

DEPT. OF TOURISM & HOSPITALITY MANAGEMENT
MASTER OF TOURISM & TRAVEL MANAGEMENT (MTTM)
ACHARYA NAGARJUNA UNIVERSITY

THE NEW SCHEME W.E.F.2006-07

INTERNAL=20; EXTERNAL=80 = MAXIMUM=100 MARKS

| SUB.CODE | PAPER TITLE | MAX.MARKS |
|---------------------|---|------------------|
| I SEMESTER | | |
| TTM-101 | Management Process | 100 |
| TTM-102 | Marketing Management | 100 |
| TTM-103 | Tourism Management | 100 |
| TTM-104 | Geography of Tourism | 100 |
| TTM-105 | Entrepreneurship | 100 |
| TTM-106 | Functional English | 100 |
| TTM-107 | Communication Skill Development(Non Credit) | - |
| | VIVA-VOCE | 50 |
| II SEMESTER | | |
| TTM-201 | Organizational Behavior in Tourism | 100 |
| TTM-202 | Marketing of Tourism | 100 |
| TTM-203 | Hospitality Management | 100 |
| TTM-204 | Travel Agency Management | 100 |
| TTM-205 | Research Methodology | 100 |
| TTM-206 | Management of Self | 100 |
| | VIVA-VOCE | 50 |
| III SEMESTER | | |
| TTM-301 | Human Resource Management in Tourism | 100 |
| TTM-302 | House Keeping Management | 100 |
| TTM-303 | Tour Operations Management | 100 |
| TTM-304 | Front Office Management | 100 |
| TTM-305 | Legal Issues in Hospitality Management | 100 |
| TTM-306 | Air Travel Ticketing and Fare Construction | 100 |
| TTM-307 | PROJECT WORK & VIVA (50+50) | 100 |
| | VIVA-VOCE | 50 |
| IV SEMESTER | | |
| TTM-401 | Information Technology for Travel & Tourism | 100 |
| TTM-402 | Event Management | 100 |
| TTM-403 | Financial Management for Tourism | 100 |
| TTM-404 | Tourism and the Environment | 100 |
| TTM-405 | Selling & Marketing Skills | 100 |
| TTM-406 | Soft Skills Development (Non Credit Course) | - |
| | VIVA-VOCE | 50 |
| | | |

DEPT. OF TOURISM & HOSPITALITY MANAGEMENT

I SEMESTER – SYLLABUS

TTM 101 : MANAGEMENT PROCESS

1. **PLANNING** : Significance and process of Planning – types of Plans – Premising: Decision Making-Types of decisions, steps in Decision Making process, Rationality in Decision Making – Management by Objectives: Process, Preconditions for successful MBO Programme.
2. **ORGANIZING** : Purpose and Process of organizing-Organization structure – significance, Formal and Informal Organizations, distinction, principles of Organization – Departmentation; Objectives, Methods of departmentation-Span of Control: Factors determining Span of Control – Delegation: Process, Advantages and Principles of Effective Delegation – Decentralization: When to decentralize and how to decentralize – Line and Staff, conflicts: View Points of Line and Staff, Measures to improve Line and Staff relationship – Committees; Reasons for using Committees, Limitations, Conditions for successful operation of Committees.
3. **STAFFING** : Importance of Staffing – Recruitment, Selection, Placement, Induction, Training, Compensation - Skills and Personal Characteristics needed by Managers.
4. **DIRECTING** : Assumption of Human Behavior-Theory X and Theory Y, -ignificance of Human factor in managing- Leadership: Ingredients of Leadership, Functions of a Leader, Trait approach to Leadership, Leadership Behavior and Styles based on use of Authority, Likert's Four systems of Management and Managerial Grid, Path-goal approach to Leadership Effectiveness.
5. **CONTROLLING**: Basic control process, Pre-requisites, Requirements of Adequate Control.

REFERENCE BOOKS :

1. Heinz Weirich & Harold Koontz : Management 10thed.,TMH 2001.
2. Pewter F. Drucker : Practice of Management.
3. Allen Loius, A. : Organisation and Management, McGraw Hill.
4. James A Stoner & Chandes Walker : Management, PHI.

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I SEMESTER – SYLLABUS

TTM 102 - MARKETING MANAGEMENT

- 1. INTRODUCTION** : Concept, Nature, Scope-Evolution of Marketing
Concept-Marketing and Selling- Marketing mix- an overview.
- 2. PRICING DECISIONS** : Importance-Factors affecting Price
Determination; Pricing Policies and Strategies; Discounts and
Rebates.
- 3. PROMOTION DECISIONS** : Communication Process; Promotion Mix –
Advertising, Personal Selling, Sales Promotion, Publicity and Public
Relations; Determining Advertising Budget, Media selection;
Advertising effectiveness; Sales Promotion – Tools and Techniques.
- 4. MARKETING RESEARCH:** Meaning and Scope of Marketing
Research; Marketing Research Process.
- 5. MARKETING ORGANISATION AND CONTROL** : Organizing and
Controlling Marketing Operations.

REFERENCE BOOKS :

1. Kotler, Philip and Gray Armstrong: Principles of Marketing, Prentice
Hall, New Delhi.
2. Ramaswamy V.S, Namakumari. S; Marketing Management,
Macmillan India, New Delhi.
3. Stanton, William J., and Charles Futrell: Fundamentals of
Marketing: McGraw Hill Publishing Co., New York.
4. Boyd, Walker and others: Marketing Management, McGraw Hill, 4th
ed., Majumdar, Ramnaji; Product Management in India, Prentice
Hall, New Delhi.

