

**KARNATAK UNIVERSITY DHARWAD**

**REGULATIONS**

**FOR**

**MASTER OF TOURISM AND TRAVEL MANAGEMENT**

**(MTTM)**

**IN**

**KARNATAK UNIVERSITY DHARWAD**

**Regulations Governing Two Year Post Graduate Course  
MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)**

**Regulation, Scheme and Syllabus for MTTM**

Regulations Governing Two Year (PG) Course  
**MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)**

**1.0 Title:**

These regulations shall be cited as Karnatak University's Regulation governing the two-year Post Graduate Degree of Master of Tourism and Travel Management Programme of the Faculty of Social Sciences.

**2.0 Extent of Application:**

These regulations will apply to the Master of Tourism and Travel Management programme being run in the Karnatak Arts College Dharwad.

**3.0 Commencement:**

These regulations come into force from the date on which they are approved by the Honorable Chancellor or on such other date as directed by the Honorable Chancellor.

**4.0 Definitions**

In these Regulations, unless otherwise mentioned,:

- a. "University" means Karnatak University;
- b. "Post Graduate Programme" means Master of Tourism and Travel Management.
- c. "Student" means the student admitted to Post Graduate Programs like Master of Tourism and Travel Management under these Regulations;
- d. "Degree" means Post Graduate Degree like Master of Tourism and Travel Management (MTTM);
- e. "Board of Studies" means U.G and P.G. Combined Board of Studies of Tourism and Travel Management of the University in the discipline/subjects concerned to Tourism and Travel Management;
- f. "Fee" means the Tuition Fee prescribed by the University for the Post-Graduate Programmes from time to time;
- g. "Compulsory Courses", "Specialization Papers" and "Open Electives" refers to all the papers as per the CBCS Regulations of Karnatak University.
- h. "Advisory Committee" means the Advisory Committee of the UG and PG Programme under the Director of the Programme and approved by the Registrar of the University;
- i. "Credit" means the unit by which the course work is measured. For this Regulation, one Credit means one hour of teaching work or two hours of practical work per week. Normally a Semester is of 16 weeks duration in any given academic year; As regards the marks for the courses, 1

Credit is equal to 25 marks, 2 credits is equal to 50 marks, 3 credits is equal to 75 marks and 4 credits is equal to 100 marks as used in conventional system

- j. “Grade” is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each subject by the candidate after completing his/her Internal Assessment and Semester end Examinations. Each course carries a prescribed number of credits. These Grades are awarded for each subject after conversion of the marks and after completion of the examinations in each semester.
- k. “Grade Point Average” or GPA refers to an indication of the performance of the student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester. The GPA depends on the number of course a student takes and the grades awarded to him/her for each of the subjects so chosen.
- l. “Cumulative Grade Point Average” or CGPA refers to the cumulative Grade Point Averages weighted across all the semesters and is carried forward. The calculations of the GPA, CGPA is shown at the end of this regulation

## **5.0 Course Offered and Duration:**

### **5.1 Name of the Course: Master of Tourism and Travel Management (MTTM)**

**5.2 Duration of the Course:** The Duration of the Course shall be 02 years consisting of 04 semesters. However the course has been designed on a completely modular basis.

**5.3** Each semester will be of about 16 weeks duration followed by an examination and a small term break. Normally the term breaks are used for projects in the field and summer internship in India or other suitable countries or major projects. Normally each week will consist of 28 contact hours per week for lectures and additional contact hours for practical laboratory, tutorials etc depending on the course content and requirement.

**6.0 Eligibility Criteria for Admission:** The Eligibility conditions for admission to the Master of Tourism and Travel Management (MTTM) is as below:

**6.1 For PG Degree admission-** He/she should have passed the Bachelor of Tourism and Travel Management Degree Examination or Any Degree like BA, B.Com, BSc, BBA, B.Com (CS), BCA, BSW other graduation from the recognized University and should have obtained at least 50 % marks in aggregate in the Degree Examination. For candidates belonging to SC/ST and Cat-I the minimum percentage for eligibility is 45%.

## 7.0 Admission Procedure:

Admission to the Master of Tourism and Travel Management (MTTM) programme will be only through a **Common Entrance Examination** consisting of Written Test. University will announce the date of Entrance Test for MTTM course along with other courses like the MA/M.Com/MSc/MBA/MCA etc. The Entrance Test will be of Objective Nature and will be of 1 hour duration (50 questions) covering Aptitude, Numerical ability, General Knowledge and English. All eligible candidates will be invited to appear for Entrance Examination. The distribution of the marks for the various components is as follows:

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a. Written Test-----	50 marks (Weightage)
b. Marks Obtained in Degree-----	50 marks (Weightage)
<b>Total-----</b>	<b>100 marks</b>
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**7.1 Admissions Committee:** The University would appoint an Admission Committee to conduct the whole Admission Process including conduct of the above Examinations as per rules and announcing the final ranking of all candidates. Subsequently the Admissions Committee will admit candidates to the MTTM course based on merit, ranking and seat matrix as finalized by the University in accordance with the current reservation rules of the Government and in force for the concerned academic year as per eligibility conditions laid out in this Regulation.

## 7.2 Admission Procedure:

7.2.1 Admission to the Two Year MTTM will be done by the Admissions Committee constituted by the Karnatak University as is normally done for all Post Graduate Courses in the University.

7.2.2 Conduct of Test, preparation of the Merit list according to the vacancy, preparation of seat matrix taking into account the current reservation policy as per Government of Karnataka and applicable to the University and preparation of the final admission list to the course will be done by this Admissions Committee. This process would be similar to the one followed for all Post Graduate courses of the University.

## 8.0 Course Structure:

**8.1** The course is a full time semester course having 16 weeks of contact classes during the semester followed by a full fledged University Examination at the end of each semester. These Semester Examinations will be announced and conducted by the University.

**8.2** Each semester shall have a minimum of 8 courses including mandatory papers and one or more practical papers / Field Study / Project Work, etc., each carrying 100 marks, of which 50

Marks are allocated for internal assessment and 50 for Semester End Examination. There shall be a minimum of two tests and one assignment for awarding 50 marks. The practical oriented papers for 100 marks each shall have 50 marks for theory examination, 40 marks for practical examination and 10 marks for class records (Home assignment and Journals). Finally all these marks will be converted into credits as per these regulations.

**8.3** The duration and calendar of events of the semester shall be as announced by the University from time to time.

**8.4 On the Job Training:** Three months On the Job Training in Tourism/Travel/Hotel/Event Management etc is compulsory for all the Students of IV semester of MTTM, where a student must prepare a Project and attend the Viva-voce Test at the end of the Course.

**9.0 Medium of Instruction:**

The medium of instruction shall be English only. The medium of writing the examination and evaluation shall also be in English.

**10.0 Attendance:**

**10.1** A student is required to attend a minimum of 75 % of the classes conducted in each semester.

**10.2** A student who does not satisfy the requirement of minimum attendance is not eligible to take the examination of the concerned semester. A student who fails to satisfy the requirement of minimum attendance in a semester shall join the same semester in the next year by obtaining prior permission from the concerned authorities and registering for the course as a new student.

**11.0 Registering for the Semester End Examination:**

**11.1** There shall be an examination conducted by the University at the end of each semester ordinarily during the month of November / December for the odd semesters and during April / May for even semesters or as notified by the University from time to time.

**11.2** The candidates who fail in any odd or even semester, and also the candidates who intend to improve the performance, shall appear for respective examinations only when such odd or even semester exams are conducted in the subsequent academic years.

**11.3** A student shall register for all the prescribed papers of a semester when he / she appear for the examination of that semester for the first time.

**12.0 Improvement of Performance:**

**12.1** The Student, who is intending to improve his / her performance in one or all papers of the respective semester after the declaration of the result of the said semester, is allowed to do so, subject to the payment of fees as stipulated by the University only at the time when the examination of such semester is conducted next time. Such students may improve their

performance in the desired papers along with any paper/s, in which they have failed, as per existing syllabus prevailing at the time of examination of the respective semester.

**12.2** If the performance of the student, who has applied for improvement is found to be relatively less, when compared with his / her earlier performance, such student shall be allowed to retain his / her earlier performance.

**12.3** The student shall be allowed to apply for improvement of his / her results only once in any semester, in respect of any or all paper(s). However, at the end of the course, he / she shall have another chance to improve the overall percentage by repeating any or all papers of all the semesters as and when the examination is conducted, subject to a maximum period of six years from the date of registration to the first semester.

**12.4** The students are not eligible for applying for the improvement of their results in respect of internal assessment, practical, project report, viva, fieldwork etc., if any.

