

# ism Administration

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The second part of the Five Year Integrated Course in Tourism Administration will comprise Two years of Post-graduate study, after which a Five Years Integrated Course (Master) in Tourism Administration will be awarded.

## **First Semester:**

- MTA-I (01) : Principle and Practices of Management
- MTA-I (02): Tourism System
- MTA-I (03): Tourists Resources of India.
- MTA-I (04) : Travel Agency and Tour operations business.
- MTA-I (05): Quantitative Techniques.
- MTA-I (06): Introduction to Accommodation Industry
- MTA-I (07): Foreign Language (French)
- MTA-I(08): Seminar Course in Tourism

Note: MTA-I(01-07) will be of 100 marks (Theory-60 marks , Internal Assessment-40 marks). MTA-I(08) will be of 100 marks evaluated by the faculty on regular basis and marks will be sent by the Chairman in consultation with Department Council..

## **Educational Tour**

## **Second Semester:**

- MTA-II (09): Financial Management and Accounting.
- MTA-II (10): Tourism Marketing.
- MTA-II(11): Destination Planning.
- MTA-II(12): Electronic Data Processing.
- MTA-II(13): Airlines and Cargo Management
- MTA-II(14): Ethical, Legal and Regulatory aspects of Tourism.
- MTA-II(15): Regional Dimensions of Tourism
- MTA-II (16): Foreign Language (French)
- MTA-II (17): Educational Trip Report
- MTA-II (18): Seminar Course in Tourism

Note: MTA-II(09-11, 13-15)) will be of 100 marks(Theory-60 marks , Internal Assessment-40 marks). MTA-II(12) will be of 100 marks ( Theory-60 marks, Practical-40 marks). Practical of 40 Marks will be conducted by the External Expert. MTA-II (16) will be of



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ks). Viva of 40 Marks will be conducted by  
100 marks evaluated by the Tour Incharge.  
by the faculty on regular basis and marks will be

### **Third Semester:**

MTA-III(19): Research Methodology

MTA-III(20): International Perspectives on Tourism.

MTA-III(21): Organisational Structure and Procedural Aspects

MTA-III (22): Organizational Behaviour and Business Communication

MTA-III(23): Itinerary Preparation and Tour Packaging.

MTA-III(24): Marketing of Tour Packages.

MTA-III (25): Leadership Development Program (LDC)

Note: MTA-III(19-24) will be of 100 marks(Theory-60 marks , Internal Assessment-40 marks). MTA-III(25) will be of 100 marks. Students will go for Leadership Development Camp at least of 10 days comprising Tourism related Adventure Activities. The External Expert will evaluate submitted report.

### **Assigning of On-the-Job Training and Project Report Survey.**

### **Fourth semester:**

MTA-IV(26 ) On-the-Job Training Report.

MTA-IV(27) Project Report.

MTA-IV(28) Final VIVA VOCE

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Note: MTA-IV (26) will be of 100 marks. Students will go 5 months On-the job training after 3<sup>rd</sup> Semester from Jan to May. In June, Students will give presentation in the class will be of 40 marks; will submit a detailed report of 60 marks evaluated by the external Expert.

MTA-IV (27) will be of 100 marks. Students will select Project work during 3<sup>rd</sup> Semester, will do the detailed research survey, in June Students will give presentation in the class will be of 40 marks, will submit a detailed report of 60 marks evaluated by the external Expert.

MTA-IV (28) will be of 100 marks. The external expert will conduct the final VIVA-VOCE.

## First Semester

### MTA-I (01): PRINCIPLES AND PRACTICE OF MANAGEMENT.

**Module-1:** Introduction: Concept, nature, Significance and scope of Management, management Process and Co-ordination, Emergence of Management thoughts, Management and Environment.

**Module-2:** Planning: Meaning, Nature and Importance, Purpose and Process, Methods of Planning

Decision Making: Need, Types and process, decision ómaking techniques, Creativity in decision-making.

**Module-3:** Organising: Nature and importance of organisation, organisations, Organisation Theories, Organisational Structure and Organisational Culture and Management Ethos, Staffing and Human Resource Development, Authority and Responsibility.

**Module-4:** Directing: Directing functions of management.

Communication: Meaning and Importance of Communication.

Motivation:- Theories, Types of Motivation, Leadership:- Definition, Theories and Styles.

**Module-5:** Controlling: Nature and Process of Control, Important Devices tool of control.

Social Responsibility of Business, Management in the future.

