Programme Project Report (PPR)

TAMIL NADU OPEN UNIVERSITY

Regulations and Overview for

**M.A. Tourism and Travel Studies Programmes (Semester)
in Distance Mode**

[w.e.f Academic Year 2020-2021]

School of History and Tourism Studies

Tamil Nadu Open University

Chennai- 600 015

SCHOOL OF HISTORY AND TOURISM STUDIES

BOARD OF STUDIES MEMBERS LIST

S.No.	Name, Designation & Contact	Nomination
1	Dr. P. Rajan Professor & Head Department of History Annamalai University Annamalai Nagar, Chidambaram Mobile : 9942220552 Email: rajanbabu1963@gmail.com	Chairman
2	Dr. N. Dhanalakshmi Associate Professor & Director i/c. School of History & Tourism Studies Tamil Nadu Open University Saidapet, Chennai – 15. Mobile: 9444475330 Email:lashmi_naga2005@yahoo.co.in	Member
3	Dr. E. Iniyan Assistant Professor School of History & Tourism Studies Tamil Nadu Open University Saidapet, Chennai – 15. Mobile: 7604816312 Email: initnou@gmail.com	Member
4	Dr. P. Sumabala, M.A., M.Phil., Ph.D., Assistant Professor Department of Historical Studies Quaid-E-Millath Government College for Women (Autonomous) Anna Salai, Benny Road, Chennai-600002. Mobile: 9962840789 Email:sumabalakrishnamurthy@gmail.com	Member
5	Dr. J. Soundararajan, M.A., M.Phil, Ph.D., Associate Professor Department of Ancient History & Archaeology University of Madras, Chepauk, Chennai – 600005. Mobile : 9445628813 Email:jsrajan2013@gmail.com	Member

6	Dr. Cinthia Jude, M.A., M.T.M., M.Phil., P.G.DIA. Ph.D., Assistant Professor Department of History and Tourism Stella Maris College, Chennai-86 Mobile : 9884079904 Email : cinthia.jude@gmail.com	Member
7	Dr. K. Pannerselvam, M.A., M.Phil., Ph.D. Deputy Superintending Epigraphist Archaeological Survey of India Fort George, Chennai-600009. Mobile : 9886769865 Email: pselvam1941964@gmail.com	Member
8	Dr. A. Vasanthi, M.A.,(History) M.A.(Women Studies) M.A.(Tourism Management), Dip. in Archaeology and Epigraphy, M.Phil, Ph.D. Assistant Professor Department of Tourism and Travel Management Anna Adarsh College for Women, Anna Nagar, Chennai Mobile : 9840503999 Email : vg.vasanthi@gmail.com	Member
9	Mr. N. Kumaresan, M.A., M.Phil, M.Ed. P.G. Assistant Government Boys Higher Secondary School, Nandanam , Chennai – 35. Mobile : 9380610310 Email : kumaresangka@gmail.com	Member
10	Mr. V. Rajaguru, M.A.(Tamil), M.A.(English), B.Ed. B.T. Assistant, Government Higher Secondary School Thirupulani, Ramanathapuram Dt., Mobile : 9944978282 *Presently doing Diploma in Archaeology and Epigraphy in TNOU*	Member
11	Mr. Joshva Christopher Benjamin Manager – Sales, Le Royal Meridien No.1, GST Road, St. Thomas Mount, Chennai-16 Mobile : 8939833463 Email : joshva.christopher@leroyalmeridienchennai.com *Presently doing B.A. Tourism and Travel Studies in TNOU*	Member

1. PROGRAMME'S OBJECTIVES

- Students will learn the basic concepts and travel management of Tourism.
- Learners will get to understand eco-tourism and promotion, publicity and marketing in Tourism
- Students may learn Human Resource Management and entrepreneurship in Tourism
- Students will come across information Technology, Tourism and Law
- Learners will learn about socio-cultural aspects and Heritage Management in Tourism

2. PROGRAMME OUTCOMES

The students at the completion of the programme the students will be able to:

- Students will discuss the basic concepts and travel management of Tourism.
- Students will analyse eco-tourism and promotion, publicity and marketing in Tourism
- Students may come to understand Human Resource Management and entrepreneurship in Tourism
- Learners will analyse information Technology, Tourism and Law
- Students will understand socio-cultural aspects and Heritage Management in Tourism

3. PROGRAMME SPECIFIC OUTCOMES – M.A., Tourism and Travel Studies

At the completion of this programme, the students will be able to:

- students will be able to discuss the basic concepts and travel management of Tourism.

- Students will be able to analyse eco-tourism and promotion, publicity and marketing in Tourism
- Students will have the understanding Human Resource Management and entrepreneurship in Tourism
- Students will become aware of analyse information Technology, Tourism and Law
- Learners will understand socio-cultural aspects and Heritage Management in Tourism

4. Eligibility for Post Graduate admission

Bachelor's Degree from any recognized University.

5. Medium: English

6. Duration of the Course

The course for the Degree of Master of Arts in Tourism and Travel Studies shall consist of two years (Four Semesters).

7. Admission

The candidate's admission for the Degree of Master of Arts in Tourism and Travel Studies will betaken in both Academic & Calendar year admission batches.

8. Course of Study

The course of study shall comprise instruction in the following subjects according to the syllabus.

Course	Course Code	Course Title	Evaluation			Credits
			CIA	TEE	Total	
I Year - Semester I						
Core I	MTTSS – 11	Basic Concepts of Tourism	30	70	100	4
Core II	MTTS S- 12	Ticketing and Fare Constructions	30	70	100	4
Core III	MTTSS - 13	Front Office Management	30	70	100	4
Core IV	MTTSS - 14	Introduction to Travel Management	30	70	100	4
Elective - 1	MTTSS - 15	Communications and Public Relations	30	70	100	2
I Year -Semester II						
Core V	MTTSS - 21	Tourism and Human Rights	30	70	100	4
Core VI	MTTSS - 22	Eco Tourism	30	70	100	4
Core VII	MTTSS - 23	Personnel Management	30	70	100	4
Core VIII	MTTSS - 24	Tourism: Promotion, Publicity and Marketing	30	70	100	4
Elective-2	MTTSSE- 25	Tourism Resources of India	30	70	100	2
II Year - Semester III						
Core IX	MTTSS – 31	Business of Tourism	30	70	100	4
Core X	MTTSS – 32	Global Tourism	30	70	100	4
Core XI	MTTSS – 33	Hotel Management and Catering	30	70	100	4
Core XII	MTTSS – 34	Human Resource Management for Tourism	30	70	100	4
Elective-3	MTTSSE - 35	Entrepreneurship Tourism	30	70	100	2
II Year - Semester IV						
Core XIII	MTTSS – 41	Information Technology in Tourism	30	70	100	4

Core XIV	MTTSS -42	Organisational Behaviour	30	70	100	4
Core XV	MTTSS – 43	Tourism and Law	30	70	100	4
Core XVI	MTTSS – 44	Airport Management	30	70	100	4
Core XVII	MTTSS – P1	Field Visit and Submission of Project Report	-	-	100	4
Total			**580**	**1330**	**2000**	**74**

Continuous Internal Assessment- (CIA) Term End Examination - (TEE)

2. Examinations:

Examination to Master Degree Programme in Tourism and Travel Studies is designed to maintain quality and standard. Theory Examination will be conducted by the University in the identified Examination Centres. There will be a Field Visit and submission of Project Report in the Final Year for 100 marks. For the Assignment students may be permitted to write with the help of books/materials for each Course, which will be evaluated by the Evaluators appointed by the University.

Assignment: 30 Marks – Through Continuous Internal Assessment (CIA)

Theory Examination

Students shall normally be allowed to appear for theory examination after completing the Assignments. The Term -End Examination shall Carry 70 Marks and the Question Paper has three Sections: A & B for the duration of 3 hours.

3. Scheme of Examinations:

Assignment: 1 assignment for 2 credits are to be prepared by the learners. E.g. If a Course is of Credit 6, then 3 number of Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 30 Marks (Average of Total no of Assignment), consists of Long Answer Questions (1000 words) for each Course.

