

16 MTTM 21D1

MANAGEMENT PRACTICES IN TOURISM INDUSTRY

External Marks: 80

Internal Marks: 20

Time: 3 hrs

Course Outcomes:

After the completion of the course students will be able to:

- CO1 Apply the knowledge of skills, roles and responsibilities of managers in Hospitality and tourism Industry.
- CO2 Gain the knowledge about decision making process, communication types and barriers and the various motivation theories.
- CO3 Apply the knowledge of managing various conflicts and change which is indispensable in any industry.
- CO4 Understand the leadership types, theories, groups and their applicability in Hospitality and Tourism Industry.

Unit-1

ROLE OF A MANAGER Roles and Responsibilities of a Professional Manager ,Managerial Levels and Skills required in Tourism Industry, Business ethics , Corporate Social Responsibility – Legal, Ethical, economic and Philanthropic Dimensions in Tourism.

Unit-2

DECISION MAKING AND DIRECTING Types of Decisions and Decision Making Process used by Travel Organizations ,Management by Objectives (MBO) , Managerial Communication – Types , process and Barriers in Tourism , Motivation – Concept and Theories ,Delegation and coordination .

Unit-3

ORGANIZATIONAL CLIMATE AND CHANGE Reasons for conflicts in Travel Organizations and its management strategies ,Change – Resistance to change and managing change.

Unit 4

BEHAVIOURAL DYNAMICS Analyzing Interpersonal Relations, Leadership – Concept, Content -Theories ,Styles of Leadership in Tourism Industry, Group Dynamics – Types of groups, Reasons for formation of groups in Travel organizations, Group Cohesiveness- merits and demerits.

Suggested Readings:

- Chandra Bose/Principles Of Management & Administration, Prentice Hall Of India
- Management Theory & Practice C.B.Gupta (CBG) Sultan Chand & Sons
- Management Stoner, Freeman & Gilbert Prentice Hall Of India Pvt Ltd.
- Management Today : Principles and Practice - Burton, Jene, Tata Mc-Graw-Hill Publishing Co. Ltd.
- Management: A global perspective, Weihrich, Heinz and Koontz, Harold, New Delhi: Tata McGraw-Hill Publication Company, 1993

Note: The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required, special instructions will be issued by the Chairman, PG Board of Studies in Management.

16 MTTM 21D2

COMMUNICATION SKILLS IN TOURISM

External Marks: 80

Internal Marks: 20

Time: 3 hrs

Course outcomes:

After the completion of the course students will be able to:

- CO1 Understand the meaning of communication, types, process, scope and importance of communication in industry.
- CO2 Follow the principles of business writing like Memos, Reports, Inquires and Responses, Persuasive Requests, sales Letter. Facsimile, Curriculum Vitae, Email, etc
- CO3 Well versed in dictation, telephone coverstaion, public speaking, oral reporting and interviews.

CO4 Understand and make effective use of non verbal communication and cross cultural communication.

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 Letter. Facsimile, Curriculum Vitae, Email, use of MS Office in Business Communication. Business Reports Writing –Organization and Make-up of Different Type 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, Functions of Culture, Impact of Culture of Communication, Important expressions in Cross Cultural Communication.

References:

- Snell Shelagh and Carpenter Jeff. “Communication in Travel and Tourism” Hodder and Stoughton Ltd. Kent by Page Bros. (Norwich) Ltd. 1990.
- Leisikar V Raymond and Petit D John. “Business Commutations” Richard D Irwin. 1992.
- MS Office.
- Allan Peas, Body Language.
- Desmand Morris, People Watching.
- R.K. Madhukar, Business Communication, Vikas Publisher House, New Delhi.

NOTE:

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included

in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

16 MTTM 22D1

ACCOUNTING FOR TOURISM

External Marks: 80

Internal Marks: 20

Practical Marks 50

Time: 3 hrs

Course Outcomes

After the completion of course the students will be able to.

