

TAMIL NADU OPEN UNIVERSITY
Regulations and Overview for
Tourism and Travel Studies Programmes (Non Semester) in Distance Mode

[w.e.f Academic Year 2004-2020]



School of History and Tourism Studies

Tamil Nadu Open University

Chennai- 600 015



TAMIL NADU OPEN UNIVERSITY
School of History and Tourism Studies
Chennai – 15

Master of Arts in Tourism and Travel Studies Regulations

INTRODUCTION

Master of Arts in Tourism and Travel Studies Programme has been designed to provide in basic knowledge in History and Tourism related studies. It is designed to those students who are not having opportunity to study in regular mode and for drop-out students from rural and urban areas of Tamil Nadu. The main Objective of this Programme is to enable the students to have the basic knowledge in History and Tourism.

1. PROGRAMME'S OBJECTIVES

The primary objective of this programme is to make the learners to:

PO 1: Students will know the basics of Tourism

PO 2: Students may understand the art and architecture of India

PO 3: Students will understand the Geography and Transportation involved in Tourism.

PO 4: Students will know the hospitality management in Tourism.

PO 5 : Students will learn the emerging trends in Tourism, Medical Tourism and Tourism Products

2. PROGRAMME LEARNING OUTCOMES

The primary outcomes of this programme is to make the learners to

PLO 1: After reading these materials the student will know the basics of Tourism.

PLO 2: Students will analyse the art and architecture of India

PLO 3: Students will discuss the Geography and Transportation.

PLO 4: Students will assess the hospitality management.

PLO 5: Students will understand the emerging trends.

3. PROGRAMME SPECIFIC OUTCOMES – B.A., HISTORY

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

PSO 1: the students will be able to understand the basics of Tourism.

PSO 2: will discuss the social and cultural issues in Tourism.

PSO 3: Students will be able to discuss the public relations and heritage management.

PSO 4: Students will be able to explain the emerging trends in tourism.

PSO 5: Students will be able to discuss eco tourism and related issues in tourism.

4. Eligibility for admission

Candidates should have passed the Higher Secondary Examination (10+2 pattern) conducted by the Board of Higher Secondary Education, Government of Tamilnadu or any other examination (10+3 pattern) accepted by Syndicate, as equivalent thereto.

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

7. Admission

The candidate's admission for the degree of Master of Arts in Tourism and Travel Studies will be taken 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 Code	Course Title	Evaluation		Credits
		CIA+TEE	Total	
FIRST YEAR				
MTTS-11	Basic Concepts of Tourism	25+75	100	6
MTTS-12	Ticketing and Fare Constructions	25+75	100	8
MTTS -13	Front Office Management	25+75	100	6

MTTS -14	Introduction to Travel and Management	25+75	100	6
MTTS -15	Communications and Public Relations	25+75	100	6
SECOND YEAR				
MTTS - 21	Tourism and Human Rights	25+75	100	6
MTTS – 22	Eco Tourism	25+75	100	6
MTTS - 23	Personnel Management	25+75	100	6
MTTS - 24	Tourism : Promotion, Publicity and Marketing	25+75	100	6
MTTS - 25	Project Work		100	8

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

2. Examinations:

Examination to Masters 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.

Students shall normally be allowed to appear for theory examination after completing the Assignments. The Term -End Examination shall Carry 75 Marks and the Question Paper has two Sections: A& B for the duration of 3 hours.

3. Scheme of Examinations:

Assignment: The Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 25 Marks for each Course.

Question Pattern for Theory Examinations:
Tamil Nadu Open University
M.A., Tourism and Travel Studies Degree Examination

Max. Marks: 75

PART - A (3 × 5 = 15 marks)

Answer any **Three** questions out of Five questions

All questions carry equal marks

1. From Block - I
2. From Block - II
3. From Block - III
4. From Block - IV
5. From Block - V

PART - B (4 × 15 = 60 marks)

Answer any **Four** questions out of Seven questions

All questions carry equal marks

6. From Block - I
7. From Block - II
8. From Block - III
9. From Block - IV
10. From Block - V
11. From any Block
12. From any Block

12. Passing Minimum

For theory examination: The candidate shall be declared to have passed the examination if the candidate secures not less than 34 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 16 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 50 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	
16	25	34	75	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. All othersuccessful candidates will be placed in the Third Class.