### REFERENCES:

1. Management Principles and Practice, by R. Srinivasan and S.A. Chunawalla, Himalaya Publishing House New Delhi.
2. Principles of Management by Terry and Franklin, AITBS Publishers & Distributors, Delhi.
3. Principles and Practice of Management by L.M. Prasad, Sultan Chand and Sons, New Delhi.

Definition Meaning and Differentiation. Meaning of  
isionist.

**Module-2:** Tourism Product(TOP RQP STP). Special Elements & difference from other consumer Products. Concept of Resource/ Attraction Product/Destination and Market.

**Module-3:** Types & forms of Tourism. Concept of Sustainable/Alternate/Mass and new Tourism(Importance). Future Tourism scenario(Projections, Trends Changes.(Forms).

**Module-4:** Tourism Impacts. Concept of Carrying Capacity, Types of Impacts, Physical, Socio Cultural, Economic, Environmental Impact Assessment, Framework for Assessing Impact of tourism. Tourism Organizations: UNWTO, PATA, IATA,.

**Module-5:** MAP WORK: Location of important Tourist Destinations in the global context. Approaches to Tourism Development (Systems/Integrated/Community).

### References:-

- 1.Tourism Dimensions- S.P. Tewari.
2. Development of Tourism in India-Lajipathi Rai
3. Tourism Development in India-Chopra
4. Dynamics of Modern Tourism-Ratan Deep Singh.
5. Tourism Management: Bijendra Punia.
6. Dynamics of Modern Tourism-Pushpiner Gill
7. Tourism Dimensions in India-Chopra.
8. Basic of Tourism: Theory, Operation and Practice: K.K. Kamra and Mohindwer Chand
9. Tourism Impact Assessment; P.C. Sinha
- 10 Tourism Development and its Impacts: S.P. Bansal
- 11.Tourism Planning: Inskeep

Popular Religions Centres of Hindu, Budhist, Jain, Sikh, Muslim, and Christon Religion. Case Study of religions monuments-Mahabalipuram, Khajuraho, Konark, Varansi, Ajanta, Ellora, Elephenta.

**Module-2:** Glimpses of the prominent architectural style flourished over the ages in India.

Museums, Assets & unique features or National Museums. Performing arts of India, Classical dances, folk dances with special touristic appeal. Various Indian Musical Instruments Fairs & Festivals- Social, Religions & Commercial fairs of touristic significance. Organising promotional events like-snake boat race, white water festival, kite festival & winter carnival (Goa) etc.

**Module-3:** Handicrafts of India-Important Handicraft objects & centres, craft mela, Souvenir Industry.

Created tourist attractions-Academic Scientific and Industrial.

**Module-4:** Flora & Fauna of India as potential tourist resource. National parks, wildlife sanctuaries, case study of Corbett Tiger Reserve, Nanda Devi, Kanha & Gir National parks.

**Module – 5 :**

Geography: Physiography: Important Tourism Destinations: Shimla, Kullu-Manali, Kangra of Himachal State.

Product: Important Fairs and Festivals, Performing Arts, Wildlife, Cuisine, Tourism performance of Himachal till date.

## REFERENCES:

1. Tourists Resource of India- Ram Acharya.
2. Tourists Resources of India- Ratandeeep Singh.
3. Tourists Resources of India-Jagmohan Negi.
4. Himachal Pradesh, The Land, the people by S.S. Negi



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## TOUR OPERATIONS BUSINESS.

Definition & differentiation origin & developmental  
system: Type of Travel Agencies based on the nature  
and, inbound and independent tour operators: changing

dimensions of Travel trade.

**Module-2:** Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, information, counselling and other ancillary services to GITs & FITs.

Tour Packaging: The concept of tour & tour packaging Growing demand for tour packages: organisations and agencies in tour packaging business: Various types of tour packages.

**Module-3:** Human Resource Planning: Concept, Significance and the process.

Public sector in Travel Trade Business-Case study of ITDC and HPTDC.

**Module-4:** Significance of Linkages & Coordination in Travel Trade Coordination with Accommodation and Transport sector, shopping enterprises and public sector tourism organisations.

Various concessions, discounts and other incentives offered by hospitality, transportation and other sectors of tourism to travel agents and tour operators. Costing transportation using small/medium/large cars and coaches in India with special reference to Rajasthan tour programs.

**Module-5:** Role and contribution of common interest bodies like ICAO, IATA, UFTAA, WATA, TAAI & IATO in healthy growth of travel agency and tour operations Business.

Future of Travel Agency and tour operations business in Indian Context.