**12.5** Application for improvement shall be submitted by the students through the Director/ Principal of the College, to the Registrar (Evaluation) along with prescribed fees and the necessary documents on or before the last date prescribed for submission of such application forms.

**12.6** The student, who applies for improvement, shall not be eligible for the award of any prize, gold medals etc., on improvement of his / her performance.

### **13.0 Scheme of Examination:**

**13.1** There will be seven courses in each semester, each course carrying 100 marks. Each course shall consist of:

- |   |              |
|---|--------------|
| i) Continuous Internal Assessment (IA)/Practical--- | 50 marks and |
| ii) Semester-end examination-----                   | 50 marks.    |

**13.2** There shall be a project report, viva and examination for 100 marks at the end of the Semester. The students shall prepare and submit the project report on the concerned subject of tourism for which a study tour has been undertaken. 50 marks are allotted for project reports and 50 marks for viva examinations. The viva Examinations will be conducted by a panel appointed by the University

**13.3** There will be Three Months Summer In-Plant Training for IV Semester of MTTM. In other Semesters students shall visit various sites of Tourist interest and submit reports on them. There shall be a minimum of two such visits.

**13.4 Project Report:** The Student has to submit the Project Report within a fortnight after the Job Training period is completed.

**13.5** One teacher of the Dept. will act as the internal guide for the project report. The report will be evaluated and viva conducted by an examination committee constituted by the University.

**13.6** The internal guide shall visit the place of work to supervise the training and to interact with the firm/agency/organization to know more about the practices in Tourism/Hotel and other related Industry. Secondly, there will be weekly reports submitted by the students duly signed by external guide who is from the Industry/Organization where the student will work.

#### **14.0 Passing and Award of Classes:**

**14.1** The aggregate marks of passing the course shall be 50 and the minimum score for each paper shall be 40.

#### **14.2 Marks and Grading**

The grading of successful candidates at the examination shall be as follows-

Those scoring 50% and more and less than 60% in the aggregate for all the semesters will be declared to have passed in Second Class.

Students scoring 60% or more and less than 70% will be declared to have passed in First Class.

Students scoring 70% or more will be declared to have passed in First Class with Distinction.

All the marks obtained by the students would be converted into Letter Grades as below. The aggregate of all the marks obtained will also be converted into Grade Points and then these Grade Points will be indicated into Letter Grade and the Class as indicated will be declared as below:

<b>Percentage marks</b>	<b>GPA/CGPA</b>	<b>Letter</b>	<b>Class</b>
75.00 to 100.00 %	7.50 to 10.00	A	First class with Distinction
60.00 to 74.94 %	6.00 to 07.49	B	First Class
50.00 to 59.94 %	5.00 to 05.99	C	Second Class
40.00 to 49.94 %	4.00 to 04.99	D	Pass
less than 40.00 %	Less than 4.00	F	Fail

#### **15.0 Award of the Degree:**

The normal duration of the course is 2 years consisting of 04 Semesters. The Candidate must have passed all papers in four semesters, will eligible to Award of the Degree of Master of Tourism and Travel Management with Class/Grade based on the Marks obtained.

### 16.0 The Board of Examiners and Valuation:

**16.1** A panel of examiners for MTTM will be prepared by the Board of Studies. The panel will contain both internal and external examiners. Internal examiners will be all teachers of the course including KUD P.G teachers from sister Departments.

**16.2** There shall be only single valuation of the papers in Odd semesters.

**16.3** Odd Semester Examinations i.e I and III Semesters shall be conducted by the concerned Department. Only Even Semester Examinations will be conducted by the University. For all such University Examinations, there shall be double valuation for all the Even Semester Examinations (II<sup>nd</sup> and IV<sup>th</sup>). The average marks awarded by the internal and external examiner shall be taken as the final marks to be awarded.

**16.4** There will a Challenge Valuation as per the University rules.

**17.0 Study Tour:** Study Tour is compulsory for PG Students.

### 18.0 MISCELLANEOUS:

The Directions, Orders, Notifications issued by the university authorities in respect of matters not covered by these regulations shall be final, provided they are in conformity with the provisions of the Karnataka State Universities Act-2000 and the Ordinances, Statutes, Regulations and Rules made there under.

**KARNATAK UNIVERSITY DHARWAD**  
**MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)**  
**SUBJECT DETAILS**

**Subject Details of MTTM**

<b>Code No.</b>	<b>MTTM I Semester</b>	<b>Code No.</b>	<b>MTTM II Semester</b>
TMA 01	Human Resource Management-I	TMB 01	Human Resource Management- II
TMA 02	Karnataka Tourism-I	TMB 02	Karnataka Tourism-II (Eco and Adventure Tourism)
TMA 03	Meetings, Incentives, Conferences and Expositions (MICE)	TMB 03	E-Commerce in Tourism-I
TMA 04	Karnataka Architecture, Sculpture and Painting	TMB 04	Hotel Industry and Hospitality Services -II
TMA 05	Tourism Marketing -I	TMB 05	Tourism Marketing-II
TMA	Tourism and Travel Management-I	TMB 06	Tourism and Travel Management-II



06			
TMA 07	Hotel Industry and Hospitality Services-I	TMB 07	Open Elective Course (OEC) as per KUD Norms
TM A 08	Fundamentals of Accounting for Tourism Industry	TMB 08	Study Tour, Project Report and Viva
	<b>MTTM III Semester</b>		<b>MTTM IV Semester</b>
TMC 01	E-Commerce in Tourism -II	TMD 01	<b>Four Weeks Classroom Discussion and Seminar-100 Marks</b>
TMC 02	Indian Tourism	TMD 02.	<ul style="list-style-type: none"> <li>On the Job Training for 12 Weeks in any Hotel and Hospitality or Tourism Industry</li> <li>Project Report for 200 Marks and Viva-Voce Test- 50 Marks</li> </ul>
TMC 03	International Finance and Management	<b>Choice Based Papers- 100 Marks</b> <b>Any one of the Following Papers</b>	
TMC 04	International Tourism and Marketing	TMD 03	Service Marketing
TMC 05	Global Tourism	TMD 04	ECOTOURISM: Concepts, Principles and Practices
TMC 06	Religious Pilgrimages in India	TMD 05	Research Methodology in Tourism
TMC 07	Aviation Management		
TMC 08	Destination Management		

Titles of Papers and Scheme of Examination for  
**MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)**

Code	Subject	Theory		Total Marks	Hrs/ Week	Credits
<b>I Semester of MTTM</b>						
<b>TMA 01</b>	Human Resource Management – I	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMA</b>	Karnataka Tourism – I	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>

<b>02</b>						
<b>TMA 03</b>	Meetings Incentives Conference and Exposition (M.I.C.E)	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMA 04</b>	Karnataka Architecture, Sculpture and Painting	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMA 05</b>	Tourism Marketing – I	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMA 06</b>	Tourism and Travel Management – I	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMA 07</b>	Hotel Industry and Hospitality Services – I	<b>50</b>	<b>40+10 Pract.</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMA 08</b>	Fundamentals of Accounting for Tourism Industry	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
	<b>Total Marks/Credits for I Semester</b>	<b>400</b>	<b>400</b>	<b>800</b>	<b>32</b>	<b>32</b>
<b>II Semester of MTTM of MTTM</b>						
<b>TMB 01</b>	Human Resource Management – II	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMB 02</b>	Karnataka Tourism – II (Eco & Adventure Tourism)	<b>50</b>	<b>40+10 Pract.</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMB 03</b>	E-Commerce in Tourism – I	<b>50</b>	<b>40+10 Pract.</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMB 04</b>	Hotel Industry and Hospitality Services – II	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMB 05</b>	Tourism Marketing – II	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMB 06</b>	Tourism and Travel Management – II	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMB 07</b>	Open Elective Course (OEC) as per KUD Norms	<b>75</b>	<b>25</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMB 08</b>	Study Tour Project Report and Viva	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
	<b>Total Marks/Credits for II Semester</b>	<b>425</b>	<b>375</b>	<b>800</b>	<b>32</b>	<b>32</b>
<b>III Semester of MTTM</b>						
<b>TMC 01</b>	E-Commerce in Tourism – II	<b>50</b>	<b>40+10 Pract.</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMC 02</b>	Indian Tourism	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMC</b>	International Finance and Management	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>