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M.A. Tourism and Travel Studies - Syllabus – I Year

Course Title : Basic Concepts of Tourism
Course Code : MTTS-11
Course Credit : 8

COURSE OBJECTIVES

CO1 : Explain the Meaning, Nature and Characteristics of Tourism and the Historical Development of Tourism.

CO 2: Define and differentiate between Tourist, Visitor, Traveller and Excursionist.

CO 3: Describe emerging Concepts of Tourism viz., Rural and Agricultural.

CO 4: Define the Concepts of Tourist Products viz., Tour Packages and types of packages.

CO 5: 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.

Course Learning Outcomes

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

CLO 1: Explaining the Meaning, Nature and Characteristics of Tourism and the Historical Development of Tourism.

CLO 2: Defining and differentiating between Tourist,Visitor,Traveller and Excursionist.

CLO 3: Describing the emerging Concepts of Tourism viz., Rural and Agricultural.

CLO 4: Defining the Concepts of Tourist Products viz.,Tour Packages and types of packages.

CLO 5: Defining Eco Tourism, Environmental Planning and initiatives for Environmental Protection.



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M.A. Tourism and Travel Studies - Syllabus – I Year

Course Title : Ticketing and Fare Constructions
Course Code : MTTS-12
Course Credit : 8

COURSE OBJECTIVES

- CO1** : Define Air transport and air transport regulations.
- CO 2:** Enumerate the Air fares and ticketing and explain how to make an air line ticket.
- CO 3:** Describe air port services and explain the responsibilities and constrains of air lines.
- CO 4:** Analyse Tour programme with types of tours and structuring a tour programme.
- CO 5:** 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.

Course Learning Outcomes:

CLO 1: Defining Air transport and air transport regulations.

CLO 2: Enumerating the Air fares and ticketing and explaining how to make an air line ticket.

CLO 3: Describing air port services and explaining the responsibilities and constrains of air lines.

CLO 4: Analysing Tour programme with types of tours and structuring a tour programme.

CLO 5: Explaining the travel formalities viz., passport, types of passport and types of visas.



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M.A. Tourism and Travel Studies - Syllabus – I Year

Course Title : Front Office Management

Course Code : MTTS-13

Course Credit : 6

COURSE OBJECTIVES

CO1 : Enumerate the Front Office Operations and Responsibilities.

CO 2: Explain Front Office and the Management Functions.

CO 3: Define Registration and explain receiving, greeting guests and types of Registration.

CO 4: Explain Front Office Accounting.

CO 5: 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
9. Andrews, Front Office Management and Operations **Course Learning Outcomes**

Course Learning Outcomes:

CLO 1: Enumerating the Front Office Operations and Responsibilities.

CLO 2: Explaining the Front Office and its Management Functions.

CLO 3: Defining Registration and explaining the receiving, greeting guests and types of Registration.

CLO 4: Explaining the Front Office Accounting.

CLO 5: Elucidating the Information System and its main Services.



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M.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : Introduction to Travel and Management
Course Code : MTTTS-14
Course Credit : 6

COURSE OBJECTIVES

CO 1: Define Tourism as an industry with reference to travel and trade.

CO 2: Explain Tour Operator, Tour Package and Operating a Tour.

CO 3: Analyse Tourism Planning, its origin and its concepts and approaches.

CO 4: Describe Tourism Management and its role in planning, levels of Planning and types of Planning

CO 5: 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.