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I SEMESTER – SYLLABUS

TTM 103 - TOURISM MANAGEMENT

UNIT-I

Leisure, Recreation, and Tourism – Motivating Factors – The Classification – The Difficulties – Various Forms – The Network – Products of Tourism – Tourist Destination – The Attractions – The Accessibility.

UNIT-II

Planned Development – Utility of Research – Process of Planning – National Objectives – Supply and Demand – Influencing Factors – Tourist Attractions – A Precondition – Planning Levels – Integrated Planning – States’ Role – Environment and Government Tourism – Tourism Concerns – Scene in India.

UNIT-III

Benefits to the State – Image Building – Educational Value – Cultural Value – Multiplier Effects – Cost Benefit Analysis – Plus and Minus of Tourism – Various Problems – Economic and Social Impact – Environmental Factors – Economic Dimensions – Economic Significance – Tourism Income Multiplier – Modernisation of Structure – Development at Regional Level – Creation of Employment – Cultural Elements – Understanding at Global Level.

UNIT-IV

Governments Role – National Tourism Administrations – Objectives and Goals – Tourism Policy – Comparative Study – National Tourist Offices Abroad – Familiarisation Tours – Training Workshops/Sales Seminars – Sales Calls – Direct Mailing – Newsletters – Servicing Inquiries – Window Displays – Participation in Fairs/Exhibitions – Promotional Evenings/Weeks – The Advertising – Public Relations through Media – Sales Aids – National Tourism Administration of India – Activities of the Department of Tourism – Operation Overseas Publicity – Tourism Set-up in States – India Tourism Development Corporation.

UNIT-V

Indian Tourism: Ancient Civilization – History of Indian Travelling – A Land of all Seasons – Development in India – Sargent Committee – Tourist Development Council – National Tourism Board – Tourist Promotion Committee – Hostel Standards and Rate Structure Committee – Hotel Classification Committee – Hotel Review and Survey Committee.

REFERENCE BOOKS :

1. Introduction to Tourism : M.A.Khan, : Anmol Publications, New Delhi, 2005.
2. Mill & Morrison: The Tourism System: An Introductory Text (1992) Prentice Hall, New Jersey.
3. DOT, GOT : Investment Opportunities in Tourism (Brochure).
4. Burkart & Medlik : Tourism: Past, Present and Future (1981) Heinemann (ELBS), London.

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I SEMESTER – SYLLABUS

TTM 104 - GEOGRAPHY OF TOURISM

UNIT-I

Introduction of geography and its importance in Tourism Industry;
Physical features-relief and drainage of World & India.
Climatic regions of the world.
Maps and map reading,
Geoinformatic applications
World Time Zones and Elapsed Travel Times

UNIT-II

Basic elements in destination geography, Physical Geography and Cultural Geography.
Modes of Transport around the world - Transport in Europe, Asia, N.America, S.America, Africa and Australia
Aviation Geography and Categorization. Three letter coding and decoding of cities and Airports.

UNIT-III

Trends in Tourism – Mega trends in 21st Century; Opportunities and obstacles in current trends; Change in Tourism industry in New Millennium.
Travel and Tourism Organisations; Role of Regional and National Tourism Organisation.

UNIT-IV

Tourist destinations of world – attractions in Western Europe, Eastern Europe, N.America, Asia, Australia and Africa.

UNIT-V

Tourism & Ecotourism Resources of India, Elements of Adventure Tourism, Tourist attractions in India – Natural and Religious attractions.
Indian out bound travel characteristics.

REFERENCE BOOKS :

1. Geography of Travel, Tourism and Adventure Tourism – P.C.Sinha.
2. Tourism Impact Assessment – P.C.Sinha.
3. International Travel and Tourism Training Programme – Foundation Jan.2002 – IATA Aviation Training and Development Institute.
4. World Geography – NCERT.
5. Travel destinations by region –

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I SEMESTER – SYLLABUS

TTM 105 - ENTREPRENEURSHIP

UNIT-I

Concept of entrepreneurship – Characteristics of an entrepreneur – Distinction between entrepreneur and manager – Functions of an Entrepreneur-Types of Entrepreneur-Factors affecting Entrepreneur growth – Entrepreneur Competencies.

UNIT-II

Project Identification and selection – Project Formulation – Project appraisal.

UNIT-III

Marketing – Marketing Research for the new venture – characteristics of marketing plan – steps in preparing marketing plan – why some plans fail.

UNIT-IV

Financing of Enterprises – Sources of Finance – Venture capital & Term loans – Institutional Finance to Entrepreneurs.

UNIT-V

Ending the Venture – Bankruptcy – Causes and remedies – Re-organisation – Steps in Re-organisation – Transfer of business – Different methods of transfer.

REFERENCE BOOKS :

1. Entrepreneurship: Robert D.Hisrich & Michael P.Peters, TMH, 2002.
2. Entrepreneurial Development: S.S. Khanka, S.Chanda & Co., 1999.
3. Essentials of Entrepreneurship : Thomas W. Zimmerer & Normass M. Scarborough, P.H.1, 2005.