Sec-A	Answer any one of the question not exceeding 1000 words out of three questions.	1 x 15 = 15 Marks
	(Attendance) For attending Counselling Classes	15 Marks

Question Pattern for Theory Examinations:

Tamil Nadu Open University
M.A., Tourism and Travel Studies Degree Examination

Max. Marks: 70

Part – A (5x5 = 25 Marks)
Answer any **Five** questions out of Eight Questions in 300 words
All questions carry equal marks

1. From Unit - I
2. From Unit - II
3. From Unit - III
4. From Unit - IV
5. From Unit - V
6. From any unit
7. From any unit
8. From any unit

PART - B (3 × 15 = 45 marks)
Answer any **Three** questions out of Five Questions in 1000 words.
All questions carry equal marks.

9. From Unit - I
10. From Unit - II
11. From Unit - III
12. From Unit – IV
13. From Unit – V

12. Passing Minimum

For theory examination: The candidate shall be declared to have passed the examination if the candidate secures not less than 25 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 13 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 40 marks in both external and internal taken together.

Continuous Internal Assessment (CIA)		Term End Examination (TEE)		Overall Aggregate Marks	Maximum Marks
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	CIA + TEE	
13	30	32	70	50	100

13. Classification of Successful Candidates:

Candidates who pass all the courses prescribed and who secure 60% and above in the aggregate of marks in Core courses will be placed in the First Class. Those securing 50% and above but below 60% in the aggregated will be placed in the Second Class.

TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year– Semester-I

Course Title	: **Basic Concepts of Tourism**
Course Code	: **MTTSS-11**
Course Credit	: **4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To explain the Meaning, Nature and Characteristics of Tourism and the Historical Development of Tourism.

- ❖ To define and differentiate between Tourist, Visitor, Traveller and Excursionist.

- ❖ To describe emerging Concepts of Tourism viz., Rural and Agricultural.

- ❖ To define the Concepts of Tourist Products viz.,Tour Packages and types of packages.

- ❖ To define Eco Tourism, Environmental Planning and initiatives for Environmental Protection.

BLOCK I

Tourism: Meaning Nature and Characteristics - Historical Development of Tourism - Factors Responsible for the Growth and development of Tourism over the years.

BLOCK II

Tourist - Visitor - Traveller - Excursionist - Definition and Differentiation - Forms of Tourism: Inbound, outbound, International, and Domestic - Types and Forms of Tourism.

BLOCK III

Emerging Concepts of Tourism - Rural, Agricultural - France, Germany, and Great Britain Case Studies - Canada, Japan and United States of America: Case Studies.

BLOCK IV

Concepts of Tourist Products - Tour Packages and Type of Packages - National and International Tour Itinerary.

BLOCK V

Eco Tourism and Environmental Planning and initiatives - Environmental Protection and Awareness Role of Various Agencies and citizens.

REFERENCES :

1. Aldous, T., *Battle for the Environment*, London, Fontana/ Collins, 1972.
2. Anand M.M.- *Tourism and Hotel Industry in India,* Sterling Publishers, New Delhi.
3. Anderson,N., *Work and Leisure*, London, Routledge and Kegan Faul, 1961.
4. Ashworth, G., *Recreation and Tourism*, London, Bell and Hyman, 1984.
5. Bhatia, A.K., *International Tourism Management*, New Delhi, Sterling publishers, 2007.
6. Bhatia, A.K., *The Business of Tourism: Concepts and Strategies*, New Delhi,, New Delhi, Sterling publishers, 2007.
7. Bhatia, A.K., *Tourism Development: Principles and Practices*, New Delhi, Sterling publishers, 1996.
8. Bhatia, A.K., *Tourism in India- History and Development*, New Delhi, Sterling publishers, 1978.
9. Boniface, B., and Cooper, C., *The Geography of Travel and Tourism*, London, Heinemann, 1987.
10. Cooper, C., *Tourism Principles and Practices*, London, Pitman, 1993.
11. D'mello, Caesar, ed., *Transforming Re-Forming Tourism: Perspectives on justice and humanity in tourism*, Chiangmai, Thailand, 2008.
12. Henderson, Joan C. ,*Tourism Crises: Causes, Consequences and Management*,

13. Hibbert, Christopher, *The Grand Tour*, London, Weidenfel and Nicholson, 1969.
14. Jafari, Jafar., *Encyclopedia of Tourism*,
15. Jayapalan, N., *An Introduction to Tourism*, New Delhi, Atlantic Publishers, 2001.
16. Kumar, Akshay, *Tourism Management*, New Delhi, Commonwealth Publishers, 1997.
17. Macleod, Donald V. L., Tourism, *Globalisation and Cultural Change: An Island Community Perspective*, Chennai, Viva Books, 2006.
18. *National Development Council Report*, Ministry of Tourism, Govt. of India, New Delhi.
19. Negi, Jagmohan, *International Tourism and Travel: 'Concepts and Principles'*, New Delhi, SChand, 2004.
20. Newsome, David., Susan A. Moore and Ross Kingston Dowling, *Natural area Tourism: ecology, impacts, and management*,
21. Punia, Bkjender K., *Tourism Management*, New Delhi, Ashish Publishing, 1994.
22. Raina, A.K., and Neelu Jain, *Dynamics of Tourism: Concepts, Philosophy and Strategies*, New Delhi, Kanishka Publishers, 2004.
23. Ram, Acharya., *Tourism and Culture Heritage of India*, Jaipur, Rosa Publication, 1986.
24. Seth, Pran Nath and Sushma Seth Bhat, *An Introduction to Travel and Tourism*, New Delhi, Sterling publishers, 1993.
25. *The World of Travel*, Delhi, National Publishers, 1979.
26. *Tourist Statistics*, Department of Tourism, Ministry of Tourism, Government of India, New Delhi.
27. Trivedi, I.V., ed., *Tourism Industry in India*, Udaipur, Arvind prakasan, 2000.
28. Weaver, David Bruce ,**The Encyclopedia of Ecotourism,**

WEB RESOURCES

1. https://www.intechopen.com/books/advances-in-landscape-architecture/role-of-ecotourism-in-sustainable-development

2. https://elanaloo.com/reduce-your-environmental-impact-while-traveling/

3. https://en.wikipedia.org/wiki/Environmental_protection

4. https://repositorio.cepal.org/bitstream/handle/11362/31562/1/S00111003_en.pdf

5. https://www.frytap.com/blog/how-to-create-a-beautiful-travel-itinerary.html

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

- Explaining the Meaning, Nature and Characteristics of Tourism and the Historical Development of Tourism.
- Defining and differentiating between Tourist, Visitor, Traveller and Excursionist.
- Describing the emerging Concepts of Tourism viz., Rural and Agricultural.
- Defining the Concepts of Tourist Products viz., Tour Packages and types of packages.
- Defining Eco Tourism, Environmental Planning and initiatives for Environmental Protection

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year–Semester-I

Course Title	**: Ticketing and Fare Constructions**
Course Code	**: MTTSS-12**
Course Credit	**: 4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

❖ To define Air transport and air transport regulations.

❖ To enumerate the Air fares and ticketing and explain how to make an air line ticket.

❖ To describe air port services and explain the responsibilities and constrains of air lines.

❖ To analyse Tour programme with types of tours and structuring a tour programme.

❖ To explain the travel formalities viz., passport, types of passport and types of visas.

BLOCK I

Air transport – air transport regulations- air abbreviation terms and Conditions- air crafts- in -flight services and airline policies-baggage- Baggage allowance- international air transport regulations- five freedoms of air.

BLOCK II

Air fares and ticketing- how to make an air line ticket- tariff manuals-air Ticket and traffic related documents-common abbreviations and Symbols used in the air lines - basic elements of air fare- journey in different classes- special fare – taxes

BLOCK III

Air port handling – air port services- responsibilities and constrains of air lines- benefits - IATA membership- common abbreviations and symbols used in the air lines - guidelines for fare construction - lowest combination of fares method- mileage system- around the world fares - open jaw journey -guidelines for finding and reading international air tariff bus - mode of payments & billing and settlement plan(BSP)

BLOCK IV

Tour programmes - types of tours - structuring a tour- how and why tours are produced- tour booking – techniques in tour booking- payment and receipt of tour document vouchers- tour order- tour brochures- reservation system

BLOCK V

Travel formalities- passport- types of passport- visa- types of visa- health certificates- taxes- customs and currency- travel insurance – general preventive measures- the Travel Information Manual (TIM)- consequences of negligence

WEB RESOURCES

1. **https://youtu.be/_CjQuMH0ezQ**

2. **https://laws-lois.justice.gc.ca/eng/regulations/sor-88-58/index.html**

3. **https://www.iata.org/en/publications/directories/code-search/**

4. **https://travhttps://www.allianztravelinsurance.com/travel/flight/airline-passenger-rights.htmelinformationmanual.wordpress.com/**

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

❖ Defining Air transport and air transport regulations.