<b>03</b>						
<b>TMC 04</b>	International Tourism and Marketing	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMC 05</b>	Global Tourism	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMC 06</b>	Religious Pilgrimages in India	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMC 07</b>	Aviation Management	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
<b>TMC 08</b>	Destination Management	<b>50</b>	<b>50</b>	<b>100</b>	<b>4</b>	<b>4</b>
	<b>Total Marks/Credits for III Semester</b>	<b>400</b>	<b>400</b>	<b>800</b>	<b>32</b>	<b>32</b>
	<b>IV Semester of MTTM</b>					
<b>TMD 01</b>	Four Weeks Classroom Discussion and Seminar 100 Marks	<b>100</b>	<b>-</b>	<b>100</b>	<b>-</b>	<b>10</b>
<b>TMD 02</b>	On The Job Training for Twelve Weeks in any Hospitality or Tourism Industry. Project Report for 200 Marks and Viva Voce test – 50 marks	<b>200 (Project Report)</b>	<b>50 (Viva)</b>	<b>250</b>	<b>16</b>	<b>4</b>
<b>Choice Based Papers – 100 Marks (Any one of the following papers).</b>						
<b>TMD 03</b>	Service Marketing	<b>50</b>	<b>50</b>	<b>100</b>	<b>-</b>	<b>4</b>
<b>TMD 04</b>	Eco Tourism: Concepts, Principles and Practices.	<b>50</b>	<b>50</b>	<b>100</b>	<b>-</b>	<b>4</b>
<b>TMD 05</b>	Research Methodology in Tourism	<b>50</b>	<b>50</b>	<b>100</b>	<b>-</b>	<b>4</b>
	<b>Total Marks/Credits for IV Semester</b>	<b>350</b>	<b>100</b>	<b>450</b>	<b>16</b>	<b>18</b>

**MTTM I<sup>st</sup> Semester**  
**TMA 01. Human Resource Management-I**

Unit-I Introduction: Organisational Behaviour Emerging challenges- Historical Evolution Contributing disciplines to OB Field OB Model-Implications for Managers.

Unit-II Foundations of Individual Behaviour –Individual in Organisations-Personal-Environmental- Psychological factors Intelligence.

Unit-III Personality-Theories- Determinants-Traits Values-Attitude-Job related outcomes. Emotions and Moods –OB application.

Unit-IV Motivation Concepts and Applications, Early and contemporary Theories Concepts to application- ICM- Employee Involvement- implication for Managers.

Unit-V Perception- Beliefs- Decision mooring in organisations- Attribution- Learning- Theories and principles- process of Behaviour- Modifications- Effectiveness of Learning.

Unit-VI Group Discussion and Case Studies.

Books for Reference:

1. *Organizational Behaviour*: Stephen P Robbins; Tinothy A. Indge, Neharika Vohra; Pearsons- New Delhi; 2009
2. *Organizational Behaviour: Text, Cases and Games*, K Ashwathappa Himalaya Publishing house, New Delhi; 2017
3. *Organizational Behaviour*:Haet man and Haeris Jacio New Delhi, 2011
4. *Organizational Behaviour*:T M Sharma Pub; S. K.Kataria & Sons, New Delhi; 2011

### **TMA 02. Karnataka Tourism- I**

Unit-I Introduction – Geographical features and Climatic conditions - History of Karnataka (Political, Religious and Cultural) and Natural Resources.

Unit-II Important Historical Places -World Heritage Sites in Karnataka - Important Tourist Places of Karnataka: Aihole, Badami, Pattadakal, Mahakuta, Lakkundi, Banavasi, Belur, Halebidu, Somathapura, Unkal, Hampi, Kalaburagi, Firuzabad, Bidar, Bijapur, Srirangapattana, and Mysore

Unit-III Tourism Development in Karnataka and Tourism Policy - Role of State Government in Promoting Tourism - Role of K.S.T.D.C. - Package Tours, K.S.T.D.C. Master Plan

Unit-IV Fairs and Utsavas of Karnataka - Mysore Dasara, Bangalore Karaga, Melukote Vairamudi, Hampi Utsav, Kadamba Utsav, Chalukya Utsav, Navaraspur Utsav, Kittur Utsav and other Utsavs in Karnataka

Unit-V Customs, Traditions and Cuisines of Karnataka

Unit-VI Wild Life - Hill Stations - Waterfalls and Beaches - Adventure Tourism in Karnataka

Unit-VII Kannada Literature

*Internal Assessment:*

- 1 Draw Karnataka Map, Locate Important Tourist Places Of Karnataka, Hill Stations etc.,
2. Collecting details of Fairs and Festivals of Karnataka
3. Collecting details of Kannada Literature
4. Art and Crafts of Karnataka
5. Collecting details of Music and Dance Forms of Karnataka

**Book for Reference**

1. K. R. Basavaraja: *History & Culture of Karnataka*, Dharwad, 1984
2. *Karnataka Sangathi*, Kannada Development Authority, Bangalore
3. *A Hand Book of Karnataka-2005*.
4. H.S. Krishnaswamy: *Avolokana, a Compendium of Karnataka's Heritage* Directorate of Kannada and Culture, Bangalore, 1985
5. B.S. Badami: *Impact of Tourism in South India*. Commonwealth Publishers, New Delhi 1997.
6. S. Rajasekhara: *Karnataka Architecture*, Dharwad, 1985  
: *Early Chalukya Art at Aihole*, New Delhi 1985.  
: *Masterpieces of Vijayanagara Art*, Bombay 1984

7. D.Devakunjari; *Hampi*, ASI, 1998

**TMA 03. Meetings, Incentives, Conferences and Exposition (MICE)**

- Unit-I Initial Planning –Planning A Meeting-Purpose-Visualization-Organization-Timings-Seasons-Weather Conditions-Critical Path-Function Sheet-Meeting Environment-Preliminary Meeting –Co-Ordination-Time And Date.
- Unit-II The Budgeting And Fiscal Management –Sources of Funding-Location-Site Selection-Locational Requirements-Hotel-Conventional Centers- Contracts-Suppliers and Services- Food and Beverages.
- Unit-III Facilities- Stage Management – Sound System- Audio Visual Facilities-Lighting – Accommodation And Housing – Transportation-Entertainment – Registration And Site Management- Gifts And Mementos.
- Unit-IV Special Events–Family Friends – Sports-Cultural-Corporate-National-International Event Promotion-Publicity-Communication-Professionalism Emergencies–Safety And Security.
- Unit-V Understanding Trade Fair and Exhibition-Objectives-Functions-Benefits-Exhibits-Corporate Sectors And Business Traveler-Incentive Travel-Linkage With Tourism Incentive To Achievers- Kinds Of Incentives- Rewards And Recognition

Internal Assessment

Books for Reference

1. *Event Planning* –Mr. Juddy Aleen, wiley, 2010
2. *Planning Successful Meeting And Events-Anhj* –Boehme, ACAcom, 1998
3. *Meeting Spectrum-* Rudi R. /Right, B HRD Dress, 2005
4. *Meeting Conventions and Exposition and Introduction To Industry* –Rhonda J. Montgomery and Sandra .R. Strick, wiley, 1994

**TMA04. Karnataka Architecture, Sculpture and Painting**

**Unit I**

Ancient Texts on Architecture, Sculpture and Painting (*Vishnudharmottara, Manasara, Silpa Ratna, Agamas and Chitralakshana*)

**Unit II**

Maurya, Satavahana, Early Kadamba and Ganga art and architecture

**Unit III**

Early Chalukya and Rashtrakuta architecture, sculpture and painting

**Unit IV**

Kalyana Chalukya and Hoysala architecture and sculpture

**Unit V**

Jaina art and architecture and painting

**Unit VI**

Vijayanagara architecture (religious, secular and defense architecture) –

## Vijayanagara Sculptures and Paintings

### Unit VII

Bahmani, Adil Shah and Barid Shahi architecture and painting

### Unit VIII

Art, architecture and painting under Wodeyars of Mysore

### Unit IX

World Heritage sites in Karnataka

### Book for Reference

1. Percy Brown: *Indian Architecture*- Part 1 and 2, D. B. Bombay, 1956
2. K.U Sunrdara Rajan: *Cave Temples of the Deccan* ASI, New Delhi, 1981
3. S. Rajasekhara: *Karnataka Architecture*, Sujata Publication Dharwad, 1985  
-*Early Chalukya Art at Aihole*, Vikas, New Delhi 1984  
-*Rashtrakuta Art in Karnataka*, Sujata Publication, Dharwad, 1991  
-*MasterPrices and Vijayanagara Art* D. B Taraporabla, Bombay, 1986
4. K.R. Srinivasan: *South Indian Temples*, 1971
5. Henry Couseus: *Chalukyan Architecture of the Kanarese Districts*, ASI, Calcutta, 1926
6. D. De: *Hampi*, ASI, New Delhi, 1970
7. C. Sivaraman: *Jaina Art in South India*, 1982
8. D Hanumantha Rao: *Lepakshi Temple -A Cultural and Architectural Study* Bharatiya Kala Prakashan, Delhi, 2004
9. I.K Sarma, *Temples of Karnataka*, ASI, New Delhi, 1992
10. Sunder Sahai: *Temples of South India*, Prakash Books India Pvt.Ltd, New Delhi. 2010

### TMA.05 Tourism Marketing-I

Unit – I: Understanding Marketing and Marketing Process: Understanding Markets, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization.