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I SEMESTER – SYLLABUS

TTM 106 - FUNCTIONAL ENGLISH

1. Grammar, Verb forms-Prepositions-Articles-Agreement of the verb with the subject- Situation based dialogue writing.
2. Comprehension, Expanding the newspaper headlines- giving the headlines to a passage Scanning for specific information - Understanding the words, phrases and sentences contextually- Understanding advertisements related to employment and general.
3. Business Communication, Drafting – Letter-writing – Ordering supply of Goods- Various kinds of business letters – Inquiry letter, explanation, Complaints, letter seeking Advice, letter of apology, Invitation -Acceptance – Refusal – e-mailing – Preparing CV/Resume – Tender Notice, giving response – Quotations – Advertisement drafting.
4. Paragraph writing, Descriptive, narrative, and reflective – Note-making/summarizing – Telegrams, notices, minutes of meetings/memos – Intra-Office Communication – Circular, Orders, informal messages –Writing in sequence – Arranging events in a chronological order from different points of view in a story/incident.
5. Report Writing, various Types of Reports-Newspaper reports, Reporting Events/Developments, Reporting Interviews and Press Conferences, Report of Meetings, Reporting Conversations, Report on Specific study.

REFERENCE BOOKS :

1. Advanced English Grammar, Raymond Murphy, CUP.
2. Essentials of English Grammar and composition, V. Prakasam, V.Maruti, Ravindra publishing house, HYD.
3. Written English for You, G.Radhakrishna Pillai, K.Rajeevan, P.Bhaskaran Nair, Emerald Publishers.
4. Developing Communication Skills, Krishna Mohan & Heera Benerji, Mc Milan Press, Bits Pilani.
5. English Conversation Practice, Grant Taylor, Tata McGraw-Hill.
6. Effective Business Communications, Herta, A.Murphy, Tata McGraw-Hill.
7. Essentials of English Grammar and Conversation, A.Subba Rao& E.Suresh Kumar.

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I SEMESTER – SYLLABUS

**TTM 107 – COMMUNICATION SKILL DEVELOPMENT
(NON CREDIT COURSE)**

1. Seminars
2. Group Discussions
3. Role Playing
4. Case Analysis
5. Questions & Answer sessions
6. Presentations
7. Conversation
8. Problem Solving Activities
9. Task Building Activities
10. Information gap and Information Transfer Activities

II SEMESTER – SYLLABUS

TTM 201 – ORGANISATIONAL BEHAVIOUR IN TOURISM

UNIT-I

Introduction to Organisational behaviour for Tourism – Definition of Organisational behaviour for Tourism – Characteristics of Tourism foundations of Individual behaviour in Organisation – Perception – Values – Learning – Personality – Determinants of Personality. Implication of Perception.

UNIT-II

Globalisation – The impact of culture on Global Organisational behaviour for Tourism. How do cultures vary – Diversity & Ethics – The Nature of Diversity – Reasons for the emergence of Diversity – Specific characteristics of Diversity – Managing Diversity. Individual & Organisational Approaches to Managing Diversity.

Communication – Nature and Significance – Communication Media and Technology – Non-verbal Communication – Interpersonal Communication – Downward Communication – Upward Communication- Interactive Communication in Organisation – Communication Across Culture. Barriers to effective Communication.

UNIT-III

Concept of Motivation: Theories of Motivation. Assumptions of human behaviour. Theory X and Theory Y. Theory of Motivation. Maslow's hierarchy of needs theory – Herzberg's two factor theory. Mclland's need theory – Vroom's and Porter and Lawler's expectancy theory of Motivation. Motivation across culture.

UNIT-IV

Interpersonal behaviour: Transactional Analysis. Developing Interpersonal Skills. Increasing Interpersonal Awareness. The Johari Window. Group Dynamics – Formation and Development of Groups. Group cohesiveness.

UNIT-V

Management of Change – Resistance to change – Measures to overcome change - organizational development – Behavioral intervention strategies. Organisational culture. Creating and maintaining a organisational culture.

REFERENCE BOOKS :

1. Robbins, Stephens P. : Organizational Behavior.
2. Luthans, Fred : Organization Behavior.
3. Kakabadse et al.: Working in Organizations, Penguin, 1987
4. Buchanan B & Huczynski A : Organizational Behavior, PHI, 1985.

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II SEMESTER – SYLLABUS

TTM 202 - MARKETING OF TOURISM

1. Introduction to Marketing and its application in Tourism. Difference between Marketing of Products and Services. Special features of Marketing Services. Uniqueness of Tourism Marketing.
2. Overview of the role of Market Research, Surveys and Forecasting and Consumer Behavior and their Roles in the Development of Marketing Activities. Market Segmentation and Leisure markets-Problem of Identifying and Developing Marketing activities aimed at Segments in the Leisure market.
3. Target market Selection, Positioning, the 8thP of Marketing. Managing the Marketing Mix in Tourism: Product/Service Issues e.g. Life Cycles, Concept Development and Testing and Product Development.
4. Managing the Marketing Mix in Tourism: Location, Pricing and the Role and Use of specific Intermediaries and External Bodies in selling Tourism Product. Managing the Marketing Mix in Tourism : Distribution Decisions.
5. Managing the Marketing Mix in Tourism: Introduction to Tourism Promotion, Methods and their respective Roles: Advertising, Travel Brochure, Films, Presentations, Sales Promotion, Sales Calls, Familiarization Tours of area representative and Travel Agents, Fairs, Exhibitions and Indian Festivals. Specific problems of Advertising Tourism Products, Issues in the Development of Tourism Advertising Campaigns Media and Message Decisions, Suitability of Sales Promotion to Tourism. Allocation of Budgets for Promotion. Managing Publicity Importance of Information in Tourism Promotion.