- ❖ Enumerating the Air fares and ticketing and explaining how to make an air line ticket.
- ❖ Describing air port services and explaining the responsibilities and constrains of air lines.
- ❖ Analysing Tour programme with types of tours and structuring a tour programme.
- ❖ Explaining the travel formalities viz., passport, types of passport and types of visas.

TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year – Semester-I

Course Title	: Front Office Management
Course Code	: MTTSS-13
Course Credit	: 4

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To **e**numerate the Front Office Operations and Responsibilities.

- ❖ To explain Front Office and the Management Functions.

- ❖ To define Registration and explain receiving, greeting guests and types of Registration.

- ❖ To explain Front Office Accounting.

- ❖ To elucidate the Information System and its main Services.

BLOCK I

Front Office Operations and Responsibilities – Guest Cycle – Front Office System – Front Desk Equipment – Computer Application – Front Office Forms – Front Office Communications – Guest Relations-Front Office Security – Inter-Departmental Communications

BLOCK II

Front Office Management – Management Functions – Establishing Room Rates – Room Availability – Budgeting – Evaluating

BLOCK III

Registration – Receiving, Greeting Guests-Types of Registration – Document Generated – Registration – Operating Modes-Rooming Procedure – Group Arrival

BLOCK IV

Front Office Accounting – Cashing Credit – Cashier's Report – Handling Credit Cards – Cheques – Settling Guest Accounts – Safety Deposits – Foreign Exchange Regulations

BLOCK V

Information System – Main Services – Messages – Keys – Local Information's – Bell and Service – Bell Captain – Area Layout Staff – Luggage's Procedures – Paging – Door Care – Parking – Telephone Procedures and Manners and Telex.

REFERENCES :

1. Sudhir Andrews – Text Book of Front Office Management & Operations
2. Dr. B. K. Chakravarti – Hotel Management Theory
3. A. K. Bhatia – Tourism Development –Principles and Practices
4. Sudhir Andrews – Hotel Front Office Training Manual
5. Sunil K. Kabia – Tourism and Hospitality Industry
6. A. K. Bhatia – International Tourism – Fundamentals and Practices
7. P.C. Sinha – Encyclopedia of Tourism Management
8. Pushpinder S. Gill-Dynamics of Tourism

WEB RESOURCES

1. https://www.thinkwithgoogle.com/marketing-strategies/search/online-to-store-insights-from-case-studies-france-germany-and-uk/
2. https://www.historic-uk.com/HistoryUK/HistoryofBritain/The-UK-Great-Britain-Whats-the-Difference/
3. https://www.thinkwithgoogle.com/marketing-strategies/search/online-to-store-insights-from-case-studies-france-germany-and-uk/
4. https://www.historic-uk.com/HistoryUK/HistoryofBritain/The-UK-Great-Britain-Whats-the-Difference/

5. https://www.tutorialspoint.com/tourism_management/tourism_management_developing_product.htm

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

- ❖ Enumerating the Front Office Operations and Responsibilities.
- ❖ Explaining the Front Office and its Management Functions.
- ❖ Defining Registration and explaining the receiving, greeting guests and types of Registration.
- ❖ Explaining the Front Office Accounting.
- ❖ Elucidating the Information System and its main Services.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year–Semester-I

Course Title	**: Introduction to Travel Management**
Course Code	**: MTTSS-14**
Course Credits	**: 4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

❖ To define Tourism as an industry with reference to travel and trade.

❖ To explain Tour Operator, Tour Package and Operating a Tour.

❖ To analyse Tourism Planning, its origin and its concepts and approaches.

❖ To describe Tourism Management and its role in planning, levels of Planning and types of Planning

❖ To explain preservation and conservation of Heritage and describe the Archaeological Sites.

BLOCK I

Tourism as an industry - travel trade - definition - its role in tourism & travel industry- advantages - limitations.

BLOCK II

Tour operation: Tour Operator - Definition; Tour Package-Operating a tour - Itinerary Preparation liaison with principles - Package Tour Formulations, Tour Operation, Post Tour Management - Marketing of Tour Packages, Sources of Income for Tour Operators.

BLOCK III

Tourism Planning - Introduction to Tourism Planning-Origin - Concept and Approaches- Planning Tourism Projects - Environmental Planning.

BLOCK IV

Tourism Management - Tourism Management – Role of Planning, Levels of Planning, Types of Planning - Planning for Sustainable Development, HR Planning - India's Tourism Policies - Planning Aspect of Tourism.

BLOCK V

Preservation and conservation of Heritage - Archaeological Sites - Heritage Preservation- Archeological Survey of India - The Ancient Monuments Preservation Act, 1904 - Environment and Wildlife - the Environment (Protection) Act, 1986 - Forest (Conservation) Act, 1980 - Birds and Animals Protection Act, 1912.

WEB RESOURCES

1. https://www.thinkwithgoogle.com/marketing-strategies/search/online-to-store-insights-from-case-studies-france-germany-and-uk/
2. https://www.historic-uk.com/HistoryUK/HistoryofBritain/The-UK-Great-Britain-Whats-the-Difference/
3. https://en.wikipedia.org/wiki/Environmental_protection
4. https://repositorio.cepal.org/bitstream/handle/11362/31562/1/S00111003_en.pdf
5. https://www.kayak.com/flights

COURSE LEARNING OUTCOMES

❖ Defining Tourism as an industry with reference to travel and trade.

❖ Explaining Tour Operator, Tour Package and Operating a Tour.

❖ Analysing Tourism Planning, its origin and its concepts and approaches.

❖ Describing Tourism Management and its role in planning, levels of Planning and types of Planning

❖ Explaining preservation and conservation of Heritage and describing the Archaeological Sites.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year – Semester- I

Course Title	: **Communications and Public Relations**
Course Code	: **MTTSS-15**
Course Credit	: **2**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To describe the Relevance of Communication in Travel and Tourism.

- ❖ To define **c**ommunication and explain the process and types of communication.

- ❖ To explain Communication and the Promotional Policy.

- ❖ To describe Public Relations & Product Promotion in Public Relations.

- ❖ To explain the Training of Guides, Sales Personnel and Motivation in Tourism Guideship.

BLOCK I

Relevance of Communication - Role of Communication in Travel and Tourism - Communication in Hospitality Industry - Nature of Hospitality Communication - Need for Communication - Channels of communication.

BLOCK II

Communication - Definition - process - types - channels of communication - theories - models - barriers - communication Tools - Advertising, Direct Mailing, Sales Promotion, Public Relations & Publicity and Personal Selling - Principles of Effective Communication.

BLOCK III

Communication and Promotional Policy: Identifying target audience - Determining the target sought - Selecting the media - Selecting the message - Getting feedback.

BLOCK IV

Public Relations &Product Promotion; Press Relations - Product Publicity - Corporate Communication - Lobbying - Counseling.

BLOCK V

Training of Guides, Sales Personnel; Motivation - Product Knowledge - Presentation Techniques - Public speaking skills - Interview Method - Telemarketing - Telephone handling skills - Customer relation skills.

REFERENCES :

1. Chris Cooper, John Flether, David Gilbert and Stephen Wan hill, Tourism Principles and Practices.
2. Clark, Studying Interpersonal Communication, Sag Pub.
3. Jon & Lisa Burton, International Skills in Tourism And Travel Industry, Longman Group
4. Robert T. Reilly, Effective Communication in Tourism and Travel Industry, Delmar Pub.
5. Murphy, Hildebrandt & Thomas, Effective Business Communication, Ma Graw hill.