Unit – II: Tourism Services Marketing: Concept, Definition, Service Characteristics with Special Emphasis on Tourism Services, Characteristics of Tourism and Hospitality Marketing, Tourism Product, The P's of Marketing Mix and Service Mix, Managing Service Differentiation and Service Quality, Model of Service Quality.

Unit – III: Consumer Markets - Concept of Consumer Behaviour, Characteristics affecting consumer behavior and Buyer Decision Process, Tourist Behaviour, Host-Guest interaction and Cross Cultural Impacts

Unit – IV: Market Analysis: Market Research – Need and Importance, Measuring and Forecasting tourism demand, Market Segmentation, Targeting and Market Positioning (STP), Professional Sales, Marketing Information System

Unit – V: Designing and Managing Tourism Products: Designing Tourism Product – Branding and Packaging, Product Development, Product Life Cycle strategies, Understanding Destination Life Cycle, Pricing Strategies, levels of Distribution Channels

Unit – VI: Marketing Plan: Process of Marketing Plan, The Promotion Mix, Importance of Creativity and Innovation, Marketing of Destinations and other tourism related service, Marketing communication, P.R for Tourism and Hospitality Industry

Books for reference:

1. *Marketing for Hospitality and Tourism* - Philip Kotler John T. Bowen James C. Makens, Pearson publication, 7<sup>th</sup> edition
2. *Marketing for Hospitality and Tourism Services* – Prasanna Kumar
3. *Hospitality Marketing Management* – Reid and Bojanic, Wiley India, 5<sup>th</sup> edition
4. *Hospitality and Travel Marketing* – Alastair Morrison, Cengage Learning, 2010
5. *Tourism Marketing* – Maricell Gatchallanand Badilla, Rex Book Series, 2015

## **TMA 06. TOURISM AND TRAVEL MANAGEMENT-I**

### **UNIT-I**

Basic concepts of tourism- Tourism Transport - Role of Surface Transport, Railway and Road Travel and Air Travel.

### **UNIT-II**

Corporate forms of tourism – introduction, sole proprietorship, partnership, the company forms of organizations- tourism department, tourism development corporations, local bodies, co-operatives.

### **UNIT-III**

Geography – geography of the world, time differences, international date time, the hemisphere and the seasons.

### **UNIT-V**

Tour operator- role, functions, types of tour operators, types of tourism, guidelines for recognition as an approved tour operator.

### **UNIT-VI**

Operations of Travel Agent : Historical Development of Travel Agency and Tour Operations ,Role, Functions and Responsibilities of Travel Agency, organization structure of travel agency

### **UNIT-VII**

Tourist services-Tourist guides, definition, duties and responsibilities of tourist guides - categories of tourist guides-guiding in monuments, guiding in wild life parks, Training of a tourism guide.

### **UNIT-VIII**

Tourism organization – role of tourism organization and their functions -UNWTO, IATA, TAAI, IATO, PATA, UFTAA, ATOI.

### **PRACTICES**

- Money exchange calculation
- Time difference calculation
- Map work- archaeological places, cultural places, religious places. World Heritage Sites in India

### **BOOKS FOR REFERENCE**

1. Foster Douglas: *Travel and Tourism Management*, Macmillan –1985
2. A.K. Bhatia: *Tourism Development Principles and Practices*, Sterling publishers pvt. Limited
3. Prannath Seth: *Tourism Management*, Sterling Publishers private limited, New Delhi
4. Jagannathan Shakunthala: *India-Travel Agents Manual*, Department of Tourism, New Delhi.

**TMA 07. HOTEL INDUSTRY AND HOSPITALITY SERVICES - I****UNIT - I - ACCOMMODATION OPERATION (FRONT OFFICE)**

- Organization of Front Office and Reception – Layout, staff, duties and responsibilities of front office staff.
- Symbols used in front office.
- Flow chart of front office, Co-ordination of front office with other departments.
- Functions of Receptions- Qualities and duties of receptionist.
- Registration - Pre-Registration, Registration, Guest Registration Card (GRC), Form C, Registration process, Check-in and check-out procedures, late check-outs, Self Check-out, Scanty Baggage Guest.
- Guest Services - Handling Guest Mail, Message handling, Control of Keys, Guest Paging, Safe deposit locker, Guest room change, Left luggage handling,
- Guest Complaints - Types of guest complaints, handling guest complaints.
- Forms and formats used.

**UNIT - II ACCOMMODATION OPERATION (HOUSE KEEPING)**

- House Keeping Organization - Layout, Staff Organization.
- Brief outline of duties of staff in Housekeeping department, duties of executive Housekeeper.
- Hotel guest room-Layout, types, pantry, furniture, fixtures and fittings.
- Different department that Housekeeping co-ordinates within the hotel.

**UNIT - III FOOD & BEVERAGE MANAGEMENT FOR HOTEL AND TOURISM (PRODUCTION)**

- Food Management, Characteristics of Food, Food Purchasing, Receiving & Storage of food.
- Hygiene Sanitation & Safety Kitchen Hygiene Pantry Hygiene of equipments Hygiene in food handling.
- Personnel Hygiene Safety procedure safety training.
- Accidents and safety devices used in the kitchen.
- Hygiene storage of perishable and non perishable items

**UNIT - IV FOOD & BEVERAGE MANAGEMENT FOR HOTEL AND TOURISM (SERVICE)**

- Food Service Planning & Management - Types of Food service Operations.
- Sectors of Food service Industry, Food and Beverage service areas, Layout of the restaurant & coffee shop.
- Waiter - Physical & Personnel attributes, Receiving Guest, Methods of taking order, Sequence of Food and Beverage Service.



- Beverages – Definition, Classification of beverages, alcoholic beverages
- Types of beverages with example.
- Accounting, Audit and Control of Food and Beverage, Beverage sale and service, Beverage control, Bar Management, purchase receiving and storing.

- **BOOKS FOR REFERENCES**

- S K Bhatnagar, *Front Office Management*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2007.
- Sudhir Andrews, *Front Office Management & Operations*, Tata McGraw-Hill, New Delhi, 2010.
- Peter Abbott and Sue Lewry, *Front Office Procedures, social skills, yield and management*, Butterworth Heinemann, New Delhi, 2001.
- Dr.B.K.Chakravarti, *Hotel Front office Training Manual*, A.P.H. Publishing Corporation, New Delhi, 2011.
- Sudhir Andrews, *Hotel Front Office A Training Manual*, Tata McGraw-Hill, New Delhi, 2009.
- Sudhir Andrews, *Hotel Front Office A Training Manual*, Tata McGraw-Hill, New Delhi, 2007.
- Schneider & Tucker, *The Professional Housekeeper*, John Wiley & Sons Publications, Canada, 1999.
- Branson & Lennox Hotel, *Hostel & Hospital Keeping*, Hodder Education, London, 1998.
- Margaret M. Kappa, *Managing Housekeeping Operations*, Educational Inst of the Amer Hotel, 1997.
- Hotel Housekeeping, Sudhir Andrews Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2009.
- Kinton & Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- Thangam E Philip, *Modern Cookery Vol I & II*, Orient BlackSwan, New Delhi, 2009.
- Mohini Seth & Surjeet Malhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- S. Roday, *Food Hygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 2007.
- John Fuller, *Modern Restaurant Service*, Copp Clark Pitman Publication, Canada, 1983.
- Dennis Lilicrap & John Lousins, *Food & Beverage Service*, Hodder Arnold, London 2006.
- Peter Dias, *The Steward*, Orient Blackswan Publishers, Delhi, 2012.
- Brian Varghese, *Food & Beverage Service*, Laxmi Publications, Solapur, 2002.