REFERENCE BOOKS :

1. Loway I C and Plant R V (1992) : Marketing for Tourism: Pitman.
2. Witt S and Moutinho L (1994) : Tourism Marketing and Management Handbook, Prentice Hall New Jersey.
3. Tourism Business and Marketing – Pran Nath Sen.
4. Marketing for Hospitality and Tourism, Philip Kotler, Pearson Education.

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II SEMESTER – SYLLABUS

TTM 203 - HOSPITALITY MANAGEMENT

UNIT-I

Organisation Structure of a Hotel – Departments – Facilities & Services – Different Forms of Organisation Structure.

UNIT-II

Accommodation Department – International Symbols – Room Revenue – Front of the House – Reception – The Lobby – Housekeeping.
Food & Beverage Department – Beverages – Sales & Service – Production of Food – Restaurant Organisation.

UNIT-III

Sales & Marketing Department - Advertising – Press Conference – Sales Promotion.
HR Department Communication – Training Programme – Employee’s relations – Negotiations.

UNIT-IV

Engineering & Maintenance Department Organisation.
Safety & Security Department Organisation.

UNIT-V

Miscellaneous Departments - Laundry & Linen – Telephone & Telex – Garage & Parking – Gift Shops – Hair – Dressing Saloon – Florist & Horticulture – Entertainment & Recreation Facilities - Banquets, Functions & Conferences – Outdoor Catering.

REFERENCE BOOKS :

1. Professional Hotel Management ; Jagmohan Negi; S.Chand Co., New Delhi, 2002.
2. Gray and Ligouri : Hotel and Motel Management & Operations(Delhi: PHI).
3. Andrews: Hotel Front Office Training Manual (Bombay: Tata McGraw Hill).
4. Negi: Hostels for Tourism Development (Delhi: Metropolitan India).
5. Arthur & Gladwell: Hotel Assistant Manager (London Communical, Barril, Jenkins).
6. Negi: Professional Hotel Management (Delhi : S.Chand).
7. Text Book of Hotel Maintenance : N.C.Goyal & K.C. Arora : Standard Publishers.

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II SEMESTER – SYLLABUS

TTM 204 - TRAVEL AGENCY MANAGEMENT

UNIT-I

Introduction to Travel & Tourism – Concept of Travel & Tourism – Travel Trade : Travel Agency and Tour Operations Business – Types of Travel Agency & Tour Operations Business – Role and Contribution of Travel Companies in the growth and Development of Tourism Travel Trade – The Changing Environment.

UNIT-II

Organisational Structure : How to start a Travel Business – Choice of Travel Agency Business – Organisation Structure and Working of Travel Agency & Tour Operators – Procedure for approval of Government Of India and IATA of Travel Agency & Tour Operators – Functions of Travel Companies.

UNIT-III

Tour Packaging Management – Types of Tour Packages – Components of a Standard Package Tour – Tour Design Process – Significance of Package Tours – Review of Package Tours offered by Public/Private Sector Tourism Enterprises in India – Tour Package Pre Information.

UNIT-IV

Travel Agency Marketing – Unique features for Travel Marketing – Constraints & Significance of Travel Agency Marketing – Tour Marketing Plan – Tour Marketing Segmentation – Developing Marketing Strategies – In bound and Out bound Tours.

UNIT-V

Travel Trade Organisations Associations – Need & Significance – WTO; IATA; ASTA; PATA; IATO; TAAI; WATA; UFTAA.

REFERENCE BOOKS :

1. Travel Agency Management : Mohinder Chand: Anmol Publications : 2006.
2. Travel agency & Tour Operations – by Jagmohan Negi.
3. Tourist Business by Donald.
4. Foster, Dennis L : The Business of Travel Agency Operations and Administration (1993) Macmillan/McGraw Hill, Singapore.
5. Mill R C and A M Morrison : The Tourism System – An Introductory Text (1992) Prentice Hall, London.
6. Holloway J C : The Business of tourism (1983) MacDonald and Evans, Plymouth.
7. Travel Agency Management : Jagmohan Negi.

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II SEMESTER – SYLLABUS

TTM 205 - RESEARCH METHODOLOGY

1. Introduction – Scope of Research – Problem Identification – Development of a Research Proposal – Determining Research Type – Exploratory and Conclusive Research.
2. Data Resources: Secondary data – Online data – Primary data collection methods – Questioning techniques – Questionnaire preparation – Observation methods.
3. Sampling Plan – Sample Frame and Sampling Unit – Sampling Techniques.
4. Data Collection: Organisation of Field Work – Survey Errors – Sampling and Non-sampling Errors.
5. Data analysis: Univariate, Bivariate and Multivariate Data Analysis: Report Preparation and Presentation.

REFERENCE BOOKS :

1. Goode, W.J & Hatt P.K, Methods in Social Research, Tokyo, Mc.Graw Hill, 1952.
2. Kerlinger, F.N; Foundation of Behavioral Research, New York, Rinehart & Winston, 1973.
3. Rao K.V. Research Methodology in Commerce and Management, New Delhi, Sterling publishers, 1993.
4. Kothari, C.R. Research Methodology, New Delhi, Wiley Eastern, 1987.

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II SEMESTER – SYLLABUS

TTM 206 - MANAGEMENT OF SELF

UNIT-I

Social Psychology: Definition – Social Psychology in the New Millennium – New Perspectives, New Methods - Social Perception – Attribution. Theories of Attribution : Jones & Kelley Theories- Basic sources of error- Application of Attribution Theory- Impression formation and Impression Management.