Reference Books

- | | | |
|---|---|--|
| 1. Tourist Guide and Tour Operation | - | Jagmohan Negi |
| 2. International Tourism Management | - | A.K. Bhatia |
| 3. Legal Perspectives in Indian Tourism | - | Mukesh Ranga Pullavi Gupta
Ashish Chandra |
| 4. Management in Tourism | - | Saurab Kumar Dixit |
| 5. International tourism and travel | - | Jagmohan Negi |

Course Learning Outcomes:

CLO 1: Defining Tourism as an industry with reference to travel and trade.

CLO 2: Explaining Tour Operator, Tour Package and Operating a Tour.

CLO 3: Analysing Tourism Planning, its origin and its concepts and approaches.

CLO 4: Describing Tourism Management and its role in planning, levels of Planning and types of Planning

CLO 5: Explaining preservation and conservation of Heritage and describing the Archaeological Sites.



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M.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : **Communications and Public Relations**
Course Code : **MTTS-15**
Course Credit : **6**

COURSE OBJECTIVES

CO 1: Describe the Relevance of Communication in Travel and Tourism.

CO 2: Define communication and explain the process and types of communication.

CO 3: Explain Communication and the Promotional Policy.

CO 4: Describe Public Relations & Product Promotion in Public Relations.

CO 5: 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 Ltd.
4. Robert T. Reilly, Effective Communication in Tourism and Travel Industry, Delmar Pub.
5. Murphy, Hildebrandt & Thomas, Effective Business Communication, McGraw hill.

Course Learning Outcomes

CLO 1: Describing the Relevance of Communication in Travel and Tourism.

CLO 2: Defining communication and explain the process and types of communication.

CLO 3: Explaining Communication and the Promotional Policy.

CLO 4: Describing Public Relations & Product Promotion in Public Relations.

CLO 5: Explaining the Training of Guides, Sales Personnel and Motivation in Tourism Guideship.



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M.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : Tourism and Human Rights
Course Code : MTTTS-21
Course Credit : 6

COURSE OBJECTIVES

CO 1: Explain the nature, scope and evolution of the Concept of the West and also Magna Carta.

CO 2: Explain Mexico Declaration and European Convention of Human Rights with the Helsinki Charter.

CO 3: Compare and explain Human Rights and Fundamental Rights with its functions and duties of citizens.

CO 4: Define Human Rights with reference to Tourism Issues.

CO 5: 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
6. Human Rights, A Select Bibliography, USIS.
7. Nirmal, C.J. - Human Rights in India : Historical, Social and Political Perspectives Oxford University Press, New Delhi, 2000.
8. Soni, Human Rights, Concepts, Issues, Emerging Problems.
9. Diwan, Human Rights & The Law: Universal & Indian.
10. Mohanty, Human Rights Education.

Course Learning Outcomes

CLO 1: Explaining the nature, scope and evolution of the Concept of the West and also Magna Carta.

CLO 2: Describing the Mexico Declaration and European Convention of Human Rights with the Helsinki Charter.

CLO 3: Comparing and explaining Human Rights and Fundamental Rights with its functions and duties of citizens.

CLO 4: Defining Human Rights with reference to Tourism Issues.

CLO 5: Defining Tourism and Environmental protection and explain Coastal Regulation Zone.



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M.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : Eco Tourism

Course Code : MTTTS-22

Course Credit : 6

COURSE OBJECTIVES

CO 1: Define Eco Tourism and explain the principles of Eco Tourism.

CO 2: Explain Eco Tourism Venues and the Public Protected Areas.

CO 3: Enumerate the economic, environmental, socio-cultural impact of Eco Tourism on Local communities.

CO 4: Explain Eco Tourism in the Inter Sectorial Context.

CO 5: 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.