WEB RESOURCES

1. https://www.tutorialspoint.com/front_office_management/front_office_management_communication.htm
2. https://www.wisdomjobs.com/e-university/hotel-front-office-management-tutorial-369/front-office-interaction-with-other-departments-in-the-ho-13038.html
3. https://setupmyhotel.com/train-my-hotel-staff/front-office-training/131-the-guest-cycle-in-hotel.html
4. https://www.academia.edu/22966534/front_office_operations_i_guest_cycle
5. https://resources.workable.com/front-desk-representative-job-description

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

- ❖ Describing the Relevance of Communication in Travel and Tourism.
- ❖ Defining **c**ommunication and explain the process and types of communication.
- ❖ Explaining Communication and the Promotional Policy.
- ❖ Describing Public Relations & Product Promotion in Public Relations.
- ❖ Explaining the Training of Guides, Sales Personnel and Motivation in Tourism Guideship.

TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies – Syllabus
I Year–Semester-II

Course Title	**: Tourism and Human Rights**
Course Code	**: MTTSS-21**
Course Credit	**: 2**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

❖ To explain the nature, scope and evolution of the Concept of the West and also Magna Carta.

❖ To explain Mexico Declaration and European Convention of Human Rights with the Helsinki Charter.

❖ To compare and explain Human Rights and Fundamental Rights with its functions and duties of citizens.

❖ To define Human Rights with reference to Tourism Issues.

❖ To define Tourism and Environmental protection and explain Coastal Regulation Zone.

BLOCK - I
Nature-Scope-Evolution of the Concept of the West-Magna Carta-Bill Of Rights-Rights of Man

BLOCK – II
Mexico Declaration-European Convention of Human Rights-Helsinki Charter-World Conference-1992.

BLOCK III
Human Rights and Fundamental Rights-Its Functions - Duties of Citizens Amnesty International.

BLOCK IV

Human Rights and Tourism Related Issues-Trafficking in Women and Children-Drug Trafficking - Disposition and Displacement of People-Tourism Public Safety and Health.

BLOCK V

Tourism and Environment-Marine Coastal Regulation Zone-Rules and Laws-Tourism and Fragile Eco System-Beach Coastal and Mountains-Community Rights Violations-First World vs Third World.

BOOKS FOR REFERENCES

1. International Bill of Human Rights, Amnesty International Publication, 1988.
2. Maurice Cranston - What are Human Rights, 1973.
3. Desai, A.R. - Violation of Democratic Rights in India, Sangam Books, 1986.
4. Pandey - Constitutional Law.
5. Tim, R.W. - Working for Justice and Human Rights, A Practical Manual

WEB RESOURCES

1. https://www.un.org/en/global-issues/human-rights
2. https://www.ijemr.net/DOC/ClassificationOfHumanRights.pdf
3. https://www.humanrightscareers.com/issues/what-kinds-of-human-rights-exist/
4. https://lawbhoomi.com/human-rights-nature-characteristics-kinds/
5. https://www.jagranjosh.com/general-knowledge/human-rights-and-its-types-1627655262-1

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

❖ Explaining the nature, scope and evolution of the Concept of the West and also Magna Carta.

- ❖ Describing the Mexico Declaration and European Convention of Human Rights with the Helsinki Charter.
- ❖ Comparing and explaining Human Rights and Fundamental Rights with its functions and duties of citizens.
- ❖ Defining Human Rights with reference to Tourism Issues.
- ❖ Defining Tourism and Environmental protection and explain Coastal Regulation Zone.
- ❖ Explaining Constitution of France and its salient Features

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year–Semester-II

Course Title	**: Eco Tourism**
Course Cod	**: MTTSS - 22**
Course Credit	**: 4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

❖ To define Eco Tourism and explain the principles of Eco Tourism.

❖ To explain Eco Tourism Venues and the Public Protected Areas.

❖ To enumerate the economic, environmental, socio-cultural

 impact of Eco Tourism on Local communities.

❖ To explain Eco Tourism in the Inter Sectorial Context.

❖ To describe the Business of Eco Tourism with reference to

 Accommodation, Tour Operations and Tour Guides.

BLOCK I
Introduction to Eco Tourism-Principles of Eco Tourism-Types of Eco Tourism-Global Growth and Magnitude of Eco Tourism.

BLOCK II
Eco Tourism Venues-Public Protected Areas-Privately Owned Protected Areas-Modified Spaces-Indigenous Territories.

BLOCK III
Eco Tourism-Economic Impact-Environmental Impact-Exploring Socio-Cultural Impact on Local Communities-Developing Indicators for Destination-Sustainability.

BLOCK IV
Eco Tourism in the Inter Sectorial Context-Eco Tourism Related Organisations-Place of Eco Tourism in Public Policy and Planning.

BLOCK V

Business of Eco Tourism-Accommodation – Tour Operations-Tour Guides-Club Organisation and Operations-Background of Clubs-Types of Clubs-Club Ownership.

BOOKS FOR REFERENCES

1. Chandra prabhas, global Eco-Tourism; Codes, Protocols, Distributors, New Delhi, 2003.
2. Chawla, Romile, Ecotourism and Development, Sonali publications, New Delhi, 2003.
3. Prasad, Eco-tourism and Environmental Management.
4. Aggarwal, International Tourism.
5. Singh, Historical and Cultural Tourism in India

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2. https://www.jagranjosh.com/general-knowledge/human-rights-and-its-types-1627655262-1
3. https://www.nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L13.pdf
4. https://www.eventseye.com/fairs/st1_trade-shows_international-fairs.html
5. https://www.un.org/en/global-issues/human-rights

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

❖ Defining Eco Tourism and explaining the principles of Eco Tourism.
❖ Explaining Eco Tourism Venues and the Public Protected Areas.
❖ Enumerating the economic, environmental, socio-cultural impact of Eco Tourism on Local communities.
❖ Analysing Eco Tourism in the Inter Sectorial Context.
❖ Describing the Business of Eco Tourism with reference to Accommodation, Tour Operations and Tour Guides.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year–Semester-II

Course Title : Personnel Management

Course Code : MTTSS-23

Course Credit : 4

COURSE OBJECTIVE

While studying this course, the Learner will be able to:

- ❖ To define Personnel management with its Nature, scope & functions.

- ❖ To describe the Role of Personnel Department and explain its functions from Recruitment to Retirement.

- ❖ To define Personnel office management and explain the maintenance of Records, Master Rolls and Shifts Records.

- ❖ To explain Personnel Management with reference to modern Management practices.

- ❖ To define Job Enrichment and explain the Personnel problems viz., Absenteeism, Labour Turn over and Fatigue problems.

BLOCK - I

Personnel management - Nature, scope & functions – Recent trends in the development –Development of personal management in India – the impact of the East and the West.

BLOCK - II

Role of Personnel Department - Structure and functions from Recruitment - Retirement Recruitment - Selection, Policy procedure, Training and Development – Performance Appraisal.

BLOCK - III

Personnel office management – Records, Master Rolls, Shifts Records, Personnel Service, filling system office automation, Assignment of Personnel Tasks, - Time office.

BLOCK - IV

Personnel Management - Modern Management practices – Management by objectives, objectives, organization - Method Services – Transactional Analysis, Personnel Audit Personnel Research.

BLOCK - V

Job Enrichment - Personnel problems, Absenteeism, Labour Turn over, Fatigue problems - Alcoholism - Drug Addiction.

BOOKS FOR REFERENCES

1. Flippo, Principles of personal management
2. Tripati, Personal Management
3. Jacob, Personal Management in India
4. Bhargava, Personal Management.

WEB RESOURCES

1. https://www.ilearnlot.com/personnel-management-characteristics-nature-and-scope/55652/
2. https://www.analogeducation.in/al-major/uploads/1235789370Personnel%20Administration%20-%20I.pdf
3. https://www.un.org/en/global-issues/human-rights
4. https://www.ijemr.net/DOC/ClassificationOfHumanRights.pdf
5. https://en.wikipedia.org/wiki/Human_rights

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

❖ Defining Personnel management with its Nature, scope & functions.
❖ Describing the Role of Personnel Department and explaining its functions from Recruitment to Retirement.
❖ Defining Personnel office management and explaining the maintenance of Records, Master Rolls and Shifts Records.
❖ Explaining Personnel Management with reference to modern Management practices.
❖ Defining Job Enrichment and explaining the Personnel problems viz., Absenteeism, Labour Turn over and Fatigue problems.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year–Semester-III

Course Title	: **Tourism: Promotion, Publicity and Marketing**
Course Code	: **MTTSS- 24**
Course Credit	: **4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

❖ To explain the importance of Tourism in Modern times.