UNIT-II

Social Cognition: Schemas – Heuristics and Automatic Processing- Potential sources of error – Affect and Cognition- The influence of affect on cognition. Attitudes – Attitude formation. The fine art of persuasion – Resistance to persuasion – Cognitive Dissonance.

UNIT-III

Social Identity: The self - Components of one's unique identity. Gender identity and gender stereotypes. Gender role behaviour and reactions to gender – Role behaviour.

Prejudice – Prejudice and discrimination. Their nature and origin. The origins of prejudice. Techniques for countering its effects. Prejudice based on gender. Its nature and effects.

UNIT-IV

Social Influence: Changing others' behaviour – Conformity- Group influence in action. Asch's research on conformity - Factors affecting conformity- Bases of conformity. Minority influence - Compliance – The underlying principles- Integration. Tactics based on commitment of consistency, reciprocity, scarcity and other tactics.

Aggression: Theoretical perspectives on Aggression. –In search of the roots of violence. The role of biological factors – drive theories – Modern theories of Aggression. Determinants of Human Aggression – The prevention and control of Aggression – Techniques.

UNIT-V

Groups and Individuals: Functions of group. How groups affect individual performance - From social facilitation to social loafing coordination in groups. Decision making by groups - Applications of social psychology to health – related behaviour and to the world of work. Job - satisfaction, helping and leadership. Responding to Health Related Intimation. The Emotional and psychological effects of stress – Individual differences in the effects of stress. Coping with stress. Job satisfaction and attitudes about work. Pro -social behaviour at work. Leadership. Patterns of influence within groups.

REFERENCE BOOKS :

1. Social Psychology – Robert A. Baron & Donn Byrne, PHI, 10th ed.
2. Feldman R.S., Social Psychology, McGraw Hill.

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III SEMESTER – SYLLABUS

TTM 301 - HUMAN RESOURCE MANAGEMENT IN TOURISM

1. Concepts and Perspectives on Human Resource Management; Human Resource Management in a Changing Environment.
2. Corporate Objectives and Human Resource Planning; Career and Succession Planning; Job analysis and Role Description
3. Methods of Manpower Search; Attracting and Selecting Human Resources; Induction and Socialization; Manpower Training and Development;
4. Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination;
5. Employee Welfare; Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment.

REFERENCE BOOKS :

1. Mirza & Saiyaddin, Human Resource Management, Tata Mcgraw Hill, 2002.
2. Aswathappa, K. Human Resource and Personnel Management
Tata McGraw Hill, New Delhi, 2nd ed., 2001.
3. De Cenzo, D.A. & Robbins S.P. Human Resource Management, 5th ed.,
New York, John Wiley, 1994.
4. Guy, Madhava & Mattock J. The New International Manager, London,
Kogan Page, 1993.

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III SEMESTER – SYLLABUS

TTM 302 - HOUSE KEEPING MANAGEMENT

UNIT-I

House Keeping – Executive House Keeper and his duties – House Keeping Organization – Staffing Activities – Material Planning and Maintenance of Furniture, Fixtures, Lighting, Guest Room Safes, Mini-bars.

UNIT-II

Material Planning and Maintenance – Flooring, Carpets & Rugs, Wall & Ceiling Coverings, Beds and Accessories, Uniforms.

UNIT-III

Linen Management – Linen Characteristics – Purchasing – Linen Control – Cleaning & Equipment and Agents – Laundry dry cleaning and stain removal – Pests and Waste Management.

UNIT-IV

Swimming Pool Operations and Management – Security Issues – Handling Natural and Man made disasters.

UNIT-V

Handling Employee Problems – Absenteeism, Poor Orientation, Employee Turnover Poor Appearance & Hygiene, Poor performance – House Keeping Manager as a leader.

REFERENCE BOOKS :

1. Professional House Keeping, Manoj Madhukar, Rajat Publications, New Delhi, 2001.
2. Organization of House Keeping Management, Dr.R.K.Singh, Aman Publications, New Delhi, 2005.
3. Hotel, Hostel and Hospital House Keeping, Joan C. Banson & Margaret Lennox, ELST 2003.
4. Hotel House Keeping Training Manual : Sudhir Andres : TMH : New Delhi.

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III SEMESTER – SYLLABUS

TTM 303 - TOUR OPERATIONS MANAGEMENT

UNIT-I

Tourist Guide – Duties & Responsibilities – Training – Categories of Tourist Guides – Earnings – State & Travel Agency.

UNIT-II

Tour Operations – Tour Managers – Types of Tour Operators – Rules for Recognition – Role of Tour Operators – Income of Tour Operators – Tour Wholesales – Designing a Tour – Tour Order – Tour Operation – Input and Output of tour Operation – Reservation by Mail – Computer Reservation System.

UNIT-III

Package Tours – Basic Principles of Packaging – Group Incentive Tours – Free Independent Travellers – Inclusive Tours – Manual for Travel Business – Reference Tools & Resources.

UNIT-IV

Tour Planning – Package Price Strategy – Pre Tour Preparations.

UNIT-V

Tour Operations – First day of the Tour – departure – Hotel Procedure – Aboard the Bus/Coach – Emergency Procedures – Finance & Accounting – Tour Managers Illness – Mail & Messages – Food & Beverages – Transportation Delays – Non performance of a supplier – Company changes in route – Expulsion of a Tour Member – Handling Company Money.

