Behavior. Market Segmentation (Concepts & Types), Targeting, and Positioning

Unit II Product Pricing and Services Strategy

What is Product, Product Classification, Product life cycle & strategies, Individual Product Decisions, Services Marketing (Concept & Characteristics), New-Product Development Strategy? Approaches to hospitality service pricing; marketing intermediates in hospitality business, Branding and Competitive Differentiation.

Unit IV Integrated Marketing Communication

The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, Direct Marketing, Personal Selling, Concept of Evangelism Marketing, CRM, Network Marketing and Interactive Marketing.

WORKSHOP ON COMPUTER APPLICATIONS

PAPER CODE: DEMTM-206

External: 100

Unit I

Introduction to Computers: Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel.

Unit II

Introduction to Computer Hardware: Components of Computers-Hardware: Hardware elements - input, storage, processing & output devices. Block diagram of computer,

Unit II

Introduction to Computer Software's & MIS: Types of Software, System Software, Application Software, Utility Software's, Use of MS-Office: Basics of MS-Word. MS-Excel and MS-Power Point, Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS.

Unit IV

Introduction to Internet & E-Commerce: Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing).Benefits, Hardware and Software requirements, Web Browser, Search Engines, E-Commerce, Concept, framework, advantages, applications, basic infrastructure requirement, E-commerce categories.

Practical: In ref to Theory Syllabus

FIELD TOUR AND REPORT

PAPER CODE: DEMTM-207

Evaluation: 100

Viva-Voce: 100