❖ To enumerate the Economics of Advertising and Publicity in Tourism Promotion.

❖ To define Photography and its importance in Tourism Marketing.

❖ To describe Organizing an exhibition in Tourism Promotion.

❖ To explain the role of Accommodation and Catering in Tourism Promotion.

BLOCK – I

Importance of Tourism in Modern times – International and National – Its impact onInternational economic activity – Tourism and International trade.

BLOCK – II

Economics of Advertising – Advertising and Publicity – Role and importance of Tourist Promotion – Audio – Visual – Publicity – Indoor and outdoor Media – Film and Multimedia Presentation.

BLOCK – III

Photography – Its importance – Role of Photography for the Tourism Market - Posters and Display Designing – Production – Advertising – Its importance – Advertising layout.

BLOCK – IV

Exhibition – Organizing an exhibition, People to people programme – Home hospitality –Paying guest system and other public relation ancillaries.

BLOCK - V

Accommodation and Catering – Hotel Industry – Classification of Hotels – Market package of Hotel services – Market – Segments – Reception of Visitors, Dissemination of information.

BOOKS FOR REFERENCES

1) AktharJarid – Tourism Management in India, Chennai, 2003.
2) Sethi Praveen – Contemporary Tourism and Hospitality Tourism, Chennai – 2003.
3) Malhotra – Growth and Development of Tourism, Chennai, 2003.
4) Sinha P.C – Tourism Marketing, Chennai 2003.
5) Bhatia A.K – Tourism in India, Delhi, 1988.

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1. https://tourismnotes.com/travel-tourism/#:~:text=Tourism%20as%20a%20socio%2Deconomic,seen%20as%20a%20tourism%20product.
2. https://www.intechopen.com/chapters/17426
3. https://www.tutorialspoint.com/tourism_management/tourism_management_developing_product.htm
4. https://www.slideshare.net/JohnPollockWork/changing-the-nature-of-tourism

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

❖ Explaining the importance of Tourism in Modern times.

❖ Enumerating the Economics of Advertising and Publicity in Tourism Promotion.

❖ Defining Photography and its importance in Tourism Marketing.

❖ Describing the Organizing of an exhibition in Tourism Promotion.

❖ Explaining the role of Accommodation and Catering in Tourism Promotion.

TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
I Year–Semester-II

Course Title	: **Tourism Resources of India**
Course Code	: **MTTSSE – 25**
Course Credit	: **2**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

❖ To define Tourism Resources and Types of Tourism Resources.

❖ To enumerate the New Trends in New Trends in Tourism in India viz., Land Adventure, Trekking, Mountaineering, Rock Climbing, Water activities, Water surfing, rafting, Para-sailing, Para-jumping, Gliding and Para-gliding.

❖ To define National Festivals, Religious Festivals, Regional Festivals and explain National and Regional Tourism Fairs.

❖ To enumerate the Cultural Tourist Resources in India and explain the Indian Culture and Society.

❖ To describe the Textile Industry of India and Craft Melas.

BLOCK – I

Definition of Tourism Resources - Types of Tourism Resources – Natural and Man-made -Salient Features

BLOCK – II

New Trends in Tourism in India - Land Adventure -Trekking- Mountaineering- Rock Climbing - Water activities -Water surfing - rafting- Para-sailing – On Air activities - –Para-jumping - Gliding - Para-gliding

BLOCK – III

National Festivals – Religious Festivals - Regional Festivals- National and Regional Tourism Fairs

BLOCK – IV

Cultural Tourist Resources in India - Indian Culture and Society - Customs and Traditions Cuisine – Music – Folk Art

BLOCK – V

Textile Industry of India - Craft Melas - Jewellery Designing and Techniques

BOOKS FOR REFERENCE

1. Ganguly A.B. Fine Arts in Ancient India, New Delhi, 1979.
2. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India, New Delhi 2002.
3. Hawkins. R.E., Encyclopedia of Indian Natural History, Chennai, 1986.
4. JagadeesaAyyar P.V., South Indian Customs, New Delhi, 1982.
5. Vidyarthi, M.L. Cultural History of India, New Delhi, 1977.

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1. https://www.un.org/en/global-issues/human-rights#:~:text=The%20United%20Nations%20has%20defined,in%20carrying%20out%20their%20responsibilities.
2. https://www.humanrightscareers.com/issues/what-kinds-of-human-rights-exist/
3. https://www.un.org/en/global-issues/human-rights#:~:text=The%20United%20Nations%20has%20defined,in%20carrying%20out%20their%20responsibilities.
4. https://www.humanrightscareers.com/issues/what-kinds-of-human-rights-exist/
5. https://www.humanrightscareers.com/issues/what-kinds-of-human-rights-exist/

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

- Defining Tourism Resources and Types of Tourism Resources.

- Enumerating the New Trends in New Trends in Tourism in India viz., Land Adventure, Trekking, Mountaineering, Rock Climbing, Water activities, Water surfing, rafting, Para-sailing, Para-jumping, Gliding and Para-gliding.
- Defining National Festivals, Religious Festivals, Regional Festivals and explain National and Regional Tourism Fairs.
- Enumerating the Cultural Tourist Resources in India and explain the Indian Culture
- Describing the Textile Industry of India and Craft Melas.

TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
II Year – Semester-III

Course title   : **Business of Tourism**

Course code   :   **BTTSS-41**

Course credit   : **4**

COURSE OBJECTIVE

While studying this course, the Learner will be able to:

- ❖ To define Tourism and explain its Scope, Growth and history of Tourism.

- ❖ To elucidate the Economic significance of tourism and Social impacts of tourism.

- ❖ To enumerate the Motivations for Travel and explain the Basic Components of Tourism.

- ❖ To trace the Evolution of the Tourism Administration in India.

- ❖ To explain the Need for planning in Tourism and the Levels of Planning.

BLOCK – I

Tourism – Scope – Growth –history of Tourism - Factors influencing the growth of Tourism – Broad Categories of Tourism-Cultural-Religious-Adventure-Health-Sports-Rural.

BLOCK – II

Economic significance of tourism - Social impacts of tourism - Tourism Ancillary Services - Food and Beverage - Shopping - Entertainment - Insurance - Foreign Exchange - Tourism
Publication and Information

BLOCK – III

Motivations for Travel - Basic Components of Tourism - Basic Travel Motivators – Physical Motivators and Interpersonal Motivators – Challenegs to Travel and Tourism

BLOCK – IV

Evolution of the Tourism Administration in India - Sergeant Committee - Ministry of Tourism - Department of Tourism - Tourist Information Offices in India and Overseas Role of India Tourism Development Corporation -ITDC and Tamilnadu Tourism Development Corporation- TTDC

BLOCK – V

Need for planning in Tourism- Levels of Planning – National Plans and State Plans - National Tourist Office (NTO)-Role of NTO in Tourism Planning

BOOKS FOR REFERENCES

1. Mill and Morrison, The Tourism System: An Introductory Text, (New Jersey, 1992).
2. Mill, R.C., Tourism: The International Business, (New Jersey, 1990).
3. Nafees.A. Khan, Development of Tourism in India, (New Delhi, 2001)
4. Roy. A. Cook, Laura. J. Yale, Joseph J. Marqua, Tourism – The Business of Travel, Third Edition, (New Jersey, 2001)
5. Singh T.V and Singh S. Tourism in India: Development Performance and Prospects, (Chennai, 2000)

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1. https://www.un.org/en/global-issues/human-rights#:~:text=The%20United%20Nations%20has%20defined,in%20carrying%20out%20their%20responsibilities.
2. https://www.humanrightscareers.com/issues/what-kinds-of-human-rights-exist/
3. https://www.youtube.com/watch?v=eOkYI0lxRKo

4. https://gacbe.ac.in/pdf/ematerial/18MHI42C-U1.pdf
5. https://www.ohrc.on.ca/en/iii-principles-and-concepts/3-grounds-discrimination-definitions-and-scope-protection

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

❖ Defining Tourism and explaining its Scope, Growth and history of Tourism.

❖ Elucidating the Economic significance of tourism and Social impacts of tourism.

❖ Enumerating the Motivations for Travel and explain the Basic Components of Tourism.

❖ Tracing the Evolution of the Tourism Administration in India.

❖ Explaining the Need for planning in Tourism and the Levels of Planning.

TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies Syllabus
II Year–Semester-III

Course Title	: Global Tourism
Course Code	: MTTSS - 32
Course Credit	: 4

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To define Global Tourism and Scope of Tourism.
- ❖ To enumerate the Tourist Attractions in UK, Italy, Switzerland, France and Germany.
- ❖ To enumerate the Tourist Attractions in Middle East and Africa viz., Dubai, Israel, Jerusalem, Bethlahem, Kenya and Egypt respectively.
- ❖ To elaborate the Tourism in South Asia and South East Asia viz., Bali, Thailand, Sri Lanka, Singapore, Hongkong and Malaysia respectively.
- ❖ To elucidate the Challenges in Global Tourism and its Emerging Trends.

BLOCK – I

Global Tourism – Definition and Scope - Tourism in America– North America – South America – and Australia - New Zealand

BLOCK – II

Tourist Attractions in Europe – UK – Italy – Switzerland – France – Germany

BLOCK – III

Tourist Attractions in Middle East and Africa – Dubai – Israel – Jerusalem – Bethlahem – Kenya and Egypt

BLOCK – IV

Tourism in South Asia and South East Asia – Bali – Thailand – Sri Lanka – Singapore – Hongkong and Malaysia

BLOCK – V

Challenges in Global Tourism – Emerging Trends – Border Issues Terrorism – Cultural Impact

BOOKS FOR REFERENCE

1. Martin Hughes, Slow Guide Melbourne, (Melbourne, 2007).
2. Earl and Erlet Cater, Marine Ecotouris, Between the Devil and the Deep Blue Sea, (CABI, 2007).
3. Sue Beeton, Community Development forTourism, (Landlinks, 2006).
4. Marcus Endicott, Vagabond Globetrotting The Electronic Traveler in the New Millennium, (Lulu, 2004).
5. Stephen Benz, Green Dreams, Lonely Planet, (USA, 1998).

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1. https://www.un.org/en/global-issues/human-rights#:~:text=The%20United%20Nations%20has%20defined,in%20carrying%20out%20their%20responsibilities.
2. https://www.humanrightscareers.com/issues/what-kinds-of-human-rights-exist/
3. https://www.humanrightscareers.com/issues/10-reasons-why-human-rights-are-important/
4. https://legodesk.com/legopedia/human-rights/
5. https://www.jagranjosh.com/general-knowledge/human-rights-and-its-types-1627655262-1

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

❖ Defining Global Tourism and Scope of Tourism.

❖ Enumerating the Tourist Attractions in UK, Italy, Switzerland, France and Germany.

❖ Enumerating the Tourist Attractions in Middle East and Africa
viz., Dubai, Israel, Jerusalem, Bethlahem, Kenya and Egypt
respectively.

❖ Elaborating the Tourism in South Asia and South East Asia viz.,
Bali, Thailand, Sri

Lanka, Singapore, Hongkong and Malaysia respectively.

❖ Elucidating the Challenges in Global Tourism and its Emerging
Trends.

TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
II Year–Semester-III

Course Title	**: Hotel Management and Catering**
Course Code	**: MTTSS – 33**
Course Credit	**: 4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To trace the Origin and growth of Hotels with Classification of Hotels.
- ❖ To explain the Classification of Hotels and Restaurants
- ❖ To define Menu Planning and explain the considerations and constraints there on.
- ❖ To define Food Services and to explain the Types of Food Service and Beverage service.
- ❖ To enumerate the New Trends in the Hotel Industry viz., Reservations, Online Bookings, Delivery partners, Pick up Options, Take Aways and Live Counters.

BLOCK – I

Origin and growth of Hotels – Classification of Hotels - Major International Hotel Chains India - Federation of Hotel and Restaurant Association of India (FHRAI) - International Hotel and Restaurant Association (IH and RA)

BLOCK – II

Classification of Catering Establishments   - Hotels and Restaurants – Bars - Fast Food Restaurants – Types of Catering

BLOCK – III

Menu Planning – Considerations and Constraints - Menu Patterns -Types of Menus – Menu Design and Pointers

BLOCK – IV

Food Services - Types of Food Service- Beverage service- Types of Beverages-Non-Alcoholic and Alcoholic - Procedures for Serving Beverages

BLOCK – V

New Trends in the Hotel Industry – Reservations – Online Bookings – Delivery partners – Pick up Options – Take Aways - Live Counters – Hotels of the Future – Space Hotels – Airships – Capsule Hotels

BOOKS FOR REFERENCE

1.Graham Bruce, Hotel and Catering Management, (New Delhi, 1991).

2. Michael L Kasavana Richards M Brooks, Managing Front Office, (New York, 1998).

3. Konntz Harold, Management, (Oxford, 1989).

4. Ratan Deep Singh, Tourist India Hospitality Services, Vol III, (New Delhi, 2001).

5. Rutherford, Hotel management operators, (New Jersey, 2002).

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2. https://www.researchgate.net/publication/323746450_Hospitality_Management
3. https://www.xotels.com/en/glossary/hotel-classification
4. https://www.wisdomjobs.com/e-university/hotel-front-office-management-tutorial-369/determining-method-of-payment-and-collection-13086.html
5. https://legodesk.com/legopedia/human-rights/

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

- ❖ Tracing the Origin and growth of Hotels with Classification of Hotels.
- ❖ Explaining the Classification of Catering Establishments, Hotels and Restaurants,

Bars, Fast Food, Restaurants and Types of Catering.

- Defining Menu Planning and explain the considerations and constraints there on

- Defining Food Services and explaining the Types of Food Service and Beverage service.

- Enumerating the New Trends in the Hotel Industry viz., Reservations, Online
  Bookings, Delivery partners, Pick up Options, Take Aways and Live Counters.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
II Year – Semester-III

Course Title	**: Human Resource Management for Tourism**
Course Code	**: MTTSS - 34**
Course Credit	**: 4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To define Human Resource Management and explain the Role of a HR Manager.
- ❖ To explain Recruitment and selection of candidates.
- ❖ To analyse Compensation, Goals of compensation, retention and motivation
- ❖ To explain Training and Development.
- ❖ To Critically analyse Employee Performance and Assessment.

BLOCK – I

Human Resource Management – Role of a HR Manager - Skills needed for Human Resource Management – Challenges in Human Resource Management

BLOCK – II

Recruitment and selection of candidates - Job analysis and job descriptions - Job Recruitment strategy and processes - Selection process - Interviewing and testing

BLOCK – III

Compensation and Retention - Goals of compensation, developing a compensation package and types of pay systems - Retention and motivation - Plans and strategies

BLOCK – IV

Training and Development - Steps involved - Types of training - Training delivery and training programme

BLOCK – V

Employee Performance and Assessment - Performance and disciplinary issues – Rights of the employees - Employee assessment systems and appraisal methods - Safety and health at work

BOOKS FOR REFERENCE

1. Michael Armstrong, A Handbook of Human Resource Management Practice, 10th edition, Kogan Page, London, 2006.
2. Adrian Murton et al., Unlocking Human Resource Management, Hodder Education, London, 2010.
3. Manoj Madhukar, Human Resource Management for Tourism, Rajat Publications, Delhi, 2000
4. V.K. Sharma, Human Resource Management, Viva Books, New Delhi, 2007.
5. Ashraf Rizvi, Resumés and Interviews, Tata McGraw Hill, New Delhi, 2008.

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2. https://www.liberties.eu/en/stories/human-rights-definition/43935
3. https://www.jagranjosh.com/general-knowledge/human-rights-and-its-types-1627655262-1
4. https://www.jagranjosh.com/general-knowledge/human-rights-and-its-types-1627655262-1
5. https://police.py.gov.in/Model%20Police%20Manual%20by%20BPRD/Model%20Police%20Manual%20BPRD%20Volume%20-3.pdf
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COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

- ❖ Defining Human Resource Management and explain the Role of a HR Manager.
- ❖ Explaining Recruitment and selection of candidates.
- ❖ Analysing Compensation, Goals of compensation and retention motivation.
- ❖ Explaining Training and Development,
- ❖ Critically analysing Employee Performance and Assessment.