## REFERENCES:

1. Travel Agency and Tour operation Concepts and Principles-Jagmohan Negi
2. Encyclopaedia of Tourism Management-P.C. Sinha.
3. Tourism and Travel Concepts and Principles-Jagmohan Negi.
4. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi.

**Module – 2:** Correlation Analysis: Nature and Significance, Types of Correlation, methods of Studying Correlation, Regression Analysis: Nature and Uses of Regression Analysis, Regression Equations(Two Variable only).

**Module – 3:** Time series Analysis: Nature and Utility, Components of time series Analysis, Methods of Measuring Trend.

Index Number: Nature and Uses, Methods of Constructing Index Numbers, Problems in the Construction of Index Numbers.

**Module – 4:** Probability: Basic Terminology and Definition, some Theorems on Probability ó Additional, Multiplication and conditional Bays Theorem, Permutation and Combination.

**Module – 5:** Sampling and Test of Significance: Testing of Hypothesis, standard error and sampling Distribution, Sampling of Attributes, sampling of variables (Large samples), Sampling of Variables (Small samples).

#### REFERENCES:

1. Operational Research and Statistical Analysis by P.K. Gupta & Manmohan.
2. Statistic by D.C. Sancheti & V.K. Kapoor.
3. Quantative Method for Management Decision by C.R. Reddy.
4. Business Statistical by S.P. Gupta.
5. Basic mathematics & Statistics by B.M. Aggarwal.
6. Statistics for Management by Rubin & Lebin.

Scope, Dynamics of Demand Changing trends overtime, relationships, types of accommodation.

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Hotels & hoteliering sector overtimes, orgin and development of motels, Emergence of the concept of resort properties, Time sharing properties.

Types of hotels, motels and resorts on the basis of their size, location, comfort, price and ownership.

**Module – 2:** Registration & Gradation of hotels- concept, requirements and procedure in Indian context.

Functional departments of a hotel: Important features of Front office, catering, house keeping, accounts, marketing, personnel, maintenance, safety & security.

**Module -3:** Range of Services extended by an international hotel-essential and allied.

Organisational infrastructure of hotels, motels and resorts.

Manpower requirements in hotel sector, training facilities available in India.

**Module – 4:** Role and input on multinationals in hoteliering sector.

Case Study of ITDC, Hyatt and Oberoi.

**Module – 5:** Fiscal and non-fiscal incentives offered to hotel industry in India,, ethical and regulatory aspects in a hotel, international hotel regulations.

Hotel Project planning ( feasibility study )-conceptual framework.

### **REFERENCES:**

1. Tourism and Travel Concepts and Principles by Jagmohan Negi.
2. Dynamics of Tourism by R.N. Kaul.
3. Manuals on Hotel operations by Sudhir Andrews.
4. Marketing of Travel & Tourism by Victor Middleton.
5. Regional Development, Tourism Hotels, & Travel Trade by Jagmohan Negi.
6. Tourism Dimensions by S.P. Tiwari.
7. Tourism Development in India by Leela Shelly.
8. Principles of Grading, Classification of Restaurants, Resorts & Hotels by Jagmohan.



## MTA 6 I (07) : FOREIGN LANGUAGE; FRENCH

### BEVENVUE EN FRENCEö BOOK I

1. Conjugation of verbs from the text to be put in present tense only í í .10 marks
2. A series of exercises covering the grammar done í í ..25 marks
3. Translation of sentences from the text from French to English and English to French í 15 marks
4. Demanding of a service: A simple dialogue to be formed between two persons for any of the following situations:- reserving of train tickets, room booking, giving directions to reach a place, taking a phone call, ordering food, fixing a date í í ..10 marks.

**Total marks=60**

### INTERNAL ASSESSMENT

40 Marks.

#### Books for Reference:

1. Bienvenue En France-Tome I By A. Monnerie
2. COURs DE LANGUE ET DE CIVILISATION FRANCAISESW BOOK I BY G. MAUGER.  
Chapters : 1-14 only.

## MTA 6 I (07) : FOREIGN LANGUAGE GERMAN.

1. Text for Comprehension 10 marks  
from the book.
2. GRAMER 50 marks
  1. Add the right verb forms.
  2. Articles and plural form of the noun.
  3. Use of indefinite articles in sentences.
  4. Use of separable verbs.
  5. Use of AKK Articles and Akkusative pronouns in sentences(mich, dich, ihh, sie, Sie, Sie each)
  6. Use of modal verbs. Fill in the blanks: (Wollen, müssen, können, dürfen, sollen)
  7. Use of Wann, Wenn, Sarum and weil.