- Unit-I** Accounting: Meaning And Definition- Functions Of Accounting Concepts And Conventions, Accounting Standards-Meaning- A Brief Study Of Indian Accounting Standards Only- Basic Concepts Of Double Entry Systems Of Book –Keeping.
- Unit-II** Preparation Of Journal – Ledger-Subsidiary Books- Problems On Purchase Book Sales Book. Three Column Cash Book Only. Trial Balance.  
Bills of Exchange-Meaning –Characteristics-Kinds-Noting, Protest-Discounting, Endorsement, Dishonour- Rebate and Renewal of Bills Problems on Trade Bills only.
- Unit-III** Preparation of Final accounts of Sale- Trading concerns Manufacturing, Trading, P & L A/C And Balance Sheet.
- Unit-IV** Depreciation- Meaning, Causes, Methods- Problems on Straight line and reducing balance methods only.
- Unit-V** Preparation of Final Accounts of Non-Trading-Concern Capital & Revenue Items-Difference between Receipts and Payment A/C and Income and Expenditure Account, Preparation of Income and expenditure account and balance sheet from receipt and payment account, GST

Internal Assessment

Books For Reference:

1. R.L. Gupta: *Advanced Accountancy*, S. Chand Pub. (17<sup>th</sup> edi), 2014
2. B.S. Raman: *Advanced Accountancy*, Himalayan Pub. Delhi (6<sup>th</sup> edition), 2015
3. S.N. Maheshwari: *Advanced Accountancy*, Vikas Pub. Delhi, 2010
4. M.C. Shukla: *Advanced Accountancy*, S Chand Pub, Delhi (19<sup>th</sup> ed), 2016.
5. Richard Kotas: *Management Accounting for Tourism Industry*, Cengage Learning, 1999

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### MTTM II<sup>nd</sup> Semester

#### TMB 01. Human Resource Management-II

- Unit 1:** Organization Behavior- Diversity in Organizations- Implementing Diversity Management Strategies – Global Implications.
- Unit 2:** Foundations Of Group Behavior, Nature, Types, Size, Group Decision Making, Emerging Team Concept- Effective Teams-Groups and Team Differences- Types of Team And Performance.
- Unit 3:** Leadership- Trait Theories- Behavior Theories- Contingency Theories-Styles- Charismatic and Transformational Leadership – Contemporary Issues on Leadership- Power-Bases-Causes and Consequences-Managing Power and Implications.
- Unit 4:** Conflict And Negotiations- Conflict Process-Negotiation Process-Styles and Rules of Negotiating-Cultural Differences in Negotiations.Workstress- Meaning, Sources of Stress, Stress Management –Organisational Strategies.
- Unit 5:** Foundations of Organizational Structure-Common Organisation;L Designs – Organisational Culture-Functions-Employees Learn Cultures-Creating Positive Organizational Culture-Organisational Change and Development.
- Unit 6:** Group Discussion and Case Studies.

**Books for Reference;**

- *Organizational Behavior* –Stephen Robbins,T,A.Judge ,Neharica Vohra- Pearsons Pretince Hall- New Delhi.
- *Organizational Behavior- Text, Cases And Games* – K.A. Ashwathappa Himalaya Publishing House- New Delhi
- *Organizational Behavior* – Hartman And Harris-JACIO

**TMB 02. Karnataka Tourism-II (Eco and Adventure Tourism)**

**Unit-I** Eco-Tourism, Introduction - Importance of Eco-Tourism, Eco-Tourism Spots in Karnataka

**Unit-II** Hill Stations of Karnataka Introduction - Important Hill Stations Of Karnataka, Tourist Facilities

**Unit-III** Wild Life Sanctuaries and National Parks, Introduction - Important Wild Life Sanctuaries and National Parks of Karnataka - Detailed Study of Flora and Fauna - Importance of Wild Life Sanctuaries and National Parks in Promoting Tourism

**Unit-IV** Adventure Tourist Spots of Karnataka, Introduction - Types of Tourist Sports- Air, Land, Water- Facilities Available

**Unit-V** Environmental Protection, Legal Aspects of Environmental Protection, Legal Provisions, -The Wild Life Protection Act-1972. The Forest Conservation Act-1980, the Environment Protection Act-1986 – SDG Goals and Tourism

**Practicals:**

1. Collecting The Details Of Important Wild Life Sanctuaries And National Parks Of Karnataka
2. Identify The Places For Adventurous Activity In Karnataka
3. Field Visit.
4. Visit Any Of The Important Tourist Place And Collect The Tourism Information Both Domestic And International (Ex. Mysore)
5. Prepare An Itinerary To Conduct Tour Programme In Karnataka.

**Books for Reference:**

1. Eagles, 2000. *Tourism in National Park and Protected Areas*. CABI, UK
2. Rakesh kumar 2014: *Adventure Tourism the New Frontier*, Random publications, ND
3. Arun Pratap Singh. 1989 *Himalayan Environment and Tourism*. Change Publication, Allahabad
4. Chavvahan A 2014, *Environment , Security and Tourism Development*. Publication ND

**TMB 03. E-Commerce in Tourism-I**

**Unit-I** Internet: Introduction, LAN and WAN, Internal Protocols Network Topologies, Browser, Search Engines, E-mail.

**Unit-II** Introduction to E-Commerce, types of E-Commerce, E-commerce legal issues and cyber Laws, Definition of M-Commerce Benefits, Impact of M-Commerce, Classification of M-Commerce Application of M-Commerce technology, Business Models in M-Commerce.

**Unit: III** Introduction to ICT in tourism – History and Evolution, Introduction to E-Tourism, Typologies and 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)

**Unit-IV** Use of ICT in Managing Tourism Business – GDS, CRS, Hotel Distribution System, Travel Blogs and OTAs, Case Studies,

**Unit-V** Securing Business of Network: Security Policy, Procedures and Practices, Site Security, Firewalls, Securing web service, Transaction security Cryptology, Digital signature, Digital certificate, Security protocols for Web Commerce.

**Unit-VI** Electronic Payment system: Online Electronic Payment System, Prepaid and Post- paid Electronic Payment system.

Practicals.

1. HTML, Tags, Creation of Web Pages
2. Creation of minimum 5 web pages- add sound, Picture and Give Hyper link for each page.
3. Creation of form and frame.
4. Creation of web pages with order and un order list, Scrolling text.

Reference Books:

1. *E-Commerce*, Shivani Arora R Chand and Co, New Delhi.

#### **TMB 04**

#### **HOTEL INDUSTRY AND HOSPITALITY SERVICES - II**

#### **UNIT - I - ACCOMMODATION OPERATION (FRONT OFFICE)**

- Communications - Preparing for guest arrivals, check in and check-out system- checking of reservation correspondence- preparing night clerks reports.
- Records and formats used in receptions.
- Guest activities and Guest arrival flow charts.
- Settlement – Mode of Settlement of bills, Credit Settlement, Travel Agent Voucher, Corporate billing (Bill to Company letter).
- The Concept of Professionalism In Hotel And Tourism Industries.

- Hotel Tourism Information Technology – Hotel Guide –With Star Categories.
- Computer Reservation System.
- Accounting & Budgeting – Front office accounting, Types of accounts, Vouchers, Folios, Ledger, Accounting cycle, Settlement of final accounts. Glossary, Definition of budgeting, Advantages of budget control.

#### **UNIT - II ACCOMMODATION OPERATION (HOUSE KEEPING)**

- Cleaning – Knowledge & Practice – Introduction, Dust or Dirt, Cleaning Agents, Methods of cleaning, Stain Removal.
- Cleaning Equipments – Types of equipments used, Selection of equipments, Care & Storage.
- Linen Management – Linen Sizes, Types, Linen Room, Linen Hire, Purchase of linen, Par Stock, Control.
- Laundry – Guest laundry, Types, Handling guest’s laundry, Laundry equipments, Valet Service, Dry Cleaning, Flow Chart.
- Safety and First Aid – Importance of safety, Safety Awareness, Accidents and their Prevention, Causes of Accident, Accident Report Form, First Aid, Fire Safety.
- Color – Color Wheel, Classification and Characteristics of colors, Basic principles of color, color schemes.
- Flowers – Basic Materials Required, Types of flowers used, Containers, Preservation of flowers, Types of flower arrangements, Ikebana arrangements

#### **UNIT - III FOOD & BEVERAGE MANAGEMENT FOR HOTEL AND TOURISM (PRODUCTION)**

- Financial Management, Cost Concepts, Managing food pricing, Cost Control, Calculating Quantity sold and selling prices, Pricing Book keeping & Accounting Menu formats.
- Food Commodities – Classification, Cereals & Pulses, Types & Uses.
- Dairy Products – Types & Uses.
- Meat & Meat Products – Types, Cuts & Uses,
- Sea food - Classification, Types, Cuts & Uses,
- Vegetables & Cuts of Vegetables.
- Fruits – Classification, Types.
- Fats & Oils – Types & Uses.
- Herbs, Spices & Condiments – Types & Uses.
- Methods of Cooking.
- Methods of heat transfer, Effect of heat on Carbohydrates, Proteins, Fats, Vitamins & Minerals.
- Aims & objectives of cooking.
- Modern methods of cooking – Microwave, Solar, Infrared, etc.
- Rechauffe - Meaning, Merits & Demerits.