- CO1 Gain the knowledge about the basic terminology, functions advantages and limitations of accounting
- CO2 To understand about various books of accounts such as primary and secondary books of accounts along with basic financial statements of the business such as Trading A/C, P&L A/C and Balance Sheet
- CO3 To apply the techniques of Management Accounting into actual business
- CO4 Prepare and study the different types of budgets.

Unit I

Financial Accounting: Meaning, Need, Objectives, Concepts, Conventions and Assumptions, Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.

Unit II

The Double Entry System: Its Meaning and Scope. The Journal, Cash Book. Ledger, Trial Balance. Trading Account. Profit and Loss Account. Balance Sheet, Entries and Adjustments of different heads in different Books and Accounts, Introduction of Company Accounts.

Unit-III

Managing Accounting: Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting. Analysis of Financial Statements- Ratios, Comparative and Common Size Statements.

Unit IV

Budget and Budgetary Control: Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different Types of Budgets and their Preparations, Flexible Budget, Master Budget Zero Based Budgeting.

Suggested Reading:

- Juneja, Chawla & Saksena – Double Entry Book Keeping – Kalyani Publications.
- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House.
- Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.
- R.L. Gupta – Advanced – Sultan Chand & Sons.
- S.N. Maheshwari – Principals of management accounting – XI Edition – Sultan Chand & Sons.
- Khan & Jain, Financial Accounting.

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16 MTTM 22D2**RESEARCH IN TOURISM**

External Marks: 80

Internal Marks: 20

Practical Marks 50

Time: 3 Hrs

Course Outcomes

As a result of undertaking this course, a student should be better able to:

- CO1 Design a research project encapsulating the conceptual and practical aspects of research
- CO2 Refine research design to meet the objectives and purpose of the project
- CO3 Develop research instruments appropriate to research design
- CO4 Write up a formal research report.

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. **Literature review** – Meaning, Importance and sources of literature

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.

Suggested Reading:

- Research Methodology (Pearson Publication) by Ranjit Kumar
- Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
- Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
- Research Methodology (New Age Publishers) by C.R. Kothari
- Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

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16 MTTM 23D1

TOURISM ECONOMICS

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Course Outcomes

After the completion of the course the students will be able to:

- CO1 Describe the structure of economics of tourism
- CO2 Appraise the positive and negative economic impacts of tourism
- CO3 Analyze a range of pricing strategy of tourism product and marketing strategy in tourism industry
- CO4 Awareness about principal sectors of Indian economy with special reference to tourism

Unit-I

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

Unit-II

Demand for Hospitality & tourism: concepts and definitions of demand for tourism, determinants of tourism demand, measurement of tourism demand and elasticity of Ordinance & Course 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

Suggested Reading:

- Mithani, D.M., Economic theory (Macro Analysis) Himalaya publishing house,

- 1990
- Witt, stephe, F., Moutinho, Luiz (eds.) Tourism Marketing and management handbook, prentice hall international (UK) Ltd.
- Sheela. A.M., Economics of Hotel Management, New Age International Publication (P) Ltd., New Delhi.
- Kamra K.K. , Economics of Tourism

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16 MTTM 23D2

ENTREPRENEURSHIP IN TOURISM

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

Course Outcomes:

After the completion of the course students will be able to:

- CO1 To understand what entrepreneurship is and how to avail various opportunities to start business.
- CO2 Apply the knowledge to chalk out a complete business plan including its various facets.
- CO3 Gain the knowledge about marketing and promotion of the business and become skillful in pricing, market analysis and promotional activities.
- CO4 Understand the various ways of successful operation of business activities and hone their skills in software based inventory management.

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.

Suggested Readings:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998.
- Saini, J.S., Entrepreneurship Development: Programmes, and Practices, 1998.
- Singh, Daleep, Effective Managerial Leadership, 1995.
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998.
- Diwan, P., Environment Management Law and Administration, 1998.

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