Internal assessment based on assignments and class tests. 40 marks.

#### Prescribed books:

1. Deutschals Fremdsprache I A by Braun Nieder Schnee.
2. Glosser, Chapter 1<sup>st</sup> to 8<sup>th</sup>.
3. Easy German. Grammar for the Beginners.

Part ó I

**Module – 1:** Finance: Meaning, Goals and functions of Finance, sources of Finance.

Financial Management: Nature, scope, objectives and functions of Financial Management.

Financial Analysis :Nature and types of Ratio Analysis, Utility and cautions in using Ratio Analysis.

**Module – 2:** Long Term Investment Decision: Capital Budgeting- meaning and importance of Capital Budgeting Rationale for Capital Expenditure, Techniques of selecting capital Budgeting proposals-NPU Vs. IRP.

Dividend Policy Decisions: The irrelevance of Dividend, Relevance of Dividend, Determinants of dividend policy.

**Module – 3:** Current Assets Management.

Working Capital Management: Concept/Definition, Elements. Assessment of Working Capital requirement, working capital Forecasting Techniques, Theories & approaches of working capital Management.

Cash Management: Nature, Functions of Cash Management, Cash Management, Objectives, Cash surplus Vs. Cash Deficit cash Management Techniques/Processes.

PART ó II

**Module – 4:** Financial accounting:

Accounting: Meaning, objectives, Limitations, Systems and Classification, Accounting Equations, Double Entry System, Concepts and Conventions of Accounting.

Financial statements: Trading and profit & loss account, preparation of trial balance, preparation of profit & loss account (with adjustments) Balance sheet related concepts- Assets and Liabilities and its preparation.

**Module – 5:** Cost Accounting:

Nature & scope: Meaning of Cost Accounting Financial Accounting and Cost accounting, Management Accounting and cost Accounting Installation of a costing system.

Cost concepts and classification: Concept of lost, cost centre and cost unit, methods of costing, Techniques of costing classification and elements of cost, preparation of cost sheet.

REFERENCES:

1. Financial Management by I.M. Pandey
2. Financial Management by M.K. Khan & P.K. Jain.
3. Advanced Financial Management S.Kr. Paul
4. Financial Management by Personna Chandra.
5. Financial Policy & Decision by Van Horne.
6. Book Keeping & Accountancy by R.L. Gupta.
7. Introduction to Accountancy by T.S. Grewal.
8. Cost Accounting: Analysis & Control by Gorden Shelling Law.
9. Cost Accounting: Planning & control by Horngren G.T.

es to Marketing-Tradition Vis-à-vis Modern.

Components of Marketing Mix. Sovereignty of consumer.

Difference, between Product marketing and service marketing. Nature classifications & characteristics of services land their marketing implications. Concept marketing.

**Module – 2 :** Concept of Product in Tourism and special issues related to marketing of Tourism products. Principle Middlemen relationship in Tourism and their respective role in marketing various tourism products. Components of marketing mix with special reference to Tourism. Promotional Techniques.

**Module – 3:** Marketing information system & marketing research: Marketing Research ó Objective and scope. Techniques of marketing research: Desk Research, Field investigations, checklist, questionnaire, Presentation of research findings, Use of Research findings significance of Sources of Informationø Journals, periodicals, Magazines, newspapers, Directories, Guide books, maps and special reports. Documentation and Indexing of information.

**Module – 4** Linkage in Tourism Marketing:

Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments. Market segmentation & product positioning. Role of Public Sector Tourism Institutions in Tourism marketing.

**Module – 5 :** Communication mix: Component of communication mix: Communication- mix in Tourism & Travel marketing.

Public relations: significance of PR, Methods and Techniques of PR: Role of various promotional units organization and their specific strategies in promoting international Tourism in India. Role and contribution of multinationals.

Advertising Decisions: Meaning and Advertising process, role of advertising in Tourism, Advertising objectives and budgets, copy formulations land advertising appeals and their execution, Media alternatives and Media selection, and measurement of advertising effectiveness.

Personal selling : meaning and its role in tourism promotion.

References:

1. Tourism Marketing by S.M. Jha
2. Tourism marketing by Victor Middleton.
3. Marketing Management by Phillip Kotler.
4. Dynamics & Tourism by Rattan Deep Singh.

Concept of Product life cycle and its applicability in Tourism Planning.

**Module – 2 :** Planning Tourist Destinations and Destination Regions: Objectives setting, Background analysis, Detailed research and Analysis, synthesis, goal setting and plan Formulation.

Project Feasibility study ó Steps and stages in preparing feasibility reports.