#### **UNIT - IV FOOD & BEVERAGE MANAGEMENT FOR HOTEL AND TOURISM (SERVICE)**

- The food & beverage service industry.
- Types of Service - Mis en Place & Mis en Scene, Service – Carver.
- Beverages – Definition, Classification of beverages, alcoholic beverages

- Types of beverages with example.
- Menu – Origin and types of menu.
- The French classical menu and planning a simple menu.
- French menu terminology.
- Hygiene and Sanitation – Need for Hygiene.
- Back areas of F&B departments
- Kitchen Stewarding - Hierarchy & Responsibility
- Food & Beverage service department- Introduction, f & b service areas, Role of the department & its contribution to the revenue.
  
- BOOKS FOR REFERENCES
  
- S K Bhatnagar, *Front Office Management*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2007.
- Sudhir Andrews, *Front Office Management & Operations*, Tata McGraw-Hill, New Delhi, 2010.
- Peter Abbott and Sue Lewry, *Front Office Procedures, social skills, yield and management*, Butterworth Heinemann, New Delhi, 2001.
- Dr.B.K.Chakravarti, *Hotel Front office Training Manual*, A.P.H. Publishing Corporation, New Delhi, 2011.
- Sudhir Andrews, *Hotel Front Office A Training Manual*, Tata McGraw-Hill, New Delhi, 2009.
- Sudhir Andrews, *Hotel Front Office A Training Manual*, Tata McGraw-Hill, New Delhi, 2007.
- Schneider & Tucker, *The Professional Housekeeper*, John Wiley & Sons Publications, Canada, 1999.
- Branson & Lennox Hotel, *Hostel & Hospital Keeping*, Hodder Education, London, 1998.
- Margaret M. Kappa, *Managing Housekeeping Operations*, Educational Inst of the Amer Hotel, 1997.
- Hotel Housekeeping, Sudhir Andrews Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2009.
- Kinton & Ceserani, *Practical Cookery*, Edward Arnold Ltd, London, 1970.
- Krishna Arora, *Theory of Cookery*, Frank Bros. & Co (Publishers) Ltd., New Delhi, 2002.
- Inder Singh Kalra, *Prashad*, Allied Publishers Pvt. Ltd., New Delhi, 1986.
- Thangam E Philip, *Modern Cookery Vol I & II*, Orient BlackSwan, New Delhi, 2009.
- Mohini Seth & Surjeet Malhan, *Catering Management*, Macmillan Publishers, New Delhi, 1995.
- S. Roday, *Food Hygiene & Sanitation*, Tata McGraw-Hill Publication, New Delhi, 2007.
- John Fuller, *Modern Restaurant Service*, Copp Clark Pitman Publication, Canada, 1983.
- Dennis Lilicrap & John Lousins, *Food & Beverage Service*, Hodder Arnold, London 2006.
- Peter Dias, *The Steward*, Orient Blackswan Publishers, Delhi, 2012.
- Brian Varghese, *Food & Beverage Service*, Laxmi Publications, Solapur, 2002.

### **TMB 05: Tourism Marketing - II**

**Unit 1:** Relationship Marketing: Customer Relationship Management (CRM) Emergence, Need and Importance, stakeholders and Segments in CRM, Significance of Customer Satisfaction and Retention

**Unit 2:** Communication And Promotion Policy And Advertising - The Promotion Mix, Media decisions. Steps in Developing Effective Communications, Setting The Total Promotion Budget And Mix, Major Decisions In Advertising.

**Unit 3:** Public Relations and Sales Promotion - Major Activities of Pr Departments, The Public Relations Process, Pr Opportunities For The Hospitality Industry, Sales Promotion.

**Unit 4:** Direct And Online Marketing: Building Customer Relationship - Direct Marketing, Traditional Forms of Direct Marketing, Digital Marketing Technologies, Setting up an Online Marketing Presence.

**Unit 5:** Destination Marketing - The Globalization of the Tourist Industry 506 Importance of Tourism to a Destination's Economy, Segmenting and Monitoring the Tourist Market, Communicating With the Tourist Market, Issues in Global Marketing. Social Responsibility & Marketing Ethics.

**Books for reference:**

- *Marketing for Hospitality and Tourism* - Philip Kotler John T. Bowen James C. Makens, Pearson publication, 7<sup>th</sup> edition
- *Marketing for Hospitality and Tourism Services* – Prasanna Kumar
- *Hospitality Marketing Management* – Reid and Bojanic, wiley India, 5<sup>th</sup> edition
- *Hospitality and Travel Marketing*– Alastair Morrison, Cengage Learning, 2010
- *Tourism Marketing* – Maricell Gatchallanand Badilla, rex book series, 2015

## **TMB 06. TOURISM AND TRAVEL MANAGEMENT – II**

### **UNIT-I**

Functions of Travel agents and Tour Operations-Provision of travel information, reservation, Preparation of itinerary- Introduction, Meaning, Importance, types, itinerary Planning, dos and don'ts of itinerary, GIT, FIT, Resources for itinerary Planning

### **UNIT-II**

Travel Documents – Passport, types, procedures to apply for passport. VISA, types, procedures to apply for VISA, Tourist VISA on arrivals. Temporary landing permit, protected area permit, currency rules, health regulation, travel baggage rules.

### **UNIT –III**

Travel Insurance, IATA Accreditation and recognition from government.  
Tour formulation and designing –introduction, package tour formulation process.

### **UNIT-IV**

Package tour-Planning and components of package tour for FIT and GIT, classification and types of tour package.

### **UNIT-V**

Package tour costing-factors influencing tour costing, components of tour costing, preparation of cost sheet.

### **UNIT-VI**

Tour pricing – strategies, types. Marketing and promotion strategies for package tour.

### **PRACTICALS**

- Prepare an itinerary to conduct tour programme in India.
- Package tour preparation
- Visit to travel agency and get the details
- Tour cost preparation

### **Books for Reference:**

1. Dr. Jagamohan Negi: *Tourism Development Resources Conservation*



- Metropolitan, New Delhi, 1990
2. Sethi Praveen: *Tourism Today Tomorrow*, Anmol Pub; New Delhi, 1999.
  3. Chopra Suhita: *Tourism and Development in India*, Ashish Pub; New Delhi 1991.
  5. Douglas Foster- *Tourism and Travel Management*, Macmillan, London, 1985.
  6. Ramakar. J.G., *Tourism And Transport*, Scientific Commission of The Alliance International Day Tourism 1954.
  7. *The Travel Trade*, Practical Press Ltd, London 1958.
  8. A.K.Bhatia, *The Business of Travel Agency and Tour Operations Management*

### **TMB 07**

### **Open Elective Course (OEC) as per Karnatak University Norms**

### **TMB 08**

### **Study Tour, Project Report and Viva Voce Test**

### **MTTM III<sup>rd</sup> Semester**

#### **TMC 01. E-Commerce in Tourism-II**

**Unit-**Introduction to E-Commerce Tourism, Historical Development- Electronic Technology for data Processing and communication Strategic, tactical and operational use of it in tourism.

**Unit-**Global Distribution System: History and Evolution GDS and CRS- Levels of CRS Participation- Hotel distribution system – cases of Amadeus- Galileo world span, Sabre.

**Unit-III** Amadeus Practical- Hands on Amadeus Software- Searching- Building Ret rival, Display and Cancel of PNR- Fare Display- Itinerary Pricing- Issuance of ticking.

**Unit-IV** Talley Accounting Package.

**Books for reference:**

1. Sheldon p (2002): *Tourism Information Technology*, CABI
2. Inkpen G (2000): *Information Technology for Travel and Tourism*, Addison Wesley.
3. Buhalis, D(2004): *E Tourism ; Information Technology for Strategic Tourism Management*, Prentice Hall India
4. Poon A (1998): *Tourism Technology and Competitive Strategies*, CABI.

### **TMC 02**

#### **INDIA TOURISM**

**Unit-I** Introduction and Heritage tourism • Tourism products: meaning, characteristics, classification • Heritage: meaning, types, history, evolution, continuity • Heritage management organizations: UNESCO, ASI, ICOMOS, INTACH • Historic monuments of tourist significance: forts, palaces, museums, art galleries

**Unit-II** Architecture and religion • Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period. • Different style of architecture in India - Hindu, Buddhist and Islamic. • Popular religious centers: Hindu, Buddhist, Jain, Sikh, Muslim and Christian.