REFERENCE BOOKS :

1. Tourist Guide & Tour Operations : Jagmohan Negi: Kanishka Publishers, New Delhi, 2004.
2. Travel agency & Tour Operations – by Jagmohan Negi.
3. Tourist Business by Donald.
4. Foster, Dennis L : The Business of Travel Agency Operations and Administration (1993) Macmillan/McGraw Hill, Singapore.
5. Mill R C and A M Morrison : The Tourism System – An Introductory Text (1992) Prentice Hall, London.
6. Holloway J C : The Business of tourism (1983) MacDonald and Evans, Plymouth.

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III SEMESTER – SYLLABUS

TTM 304 - FRONT OFFICE MANAGEMENT

UNIT-I

Objectives, Goals and Strategies with relation to Hotel – Management of Human Resources of Front Office- Role of Front Office Manager – Role of Human Resource Department.

UNIT-II

Hotel Lobby – Different types of Reception Counters – Hospitality Desk and the furniture – Front office and its functions – Job description of Front Office Manager, Assistant Front Office Manager, Assistant Manager, Reservation Manager and Other People – Receptionist, Qualities and Duties – Tariff – Tariff Structure – Room Tariff Cards.

UNIT-III

Communication – Communication Skills – Importance of effective Communication in Hostel Industry – Internal Communication – Body Language – Front Office and Guest handling – Pre Arrival Formalities – Room Reservations – Receiving Guests and Assignment of Room – Registration Procedures – Rooming of a Guest – Handling Groups and Group Arrivals – Complaint Handling.

UNIT-IV

Guest Accounting – Basics of Keeping Accounts – Front Office Cashiering – Guest Accounting Process – Night Auditing – Departure Procedure – Occupancy Ratio – Computing Room Availability.

UNIT-V

Guest Security – Types of Security – Hotel Fires & Precautions – Guest Service – Service Standards – International Guests – Managements Role in Guest Services – Guest Service Training – Six Sigma and Customer Loyalty.

REFERENCE BOOKS :

1. Front Office Management, S.K. Bhatnagar, Frank Bros & Co., New Delhi, 2004.
2. Front Office, Operations and Management, Ahmed Ismail, Thomson, Delmar.
3. Hotel Front Office Management – James A.Badri, John Wiley & Sons.

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III SEMESTER – SYLLABUS

TTM 305 - LEGAL ISSUES IN HOSPITALITY MANAGEMENT

UNIT -I

Introduction to Hotel and Tourism Laws -Regulations for Travel and Tourism Business – Regulation Governing Tourism Organisations – Laws Governing the Hotel Industry – Laws Requirements in Hotel Business – Laws Relating to Planning and Designing – Laws Governing Hotel Associations and Unions-.

Laws Relating to Hotel and Foods and Beverage Business -The Sarai Act, 1867 – Labour Laws and Legislations.

UNIT-II

The Guest and the Hotel-Legal distinction between Hotel and Motel and Boarding House – Occupant and Guest – Obligations of Hotelier – Provisions of Accommodation – Provisions of Food and Beverages – Provisions for the safety of Guests – Liability of Hotelier – Liability of Hotelier – Liability for Guest Property – Property deposited for safe custody – Negligence – The rights of a Hotelier – Right of lien on goods

Law of Contract-Types of Contract – Contractual Relationship – Booking Contract & Advance Booking – Duties and Obligations of a Hotel – Terms and Conditions – Registration of Guests – Infectious Diseases – Supply of Evidence in Courts – Taking Reasonable Precautions – Death at the Hotel – Guest Causing Disturbance – Property lost or found – Animal Access – Price Display – Overbooking – Breach of Contract – Damage to Property – Registered Letter – Service Charges – Settlement of Payment – Guest who left property after his departure.

UNIT-III

Laws relating to Registration and Approval of HOTEL – Types of Licences – Application for Licence – The Grant of Licence – Power of Licencing Authorities Bar and Liquor Licence-Liquor licencing laws – Offences Against Licencing Laws – Occassional Licence – General Permitted Hours – Extension of Permitted Hours – Duties of Licence – Not to allow drunkenness – Not to allow prostitutes – Young Persons – Not to allow Children – Not to allow police while on duty – Not to allow Harboursing of thieves.

UNIT-IV

Food and Beverage Laws – Prevention of Food Adulteration Act, 1954 – Consumers and Standards -Hygiene and Sanitation Regulations--Protection from Contamination – Facilities for washing and Equipment – Duties of Persons Handling food and Beverage and Personal Hygiene – General guidelines for food & Beverage Establishment

UNIT-V

LAWS RELATING TO EMPLOYMENT AND WELFARE-Employer – Employee Relationship-Obligations of the Employer – Statutory Obligations of the Employer – Duties of the Employee – Written Statement – Termination of Employment – Restraint of Trade – Insurance Risk – Hotel's Own Less – Hotel's Liability to Others – Property of Guest and Staff – Termination of Contract – Disciplinary Procedure – Social Security-Employee's Organizations and Welfare-Shops and Establishment Act – Equal Remuneration Act, 1976 – The

Employee's Provident Fund Act, 1952-The Minimum Wages Act, 1948 - The Workmen's Compensation Act, 1923

REFERENCE BOOKS :

1. Socio-Environmental and Legal Issues in Tourism, @Reserved I Ed 1998.
2. Norman G Cournoyer, Anthony G Marshall Karen L Morris, Hotel, Restaurant and Travel Law : A Preventive Approach, 5th Edition, Delmar Publishers, 1997 (1999).
3. Medlik S, Dictionary of Travel, Tourism & Hospitality (1993) Butterworth – Heinemann, Oxford (U.K.).
4. WTO, Sustainable Tourism Development Guide for Local Planners (1993) WTO, Madrid.
5. Total and Tourism Laws, Dr.Jagmohan Negi, Frank Bros. & Co.