**Module – 3:** Emerging Concepts in Tourism and Choice of Appropriate Development Strategy. Conventional Versus Alternative tourism, Mass Vis-à-vis selective Tourism, Planning for and prospects of promotion of Rural, Eco, adventure, Wilderness and Park tourism in India.

Concept of sustainable Tourism Development with special reference to Mountain Tourism.

Concept of Community approach for Tourism Planning and its relevance in Indian Context.

Planning Considerations for special types of attractions theme parks, Archaeological sites, Urban Centres, Conversion facilities planning.

**Module- 4:** Assessment of Tourism Planning Process in Indian context, problems, Grey areas and possible strategies.

Salient features of the National Action Plan-1992. Indian Tourism Policy-An analysis.

**Module – 5:** Organisation responsible for Tourism Planning in India. Case study of Department of Tourism and role of State Tourism departments.

Role of leading International and Regional Tourism Institutions in Tourism Planning and Development, case Study of PATA and WTO.

References:

1. Tourism Planning by Inskip.
2. A Geography of Travel and Tourism by Boniface Cooper.
3. Sustainable Tourism Development by Middleton & Hawkins.
4. Dynamics of Tourism by Pushpinder S. Gill.(Volume-II)
5. Tourism Dimension by S.P. Tiwari.
6. Encyclopaedia of Tourism Management by P.C. Sinha.

## MTA 6 (II) ( 12) : ELECTRONIC DATA PROCESSING.

**Module – 1:** Introduction to Computer: Simple model of computer, generation of computers, computer Hardware/software concept, Computer Fundamental: Numbering system and data representation, I/Q Devices, Memory devices, Programming, languages, CPU, Applications of computer.

**Module – 2 :** File Organisation and Processing: Fields, Records, Files, Type of files, Serial, Sequential, Index Sequential and Random files, File Organisations, Batch Processing, Racial this processing, Time sharing, Multi Processing, Multi Programming, Client Serves processing.

**Module – 3:** Operating system of PCs: M.S. DOS Commands, Window 95/98, GVI concepts and WINDOWS basics, Word Processing Using M/s-Word, Spreadsheets using MS-Excel.

**Module – 4:** Computer Networks: Local Area Network, Wide Area network, Internal, E-Mail, Application of Tourism Softwares, Networking concepts: Meaning of Networking, Types of Networks, Network Topology, Network Mesa, Network Protocols. Planning a Network for a organization.

**Module – 5:** Introduction to Internet: What is Internet? World wide Web, Emailing, Browsing the Web., Web. Browsers basics, searching the web, Multimedia, Internet security, Usenet FDP, Intranets.

### REFERENCES:

1. V.K. Kapoor, Fundamentals of Electronic Data Processing, Sultan Chand & Sons, New Delhi,1998.
2. Asian Computer Course, Asian Publisher, New Delhi,1998.
3. Ron Mansfield, The Compact Guide to Microsoft office, PBP Publications, New Delhi,1994.



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ning- accounting- budget management - cost control-  
ket cancellation policies against INR and USD fares,  
against fare paid in foreign currency- special instructions while issuing a ticket- commissions on  
domestic and international tickets- ticketing instructions- PNR and writing the names with right  
pronunciations.

**Module 2:** Travel geography- time differences- planning itineraries by air with best suitable  
tickets- procedures to purchase a ticket, back entries and cancellations- fare calculation- routing-  
ticket booking.

**Module 3:** Ticketing through available systems like Amadeus and Galileo- airport services  
including immigration and custom- baggage handling and charges- different class journeys- special  
fares- round and circle trip fares- open jaw journey- lowest combination principle.

**Module 4 :** Introduction of Cargo service- , Travel & Cargo, Historical Growth and Evolution of  
Cargo Industry, - Importance, Areas and Sub-areas, Time Zones and Calculation of Time, GMT  
variations, Elapsed /Flying /ground/transportation time.

**Module 4 :** Industry Regulations & Indian Skies, Present policies, practices and Laws pertaining to  
airlines. Licensing pf carriers, freedoms of Air, Functions of ICAO, IATA, Bermuda & Chicago  
convention, Functioning of Indian Carriers, Air Corporation Act and its repeal, Role of DGCA,  
Open sky policy- Basic Cargo Operations and Documentation, Rules for Cargo acceptance.