**Unit-III** Nature based products • Islands and beaches • Deserts and Hill stations • Protected areas: Wildlife sanctuaries, national parks & biosphere reserves • Adventure and Eco- Tourism

**Unit -IV** Special interest tourism products • Performing art of India: classical dances, folk dances and folk culture • Handicrafts and textiles: important handicraft objects and centres, craft *Melas*, souvenir industry. • Fairs and Festivals • Medical, health and rejuvenation tourism

**Unit -V** Emerging products and cases • Emerging: Rural, Gastronomy, Golf, cruise, wine and dark tourism • Case studies of World Heritage Sites: Taj Mahal , Khajuraho, Rani ka Vav, Ajanta and Ellora caves, Darjeeling rail, Sunderban, , Bodh Gaya, Mahabalipuram and Ranathambhor National Park.

**Reference Books:**

1. *The Wonder that was India*: A.L. Basham
2. *A Cultural History of India*: A.L. Basham
3. *India* - Lonely Planet:
4. *India - Plan your own holiday*: S. Jagannathan
5. *Travellers Indian*: H.K. Kaul
6. *Museums of India*: S. Punja
7. *The Art of Ancient India*: S. Huntington
8. *Indian Architecture*: Percy Brown

### **TMC 03. International Finance and Management**

**Unit-I**

Introduction Nature and Scope, meaning and objectives of International Financial management. Trends in international traders and cross border financial border financial flows. Types of international trade, theories of International trade, MNC and agency cost.

**Unit-II**

International monetary system and financial markets: Overview of international Capital and money markets, arbitrage opportunities, international Capital and money market instruments- GDRs, DRs, Euro bonds, euro equity, euro deposits.

**Unit-III**

Foreign exchange Rates and determinations. Exchange rates definition, spot, forward and cross exchange rate, foresee trading and financing of international trade.

**Unit-IV**

Foreign exchange risk Exposure and management: foreign exchange risk exposure-types of exchange risk exposure, economics, transaction and translation, management of foreign exchange risk.

**Unit-V**

Foreign exchange markets: functions, characteristics, organization and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

**Reference Books:**

1. Jeevanandan C-*Foreign Exchange and Risk Management*- Sultan chand
2. Andley K. K- *Principles of Foreign Exchange*

3. Apte P.G- *International Financial Management*
4. Khan and others-*International Financial Management*
5. Ian Giddy- *Global Financial Markets*

#### **TMC 04. International Tourism and Marketing**

**Unit-I** Global Tourism Market and Its Participants–International Tourism –Introduction- Definition–International Marketing-Market Place-Major Participants in International Tourism Market.

**Unit-II** International Trade and Monetary System in Tourism-International Trading Frame Work-GATT International Monetary System.

**Unit-III** Air Transport Facilities-Domestic Carries-Air–Taxies-Air Brokers-Air Transport Regulation-Airport Approval and Licensing –International Agreement On Fares-Functions - Air Transport Facilities-Domestic Carries-Air – Taxies-Air Brokers-Air Transport Regulation-Airport Approval and Licensing –International Agreement On Fares-Functions Of Civil Aviation Ministry Of Civil Aviation Ministry

**Unit-IV** Reservation Techniques In International Tourism –Airline Reservation-Techniques For Fare Construction –Ticketing Techniques And Procedures-Reservation Of Hotels And Tourism Accommodation-Cruise Reservation Rail Travel Reservation –Overseas Marketing-Channel-Policies And Physical Distribution-Selection Of Customers.

**Unit-V** International Product Pricing and Issues in International Tourism Market- Overseas Marketing-Channel-Policies and Physical Distribution-Selection Of Customers.  
Internal Assessment

#### **Reference Books:**

1. Jagmohan Negi: *International Tourism and Travel*, S. Chand Publisher, New Delhi, 2003
2. Philip Kotler: *Marketing Management*, Prentice Hall (13<sup>th</sup> ed), 2008.
3. Chokalingam S.M. And Nirmal Kumar R.P.: *International Marketing*, Anmol Publications, Delhi, 2013.
4. Dileep.M.R: *International Marketing in Tourism*, Anmol Publications, Delhi, 2011.
5. Manjula Chaudhuri: *Tourism Marketing*, Oxford University Press, Delhi, 2010
6. Fyall A. & Garrod B. (2006). *Aspects of Tourism: Tourism Marketing. A collaborative Approach*. Viva Books Pvt.Ltd. New Delhi
7. Bhardwaj D.S. (2006). *International Tourism: Issues and Challenges*. Kanishka Publishers, New Delhi
8. Tisdell C.A. (2013). *Handbook of Tourism Economics: Analysis, New Applications and Case Studies*. World Scientific Publishing Co. Singapore

#### **TMC 05. Global Tourism**

**Unit-I** Impacts of Tourism: Physical, Economics and Social and Perceptual Positive and Negative Impacts; Environmental Laws and Tourism – Current Trends, Spatial Patterns and Recent Changes; Role of Foreign Capital and Impact of Globalization on Tourism. Project Report on Relevant Topics Such as Impact of Tourism on Garhwal Himalaya, Dal Lake, Goa and North East India, Impact on A Historic City.

**Unit-II** Physiography Of Asia- Geography Of Tourism In Asia- Tourism In East Asia (Selected Countries) – Tourism In South – East Asia (Selected Countries)- Tourism In South Asia

(Selected Countries) – Tourism In South – Asia (Selected Countries) – Tourism In West Asia (Selected Countries).

**Unit-III** Physiography Of North America–Status of Tourism In North America–Tourism In Canada–Tourist Points In U.S.A. (West And East Coasts)– Important Tourist Centres In Latin America – Tourism In West Indies – Hawaiian Islands Tourism. Physiography Of South America – Nature Of Tourism In South America – Tourist Sports Of West Coast And East –Coast Of South America (Selected Spots).

**Unit-IV** Physical Features Of Europe – Status Of Tourism In European Countries – Tourism In West Europe (Selected Countries) – Tourism In East Europe (Selected Countries) – Tourism In North Europe (Selected Nations) – Tourism In South Europe (Selected Nations).

**Unit-V** Physiography Of Africa – Status Of Tourism In Africa – Tourism In East Africa (Selected Countries) – Tourism In West Africa (Selected Countries) And Tourism In South-Africa. Physiography Of Oceanian Countries (Australia, Newzealand) – Nature Of Tourism In Australia (Selected Sports West And East Coasts) Tourist Points Of Newzealand (Selected Points).

Internal Assessment

Book For Reference:

1. *Travel Geography*, Burton And Rosemary Longman Edn. 1999.
2. *World Wide Destination*, Geography Of Travel And Tourism By Cooper, Chris And Bomifade.
3. *Geography of Travel and Tourism*, Hudson, Lyods And Jackson, Delmar Publishers 1999.
4. *International Destinations*, Perlitz, Lee and Elliots, Prentice Hall Edn. 2001

### **TMC 06. Religious Pilgrimages in India**

**Unit-I** Historical Background: Religious pilgrimage in ancient India

**Unit-II** Important Hindu Pilgrimage Centres In India: Char Dham in Himalayas – Jyotirlingas - Kasi, Mathura, Amarnath, Haridwara, Hrishikesh, Kedarnath, Gangotri, Yamunotri, Mata Vaishno Devi, Puri, Nasik, Dwaraka, Dakshinesvar, Kumbha Mela, Pushkar, Gokarn, Madurai, Kanchi, Tanjavur, Guruvayur, Tiruvanantapuram, Ramesvara, Sringeri, Kudalasangama, Savadatti, Shiradi, Dharmasthala, Tirupati, Hampi, Kalahasti, Kukke Subramanya, Mangesh Temple (Goa)

**Unit III** Buddhist Pilgrimage Centres: Lumbini, Banavasi, (Nepal), Bodh Gaya, Sarnatha, Kushinara, Nalanda, Patna, Rajgir, Vaishali, Sanchi, Amaravati, Nagarjunakonda, Sravasti, Leh, Bylakoppa,

**Unit IV** Jain Pilgrimage centres: Sravana Belgola, Humcha, Karkala, Mudabidire, Venur, Dharmasthalas, Mt. Abu, Girnar, Palitana, Shikarji, Pawapuri,

**Unit V** Zoroastrian Centres: Alash Behrams in India

**Unit VI** Muslim Pilgrim Centres: Jami Masjid Delhi, Fathepur Sikri, Ajmer Shariff, Haji Ali Mumbai, Nizamuddin Dargah, Nakoda Mosque Kolkata , Hazratbal, Kalaburagi, Vijayapura (Bijapur)