DEPT. OF TOURISM & HOSPITALITY MANAGEMENT
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III SEMESTER – SYLLABUS

TTM 306 - AIR TRAVEL TICKETING AND FARE CONSTRUCTION

UNIT-I

AIR TRAVEL AND WORLD AIRLINES - Air Travel – International Carriers – Domestic Carriers – Role of State in Air Transport – Air Transport Regulations – Five Freedoms of Air - Passenger Aircrafts and Aeroplanes -Flight Distance – Passenger Capacity and Seating – Aircraft Seating Plans – Food and Beverage Service

UNIT-II

AIRLINES POLICIES AND PRACTICES - Reservation Policy – Policy Regarding Children and Infants – Policy Regarding Restricted and Disabled Passengers – Changes, Alterations in Schedules – Stand by Travel – Passenger Check in – Cancellation and Delays – Baggage Transportation – Checked Baggage – Checked Baggage: The Weight System – Checked Baggage: The Piece System – Excess Baggage Charge – Special Charges – Pet Transport Policy – Special Meals

UNIT-III

BASIC ELEMENTS OF AIR FARES - Class of Service – Fare Basis – Air Transportation Taxes – Airport Taxes – Customs User Fees – Miscellaneous Charges – Fare Rules – Fare Calculation – More than One Segment – Special Air Fares – Ticket Issuance

UNIT-IV

AIR FARE CONSTRUCTION - Airline Regulations – Guidelines for Finding and Reading International Air Tariff Rules – Guidelines for Fare Construction – Lowest Combination of Fare Method – Mileage System – Tariff Terminology – Lowest Combination of Fares Method – Mileage System – More Distant Point Principle – Airways Competition – Fare Calculation on a Hand Ticket – Sector Mileages – Basic Principles of International Air Fares and Ticketing – Currency Conversions – World Airways Guide – Currency System (Fare Construction Unit) – Guide to Fare Construction – How to Use Neutral Unit of Constructions (NUCs) to Calculate Fares? – The Mileage System – Fare – City-to-City Fares – Flight Routings – Ticket Designator – Alterations, Reissuance and Refunds – Agency Commission

UNIT-V

AIR TICKETING TECHNIQUES - Reservation Sheets/Cards – Airline Reservations – Domestic Airline Ticketing – International Airline Ticket-Analysis of an airline ticket - Airline Tickets – Ticket Coupons – Air Ticket Information – Writing Airline Tickets – Inside Cover with Limitation of Liability – Important Reconfirmation Notices – Manual Ticketing – Air Ticket Related Traffic Documents – How to Make an Airline Ticket? – Airline Ticketing Procedures – Universal Credit Card Charge Form – Prepaid Ticket Advice (PTA) – Refund/Exchange Notice (REN) – Ticket Exchanges – Ticket Exchange Notice – Cash Refund Notice – Credit Card Refund Notice – Miscellaneous Charges Order – Booking a Tour – How to Procure Traffic Documents? – Tour Order – Ticket Revalidation – Chartered and Group Travel.

REFERENCE BOOKS :

1. Air Travel Ticketing and Fare Construction, Jagmohan Negi, Kanishka Publishers, Distributors, New Delhi.
2. ABC World Wide Airways Guide (Red & Blue).
3. Air Tariff Book 1, Worldwide Fares.
4. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
5. Air Tariff Book 1, Worldwide Maximum Permitted Mileage.
6. Travel Information Manual (TIM).
7. IATA Ticketing Hand Book.

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IV SEMESTER – SYLLABUS

TTM 401 - INFORMATION TECHNOLOGY FOR TRAVEL & TOURISM

1. The Internet and the World of Hospitality and Tourism – The Internet Revolution: Brief History and Basics.
2. The Internet as a means of Communication – The Internet as a means of Commerce.
3. The Internet as a means for Information Distribution – The Internet as a means for Travel and Hospitality.
4. The Internet as a means for Marketing – The impact of the Internet on Travel and Hospitality Industry.
5. A special case study : The Future of The Travel Agency – Competitive Advantage or Necessity: The Travel and Hospitality Industry in the 21st Century.

REFERENCE BOOKS :

1. E-Commerce & Information Technology in Hospitality, Zongqing Zhou, Thomson Publishers 2004.
2. Web Commerce Technology Handbook – Daniel Minoli and Emma Minoli.
3. E-Commerce: Strategy, Technologies and Applications by David Whitley.
4. Internet for everyone – Author: Alexis Leon and Mathews Leon.
5. Starting an E-Commerce Business for Dummies – George Holden.

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IV SEMESTER – SYLLABUS

TTM 402 - EVENT MANAGEMENT

1. Introduction to Events. What are Events? Why Events? Key Elements of Events.
2. Event Marketing. Understanding the Event Market. Concept of Product in Events.
3. Concept of Pricing in Events. Concept of Promotion in Events.
4. Event Management. Strategic Market Planning.
5. Strategic Alternatives for Growth. Evaluation of Event Performance.