### References

1. IATA notes
2. Travel agency and tour operation- concepts and principles by Jagmohan Negi
3. Amadeus and Galileo systems
4. Encyclopaedia of tourism management- PC Sinha
5. ABC & OAG Guides, TIM Air Tariff
6. TACT Rates & Rules Book Customs Act

## INDIAN REGULATORY ASPECTS OF TOURISM

### BUSINESS IN INDIA.

**Module – 1 :** Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

**Module – 2 :** Laws relating to accommodation, travels agencies land tour operation sector, Law land regulations related to airlines and airways, laws related to surface transport. DGCA formalities for business and recreational flying in India.

**Module – 3 :** Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits, permits related to various monasteries and wild life areas and their procedure.

**Module – 4 :** Law designed for Adventure Tour operation, special permits for rafting, paragliding helisking and angling. Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.

**Module – 5 :** Travel Insurance and consumer protection act, International consumer protection acts in tourism, Evacuation and International insurance business, foreigners act, passport act and visa extension.

### REFERENCES:

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.

## VISIONS OF TOURISM

**Module – 1** : International scene of Tourism. Top Ranking Countries in Terms of Tourist Arrivals & Receipt. Top Countries Generating Tourists. Reasons for concentration and disparities.

India's performance in global tourism and South Asia. Strategies for improving tourism in the country.

**Module – 2** : Tourism Management Strategy in U.K and China  
(Short Notes): Overview of tourism in selected attractions: Bali ( Indonesia), U.K., Switzerland, Kenya, France, U.A.E and Nepal.

Regional organizations promoting tourism: SARTC, PATA.

**Module – 3** : Geographical Regions of India. Important Tourism circuits identifiable in the country.

Place of tourism in India's 5 year plans & outlay and major thrust in various plans.

**Module – 4** : Sergeant Committee, Jha Committee, Tourism Policy and National Action Plan (Recommendations).

Structure and Role of Ministry of Tourism, ITDC and STDC's.

**Module- 5**: Understanding the World Time Zone Map: Important Country Codes, Airport Codes and City Codes.

### REFERENCES:

1. Exploration by Landry & Fesmire.
2. International & Encyclopaedia of Tourism Management by P.C. Sinha.
3. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi.
4. Tourism Dimensions by S.P. Tiwari.
5. Tourism in 21<sup>st</sup> Century by J.S. Batra.
6. Himachal Pradesh, The Land, the People by S.S. Negi.



FROM BIENVENUE EN FRANCE BOOK-I

1. Conjugaison of Verbs from the text into present and past tense 1 1 1 1 . 10 mark
  2. A series of short grammar exercise from the chapters done, covering areas of: Pronons demonstratif, changing of tenses, pronoms complement, possessif, les comparatives, interrogation, etc. 1 1 1 1 1 1 .25 marks.
  3. Translation of sentences from the text, French to English and English to French. 1 1 1 1 1 1 15 marks.
  4. Demanding of a service: simple dialogue to be formed in any of the following situations: Calling a Taxi, Reservation of a dinner table, Hotel room, etc 1 10 marks.
- Total Marks 60.

Internal Assessment 40 Marks.

BOOKS FOR REFERENCE:

1. BIENVENUE EN FRANCE ó TOMEI By A. Monnerie.
2. COURs DE LANGUE DT DE CIVILISATION FRANCAISES BOOK I. Chapter 15 ó 25. By G. MAUGER.

MTA ó II (14) : FOREIGN LANGUAGE : GERMAN

1. Translation from German to English from the prescribed text book. 10 marks
2. Translation of five sentence from English to German. 5 marks
3. Letter writing(write and invitation to a friend apply for a join, describe your city or house to your friend, leave application) 35 marks
4. Grammar.
  - a) Use of Dativ verbs 5 marks
  - b) Use of Dativ Pronouns 5 marks
  - c) Use of Dativ prapositions 5 marks
  - d) Use of perfect tense 5 marks
  - e) Use of past tense 5 marks
  - f) Adjektiv Beclensions with definite and indefinite articles 5 marsk

Internal assessment base on assignments+tests 20 marks

Viva-Voce 20 marks

Prescribed books:

1. Deutch als Fremdeprache IA BY Braun, Nieder Schme.
2. Glossar.
3. Easy German Grammar for the Beginners.



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## MTA 6 III (19) : RESEARCH METHODOLOGY

**Module – 1 :** Introduction: Meaning, objectives and significance of research, types of research, research process.

Social science Research: Meaning, scope and objectivity of social science Research, Ethics in social science research.

Tourism research: Major Areas for research in Travel and Tourism, Challenges and status of Tourism research in India.

**Module – 2:** Research Design: Meaning, need and important features, types of research design, selection and formulation of research problem.