**Unit VII** Sikh Religious Centres: AmrITSar, Anandpur, Nanded, Taran Taran, Patna, Gowindwal, Bidar, Hemkund Sahib

**Unit VIII** Christian Religious Centres: Velankanni, Velha Goa, Mylapore(chennai), Todupuzha, Nasik, Mysore, Mount Mary Church Mumbai, Malayatoor Church(Kerala), Sardhana, Kolkata

Internal Assessment

Books for Reference:

- 1.Jeevan Nair: *Rich Heritage of Ancient India*, Jaipur, 1999
- 2.R.S. Tripathi: *History of Ancient India*, Motilal Banarasidas, New Delhi.
- 3.Vettam Moni: *Puranic Encyclopedia*, Motilal Banarasidas, New Delhi, 1993.
- 4.Sachindra Sekhar Bisklas: *Protecting the Cultural Heritage*, Aryan Books International, New Delhi, 1999.
- 5.Shantha N Nair: *The Holy Himalayas: An Abode of Hindu Gods*, Hindology Books, Delhi, 2007
- 6.The Times Group: *Temples of India*,Times Group Books, Mumbai, 2011

### **TMC 07 Aviation Management**

**Unit I**

Basics of aviation -defn, types,history, general bodies, types of aircrafts operated, AIRIMP CODES

**Unit II**

Airport operational system, principles of airport management, role of a station manager.

**Unit III**

Airport and aircraft security, airside planning and development, airline catering, airline housekeeping

**Unit IV**

Ground control and baggage handling, ground handling agreements

**Unit V**

Air traffic control, human factors and stress management.

References

1. *Aviation Information Management*, authors: Thomas. L.Seamster & Barbara. G. Kanki, published by ashgate publishing,USA. 2002
2. *Human Factors Impacts in Air Traffic Management*, authors : Barry Kirwan, mark Rodgers,ashgate publishing,Newyork.2010
3. aviation management, author: Ratandeep singh, kanishka publishers, New-Delhi, 2008,
4. *Airport Planning and Management*, authors: Seth. B . Young and Alexander. T. wells , published by mc graw hill companies, USA, 2011
5. 2016,Air cargo management and airport handling , author :Unnikrishnan K.M,published by gemini publishers Bengaluru.

### **TMC 08. Destination Management**

**Unit I**

Introduction to Destination Management: Concepts-definition of tourism destination, destination management, destination marketing-Destination Management roles

**Unit II**

Destination Planning: Benefits- Timeframes -Content Areas and Geographic Levels-Tourism Planning Process- Specialised forms of Destination Planning – Sustainability Models

### **Unit III**

Destination Marketing: Planning, Principles, Concepts- Market Segmentation and marketing Mix- Destination Marketing Planning Process- DMO vision, goals, objectives and mission-DMS and PRICE MODEL- importance and benefits of destination branding-Challenges- steps in destination branding- Destination advertising, sales, public relations and promotion, digital marketing- Destination ICTs

### **Unit IV**

Destination Product Development: definition and components of destination product-Destination Product Life Cycle-DMO involvement- product development strategy models- Development of physical products (types and analysis)- HR development strategies for tourism workforce- Development of packages- DMO role in packaging- Event and Activity Programme development and role of DMO- Interpretation-visitor information centers, accessible tourism, tourism signage-sustainability factor – Sustainable destination case studies

### **Unit V**

Destination Partnerships and Team Building: definitions, Partnerships and destination governance- Identifying destination partners-Partnership types, steps and team building - Tourism sector stakeholder relations-types of stakeholders

### **Unit VI**

Destination governance and leadership: Definition and dimensions- DMO (Accountability, Transparency, structures and functions, funding)- DMO involvement and effectiveness

### **Books for Reference**

1. Morrison A.M. (2013): *Marketing and Managing Tourism Destinations*, Routledge. USA
2. Kamra K.K. (2001). *Managing Tourism Destination*, Kanishka Publishers, New Delhi, India
3. Schaumann P. (2004). *The Guide to successful Destination Management*, Wiley.USA

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## **IV Semester MTTM**

**TMD 01. Four Weeks Classroom Discussion and Seminar**

**TMD 02. On the Job Training for 12 Weeks in any Hotel and Hospitality or Tourism Industry and Project Report.**

**Choice Based Credit System (CBCS)  
(Any one of the following papers)**

**TMD 03 Service Marketing**

### **Unit-I**

Introduction to Services: What are Services? Why Services Marketing? Myths about Services. The Services Marketing mix. Key competitive trends and conceptual framework. Customer satisfaction and customer focus value. TQM and Services quality.

### **Unit-II**

Focus on the customer-consumer behavior in Services. Customer expectations of Services, customer perceptions of Services. Building Customer Relationships through Segmentation and retention Strategies.

**Unit-III**

Aligning strategy, service design and standards, customer-Defined Service standards, Leadership and Measurement System for market driven services performance, Service Design and Positioning.

**Unit-IV**

Delivering and performing service, Employee's roles in Services Delivery, Delivering Service through intermediaries selected cases in Services Marketing viz., and Marketing Services such as Airlines, Hotels, courier and financial services.

**Internal Assessments:**

**Text Book:**

Services Marketing by Valarie A-Zenithal and Mary Jo Bitner – Mc Graw Hill international Edition.

**Reference Books:**

- Adrian Payne- *The Essence of Services Marketing*, PHI, New Delhi, 1999
- Sanjay P. Palanakar- *Services Marketing*, Himalaya Publishing House, 2009
- Dr.S.M Jha- *Services Marketing*, Himalaya Publishing House, 2012
- Harish Varma -*Marketing Services*, , Himalaya Publishing House, 2014
- Christopher H. Lovelock, *Managing Services*, OUP, Delhi, 2006

**OR**

**TMD 04**

**ECOTOURISM: Concepts, Principles and Practices**

**UNIT I**

Ecotourism (Essence and Principles) - Environmental Management System (EMS)-Environmental Audit- Eco Certification- Eco Labelling- Eco Lodge- Eco Tours- Ecotourist- Eco Guide

**UNIT II**

Visitor Behaviour - User Payback- Volunteerism- Signage- Visitor Management -Ecotourism Ethics- Key Stakeholders- Wildlife Management

**UNIT III**

Ecotourism Issues- Climate Change and Tourism - Ecotourism Assessment- Ecotourism Management- Ecotourism Policy- Sustainable development Goals - Ecotourism Programme Planning- Case Studies (Sustainable Tourism Ventures)

**References**

- Dimitrios D. (2011). *Ecotourism Management and Assessment*. UK: Cengage Learning EMEA
- Black R. & Crabtree A. (Eds).(2008). *Quality Assurance And Certification In Ecotourism*. UK:CABI
- Weaver D.B. (Ed). (2010). *The Encyclopedia of Ecotourism*. UK: CABI
- Newsome D., Moore S.A. & Dowling R.K. (2006). *Aspects of Tourism: Natural Area Tourism*. New Delhi: Viva Books Private Limited
- Bulbeck C (2007). *Facing the Wild: Ecotourism, Conservation and Animal Encounters*. UK: Earthscan
- James Higham (2007). *Critical Issues in Ecotourism*. NY: Routledge

OR

**TMD 05 Research Methodology in Tourism****Unit I**

Nature of Research and Process: Introduction, disputes in research- the research process- developing a research proposal- reviewing the literature- research ethics

**Unit II**

Conceptual framework and research methods- developing a conceptual framework- Qualitative research (as applicable to tourism)- Quantitative research- mixed methods and triangulation- Netnography (internet and e-methods)- online surveys-sampling

**Unit III**

Analysing Data: analysing qualitative data- grounded theory and data analysis- analysing qualitative data using NVivo- analysing quantitative data- analysing quantitative data using SPSS

**Unit IV**

Writing and Presentation: research report and presentation

**References**

1. *Tourism Research* by Jennings G
2. *Tourism Research Methods* by Brent Ritchie
3. *Handbook of Research Methods in Tourism* by Larry Dwyer
4. *Tourism Analysis A Handbook* by Stephen Smith

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**Karnatak University, Dharwad**  
**Master of Tourism and Travel Management P.G. Degree Examination**  
**Model Question Paper**  
**(Max. Marks -50)**

**I. Answer Any Five of the Following, each question carries Three Marks.**

1. (5X3=15)
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

**II. Answer Any Three of the Following, each question carries Five Marks.**

1. (3X5=20)
- 2.
- 3.
- 4.
- 5.

**III. Answer any One of the Following, the question carries Fifteen Marks**

1. (1X15=15)
- 2.