TAMIL NADU OPEN UNIVERSITY

School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Sudies - Syllabus
II Year – Semester- III

Course Title	**: Entrepreneurship Tourism**
Course Code	**: MTTSSE-35**
Course Credit	**: 2**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To define Entrepreneurship and to explain the Basics of Entrepreneurship.
- ❖ To enumerate the theories of Entrepreneurship with reference to Tourism Industry.
- ❖ To explain Entrepreneurship in Tourism and Policy measures for Tourism entrepreneurship in India.
- ❖ To analyse Financial Planning for Entrepreneurship, its importance and the Role of Government Institutions.
- ❖ To describe the Challenges in Tourism Entrepreneurship.

BLOCK – I
Meaning, Definition and Basics of Entrepreneurship - Evolution of the Concept - Functions of Entrepreneurship - Types - Challenges faced by women entrepreneurs

BLOCK – II
Theories of Entrepreneurship - Motivations for Entrepreneurship - Motivational cycle, Theories with reference to Tourism Industry - Entrepreneurial Climate- Role in Economic Development

BLOCK – III
Entrepreneurship in Tourism - Policy measures for Tourism entrepreneurship in India - Tourism Entrepreneurial competencies - Entrepreneurial Process

BLOCK – IV
Financial Planning for Entrepreneurship - Importance - Role of Government Institutions - Business Plan - Role of Technology

BLOCK – V

Challenges in Tourism Entrepreneurship – Ownership structure - Sole proprietorship, Partnership, Selection of an appropriate ownership structure

BOOKS FOR REFERENCE

1. Anil Kumar S, Poornima S C, Abraham Mini K,Jayashree K, Entrepreneurship Development, Bangalore: New Age International, 2003
2. Desai Vasant, Small Scale Industries and Entrepreneurship in the Twenty first century, Mumbai:Himalaya Publishing House, 2008
3. Desai Vasant, Entrepreneurial Development: Mumbai, Himalaya Publishing House, 1991
4. AteljevicJovo and Page Stephen J (Ed By), Tourism and entrepreneurship International Perspectives. USA: Elsevier, 2009
5. SotiriadisMarios(ed by), The Emerald Book of Entrepreneurship in Tourism, Travel and Hospitalitiy, UK: Emerald, 2018

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2. https://www.shopify.com/blog/what-is-entrepreneurship
3. https://ncert.nic.in/vocational/pdf/kees104.pdf
4. http://www.mbaexamnotes.com/entrepreneur.html

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:
- ❖ Defining Entrepreneurship and to explain the Basics of Entrepreneurship.
- ❖ Enumerating the theories of Entrepreneurship with reference to Tourism Industry.
- ❖ Explaining Entrepreneurship in Tourism and Policy measures for Tourism entrepreneurship in India.
- ❖ Analysing Financial Planning for Entrepreneurship, its importance and the Role of Government Institutions.
- ❖ Describing the Challenges in Tourism Entrepreneurship.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
II Year – Semester – IV

Course Title	: **Information Technology in Tourism**
Course Code	: **MTTSS- 41**
Course Credit	: **4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To explain the Meaning of Information Technology, its Scope and Need in Tourism Industry.
- ❖ To define Soft Ware Automation and Automated System Information in Tourism Industry.
- ❖ To define Computer Reservation System and to explain its origin, growth and functions.
- ❖ To describe New Trends in Ticket Issuing viz., Automated Tickets, e- ticket, I - ticket - Tele – ticketing, Satellite Ticket printer, Smart Cards and Pre - paid ticket.
- ❖ To analyse the Technological growth and Tools like viz., Television ,Virtual Media, Social Media, 2G,3G , 4 G, 5G, e – CRM, Electronic Customer Relationship Management and MIS.

BLOCK – I

Meaning of Information Technology – Scope - Need in Tourism Industry- Types of Computers - Communication Network –Local Area Network - Wide Area Network

BLOCK – II

Soft Ware Automation - Automated System Information - Internet - Multimedia - Video Conferencing - Mass Media Techniques - Teletex - Telecopy - Videotext –Telebox – Telephone - Mobile phone - Mobile online Apps

BLOCK – III

Computer Reservation System - Definition –Origin – growth – functions - Global Distribution System – Functions - Limitations – Challenges and solutions

BLOCK – IV

New Trends in Ticket Issuing - Automated Tickets - e- ticket - I- ticket - Tele - ticketing, Satellite Ticket printer - Smart Cards and Pre - paid ticket

BLOCK – V

Technological growth and Tools - Television - Virtual Media - Social Media - 2G - 3G – 4G - 5G - e - CRM - Electronic Customer Relationship Management -   MIS – Management Information System

BOOKS FOR REFERENCE

1. Peter Shirley, Michael Ashikhmin, Steve Marschner, Fundamentals of Computer Graphics (Florida, 2009).
2. Gary B. Shelly, Misty E. Vermaat Discovering Computers, Complete: Your Interactive Guide to the Digital World, (USA, 2012).
3. Michael Miller, Absolute Beginner's Guide to Computer Basics, (USA, 2007).
4. June Jamrich Parsons, Dan Oja, Practical Computer Literacy, (USA, 2011).
5. V. Rajaraman, NeeharikaAdabala, Fundamentals of Computers, (Delhi, 2011).

WEB RESOURCES

Virtual - https://www.bing.com/search?q

Hindrance - https://www.bing.com/search?q

Artificial Intelligence - https://www.bing.com/search?q

Petroglyphs - https://www.bing.com/search?q

Morse Code - https://www.bing.com/search?q

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

- ❖ Explaining the Meaning of Information Technology, its Scope and Need in Tourism Industry.
- ❖ Defining Soft Ware Automation and Automated System Information in Tourism Industry.
- ❖ Defining Computer Reservation System and to explain its origin, growth and functions.
- ❖ Describing New Trends in Ticket Issuing viz., Automated Tickets, e- ticket, I - ticket - Tele – ticketing, Satellite Ticket printer, Smart Cards and Pre - paid ticket.
- ❖ Analysing the Technological growth and Tools like viz., Television ,Virtual Media, Social Media, 2G,3G , 4 G, 5G, e –CRM, Electronic Customer Relationship Management and MIS.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
II Year–Semester- IV

Course Title	**: Organisational Behaviour**
Course Code	**: MTTSS - 42**
Course Credit	**: 4**

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

❖ To define the Organizational Behaviour and to explain the meaning of Organisational Behaviour.

❖ To explain Group Motivation and Personality Building.

❖ To explain the Nature and Significance of Communication and its Objectives.

❖ To enumerate the Leadership Skills and capabilities and to explain Leadership Styles.

❖ To define Stress and its Causes, Impact, Resilience and Strategies of Stress Management.

BLOCK – I

Meaning of Organizational Behaviour – Definition of OrganisationalBehaviour – Scope – Implications .

BLOCK – II

Group Motivation – Personality Building –Organization and Groups Dynamics – Significant Group Concepts– Types of Power –Power Basis

BLOCK – III

Nature and Significance of Communication –Objectives – Challenges affecting Communication – Types of Communication

BLOCK – IV

Leadership Skills and capabilities - Supervision – Leadership Styles – Conflict Handling – Types of Conflicts.

BLOCK – V

Stress - Causes – Impact – Resilience - Strategies of Stress Management.

BOOKS FOR REFERENCE

1. Margie Parikh,OrganisationalBehaviour, New Delhi, 2010
2. R.J. Reddy,OrganisationalBehaviour, New Delhi, 2004
3. Michael Butler, EdRose, Introduction to OrganisationalBehaviour, London, 2011
4. Ian Brooks,OrganisationalBehaviour: Individuals, Groups and Organisation, New York, 2017
5. Stephen Robbins, Timothy A. Judge, Bruce Millett,OrganisationalBehaviour, Australia, 2013

WEB RESOURCES

Absenteeism - https://www.bing.com/search?q

Competence - https://www.bing.com/search?q

Coping - https://www.bing.com/search?q

Indecisiveness - https://www.bing.com/search?q

Inflammation - https://www.bing.com/search?q

COURSE LEARNING OUTCOMES

After completion of this course, the Learner will be able to:

- ❖ Defining the Organizational Behaviour and explaining the meaning of Organisational Behaviour.
- ❖ Explaining Group Motivation and Personality Building.
- ❖ Explaining the Nature and Significance of Communication and its Objectives.
- ❖ Enumerating the Leadership Skills and capabilities and explaining Leadership Styles.
- ❖ Defining Stress and its Causes, Impact, Resilience and Strategies of Stress Management.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
II Year–Semester-IV

Course Title   : Tourism and Law

Course Code   : MTTSS - 43

Course Credit   : 4

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

- ❖ To elucidate the importance of Law, Need of Law and Branches of Law.
- ❖ To differentiate between Contracts and Agreements and to explain Basic elements of Contracts.
- ❖ To define Company Law and to explain General principles of Company Law.
- ❖ To explain Tourism and Legal Formalities viz., Citizenship, Passport, Visa, Foreigners Registration Act, Customs, RBI guidelines, Criminal Law, Filing cases and Travel regulations.
- ❖ To describe the Tourism Legislations and to explain the Laws Related to Tourists Attractions, Ancient Monuments Act Laws of the ASI, Hospitality Laws, Tourism Services law and Aviation Law.