Hypothesis: Nature & role in social sciences.

Measurement and scaling techniques: Measurement in research, measurement scales, tests of sound measurement, techniques of developing measurement tools, scaling, meaning, classification, and its techniques.

**Module – 3 :** Sampling design: Census is sample survey, sampling Techniques or methods, sample design and choice of sampling techniques, sample size, sampling & non-sampling error.

Sampling Design:

Data collection: Sources of data required, methods of collecting primary data, observation, interviews method, the questionnaire, mail survey, projective techniques simulation Vs. experimentation.

**Module – 4 :** Data processing: Introduction, editing of data, classification and coding of data, transcription, tabulation, graphical presentation of data.

Data analysis: Statistical analysis, hypothesis testing Chi-square( $X^2$ ) Test, analysis of variance(ANOVA)

**Module – 5 :** Report writing and presentation: substance of reports, formats of reports, presentation of reports.

Tourism market research: Need for tourism market research, techniques of tourism market research, planning tourism marketing research programme, forecasting tourist demand & trends, feature of tourism research in India.

### REFERENCES:

1. Methodology and techniques of social research by Wilkinson & Bhandarkar.
2. Methodology of Research in Social Sciences by O.P. Krishnaswami.
3. Sadhav Singh, Research Methodology in Social sciences, Himalaya Publishing House, New Delhi, 1996.
4. S.M. Moshin, Research Methods in Behavioural Sciences, orient Langman, Hyderabad, 1989.

## PERSPECTIVES ON TOURISM

ditional manner, its origin and process. Tourist traffic analysis in last decade with reference to India, Singapore, Nepal, Mauritius and Thailand. Role of Indian Tourism offices in foreign countries in promoting India.

**Module – 2** : Economic and social changes with the growth of both Inbound and outbound tourism in India. Role of multinationals in various sections of tourism and comparison of services provided by the Indian companies with reference of volume and network in the country.

**Module – 3** : World tourism institutions, trade fairs and proceedings of ITB Berlin 2000. PATA conference details of year 2000. Role of IATA in tourism industry and tourism education. Changes and challenges of international tourism in next millennium.

**Module – 4** : Important foreign destinations for Indian tourists, their costs and detailed itineraries, best potential market for outbound package and selling strategies. Effect of outbound promotion on domestic tourism.

**Module – 5** : Rules and regulations for accepting foreign currency against travel services, receiving payments in form of traveller cheques and various cards and their confirmations. Knowledge of tax structure and banking in travel business.

### REFERENCES:

1. Data based reports: Yearly Publications of Department of Tourism, Govt. of India.
2. Reports and publications of IATA and PATA.

## MTA – III(21): ORGANISATIONAL STRUCTURE AND PROCEDURAL ASPECTS.

**Module – 1** : Travel Agent: Definition and role of a Travel Agent in the Tourism Industry.

Organisation structure of a standard Travel Agency with examples of some leading agencies (SITA, COX & KINGS, MERCURY TRAVELS).

Various divisions or departments of a Travel Agency and their functional & operational co-ordination (with special reference to the above mentioned agencies).

**Module – 2** : Reservations: For Air seats, Hotels, Transportation, cruise Tours, Conferences & Conventions, Chartered flights, Entertainment facilities & sight seeing.

Procedural formalities and permits to be obtained for various authorities for the above mentioned services.

**Module – 3** : Documentation & Frontier Formalities: Immigration related functions of Travel Agency, Procuring passport land Visa, Arranging liquor permits, obtaining permission for special/Restricted Areas, Exchange related arrangements, custom clearance, Health & Security checks, Landing permit & Landing certificate.

**Module – 4** : Procedure of setting up on agency. Various fiscal land non-fiscal incentives provided by the government for Travel Agencies.

Norms and procedure to become ITATA approved Travel agency of Tour Operator. Advantages of IATA affiliation.

**Module – 5** : Adventure Tourism operations: Various adventure activities and the inherent problems and Technicalities involved in their operation.

(Trekking, Mountaineering, Aero sports, safaris, skiing, water sports.)

Important Organisations and clubs (Both Government and non-government) assisting Travel Agents in conducting adventure activities and the assistance extended by them.

### REFERENCES:

1. Tourism Dimensions by S.P. Tiwari.
2. Travel Agency and Tour operation concepts and Principles by Jagmohan Negi.
3. Encyclopaedia of Tourism Management by P.C. Sinha.
4. Tourism and Travel Concepts and Principles by Jagmohan negi.
5. Regional Development, Tourism Hotels, & Travel Trade by Jagmohan Negi.