REFERENCE BOOKS:

1. David A Fennell, Ecotourism An Introduction, Routledge, London, 1999
2. David Bruce Weaver, The Encyclopedia of Ecotourism, CABI Publishing, UK, 2001.
3. Dhulasi Birundha. V, Environmental Challenges Towards Tourism, Kanishka Publishers and Distributors, New Delhi, 2003.
4. Govind Prasad, Shardendu Kislaya, Kanhaiyalal Gupta, Ecotourism and Environmental Management, Discovery Publishing House, New Delhi 2007.
5. Harish Bhatt, Badan B.S, Ecotourism, Cresent Publishing Corporation, New Delhi, 2006.
6. Hosetti .B.B, Ecotourism Development and Management, Pointer Publishers, Jaipur, 2007.
7. Hosetti .B.B, Kumar. A, Environmental Impact Assessment and Management, Daya Publishing House, Delhi, 1998.

Course Learning Outcomes

CLO 1: Defining Eco Tourism and explaining the principles of Eco Tourism.

CLO 2: Explaining Eco Tourism Venues and the Public Protected Areas.

CLO 3: Enumerating the economic, environmental, socio-cultural impact of Eco Tourism on Local communities.

CLO 4: Analysing Eco Tourism in the Inter Sectorial Context.

CLO 5: Describing the Business of Eco Tourism with reference to Accommodation, Tour Operations and Tour Guides.



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M.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : Personnel Management

Course Code : TTS-6

Course Credit : 8

COURSE OBJECTIVES

CO 1: Define Personnel management with its Nature, scope & functions.

CO 2: Describe the Role of Personnel Department and explain its functions from Recruitment to Retirement.

CO 3: Define Personnel office management and explain the maintenance of Records, Master Rolls and Shifts Records.

CO 4: Explain Personnel Management with reference to modern Management practices.

CO 5: 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 REFERENCE

1. Flippo, Principles of Personal Management
2. Tripathi, Personal Management
3. Jacob, Personal Management in India
4. Bhargava, Personal Management
5. Dinker Pagane, Business Management
6. N.K. Sahni, Yogesh Kumar – Personnel Management

Course Learning Outcomes

CLO 1: Defining Personnel management with its Nature, scope & functions.

CLO 2: Describing the Role of Personnel Department and explaining its functions from Recruitment to Retirement.

CLO 3: Defining Personnel office management and explaining the maintenance of Records, Master Rolls and Shifts Records.

CLO 4: Explaining Personnel Management with reference to modern Management practices.

CLO 5: Defining Job Enrichment and explaining the Personnel problems viz., Absenteeism, Labour Turn over and Fatigue problems.



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M.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : Tourism: Promotion, Publicity and Marketing

Course Code : MTTTS-24

Course Credit : 6

COURSE OBJECTIVES

CO 1: Explain the importance of Tourism in Modern times.

CO 2: Enumerate the Economics of Advertising and Publicity in Tourism Promotion.

CO 3: Define Photography and its importance in Tourism Marketing.

CO 4: Describe Organizing an exhibition in Tourism Promotion.

CO 5: Explain the role of Accommodation and Catering in Tourism Promotion.

BLOCK I : Importance of Tourism in Modern times – International and National – Its impact on International 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.

REFERENCES

- 1) Akthar Javid – 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.
- 6) Catalogue of Tourist Publicity films. Rajasekar Thangamani M – Suttrulavial (Tamil), Karur, 1992.

Course Learning Outcomes

CLO 1: Explaining the importance of Tourism in Modern times.

CLO 2: Enumerating the Economics of Advertising and Publicity in Tourism Promotion.

CLO 3: Defining Photography and its importance in Tourism Marketing.

CLO 4: Describing the Organizing of an exhibition in Tourism Promotion.

CLO 5: Explaining the role of Accommodation and Catering in Tourism Promotion.



**School of History and Tourism Studies
Chennai – 15**

M.A. Tourism and Travel Studies - Syllabus – II Year

Course Title : Project Work

Course Code : MTTTS-25

Course Credit : 8

PTTS-1

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

OBJECTIVES

Job oriented project works

OUTCOMES

Learning Life Skills