BLOCK – I

Importance of Law – Need of Law - Branches of Law – Types of Law
– Implications of Law

BLOCK – II

Contracts and Agreements – Basic elements of Contracts – General principles to
be followed – Contract Breach – Indemnity – Bail – legalities for protection of
signees

BLOCK – III

Company Law – General principles – Registration under Company Act –
Classifications of Companies – Pre closure and Closure of Companies

BLOCK – IV

Tourism and Legal Formalities - Citizenship – Passport - Visa -Foreigners Registration Act – Customs - RBI guidelines - Criminal Law - Filing cases - Travel regulations

BLOCK – V

Tourism Legislations – Laws Related to Tourists Attractions – Ancient Monuments Act – Laws of the ASI –- Hospitality Laws – Tourism Services law – Aviation Law

BOOKS FOR REFERENCE

1. L.K. Singh, Trends In Travel And Tourism And Law, Delhi, 2008
2. Trevor C. Atherton, Trudie A. Atherton, Tourism, Travel and Hospitality Law , New York, 2011
3. Negi D J, Hotel & Tourism Laws, London, 2011
4. Nelson Migdal, Hotel Law: Transactions, Management and Franchising, London and New York, 2015
5. David Grant, Stephen Mason, Holiday Law: The Law Relating to Travel and Tourism, 2012

WEB RESOURCES

Conclusive Force - https://www.bing.com/search?q

Pandects - https://www.bing.com/search?q

Misdemeanors - https://www.bing.com/search?q

Bankruptcy - https://www.bing.com/search?q

Juvenile justice - https://www.bing.com/search?q

COURSE LEARNING OUTCOMES

❖ Elucidating the importance of Law, Need of Law and Branches of Law.

❖ Differentiating between Contracts and Agreements and to explain Basic elements of
   Contracts.

❖ Defining Company Law and explaining the General Principles of Company Law.

- ❖ Explaining Tourism and Legal Formalities viz., Citizenship, Passport, Visa, Foreigners Registration Act, Customs, RBI guidelines, Criminal Law, Filing cases and Travel regulations.
- ❖ Describing the Tourism Legislations and to explain the Laws Related to Tourists Attractions, Ancient Monuments Act Laws of the ASI, Hospitality Laws, Tourism Services law and Aviation Law.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus
II Year–Semester-IV

Course Title : Airport Management

Course Code : MTTSS - 44

Course Credit : 4

COURSE OBJECTIVES

While studying this course, the Learner will be able to:

❖ To analyse the History of Aviation and its divisions viz., International and National.

❖ To define Airport Management and to explain the Aviation Laws.

❖ To enumerate Aviation Organizations viz., Ministry of Civil Aviation, Director General of Civil Aviation, Bureau of Civil Aviation Security (BCAS), Airport Authority of India, Air India, Airport Structure, Airport Traffic Control and Airport Security.

❖ To elucidate Travel Formalities viz., Travel Documents, Travel Insurance, Health Documents, Medical Insurance, Check-in, Boarding, Passport, Visa and Security, Security and Immigration, Customs, Passenger Irregularities, Handling delay, Transit and cancellation.

❖ To analyse the Classification of Passengers viz., VIP's, commercially important Passengers, frequent fliers, No show, Go show, Unaccompanied Minor (UMNRs), Families with Children, Physically Challenged passengers and Passengers with special needs.

BLOCK – I

History of Aviation – International – National – Major Airlines –Air Craft Types

BLOCK – II

Airport Management - Federal Aviation Administration (FAA), Aviation Laws - Airport ground crew – Flight attendant - Air Hostess - Pilot – Meteorologist

BLOCK – III

Aviation Organizations - Ministry of Civil Aviation - Director General of Civil Aviation - Bureau of Civil Aviation Security (BCAS) - Airport Authority of India - Air India – Airport Structure – Airport Traffic Control – Airport Security

BLOCK – IV

Travel Formalities – Travel Documents – Travel Insurance – Health Documents – medical Insurance - Check-in - Boarding - Passport, Visa and Security - Security and Immigration- Customs - Passenger Irregularities - Handling delay - Transit - cancellation

BLOCK – V

Classification of Passengers - VIP's- Commercially important Passengers- frequent fliers - No show - Go show - Unaccompanied Minor (UMNRs) - Families with Children – Physically Challenged passengers -Passengers with special needs

BOOKS FOR REFERENCE

1. Airport Manual
2. Airport Authority Manual
3. IATA Foundation Course Modules
4. Travel Information Manual and Official Airlines Guide
5. Jitendra K. Sharma, Flight Reservation and Airline Ticketing, (New Delhi, 2009).

WEB RESOURCES

PRM - https://www.bing.com/search?q

ATA - https://www.bing.com/search?q

UMNR   - https://www.bing.com/search?q

Disorderly - https://www.bing.com/search?q

Aggressive - https://www.bing.com/search?q

COURSE OUTCOMES

❖ Analysing the History of Aviation and its divisions viz., International and National.

❖ Defining Airport Management and to explain the Aviation Laws.

- ❖ Enumerating Aviation Organizations viz., Ministry of Civil Aviation, Director General of Civil Aviation, Bureau of Civil Aviation Security (BCAS), Airport Authority of India, Air India, Airport Structure, Airport Traffic Control and Airport Security.
- ❖ Elucidating Travel Formalities viz., Travel Documents, Travel Insurance, Health Documents, Medical Insurance, Check-in, Boarding, Passport, Visa and Security, Security and Immigration, Customs, Passenger Irregularities, Handling delay, Transit and cancellation.
- ❖ Analysing the Classification of Passengers viz., VIP's, commercially important Passengers, frequent fliers, No show, Go show, Unaccompanied Minor (UMNRs), Families with Children, Physically Challenged passengers and Passengers with special needs.

TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15
M.A. Tourism and Travel Studies - Syllabus –
II Year – Semester-IV

Course Title : Field Visit and Submission of Project Report

Course Code : BTTSS-P1

Course Credit : 4

COURSE OBJECTIVES

Undertaking a Job oriented project work.

Project work should carry 100 marks

Project work can be done on any related to Tourism.

1. Eco Tourism
2. Hotel Management
3. Tour Operation and Travel Agencies
4. Air lines
5. Places of tourism interest
6. Heritage Tourism
7. Beach Tourism
8. Medical Tourism
9. Dark Tourism
10. Wine Tourism
11. Adventure Tourism
12. Entrepreneurship Tourism
13. Airport Customer Management
14. Global Tourist Attractions
15. Marketing in Tourism

Programme Mapping

Programme Learning Outcomes \ Course Code	MTTSS-11	MTTSS-12	MTTSS-13	MTTSS-14	MTTSS-15	MTTSS-21	MTTSS-22	MTTSS-23	MTTSS-24	MTTSSE-25	MTTSS-31	MTTSS-32	MTTSS-33	MTTSS-34	MTTSSE-35	MTTSS-41	MTTSS-42	MTTSS-43	MTTSS-44	MTTSS-P1
Knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Research	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Communication	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Problem Solving		✓	✓		✓	✓		✓			✓	✓	✓	✓	✓		✓	✓	✓	✓
Science and Society		✓	✓		✓	✓	✓	✓			✓	✓	✓	✓	✓				✓	✓
Life-Long Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Modern Tool Usage		✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
Project Management								✓	✓	✓				✓					✓	✓
Environment and Sustainability							✓		✓	✓										
Relevance with																				
Local	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Regional	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
National	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
International	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