## BEHAVIOUR

Organizational Behaviour, Meaning of Organization, Disciplines in

Organizational Behaviour

Models of Man, Challenges and Opportunities for Organizational Behaviour

**Module -2:** Perception ó Meaning, Factors, Theories

Motivation ó Meaning Factors, Theories

Attitudes, Meaning, Factors, Change, Cognitive Dissonance theory

**Module- 3:** Learning, ,Meaning, Factors, Influencing, Theories of Learning

Leadership: Meaning, Factors, Styles, theories, Interaction Process analysis

**Module 4:** Group Dynamics: Group Formation, Cohesiveness, Teamwork, Group Morale, Social Norms

Conflict, Power and Control. Concept of Total Quality Management ( TQM)

Organizational Change and Effectiveness

**Module- 5:** Communication; Process of Communication, Communication Forms and Types, Communication Networks, Transactional Analysis.

Business Communication: Formats in Written Communication: Basic Rules of Good writing Cover Letter, Business Letters Format ( Templates), resumes, Fax, Fascimilies, Memorandums, Reports. Telephone Etiquettes.

### REFERENCES:

1. Organizational Behaviour O.B) 10<sup>th</sup> Edition - Stephen P. Robbins.
2. O.B by Richard Pettinger.
3. O.B by Moorhead and Griffins
4. OB by Ashwathappa
5. OB-7<sup>th</sup> Edition by Fred Luthans
6. OB- by Steven L. Mc Shane- Mary Ann Von Glinow
7. Hospitality and Tourism Careers-A Blueprint for success. by Carl Riegel, Mellissa Dallas
8. Accommodation Services: By V. Shannessy, S. Haby, P. Richmond
9. Sales and Marketing for Travel and Tourism By Philip Davidoff and Davis Davidoff.

## OPERATION & TOUR PACKAGING.

various types of itineraries, tools, techniques and procedure involved in itinerary planning, constraints in itinerary preparation.

**Module – 2:** Preparation of Itineraries for special interest tours like Buddhism in India, Wildlife tours, Heritage tours cuisine, Yoga, Photography and various adventure tour programmes in Himachal.

**Module – 3:** Linkages in Travel trade Industry with respect to Itinerary preparation (Procurement of the various services related to Itinerary preparation).

**Module – 4:** Tour packagine-types, components of standard tour package:

A. The points to be considered while designing a tour package. Review of tour package offered by TCI, Thomas Cook, Cox & Kings and SOTC.

B. Out bound packages.

**Module – 5:** Costing of a tour package, Techniques and tools of costing, cost sheet, calculation of supplementary services.

### REFERENCES;

1. Travel Agency and Tour operation concepts and Principals by Jagmohan Negi.
2. Encyclopaedia of Tourism Management by P.C. Sinha.
3. Tourism and travel Concepts and Principles by Jagmohan Negi.
4. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi



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### **MTA – III (24) : MARKETING OF TOUR PACKAGES.**

**Module – 1** : Tourism marketing- definition, meaning & scope, marketing mix. Importance of marketing of tour packages in the present competitive scenario, steps in marketing of tour packages.

**Module – 2** : Conceptualisation, marketing research for tour packages. Various tools, techniques employed in marketing of tour packages. Area research, negotiations with Principals.

**Module – 3** : Promotional mix, role of various promotional mix (advertising, print media, sales promotion, personnel selling, public relation) in marketing of tour packages with special emphasis on the role & importance of print media in the marketing of tour packages.

**Module – 4** : Distribution Channels: Types of distribution channels, concessions & incentives provided to the distribution channels, Importance of selection of a distribution channel & the role played by distributional channels in marketing of tour packages.

**Module – 5** : Pricing- Various pricing techniques, Importance of pricing, problem of seasonality in tourism & its effect of pricing.

#### **REFERENCES:**

1. Marketing of Travel & Tourism by Middleton.
2. International Encyclopaedia of Tourism Management by P.C. Sinha.
3. Dynamics of Tourism by R.N. Kaul.





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### **MTA- III (25): LEADERSHIP DEVELOPMENT PROGRAMME**

The objective of this course is to develop the leadership qualities through various field activities, like trekking, camping, mountaineering, adventure sports and popular fairs and festivals either within or outside of the state (In India).

The duration of this programme will be of minimum seven(7) days. After coming back the students will submit their report in the department.

Leadership Development programme report will be of 100 marks.



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## Fourth Semester

g and Report

MTA-IV (27) Project Report

MTA 6IV (28) VIVA VOCE