REFERENCE BOOKS :

1. Event Marketing & Management–Sanjaya Singh Gaur & Sanjay V. Saggere Vikas Publishing House, 2003.
2. Event Management : For Tourism, Cultural, Business and Sporting Events, Lynn Van Der Wagen; Pearson; 2005.
3. Successful Event Management; Anton Shone : Thomson, 2004.

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IV SEMESTER – SYLLABUS

TTM 403 - FINANCIAL MANAGEMENT FOR TOURISM

- 1. Finance function in Tourism:** Financial Implications of the Structure and Characteristics of Service Facilities i.e. Conference Centers, Retail Outlets, Museums, Theme Parks, Transport, Accommodation and Catering facilities, Revenue and Expenses Tracking.
- 2. Cost-Volume-Profit Analysis:** Cost Behavior; Contribution concept; Break Even Analysis, Profit concept, Application of CVP Analysis in Service Organization e.g. Transport, Holiday Resorts, Hotels, Package Tours etc.
- 3. Budgetary Control:** Budget Concept & Process. Preparation of Cash Budget, Sales Budget, Production Budget, Flexible Budget, Master Budget, Responsibility Accounting and management reports. Investment Centers, Profit centers, Cost centers.
- 4. Capital Budgeting:** Discounted & Non-discounted Techniques. Methods of Capital Project Appraises ARR (Accounting Rate of Return), Payback period, Profitability Index (PI), NPV (Net Present Value), IRR (Internal Rate of Return), Factors determining the Capital Structure in Tourism Industry.
- 5. Working Capital Management:** Concepts of Working Capital, Sources of Working Capital, Determinants of Size of Working Capital, Working Capital Management in Tourism Services.

REFERENCE BOOKS :

1. Eyster J.J. : Rhodes R.C. and Rosenblatt, R.L.; Managerial Accounting in the Hospitality Service Industries 2nd Ed. W.C. Brown Co. 1976.
2. Shrivastava R.M. : Financial Management.
3. Chandra Prasanna : Financial Management.
4. Pandey I.M. : Financial Management.

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IV SEMESTER – SYLLABUS

TTM 404 - TOURISM AND THE ENVIRONMENT

UNIT-I

Sustainable Tourism and the Environment – Sustainable Tourism-Illusion or Realistic Alternative – The Biggest Industry the World has Ever Seen: The Future of World Tourism – Tourism and the Environment – The Tourism Juggernaut – Sustainable Tourism Development

UNIT-II

Eco-tourism or Ecocide – Heating Up Environmental Education and Communication – Pro-Poor Tourism – Economics and Environment – Fresh Water and the Environment

UNIT-III

Urbanization and the Environment – Children’s Health and Economy and Public Health – Population and the Environment – Saving the Planet: Imperialism in Green Garb? – Forests-The Earth’s Lungs – Ecosystems, Our Unknown Protectors

UNIT-IV

Population Growth and Forests – Population Growth and Biodiversity – Genetic Diversity and Food Security – Global Warming: Worrying Signs – An Agenda for Change – Using Economics to Advantage – Population Growth and Waste

UNIT-V

Economics and Sustainable Development – Consuming the Future – Pollution for Export – Employment and Promoting Ecology – Environmental Protection-The Devil May Care.

REFERENCE BOOKS :

1. Madhav Gadgil & Ramchandra Guha : The Fissured land; An ecological history of India OUP, Delhi 1992.
2. Wernes Wolfgang (ed.) : Aspects of Ecological Problems and environmental awareness in South Asia, New Delhi, 1993.
3. Vidyanicos Misro (ed.) : Creativity and environment, Sahitya Acadami, New Delhi, 1992.
4. Sahita Chapra : Tourism Development in India, New Delhi, 1993.
5. Praveen Seetri : Tourism the next generation Anmol Publications, New Delhi.
6. Tourism & Environment : Dr.M.Lakshmi Narasaiah : Discovery Pub. House, New Delhi, 2003.

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IV SEMESTER – SYLLABUS

TTM 405 - SELLING & MARKETING SKILLS

1. Salesmanship: The sales personality – Traits of a salesman – Knowledge of the products – Knowledge of customers – Buying motives.
2. Initiating customers relationships – Prospecting & pre approach – Planning the presentation and Approaching the customer.
3. Developing Customer Relationships – Sales presentation: Addressing concerns and earning commitment.
4. Selling the accommodations: Resorts Lodges, Cabins & Bungalows, Fishing & Hunting camps, Recreation Camps, Country Inns, Bed & Breakfast Locations, Tourist Homes, Hostels, Time – share facilities.
5. Selling Attractions: Amusement Parks, Galleries, Industrial Tourism, Museums, Nature Tourism, Recreational parks.

REFERENCE BOOKS :

1. Selling Tourism, H. Kenner Kay, Thomson Publishers, 2003.
2. Professional Selling: Thomas Ingram et. al: Thomson Publishers, 2004.

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IV SEMESTER – SYLLABUS

TTM 406 – SOFT SKILLS DEVELOPMENT – NON CREDIT COURSE

Social Graces & Courtesies – The Art of Introductions – Conversation Skill – Clothing, Grooming & Hygiene – Table Etiquette – Entertaining & Dinning Out – Office Etiquette – Business Etiquette – Email & Netiquette – Telephone Etiquette – On the Street – At public Gatherings – Club Etiquette – Gifts & Gestures – Being on Time — Position in the Community – Fundamentals of Good Behaviour – Dealing with People – Travel Etiquette – Written Communication – Body Language.